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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

Motris

IL TERRITORIO DELLE RELAZIONI UMANE
Book series by Leonardo Urbani

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VOLUME II

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3rd IRT INTERNATIONAL
SCIENTIFIC CONFERENCE

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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 fromresearch-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 October1999, 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 take place 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.

Tourist 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 contests 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, villagess 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 maniford 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.

Local Communities

INTEGRATED RELATIONAL TOURISM (IRT) AND THE DEVELOPMENT OF THE COMMUNITIES COMPRISING POPULAR POTTERS (CCPP) IN EGYPT

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Abstract

The research tackles **the** *communities of the popular potters* in several regions in the Arab Republic of Egypt (*Fustat – Cairo governorate*; an example of a mountainous area, *Greese - Monofiya governorate*; an example of an agricultural area and *Al-Mahrousah – Qena governorate*; an example of a mountainous area in Upper Egypt). Each of these regions has a different environmental nature, which remains intact amid the negative aspects of the modern technology. Offering untraditional products, these communities are still living innately.

The research is dealing with the characteristics, potentials and the intimate relationship between man, the multi-dimensional pottery products that have different shapes; each has its own meaning and significance on one hand; and traditions, beliefs (birth, marriage, death, ...etc), feasts, religious occasions, official days, the use of pottery either for decoration or for daily purposes in the different environments as well as the difficulties and the challenges facing the pottery manufacture and usage on the other.

The research also discusses the suggested efforts to implement its objectives, including:
- *Re-assessment the Cultural Identity* of the *popular potters* as a means of cultural communication *between Egypt and the Mediterranean countries*, together with its impact on the *untraditional tourism*.
- Determining the main characteristics of the communities of the *popular potters in Egypt*, which are strongly related to the attraction factors of the *Integrated Relational Tourism (IRT)*.

Thus the research focuses on:
- Man and economic development of the *popular potters*. This will generate more profit, if compared to the other traditional tourist sectors, and thus leading to implementing the concept of the *Sustainable Development* through *tourism* as a means that affects the individual's behavior in the society.
- Maintaining the *popular pottery* as a handicraft that represents a significant part of the *popular cultural heritage* as well as the *Cultural Identity* that did not attract the appropriate attention.
- Introducing and marketing a new untraditional tourist element through which the tourist will get acquainted with the nature as well as the essence of other communities as well as the human integration that characterizes them. This accordingly features an attraction factor for the *Integrated Relational Tourism (IRT)*.
- Strengthening communication among the *Mediterranean* different cultures, on the condition of maintaining the essence of each of them.
- Improving the artistic sense for *popular pottery* products, and thus expanding the infrastructure of these communities.
- The research defines a group of *technological, economic and environmental pillars* that set up these communities and further contribute to their sustainable development. The research also

stresses the role of these pillars as attraction factors for the *Integrated Relational Tourism (IRT)*.
- The research also sets *a plan for the future* of these communities, on the *social, cultural, media, tourist and developmental* levels in order to be able overcome the challenges which these communities face amidst the drive to match the *globalization spirit*.

Key words: Development, Popular Pottery, Integrated Relational tourism (IRT), Cultural Identity.

INTRODUCTION
- The *popular heritage* maintains the society"s own identity and personality amid the ongoing changes, which are considered a responsibility of the local and global communities. (Al-shahry 2006)
- Due to the importance of *culture, tourism* and *sustainable development*, a number of international conferences were held; international conference on sustainable development (johannesburg 2002 and unesco universal declaration on cultural diversity 2001. Both conferences recommended "the cultural diversity" as a means of forming open intimate relations among the nations, while highlighting the dimensions of the *local culture of each society* in terms of the *sustainable development*, which is closely tied to the *tourism* and *handicraft*. It is known as (*cultural tourism)*, with *economic*, *cultural* and *social* returns to these communities". (Abdullah 2009, 41)
- *Egypt* is one of the *tourism-attracting regions* in the world, due to its multi-facet tourist products, mainly the cultural tourism. In addition, civilizations created a distinguished human heritage that expresses the different patterns of the egyptians' life in terms of traditions and habits.
- The ccpp provides the tourists with a chance to experience the field culture through watching the beauty and understanding the culture of these communities. They could form a valuable viewpoint through interacting with these communities.
- Accordingly, the *irt* should be included as a part of a *sustainable developmental strategy* inclusive of the economic, cultural and social aspects. The *irt* depends on the *cultural heritage* through two opposite factors: *first*, the cultural heritage, being a consumable product subject to distortion and damage. *Second*, being a cultural wealth, which should be maintained by means of development factors that will weigh positively on ccpp as well as the local society? This accordingly will contribute to promoting the standard of living through providing job opportunities, improving services and boosting the irt.
- A focus on the ccpp is one of the primary measures that should be taken to reach a balance between the economic social ambitions and the total cultural social systematic integration. The question is *how can the local societies promote these communities? And how can the popular potters benefit from the irt within the sustainable development?*
- Therefore, the auther is introducing examples for the ccpp, highlighting their natural and acquired characteristics and other aspects that meet their needs. The simplicity and spontaneity of the ccpp are mirrored in their life activities and works of art.
- Commenting on the relation between the potters' environment and the irt, newsome & a. Moore stated, "*tourism* can play an important role that will never be fully realized until the tourism developers, planners and managers embrace an understanding of *ecology* and its importance to humanity" (newsome & a. Moore 2002, 301)
- This indicates the importance of the *developmental planning* for the different communities together with their focus on the different principles such as *enlightenment, the continuous intervention of the governmental authorities, the contribution of the residents, handicrafts who take the big portion of responsibility, technical assistance, as well as the tourist-oriented media.*

THEORETICAL AND METHODOLOGICAL APPROACH:
POPULAR POTTERY:
The expression comprises the works of pottery designed by the Popular Potters. They are usually simple, spontaneous, accompanied with symbolic expressionist values that match the daily needs, and the continuous cultural change. They are deeply related to the past and heading towards future. (Mahran 2007, 38-42).
Mofied defines the CCPP as "Any handicraft activity performed by a group of strongly related individuals to reach a certain goal". (Mofied 2008, 24).

THE CULTURAL IDENTITY:
Being unique and distinguished, the *culture* of the CCPP can contribute to the technical and the economic progress and encourage coexistence and interaction with the different cultures. The IRT amid globalization is based on such a definition of the *Cultural Identity*; (Interaction and coexistence). However, such an identity is a product of deeply rooted factors that are difficult to be impacted.
George & Achilles say, "Culture Identity is the set of basic values, perceptions, wants and behaviors earned by a member of society from family and other important institution". (Theodorson & Theodorson 1969, 95)
The Intergovernmental Conference on Cultural Policies – Stockholm 1998[1], highlighted the role of culture in development. It indicated that *Cultural Heritage* and *traditions* feature key reference points, methods of thinking, present-past relationship as well as a political and economic force.

THE INTEGRATED RELATIONAL TOURISM *(IRT):*
It features an increasingly- growing cultural, social and commercial activity, integrated with nature or ecological tourism. (Al-Manhy & Fouada 2001)
The *IRT* focuses on the way of people's style of living and making a distinction might be to argue that *indigenous tourism* implies visiting native people in their own habitat which is different from that of the tourist. A distinction is made between *Indigenous Cultural Tourism* and *Ethnic Cultural Tourism*, the farmer refers to the arts and Culture Of Ethnic minority groups, (i.e. *CCPP*) immigrants and diasporas living largely within post imperial eastern societies. (Smith 2009, 1-17).
(*IRT*) is also important for the *CCPP* in the sense that it generates substantial revenue in terms of attendance figures at events and attractions and workshops are often heavily dependent on financial support from tourists. Sharply & Telfer stated, "When a Third World Country (as Egypt) uses *tourism* as *a development strategy*, it becomes enmeshed in a *global* system over which it has little control". (Sharply & Telfer 2002, 150)

SUSTAINABLE DEVELOPMENT:
Community Development is new as a motivation to express in ambition for personal betterment and the acquisition of education and skills to further that ambition , must exist in some groups initially and then spread to other groups if economic development is to occur . Cary says " a wide spread sense of participation in changing the social order is a more helpful condition for economic growth than mere passive adjustment by the majority of the population to the drive and direction of a minority". (Cary 1983, 9).
So (*IRT*) is about empowerment as it seeks to develop the (*CCPP*) in harmony with the needs and aspirations of them. (Sharpley & Telfer, 2002)

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1 *The Intergovernmental Conference on Cultural Policies for Development, Stockholm, Sweden, 1998, (At The Invitation of UNESCO at Its 151 MAY- JUNE 1997).*

FUSTAT – OLD CAIRO *(MASR Al-QADIMA)* – *CAIRO:*
It is one of the old cities, which was globally and historically known for pottery. Under its ruins, some ceramic kilns were found, in addition to some raw materials, some instruments related to pottery lining in addition to some miscellaneous ceramic works. It is known as the city of pottery and still represents a center for clay modeling. Amid such creative spontaneous arts, there are several artistic methods used in the ceramic works and kilns structure, while using fuel from dry leaves. Potters usually go through the experience of making pottery in kilns as an artistic production characterized by creativity, mixed with life natural phenomena.
The works of art formed by the potter's wheel; represent a product of man's life and his integration with the natural, environmental elements in addition to life and marketing requirements. Being in the capital, these products are linked to the requirements of tourism and decoration, such as roof tile used in ceilings, light spots, sculpture products, candelabrum, plant vessels, pots, pans, plates, water jars .
This region is considered one of the best that allows the tourist to enjoy the *IRT*. It is a mountainous region, surrounded with popular districts in an urban style. It includes several Coptic and Islamic pottery and ceramic centers in addition to studios. However, it suffers the lack of some elements that boost the *IRT*, including reducing the number of workshops from 300 to 70 after their owners changed career. Tens of workshops were ruined, leading potters to experience several social and economic pressures. This happened amid plans to establish the Pottery Village (Tawfik &Gamil 2007).
Some associations and societies contributed to development projects of these communities, such as "T" compound for pottery kilns [2] which is looking at establishing environment-friendly kilns and securing the work environment. It will also provide job opportunities for the potters through the compound and enlighten them with the insurance rights for the non-standard and irregular labor. It also plans to establish the T" center for training and marketing[3] to improve the pottery products through boosting the skills of the young potters (From 18 to 30 years) and help the potters adopt new concepts in terms of designs, colors, practical usage and the popular heritage study. They will also promote establishing a marketing unit to distribute the pottery products, targeting increasing the marketing rate and delivering products to the trade centers locally and globally. It also looks at enrolling those working in the pottery craft under the umbrella of the social insurance. (Alis 2007)

AL-MAHROUSAH *(AL-BALASE VILLAGE)* – *QENA*:
It is a rural desert environment, and is dated back to Nakada civilization. It is 12 km far from Qena governorate. Al-Mahrousah or formerly (Al-Balase) is located in the west road that separates Qena and Luxor. It was formerly known as (Englass) which means the pot. The name was later circulated and turned to Al-Balase; a Coptic word meaning "pot".
Its residents got acquainted with many kinds of pottery, including pottery with white, red or black decorations. The village residents are professional in making pottery works and decorating their houses with big jars "Al-Balase. They are also used in preserving honey and cheese. (Abu Zakir 2009)
Al-Mahrousah is also known for making ollas, Egyptian jars, cocks, drums, cuds and other figures used as toys such as the "fruit puppet" and the "jar girl", which is linked to the girl's wedding, candelabrums, minarets, coal containers which are used to light incense and Hookah "Nargilah". There are also plant pots, food tools (yoghurt and oven pots) as well as pans. In addition, the remaining parts of pottery were used in the architectural designs in homes, pigeon houses, walls of basins and trees as well as stables. (Mahran 2007, 47–73)
Despite having diversified pottery products, it still suffers from maintaining the style of these products such as manufacture using the local raw materials, urban sprawl, poverty and the non-need for water transfer instruments like (jars, ollas and water jars), due to establishing drinking water tabs, the spread of education

2 Project "T" Compound Pottery Kilns, by (The Egyptian Association Of Economic And Social Rights), Defamatory No. (6143) for The Year 2005, Funded by the German agency for Technical Cooperation (GTZ)
3 Project "T" For Training and Marketing Center, Organization Funded by AL-FANAR.

and the rejection of potters' sons to learn their parents' handicraft. In addition, the popular pottery is recently known for not generating regular revenue for the family. (Mahran 2007).

GREESE – ASHMON – *MONOFIYA:*
The village is facing (Rasheed) and overlooking the River Nile.
It is an agricultural environment that produces high-quality pottery and ceramic products; they use the land clay to produce pottery. Clay modeling is considered a handicraft that moves among generations. However, the village is suffering from the same problems of the CCPP, including the rejection of the new generation to learn their parents' handicraft due to the tough economic conditions. Therefore, the handicraft is threatened to disappear.
The village's products include water jars, ollas, irrigators, red-clay pots, butter makers, red-clay vessels, cooking jars, and yoghurt as well as plant pots. However, this handicraft doesn't generate high-yield revenue. There are still some hopes to develop and enrich CCPP through the IRT and thus helping eliminate unemployment. (Henein 1992).
The General Authority for Cultural Palaces in cooperation with the civil societies help marketing these products. Adding to this is the role of the governorate in activating the handicrafts' participation in the exhibitions, which are held to market and promote the products. The governorate has recently granted the village 1000 square meters to establish a permanent center for "Heritage Handicraft" that targets training talented elements. Monofiyah governor indicated that this industry is highly recommended by the tourists and represents a genuine creative art that boosts tourism and maintains heritage. (Al-Mosalm 2009)
Though Greese is a rural area that enjoys natural scenes, rural food and pure climate, the *IRT* concept is still not spread there due to lack of utilities and services.
The author is highlighting the characteristics of these communities and its attractive points in relation to the *IRT*.

THE MOST IMPORTANT FEATURS THAT CHARACTERIZE CCPP and IRT ARE:
  • **SOCIAL, CULTURAL and CIVILIZATION DEVELOPMENT:**
The *CCPP* in general share behaviors, relations as well as economic, cultural and social characteristics. They represent a human and financial structure, which is embodied in traditions and norms.
There is also the geographical environment despite differences and its raw materials, means of production, as well as instruments used in modeling, burning and coloring.
The tourist is feeling these communities through experiencing the environmental, natural, historical and cultural tourism in addition to other creative activities in the field of the popular art.
  • **HUMAN FACTORS:**
Those communities represent points of attraction for tourists; as they are characterized by behaviors, traditions different from that of the tourist. They usually welcome the guests and show intimacy towards them, presenting their food and their popular garments.
  • **FINANCIAL FACTORS :**
The *CCPP* depend on the financial resources available through the local consumption market, other popular products related to the popular traditions and some tourist pieces of art.
  • **STATE's POLICY IN PLANNING DEVELOPMENT PROGRAMS:**
The state's interference though efficient planning for *CCPP* is considered one of the most prominent policies to boost the economic conditions. They usually target development of the pottery production sectors. Thus, Egyptian governorates, Ministries of Culture, Social Affairs and The General Authority for Cultural Palaces are encouraging the tourist-oriented handicraft production sectors, represented in traditional handicraft centers, heritage maintenance,

the balance between pottery products and tourist products, which usually embody the characteristics of the culturally-targeted region. In addition, some *exhibitions* and creative *symposiums of popular pottery* are held.

CHALLENGES FACING CCPP:

The *CCPP* is not making use of the advanced technologies in extracting raw materials and updating the industry techniques. They are adopting a stable flat style, which consumes more time and effort amid the increasing prices of raw materials and the thin capitals as well as financing. There are also administrative obstacles and random taxes on workshops.

The handicraft was invaded by some outsiders who care only for more revenue rather than quality. Data about the heritage and the centers of popular pottery is not documented. Besides, there is a lack of communication among *CCPP* in addition to the lack of integration between the local society strategy and the planning for *CCPP* in light of the *IRT*.

Similarly, little attention is paid to the *CCPP* amid the limited resources of these communities. There is a difficulty in linking between the economic targets especially in the field of investment and the social targets (fighting poverty and the handicraft disappearance) in a gradually-imbalanced environment. There is a fierce competition amid the appearance of many competitive products like the low-priced plastics that received a very good response from the consumer.

Morals of the handicraft have changed in terms of the handicraft instructor, product quality specifications and the teamwork spirit.

There is a lack of enough training for the new generation and the lack of a syndicate that offers technical and social services. (Mofid 2008)

Some of the *popular potters* headed for public jobs, due to a feeling of dissatisfaction, an interest in a fixed salary as well as health and social insurance.

Therefore, the mixture between lack of learning and the unemployment led to a feeling of disinterest in the handicraft.

There is a lack of a sufficient commercial attention for *CCPP*, with its natural scenes and historical monuments represented in the means of communication. There is also a lack of internet contact that represents a means of propaganda and promotion for *CCPP*. Much awareness should be spread among citizens to maintain discipline and the way of dealing with tourists. Besides, there is a lack of infrastructure planning that may allow the tourist to stay for longer visits such as restaurants and product outlets.

Though some cooperative societies and marketing centers have tried to boost the small-sized handicrafts, more focus on the *IRT* and its role in developing the *CCPP* is still needed as part of the country's development plans.

THE DEVELOPMENTAL PLANNING FRAMEWORK FOR CCPP:

The *IRT* in *CCPP* represents a new organizational framework for the *Sustainable Development*, which should be highlighted, as development has two sides: *First*, forming the human abilities like improving health, knowledge and skills. *Second*, popular potters should make use of their acquired abilities in personal, production, cultural, social or political fields. A thorough balance between those two sides is a must for successful human development. (United Nations Development Program 1990)

Algeria, Tunisia and Morocco have launched initiatives as regards developing and strengthening the *CCPP* and the related tourism sector three decades ago. "T" compound and "T" center for training and marketing were established in Egypt in line with this initiative.

Accordingly, a state-sponsored, comprehensive and developmental policy should be mapped out in cooperation with the civil society as well as the civil and governmental organizations to increase the

tourist-oriented popular pottery, maintain the cultural heritage, improve local conditions and help the integration between tourist and the culture of *CCPP*.

THE SUSTAINABLE DEVELOPMENT IN CCPP GOES AS   FOLLOWS:
- *GOVERNMENTAL PLANNING*: The government will lay out the legal framework for *CCPP (Table 1),* encouraging tourists through maintaining cultural and environmental heritage.
- *TOURIST PLANNING*: Figuring out plans to attract tourists through documentary programs, leaflets, pamphlets, maps of *CCPP* and its tourist products to turn the transit tourism into stay tourism. Tourist guides should be trained, while determining the tourist maps, visit-organizing measures, as well as concluding agreements between governorates and tourist organizations to boost the tourist partnerships and the exchange of the IRT locally and globally. Natural resources in the regions: (agricultural, desert, mountainous and coastal) should be maintained, where *CCPP* IS based, while monitoring the tourist services and activities in terms of quantity and quality (Table 2).

LOCAL SOCIETY PLANNING:
> A tourist plan is mapped out to maintain human resources and train them to enrich the handicraft. They are also entitled to develop communication and media and enlighten the local residents as regards the importance of the IRT in an attempt to boost the tourist activities through establishing restaurants, and outlets, developing roads and means of transport and providing security to attract tourists (Table 3).

SOME SUGGESTIONS FOR SUSTAINABLE DEVELOPMENT IN CCPP:
- Diversifying cultural activities, improving the quality of the popular pottery product upon request or as per the marketing specifications.
- Establishing new local administrations that will directly and efficiently contribute to the coordination between *CCPP* and *IRT*. (ITC, UNESCO, 1996)
- Establishing tourist urban societies and providing public services and utilities like roads, means of transport, water resources, hospitals, means of communication, multi-language guidance signs, living patterns in line with the surrounding environment and the popular food.
- The coordination between Ministries of Culture, Tourism, Social Affairs and the Local Council to overcome expansion in *CCPP* amid the decreasing number of the handicrafts in addition to the pollution breaking out in the environment.
- Training young potters, proving them with advanced technologies, cultural research in order to save time and effort and attain high-quality and competitive products.
- Encouraging artists and organizations concerned with pottery and ceramic works to expand the definition of the *IRT* and boost the role of *CCPP*.
- Encouraging *CCPP* to adopt the standard or the non-standard education.
- Urging the respect of the child potter, providing him with his needs in line with his ambitions to prevent him from heading towards other jobs. Old potters should also be helped to secure a safe life.
- Studying, recording and classifying the *CCPP* in the different Egyptian communities, in order to be able to maintain the cultural heritage locally, regionally and internationally
- Mapping out a *"Virtual Popular Pottery Museum"* and the surrounding environment as a way of maintenance and development.
- Provide the tourist with habits, traditions and moral values of CCPP.

Estimate for demand for the opportunities along the creation spectrum for the CCPP of interest
Determine the capability of the communities to provide for different recreation opportunities via resource capability analysis
Which recreation opportunities are currently provide in the communities comprising
Determine where and how different opportunities should be prodded using the results of (1), (2), 3)
Integrate recreation opportunity recommendations with those for other aspects of management (e.g., workshop popular potter life) and develop alternatives
Implement the chosen alternative

Table (1): Processor Applying the Recreation Opportunity Spectrum
Planning Frame Work.
Derived From :(Newsome, A. Moore and Drowling 2002, 160)

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│  │  Stakeholder Involvement Techniques in (IRT) Planning for │        │
│  │  (CCPP)  in Egypt                                         │        │
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│    │   Media Campaigns    │          │     Draft Plans     │          │
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│    │  Telephone Hotlines  │          │ Stakeholder interviews│        │
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│    │      Focus Group     │          │    Public Meetings  │          │
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│    │ Stakeholder Meetings │          │   Joint Field Trips │          │
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│    │  Advisory Committees │          │      Task Forces    │          │
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│    │       Workshops      │          │       Training      │          │
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│   Table (2): Stakeholder Involvement Techniques in (IRT) Planning For │
│   (CCPP) in Egypt.  Derived From: (Newsome, A – Moore Dowling 2002,   │
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Table (3): Some Types Of Ccpp Developement And Irt

Type	Signs of Development
Economic	IRT brings long – term financial benefits to a destination community. Money is spread throughout the community. There are notable improvements in local services and infrastructure.
Psychological	Self – esteem is enhanced because of outside recognition of the uniqueness and value of their culture, natural resources and traditional knowledge. Increasing confidence in the community leads potters to seek out further education and training opportunities. Access to jobs and cash leads to an increase in status for usually low – status residents, such as women and youth.
Social	IRT maintains or enhances the local community's equilibrium. Community Cohesion is improved as individuals and families cooperate to build a successful pottery industry. Some funds raised are used for CCPP development initiatives like health, education and roads.

RESULTS:
- A difference among the environments of *CCPP* and the style of life in terms of organizational, cultural and social responsibilities, paves the way for the *IRT*.
- Developing the cultural motives in terms of self-knowledge and identity preservation, turning the *CCPP's* role from marginal into active in the *Sustainable Development*.
- The *CCPP* depends on objective indicators, represented in population, environment, education, economic income, health, profession as well as career satisfaction, in order to evaluate the actual conditions.
- Maintaining the activities of the labor market in *CCPP* prevents its disappearance.
- The long-term planning establishes a balance between the *IRT* and *CCPP*.
- Boosting the concept of the *IRT* maintains the Sustainable Development of *CCPP*.
- The *CCPP* contribute to enhancing the cultural exchange as well as diversification through different kinds of cultural dialogues. The tourist also participates in enhancing the economic, cultural and social integration to creating a feeling of trust and coordination with *CCPP*.

RECOMMENDATIONS:
- Maintaining the *Cultural Identities* of the different communities, with an open attitude towards other cultures.
- Restructuring and developing the pottery industry, while maintaining the original forms of every region.
- The disciplinary bodies concerned with the popular pottery should participate in the *Development Planning of CCPP*.
- Establishing a center for economic and social studies that reflects the circumstances of the local society. The move aims at laying out studied plans that will turn the *Sustainable Development* into an integrated social process in which all associations will interact to reach a comprehensive development.
- Determining the role of investors, civil as well as governmental associations that participate directly or indirectly in the tourist activities of *CCPP*.
- Legalizing and amending laws to boost investment in the *CCPP*.
- Guiding the youth to learn the essence of this handicraft through loans and training courses, consolidating small-sized enterprises and decreasing taxes.
- *Communication* and *interaction* between the handicrafts, tourist guides, tourists, ceramic artists as well as local residents to reach a *Sustainable Development*.
- The idea of combining festivals for *CCPP* with tourism dates encourages *IRT*.
- Establishing regular workshops and seminars in different regions to boost the tourist activities amid the *IRT*.
- Creating leaflets, pamphlets, maps and multi-language guidance signs to provide the tourists with information about *CCPP*.
- Using the "*Virtual Museum*" as a way to provide information about the *CCPP*. It will be used by tourists, specialized centers and researchers.
- Restoring and turning some homes and workshops into marketing outlets.
- Encouraging the *CCPP* to adopt standard or non-standard education.

CONCLUSION

The strategy that focuses on developing the *CCPP* as well as the *IRT* depends on a key principle; the public interest. Both are renowned for their important roles in economy. However, no sufficient care is paid to their roles. Accordingly they deteriorate despite their importance as culturally distinct. An accurately-planned development is required for *CCPP* and their residents; as one of the most important means of popular pottery marketing.The tourist also should know more about the human social heritage as a distinguished wealth that is characterized by diversified tourist qualifications. They usually embody the concept of dialogue and the interchangeable interaction between the different *human cultures*, which would contribute to understanding and harmony among nations.

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VITAL MAPPING: THE PEOPLE OF THE INTEGRATED RELATIONAL TOURISM

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Abstract

The IRT proposes itself as an alternative which presumes a model of development joined to the dominant one. The relational tourism which mustn't be confused with that pseudo-relational, and from the IRT derives, can be a competitive supply to the traditional tourism.

The conceptual advancement between relational tourism and IRT consists on patterning the supply in sustainable integrated territories, that is, where organized individuals work in local networks of supply able to project by over local networks in the market. The development of the two kind of networks is insufficient in a given place to get to meaningful level of local development, and it's necessary to establish connections among networks of proximity and medium – long range networks taking into account that the quality and intensity of exchanges at the internal of the networks depend on the capacity of the innovation of the systems and on "the intelligence of the territory". The vital mapping experimented in the sphere of the project MOTRIS has mapped this intelligence and started the dialogue between individuals of these wishing that in the next future, they can have stable and profitable relationships so to realize the IRT proposal. The MOTRIS project has been starting the setting of territorial shared visions and got the proposal of territorial integrated projects in three Sicilian pilot areas for the development of IRT. The goal has been that of creating this territorial vision starting from individuals who work in these spheres and recognize the IRT principles. The vital mapping has been the methodology to explore the actual humanity enclosed in the three areas, based on the hypothesis that the true new proposal is in the process of humanizing the tourist supply, for this reason different tools have been used: from the video recorded interviews and not, to the public film production and screening of synthesis of the tale come out from video-interviews, touring and deepen thematic seminars with entrepreneurs, public meetings, public exhibitions etc. the first phase of the methodological path for the setting of the territorial integrated project (TIP) in the pilot areas has been that of the vital mapping. In these terms the vital mapping can be considered apart from a tool of survey and analysis of facts, data and resources also as a planning model turned to guide auto centred local development processes. This paper is focus on the processes of the vital mapping used in the Motris project.

Key word: IRT, vital mapping, local communities.

The tourism in the internal areas

The Mediterranean basin is an area of worldwide tourist interest, where the tourist flux is more than tripled in the last fifty years and it is having reference to the model of the mass tourism supply. The mass tourism has caused transformations which have created direct and induced problems, bounded to the territorial overburden such as: the increase of the soil consumption, territorial resources and public assets, as the increase of the waste and externalities production which influenced negatively on the equilibrium of the sensitive ecosystems causing the loss of the biodiversity and the territorial triviality (Boullon 1988; van der Borg 2001; Navalón García 2002; Vera Rebollo and Baños Castiñeira 2004; Mazón and Aledo 2005).

In this scenario, the Integrated Relational Tourism (IRT) studies have the goal to nourish and liven up the debate on the real possibility to revive an alternative starting from the Mediterranean, geopolitical system which find itself between impending global market and undervalued real resources, trying to explode the presumed irreplaceable reality of the actual model.

The approach to a new territorial development, researched as a tool through the re-reading of "tourism" as a support to the endogen and auto-sustainable valorisation of the small local systems of supply, added to the relocation of the "relational" dimension as catalyst of the integration of the typical territorial dimensions of the local scale, have lead to the activity of applied research.

The attention is particularly aimed to the rural areas of the Mediterranean regions where the outskirt and marginality made possible them out from the international circuits of mass tourism, keeping alive the authenticity features which are lost in exploited territories and nowadays constitute an alternative in terms of supply as regards to the coastal areas upset by tourism and second houses, as some authors define as "residential tourism" nowadays the core of a disciplinary debate (Mazón and Aledo 2005), because they are areas need to be reorganized and alleviated the environmental load, so as the city of "art", where the phenomenon of congestion, traffic and environmental weigh down are magnified in the periods of maximum tourist influx, in which Florence and Venice are the emblematic examples (van der Borg 2001).

In the conclusions of the Saltsburg Conference is already recognized that «the development of the rural areas can't be based only on the agriculture and a diversification inwards and outwards of the agricultural sector is necessary in order to promote rural and sustainable communities»[1] and in the post-industrial societies of the western Europe is evident a will to come back to natural things and tourist and recreational experience bounded to the traditional life models.

Between the 50s and 70s of the past century, it is clearly evident in the rural western spaces, the agro-pecuniary traditional models, in demographic, socio-economic and cultural terms with more emphasis for the outskirt regions.

The rural exodus constitutes the process which brought to the decrease of the active population, the aging of the population, the decrease of the incomes and the deteriorating of the infrastructures, substantially blocking the natural rebirth of local communities. This situation is getting worse and worse in the last decades due to the processes of economic globalization (Urbani 2003) and the weakness of the functional redefinition of the rural space showed by the scarce capacity of a response by the traditional local activities in locating a new model of development (Magnaghi 2000; López Olivares 2005). The scientific literature is agreed to distinguish rural areas which have a productive specialization and found, on one hand, their model of development by the modernization of systems of production, on the other hand, those which are defining disadvantaged areas; among these two, the so called rural spaces in transition remain at the extremes (Esparcia Pérez *et al.* 2002; Navalón García 2002; Romero *et al.* 2002; Gibelli *et al.* 2004) which are adapting to the request of the urban society according the cases. Despite the disadvantaged areas are defined in this way, some authors (Benko and Lipietz 1994) identify in these areas the successful ones of the immediate future, because, in their opinion, they will play a fundamental role in the development of the modern society in a new habitat; the alternative, based on IRT, comes out from these perspective, which is the focus of a well according development based on the real resources of places and human resources, which are heirs, guardians and producers.

The IRT takes place with a view of a tourism which takes into account the territory in its environmental, economical and social complexity, hypothesizing it as promoter of a real sustainable development and also a concrete occasion that the tourism in the internal areas isn't transformed from a factor of development to a process of expropriation of resources or territorial deformation and to enforce the vision of tourism as a support to an "Integrated Relational Development", a new way to mean the development which cannot pursue external and global models but look for alternative ways which aim to the systematization and sharing of the huge heritage of real spreading funds, made of real resources and local experiences, in a view of valorisation of differences and respect of social, cultural and local productive identities.

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1 *The 2nd European Conference on the rural development to Sow today for the future of the rural world – to develop a policy which is equal to our ambitions; it is held in Saltsburg (Austria, from 12th to 14th of November 2003).*

Integrated Relational Tourism or pseudo-relationality

The IRT originates from theoretical remark led in the last decade on issues bounded to the dynamics of global development in which the worldwide societies are dip into and swept away in whirls without perhaps understanding the rules (AA.VV. 1999; Urbani 2003; Gulotta *et al.* 2004).

The IRT starts from the theory of relational goods (Donati 1986) applied to the economy (Sacco and Zamagni 2002; Gui 2002; Bruni and Zamagni 2004; Bruni 2006; Bruni and Zarri 2007) and to the promotion of a debate in the tourist sector investigated both by the economic sciences (Ruisi 2004; Naselli *et al.* 2007) and social ones (Donati and Colozzi 2006; Cepollaro 2006; Bartoli 2007).

Both the perspectives let emerge fully as the relational goods can influence the production and the development of both economical and social dynamics.

As Cepollaro (2006) affirmed: «the tourism can be described in its most essential feature by the metaphor of the meeting among diversities in which who hosts relates himself with whom is a guest. The meeting is a relationship between who belongs to a local community, that if it is organized to an integrated supply, it can find in the managerial literature, a reference in the construct of destination, and who realized the tourist experience, always described from the specialized literature as fluxes. Each local community involved in the tourist phenomenon is characterized by its own peculiar culture of hospitality and by a style of reception which identifies the relationship between who hosts and who is hosted. The relationship of hospitality is implied by the difference of playing points of views and their conflict. (…) it is in the plural identity, for example, which the possibility of preserving for the community of some cultural features finds its own place, which, without the tourist would be lost... to be able to tell about ourselves to others can bring into being to the setting up of an identity "of return" in which the deep roots of the culture which seemed lost, are reenacted[2]. In this case, an idea of our own opened and in evolution identity allows the recognition of the traditional value of a culture helping the awareness of the sense of belonging to a community». The observation is enriched by integrating to these perspectives also that of the territorial one (Giusti and Magnaghi 1994; Magnaghi 2000; Bonora 2001; Urbani 2003; Gulotta *et al.* 2004; Dematteis and Governa 2005) which leads to considerations on the incidence both to the scale and the qualities of the relationships among social groups and to the internal of nets of development of internal territories, issues which are developed later.

In my opinion, the IRT is an approach to the voyage more than a kind of tourism, characterized by the meeting of the wish of the tourist/voyager to gain real experiences with men/operators who are willing to do that, in a true and honest exchange which can be the beginning of a friendship; if this meeting occurs in an integrated sustainable territory, we can speak about IRT.

The expression "integrated sustainable territories" means to me life environments where individuals and groups work to increase the territorial economies and aim to internationalize them and besides to be animated by the will to build socially peaceful habitat, where the local community is satisfied of the quality of life.

The experiences in different parts of the world which have reference to the IRT proposal, are mostly precise realities in which it is studied the level guest/host, which can be defined as supplies of relational tourism. A second less consolidate typology of supply is that of sectorial networks which work in the hospitality sphere and are going to assume a meaningful territorial dimension and start to open to other sectors bounded above all to the services, culture, crafts and agricultural spheres.

Besides, some forms of supply are in the international market which can defined to me, pseudo-relational experiences (Bruni and Zarri 2007). The pseudo-relationaliy is provided for luxury products category and for the spreading and strength of these proposals, it is often associated with the IRT to these supplies of tourism not available for everyone, made for an elite meant as classes, this is the misunderstanding! The idea to consider the IRT as a tourism of elite is not completely incorrect, but it is meant as a cultural elite.

2 Aime M. (2000), *Diario Dogon*, Bollati Boringhieri, Torino, p. 106.

It isn't said that a cultural elite has high incomes which allows luxury voyages and it isn't true that it can do integrated relational tourism, on the contrary, it can be a competitive supply which produces benefits on the local economy more than the pseudo-relational or industrial tourism can realized.

The *vital mapping* as a methodological path to buld up the IRT
The MOTRIS project has been starting the setting of territorial shared visions and got the proposal of territorial integrated projects in three Sicilian pilot areas for the development of IRT. The goal has been that of creating this territorial vision starting from individuals who work in these spheres and recognize the IRT principles. The vital mapping has been the methodology to explore the actual humanity enclosed in the three areas, based on the hypothesis that the true new proposal is in the process of humanizing the tourist supply, for this reason different tools have been used: from the video recorded interviews and not, to the public film production and screening of synthesis of the tale come out from video-interviews, touring and deepen thematic seminaries with entrepreneurs, public meetings, public exhibitions etc. the first phase of the methodological path for the setting of the territorial integrated project (TIP) in the pilot areas has been that of the vital mapping. It has allowed by a mapping of the tourist resources, to locate the territorial resources which can take place of the IRT supply.
The mapping is articulated in more levels:
- physical – territorial,
- potential resources,
- entrepreneurial,
- cultural and human,
- institutional.

1) For the first level has been structured the territorial socio-economical analysis of the area which has been given back to the elaborations of the team of the territorial analysis which has arranged the basic thematic maps.

2) The second level has mapped the territorial tourist resources (TTR) which constitute one of the component of the tourist system. The tourist system can be considered indeed formed by such resources, by the receptive supply, by the supply of tourist services, by the services of general feature and by the infrastructures, by the training of the staff up to the building typology of the urban and rural settlements. For TTR is meant all the material and immaterial elements which have the capacity alone and together to attract visitors in an established place for tourist reason, of relax or amusement, (the work or familiar reasons for example are excluded). Neither hotels nor restaurants have been classified as resources unless these are a reason for the voyage or find themselves in the same resource as for example a thermal lido which is close to the thermal water resource. Least of all, the climate can consider itself as tourist resource, in fact, this is considered as factor of localization. From a strictly economic point of view, the tourist resources are those that are professionally supplied; it foresees the presence of entrepreneurial activities which organize for example the tour, offer a tour guide service or something else, and on the other hand, a real and potential demand exists. The presence of demand and supply transform the TTR in tourist product. The TTR can be current or potential: the current ones are those which already produce overnight stay, while the potential ones are in a process of inclusion in the tourist dynamics so that they own neither a market nor infrastructures both in terms of equipment and marketing. To proceed to a relational mapping of the territorial resources selected in the base of indications drawn from video recorded interviews to privileged individuals of the area. This choice has been thought the most appropriate to create comparison meetings with the local operators and administrations starting from the places which have a meaning for the local community. Mapping on detail those resources rather than all the heritage of resources which the territories

of the pilot areas involved in MOTRIS have, it has the aim to draw the attention on "few points" which are fundamental to start the comparison and so the project with the local community. So the mapping can be considered as a moment of a collective process of learning which precedes and follows the meetings of local actors.

3) For the third level, we proceed to the mapping of the commercial, tourist, agricultural companies, as well as to those which showed interests to constitute a system of integrated relational tourism. This level made use of an interpretative reading of the relationality by the video recorded interview a not by the life experience and territorial work of entrepreneurs.

4) The fourth level has been aimed to the localization of celebrities of local reference and of men of learning, writers, poets, painters, artists, able to give a reading of relational and original places and who have the capacity to tell both people and places who lived and live there. Such tales, influences and visions have been collected by video recorded interviews.

5) The fifth level has been researched by video interviews to the local administrators who have allowed to build up a grid of opened questions and perceived needs not just in the tourist field, but in the institutional field, rather than in the economic programming one.

In more details, the methodology of data survey (GIS), of video interviews (group of planning), activity of control on the field, territorial animation and institutional concertation (area chiefs) is explained in a territorial vision and so in local strategies for the development of IRT in the areas. 42 interviews are altogether recorded in the pilot areas: 21 between professional entrepreneurs and craftsmen, 13 administrators, 8 celebrities of local reference. The research has been led staring from an analysis of the places and occurred changes, from the comprehension of traditions and habits still existent in the social tissue to locate identitary and historical values of the places. Such knowledge has been gradually acquired and verified by an opened and prolonged dialogue with group of citizens who live in these places (area chiefs). The approach used by the components of the territorial animation group has been that defined "friendly learning" (Pizziolo and Micarelli 2003a, 2003b) which originates from deep thoughts on the social perception of the landscape. This approached has required several updates and checks to be adequate and deep during works in relation to the surveys to carry out, to the features, values and problems of the territories.

It's constantly emerged during the research/action, as the richness of the contributes "local knowledge" – offered by the residents in the evaluation/comprehension of the territory and above all in the illustration of many existent problems and of the more recurrent and justified expectations – has contributed to deepen, just as the MOTRIS team hoped, a greater awareness of the opportunities that the real resources constitute in a perspective of local development through the IRT. In these terms the vital mapping can be considered apart from a tool of survey and analysis of facts, data and resources also as a planning model turned to guide auto centred local development processes.

Dynamics and networks in the IRT

In IRT is supposed that many typologies of different groups must get into relation from the family run company, to the associations, to the local administrations, to the voyagers and for this reason many difficulties exist to build it up. For these difficulties, it is claimed which it can build up a supply of IRT inquiring, case after case, the real existent and human resources, applying principles more than rules. The formula of the principles isn't a strategy to elude a request of concreteness but it is a concrete answer to the necessity of territorial differentiation which requires the IRT. The dynamics of the groups and the construction of networks are a complex process and the result depends on the union of the group and of the relationships which are formed in it. The studies of social psychology explain the phenomenon of the failure or success of the enterprise of network on the base of the dynamics which are developed

in the different typologies of groups (Masini 2004). The location of the typology of groups[3] can help the community which think to start plans of this kind, to analyze the kind of network which they potentially are able to produce; each typology has advantages and disadvantages and according to the goal to reach, it can be a more suitable shape than another, it isn't always, however, easy to choose the shape or to know it before, for the members of the group.

Many studies highlight some limits of the cooperation which have also verify in the research on the field led in the MOTRIS sphere. Not all the community can be represent en bloc.

They aren't enough just potential resources and predisposition or good intentions of some people, but a strategy and professional competences of medium-high level are necessary.

If the tourism based on the micro-receptivity, as the IRT, has low barriers at the entrance, the need of system competences emerges for the success and the companies are introduced in an equipped network able to provide the necessary support. Very often among small entrepreneurs in the performed interviews, the most frequent answer respect to the building up of a development plan can be summarized in the availability of everybody to get into a network system, but very few are those that take charge of the burdens about that. Where a driving personality comes out or emerge, it generates suspicions and the escape of them who don't want to spend time and resources in what they can't control directly and cannot influence exclusively the decisions.

Here the social psychology and the studies on the collective personality play a role, because apart the obstacles traditionally existent to the collaboration – as for example: the inertia of the public administrations, where the bureaucracy is to renovate rather than a rooted conflict based on ideological differences or the capacity of some individuals to bring forward unilaterally the action and the failure of interventions carried out in the past, or the lack of faith among consortiums – it's necessary to work to anticipate the conflicts and do a realistic evaluation of the capacities to overcome the obstacles. It's then fundamental the setting of a project where the territories recognize themselves and the individuals can have their role and get benefits. To join consciously around a project, it is necessary to re-build communities and revitalize the internal territories creating spaces of dialogue where the subjectivity of the meanings and the inter-subjectivity of the experience are reciprocally joined in perspectives of development.

Conclusive considerations

The IRT proposes itself as an alternative which presumes a model of development joined to the dominant one. The relational tourism which mustn't be confused with that pseudo-relational, and from the IRT derives, can be a competitive supply to the traditional tourism. It's easier that it develops itself in territories next to mature destination for a best accessibility.

The conceptual advancement between relational tourism and IRT consists on patterning the supply in sustainable integrated territories, that is, where organized individuals work in local networks of supply able to project by over local networks in the market. The role played by the networks in promoting the local development is of fundamental importance (André and Rego 2003; Vegaras and de la Rivas 2004) and these are managed on at least two scales which act on complementary dynamics, that is: the network of formal and informal proximity/capillarity based on personal relationship developed at the internal of a place/community, which enforce local relationships, essentially based on the meaning of local belonging and the medium-long range, which brought to the integration of places and local communities in over local spaces (regional, national, international), which join the place and the community at the external of the system. The development of the two kind of networks is insufficient in a given place to get to

3 The concept of collective personality is enclosed between two poles: the group identity and the interaction among individual personalities which constitute the latent identity. The identity of the group can be defined as the DNA of the group, its structure, the shape which the group assume in a functional meaning and can identify different typologies of groups as for example: fixed/organized, enterprising/hostile, creative/dispel, emotional/ineffectual, quiet/anonymous, sensitive/unsuccessful, joined/embroil (Masini 2004).

meaningful level of local development, and it's necessary to establish connections among networks of proximity and medium – long range networks taking into account that the quality and intensity of exchanges at the internal of the networks depend on the capacity of the innovation of the systems and on "the intelligence of the territory"[4] (Vegara and de las Rivas 2004).

This process has already been studied in other contexts as for example the case of the settlement of neorural, in reality marginal ones, which have shown the capacity to join these to international circuits as well as to have brought territorial innovation (LEADER 2000 and 2000a).

The vital mapping experimented in the sphere of the project MOTRIS has mapped this intelligence and started the dialogue between individuals of these wishing that in the next future, they can have stable and profitable relationships so to realize the IRT proposal. A proposal which aims to the setting of alternatives which give the opportunity of sustainable development in the contemporary society focusing on objective of social justice, contributing to the good management of the territory and of cultural and natural resources, promoting the innovation and models of consumption and local production compatible with the environment and the inhabitants.

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4 *Vegara and de las Rivas (2004) define the "intelligent" territory as: "that innovative territory able to build up its own competitive advantages related to its context, in an interrelated, global complex world, pursuing its sustainability. (…) it is able to transform knowledge, qualification and talent, including local and international actors, in a sustainable and competitive leading which attracts and bound strategic resources".*

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YOUTH CULTURES AND THE HISTORICAL CENTRE OF CATANIA FROM AN IRT PERSPECTIVE

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Abstract

It is commonly accepted that urban tourism cannot be treated any more as a simple consumption asset but, having the status of relational asset, has to be incorporated into questions of rethinking the very concept of urban quality, wellbeing of citizens and identity of places. The deep transformations the production and consumption of the touristic experience have been subject to, can represent useful instruments for the reduction of territorial unbalances (centre/periphery, urban/rural), as much as of those, social and generational, which characterize the Mediterranean city. Therefore, the development of a network, relational, participated and visionary approach to territorial, cultural and touristic planning of the urban context becomes a necessary precondition to understand the specific importance of vertical and horizontal links that regulate this space of political intervention.

The present paper interprets the historical centre and young people, respectively, as spatial and social symbols of the potentialities and contradictions of the touristic development of the city of Catania. From the recognition of the symbolic and concrete importance that cultural and economic activities and impulses, coming from young people, have given to the social and touristic revitalization of the historical centre of Catania in the period between the 1980 and the 1990, the paper develops an analysis that will evaluate the relationships existing between revitalization processes of the historical centre and touristic development. In particular the paper will show how in a city oppressed by serious problems of unemployment, urban decay, criminality and social unease, a process of spatial and cultural re-appropriation was carried out by the inhabitants and, in particular, by the younger section of the population. The paper will consider the concrete and symbolic roles played by the cultural activities and youth entertainment which relaunched the metropolis during the 1980s and 90s, and the possibility, in this context, for the flourishing of forms more or less spontaneous of IRT experiences. It will also show how the degeneration of these revitalization processes is transforming the way tourist experience the area introducing forms of control and restriction of touristic circulation which are in contrast with models of welcoming cities and widespread hospitality. Taking into account the potentialities expressed by this area of the city, the final section is directed at formulating a proposal for the constitution of a district of integrated relational tourism for the historical centre of Catania which could also be replicated elsewhere.

Key words: youth, historical centre, urban regeneration, tourism.

INTRODUCTION

The present paper was motivated by the intention to formulate and analyse, from a prospective of integrated relational tourism (IRT), the potentials, contradictions and limits expressed by processes of re-qualification as applied to the historical centre of Catania. The particular form of this re-qualification

offers, in fact, various cues useful in identifying an opportunity for urban tourism which can be exploited through a composite array of interpersonal relations, not exclusively economic in nature, typical of IRT models.

The regeneration experienced by the historical centre of Catania, where the cultural and musical production of young people played an important role in the rediscovery and re-evaluation of the abandoned residential, architectural and cultural heritage of the city, had a marked effect on the urban image and touristic cachet of the area.

After an introductory section aimed at delineating the case of Catania in terms of the wider context of re-qualification projects in European and North American cities, we will analyse the specificity of this phase in the life of the city, commonly referred to as the "Catania Spring". Taking into account the potentials expressed by this area of the city, the final section is directed at formulating a proposal for the constitution of a district of integrated relational tourism for the historical centre of Catania.

RE-QUALIFICATION MODELS IN THE POST-FORDIST CITY

The re-qualification processes involved in the city of Catania should be viewed in the wider context of urban transformation triggered by the crisis of the Ford mass production and consumption system and the move toward a system of flexible accumulation (Harvey, 1989). Largely, attempts at urban re-qualification can be framed in the terms of two principal models (Bianchini e Schwengel, 1991).

The first, called the "American" model which, in the 1980s, was adopted in numerous urban centres of Europe and North America, above all in those which had most suffered the processes of de-industrialisation, is characterised by a series of urban regeneration schemes, often founded on emblematic cultural projects. Such strategies were in fact adopted in some major cities of the United States (Boston, Detroit, Baltimora) heavily scarred by de-industrialisation (Harvey, 1993).

These projects were accompanied by what has been defined as a post-modernisation of urban architecture and environment, constructed with the objective of conferring a novel and attractive image on these cities (Mc Guigan, 1996). Also called "grand projects of urban renewal" (Moulaert et al., 2003; Vicari Haddock, 2004), they were based on the expenditure of considerable public finances for the realisation of "prestige projects", such as the construction of conference and exhibition centres, theatres, museums and other structures and events aimed at attracting and developing new entrepreneurial activities (Ruggiero, 2003).

These projects have been widely discussed and criticised for having diverted huge resources from the resolution of more urgent social problems (education, unemployment, housing and suburban renewal) and for having resulted in an unequal distribution of the costs and benefits in the ambit of the urban space (Harvey, 1989). Further, it has been shown that the excessive involvement of private actors in the policies of urban regeneration has, in many cases, meant the acceptance of a logic according to which interventions of urban renewal should not aim at the well-being of residents, but rather exclusively favour the adaptation of the urban landscape to the new exigencies of the post-industrial economy. Such criticisms highlight the clear tendency of these policies to prioritise the achievement of economic efficiency, to the benefit of certain categories and social classes, and therefore hardly reconcilable with the principles of social equality.

The second model, termed "European", is closer to the re-qualification undergone by the historic centre of Catania. This was characterised by attempts to redesign the urban space which were "softer" than the imposing works of restructuring typical of the American model, and by the desire to recreate the city centre as a place of aggregation where it would be possible to find members of all social classes. It aspired to a continental European urban model where the historical centre of a city is also its transport and communications hub and where the sense of civic identity is strongest. This focus on the centre led to proposals of articulated urban policies aimed at creating a system of cheap and efficient public transport, at stimulating the coexistence of housing and shops, restaurants and the places of entertainment, and favouring the formation of "cultural

quarters" which guaranteed the continued vitality of the city centre into the evening and night. The second approach, while not directly having an objective of social re-equilibrium, can be set in the context of measures aimed at re-establishing a situation of equity in the city, at least in terms of access to and exploitation of its centre. It has the merit of making the historical centre a "neutral territory" by tending to prevent a dominant group from taking possession of the centre, by trying to preserve the coexistence of a plurality of lifestyles and by avoiding a rigid vision of the urban space according to classes or categories, considered the underlying cause for the flaring-up of numerous social tensions (Ruggiero, 2003).

URBAN NIGHTSCAPES AND YOUTH WORLDS: THE CASE OF CATANIA

This study interprets the historical centre and the young as spatial and social symbols of the potentials and contradictions of the touristic development of our metropolis which, in a prospective vision, identifies the realisation of a Relational Touristic District of the Historical Centre as one of the more interesting trajectories for an integrated local development.

Starting from a recognition of the symbolic and concrete impetus which the cultural activities of youth entertainment gave to re-launching the city between the '80s and '90s, we propose an analysis of the regeneration experienced by Catania historical centre, of the role played by youth culture in the re-appropriation of its spaces, and of how this spatial and cultural re-appropriation led to the revitalisation of the entire local social and economic fabric, the results of which can today be exploited within a logic of relational tourism.

We propose to identify the profound physical and social mutations undergone by that part of historical centre now known as the "pub quarter" which more than any other has characterised, and continues to represent, the spatial and social symbol of the local "nightscape" (Chatterton, Hollands, 2003): the building renovation aimed at the developing the entertainment industry and market, the functional transformations of the urban space, the relations between commercial actors and public institutions, the conflicts arising between different populations inhabiting or passing through this space, the cultural policies instigated and their fallout in terms of habitability, of creativity in the wider urban context and of the economic and touristic growth of the area.

Urban nightscapes, in particular, can be interpreted as "integrated circuits of culture" which include the processes of production, regulation and consumption. In the example of Catania, therefore, it is important to examine how the emergence of a new functional specialisation has profoundly altered the urban landscape and the constructional environment; how this specialisation has affected the urban image and the touristic attraction of the area; how, over time, a further functional complexification, brought about above all by phenomena of residential re-appropriation, has clashed with the diverse exigencies of production and consumption; who is involved, and how, in the regulation of these spaces ever more often seen as a "social problem" to be controlled through laws and regulations, various forms and technologies of surveillance, codes of conduct, etc. (Talbot, 2004); and finally, who (users and/or tourists) is personally involved, and how, in these ever more important spatial and temporal urban dimensions (study of experiences, social groupings, perceptions, stereotypes, etc.).

The objective of the analysis is to verify how these spaces are created, remodelled, regulated and conducted, and finally how they can be given greater value from the perspective of the development of relational tourism, which is able to integrate the offer of entertainment with the multifarious resources representative of the cultural identity of the territory. There emerges a socio-spatial interpretation of urban culture which privileges now a horizontal reading, exploring the relations and the significances circulating between tourism and entertainment entrepreneurs, users and tourists, and now a vertical reading which considers the actors involved as part of a more complex urban system, including also production and regulation, the exploitation of which requires the development of an integrated approach which recognises the social, relational and touristic value of the entertainment sector.

During the "Sicilian spring", cultural production, above all that of youth music, and consumption played a determining role in the rediscovery of the historic centre, in the transformation of urban spaces and the re-conversion of a multitude of abandoned areas and buildings, which profoundly changed the visual and acoustic landscape, the behaviour of its inhabitants, the urban image and economy.

From that period of civil liberation and cultural effervescence, and from that territory saved from residential desertification and civic neglect, there were also created the foundations for the beginnings of a heterogeneous creative industry able to involve local human and cultural resources distributed throughout the various sectors of the music, dance, theatre, artisanship, fashion, architecture, advertising, photography and publishing within a virtuous circle of "self-centred" development. Also through this experience, Catania was not only affirmed as the entertainment and leisure capital of Southern Italy, but also as a node in the network of cultural production connecting the city with other important capitals of music production, from Milan, to London, to Berlin. In fact, music played the leading role in the renewal of the historic centre in the early 1990s. Under the administration of mayor Bianco, the city discovered an unexpected and powerful post-modern vocation where the production and consumption of culture, largely but not solely associated with contemporary music, became the principal resources of a renewed historical centre which proposed itself as a creative quarter and post-industrial district of the immaterial and the imaginary. In this phase, music, and in particular rock music, which led some to speak of Catania as the Italian Seattle, played a role which went well beyond that of a mere animation for the *movida*, given that as well as creating the foundations for the emergence of artistic excellence, it constituted an element culturally rooted in the social context, able to represent a true "intangible infrastructure" of a cognitive, relational and symbolic-identitary nature.

The leading players in this "grassroots" rebirth of the antique heart of Catania are two different typologies of actors, to which must be added the heterogeneous population of consumers and users.

In some ways the precursors of the rediscovery and reuse of the abandoned housing in the historical centre are precisely the, largely opposing, groups of young people in the "social movements", who, competing with each other in the construction of actions and projects, transformed a programme of protest into one of local attention-seeking.

The second are instead expressions of what could be defined as "institutionalised civil society" who use various forms of collaboration with the local administration to render themselves promoters of a process of re-qualification of part of the historical centre abandoned by the old residents and populated solely by immigrants and the elderly. They are chiefly young entrepreneurs that invest in the late-night entertainment industry, inspired by a renewed faith in the institutions and by a capital of creativity, making the process of urban re-qualification and the civic re-appropriation of its more antique spaces strictly interconnected with the imagination of a historical centre suddenly becoming an incubator of cultures and of culture. The *cantinas*, pubs and clubs filling the centre, and changing its physical and social connotations, are not limited to the provision of enological and gastronomical services, but become active players in a diffused cultural fabric. The small taverns of the centre are a focus for the development of extraordinary artistic experiences which serve as a shop window and training ground for young artists and promising entrepreneurs. The "pleasure district" is an industry which moves the economy, but which also produces creative projects of wide scope and creates urban atmosphere unknown in a city profoundly afflicted by the violence of organised crime and a long-lasting economic and social crisis. In this first phase, the local government shows itself to be aware of the motivation and the significance of this cultural production and consumption, integrating within its interstices other initiatives and activities, enhancing its originality and identitary grounding.

The social, urban-spatial and economic transformations overlap and mutually fuel each other. Local government limits itself to guaranteeing the restoration of some essential services, rendered precarious by the massive and sudden abandoning of the city centre by residents, and to a policy of deregulation which facilitates access to business licences. Young entrepreneurs do their part by releasing their creative impulses,

opening up their spaces to musical production which, in turn, offers them a precious opportunity to lend cultural significance to their activity. The young entrepreneurs feel they are not simply managers but cultural intermediaries both in the sense of promoters of culture and in that of actors who contribute to stimulating integration and improving the quality of urban life. Around them and their activity, the social transformations sweeping through the urban habitat are shattering. The meeting places and public spaces are remodelled to meet the needs and uses of the new inhabitants and of the temporary populations of users participating in the *movida*. Resources from government grants and urban projects create financial opportunities for investment in large-scale projects of urban re-qualification, in which the youth culture offering plays a primary role. There arise centres of multifunctional artistic production at an international level, record labels and large annual and/or occasional events which identify the city as a reference point for the national youth and music culture scenes. These in turn attract artists, experimenters and sponsors who begin to produce material and urban projects, modifying the urban landscape. The new political season is, however, destined to last only a few years, while the international economic situation and cuts in the resources assigned to local authorities lead to a loss of public support for the cultural rebirth of the city centre. The entrepreneurs of the entertainment district thus begin to lose faith in the institutional milieu, and begin to follow individual schemes, leading to the loss of the diffused social capital which had allowed the consortium of cultural and musical associations to become a unitary referent of local development.

DEGENERATION FROM URBAN CONGESTION

Today this district suffers a social, cultural and functional complexification that makes more difficult to govern this peculiar phase of transition. Within a restricted portion of urban space there were initial gentrification processes, the persistent migrants' settlement, development of urban regeneration project, often speculation building in the true sense of the term, quick and impetuous transformations, involving reorganization of economic and commercial functions. Reinforced by the rapidity accompanying the relative phenomena, lacking an integrated territorial approach, these transformations cause increasing social conflicts associated with the use of public spaces.

These conflicts regard the users of night-time entertainment, but extend to include diverse spaces/times and heterogeneous populations, connected with the anguished cohabitation of residents, city users, tourists, the elderly, teenagers and, above all, the new immigrant populations that converge in a chaotic environment that is, as much structurally as civically, unready to accept and manage such social complexity.

While the social composition of the area becomes ever more complex, the entertainment stage shows itself to be a space suitable for new and more profitable uses.

In line with most of the experiences of urban regeneration tied to the exploitation of consumption and entertainment-based nightlife, also the historical centre of Catania risks becoming a new non-place in which experience becomes a commodity, a cathedral of throwaway consumption destined to a new public of users who, lacking a unitary image, manifest an attitude of non-responsibility and disinterest toward spaces and activities. The risk of trivialisation is fuelled by a new standardised commercial offering which has lost the prerogative of creativity and openness to the local cultural scene.

The cultural collapse of that offered by the historical centre crystallise in urban disorder. Environmental and social incivilities overlap, characterised by a disrespect for architectonic crises and the well-being of others.

A widespread, and different from traditional, feeling of insecurity emerged, pervading narratives about this part of the city centre. Administrators and policy makers confined themselves to ride the issue of urban safety, adopting it as guiding principle of local action.

Police surveillance, combating counterfeiting and informal trade, fighting prostitution by road, town ordinances for containment and control of *movida* become only really visible policies, while financial resources for the enhancement of cultural heritage and activities have been progressively reducing, stating the idea of a space that at first needs to be sterilised of conflicts and unwelcome presences and activities.

Urban tourist management has adapted too to this growing insecurity, linked to random and street crime. A new logic of partial or total control of tourist visiting of the city (from handing in leaflet for precautions against bag-snatching or theft to police escort of group in tour in the city) encapsulates sightseeing tour into fixed routes, in contrast with the idea of a welcoming city and model of widespread hospitality.

TOWARDS A DISTRICT OF INTEGRATED RELATIONAL TOURISM

The relational anchorage of the touristic project offers a functional prospective for overcoming industrial vision of tourism planning and the exclusively problematic logic of the social dynamics which develop in this transition space.

The cultural planning of a contemporary city must integrate into a logic of sustainable local development expressions of high and low culture; it must answer the challenge of recognising diversity in its manifold declinations, enhancing the contribution of difference and tolerance in terms of widespread creativity (Landry, 2000; Florida, 2004); it must conjugate innovation and traditional within a logic of community to avoid processes of uprooting and guarantee solidarity between generations (Bernardi, Filippi, 2004:47); it must manage the functional urban specialisations of spaces and enhance those temporal where the interests and predispositions of the day-city overlap, interact and clash with those of the night-city.

If, in some ways, the traditional role played by the pub district can no longer be promoted, given that the times, the physical and social characteristics of the context, and the exigencies and motivations of the actors involved have changed, the re-launching, in terms of culture and habitability of this zone, which encompasses some hundreds of entertainment venues as well as some of the most prestigious musical and theatrical institutions of the city, becomes strategic from the perspective of the "creative sustainability of the city" (Carta, 2004), through a project able to foster and augment forms of art and culture which are highly diversified but always organically rooted in the local context. The district project constitutes a practice of management and exploitation of the potentials inherent in a territory where juvenile attention-seeking can be translated into cooperation in heterogeneous entrepreneurial realities which are proposed as new micro-centres of the IRT. For its part, the historical centre becomes reinterpreted as a settlement and relational space system where young people establish themselves as actors and producers/consumers, able to initiate a process of grassroots re-appropriation of the city beginning from a broad, welcoming project in which the networked offer of night-time entertainment, of personalised hospitality and accommodation, and of cultural and creative activities, gives new value to the relational and social dynamics of tourism in order to achieve a "re-territorialisation of the economy" and a "re-contextualisation of society in the home territory" (Urbani *et Al*., 2004, p. 26).

The experimental phase of the IRT District requires the following preliminary analyses:

- socio-spatial evolution of the entertainment district (from its birth to the present state of evolution/involution);
- population profiling of the local community (*cultural assessment*);
- presence of cultural activities and institutions (*cultural mapping*);
- presence of producers associated with the cultural identity of the youth entertainment district (venues, pubs, music studios, restaurants, discotheques, amusement arcades, bookshops, meeting rooms, clubrooms, social centres);
- offer of relational tourism (in particular, accommodation other than hotels).

Subsequently it will be necessary to identify:
- possible ways of enhancing the local micro-centres, beginning with an analysis of the strong and weak points of the entertainment activities;
- formation of an integrated local product through a web-based network of competing SMBs (small-medium businesses) which recognise themselves in a territorial brand;
- inclusion of the local offer within a much broader overview which extends to cover numerous entertainment zones on the provincial scale;
- activation of an integrated programme which combines entertainment, enjoyment of the cultural heritage and activities, offer of relational tourism, music production, creative activities associated with tourism and entertainment (tour operators, advertising agencies, music operators, event promotion agencies, publishers, fashion entrepreneurs, designers and architects, etc.);
- the guiding role of local government which holds responsibility for the actuation of the necessary urban policies regarding security, mobility, opening times, culture and youth and for the management of societal spaces, to be developed and implemented according to a logic of participation and involvement of local communities (citizen's committees, business associations, immigrant associations, environmental movements, etc.);
- construction of the architecture of the public-private participation that acts as an agency for local development. Among other assignments, this will have the task of testing practices of urban governance, starting from the sharing of guidelines for the re-launch of the area, while mindful of the overall quality of life of the populations that inhabit and/or are attracted to the area, thereby as much management of the social relations inherent to the territory (between inhabitants, users, businessmen, entrepreneurs, immigrants, the elderly and tourists) as effective collaboration in the management of the territory itself for the purposes of improving the touristic and commercial sectors. In particular, this structure must promote a systemic logic of a relational-type touristic-cultural district, through which it is possible to organise and guide the local productive fabric toward an Integrated Tourism Offer.

The effectiveness of a public direction guaranteeing expert guidance in the mediation of social conflicts and in the preparation and integration of effective sectorial and territorial policies is optimised in the recognition of the strategic role of its active participation within the wider framework of territorial and cultural planning. The mutual exchange between expert and common knowledge and the participation of citizens in the process of social construction of the urban plan must begin with an understanding of the centrality of youth culture policies in the historical centre recovery project, and also must become an occasion which favours the re-establishment of a relationship between the city and new generations. The re-launching of youth culture policies, in concert with the associative world and in complementarities with the commercial sector, becomes instrumental in achieving the specific objectives provided in "Catania Factory of Mediterranean Culture", as the strategic line for planning in the metropolitan area (Zinna, Ruggiero, Grasso, 2003). This recognises the involvement of, and assumption of responsibility by, private citizens to be an essential instrument in stimulating the development of cultural entrepreneurship and improving the quality of life, urban habitability and sustainable development ensuring attention is paid to all cultures, mindful as much of high culture, an expression of the greatest professionalism and creative genius, as of popular and youth cultures, essential for the taking root of a sense of belonging to place, of social cohesion and off territorial social capital. The social and urban integration of young people can only be achieved by giving them space and spaces, while the social cohesion and sustainable development of the territory of tourism cannot be separated from generational policies or from the development of appropriate relational, cognitive and technical instruments indispensable for achieving a culture of creativity in public policies, operative in what Sandercock defines the "innovative recycling" of the city (Sandercock, 2005).

From this point of view, the revaluation of the relational dimensions of tourism is appropriate to counteract the negative effects produced by "industrial" forms of urban tourism, to plan the renewal and regeneration of degraded areas of the historical centre and finally to promote the integration of sustainable tourism and widespread urban hospitality principles with increasing demand of free urban experiences, connected with the "serendipity" (Hannerz, 1980) of a post-modern city.

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BUDGET TOURISM: EMPOWERING LOCAL COMMUNITIES FROM A SOCIOECONOMIC PERSPECTIVE

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Abstract

Today, the negative outcomes of globalization and the free market economy are apparent in many nations of the world especially in Third World societies. The globe is suffering from an economic crisis that will no doubt alter the way the tourism industry is managed for years to come. Government authorities and industry leaders must cope with this dramatic environment by adopting new approaches to confront the declining level of travel demand worldwide. Nowadays, the term 'budget' is associated with numerous service products (i.e. budget hotel- budget airline - budget tour packages) as a strategic marketing initiative. Dealing with price conscious consumers is inevitable. During this period of uncertainty, the positive side will lie in the need to change cultural values and to take full advantage of this new environment. The sustainability concept will be enforced in an unprecedented manner in every public policy with an aim to achieve higher earnings on the longer term. Budget travel can currently be seen as a form of tourism that can support community development and contribute to the realization of the integrated relational tourism concept in numerous territories. Although there is a debate among academics and practitioners over this growing form of tourism, still its significance is evident in many destinations. No doubt that this travel pattern will support many social aspects correlated with IRT which surpasses the one-sided limitations of the economic criterions. The budget tourist, which is a price conscious consumer, is eager to interact with authentic societies by experiencing their daily living patterns. Countries of the Mediterranean have a unique cultural heritage that must be exploited by intensifying positive interactions with people of the world. This type of tourism, if properly managed, can generate numerous socioeconomic benefits to the Mediterranean communities. Budgets tourists mainly deal with local commodities and public suppliers which will support sustainable development especially in Third World Countries and indigenous areas. Budget tourism if not heavily promoted to attract international tourism in certain countries; still it can boost domestic tourism for the local community especially in underdeveloped nations. This paper investigates numerous variables associated with the budget travel phenomenon such as domestic tourism, the international backpacker, the perception of government authorities about budget tourism and the significance of low-cost services in the tourism supply chain. The study mainly explores how national government organizations (NGOs) perceive budget tourism in Egypt as a leading tourist destination in the Mediterranean from a socioeconomic perspective.

Key words: Budget tourism, low-cost, NGO, integrated relational tourism, socioeconomic aspects.

INTRODUCTION

Traveling is always associated with self development by broadening an individual's perception of the world, other people and also oneself. Authentic encounters with people, values or images are also seen as a form of cultural understanding of the genuineness of different societies. The travelers' interest in authenticity is related to his desire to penetrate the host culture by establishing social interactions. These interactions facilitated the traveler's ability to adapt with local norms. Historically, budget tourists are continuously searching for personal development and cultural understanding of the local community.

They are always eager to blend into the authentic host culture (Obenour, 2004). In addition to the social benefits associated with budget tourism, this form of tourism also became of high economic concern of various tourism destinations. Budget tourism is chosen in this research to typify the concept of integrated relational tourism in today's dramatic environment. As far as this research is concerned, the budget tourist is either an international backpacker (inbound budget tourism) or a domestic tourist (the local residents) in Third World country.

The Low-cost Phenomenon

Today, the budget concept has become associated with numerous travel-related services; perhaps the airline industry played a leading role in the field with the advent of budget airlines. The widespread use of this concept was not limited to air carriers only, but it extended to cover the rest of the tourism supply chain such as:-budget hotels (i.e. Travel Inn-Travel Lodge) –no frills tour operators' products ('the just…'concept introduced by Thomson / Touristik Union International). The budget consumer is ready to accept a lower level of service in return for budget prices which became a well established element of the tourism market nowadays (Horner, 2004). In Australia, New South Wales is considered a hot spot for backpackers originating from Europe were they spend double the amount of expenditure of other segments of tourists (Tourism New South Wales, 2009). Budget hotel rooms in China have grown to reach 100.000. Budget tourism in China primarily serves domestic tourism. In China, budget accommodation is mostly owned and managed by locals with an aim to achieve greater profit and maintain social stability. Accor (Europe's largest hotelier) aims to own 120 budget hotels in China by the year 2010. Still, small to medium size local firms are dominating the tourism business in China especially the budget travel sector (Shen, 2008). Howard (2007) states that there are numerous backpacker enclaves around the globe such as: Jalan Jaksa in Jakarta and King's Cross in Australia and they provide 700 rooms in core areas.

The low-cost concept became a global phenomenon not only in Europe, the US and the Far East but also in the Middle East. Recently, Middle Eastern countries began making serious steps towards adopting a low-cost strategy. Malo (2009) stated that tourism experts are claiming that the sector is no longer capable of properly accommodating middle-class visitors in Lebanon. Lebanon, as a major Mediterranean tourist destination, does not own an adequate low-cost tourism infrastructure which hampers the nation's ability to serve middle-class visitors that are currently price conscious. Today's debate in Lebanon is how to market itself in the future? Will it be the Monaco or the Switzerland of the Middle East or more like Turkey or Cyprus where there are all kinds of tourism ranging from the low-cost to the luxury? Many think that the latter models are best.

In morocco, cities like Tangier and Casablanca, which are rich in culture, became an enclave for backpackers, where there are several inexpensive accommodation and numerous authentic spots. Turkey is also no exception as it equally serves backpackers in areas like Cappadocia (Lost luggage tales, 2009). Dubai is also seeking to diversify its product from only being an exclusive playground for the rich to be affordable for a wider range of tourists. Dubai construction sites are witnessing an increase in building budget hotels. Although Dubai is planning to remain an iconic luxury destination, still it seeks to attract budget tourists by expanding its infrastructure (Ferguson, 2009).

Budget tourist profile

Salazar (2004) states that contemporary forms of tourism refer to: "those forms of tourism that are consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences". 'Budget tourism' is considered as one of the contemporary forms of tourism. The term 'budget' refers to any tourism-related products (accommodation, tour packages, airlines, restaurants, etc.) which are low in price and attract price conscious travelers (Krishan, 2005). The word budget is used interchangeably with the term low-cost to define numerous business models and a growing travel segment during the past few years.

The term 'backpacker' is perceived variously between destinations. In the US, they consider them as bushwalkers, while in many other nations it is a synonym of budget tourists. Today, backpackers are regarded as budget travelers. The budget tourist is referred in many literatures as a backpacker who tends to stay longer than other travelers and relatively pay more money on the long run. Budget tourists prefer budget or inexpensive accommodation (i.e. hostels-three star hotels) without neglecting the value for money aspect. Budget tourists are also eager to mix with the local community. They don't mind to stay in remote destinations or indigenous areas as long as there is public transport. Although backpackers are more price conscious tourists, still in many countries they spend more money during their longer length of stay (Tourism New South Wales, 2009). Obenour (2004) confirmed that the most significant motive for budget travelers is social interaction with the local community. This social interaction encompasses several forms: -learning about the country's history and culture – participating in daily environment of host culture –engaging in culture related activities with the local community. These culture-based activities include participating in conversations with residents, understanding human values formed in personal relationships in addition to any meaningful bonding or social encounters between budget travelers and host cultures. Today, a budget traveler must not be regarded as a low-quality type of consumer. Consumers are beginning to rationalize their needs and wants in many supply sectors related to tourism. Nowadays, consumers are very price sensitive and only a small proportion of travelers are still seeking to consume luxury tourism services. The shrinking of the business and first classes on air carriers in addition to the widespread of low-cost airlines is a living proof of this fact (Samy, 2008)

Economic and Non-economic Criterion
Budget tourism generates both social and economic benefits to the community (table 1). These benefits can only be achieved through efficient destination management.

Table 1-Benefits of Budget Tourism

Economic development criteria	Non-economic development criteria
Spend more money comparing to other tourists because of the longer length of stay (BP)	Local control over small-scale enterprises (BP-DOM)
Help revive unexploited and indigenous territories (BP)	Help gain pride of the national heritage and different culture by the local community. (BP-DOM)
Spend more on locally produced goods (BP-DOM)	The interest of budget tourists to learn from the local community creates better positive interaction comparing to the relationship between luxury tourists and the local residents in underdeveloped countries. (BP)
Support small-scale enterprises and demands less human resource qualifications (BP-DOM)	Impedes the foreign domination of tourism enterprises, thus decreases the level of standardization in favor of cultural diversity in tourism services (BP-DOM)
Low overhead costs as they only require basic infrastructure (BP-DOM)	Government support for domestic tourism indicates rejection of the colonial mentality whereby the interests of foreigners are prioritized (DOM)
Significant multiplier effects from using local skills and resources (BP-DOM)	Use fewer resources and thus are more environmental friendly (BP-DOM)
Less sensitive to political and economic threats (DOM)	Support destination marketing efforts by the locals (BP-DOM)
Less subject to seasonality (DOM)	Community empowerment by further engaging in the tourism industry (BP-DOM)

Note: BP = backpackers, DOM = domestic tourists
Source: Modified from Schyvens (2002)

THEORETICAL AND METHODOLOGICAL APPROACH

Semi-structured interviews were conducted with a number of experienced executives in the tourism industry in Egypt. The semi-structured interview was chosen as a tool that gives interviewees the chance to freely discuss the problem with no constraints and also gather uniform data about the examined issues at the same time. The judgemental or purposive sampling technique (non-probability sampling) was used to choose a sample that correspond the purposes of the study to obtain typical population elements in the sample (Ritche, 1994). 15 experienced executives were chosen from a number of governmental agencies namely: the Egyptian Ministry of Tourism, the Egyptian Tourism Federation and Egypt Air. To minimize response biases, responses were told that their names and posts will remain discrete. A combination of open-ended and fixed questions was self-administered to the interviewees. The questions aimed to elicit opinions about the subject of budget tourism in Egypt and also to explore the perception of such a phenomenon by executives working in tourism-related authorities.

FINDINGS

Respondents were asked about numerous issues attributed to budget tourism. The subject of budget tourism was a very controversial given in consideration that it creates many debates about its advantages and disadvantages. The concept was interpreted profoundly through the semi-structured interviews conducted with the panel of executives. Their responses to likert-scale questions and personal opinions elicited from open-ended questions are summarized in the following.

Budget tourism: a controversial issue

The majority of the panel members recommend that the current perception of budget tourism should be changed in the future; especially that many think that the current economic crisis is having a significant impact upon the industry in Egypt (table 2). Attracting the price conscious traveler is currently inevitable. The problematic issue is how to cope with the current situation and maximize its benefits for the sake of destination both economically and socially.

Table 2- The Perception of the Level of Negative Outcomes Caused by the World Economic Crisis on Tourism in Egypt

	To a very great extent 1	2	3	4	To a very small extent 5	
Frequency	5	3	4	2	1	Mode: 1 Stand.Dev.:1.29

There was also a consensus among respondents that low-cost services are an important key player in the future of the tourism industry (table 3). Respondents added that the concept of low-cost services should not be attributed with a low-quality level of service, but with value for money products that satisfy its consumers.

Table 3- The Effectiveness of Low-cost Services in Promoting Tourism

	Very Effective 1	2	3	4	Very Ineffective 5	
Frequency	7	5	0	0	3	Mode: 1 Stand.Dev.:1.55

Tourism investment in Egypt is lead by the private sector which favors the establishing of luxury / large-scale ventures over small-scale / low-cost projects. Many of the small-scale projects (owned by locals) related to tourism, which best serve the budget tourist, do not provide high quality services (table 4). Low-cost airlines are still not playing a significant role in promoting domestic tourism in Egypt.

Table 4- The Quality of Small-scale Tourism Projects in Egypt

	Excellent 1	2	3	4	Very Poor 5	
Frequency	0	1	9	2	3	Mode: 3 Stand. Dev. :0.91

The hotel room capacity of luxury tourism hotels in Egypt outnumbers the budget accommodation (figure 1). It's important to note that official statistical publications ignore many forms of accommodation, such as guest houses, non serviced accommodations and motels, which reflect the lack of interest by authorities in low-cost services.
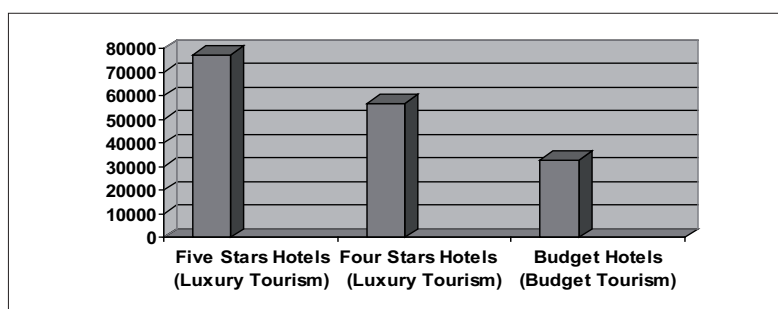
Source: Modified from Egyptian Hotel Association (2009)
Notes: 1- Budget hotels = Three Stars hotels 2-One and Two Stars hotels were excluded
from this graph due to their below tourism service standard

Figure1- Luxury Hotel vs. Budget Hotel Rooms' Capacity in Egypt
Hostels in Egypt are under the supervision of the Ministry of Youth. Neither the Ministry of Tourism nor the Egyptian Tourism Federation is concerned with this category of accommodation and hence they are not a part of any strategic plans of tourism-related authorities. They are not even listed in any official publication issued by tourism authorities as a mode of accommodation.

Table 5 -An Official Listing of Hostels in Egypt

Serial	Governorate	Hostel
1	Cairo	Cairo Hostel
2	Alexandria	Alexandria Hostel
3	Port Said	Port Said Hostel
4	Suez	Suez Hostel

5	El-gharbeya	Tanta Hostel
6	El-beheyra	Damanhur Hostel
7	El-Ismailia	El-isamailia Hostel
8	Fayoum	Fayoum Hostel
9	Assiut	Assiut Hostel
10	Sohag	Sohag Hostel
11	Aswan	Aswan Hostel
12	Red Sea	Hurghada Hostel
13	Matruh	Marsa matruh Hostel
14	South Sinai	Sharm-el-sheikh Hostel
15	Luxor	Luxor Hostel

Source: National Council of Youth (2009)

The majority of the panel thinks that government officials in Egypt perceive the international backpacker negatively as they consider him as a low-quality cheap tourist that does not generate a high income for the industry (table 6). It's important to note that tourism suppliers seek to attract responsible travelers with a high socioeconomic standard. There is a negative mental image associated with budget tourists as being irresponsible travelers. This notion is attributed to domestic tourism and international backpackers. The panel thinks that tourism-related authorities seek to label Egypt as a destination that attracts a high spending segment of tourists. Industry leaders think that Egypt suffered from being rated for a long time at low price levels which eventually attracted low spending tourists. These tourists however use luxury services (i.e. Five Stars hotels) at very low rates

Table 6- The Perception of Government Officials Regarding International Backpackers

	Positive	Negative	Indifferent
Frequency	3	12	0

Local Development Policies

Respondents were asked several questions that interpret the social aspects of budget tourism, namely low budget domestic travel in Egypt and the level of social interaction between the local community and tourists. There was consensus among respondents that there are no accurate statistics about domestic tourism in Egypt (table 7). This fact leads to split responses regarding the level of local participation in tourism and their socioeconomic class. The panel assured that in Egypt, there are no comprehensive official data interpreting domestic tourism.

Table 7- The Availability of Accurate Statistics About Domestic Tourism

	Yes	No	Not sure
Frequency	2	9	4

The following statistical report (table 8) is extracted from the only official and comprehensive data available on domestic traffic in Egypt; issued by the Ministry of Tourism with the cooperation of the Ministry of Interior. It's important to note that this data was compiled disregard of the purpose of visit of travelers which includes workers and tourists alike.

Table 8-Total Arrivals via Main Points of Entry within Egypt by Segment (2005- 2007)

Year/Segment	2005	2006	2007
Egyptians	4132617	4291839	4592632
Egyptians and foreign tourists	12376475	12937466	15202660

Source: Compiled from: Ministry of Tourism (2006-2007)
Note: Latest available data

There is a strong tendency by respondents towards accepting the fact the Egyptian domestic tourist receive discriminatory treatment from tourism establishment in terms of prices (table 9). This is due to the lack of interest in Egyptian travelers by suppliers believing that foreigners generate greater benefits. Hotels, for instance offer better rates to inbound tourists because they book a bulk of rooms through tour packages unlike the individual domestic traveler. Egyptians also tend to travel only during the peak season where hotel rates and airline fares are very high. The season of domestic tourism in Egypt is very rigid and limited. Many hotels also seek to deliberately minimize the volume of the Egyptian segment in favor of inbound tourists with an aim to maximize the occupancy rates of foreigners. Not to forget that pricing of service products in Egypt follows the concept of free-market economy which means that the private sector is leading the industry in many ways especially in terms of supply and demand.

Table9-Egyptian Domestic Tourists Pay Higher Rates Comparing to Inbound Foreign Tourists

	Yes	No	Not sure
Frequency	14	1	0

A series of open-ended questions where also asked to respondents about the community's participation in tourism. Respondents assured that the high level of prices and the lack of disposable income are the overriding factors hampering domestic tourism. The inadequacy of low-cost services is also a very important factor that forces many Egyptian tourists to book in five and four stars hotels to guarantee an adequate level of service quality. There is a lack of tourism services for the budget and middle class sector in Egypt. Another obstacle is that public administrations are not significantly interested in promoting domestic tourism except in times of crisis. Public administrations prioritize inbound tourism over domestic tourism. Another important aspect correlated to budget tourism is how executives perceive the social interaction between Egyptians and inbound tourists. This issue is highly important given in consideration that budget tourists (the international backpacker) tend to mix with the local community.

Table 10 - Support of a Higher Level of Social Interaction between Tourists and the Community

	Extremely Important 1	2	3	4	Unimportant 5	
Frequency	5	7	1	0	2	Mode: 2 Stand.Dev.:1.30

It's clear that the panel thinks that the social interaction between locals and tourists is of a great importance (table 10); still most of them added significant comments regarding this issue. Many think that the level of interaction should be relatively limited given in consideration that the culture of the host community must first attain a certain level of maturity before seeking to strengthen these relationships. Cultural differences may cause numerous problems in the destination. A lot of work is still needed through media campaigns and real-life experiences with tourists in order to allow for more interaction, for instance, support the idea of hosting tourists in local residents.

Budget Tourism Strategies

There was a significant consensus among respondents regarding the effectives of a number of strategies that can help maximize the benefits of budget tourism in Egypt from a socioeconomic perspective. The suggested policies are outlined in table 11 and they are ranked according to their effectiveness in table 12. The results reflected the importance of adopting a diversification strategy that serves different segments from low-budget to the luxury tourist. Still, promoting low-budget domestic tourism gains a higher degree of importance comparing to the international backpacker.

Table 11 - Responses to Likert Scale Questions Regarding Personal Views
About the Effectiveness of Strategies Related to Budget Tourism

	Strongly Agree 1	2	3	4	Strongly Disagree 5	
-Subsiding small-scale / low-budget tourism projects in Egypt	7	3	0	1	4	Mode: 1 Stand. Dev.: 1.76
-Applying a service and price diversification strategy that equally serves different classes of tourists	12	3	0	0	0	Mode: 1 Stand. Dev.:0.41
-Promoting budget tourism for the domestic traveler	11	1	1	2	0	Mode: 1 Stand. Dev.:1.12
-Promoting budget tourism for the international backpacker	4	3	0	2	6	Mode: 5 Stand. Dev.:1.78
-Expanding the low-cost service infrastructure	11	3	0	1	0	Mode: 1 Stand. Dev.:0.82
-Prioritizing domestic tourism in the upcoming national policies	13	1	1	0	0	Mode: 1 Stand. Dev.: 0.56

Table 12-The Effectiveness of Budget Tourism Strategies in Rank Order

R.	Strategy	MEAN SCORE
1	-Applying a service and price diversification strategy that equally serves different classes of tourists -Prioritizing domestic tourism in the upcoming national policies	1.2
2	-Expanding the low-cost service infrastructure	1.4
3	-Promoting budget tourism for the domestic traveler	1.6
4	-Subsiding small-scale / low-budget tourism projects in Egypt	2.4
5	-Promoting budget tourism for the international backpacker	3.2

IMPLICATIONS

No doubt that the ongoing economic crisis is impeding the growth of luxury tourism in the world for the favor of budget tourism. Any destination planning to stick to an old strategy will definitely lose its market share. NGOs should no longer be concerned about how they will label Egypt (luxury or budget destination), but instead must seek to broaden this narrow concept by establishing an infrastructure

that attracts all classes of tourists with diverse degrees of importance. Each class of tourists has its socioeconomic benefits which mean that a multi-segment marketing approach is fundamental. Adopting a low-cost strategy can also help exploit the resources of any tourism destination to the maximum and generate higher socioeconomic benefits. It can also foster participation of locals from Third World countries in tourism in every way possible, ranging from traveling and mixing with tourists to establishing local ventures. Promoting budget tourism will be very beneficial for domestic tourism in Egypt. Positive social interaction with tourists will never occur without supporting community involvement in tourism. To apply these theories, the current status of tourism in Egypt must be re-examined with an aim to reform many misplaced settings. For instance, the luxury hotels in Egypt are offering rates far below their standard and thus serve budget tourists with over the top facilities, while three star hotels and hostels are not exploited properly. Luxury suppliers should prioritize quality of guests over quantity, while budget suppliers should seek to market their own class of guests which include backpackers and domestic tourists alike. Budget tourists belong in authentic enclaves that match their class, preferences and cultural perception. Pricing and development strategies must to aim to treat every segment adequately to retain its maximum benefits. The air transport regulatory regime in Egypt must embrace top notch low-cost airlines. This theory applies the concept of integrated relational tourism and also deals with the growing middle-class sector seeking to travel during today's global economic crisis. The current financial crisis may be regarded as an opportunity to re-examine many 'clichés' that were associated with the globalization era in every field of the business, all from a socioeconomic perspective.

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RELATIONAL ETHNIC TOURISM IN SICILY.
LINGUISTIC MINORITIES AND RURAL DEVELOPMENT[1]

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Abstract

Mass tourism has contributed to the spread of English throughout the world, and to portrait local traditions and languages as archaic and folkloristic cultural traits, not a part of real life. Under globalization and the thrust to linguistic homogeneity, local minority language communities are going to weaken their cultural heritage, conforming to English speaking mass tourists expectations. This is not, however, necessary nor unavoidable. Evidence of the contrary exists: in some cases tourism plays a fundamental role to preserve minority languages (Greathouse-Amador 2005).

In the past, languages were not considered as attractors in tourist markets; they showed their economic potentialities only with respect to requested multilingualism in tourist services. Over last years, the need for relational experiences, that forms what today we define "relational tourism", has been producing the rise of new tourist requests, both in "heritage" and "ethnic" terms.

In the paper, the role of linguistic minorities will be analyzed with reference to the possibility of giving answers to new customer relational needs, in the awareness that both the knowledge of an international global language (English) and the need to preserve minority languages are requested in order to differentiate the supply of new relational cultural goods. Linguistic minorities and their lands in many cases represent relevant attractors for relational tourists. Within the most developed Mediterranean countries, they seem more able to absorb the heavy cultural impact of tourism than elsewhere, at least where successful integration within the broader national communities is experienced; in Italy cultural minority pupils already study English (as well as Italian) at school, and all people are aware that the staying is much more comfortable for tourists who can express in their own language.

Our aim is also to show that linguistic minorities can be considered resources to determine economic development especially within rural areas (Sproull 1996; Donaldson 1999). It has in fact been argued that linguistic specificity can be fully considered an asset together with the territory and the artistic and cultural heritage of destinations (Pujolar 2008).

Ethnic tourism and the stimulating statistical challenge to construct valid measures for it will be discussed with particular reference to the Arbëreshe people, sharing an original and distinctive language. It is actually spoken within some local communities in Sicily and in the Southern Italy by the descendants of ancient Albanian people who five centuries ago left their land to escape from the Ottoman invasion. Such local communities, today rarely attracting especially one-day travellers, need to recover much of their cultural heritage to attract international and domestic tourist flows.

Key words: Ethnic Tourism, Linguistic Minorities, Relational Tourism, Rural Development

ETHNIC TOURISM, RELATIONAL TOURISM

The great majority of tourists are today charter or mass tourists, according to Smith's classification (1989). The explosion of mass tourism produces the claim, by identifiable tourist targets, for authenticity and diversity: a rescue of the original motivation for the touristic experience, expressed in the *"Grand Tour"* terms.

Authenticity today expresses especially in terms of *ethnicity*: "*Ethnicity has been increasingly promoted to attract tourists and to generate income and foreign exchange for ethnic communities and the countries in which they are located*" (Yang & Wall 2009, 559).

Ethnic tourism can be considered as a part of the long-term tradition of *heritage tourism*: "*... local traditions and community heritage can serve as attractions and ... heritage tourism embraces folkloric traditions, arts and crafts, ethnic history, social customs, and cultural celebrations"* (Chhabra et al. 2003, 703). Ethnic tourism differs from generic cultural tourism, respect to the emphasis in experimenting first-hand contact with "authentic" environments and life-styles of very different people, rather than in the mere expectation of getting in touch with cultural elements different from usual ones.

Some scholars *tout court* describe tourism as "the industry of heritage" (Boniface and Fowler 1993). "Heritage" tourism has been rapidly growing in last decades and, starting from the 90s, much literature has focused on it, pointing out related human needs, marketing strategies, management topics, and distinguishing among "cultural", "natural", and "built" heritage. "Supply side" approaches in the study of heritage tourism focus on cultural attractions; the recent literature suggests it cannot be merely considered as made of tourists visiting "heritage sites", nor only referred to the linkage between history featured at sites and motivations to travel. Heritage tourism should so perhaps be primarily defined from the demand side (in terms of tourists' perceptions of experiences at heritage attractions: Poria *et al.* 2001; Poria *et al.* 2003), a result of expectations, everyday life experiences, ways of thinking, personality traits, intelligence levels. That is to say: heritage tourism is to be considered a relational good, constituted of the relation between visitors' emotional and cognitive worldviews (that could be defined the *personal heritage*) and differently interpretable historical-related environmental sites (the heritage attractors).

When speaking of "Heritage" and "Ethnic" tourism we clearly refer to relational tourism expressions, a context where emerging needs for authenticity suggest tourists to come in touch with in-depth historical and cultural features of destinations, parts of the unique history of human communities, and original combinations of many factors, not replicable in different geographical and cultural contexts. From a proper point of view, all forms of relational tourism could be considered as the reaction of the tourist phenomenon to globalization and mass tourism and to the related tendency to relegate travel experiences within unoriginal international tourist routes, resorts and menus, configuring in general standardized tourist experiences.

MINORITY CULTURES AND TOURISM: AN AMBIGUOUS RELATIONSHIP

The relationship between local ethnic traditions and the tourist phenomenon can be difficult and tricky. It often happens that original and authentic cultural traits are commodified and market-oriented when the tourist supply is tweaked, expressing in extreme cases as the reconstruction or invention of identities. In last years the impact of ethnic tourism on traditional cultures has extensively been studied, yet providing not univocal results.

Tourism is able to revitalise traditional (often marginal) local cultures, both in terms of spectacular elements and of the opportune interaction with the world outside (even expressing as people coming from abroad). It is undeniable that tourism represents a considerable source of economic earnings (not for

all classes yet: Van der Berghe 1995) and a chance of social vertical mobility for people often culturally and geographically marginalized respect to the access to the main government resources streams. A new group of local touristic entrepreneurs can in such contexts emerge, able to rescue and revitalize lost traditions and forgotten cultural events, and to launch new economic activities (in the fields of accommodation, catering, souvenir markets).

Tourism (especially mass tourism) can result destabilising respect to the delicate balance between traditional cultures and thrusts to modernization, determined in ethnic destinations by the desire for higher incomes and better standards of life, and by the strong impact of secondary socialization tools (in particular: television and the Internet). In addition, minority people tend to be modified when getting in touch with visitors, sometimes assuming forced behaviours, becoming the actors of a grotesque stage oriented to "entrap" visitors. Some scholars think that such staged presentations can in some cases be considered as a form of protection of local communities against the tactless and invading curiosity of tourists willing to get in touch with the authentic core of the minority life-styles (Yang and Wall 2009).

Young people can finally demonstrate not wise nor fond enough to the identity of their communities, aiming at larger income and being more interested on the benefits of the "modern" life-style. It is useful to remark that when such advantages are obtained, the tourists' satisfaction levels immediately decrease: few people like travelling for thousand kilometres and many hours, just to visit places where original stone or wood houses have been replaced by reinforced concrete, or where jeans and t-shirts substitute traditional dresses, and cola can has become the national beverage.

The collision between minority cultures and tourism often reveals conflicting aspects affecting the structural weaknesses of culturally and economically marginalized environments: the economical development versus the preservation of cultural singularity; authenticity versus cultural commodification (Yang & Wall 2008).

TOURISM AND THE SOCIO-ECONOMIC DEVELOPMENT OF "MINORITY" TERRITORIES

Relations between tourism and other economic sectors have sometimes been described as ambiguous. For some workers tourism in particular represents an economic activity alternative to agriculture, permitting in some cases to reduce pressure on the environment also when it is expressed in the extreme terms of deforestation. Tourism withdraws manpower to agriculture, thus inducing farmers to increase productivity by means of innovation. Forsyth (1995) asserts that the environmental impact of tourism through agriculture also depends on the nature of agricultural practices, differently used by the "ecosystem people", compared with the "biosphere people". Through a study made in the Northern Thailand the same scholar demonstrates that "..*the adoption of non-agricultural income (i.e., deriving from touristic activities) is more likely in houses with initial resources for creating wealth*" (1995, 889).

In general, there are no sufficient reasons to think of tourism as incompatible with pre-existing economical activities.

Some studies stress, on the other hand, the role of agriculture to maintain cultural heritage: *"Cultural heritage is also actualized through the role of agriculture as a producer of collective goods in addition to food and fibre. This issue is stressed within the context of negotiations on the liberalization of the world market for food (WTO) and in discussions concerning restructuring the agricultural sector. Cultural heritage can be seen as a collective good"* (Daugstad et al. 2006, 67). In Norway, *"... all documents clearly emphasize that the environmental goods, the cultural landscapes and cultural heritage of agriculture are created and maintained through active agricultural production ... The Norwegian Farmers' Union (NFU) stresses the cultural aspects of agriculture and the farmer as a supporter of such cultural values, while the Norwegian Smallholders' Association (NSA) focuses on the social degradation of rural areas. NSA does not mention cultural heritage, but the positive effects on settlement, employment, and cultural landscapes are used to justify the need for small-scale farms*

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throughout the country. This can be interpreted as a less protective attitude towards farmers as the sole and "self-evident" supporters of cultural values compared to NFU. Landscape and rural areas as tourist "products" are dependent on a living and viable agriculture" (2006, 74).

The long-term debate on the role and potentialities of farm holidays demonstrates how useful synergy among different economic sectors can reinforce productive local tissues.

Although the economic development of local territories has strictly to be appreciated on a small reference scale, in the literature there is little appreciation of the economic significance of small-scale tourism. For example, backpackers are almost completely ignored in planning, despite their demonstrable local expenditure multiplier effects in rural areas. Hampton (2005) proposes a route, including some steps, to facilitate the contribution of tourism to local development. Such a strategy rotates on the concept of local people "empowerment", and consists of: 1) listening to local communities in order to increase local participation; 2) recognizing the legitimate existence of small-scale businesses and the informal sector in plans for the development of regions, new resorts, or in the upgrading of existing attractions, including their roles in an integrated tourism system; 3) facilitating access to capital, in particular microloans for small businesses. With direct reference to this concept of empowerment, Hampton remarks the importance of formalized policies at all government levels, concluding that: *"...the gradual international acceptance of the principles of the 1992 Rio Earth Summit, especially those of Local Agenda 21, gives some hope that local communities may benefit from a new approach to planning and managing local assets"* (2005, 754) [2].

A CASE STUDY: THE ARBËRESHE TOWNS IN SICILY

When in the XV century the Ottoman army invaded Greece, Albanian communities living there escaped in the Southern Italy and Sicily, invited by the Aragon kings. Ruled by the famous leader Giorgio Castriota Scanderbeg, the hero of Albanian Resistance against the Ottomans, Albanian people were often enrolled by Spanish kings as allies and by the Venetians as mercenaries, and received in rewards local territories where to settle.

The Arbëreshe language is actually spoken within some local communities in Sicily and in the Southern Italy by the descendants of ancient Albanian people. In Sicily, in particular, five towns, belonging to the Palermo province, share a clear Albanian origin: Contessa Entellina, Mezzojuso, Palazzo Adriano, Piana degli Albanesi, Santa Cristina Gela. Only the last two of them maintain a widespread use of the Arbëreshe language (though just spoken).

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2 See also Tosun (2000).

Figure 1: The Arbëreshë settlement in Italy
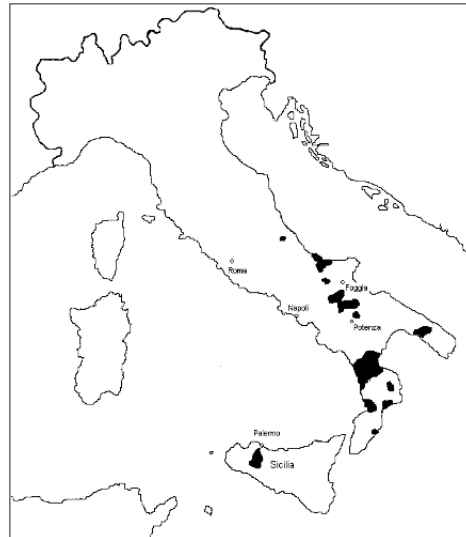
Figure 2: The Arbëreshe towns in Sicily
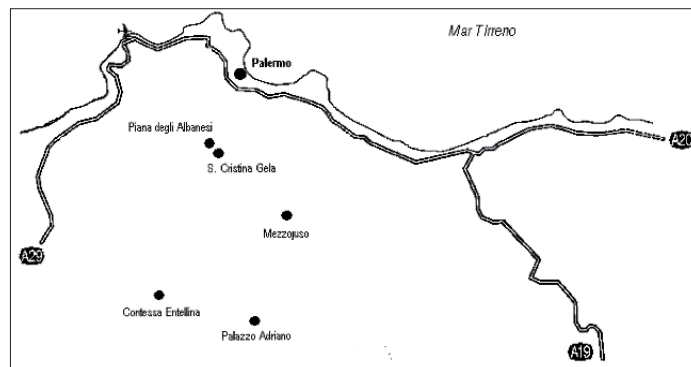
The Arbëreshe towns are placed on the hills, inhabited by more than 14.000 people, and, as shown in Table 1, in general characterized by negative population dynamics (PD)[3]. The youth index[4] (YI) is for all towns less than that of the whole Palermo province. The outliers ratio (OR) is very high in particular for the nearest to Palermo tows[5].

3 PD = Per cent variation of population between years 1977 and 2006. Data on the whole Palermo province and Sicily: years 1971 and 2001.
4 YI = Per cent ratio of less than 14 years old population by the total, year 2006. Data on the whole Palermo province and Sicily: year 2007
5 OR = Per cent ratio of daily workers and students flows towards outside by the whole moving population, year 2001

The Arbëreshe towns have a more definite rural profile (quantifiable by means of the rurality index[6] - RI) than those of the whole Palermo province territory and of Sicily; also the farm ratio[7] (FR) is greatly higher than the Palermo province and Sicily ones.
The economic endowment[8] (EE) is on the contrary similar to the Palermo province and Sicily ones.

Table 1: Arbëreshe towns in Sicily - socioeconomic indicators

TOWNS	RI	PD	YI	OR	EE	FR
Contessa Entellina	84,2*	-1,91*	14,9*	23,1*	19,7*	352,0*
Mezzojuso	78,7*	-11,83*	15,9*	36,8*	23,3*	270,4*
Palazzo Adriano	56,0*	-19,36*	14,5*	24,9*	22,5*	228,3*
Piana degli Albanesi	78,2*	-5,55*	14,0*	40,7*	24,8*	101,2*
S. Cristina Gela	69,8*	15,32*	15,4*	58,5*	25,3*	253,8*
PROVINCE OF PALERMO	53,8**	9,96***	16,2****	15,8***	25,1***	44,7**
SICILY	58,5**	6,16***	15,6****	21,7***	26,1***	72,5**

*Sources: * = ISTAT (2008); ** = ISTAT (2000); *** = ISTAT (2001); **** = Istituto Tagliacarne (2009)*

In table 2 some touristic indicators are reported. The touristicity index[9] (TI) is lower than the whole province and Sicily averages, Santa Cristina Gela excepted. The same phenomenon is revealed by strongly inadequate performances respect to the accommodation index[10] (AI). As demonstrated by the Utilization Degree of Accommodation Structures Index[11] (DU), accommodation structures are clearly under-utilized. The Mezzojuso town (the only without any accommodation structure) is surprisingly the only one included in a Tourist Work Local System (SLLT)[12].
It is surprisingly as well the fact that the Arbëreshe towns do not always develop common growth policies. We see, in fact, that they often amalgamate with non - Arbëreshe ones. This happens with regard to the Local Action Groups[13] (GALs): Arbëreshe towns are divided and joined two different GALs. The same is with reference to the Territorial Pacts[14] (TPs): the Arbëreshe towns are divided into three different aggregations.
The Arbëreshe towns are, on the contrary, aggregated (together with many non Arbëreshe towns yet)

6 RI = Per cent ratio between the area assigned to agricultural activities and the whole territorial area, year 2000
7 FR = Per thousand ratio between the number of farms and the resident population, year 2000
8 EE = Per cent ratio between employed people and resident population, year 2001
9 TI = Average overnight stays per thousand inhabitants, year 2005. Data on the whole Palermo province and Sicily: year 2007
10 AI = Beds per thousand inhabitants, year 2005. Data on the whole Palermo province and Sicily: year 2007
11 DU = average overnight stays per hundred beds, year 2005. Data on the whole Palermo province and Sicily: year 2007
12 Only 14 in Sicily. Mezzojuso is included in the Villafrati SLLT. SLLTs are defined by ISTAT starting from the Work Local Systems (SLL) concepts; the last are territorial units aggregating towns on the basis of daily people movements for work, as detected at the moment of the general population census. When the ratio between the SLL proportion of employees assigned to customer services and the national proportion is greater than the national average, a SLL is renamed SLLT (evidencing a tourist vocation area).
13 The Local Action Groups (GAL) were instituted within the European Community Leader + 2000-2006 Programme. They aim at promoting innovative actions for the socio-economic growth of rural areas, by enhancing endogenous potentialities, with local operators contributions. GALs tried to build an integrated production system where agriculture, handcraft, small and mean firms and tourist supply interact.
14 Territorial pacts are instruments for local growth, activated in Italy since year 1997, aiming at promoting the growth of entrepreneurial systems. Territorial pacts include interventions on the capital and on the context, in order to make up for and remove territorial disadvantages. The Arbëreshe towns joined the TPs "Alto Belice Corleonese" (Piana degli Albanesi, Santa Cristina Gela), "Valle del Belice" (Contessa Entellina), "Valle del Torto" (Mezzojuso).

within a sole Integrated Territorial Project (PIT)[15] and, since 2005, within the BESA Municipalities Union. Some BESA Union functions seem remarkable indeed: protection and enhancement of the *Arbëresh* artistic, bibliographic, documentary, ethnic, folkloric, musical, linguistic, religious estate (The BESA Municipalities Union 2005, art. 5).

Table 2: Arbëreshe towns in Sicily- touristic indicators

TOWNS	TI	AI	DU
Contessa Entellina	0,5[*]	6,09[*]	8,70[*]
Mezzojuso	0,0[*]	-	-
Palazzo Adriano	1,7[*]	10,65[*]	16,06[*]
Piana degli Albanesi	1,4[*]	17,41[*]	8,12[*]
S. Cristina Gela	7,2[*]	42,34[*]	16,94[*]
PROVINCE OF PALERMO	7,5[**]	29,88[**]	25,12[**]
SICILY	7,9[**]	36,07[**]	22,05[**]

Sources: [*] = ISTAT (2008); [**] = Istituto Tagliacarne (2009)

What already said indicates that the Arbëreshe communities are well integrated within the larger territorial and economic context; there are no reasons to hypothesize that their performances are really different from those of other Sicilian hill towns, within the Palermo province or outside.

An interesting question consequently regards what remains, today, of the original culture of Albanian populations in the territories where their descendants actually live.

Even if characterised by the introduction of many Italian-style terms naming object not still existing at the time of the escape from Greece, the Arbëreshe language is quite different from Italian, immediately showing its Balkan origin to the listener. Minority languages are surely strong cultural markers, able to indicate a clear discontinuity among cultural systems, and to give in general identity to territories and populations. In terms of cultural identity, and differently from what formerly asserted by Sapir and Whorf (Carroll 1956), it is yet the meaning of languages (since directly related to the cultural environment) and not the syntactic elements of language that leads to specific worldviews and values, eventually different from the dominant culture (Donaldson 1999).

The Arbëreshe communities in Sicily represent a model of successful integration within the local socio-cultural environment. If coupled with the territorial proximity to Palermo of some of them (just 20-25 minutes by car), this factor makes the case very different, in terms of ethnic touristic appeal, from others such as the Indians in the Mexican region of Chiapas. About them van der Berghe says: " (Their) *marginalization has a triple component. First, in class terms, Indians are almost all peasants, often nearly or totally landless. Politically, power is monopolized by the urban elite, and, economically, the rural areas always stand far behind the cities in development and income. Thus, Indians are marginal because of their overwhelming class position of poor peasants... Second, Indians are culturally marginal because of their unfamiliarity with Spanish, the formal educational system, and all the dominant institutions of Mexican culture. Indians are... Outside the cultural mainstream of Mexico... The third component of Indian marginality is ecological. Indians are heavily concentrated in ... "regions of refuge" (i.e., the more isolated, high-elevation, agriculturally destitute areas, where they were able to retain their culture because their habitat was sufficiently devoid of resources to minimize Spanish and later mestizo encroachments). Ironically, it is this extreme marginalization that now*

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15 It is the "Alto Belice Corleonese" Project. PITs represent a way to actuate the Regional Operating Programmes, that are planning documents issued by Regions in order to use Structural European Funds. PITs consist of inter-sectorial, coherent actions converging towards a common purpose of territorial growth (ISTAT 2008).

makes Indians a prime tourist attraction for affluent First World travellers in search of the primitive, authentic other" (1995, 571)

In Sicily, the Albanian nation has merged during five centuries with the local Latin people, not experimenting as strong forms of marginality as secluded Indians, except for the economic marginality joining all internal Sicilian areas.

Doubts exist about the real presence, within the Arbëreshë territories, of what Donaldson (1999, 18) defines a "cultural literacy": "*The skills and knowledge necessary for an individual to be able to perform and experience a particular culture.... (including) appropriate language skills and specific forms and symbols that are understood by that culture*". Doubts consequently could arise about the opportunity to plan economic (ethnic) tourist intervention. How to identify the real existence of a minority culture, and, in case it should have been (partially) lost, on what basis could be considered a profitable investment to rebuild it?

As already said, the presence of a minority language is in Sicily yet coupled with the closeness of a Latin metropolis such as Palermo, an attraction pole for adult people in need of job and for young people getting higher education and willing to spend spare time.

Television and other mass media continuously provide to young Arbëreshe people western models for behaviour and status-symbols. Professional achievements have to be obtained outside the native territories (many Arbëreshe people, local administrators included, actually work and live in Palermo); young people have to work into Italian-speaking towns, where will probably meet Italian-speaking partners. It is a matter of evidence that it will be a very difficult task preventing Arbëreshe to become a dead language in two or three generations.

For the analysts it is as well difficult in such situation to identify the original traits of a minority culture, on which operating to construct effective tourist attractors. The matter is that of (re)inventing in actual terms a cultural tradition, similarly to what is already performed in other nations (let us think of the Brazilian Indians Pataxò), aware of the fact that: "*tradition "as a self-conscious category", is inevitably invented. To talk about the "construction" of cultural identity or about the "invention of tradition" is to emphasize that culture is a dynamic product of human consciousness and is constantly being reformulated in the contemporary context. Thus, in opposition to a "naturalistic conception of tradition", the question seems to involve conceiving tradition as symbolic construction, which involves continuity and discontinuity*" (de Azeredo Grunewald 2002, 8). When we try to reproduce tradition, we inevitably select some elements from the whole of original ones and reinterpret them with actual eyes, so (re)inventing tradition itself. In this sense, many anthropologists assume that "ethnicity" is a social construction. For the tourist policy makers, the problem remains how to build and reinforce the ethnic awareness in the Arbëreshë territories, in the total absence even of nationalist policies elsewhere able to encourage the rise of national feelings (interpretable from a touristic point of view: Callahan 1998).

FINAL REMARKS

In accord with others Departments, the Department of Quantitative Methods for the Human Sciences at the University of Palermo has started a relevant research activity aiming at defining tourist policies in advantage of the Sicilian Arbëreshe communities. The main objective of the research is to detect and/or (re)build the necessary anthropological patrimony (further with respect to language), useful to build an original touristic image and to attract tourist flows. The problem is similar to those elsewhere experimented (Cunningham 2006, 505): "*Reconstructing this cultural history ... to recognize and preserve the Obeikei heritage, while at the same time providing a more viable role for Obeikei to play in the development of heritage and cultural tourism. Better knowledge of how Obeikei value Ogasawara as a place and space will help to inform the development of heritage tourism at this site.*"

A following step is to prevent the rise of all conflicts existing between ethnic traditions and tourism, in

order to block severe causes of possible policy failures. The path has been defined in preceding sections: a tourist policy must start from the full involvement of local authorities and populations. Consequently, a research on stakeholders' (administrators, local population, tourist entrepreneurs, potential or effective tourists) attitudes have been planned, aiming at intercepting and quantifying the real willingness and demand for promoting such a kind of tourism in Sicily. The island is in fact actually considered a relevant Mediterranean bathing destination; in summer months tourists take by assault the coastal areas, so generating a relevant and unsustainable anthropic charge to detriment of renowned bathing resorts and of neglected heritage-based potential destinations.

In a study on a Canadian park, Li (2000) demonstrates that sustainability is, on the contrary, an achievable aim for ethnic tourist destinations. Starting from Swain's opinions (1989), Li identifies the following determinants of sustainability: 1) whether sufficient autonomy is exercised by the ethnic minority group; 2) how their culture is marketed, 3) what socio-cultural responses from the ethnic minority group are expressed toward tourism; 4) what the prospects are for future development.

Recent managerial approaches can help to win the challenge. Many scholars today speak of "integrated" relational tourism, meaning the need for establishing structural links between private and public operators within local contexts, in the perspective to build a "community" supply[16] (Murphy 1985; Flagestad & Hope 2001), eventually under the terms of the construction of "Product clubs"[17]. The integrated approach is able to interpret the need for the uniqueness and completeness of the tourist experience expressed by relational visitors, and to empower the community resources as well as the minority people sense of belonging to a same folk.

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16 *Community destinations are territories proposed to tourist markets as unique destinations, characterized by a unique brand.*

17 *Product clubs are complex tourist products able to integrate different services within a single product brand (Buchanan 1965).*

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Figure 1: The Arbëreshë settlement in Italy
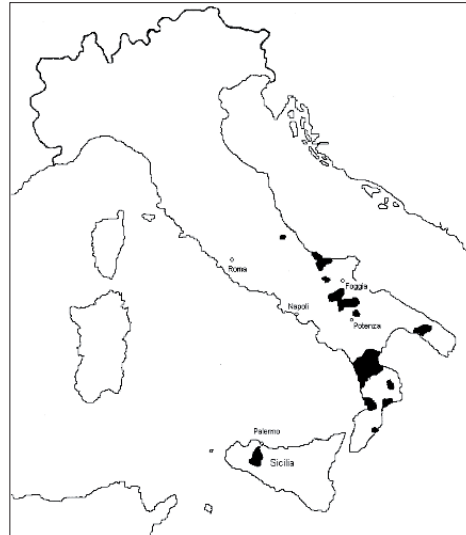
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TOWNS	TI	AI	DU
Contessa Entellina	0,5*	6,09*	8,70*
Mezzojuso	0,0*	-	-
Palazzo Adriano	1,7*	10,65*	16,06*
Piana degli Albanesi	1,4*	17,41*	8,12*
S. Cristina Gela	7,2*	42,34*	16,94*
PROVINCE OF PALERMO	7,5**	29,88**	25,12**
SICILY	7,9**	36,07**	22,05**

*Sources: * = ISTAT (2008); ** = Istituto Tagliacarne (2009)*

IDENTITY GROWS THROUGH DIFFERENCES: NOTES FROM A PLANNER

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Abstract

The author has a long time experience in the field of planning for a sustainable tourism. He participated in a number of national and international projects in the Mediterranean area, from the UNDP South Adriatic Regional Plan (1968-69) to Habitat SUP (!995-96) to more recent consultancy to Unesco for the Fès, Meknès and Damascus (2005-2007). All these and other similar projects involved a large consideration of tourism potential resources, but only a little part of them was actually implemented. The main point one should stress is that all these initiatives were actually dependent on public investment, usually oriented towards strong private initiatives, therefore far from the reach of the interested population. Experience shows that large private investments in the tourist sector is largely independent from public planning and more attached to the financial markets. However, the growing share of "individual" tourism in its various forms is putting new emphasis on less organised tourist activities: this is suggesting the need of a different planning approach, especially interested to support the construction of networks of small stakeholders. Art, archaeology, agricultural products, traditions, hospitality are all fields where a lot can and must be done, in the Mediterranean environment more than elsewhere, building networks, sharing goods and services, diffusing knowledge. This kind of tourism can offer a favourable ground to a better understanding of local values and life styles, but it cannot cancel widespread conditions of poverty and social and political conflicts. This should not overviewed, but this is also the very meaning of a tourism which is, first of all, a path to a better knowledge. Poverty brings along environmental carelessness, conflicts often result in open wars or in the fear of it. A lot can be done through the development of local empowerment, from the search of reconciliating paths to the recovery of shared traditions. Identities need not to be based on the exclusion of the other: history shows that they were built through hybridizing different subjects.

Key words: local development, network, history, tourism, territory

ONE, TWO, MANY TOURISMS

What is nowadays called "cultural" tourism is in reality one of its most ancient forms. It was an elite of cultured and rosperous young men who undertook the Italian Grand Tour in the 18th and 19th century to visit the sites and admire the works of art of antiquity. From that time on, the "educational" excursion has had an established role as a necessary part of "high" education. Today, the spread of mass education has expanded the ranks of potential travellers. Economic development has led to generalised adoption of the system of more or less compulsory and paid holidays. The combination of the two elements has led to cultural tourism on such a scale as to become of ever increasing economic importance. And cultural tourism is in the first place travel to historic cities. Furthermore, if international tourism, which has increased from 25 to 665 million visitors in the past half century, has become an economic activity of primary importance in many countries, for historic cities the development of domestic tourism is also very significant. And so it comes about that the signs of human history are recognised everywhere. Under the soil surface, where so many remains of past civilisations are hidden, in the fields that conserve traces of ancient subdivisions, in the utensils that remind us of ancient trades, in folk dances and foods and, above

all, in the ancient quarters and landscapes made famous by the painting tradition. In the same way, the period of time we recognise as historical has expanded and with it the period of artefacts considered worthy of conservation. History is no longer only the history of remote epochs, but by now has come to include our own lifetimes. So-called "industrial archaeology" has led to conservation of the memory of a culture, that of the new industrial civilisation, that in large part appeared as a break with the past, and today even artefacts from the nineteen fifties and sixties are proposed for conservation. In Latin America, working on differences instead of similarities, people started to acknowledge the originality of colonial translations, since the very beginning conditioned by local characteristics –geography, economy, ethnos, culture, history- eventually recognised and accepted1. Such attitude, sometimes called regionalism, lies at the source of the first public acts to safeguard the heritage. Neo-regionalist or neo-colonial architecture between the twenties and the forties of the 20th century is there to witness the rehabilitation of a past so long denied. And often the same architects will be passing smoothly from vernacular to the modern movement avant-garde, with a kind of safe and peaceful acceptance of a path felt as its own. This is one more evidence that building an identity is not but the result of a number of different paths.

The best known way to use history is the tourist one. Such primacy is based on a number of elements: general economic size, its articulation on the territory, immediate availability of resources, an ever growing demand. The extraordinary growth of tourism has taken place in parallel with its industrialisation; transport, accommodation and complementary activities have adapted to handle great numbers, favouring a mass tourism type of organisation. This type of tourism was first focused almost exclusively on recreational seaside holidays, first on the coasts of the Mediterranean and then, increasingly, on tropical countries, especially Asia and the Caribbean. The enormous growth of the tourist market, in steady expansion over recent decades, has been supported by a continuous search, on the one hand for greater efficiency and reliability, on the other for new proposals. After exploiting unspoiled nature to the utmost, tour operators' rhetoric discovered the fascination of diversity – of costumes, traditions, foods, physiognomy – and finally history. Package tours are beginning to include testimonies of the past: archaeological sites, monumental buildings, historic cities. Their clients have also changed; they are not so young, they are better educated and above all more numerous. Thus, cultural tourism, too, has changed from an elite to a mass phenomenon. It is often complementary to recreational tourism, especially in non-European countries, but also and increasingly a self-contained activity.

CHEATING TOURISTS AND INHABITANTS ALIKE

The arrival of tourism in such economically significant dimensions has raised (and continues to raise) great hopes, in the first place of economic development, but also for resources dedicated to conservation, restoration and revitalisation of historic city centres. The benefits expected from tourism development in historic cities (especially in poor countries) are diverse: better provision of services (which are required by tourists and could also benefit residents), employment, and a changed attitude towards the new in societies that are often stagnant. When historic cities and tourist industry meet, however, it is the latter that sets the rules. Its economic muscle is too great and its power to divert its masses elsewhere too immediate. The hordes can go to one country or to another, but wherever they go they must have efficient services and bargains to buy. In the cities, they must be enabled to recognise the places, objects and costumes they have already seen in the brochures. And so it happens that the historic cities are transformed by the pressure exerted by tourism, often with astonishing speed, to conform to the image or stereotype the tourists bring with them, so that they can check, in the short time they have available, that the product corresponds to the description they have been given. Another obvious consequence is that some famous places have to withstand the greatest impact – the pyramids of Cairo or those of Teotihuacan – whereas others less well known are ready to adapt to meet the most trivial demands of the market. This does not

only mean the spread of a more or less artificial folklore, for the exclusive use of tourists, so much as a development and pathological change in commercial and cultural services. It thus happens that the same foods spread everywhere, as do the soft drinks that dominate the market in the countries from which the tourists come, that local handicraft products are imitated using industrial methods, when not replaced by those produced by the great industrial chains, and the very way of life of the local population makes efforts to adjust to that proposed by the tourists. Most often, a dual market is created, distinguished not only by higher prices, but by the appearance of a system of shops, initiatives and institutions all addressed to the tastes of a rich international clientele.

PRESERVING OR DISRUPTING IDENTITIES
Few economic activities are so disruptive to the local identity, which is precisely what ought to constitute the core of what is offered to the tourist. Through tourism, or better through the transformations it provokes and the speed with which these come about, globalisation of the economy is manifested, bringing income to previously stagnant areas (as well as to promoters) but also smothering differences, levelling everything out to the necessarily superficial tastes of restless visitors ready to move from one continent to the other at any time. In many cities (not only in poor countries: it happens in Venice too) a double market is being formed, and not in terms of price level only, but for the growth of a system of shops, institutions, sport and cultural initiatives all oriented toward a wealthy international clientele. It is no accident that the most reliably successful attractions are theme parks – the dozens and dozens of disneylands, wonderlands and fantasylands scattered about the world, where history is reproduced to scale and geographical and cultural identities – from prehistory to the near future - can be experienced immediately and completely. The rediscovery of history, or better its entry into the scintillating universe of globalisation, has brought us this, too.

Not everything comes to increase local well being. Quality of urban life is heavily dependent on availability and accessibility of services, but many of these are paid through tax revenue, that is by the resident population. When services become more expensive or of a lesser quality because of overcrowding its the residents who suffer first. Jamming a historic centre with tourists crowds makes it unliveable even to those who wish to know and live the diversity and the variety characterising old cities, especially when compared with the contemporary urban environment. Many new costs are being charged on cities by tourist industry:

- maintenance of the monuments, due to mere physical strain of crowds walking in (1 million visitors per annum in the Uffizi museum in Florence) plus apparently unavoidable micro vandalism;
- automobile and pedestrian traffic congestion, mainly due to car and bus parking;
- urban landscapes, more and more characterised by garbage cans and other tourist-oriented objects;
- fast-food tourist monoculture, displacing traditional restaurants;
- standardised fake handicraft;
- increase of the cost of living, oriented to a wealthier tourist market;
- the demand for housing of young couples has to face the financial power of an international élite ready to pay for prestige second homes, as is the case of Venice: inhabitants are being expropriated of their own city.

The exodus of resident population eliminates social capillary surveillance on cities artefacts and precious sites, reduces cities to a monocultural environment and, as a consequence, tourist experience itself becomes trivial. Cultural life of art cities becomes also oriented towards a "new" external or international public, but ruling centres of artistic production remain those where political and economic powers are installed.

Some 50% of foreign tourists in Italy visit its art cities. It is clear the role that the historical environment plays in the tourist business and the chances open for historic cities to develop relevant economic activities in the field. Cultural tourism and local economies should be there to meet in a happy marriage, where both parties have something to earn. It is only partly so. The wedding takes place, but this happens at a very high cost. Tourists crowding art cities change its aesthetic pattern, affecting the possibility to enjoy of its features. This is true both for the inhabitants and for the tourists themselves. Moreover, it is quite clear that tourist trade, even if it leads growing masses to visit art cities, puts its main efforts in the number of visitors, not in their quality. Cities try to conform to the image that was adopted by the societies originating tourists. Such images are extremely grossières and tend to overcome even the simplest distinctions: listening to Neapolitan songs in a Venetian gondola is not a learning attitude, nor is watching employees wearing old Quaker dresses during working hours in Ironbridge Valley. In this way cities become sheer peripheries of the spaces originating the tourist flow; they incorporate and favour even their consume patterns, if we just consider the sprawl of pizza and hamburgers joints all over the tourist universe. This type of transformation changes radically the original relationship between the site and the traveller: it is indeed the opposite of what travel is meant to be.

SUCCESS NEEDS KNOWLEDGE.
Often there are small "niche" opposed to the massive tourism that are attracting people who care for environment, history and special itineraries, both for travelling and staying. It is true nevertheless, that even these approaches have sometimes created a sort of cultural conformism, bringing people to live the territory through certain pre-established models: the agritourism, the local products, the small museums. Or even some small historic centres are completely remodelled as the old ones, as a luxurious product for high level guests, with houses and "natural shopping centres", where history disappears, obscured by small shops selling almost anything.
In this way, few remainders of the original centres still exist, few of the characteristics that make them unique, such as their diversity both in the tangible and intangible heritage (art, traditions…). The use of new technologies can bring innovative approaches to these small centres; what kind of services can be useful for the vitality e renovation of these centres and their networks?
Interpretation and knowledge of the territories become essential elements for planning and programming in these sites, without any risk of cultural conformism. Enhancement can't mean the implementation of the same sectorial activities in every small centre: all processes and itineraries must be rich, multi dimensional and integrated, focussed on changing identities while taking care of essential values. The experience of the territory is the new product we'll have to promote.
According to the European Commission, in the year 2000 the population density in the coastal areas of the Mediterranean was 128 persons for square km. This figure is foreseen to reach 156 in 2025. Most of the urban areas around the Mediterranean coast could be called the pearls around the Sea. The cultural heritage of the Mediterranean territories is invaluable to the world. Tradition, history and culture are all very powerful common denominators and can provide an important strand of economic development for the future. The cultural heritage of the Mediterranean Sea is to be found indeed in the urban historic centres and in the archaeological sites . However, the increasing population in the coastal zones and the demographic growth in urban centres are leading to degradation of the quality of urban life (traffic congestion and urban pollution problems), difficulties in provision of access and services, increasing pressures on the environment, on agricultural areas and forests and particularly on the coastal environment. On the other side, depopulation of inner areas threatens to leave totally unprotected the cultural, architectural and environmental roots of most historical settlements.

SOME HINTS FOR A PLANNING RESEARCH

Terms such as incrementalism, local rationality, dialogue have become key words of the planning debate today. Case studies are summing up to demonstrate that it is possible to use common knowledge as a tremendous planning tool. Not only it helps enlarging experts' knowledge of what is not documented in the archives, what comes from oral history, but helps also spreading awareness of the issue, changing the very terms of the problem. This requires an attitude from the planner that is at the same time humble and curious, in order to gain support or to adapt his early objectives.

In this context, the overall objective of a research is to design integrated networks, both physical and cognitive, of small centres to enhance sustainable local development paths. Both networks and paths might be identified through analysis and comparison between current good and bad practices and up to date theories. However, it must be reminded that social interaction is crucial to the process of building shared values: it is dialogue, and eventually alliance with other groups that will help winning the battle for conservation and for development as well.

Specific objectives, directly deriving from the analysis of present trends, should aim to:

1. build up processes of re-construction of local identity as basis for social cohesion of local communities
   This re-construction should be based on the consideration that present trends, like depopulation and/or changes in local population structure due to immigration, are fragmenting as well as enriching original identities.

2. develop forms of cooperation between public and private sector to manage tourism development based on local human and cultural resources.
   Although some local practices have been implemented, we should focus on the additional effect that networks could bring to the extension of the tourist journey. We should take special reference to weak components of the population and to harmonisation of tourism activities with local needs to design integrated path of development.

3. promote historic centre management for local commercial and industrial activities:
   historic centre management could be a co-ordinated pro-active initiative designed to make sustainable territorial commercial networks desirable and attractive places. The challenge is to conjugate economic models (town centre management, natural commercial centre) with specific dimensional and structural characters of the historic centres. All the initiatives should be planned to be attractive for all sort of city users, from residents to tourists, enhancing local traditional activities.

4. design forms of protection and reuse of the existing historic buildings together with policies to control modern sprawl linked to social needs and to cultural values:
   the enhancement of historic centres can't be implemented without taking into consideration the quality of the new surrounding developments. An integrated approach is strongly needed to emphasize historical and cultural values of the whole territory.

5. propose forms of valorisation of agricultural activities in terms of integration of new forms of agriculture and landscape protection (agro environment)

6. enable to use new technologies for services supply.
   The focus should be on enabling the administrations to identify essential services for both tourists and residents, using multi dimensional governance processes, and to optimize cost management and services supply through the use of new technologies.

Those suggestions were to be presented for a EC financing: at the end, because of poor management, they were not, but the program sounds valuable and interesting for further implementation. A reliable way to promote integrated relational tourism?

Governance

NGO AND THE MANAGEMENT OF THE INTEGRATED RELATIONAL TOURISM

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Abstract

Recently the Integrated Relational Tourism Theory is becoming a followed approach to delineate a new paradigm for the development in the Mediterranean countries.

The application of the IRT theory was successful experimented in some countries with the full participation of local enterprises and Institutions, but since now the asset of the local management should be well defined. The purpose of this paper is to delineate the territorial actor that is most appropriate to build and manage the tourist system based on Integrated Relational Tourism theory.

To achieve this aim, we start from the definition of IRT, comparing with other theory and similar approaches as Responsible Tourism, Social Tourism, Sustainable Tourism identifying similitude and difference.

Secondly, we will try to define the role of the actor that could better manage the IRT, considering him as a metamanager of the tourist destination, or the "system's architect". This figure should be an overall guide for the different subjects operating in the same territory. It also allows and facilitates the process of shared decisions, structures and sources and enables the management of an integrated local tourist offer.

In the attempt of searching for the legal status that is more indicated to fulfil this role, we reviewed all the potential "meta-organizers" proposing the association as a preferred model to be followed. In this category is included the Non Governmental Organization (NGO) for the positive influence on the efficiency of the metamanager.

The functions that an NGO should carry out to manage the IRT successfully, are analyzed in this paper. The main idea is based on the service centre with a multifunctional structure that handles the relationship among operators, Institutions and local population.

In this way, NGO's should have a deep knowledge of the local context in which they will operate. Their activities could contribute to the local identity definition through the valorisation and the turistic fruition of the local heritage. The NGO social capital, i.e. the human resources, is mainly moved by voluntary work, one of the values that can better contribute to the quality of local life. Besides, the NGO's could perform a proactive role in the local shared development, taking profit of the exchange process, and could express their commitment especially in the qualification of the touristic offer/demand. The NGO goals looking at the improvement of IRT approach should be planned and oriented considering sustainability, sociality and responsibility logics.

Key words: Integrated Relational Tourism, management, NGO

INTRODUCTION

The desire of travelling inborn in human beings , the improvement of means and ways of transport, the increasing free-time, have permitted that more people could travel. Because of the increasing demand for tourist structures, in the first decades of the XX century, a new sector began to take shape and specialize with the aim of offering a wide range of answers to whom were travelling . The tourist industry was born with the aim of simplifying and making pleasant the move and the activities of people when they are far from their domestic environment .

Travel began to be considered a very profitable commercial product, tourism became the first voice in the economic exchange of the world thanks to its characteristic of involving different activities.

Considering the relevant importance of this sector in the world economy and considering the increase in tourist demand in the 50's at international dimensions , the organizations of the world began to consider tourism as a benefic resource on which it was worth to invest.

It will be necessary to wait the end of 70's since not only the benefits of tourism but also the costs of it began to be considered carefully, the awareness that impacts cannot be forgotten in the activities programming .

The increase in meetings and International studies, concerning the environment conditions and the human development , will reveal the urgent need to evaluate the productive human works not only from an economic point of view. Even if investment plans continue to be planned, according to the logics of mass tourism, new forms begin to be born, that we can define "alternative", because they are an alternative to the traditional forms of industrial tourism .

Responsible Tourism: the responsible tourism follows the principles of social and economic justice, the respect of the environment and cultures; it involves the awareness of yourself and your behavior, the awareness that the move to any part of the world involves not only economic impacts; it affects the entire place.Social Tourism: it's an instrument of meeting and socializing. It is based on the sustainability principle; it offers the possibility to privilege people services , to promote the respect of cultural diversities of the reception countries and the environment , to enhance the heritage of each place, to encourage the economic and working growth in both developed and developing countries.

In 1996 the "Declaration of Montreal" defined it : a society maker, a factor of economic increase, an actor in the territorial asset and in the local development and a partner in the plans of world development.

Sustainable Tourism: the Sustainable Tourism involves the presence of tourist structures and services planned with the aim of not destroy and penalize the environment.

According to what the general definition of sustainable development says, also the development of sustainable tourism has to combine: social sustainability, environmental sustainability, economic sustainability (as mentioned in the agenda 21 for travel and tourism in 1996).

The Sustainability in tourist is directly linked to the management of environmental, cultural and tourist resources ; it involves the correct evaluations which make a destination possible sustain the impacts of tourist flows and preserve its resources over the time.

Territorial Tourism is a form of tourism characterized by the direct knowledge of people and the different aspects of the identity of that place, offered in their own contemporary and total dimension, within a travel experience that is different from the ordinary tourist scheme. The fundamental principle of the Territorial Tourism is the participation: the heritage of every tourist destination , in their contemporary and total dimension, can be communicated only through the cooperation with the operators who daily live and animate the territory.

THEORETICAL AND METHODOLOGICAL APPROACH

The Integrated Relational Tourism Theory breaks with the traditional concept of tourist offer and demand restricted to the economic competition; it refers to a particular sector of offer and demand of services and goods carried out and used through a well balanced and arranged management of the interpersonal relationships where the actors of these services overcome the only interest of selling, and hold a sincere attitude of hospitality to make people enjoy the historical , artistic, eno-gastronomic, folk heritage.

In order to understand this particular form of tourism that is the object of our studies , we need to analyze and interpret again the traditional terminology. When we talk about IRT the subjects are: from one hand, people who make the tourist experience (guest or traveller not more tourist) and, on the other hand, people who belong to the local community (hosts). The meeting between the two different cultures, the guest and the host ones, when they have the right awareness of it, it becomes the occasion of confrontation

and exchange that can enrich both the actors. Tourism with this meaning gives more importance to being than having , the experience than the consumption; it is the successful dimension in the present and in the future.

We can define the IRT as "an instrument of local development", a modern tourism based on new principles, new desires, the desire of staying together according to a fair and correct confrontation, the respect among people, the environment, and all those resources that join the tourist process.

For this reason the IRT can become a leading force in the future because it's a successful choice, in fact, it integrates the fundamental principles of the other alternative four forms of tourism we have analyzed above.

The Integrated Relational Tourism takes from the Responsible Tourism the concept of minimizing the environment impacts, the respect and the preservation of the traditional culture of the local populations and their active participation within the tourist process; it takes from the social tourism the concept of relationship, within the travel experience, as an enriching opportunity; it takes from the sustainable tourism all the elements of the sustainability (social, environmental , economic sustainability), in the end, it takes from the territorial tourism, the concept of participation.

Obviously this summary can be widen. It's important to stress that the definitions of the different alternative forms of tourism analyzed above, have often been repeated, sometimes with a little meaning difference in order to make the difference.

In order to simplify the integration way of the IRT we now propose a summary diagram.
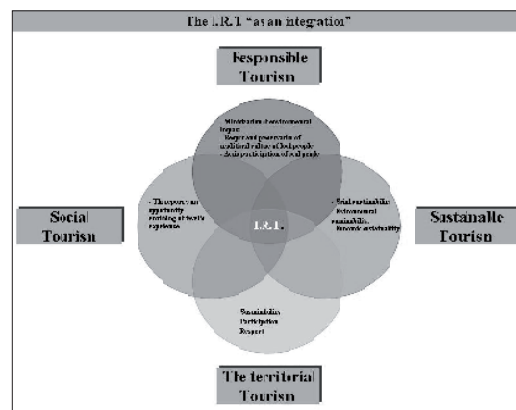
Summary diagram about the integration way of the IRT

In order to make possible a good quality governance of the Integrated Relational Tourism it's important to institute some meta-organizer subjects. They have the charge to address the territorial management toward coherent strategic ways, encouraging the growth of specific skills and ensuring the correct working of the selection, evaluation, motivation operations of the involved actors.

For these reasons the meta-management role is very important. It's principal function is to ensure a supervision guide of the different actors that operate in the same territory, that can facilitate the starting of the sharing processes of decisions, structures and resources among the local actors and permit to propose an integrated touristic offer of the Local Touristic System (LTS).

The guide role of the meta-manager involves the followings tasks:
- To give to the system a strategic orientation (planning a wide development vision);
- To govern the internal political processes and manage the power distribution;
- To create the cultural, strategic organizational conditions for developing the entrepreneur potentialities;
- To create the relation with the tourist demand.

The meta-manager, who can be defined a "system architect" have two fundamental kind of tasks :
1. the planning and realization of the product system;
2. the promotion strategy both internal (for customers already present in the place) and external (to win potential customers).

Concerning to the first group tasks the meta-manager has to create and spread a "identity" culture of the destination based on the following guide-ideas:
a. to encourage a continuous collaboration between the different parties;
b. the Guidant to the long period relationship;
c. a constant improvement of the quality;
d. the professional growth of the operators;
e. to ensure sustainability;
f. to ensure the enhancement of the local culture and traditions.

Concerning to the second group tasks, the meta-manager role becomes more and more important in order to address the promotion activities and avoid incoherence, because the missing of a complete supervision can produce incoherent information which disorientate the customers. It's important, in the external promotion, to start the so called loyalty processes which are based on the customer's satisfaction, that is linked to the particular type of used service.

There are some potential meta-manager organizations among the territorial actors :
- the organizers , those who gather the visitors' acceptances and handle the technical organization of the collective activities. Some of the most important and representative groups on the national territory are: Touring Club Italiano (TCI), Centro Turistico Studentesco e giovanile (CTS), Centro Turistico Giovanile (CTG), Ente Turistico Sociale Italiano (ETSI), Associazioni Cristiane Lavoratori Italiani (ACLI) , CRAL .
- Local Tourist organization;
- Public territorial organizations;
- Private tourist operators, that are organizers or intermediaries (tour organizer, travel agency, incoming tour operator), the entrepreneurs of receptivity and all who work in services (transport, restoration, guides);
- Committees ad Hoc , created in order to organize sport festivals and tourist events.

Pro Loco.
- Non-Profit associations which have commercial relations with other enterprises and with the public, even if they are not interested in profit;
- Other external actors (International Community, European Union, Italian Public Administration, Local organizations, University etc..) which interact and influence tourism. For example Regions handle the rules of the sector. Local organizations are the privileged interlocutors; Universities plan project and training courses.

To sum up the meta-manager or "System Architect" tries to create the correct balances, to integrate the different parts, to start relational mechanisms and encourage the mutual trust between applicant and offerer in order to carry out the development of a LTS based on the IRT principles.

Now we propose a summary diagram about the role of the meta-manager.

The meta-manager functions for the IRT management , after taking in consideration the different territorial actors listed above, could be filled by Non-Profit Associations.
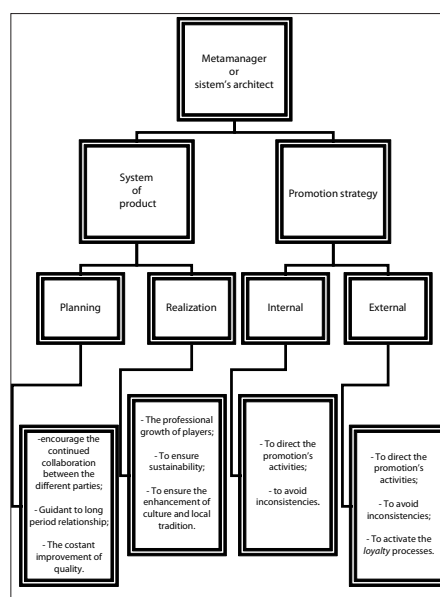
Summary diagram about the role of the meta-manager

Non-Profit Associations pursue the collective welfare and participate to the so-called "relation goods", which are characterized by the presence of a human relations between the different actors, that determines the quality of the same good. The Non-Profit sector handles different kind of activities, for example people services, preservation of the environmental and artistic heritage, sport promotion, working support for the weakest subjects, health service support, free time management etc. In order to carry out these different activities, the third sector have different organizational structures, choosing the most suitable depending on the tasks. In Italy, the Non-profit associations can carry on commercial activities but the profit of these activities not with the aim of creating profit for the association.

All these organizational forms, some of them will be analyzed later, are characterized by the same ability to combine, in different ways, voluntary service, remunerated work and capitals (equipments, real estate, or financial capital) to produce, as we already stressed, services for people and the entire community.

The Voluntary associations are increasing in our Country, they keep on handle the assistance of weak persons, the fight against poverty but are also oriented toward the new horizons of the international cooperation, environment preservation and peace.

The voluntary service had its institutional recognition with the 266/91 law.

We can considerate voluntary organizations all the organizations, liberally constituted in order to carry out activities without profit aim, (included the indirect profit) only with solidarity aims, they rely on the free work of their voluntaries.

The social cooperatives obtained an important institutional recognition with the 381/91 law.

That is the first law to deal with the matter of the relation between non profit organizations and social enterprises activities, this matter will be deeply deal with the 105/2006 law.

The 381/91 law defines the social cooperatives as organizations which have the purpose to pursue the interest of the entire community , the human promotion and the social integration of citizens through:
- the management of social-sanitary , educational services (Social Cooperative type A);
- the development of different activities- agricultural, industrial, commercial, or services activities- in order to facilitate the entry into working life of the weakest people. (social cooperative type B).

The worth of this law is to have "invented" a new type of cooperative that breaks with the traditional concept of cooperation. The traditional cooperative is founded, above all, to make the interest of its members. The social cooperative, on the contrary is founded by its members only to help people, to offer service of public utility.

The social enterprises carry out an important economic activity, but their mission is not only to distribute a profit. Until 2005 the only juridical typology linked to the idea of social enterprise was the social cooperative. But the concept of social enterprise is not limited to the social cooperatives , in fact, with this expression we refer to private organizations without profit aim that carry on economical activities of production or exchange of goods or services of social utility.

NGO is the acronym for Non Governmental Organization, a very used expression today that indicates an organization or local, national or international group of citizens which was not create by a Government and doesn't belong to any governmental structure, involved , without profit aim, in the social solidarity sector and development cooperation.

The source of this definition is the 47/87 law which identifies those organizations that, after a selective procedure, obtain from the Foreign Affair Ministry, the recognition of the qualification for the management of the cooperation projects.

NGO projects are based on justice and equality , their intervention fields are, for example, foreign policy, economy, human rights defence, globalization, the foreign debt question. The relations between North and South of the world, and above all the peace.

The first Non-Governmental Organizations were born at the early of the 60's as spontaneous associative movements in answer to urgent need to enter in a close contact with the populations' needs of the south countries of the world and respond them with the participation and solidarity in order to reach a common politic vision of their problems. Even if they are essentially voluntary associations that employ volunteers with specific skills and present in the developing countries , the NGO is very different from the voluntary service with the ordinary meaning because their operative structure is professionally oriented to the cooperation activities and composite by operators professionally integrated in the organizations they belong to. Human resources are indeed the real wealth of the NGO. The operators who employ themselves in the developing countries are the protagonists and witness of the dialogue between north and south of the world ; with their daily work they represent the specific and crucial function of every NGO. They try not only to relieve situations of poverty, suffering and disease, but also to affect actually the social and politic process of the community where it operates .

The cooperation activities are inserted in each local reality that is made, according the characteristics of the different countries, of different political, social economic, institutional relations, you can participate to only through a full involvement , mediation, and the support of the local communities and their organizations which are the integrant parts of those realities, they know better than anyone else, their needs and problems. For this reason the NGO work is essentially made of relations. The human resources of the NGOs are the Italian operators and those who are from the part of the world , where they decide to operate in order to understand and remove the causes which obstruct or stop its development and encourage a social living together and peace that is the fundamental element for the development of one country. In this paragraph we have listed many non profit organizations for the production of people services, now we'll try to give the reasons : many people services have an experience goods nature, that are goods whose quality you can evaluate only after experiencing them and sometimes the experience's results can be perceived only after a long period. So that, while the characteristics of the provided service cannot easily be controlled by the buyer, on the contrary they are very clear to the seller.

In a profit enterprise the seller could use the advantage of having information to increase his own profits but reducing the quality of the provided service, on the contrary the public organizations and the non-profit organizations, since they are providers without profit aim, cannot get worse the product's quality, in this way, they are guarantee of customer's satisfaction and loyalty.

I think that, among Non Profit organizations analyzed above, the ONG could hold the role of IRT meta-manager, I'll try to explain the reasons in this paragraph.

First of all, the ONGs are interested in projects of tourist development in those areas which don't usually belong to the normal destinations of the traditional tourism and above all they are nearer to IRT principles. A concrete example of what I maintain is the stage I experienced in Egypt in the COSPE (Co-operation for the Development of Emerging Countries). It is engaged for a long time in the promotion of Responsible tourism through projects of international cooperation, development education, information campaigns and fair travels. The proposed travels are a concrete opportunity that COSPE offers to its members and friends to visit directly the intervention Countries and the cooperation projects, the possibility of sharing experiences with local communities. The travel registration gives to the traveler the opportunity of attending preliminary meetings with the help of some experts in development cooperation and anthropology, while during the travel he can knows the development projects this NGO carries out.

If we consider carefully what we analyzed above, we could assume that the NGO could become the IRT meta-manager, because it owns, among the several conditions that influence the efficiency of the meta-manager actions, some aspects that have a deep importance:

- The institutional and organizational asset able to ensure fast interventions ;
- Financial resources enough firm over the time;
- Guide ideas whose it's a promoter (to shape and spread an identity culture);
- Planning and control of the activities (including the analysis of the operating system, the elaboration of a development plan, the communications for the operators of the interested area and the results analysis, because if we monitor the efficiency of the set strategy we can find useful indications for further changes in the meta-manager role and in each operator;
- The service supply whose matter is strictly linked to the group's needs (implementation of the operating system, investment evaluations, operators training etc..).

Non-governmental Organizations could be the territorial subjects through which to carry out a product system more and more rich and complex, and a promotional action, internal and external, able to attract customers and encourage loyalty process of the IRT but in order to do it, they should have a poli-functional structure, such as a Services Centre.

In general the conditions that a services Centre has to follow, in order to obtain a concrete success and become a valid policy instrument, are :

- To involve a significant part of tourist operators of the area;
- To create a strong cohesion and sharing of the objectives among the participants;
- To start functions that have effects on the participant-members and not on the external ;

If we consider carefully the poli-functional structure we can individuate the functions potentially activated in a services Centre, that in our case could be the ONG that manages the IRT.

Tourist promotion

Since the services centre is able to correlate directly the promotion phase to the marketing phase creating and controlling the realization of events that become attractive factors in the low season. However, the cooperation of the services Centre with institutional organizations (such as Apt, Enit, and the Regional Authorities), is crucial both to avoid useless duplications, and develop synergies with each of these operators.

The marketing of the tourist product
It is a very complex function , the most important aspects emerged are essentially two: the type of sell service and the used distribution channel (direct or intermediary sale).

The function of the market analysis and the connection with the information systems
Represents one of the most important aggregative forces for the operators; it's one of the main principles of that formal and concrete leadership that allows the services Centre to be the centre of the tourist area . In fact the data gathering and organization is a very complex function, that has an important connection role among the different operators and the development of synergies over all activities of the services centre.
Furthermore , other two aspects of the information function (such as the efficiency control and the effect of the activated actions, the redefinition of the actions strategy to start in the following period) are those that make the services centre become a concrete element of connection between the global market , local system enterprises, contributing to give a concrete leadership within the system to it.

The management function of the quality area
Since the quality area can become a competitive advantage because:
  - The quality process obliges the operators to individuate the objectives of his own economic action, to plan and monitor them avoiding the dispersion of energies and financial resources.;
  - It means customer loyalty and reduction of promotion costs;
  - It means improving of the competitive factors with a major income from the investments;
  - It is directly linked to the value-added turnover;
  - It obliges to the collaboration (public and private operators and local community), so that the presence of a services Centre for the management aspect is fundamental;
  - It ensures the development of all economic activities present in the area, that is also an advantage for the resident population .

Connection and synergy with the activities of public actors and the category associations.
since the services Centre represents a privileged place of confrontation among the public and the private operators and the other different public organizations.

Support to the organizational growth of each enterprise and enterprise consulting
Above all in the management field, research and human resources training.

CONCLUSIONS
To sum up, the activity of NGO that manages the IRT is based on the management of the relationship among the operators , institutions and local populations, with political and social implications. This NGO, in order to carry out its functions in an efficacy way and involve several operators, has to express a leadership recognized by the operators, so that it can become their guide, that is the meta-manager system, that of course has to be strongly linked to the uniqueness of the place, whose he is the spokesmen.
He has to be able to express the leadership based on the knowledge of the local reality, on his professional and managerial ability, a dynamic flexible figure with a certain diplomacy .
Now we propose a summary and explicative scheme about the role that an NGO becoming IRT meta-manager has to carry out.
In conclusion, the development and the enhancement of the local identity are not simple alternative factors to the global expansion, but they become a reality in which elaborate cultures, politics and activities

that can to fortify the local dimension. In this direction the IRT can: to combine the tourist development, the environment preservation, the respect of local populations identity; to generate economic, social and cultural benefits on a local scale.
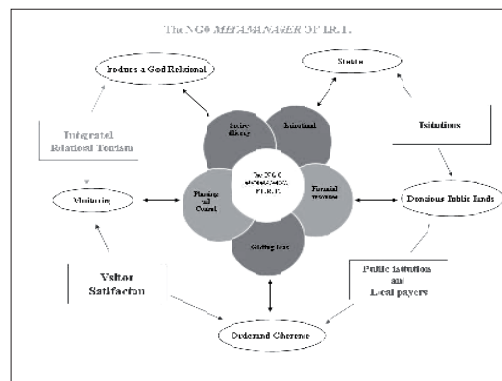
Summary and explicative scheme about the role that an NGO becoming IRT meta-manager has to carry out.

The task of the NGO is to transform these indications into concrete orientations in order to become pro-active subjects , able to share each other information, services and skills with other actors of the development process.

The NGO activity can contribute to the definition of the local identity through the enhancement and fruition of the heritage on a tourist key. The social capital of the NGO is composite by human resources whose inclination to the solidarity most contribute to the quality of local life.

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APULIA REGION EXPERIENCE IN TOURISM GOVERNANCE [1][*]

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Abstract

The theme of Integrated Relational Tourism in the Mediterranean area must be analyzed by considering the geo-political context of the Mediterranean area in respect of the sustainable tourism both as instrument of economic and cultural growth and social empowerment.

Nevertheless our intention is mainly focusing on the territorial impact of a specific local strategy of sustainable development and tourist governance adopted in the Mediterranean basin: Apulia Region experience.

The strengthening of an integrated and sustainable regional tourism is considered an instrument to achieve the Euro-Mediterranean Partnership's goals.

Local cultures and environment respect are considered development catalysts to be put on the agenda of the Mediterranean tourist governance.

In 2005 the Parties to the Barcelona Convention adopted a Mediterranean

Strategy for Sustainable Development comprising the promotion of a sustainable tourism and strengthening of regional cooperation and sharing of experiences.

Despite the political will to use the Barcelona Process to harmonize the whole area, many differences remain. The issue of scarce human right protection and local communities' political participation in many non - EU Member countries directly affect the concrete fulfilment of sustainable tourist policies.

The highlight of territorial experiences and good practices of cooperation between local governments and civil society contribute to the main governance of the Barcelona process. Moreover that is also the will expressed by the Committee of Regions who recently adopted a decision for the establishment of the Regional and Local Assembly of the Mediterranean area.

The Apulia Region offers a model of integrated synergies and strategies experienced at local level declining the promotion and safeguard of the territory and tradition and the fight against economic and social disparities.

In the framework of the European and National set of rules which must be respected by the local governments, since the end of the 70s Apulia Region initiated a series of actions aiming at reinforcing and diversifying the tourist offers all over the year.

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1 [*]*The present paper is the result of a research group. In particular Ms Jlenia Destito is the author of the following paragraphs: "Introduction"; "The Mediterranean strategy for sustainable tourism- A Framework for regional cooperation" and "A case study on tourist governance: Apulia' s experience". Mr Angelo Grasso is the author of the paragraph: "The role of Regions in the Mediterranean cooperation area- Apulia Region experience". Mr Nunzio Mastrorocco is the author of the paragraph: "The figures of tourism in Apulia- A statistic analysis".*

Interestingly, being Apulia a Region still in need to economically and socially grow up – which is, with the due differences, the leitmotiv of mostly all Mediterranean Countries - and be known on the global tourist market, the planning choices have been focusing on the studying and planning of different plans of integrated tourist development where the attractor is the core of different tourist micro-systems.

Those plans have been conceptualized and realized by involving the all local authorities, communities and stakeholders through the participatory processes and the peculiar practice of "Strategic planning in the vast area".

The communication strategy is oriented toward the creation and selling of a "Puglia brand" based upon the image of hospitality: a place of unique and unforgettable experiences because the natural beauties and historical richness are weaved with the traditions of a borders land where everybody is welcomed.

Apulia annual tourist income is around 5% of the national one; the tourist entrepreneurial sector of Apulia counts almost 18.000 enterprises, 7.500 people permanently employed and 8.800 seasonal employed..
B&B (around 1400) and farm holidays structures (around 260) are a remarkable data of the regional private entrepreneurship being dislocated both on the coast and on the rural areas and making the tourist much more weaved with the visited territories.

Apulia has been using the so-called foreign power of Regions for finalizing important bilateral agreements in the Mediterranean area (with Albania, Croatian districts, Montenegro, Greek provinces, Tunisian region) which underlines the key-role played by the local authorities in the cooperation and tourist development of the area. Besides the institutional multilateral arenas, those kinds of agreements are a further multilevel means for the harmonization of the Mediterranean basin.

Key words: territory, planning, international cooperation.

INTRODUCTION

Sustainable development is a quite recent concept covering all forms of development and economic activities including tourism.

The development can be considered as sustainable if it does not affect the availability and quality of environmental resources and worsen the imbalances of the territory but – on the contrary - guarantee an equitable distribution of social opportunities to the upcoming generations.

Different interpretation of sustainable tourism have been formulated in literature: "economic sustainability of tourism", "ecologically sustainable tourism", "sustainable tourism development" and "tourism as a part of a strategy for sustainable development" and set of indicators have been created in order to codify it and ease its implementation by local authorities and private sectors.

Generally, the all sets of indicators regarding the sustainable tourism include the following cornerstones: bottom-up approach through the involvement of local communities; responsible planning; sustainable use of environment; innovation and research; partnership between public and private sectors.

The concept of sustainable tourism is also perceived in opposition to the concept of mass tourism which is featured by great exploitation of natural resources, standardisation of tourist experiences and great iniquitous economic gains.

That paper will focus on the experience of Apulia region in defining and implementing an innovative strategy of sustainable tourism as factor of economic and social growth and support to employment - in line with the European and international set of principles to face the current global crisis. Moreover a special attention will be dedicated to the role Apulia Region could play in the Mediterranean area due to its specific geo-political position in order to catalyze the Euro-Mediterranean partnership, also through the strengthening of an integrated and sustainable tourism in the Basin.

THE MEDITERRANEAN STRATEGY FOR SUSTAINABLE TOURISM - A FRAMEWORK FOR REGIONAL COOPERATION

The Mediterranean Basin is one of the most popular destination all over the world so that tourism is one of the leading economic activity. Mass tourism is still the predominant form of tourism in that area while large public and private sectors started advocating a different way of thinking of tourism. In fact the vulnerability of ecosystems, the lack of capacity to absorb great amounts of tourists in small areas, the lack of an adequate strategic planning for viable long - term effects at economic and social level urge a Mediterranean governance of sustainable tourism.

The Parties to the Barcelona Convention and the European Community adopted a Mediterranean Strategy for Sustainable Development (MSSD) in 2005 as further instrument of cooperation and sharing policies to achieve the ultimate goals of establishment a common area of peace, security and well - being for the Mediterranean citizens.

The MSSD includes 7 areas of priority actions of which one deals with the promotion of a sustainable tourism. That set of principles has to be considered as a sort of guidelines for setting up a Mediterranean strategy of sustainable tourism policy through networking and cooperation of Mediterranean regional and local authorities. The MSDD goals require a pre-condition which is also the envisaged methodology: the cooperation and exchange of best practices among EU States and non EU States both at central level and local level by democratically involving the regions and local authorities, the Universities, the enterprises and the civil society of the Basin.

The MSSD's objectives for the realisation of a Mediterranean sustainable tourism are:

- Reduction of adverse territorial and environmental impacts of tourism, especially in existing coastal tourist areas.
- Promotion of sustainable tourism, which in turn reinforces social cohesion and cultural and economic development, enhances Mediterranean diversity and specificities and strengthens synergies with other economic sectors, especially agriculture.
- Increase the added value of tourism for local communities and actors in developing countries.
- Improving the governance for sustainable tourism.

Due to their geographical position and their rich legacy of institutional, economic, maritime and cultural exchanges in the Mediterranean area Italian Regions and local authorities play a crucial role in leading the Mediterranean process and could strongly support the implementation of the Mediterranean strategy for development, including tourism.

Regional and local authorities have progressively become crucial stakeholders of the UE foreign policy and its enlargement strategy being vehicles of European values and orienting the development towards a sustainable democracy at regional and local level.

The strategy of development within the European policy of neighbourhood is based on the territorial dimension and multilevel governance so that the Euro-Mediterranean partnership is featured by a regional approach where regional and local authorities and civil society organizations effectively participate at the decision making process[2].

At international level, indeed, the traditional multilateralism, characterised by the cooperation between the national governments and the UN has been enriched by the systematic cooperation with the territorial bodies and new multilateral platforms have been initiated[3].

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2 The Committee of Regions has recently published a white paper on the multilevel governance whose definition is "an action coordinated by the EU, the Member States and the regional and local authorities based on the partnership aiming at defining and implementing the EU policies" .

3 An interesting example is the ART Gold initiative which puts together programs and activities of several UN agencies and promotes a new kind of multilateralism.

ART is a French acronym for "support to territorial and thematic networks of human development cooperation". An international co-operation initiative that brings together the programmes of several United Nations Agencies (e.g. UNDP, UNESCO, UNIFEM, WHO, UNAIDS, ILO, UNITAR, UNCDF, UNOPS).

ART GOLD was launched in 2004, and stems from the human development framework programmes developed since 1989:

Consequently, the analysis of sustainable tourist models of governance at local level represents an important tool in setting up the Mediterranean partnership based upon the concept that Mediterranean basin is a common resource and tourist potential for the all Mediterranean Countries. In fact following the global mainstream of responsibility sharing among the different level of involved powers and democratic participation in policy planning , the good practices adopted from below on tourist governance are considered a more direct mean of competencies improvement in the whole Mediterranean area.

The following chapter will focus on Apulia experience in tourist governance, proposed as a case study to be shared in the path towards the development of a larger Mediterranean tourist strategy where regions, cities and civil society are given the responsibility to participate at the decision making process in a more and more effective way.

A CASE STUDY ON TOURIST GOVERNANCE: APULIA' S EXPERIENCE

Apulia' s tourism policy integrates the overall regional development strategy for the period 2007 - 2013 whose global objective is the definition of the regional economic and social trends and planning actions for increasing the employment and sustain the development.

The regional productive systems are facing a phase of structural change due to the integration and internationalisation of markets and against those challenges Region Apulia' s strategy is based on the strengthening of its competitiveness through the valorisation of the different components of regional and local attractiveness.

According to the latest socio - economic analysis regarding Apulia territory, the Region still presents stunts in the development growth, urges to make larger amounts of population to get into the labour market and solve environmental problems[4] while tourism is one of the regional driving economic activity[5] for both the employment growth and the overall economic development of the territory.

Against that context Apulia initiated an innovative virtuous methodology of decision making process by involving the all system of local authorities and territorial stakeholders in order to maximise the public action results by establishing innovative inclusive planning procedures in all policy sectors, including tourism.

Planning, participation and innovation are the 3 cornerstones of tourist governance elaborated at regional level to support the tourist demand and reinforce the tourist offer through an overall strategic vision focusing on the valorisation of natural and cultural resources for the empowerment of the productive weaving factories, services and competitiveness of the regional territory.

The regional goal of making tourism a much more driving economic sector to overcome structural problem of socio-economic stuck and unemployment goes through an integrated action aiming at the

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PRODERE, SMALP, HEDIP, PDHL, PDHI, SEHD, ATLANTE, PRINT, PASARP, CITY TO CITY, APPI, UNIVERSITAS.

The programme helps regional and local authorities in the South and the North to set up alliances and partnerships in support of local development and governance processes prioritised by countries through ART GOLD programmes. More than 300 decentralized cooperation partnerships operate in different countries and, in the North, include regional and local governments of Belgium, Canada, France, Greece, Italy, Spain and Switzerland.

ART involves local communities in development processes, and promotes a new type of multilateralism in which the United Nations system works together with governments to promote the active participation of regional and local authorities, local communities and social stakeholders in the South and the North, while striving to fulfil the objectives of the Millennium Development Goals. Cf. http://www.undp.org/partners/region-local/art.shtml

4 A detailed SWOT analysis on the Apulia territory is on the 2007-2013 ERDF Operational program realised by Regione Puglia and published on the Regional Official Gazette ("BUR") n.68/2007. On 20 November 2007, the European Commission approved the Operational Programme for Puglia for the period 2007-13.The Operational Programme falls within the framework laid out for the Convergence objective and has a total budget of around € 5.2 billion. Community assistance through the ERDF amounts to € 2.6 billion.

5 Cf. The Three - year program of tourist development. Implementing plan 2008/2009 ex lege n.28/1978 of Apulia Regional Council for Tourism and Hotel Industry.

modification of the on - going composition of tourist flows both in terms of tourist typology choosing Apulia for their holidays and periodicity of arrivals.

The overall regional strategy elaborated to achieve these objectives can be summarised as follows:

- the valorisation of regional cultural and natural excellencies in the all territory by promoting a network of integrated tourist micro - systems pivoting on different regional attractors. That approach is intended to support the gap between the coastal areas and the internal areas and equalize socio - economic opportunities at regional level.
- The support to the tourist regional offer, the reinforcement of the tourist demand and the improvement of regional infrastructures.
- The adoption of different participatory models to elaborate the overall regional strategy of tourist development by reinforcing democracy and communities responsibility. To those innovative democratic experiences that paper will dedicate a special attention.
- The rationalisation in the expenditure of the limited national and European funds at disposal.

The core of Apulia tourism policy consists in a series of actions aiming at the development of Local and Thematic tourist systems which can diversify the tourist offer and improve the regional attractiveness through the integration between tourism and natural and cultural resources. That binomial corresponds to the specific vocations and expressed needs of the 10 so - called "*area vasta*[6]", (in English: vast area) who are sub-regional aggregations of municipalities which represents a part of the regional territory and are experimenting an innovative process of multilevel governance which leads to the definition of strategic plans per each *"area vasta".* Therefore also the tourist strategy is elaborated at local level through several process of sub-regional strategic planning enhancing the territorial stakeholders and democratic participation and contribute to the empowerment of local authorities and achieve more territorial cohesion.

The strategic plans elaborated by each *area vasta* are evaluated by a specific Regional Committee of evaluation and verification of public investments and then will be the basis of further program and implementing agreements with Apulia Region.

The *area vasta* process is probably the main instrument of territorial strategic planning and democratic decision making but other processes of participation have been experimented at regional level, such as:

- 3 Regional Fora on Tourism in Apulia with the participation of all public and private tourist stakeholders gathered in focus groups whose results have been considered in the regional tourist policies [7].
- Setting up of a brand new interactive institutional website for the tourist promotion: www.viaggiareinpuglia.it which allows the participation of tourist stakeholders and tourists and should evolve and become a social network through services of web community (i.e. blog for tourists, multimedia contents, virtual tours and audio-guide, systems of selling and purchase tourist packages, on line booking, etc).

Special attention must be dedicated to a further means of democratic participation at the tourist governance as it is not just a specific program of integrated development of the regional tourist entrepreneurial system and the mainstream of the regional promotional campaign on tourism, but a sort of ethic concept which reminds to the local cultures and identities: the myth of hospitality of Apulia territories and citizens and the idea of belonging to a community[8].

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6 *The process of strategic planning in the Area Vasta was initiated in 2005 through a public call initiated at central level for the presentation of proposals for "Actions of innovative planning in regards of Strategic plans for cities and metropolitan areas" - CIPE decision 20 / 2004 followed by the Regional Committee decision n.262/2005. The evaluation phase ended with the funding 9 proposals regarding 9 territories headed by the following cities: 1) City of Bari; 2) City of Gravina di Puglia; 3) City of Barletta; 4) City of Brindisi; 5) City of Foggia; 6) Mountain Community of Southern Dauni; 7) City of Lecce; 8) City of Casarano; 9) City of Taranto. Later on in 2006 another proposal headed by the city of Monopoli was approved.*
7 *The third edition of the Regional Forum of Tourism in Apulia has been recently realised: on 20th and 21st November 2009.*
8 *Cf. The Three-year program of tourist development . Implementing plan 2008/2009 ex lege n.28/1978 of Apulia Regional*

This message conceptualizes the whole innovative tourist strategy of Apulia which is based on the rediscovery and revaluation of the regional traditions and cultural and natural peculiarities trough the whole regional territory and the all regional communities and citizens. In fact the challenging idea behind marketing choices such us the creation of the Apulia brand and advertising slogans like "Apulia: a region for all seasons" and "In Apulia nobody is a stranger" is: every citizen and every community is called to build up an image and vision of Apulia based on the joint combination of innovation and tradition of a welcoming land, projected into the Mediterranean sea, crossroads of several Mediterranean cultures, goods, stories and people.

The myths of hospitality and tradition are the framework of innovative integrated initiatives of valorisation of natural and cultural heritage involving all territorial communities: the oenology and gastronomy circuits, the historical sites circuits, the folkloristic and creative circuits, the circuits of manor farms and farm holidays.

From an operational point of view, the regional system has to optimise the financial resources [9] since the lesson learnt from the previous period of planning (2000 - 2006) warns to enhance the planning and monitoring of the financial expenditure and to more and more integrate the planning of European and national financial resources[10].

In particular the Italian national strategy for the development of tourism in the Southern Regions is described in the interregional operational programme for the expenditure of European[11] and national development funds called "Cultural, natural and tourist attractors" elaborated since 2007 in order to maximise and rationalize the development of the affected Regions in a systematic and comprehensive approach[12]. That programme relies on a framework policy of strategic growth of all South of Italy through the valorisation of the extraordinary cultural and natural heritage and the innovation of the tourist sector and represents an alternative to the model implemented in the 2000-2006 programming period when the lack of a national interregional strategy of Southern Italy development contributed to its economic and social stunt[13].

Council for Tourism and Hotel Industry

9 The Axis IV of Apulia Regional Operational Program- ROP- 2007-2013 regards the "Valorisation of natural and cultural resources for the attractiveness and development" whose general objective is improving the attractiveness of the regional territory for tourist purposes.

10 Cf. Region Apulia strategic document 2007-2013 where the integration between the European funds planning and the national funds planning-specifically from the "FAS" (Fondi per le Aree Sottoutilizzate - Underused Areas Funds) – is considered one of the good results from the previous planning experience of Apulia Region.

11 The 2007-2013 funding program of the European Union sustains the tourist development through several channels shortly: the European Regional Development Fund-ERDF supports models of sustainable tourism to improve the cultural and natural environment, develop the accessibility and role of innovative SMEs, cluster companies, services and trans-national exchange of best practices. (www.europa.eu.int/comm/regional_policy/index_en.htm) .

The European Social Fund-ESF supports educational programs aiming at improving the productivity and quality in the tourist offer.

The European Agricultural Fund for Rural Development (EAFRD)supports the development and valorisation of tourist activities as tools to get better rural economy activities.

The European Fisheries Fund - EFF supports the small fishery firms and the tourist infrastructures.

12 The Operational interregional program "Cultural, natural and tourist attractors" forecasts the distribution of national and European funds amounting on 1.977,4 million of euros to be distributed among 8 Italian Southern Regions.

13 The Operational interregional program "Cultural, natural and tourist attractors" is based on 3 main principles guiding the public action for the tourism development in Southern Italy:

a) the great cultural and natural potential of Southern Italy which has still to be conveyed into tourist attractors policies;

b) the need to implement a new systematic and overall interregional strategy of development to promote the competitiveness of the all area;

c) the structural stunt featuring the tourist sector in the Southern Italy is mainly due to relatively low competitive standards so that the establishment of overall excellences standards in the offer of cultural and natural resources can contribute to the area development.

THE FIGURES OF TOURISM IN APULIA - A STATISTIC ANALYSIS

With reference to the last available official data (2007), this section will provide statistic hints aiming at framing the tourist phenomenon in Apulia both referring to the receptive structures interested by the movement of Italian and foreigner clients and the arrivals/presences of the same clients.

The totality of Apulia receptive enterprises is 3.147; specifically, the hotels are 882 (28% of the structures)[14], the complementary structures - landlord, camping, villages, tourist, hostels - are 919 (29%) while the bed and breakfast structures amount to 1.346 (43%).

As far the complementary structures are concerned, it is interesting to underline that Apulia territory comprises 261 lodgings farms, 237 holidays houses and 178 landlords.

Considering the overall receptive structures, different performances analysis are available for the sleeping accommodations: there are 218.291 beds in total out of which the 36% refers the hotel exercises, the 60% to the complementary exercises and the 4% to the bed & breakfasts.

The overall arrival flow accommodated both in the hotels and complementary structures is composed by 2,7 million tourists who came to Apulia in 2007, out of which the 84% is constituted by Italian clients.

Moreover meaning by the concept of presences the number of nights spent in Apulia the Italian and foreign presences register similar tendencies: the average presence in hotels is 3,3 days for Italians and 3,2 days for foreigners; for Bed & breakfasts there is an identical relationship between the two categories of clients (3,3 days) while in the complementary exercises the average presence is 8,4 days for the Italians and 7,3 days for the foreigners[15].

As far as the natural and cultural resources are concerned, Apulia profits by 700 km of maritime coasts, 6 blue flags, 3 maritime protected areas and 237 seaside resorts. Among the cultural attractions there are 2 sites classified as Unesco Heritage, a castles and coastal fortifications circuit, around 100 historical abodes, 111 museums, 9 historical theatres and 1.042 churches among cathedrals, basilicas, abbeys, rocky churches, Romanesque cathedrals and testimonies of the Baroque period and 7 cities belonging to the circuit of most beautiful cities of Italy. Moreover there are architectural territorial specificities: there is a total of 256 manor farms, "*trulli*", oil-mills, apogees and literary parks.

In 2006 Apulia's tourist turnover amounted to 3,3 million of Euros, same as the 6% of 2006 national one and in 2005 the foreign flow generated business amounted to 525 million of Euros, equal to the 14% of the foreign expenses in the South and Islands.

THE ROLE OF REGIONS IN THE MEDITERRANEAN COOPERATION AREA – APULIA REGION EXPERIENCE

The history of the Mediterranean region is the history of the interaction of the cultures[16] and people of the lands surrounding the Mediterranean Sea. The Mediterranean basin has traditionally been the cross - roads of several peoples and cultures and derives its own specificity by the mutual enrichment and melting - pot of people and cultures living, traveling and fighting throughout the Mediterranean sea.

For centuries the Mediterranean Sea has been a theater of conflict, a boulevard for battleships and invading armies, a moat between great empires, diverse cultures, religions, and political systems.

Nowadays the Mediterranean basin is not yet a peaceful area due to several reasons: the Middle East conflict; the large economic inequalities between the Northern and Southern shores; the migrations flows which are not considered as a natural phenomenon with demographic effects but a threat to be even impeded; the mistrust and scarce knowledge among the different cultures and people - especially between the European Mediterranean Countries and the non European Mediterranean Countries.

14 *Still going down more in the details, among the hotel exercises there are 3 star that represent the greatest consistence with a total of 421 unities (48% of the total one); the 1 star hotels are 46 while the 5 star luxury hotels are just 8.*
15 *Out of 11,5 million presences at regional level 86% of them refer to Italian clients. Generally the foreigner clients slightly prefer being accommodated in complementary exercises and Bed & breakfast in comparison to how the Italians do.*
16 *Mesopotamian, Egyptian, Persian, Phoenician, Jewish, Greek, Roman, Illyrian, Arab and Turkish cultures.*

The objective of the Euro - Mediterranean partnership: Union for Mediterranean is to function as a regionwide frame for policy - making on Mediterranean security, economic and socio - cultural growth for the EU and the all Mediterranean Countries. The achievement of this objective is to a high degree dependent on the resolution of the ongoing disputes and conflicts in the Region. Therefore the Mediterranean area is not affected just by the military or interstate conflicts but also threatened by a broader and more challenging sort of conflict: the potential one among cultures and civilizations living in the lands surroundig the same Sea, basically in a North - South perspective.

Given that situation, only a diplomatic governmental approach is not sufficient to achieve the Euro - Mediterranean goal and undertake a serious sustainable development policy for the area. Regions, towns and citizens instead are called to directly participate for the strenghtening of a regional partnership because a bottom-up approach could be very effective for the regional democracy and development.

The Euro - Mediterranean Partnership: Union for Mediterranean has been focusing very much on policies on security rather than on decentralised cooperation, city – to – city and people – to - people diplomacy. The second approach would be very much successful in getting the objective of creating permanent platform of dialogue, cooperation and exchange and furthermore supporting the mutual understanding and development of the all area.

Over the last 10 years regional and local authorities, indeed, have been playing a significant role on the international scenario at the cross - road between globalization forces and local policies response.

Regions, in particular, are both the link between higher institutional bodies and local authorities and the frame to better gather and represent the local needs, strengthens and resources on the international competitive arena.

Regions[17] and local authorities hold the territorial governance, have broad experience and direct powers in the cooperation sectors envisaged by the Barcelona Process: Union for the Mediterranean, including local economic development, local tourism development and management and enhancement of the cultural and historic heritage.

A new initiative of the Committee of Regions seems to get together local and regional authorities and their associations from the whole Mediterranean area: the ARLEM- Euro-Mediterranean Regional and Local Assembly which is supposed to represent a permanent platform of dialogue and confrontation[18] with consultative status within the CoR. Regional and local Mediterranean representatives will be given the chance to discuss regional bottom-up strategy for sustainable development and guarantee that the people they represent are ensured with the ownership of the proposed solutions.

Apulia Region has been deploying a very relevant role in the Community initiatives aiming at strengthening the cooperation in the Mediterranean basin: firstly in the management of the ear - marked funds regarding the C.I.P. Interreg Italy - Albania and Interreg Italy - Greece. Those programmes saw the important involvement of many regional stakeholders - Regional Administrations, local authorities, Universities, economic partners, NGOs and so on - who have had the chance to strategically and systematically benefit from the internationalization and Mediterranean development of stronger economic, social and cultural links.

Later on with the launch of the new Community programming for the period 2007-2013 Apulia Region has maintained a central role in the territorial cooperation programmes[19] due to its favourable geo-political position.

17 The reinforcement of European Regions' desentralised powers has been catalysed by their more and more involvement within the European mechanism and regional development policy and their relationships with the European institutions - firstly the Committee of Regions.

18 Relex-IV-017 Opinion of the Committee of Regions on the Barcelona Process: Union for Mediterranean- implication for regional and local authorities.

19 The European Commission, under the Cohesion Policy 2007-2013,established three development Objectives:
1) Convergence for supporting the development and employment in the least developed regions.
2) Regional competitiveness and employment for supporting the territorial development, anticipation of changes and increase of attractiveness.
3) Territorial cooperation for supporting trans-national, cross-border and interregional cooperation. That Objective defined specific territorial cooperation procedures: a) Cross-border cooperation, devised to integrate border areas through

Apulia Region renewed commitment in the 2007-2013 Community programming refers to the improvement of the already established good relations in the Mediterranean basin and the promotion of new means of territorial cooperation enhancing internationalization economic opportunities, Mediterranean strategies of sustainable development and cultural partnership.

In particular Apulia Region is involved in a series of territorial cooperation programmes which can be used to decline the financial Community instruments of cooperation to the overall objective of initiating a Mediterranean tourist governance through specific cross - border and trans - national actions. Here it follows a brief description of all programmes where Apulia Region is directly involved and for each of them a non comprehensive indication of the thematic areas where the issue of the integrated tourism development in the Mediterranean area can be faced:

The cross - border cooperation programme Greece-Italy 2007-2013[20] is a specific programme designed for the cooperation between Apulia Region and the Greek Regions of Epirus, Western Greece and Ionian Islands. That programme aims at improving the territorial cohesion among the abovementioned area through initiatives of sustainable development and promotion of both maritime borders. The Objective 3 deals with the improvement of the quality of life, strengthening the protection of the environment and enhancing social and cultural cohesion.

The cross-border cooperation programme South-East Europe (SEE)[21] is designed for the Adriatic Italian Regions and the South Eastern European Countries from the Alps to the Black Sea and the Aegean Sea for the improvement of the territorial, economic and social integration. The Objective 2 deals with the protection and improvement of the natural heritage and the Objective 4 deals with the development of trans-national synergies for a sustainable growth of the involved territories.

- The cross - border cooperation programme CBC IPA Adriatic[22] is designed for the sustainable development in the Adriatic Area in the perspective of Eastern Adriatic Countries accession. The Objective 2 deals with natural and cultural resources and risk prevention.
- The cross - border cooperation programme Mediterranean Sea Basin ENPI[23] is designed to develop cross - border cooperation initiatives under the European Neighbourhood policy. The Objective 2 promotes the environmental sustainability of the Mediterranean area.
- The trans - national cooperation programme Mediterranean (MED)[24] is designed to strengthen the competitiveness of the European regions involved and enhance the cultural identity of the Mediterranean space. The Objective 4 promotes a polycentric and integrated development of the Mediterranean space.

Furthermore Regions have also the power to directly make agreements with other Regional entities or sub-regional enthities in bilateral dynamics that underline focused cooperation policies in certain sectors of common interests.

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integrated solutions; b) Trans-national cooperation, devised to promote cooperation among EU Member States on strategic Community issues; c) Interregional cooperation devised to strengthen and innovate the European regional system; d) Pre-accession Programme IPA (Instrument of Pre-Accession) devised for Candidates and pre-Candidates external Countries and Neighbourhood Programme ENPI (European Neighbourhood and Partnership Instrument) devised for improving the cooperation with the Non EU Mediterranean Countries and equalize the Mediterranean area.

20 The programme managing authority is the Ministry of Economy and Finance of the Republic of Greece-www.interreg.gr and the cross-borer info-point and national coordination is executed by Apulia Region-Servizio Mediterraneo - www.europuglia.it

21 The Programme managing authority headquarter is in Budapest (Hungary)-www.southeast-europe.net

22 The Programme managing authority is Regione Abbruzzo- Direzione Affari internazionali (Italy)-www.adriaticipacbc.org

23 The Programme Joint managing authority is Region Sardinia (Italy)- www.enpibcmed.eu and the Italian national committee and national contact point is Region Apulia- Servizio Mediterraneo-www.enpimed.europuglia.it

24 The Programme managing authority is PACA Region (Provence, Alpes, Côte d'Azur),France-www.programmemed.eu.

Coming back to our case study, Apulia Region has been using the so - called "regional treaty-making power" that the Italian Consitution acknowledges to the Italian Regions who - in the fields of their jurisdiction- can make agreements with other States and other States'internal enthities. The treaty - making power – introduced in 2001 by a Constituzional law modifying the Italian Constitution - represents a very effective tool of neighborhood in the Mediterranean area between regions, communities and people cooperating on practical initiatives aiming at fulfilling citizens' needs. The treaty-making power is also the legal frame for fostering decentralised cooperation activities in the EU members States and supporting the non EU Mediterranean Countries - who do not generally have developed decentralised powers - in their process of democratic governance and structuring regional cooperation policies much more responding to their territories.

All Apulia Region's bilateral agreements are made with other Mediterranean entities [25] on the other side of the Adriatic sea aiming at the exchange of good practices and fostering relations in common strategic issues of development. Tourism is of course a key issue in many of those treaties. Among the different bilateral agreement signed by Apulia Region the latest Declaration of intents with the Istria Region signed in Pula on the 27ᵗʰ April 2009 is a relevant example of good cross - border relationship recognizing the stronger effectiveness of well-structured regional actions in the frame of the subsidiary paradigm and citizens'closeness. The Parties declare to undertake joint actions and exchanges to promote the sustainable development of their territories in a series of field including tourism through the development of joint offers based on natural and cultural resources, an adequate territorial marketing; common initiatives on typical products valorisation, rural development and culture. Apulia Region and Istria Region set also a strategic plan to achieve their goal by the rationalization of the joint access to the Community programmes funds and the permanent cooperation in the wider arena of the Adriatic Euro-region.

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25 Apulia Regions treaties are: 1) a Cooperation agreement with the Republic of Albania signed in 2004;2) a Declaration of intents between the Apulia Region Department of food farming resources and the Albanian Ministry of agriculture, feeding and consumers' protection signed in 2008; 3) a Cooperation agreement with Sousse Government from Tunisia signed in 2001;4) a Cooperation agreement with the Dubrovnik- Neretva County from Croatia signed in 2006; 5) a Cooperation Agreement with the Republic of Montenegro signed in 1996; 6) a Declaration of intents with the Istria Region from Croatia signed in 2009.

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BOTTOM-UP PLANNING IN SICILY: A LEGACY FOR INTEGRATED RELATIONAL TOURISM

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Abstract

This paper is the result of a research on an original planning operation of the past. During the sixties, Sicily had a lead role in bottom-up planning practices conceived from its territory as an alternative to a policy based on external and hierarchical models. Among the most significant experiences, the one leaded by Danilo Dolci and its Centre is emblematic of an approach that sees urban planning first of all as a means to educate society, to promote a sense of responsibility and to foster local relationships. The identification of the Belice Valley as a target territorial unit gave a clear signal of the need to develop planning methods as a valid answer to territorial issues and as bearer of community values. Although part of what is called «unofficial Urban and Regional Planning», these practices obtained a large response thanks to the network created with other community planning episodes that occurred in Sicily at the same time (in Riesi and in Palma di Montechiaro), besides other minor cultural practices such as the publication of the magazine *Nuovo Sud* [New South]. This network, thanks to the connection with similar international experiences and Town Planning debates as well as the direct commitment of great cultural personalities, brought to the creation of a bold project: the institution of the *Libera Assemblea* [Free Meeting]. This organ was aimed at renewing Sicily (starting from its public life) by affirming with conviction that «even the most deprived zone with the smallest possibilities of economic development must be considered from a human perspective and not just from a mere economic point of view». Such principle reveals an intense research totally committed to re-design planning policies, beginning from the innermost areas of Sicily and from its inhabitants, through the recognition of the value of local resources and territorial identities.

These practices could assume an even greater relevance if revised within an operation of «change of paradigm» that initiatives as Integrated Relational Tourism are trying to put into effect. As during the sixties (even if in different terms), nowadays we are experiencing a moment of general reflection in terms of planning policies. Nevertheless, if concepts such as «sustainability, urban identity and community participation» have become basics prerequisites for any action on the territory, we too often assist to an improper use of such terms; this makes necessary to clarify the «premises» of such method. In this regard, this paper wishes to present the bottom-up approach proposed in Sicily during the sixties as an essential tool for the formulation of the necessary «premises», in order to give a valuable historical legacy to the new integrated projects of local development underway. The revisiting of these practices that belong to the Urban and Regional Planning history assumes greater meaning if translated into concepts and tools able to face future challenges as that one undertaken by the Integrated Relational Tourism. In this regard, this paper is part of a wider reflection on planning theories that try to combine past and future practices in order to discover common principles to be used by all those people who intend to build the new Mediterranean space.

Key words: Sustainable development, Bottom-up approach, Local identity, Community participation, Regional planning

INTRODUCTION

This paper intends to remind of an important experiment led in Sicily half a Century ago, in a vibrant period of intellectual and political debate; an experiment that presents many similarities with the cultural project of IRT.

Among all the development projects, Integrated Relational Tourism has been conceived as a bold planning strategy on the regional scale. Its aim, designed to raise the depressed areas of the low Mediterranean region by making use of one of the most important economical resources, tourism, appears as an accepted challenging objective. The words used to name this kind of strategy are the emblem of a grassroots policy based on local and person–oriented approach. The word «relational», which comes from the sociological and economical literature, recalls directly to the values of *identity* and *reciprocity*. These two principles are seen as the object of the operation and not just as a mere technique, and their purpose is composed by the value of the exchange and not by its correspondent economic benefit. The link to the territory and to its inhabitants promotes the start of authentic processes (sometimes even not predicted) as a direct consequence of the spontaneity and the naturalness of the genuine relationships between human beings (Bruni 2009). The word «integrated», then, completes and broadens the meaning of this approach by pointing out the positive consequences that such type of tourism could bring to the economic sector, as well to the cultural and the social ones (Gulotta et al. 2004).

Following the same principles, the MOTRIS[1] project was proposed in order to raise Sicily not from its well-known places of the coast but from its less known «treasures»: from that «sea of lands» made of manor farms, villages and pastures. The «treasures» at the heart of this project are at the same time the most suffering and the most genuine roots of this region: thanks to them Sicily has preserved a solid connection to its territory, but because of them the development of the region has always been very critical. In this regard, IRT has to occur not as the latest attempt to promote the most depressed areas of Sicily, but as a compelling example of local development. The most ambitious goal consists in being able to formulate innovative regional policies (based on interpersonal relations between the inhabitants) that can concretely start a process of re-territorialization established on the foundation of the Sicilian local identity and on the definition and enhancement of the «Mediterranean Regionalism» (Urbani 2009).

In order to accomplish the mission of this project, it is necessary to find a new model of governance able to control territorial and economic forces that spread out directly from the territory. For this reason, it is not possible to think about this ongoing bottom-up planning process that is involving Sicily, without evoking the period when the same challenge took place. I am referring to the Sicilian laboratory that occurred during the 1960s thanks to the charismatic work led by Danilo Dolci. Through a successful combination of community actions, cultural initiatives and grassroots projects (and through a capillary network made of immediate relationships, communication and comparison between all these different practices), a global planning action of the central–west areas of Sicily had been experimented. This *Sicilian Utopia* get its peak in the middle sixties and started to decline at the end of the same decade, struck by the terrible earthquake of January 1968, which hit the areas of the project. Few years later however, two urban planners, Doglio and Urbani, wrote a sort of posthumous epilogue, which, at the same time, set the basis for the beginning of a wider and bolder new project. The «message in a bottle» held by *La Fionda Sicula* [the Sling of Sicily] is an invitation to win the challenge between the «absolute island» and the «interchange island» or the «inner lake» (Doglio & Urbani 1972), in contemporary terms between «local» and «global», starting from a deep inspection of Sicily. This message appears to be have been gathered and continued by the MOTRIS project (fig.1).

This paper wishes to be a reflection towards that branch of Sicilian regional planning in which the cultural

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1 *Mappatura dell'Offerta di Turismo Relazionale Integrato in Sicilia [Mapping of the Offer of Integrated Relational Tourism in Sicily]*

identity of Integrated Relational Tourism resides. There are serious reasons for arguing that only through the rediscovery and the comprehension (carefully filtered in from the past to the present) of this historical period of regional planning in Sicily, it is possible to recognize the strengths and the weaknesses that can affect the attempt of building a «Mediterranean space» based on social inclusion and local development principles. This paper, therefore, is to be regarded as an inspection towards those «yesterdays of nowadays» that can help us to construct the cumulative knowledge for dealing with the challenges of the future (Mazza 2009).

SICILIA LAB – 1958/67

This research has not been conceived as an exhaustive investigation of that constructive period of the history of Sicily; the aim is to recall some topics of that experience, which are particularly important for planning policies even nowadays. For this reason, the issues are presented into four points: planning as more than a technical subject; planning at the human scale; planning as a cultural and educational action; a network of community initiatives (the importance of the network as means to address and to elaborate interchange nodes). Planning today is strongly affected by all these themes, but it was during the 50s and the 60s that these issues started to be analyzed in Italy, by experimenting new models and policies of urban and spatial development.

Planning is not a technical subject
At the end of 1962, during the IX Congress of the *Istituto Nazionale di Urbanistica* [Italian National Institute of Town Planning] in Milan, the role of urban planning was discussed within economical development programmes, with special regards to the South of Italy. Among the several topics related to this main issue, one seemed to appear very clear: in order to respond to the hierarchy of real human needs, the plan could not be a mere technical matter. As a consequence, the planning activity had to consist of different scales and of an exchange that enhanced minor communities, in order to foresee a reality based on responsibility and on real answers to local problems. Moreover, the key point was, first of all, the need to create «civic infrastructures» that could function as a link between local initiatives and the central State and, secondly, the ways for organizing, changing and framing the social structure (Semerani 1962, 10-11). It is a period in which planners used to research the «appropriate planning unit» (the season of *Comprensori* [territorial districts]) in order to enhance the minor forces that could positively affect regional development through their social action (Fiorentini 1963).
During that period, the pursuit of a territorial unit able to represent human relations (and not just functional objectives) achieved its best results (theoretical, methodological and experimental) in Sicily. In fact, during the same period, a great area of its western part was involved in a democratic planning experiment that would have brought to:
  •   the formation of a network of communities centres for the organic development (the five Centres for the full occupation in Partinico, Trappeto, Roccamena, Menfi and Corleone);
  •   the establishment of several Civic Committees, which should engage with local governments for problem solving and should be grouped into a great organ at the regional scale;
  •   a comparison between social planning experiments and international case studies;
  •   the transmission of these planning experiments to the whole area of the western Sicily, through conferences and open forums.
Communication and diffusion of this planning practice was extremely important for the direct involvement of the population. During one of these conferences and open forums, a great experiment of democratic planning took place: on the 29th of April 1962, in Roccamena, for the first time Sicilians were called to talk to experts and institutions, in order to engage local governments for a jointly bottom-up planning

process. As was remarked that day by Carlo Doglio at the end of the presentations, a big step forward was taking place in Sicily: a local answer was found to the problem of moving towards different structures because different was the society represented by territorial patterns; it was the promise to focus on local policies, to address the creativity of the inhabitants and to include communities into the planning process as active and not passive agents (Doglio 1962).

Planning at the human scale: the Danilo Dolci's Centro Studi e iniziative per la Piena Occupazione *[The Centre for studies and initiatives for full employment]*
The Sicilian bottom-up laboratory was conceived and developed starting form the *Centro Studi e inziative per la Piena Occupazione* [The Centre for studies and initiatives for full employment] founded in 1958 by Danilo Dolci, after being awarded the Soviet Union's Lenin Peace Prize (Bess 1993,180). Thanks to the cash award from the Prize, Dolci decided to found a proper research centre to tackle the situation of economical underdevelopment, unemployment and underemployment of the west part of Sicily of that age. The Centre was developed in continuity with the previous initiatives that Dolci generated after his arrival in Sicily. Danilo Dolci and his collaborators, in fact, had started several studies and projects already well-known by the regional and the national community thanks to the Congress on *Iniziative locali e nazionali per la piena occupazione* [Congess on local and national initiatives for full employment] that took place in Palermo at the end of 1957. The great success of this event (and the economical resources available after the Lenin Peace Prize) attracted to Sicily a vast number of national and international intellectuals[2] and several young local volunteers; after the establishment of a working group, Dolci could start building a network of strategic centres and thus forming the structural frame of his ambitious project of bottom-up democratic development. All these Centres were conceived as a decentralized organization of a social organ spread on the west part of the Region, based on cooperation, aimed at the knowledge and the study of local contest and the promotion of meetings and initiatives for a common action. Consequently, the Centres were developed with multiple purposes: in order to educate the inhabitants and search for common actions as a value; to share citizen's practices and knowledge with public institutions; to create a strong framework able to form a network of practices and thus implement the plan for the development of the Jato, Belice and Carboi Valley (Mazzoleni 1997).
All these activities brought to an important achievement some years later, in 1965, when, thanks to the work of the social-planning group and of the Civic Committees (which were working with the Centres) the *Comitato Intercomunale per la pianificazione organica della Valle del Belice* [Interregional Committee for the organic planning of the Belice Valley] was instituted. This important goal reflected perfectly the aim of the intellectual planning community: it showed how local actions (generated by interpersonal relations) could clearly and easily define the right territorial scale in order to find common solutions. As Lorenzo Barbera remembered, in fact, «all this began in a spontaneous way, after several public meetings. By the time everyone was aware that in order to defeat the drought a key point was the building of several dams; but these dams would have involved a huge area of the region, at least twenty municipalities, without counting those ones placed above the dams, in order to build new forests, because Sicilians mountains were treeless and lakes need to be protected. This is how the Belice Valley was born. The Belice Valley was born first of all into its inhabitants' mind»[3].

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2 *The echo of the work of Danilo Dolci was extremely vast and was followed by a great number of cultural and political personalities. With regard to the project for the organic plan of the Belice Valley, in 1960 the following people gave their support as «plan advisors»: for the economical field Sylos Labini and Giorgio Foà; for demographic studies Somogyi and Sauvy; for the town planning sphere Astengo, Caracciolo, Cosenza, Marescotti, Michelucci, Quaroni and Zevi; R. Dumont e G. Haussmann for agrarian studies; the sociologists G. Friedmann e J. Galtung; the geographer Georges; for the educational field L. Borghi, Ross Waller and P. Martin (Centro Studi e iniziative per la Piena Occupazione 1960)*
3 *Interview of the author to Lorenzo Barbera (Gibellina, 12/05/2009)*

The bottom up approach had brought to this important outcome and the planning process was finally ready to begin (fig.2).

A cultural framework
The work of Danilo Dolci and its group reflected a planning model that finds its roots into the regionalism of Lewis Mumford. According to Mumford, in fact, the task of planning had not to be a system of removing arbitrarily the reality, but an attempt to clarify it, and an effort for achieving the elementary need to harmonize factual, geographical and economic data with human aims (Mumford 2007, 379).
This was also the scope of the *gruppo socio-urbanistico* [social-planning group] of the Centre (*Centro Studi e inziative per la Piena Occupazione*). The group, leaded by a prestigious composition of technicians and intellectuals, addressed this cultural model by undertaking the effort to guide a planning process jointly driven by local governments and Civic Committees (fig.3). The social-planning group had a key role in coordinating the whole work: they used to meet every week in the Centre of Partinico for a common comparison of the work done, for the discussion of the work in progress, for the elaboration of new proposals or for studying other planning methods and practices, like the well known practices of the *kibbutzim* in Palestina or Swedish and Yugoslav planning systems[4].
Since the beginning, the whole work was not confined into a local operation. It was clearly set into a wider cultural environment that placed the entire work into a strategy accurately thought for gaining the interest and the resonance of the Centre's initiatives both at the national and at the international level (The Economist 1998). At the international level, the main support came from the *Comitati stranieri* [solidarity committees], which financed the project and followed carefully the whole activities through the work of their volunteers[5] (fig.4).
Another important and ambitious result achieved by the local action of this group was the relationship with public institutions. Already in 1961 many were the requests of collaboration with the Centre: some forward-thinking institutions decided to engage the Centre for arranging their Development Programme or City Plan. As an example, Ludovico Corrao, who was the mayor of Alcamo at that time, hired the Centre for studying a plan of industrial development for the areas of Alcamo, Calatafimi and Castellamare. His idea was to stipulate «a federal agreement between the three municipalities for enhancing the energies of their territories and turning them into a massive force able to create the economic development of that area of Sicily»[6].
As Carlo Doglio, one of the main intellectuals of the Centre at that point, has said, it seemed that the Plan was finally taking form, embracing «like ripples formed by water» region after region; and within each region the sub-regional plans (Alasia & Doglio 1961). The results of this demanding work (that seemed to be finally sustained by public institutions) should have been presented at the end of 1962 at an important international congress headed by Lewis Mumford, the cultural guide of the plan (fig.5). The congress should have had several venues (hosted by different municipalities), but it never took place[7].

A network of community initiatives
The experiment of the Belice Valley was not the only community action in Sicily: in 1960 Salvinus Duynstee,

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4 *These planning practices were studied both indirectly (through seminars) and directly (by study trips)*
5 *The network of the community centres was created thanks to the financial aid offered by the Comitati Stranieri [Solidarity Committees] (Mazzoleni, 1997). In particular, the centre of Roccamena was sustained by the Swedish Committee, the centre of Menfi by the London Committee, the centre of Corleone by the Swiss Committee and the one of Partinico by the German Committee and by several Italian groups (Source: Lorenzo Barbera, Interview, Gibellina, 12/05/2009)*
6 *Interview of the author to Ludovico Corrao (Gibellina, 12/05/2009)*
7 *Probably the congress didn't take place because of the absence of some important scholars like Lewis Mumford, who declined the invitation because of his decision to take a sabbatical year. (Source: Fund Carlo Doglio)*

a catholic priest, founded a community centre in Palma di Montechiaro with the aim of supporting, through educational work, a social and economical transformation; one year later, in 1961, the Valdese pastor Tullio Vinay instituted in Riesi the *Servizio Cristiano* [Cristian Service], with the objective of translating the evangelic preach into a global development project (Leone 1993, 5). The two initiatives differed from each others for many reasons (the one in Palma di Montechiaro ended just after three years, while that one in Riesi exists even today), but they shared the same aim: a careful educational work with the inhabitants, regarded as the most precious resource for the social and economical development of that depressed area of Sicily.

The activity leaded by Danilo Dolci, at that age already in the middle of its work, was the inevitable reference for both of these community projects, and in a very short time a profitable network of local initiatives, based on comparison and goal sharing, started to absorb the planning scene of Sicily. The Salvinus Duynstee's community centre was indeed founded after the «Congress-report» that had been organized by Danilo Dolci and that took place in Palma di Montechiaro on April 1960 (Leone 1993).

If we draw a comparison between these two community initiatives, the one of Riesi appears more meaningful because of its positive effects on the Sicilian bottom up planning process. The community Centre of Riesi, in fact, was involved with the initiatives of Danilo Dolci thanks to a continuous exchange of their methodological and experimental work[8]: as a result of this connection, the Christian Service placed its work into a regional dimension and intercepted some of the main issues addressed by a local development planning project, like knowledge, communication and participation.

Furthermore, the strong friendship that connected Tullio Vinay with Carlo Doglio (at that time outside the group of Dolci, but still active in Sicily, where he kept doing planning activities with Leonardo Urbani) drove Riesi to become a new bottom up planning laboratory. Series of meeting had indeed been organized in Riesi for reviewing the economical assessment of Sicily[9] and soon after a Civic Committee was born. The aim of Vinay, in fact, was to achieve a communal development project with the local Council, in order to design a community development plan for the region.

The work done in Riesi contributed to increase the intellectual debate that alike initiatives encouraged. Their positive influence reached very soon the area of Caltanissetta, where, starting from 1966, a group of intellectuals leaded by Marco Bonavia started the editorial practices of *Nuovo Sud* [New South]. The creation of this magazine reflected the positive and optimistic feeling that portrayed the intellectual climate of that age and embodied the common desire of change through a profitable alliance between scholars and civil society, enlarging the opportunities of participation (Mangiavillano 2002, 11). The great interest around these practices of community planning and development aroused the naturalness of relationships and the creativity of people's proposals. In fact, it seems hard to talk about this last initiative without recalling the previous community actions that took place in the centre-west areas of Sicily.

In its first number, *Nuovo Sud* pointed out its role of «bridge» between politics and culture by hosting a letter from pastor Vinay. In fact, the aim of the journal was to renew the political system of the South by moving forward towards a reformism that, from their point of view, the political forces of that period would not have promoted. The magazine intended indeed to address and to support community actions and strategies, in order to achieve a deep renewal of the policies of institutions, and to complete, thus, the regionalist change already in progress. Thanks to *Nuovo Sud* the public opinion was recalled to the common good and to the responsibility toward an action that would have brought positive consequences for the whole Region (fig.6).

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8 The collaboration is testified not only from several letters between Dolci and Vinay, but also by several documents about the work of the Centre of Partinico found in Riesi (survey papers, memos, pamphlets etc.)
9 I.e. Carlo Doglio was in charge of the planning seminar and Giorgio Spini for the one about the history of Sicily (source: Fund Vinay, Riesi)

The bottom up approach and the human scale, conducted initially at the local level by minor community initiatives and then handled on a regional scale (the west part of Sicily), demonstrates that, if well encouraged and organized, direct relations and territorial factors could represent a strength able to accomplish a planning system based on common values and community participation. The cultural impact of those community initiatives had been so important to merge into a unique great movement. The main objective of this movement was the pursuit of the reconstruction and the renewal of the public life of the region, through the rising of consciousness and the commitment of its inhabitants, for a real development of Sicily[10].

This is the process that brought on April 1967 to the institution of the *Libera Assemblea* [The Free Meeting], an eminent organ supported by the magazine *Nuovo Sud* and composed by intellectuals, politicians and citizens who, through a series of monthly meetings, should have dealt together the local issues. The institution of this Meeting group can be seen as an attempt for engaging the disciplinary, the territorial and the administrative networks at the same time (fig.7). After ten years of efforts and local commitment, the *Libera Assemblea* intended to connect strongly bottom up practices with local and regional institutions. As the memo for the Palermo *Libera Assemblea* of March 1968 stated, the aim of this organ was to assert firmly that «the economy is for the person and not that the person is for the economy», and that «even the most deprived zone with the smallest possibilities of economic development must be considered from a human perspective and not just from a mere economic point of view». (Libera Assemblea 1968)

WHAT LEGACY FOR INTEGRATED RELATIONAL TOURISM?

Unfortunately this great democratic experience did not endure. The project of the *Libera Assemblea* came to an end in the beginning of 1968, the year of the tragic earthquake that destroyed houses, cities, human beings and even what had been built with great effort through the community development work.

The *Sicilian laboratory* of the 60s represents the most authentic and immediate expression of a development planning process conceived from its territory, for its territory and within its territory. It is the result of a process that has progressively involved people and places until the creation of a new territorial system. The identity of a place is the result of memories, experiences, events that, gradually, stratify the individual consciousness, till forming its personality (Ferrarotti, 2009). It is also the support that keeps relations alive and constitutes the narrative dimension of a place, thus creating new territories. The path that has transformed Sicily into one of the most interesting laboratory of ideas of the post war period on political and planning issues it is a fact that should not be ignored in order to accomplish the IRT mission. From this point of view, the Free Meeting [*Libera Assemblea*] can be seen as an experience of synthesis and as an attempt to embrace human and intellectual forces that are usually excluded from public life policies.

Unfortunately this final experiment did not last too long. The last Free Meeting took place in Palermo, just a couple of month after the earthquake; the reasons of its ending are not clear. It has been said that the initial driving force had progressively weakened because of the prevalence of a particular political stream (the autonomous socialists) or because of the risk to turn the meeting into a political movement instead of a democratic round table[11] (Mangiavillano, 2002). Nevertheless, the initial enthusiasm could have hardly survived the terrible shock that involved the Belice Valley on the 15th of January 1968. The earthquake changed the optimistic climate by breaking old relations and showing new priorities. Furthermore, after the earthquake, emerged clearly the lack of a regional plan that could have addressed all the community initiatives, to be

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10 *Press release (source: Fund Tullio Vinay, Riesi)*
11 *Actually, from the unpublished mimeo that was written before the meeting of Palermo, we can read: «Despite what has been said by the friend Doglio, who wants to avoid any sort of organization, we think that the Libera Assemblea needs to be organized in some ways, in order to make real a proficient work» (Libera Assemblea 1968, 2)*

included into the same organic strategy. As Giuseppe Carta (1997) has written, during the '60s and the '70s in Sicily, instead of the regional plan, politicians and public institutions used the planning book *Programming and Infrastructure* [Programmazione e infrastrutture] (by Doglio and Urbani) to support their choices: the anchorage to governmental institutions was missing and these community programmes could not survive. Therefore, it seems crucial to address the need of finding a different regional planning policy order: «the political order of the Sicilian communities». In order to achieve the strength of a scientific theory and to offer a real development strategy, the Integrated Relational Tourism should find its solid anchorage (Hempel 1961).

The interruption of the process in 1968 is also a consequence of the lack of this «solid anchorage», which shattered ten long years of community actions[12]. The hope is that projects like IRT will be able to recall the memory of that history of Sicily, in order to strengthen the roots needed to turn into reality a multi-level network that self-determines, in the name of the past, the future of the Mediterranean region.

IMAGES

Fig.1 The "absolute island", the "inner lake" , the "interchange island" (Doglio & Urbani, La Fionda sicula) and La Sicilia interna e «la città in estensione» [the inner Sicily and the city in extension], card of the recent Conference on Integrated Relational Tourism in Sicily (Enna, 15/05/2009)
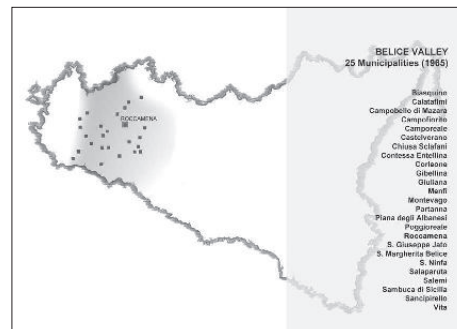
Fig.2 The 25 Municipalities of the Belice Valley (Interregional Committee for the organic planning of the Belice Valley), 1965

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12 The changed that occurred to the pronunciation of the word "Belice"(from Belìce to Bèlice) is the emblem of this failure (La Repubblica 2009, 35)
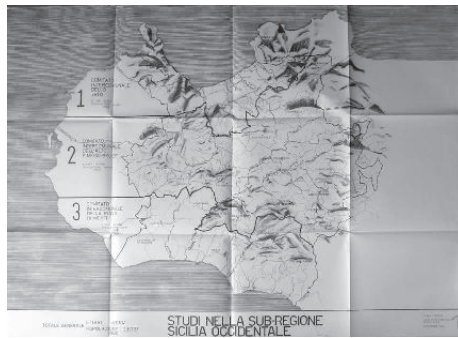
Fig.3 Map of the social-planning group showing the sub-regions of the western areas of Sicily, 1962 (Source: Fund Carlo Doglio)
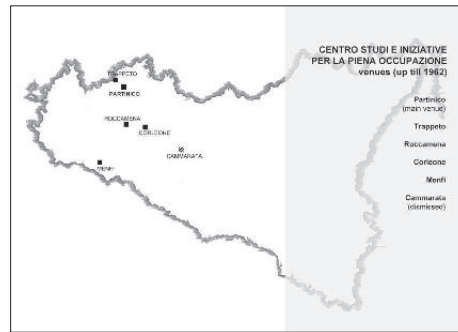
Fig.4 Mapping of the Centro per la piena occupazione [Centres for the full occupation] of the Belice Valley, 1962
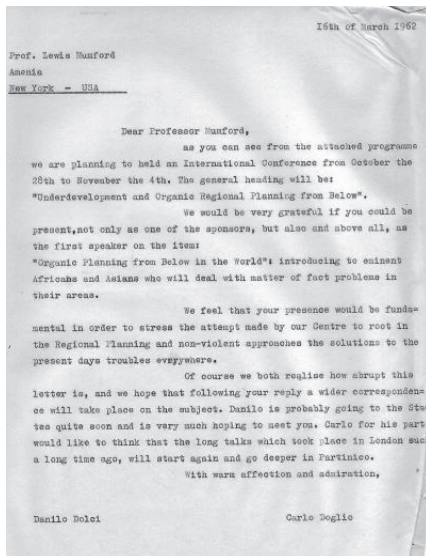
Fig.5 Letter from Carlo Doglio and Danilo Dolci to Lewis Mumford, 16/03/1962 (Source: Fund Carlo Doglio)

Fig.6 The first meeting of the Libera Assemblea, Nuovo Sud, number 3/4, 1967 (Source: Mangiavillano 2002)

Fig.7 Libera Assemblea: venues and cronology
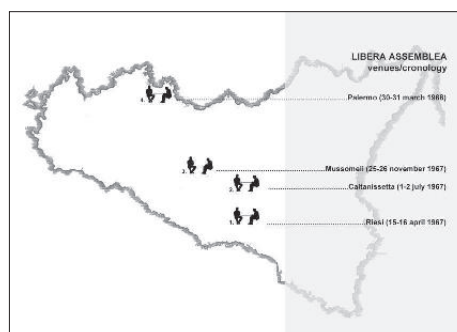
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APPLYING MODELS AND STRATEGIES OF THE INTEGRATED RELATIONAL TOURISM IN THE LOCAL PROCESS OF TERRITORIAL DEVELOPMENT

Vincenzo Todaro[1]

1. Interpreting and cognitive framework

The traditional policies of local development, promoting the Southern Italy from the '60s, haven't been able to determine permanent and meaningful relapses of development on the territory. Distinct approaches and models of development followed timeline, highlighting working issues and modalities of intervention which finally have been useless.

From the 70s in Italy, thanks to the growth of sensibility for the environmental issues subsequently developed in observations on sustainability of development and discussion of the traditional models of reference of the system of ford production, it get acquainted with the end of the reasons of the physical growth of the city, and subsequently, of the necessity of interventions of requalification and territorial and urban regeneration.

The modalities of approach of traditional public actions, divided into disciplinary "divisions" rigidly separated, divide into sectors and institutional levels and organized in hierarchical -decisional structures are unable to "govern" the fast processes of territorial transformation. By now they are inadequate the methods, the techniques and the traditional tools of planning; the dominant models of public interventions are inadequate; they are no more able to answer efficiently and effectively to the demands of the social changing composition of the city. It's above all from the '80s and the first '90s that the crisis of the planning tools further on worsening for a series of events which in a national and communitarian sphere intervene to modify significantly the scenario of the traditional territorial policies.

Among the causes of this change can be located the first durable effect of the legislative action of the Regions[2], the national reform of the local authorities; the spreading of innovative territorial approaches promoted by the European Community[3]; the start-up of processes of devolution and following attempts of tax and administrative federalism.

Inside of the changed framework which has been traced, the local dimension assumes a new value which, from territorial dimension, in which the elaborate choices to a superior level were flowed, becomes strategic dimension where it's possible to elaborate innovative models of sustainable development able to have a dialogue, in a well balanced way, the local system to the global[4] one, empowering the international competitive capacity of the local realities[5].

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1 Architect, PhD in Urban and Regional Planning, Città e Territorio Department, University of Palermo.
2 The Regional Councils were elected for the first time in the spring 1970, but the real power transfer was in 1972.
3 Particularly the processes of territorialisation and regionalisation of the policies through which, for the subsiadiarity principles, integration and concentration, are introduced new decisional and procedural models.
4 In the configuration of the relation local/global A. Magnaghi (2000) affirms the three following models: a) approach to the globalization from on high, where the local actors locate in the local spheres, the ideal conditions to allocate their own activities; b) approach which looks for a substantial glocal equilibrium, where the local organized systems succeed on supplying and communicating equally with the local system; c) approach grassroots, where the competitive and organized capacity of the local dimension succeed on imposing, in terms of funds on the global system.
5 About international competition between city and region, it's possible to locate two main "chains" of actions on which the efforts of the local companies are concentrated in order to catch fluxes of over local money: from one side the system of actions for the formation of the pre-condition to promote the local advantages from the specialized industries (multi-national companies); from the other side the actions addressed to the building and exportation, with real campaigns of urban marketing, of a strongly "seductive" territorial images, able to recall the international tourist sector promoted by the amelioration of the conditions of accessibility, for the abatement of costs and times of displacement. In both local described policies, the relation with the global system is built grassroots, overcoming the national level.

In the meaning here quoted, more than being bounded to a scale question, the "local" dimension is then lead to the relational and network feature (network governance) belonging to the relationships of interaction inside to a community. This vision is closed to the interpretative reading of the local territorial systems, meant as "territorial spheres of collective action" (Governa, 2000) which are able to produce auto-sustainable models of development, and inside of these, it's possible to located the co-evolutionary dynamic which differentiate the existing relation between society and territorial local context in a perspective of grassroots development (Noorgaard, 1994; Lanzani, 1999; Urbani 2000).

It is recorded in this context, the awareness of the complexity of the playing territorial components and the necessity of their integrated governance by making of a multi-disciplinary and multi-sector-based approach which, inside the new law framework of '90s town planning of reference, is mainly interpret from the new tools of territorial planning which define the interventionist scenario of the following years.

These tools are characterized by a prevalent planning approach of financial-economical type, far from the territorial planning, more strictly rooted in the territory under an identitary and cultural profile; they are however shown too often far from the real exigencies of territorial development. The results of these experiences show that the problems haven't been solved; the separation between economic-financial planning and project of territorial physical transformation is still evident and has involved a reductive and demagogic interpretation of the concepts of territory and integration (Camagni, 2003; Palermo, 2004).

The experiences which follow to these models and regain the "project dimension" of the planning process, placing at the centre the territory as a complex reality and at the same time as driving force of the planning, are those which have reference to the so called territorial approach (Magnaghi, Dematteis, Gambino), according to that, the territorial dimension has a fundamental role according to the productive, environmental, identitiary, cultural, social, physical profile. In the territorial project as it is described in these last years by Magnaghi, the concepts of territory and project assume new meanings.

The components which play a role are: the multi scale approach and development/control and reading/interpretation techniques of the physical project and of its carrying out; the relevant and explicit role of the territory, meant as complex physical heritage in the future vision; the specific attention to the process of production of the project and of the effective territorial transformation; the innovative representations of the territory and of the project; the innovation of the presence of used tools to grant the form control and more generally of the results of planning actions. It's substantially about a redefinition path of models of intervention for the territorial project which are rooted in "four movements" (Magnaghi, 2007) which constitute the reference disciplinary background: the auto-sustainable local development; the identitary representation of the places; the places' statutes (unchanged structural ones and rules for the transformation); the elaboration of visions and future scenarios on the valorisation of the local heritage.

2. Approaches and models

Visions and scenarios are since long time used as tool of communication for capacity of involvement, flexibility of elaboration and management. They are useful to orientate and guide the processes of transformation of the city and territory, among the modalities of use of a territorial vision, it is possible to trace a multitude of models and different variables among which often for antithetical approaches, separate the promoting strategies of top-down territorial policies and those bottom-up, often used to endow of big spatial and temporal flexibility the tools of government of territory.

The latter ones are part of those visions which use approaches which increase the value of auto organization and participation processes, where a priority role is based on the sharing of favourite scenarios rather than the multitude of possible future ones. They haven't a normative value, but assume a meaning, from one side, as a tool to imagine, transmit and share the "meaning of the city" (Piroddi, 2000) and, from the other side, as a result of a process of negotiation among social actors of unsure decisional contexts (Forester, 1989; Urbani, 2000).

In these contexts, the process of participation of local communities is characterized by a re-framing, and

the produced vision constitutes a *re-frame* which resets the fragments of reality or partial and subjective visions, translating them into shared and by nature unitary images. Inside of this cognitive process, the sharing of the vision can contribute to solve the eventual conflict translating it into negotiation (Donolo, 2003), and in some cases in "social" pact, and to reinforce the meaning of belonging to the community[6] and identity of the latter one. In this sense, the elaboration of future strategic visions and scenarios founded on the valorisation of the local identitiary heritage is based on the activation of a process building and/or rebuilding of formal and informal networks (reticular networks) of individuals and local actors potentially shared the process of development. The formal networks are mainly constitutes by public administrations, known associations and constituted groups which work in territories as organized structures[7]. The informal networks are those which commonly act according to own mediating proxemics relationships of a community, not recognized from a formal point of view, but through which the social individuals relate each other, training a silent model of action on the territory which contributes to define and qualify the identity of a local community.

In reference to the used approaches in the re-composition of the networks and in the construction of the shared vision, in the sphere of the territorial policies which integrate the top down decisional traditional models with the bottom up approaches, the principals references are constituted by the experiences of participation which involve directly and actively the local communities (Camagni, 2003).

Inside these experiences, most of the used techniques focus their own attention, from one side, on methods of management of the process and, from the other side, on the "efficiency" of the final product. It's clear that the management of the process constitute an effort not indifferent for the multitude of individuals and actors which interact inside (Crosta, 1996), so as evident is that the product of interaction doesn't constitute the real future to reach (Donolo, 2003), but it is useful principally to orientate the choices and the actions of transformation of the territory along a shared "horizon". The typological articulation of methods and techniques of participation see, from one side those experiences aimed to the elaboration of a shared "product" and, from the other side, those aimed to the construction of the "consent" as it is, inside of the process of participation. In this context, it's possible to locate some procedures particularly careful to the management and to the facilitation of the process of participation, and others that, in particular conditions of uncertainty, concentrate themselves mostly on the definition of vision/scenario which orientates the choices and the decisions. To each of these models, determined techniques are suitable which by nature refer to some codified "types". Particularly, to the mostly careful techniques, a structured model generally corresponds on a kind of "path" by nature circular (Friend and Hickling 2004; Giangrande, 2004).

On the contrary the circular model is closer to the feedback processes where the elaborated decisions in a given moment get rich and revise in an incremental way with the grant of external contributions coming from other decisional areas which take part in some moments and with modalities not always predetermined. In these cases, the participant process contribute to manage the uncertainty, and the assumed choice in an determined moment can however be reconsidered. The capacity to manage the uncertainty, revising continually the choices, is the condition which contributes to enforce the process. Among these techniques are those of *strategic choice* (Friend and Hickling, 2004).

Those techniques where, fundamentally, from the beginning, a starting point and an arrival one are foreseen inside the process of participation, belong to the linear model. Generally, it's about basically rigid techniques which foresee conceptually distinguished and well defined phases temporally and spatially. In these cases, the respect of the codified sequence of the phases is condition of coherence for the entire process.

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6 *To share the vision means to recognize ourselves in the community which has produced it and is equal to feel ourselves part of a global project (Donolo, 2003). In this meaning, the northern American cultural component of community is very strong (Piroddi, 2000).*
7 *For formal network, it is meant that network constitutes by a subscribed agreement by the components of the quoted network..*

Among these are the techniques of community visioning (Ames, 1996), of future search (Weisbord M. and Janoff, 1995) or those of scenario workshop[8] inside of them. Possible visions/scenarios of future are elaborated starting from a determined initial condition; among these, it will be chosen and implemented that, with has most consent by the community (Friedmann, 1992; Ames, 1996; Secchi, 2003).

1. Tools and strategies

Referring to the delineated framework, the experiences of territorial integrated planning working in Sicily in the sphere of the diffusion of the approach of the Integrated Relational Tourism in Motris project (Urbani, 2003; Naselli and Trapani, 2004) try to decline the territorial approach of the project of territory (Magnaghi, 2007), by an operative modality which reinforces the component of the integration, restoring the role of the protagonist of the territory[9]. The necessity to include in the complexity and unity of the territorial project the different structural components (physical, social, cultural, identitary, environmental, productive) and at the same time govern them in a unitary and coherent way, requires the definition of a new interpreting model.

The integrated project of territory, in the following delineated meaning, is a complex subject and isn't still endowed of a defined disciplinary scientific statute. As regards to the delineated profile for the project of territory (Magnaghi and Marson, 2004; Fanfani, 2005; Marson, 2006; Magnaghi, 2007) is empowered the integrative component, meant as capacity of government of different components which structure the identity of territory and relate each other in order to start a durable process of development. This approach, in fact, restores the relational dimension of territory as differential factor which contributes to define the planning dimension. Finally, inside this context, it is meant for integrated project of territory, an operative modality of intervention on territory which inserts itself in the tradition of local development and constitutes on the theoretical-disciplinary field, the evolution of the integrating planning of the 90s and the project of territory delineated by the context of the most recent disciplinary advancement on the theme of local development (Magnaghi and Giusti, 1994; Magnaghi, 2000, 2005, 2007; Donolo, 2007). However, it is detached both from the disciplinary tradition of the town planning project and from that of the territorial planning.

Compared to the first one, it tends to extend its own field of application inside the territory; compared to the second one, it moves on the direction of a purposeful dimension, explicating the necessity to overpass the purely functional approach to the territorial planning, to rediscover the rules of transformation in the long term (Marson, 2006), the identitary permanence, the re-qualified heritage, the essential resources for the well-being of the inhabitants, all elements to revalue as bases of the project. Besides, even if it is rooted to the integrated planning of the '90s[10], it's getting to detach from it significantly, both for the restoration of the real unitary value of the project[11] and for the process of identitary territorialisation of planning actions, which it brings itself.

Then, it's about an operative modality of intervention which, by a transversal approach, encompass the material and immaterial elements of the territory as components of the project to try to intervene efficiently on the variables of breaking of the process of the territorial development. The components which get into force are the territory, the integration and the project.

8 *Fondazione IDIS and Andersen I., Bilderbeek R., Leone U., Terragni F. (1996), "European Awareness Scenario – Workshops: Self Training Manual", European Commission, DG XIII/D2, Luxembourg.*

9 *In the Territorial Integrated Project (TIP) spread in the territorial planning of all the Italian region, the territory (declined in its adjectival version "territorial") remains in the background as context on which locate projects; in the integrated projects of territory, as well as everywhere, in the territorial projects, it becomes the driving force itself of the project, and to the latter, it becomes co-protagonist (privileged interlocutor) in the planning action.*

10 *In this sense, it stands aloof from the "project in the territory" so as "product" from the territorial policies of the '90s which set up as tools for the re-organization of the public funds (projects in the territory) rather than as new projects of territory (Mascarucci, 2007).*

11 *Too often, the project of territory of wide area still tends to set up as the implicit result of the summation, most of the times contradictory and hostile, at most "ruled" by plans, sectorial plans activated by specific holders of interests, without a design strategically unitary of territorial transformation.*

From the concept of territory (meant traditionally as an adjective "territorial", as context) is essentially restored the noun value bounded both to the identity of the places and to the local dimension. The identitary value of the territory becomes the real "driving force" of the local development (Friedmann, 1987; Governa, 1999; Donolo, 2003).

More than being bounded to a scale problem, the local dimension is related to the relational and reticular feature (reticular governance) which belongs to the relationships of iteration inside a community.

In reference to that, it seems useful the reference to the concept of territorial capital which alludes to the territory both as a resource which can generates risings of efficiency and economic and well-being productivity for populations (public goods, share fixed capital, physical capital), also *share capital* incorporate in the places as a sense of belonging and consolidated traditions, and as *relational capital* (meant as capacity of cooperation and of "doing network" on permanent territorial spheres and on complex challenges). In the perspective of the active territorialisation, the territorial heritage is not more interpreted as detached from society, economy and institutions of government, but rather as pre-condition for the activation of processes of local development founded on the co-evolutionary interaction between local society and territorial "environment" of reference (Noorgaard, 1994). The concept of integration, besides, the theme of intersection of thematic sectors of intervention (as already experimented in the experiences of integrated planning in the '90s) recalls to the double-directional integration among some traditional dichotomy couples (safeguard and development, bond and intervention, immobility and action) which must necessarily restore a condition of equilibrium to contribute to define completely and coherently the whole planning actions. It's just by this interaction that the tools of the project can restore a real proactive value and produce "territorial added value" as result of a positive game among society, economy and territorial heritage (Mascarucci, 2007).

So the object of the new project of territory becomes this net of relationships, or better, the physical-spatial configuration which can promote the synergies bounded to this system of interaction and the management of the physical-spatial transformations which are generated from this[12].

In relation to its typological structuring, the Integrated project of territory essentially follows a reticular decentralized model of "opened" type. The reticular model postpones to the structure and functioning of a system made of "knots" – area elements by nature which constitute the "place" where the different kind of information concentrate and elaborate themselves – and "links" – generally linear elements which consent the exchange of information.

Besides, it's about a decentralized system "opened" because the policies of development which it deals with, tend to re-distribute the potential critical mass on its own territory in correspondence of the existing knots and of those which the system will be able to interest in the future. The system of links implies the conditions of relationality and integration of the model of development.

It's about relations on scale (and inter-scalars) and relations of system (and inter-system). The first ones put in relation the different territorial scales around which a project has been developing: the regional and local scale of the single areas of application. The second ones define the internal sets up and existent ones to the system among the different systems of the view of integration and inter-change.

4. The experimental application

Starting from the above mentioned thoughts, the traditional models of local development centred on the mass tourism haven't been able to respond to the demand of qualitative growth of the Sicilian territory which, in the process of globalization of the economies, is often remained marginal, loosing attractiveness and planning capacity.

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12 *In this sense, meaningful references to this planning dimension must be traced in the European programming URBACT II (European Commission C(2007)4454) of the new communitarian scheduling which, for that is about particularly the themes of the production process of territorial projects, put strongly in relation to the issues directly bounded to the urban qualities with those related to the social inclusion and to the forms and models of participation.*

In the sphere of the delineated scenario, the territory of the Nebrodi mountains is traditionally considered an old TLS (Territorial Local System) (Dematteis and Governa, 2005; Hoffmann, 2004). This condition derives from a high level of working planning, result of a stratified process of a territorial development working from the first '80s by the promotion of policies of local development rooted in socio-economic context. To this activity is associated the capacity of territorial planning debugged by the Natural Park of the Nebrodi and by the programming and planning policies promoted by it (territorial Planning of the Park, PIT, Leader, Prusst, etc.). Within this complex reality, some specific portion of inland territory live a particular condition of crisis. The progressive process of depopulation for the coast municipalities, the inadequacy of the tourist-receptive structures and more generally, the inefficiency of policies of development activated till now, are among the main causes of the crisis.

The Integrated Project of Territory (IPoT) "Eastern Nebrodi" assumed as a sphere of application, the system of the four municipalities (Naso, Castell'Umberto, Ucria and Floresta) located along the mountain crest which from Capo d'Orlando goes towards the Etna, along the SS 116.

It's about a territorial context characterized by: wealth of the antropic, natural and cultural heritage; ease of accessibility for the old tourist system (Eolie islands, Tyrrhenian coast, Taormina, Nebrodi park, Alcantara park Etna park); availability of free building heritage. In relation to the above mentioned territorial context, the (IPoT) aims to restore a real proactive value and produce "territorial added value" as result of a process of system growth of relationships among society, economy and territorial economy (Mascarucci, 2007). Concretely the IPoT means to promote a process of development of the local cultural-tourist system by the reinforcement and integration of the system of relationships between inland areas and coast ones: finally the object of the new project of territory becomes the net of relationships, or better saying, the physical-spatial configuration which can promote synergies bounded to this interactional system and the government of the spatial-physical transformation which are generate from it. The above mentioned idea-force is founded on the necessity of territorial re-distribution of the topical traditional tourist flux and above all on the development of typologies of complementary relational tourism (social, environmental, supportive, sport, rural, cultural etc.) by networking and the empowerment of the infrastructure system and service of local level (municipal), but of territorial interest. It's added to this, the necessity to realize new infrastructures and public and private services able to connect the tourist coast centre of the central Tyrrhenian sea (Sant'Agata - Capo d'Orlando - Tindari), with that inside of the regional park system (Nebrodi, Etna and Alcantara). The force-idea, besides, points to the reinforcement of the relationship between over-local tourist demand and the supply of structures and alternative tourist services responding to the aims of relationality[13] between hosts and voyagers oriented to the principle of the territorial integrated fruition (Trapani, 2008). They are both in relation to the established relationship between residential supply and local production (rural and hand-crafted), and to the process of valorisation of the local cultural-historical and social heritage. In the relation to the above mentioned idea-force and coherently with the directions of Motris project (Urbani, 2004; Naselli and Trapani, 2004), the IPoT has located three specific goals: re-territorialization of the economy starting from the support of topical knowledge, enriched by the necessary innovative components of the modernity; re-contextualisation of the society starting from the restoring of a stantiality (Samonà, Urbani) lost for many aspects; re-composition of the cultural identity pointed to orientate the development. To reach the above mentioned goals, the directions of the IPoT are towards the localisation of strategic lines of intervention which, through the definition of specific material and immaterial actions, can intervene on the breaking variables of the process of territorial development. Coherently to the general points of the Motris project, the strategic lines of intervention are:

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13 *The relationality and the modality with which the different components of the territory relate each other and express value also in planning terms. Consequently to it, it is also led the managerial dimension of the project, in an attempt of overcoming of factors of criticality of the traditional models of programming and territorial and urban planning. The components of the research line, organized by F. Trapani and G. Ruggeri in the Motris project, have been presently employing on the definition of the "relationality" concept.*

Line 1. Infrastructural interventions. It's about interventions which point to the adjustment and enforcement of the infrastructural system and the supporting services of the Integrated Relational Tourism.

Line 2. Public actions. It's about immaterial interventions mainly addressed to the training and realization of exhibitions/events

Line 3. Helping systems for the companies. It's about helping systems to private companies related to both to the enforcement of the existing structures and the realization of new ones.

Each strategic line is articulated and supported by specific actions, each of them, structured as a file card and defined according to a double order of coherence:

internal coherence: with the general aims of the strategic line and with the other specific actions;

external coherence: with the directions of the new planning.

The territorial visions of the single municipalities where the IPoT are:

1. Naso Vision: tourist development sea/mountain
2. Castell'Umberto Vision: innovation in the tourist supply
3. Ucria Vision: integrated relational tourist development and local tradition
4. Floresta Vision: sustainable integrated relational tourist development.

In relation to the model of proposed development, the application "Eastern Nebrodi", even if it is based on bottom-up experiences of the programming negotiated in the '90s, promotes a further level of approach to the local reality, through driving roots in the system of the internal relations to it, just of the relational approach. This process introduces a level of complexity which is proportional to the socio-economic conditions of the territory. The components of criticality founded up to now, are mainly traced in the difficulty of integration with the form of traditional acting tourism and in the difficulties to implement the agreements to the project because of the produced disappointments from the public recent policies of local development activated by other tools (Trapani, 2008). The unexpected ephemeral incisiveness of policies of the Natural Park of Nebrodi and the resistance forms to the systemic approach proposed in the models of located public-public and public-private partnership must be added to the difficult structural and context conditions. Nonetheless, the verified consent particularly in the private sector about the project has been significant.

Thanks to the above mentioned conditions, the operating application has delineated a further level of operating experimentation with the definition of a receptivity supply orientated to the Integrated Relational Tourism (Urbani, 2004; Naselli and Trapani, 2004) which interests mainly the private sector. This planning proposal, counting on the informal networks and existing interpersonal relationships among the different operators working in the territory, has been currently verifying the complexity of the reached thoughts in the theoretical sphere by the approaching to the free market.

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DEVELOPING IRT APPROACH IN THE AREA OF CENTRAL SOUTHERN SICILY THROUGH GOVERNANCE AND STRATEGIC PLANNING

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Abstract

The paper presents a case study concerning the development of IRT approach through Governance and Territorial Strategic Planning in the area of central southern Sicily, the ample portion of territory surrounding Agrigento and its Archeological Area known as "The Valley of Temples". This has been inscribed in the Unesco List of World Heritage in 1997, due to the fact that Agrigento was one of the greatest cities of the ancient Mediterranean world, and it has been preserved in an exceptionally intact condition.

Despite this uncommon characteristic, touristic development in the area is still latent and the "Valley", rather than being a resource for development, has become somehow a bulky presence that has assembled on itself every attention of the operators. Other areas of great interest existing in the rest of the territory and the same city of Agrigento have little appeal for tourists, who perceive the Valley as the only motive for visiting Agrigento, »a pearl« set in a non suitable context.

Instead, the wide area surrounding Agrigento owns a cultural and natural heritage rich of tangible and untangible assets potentially functional to the development of new types of tourism, which can re-launch these inland areas, through the re-discovery of their authenticity and local identity:

- small prehistoric archaeological areas and Hellenistic-Romans riuns, Palaces and Castels, abandoned sulphur mines which constitute today forms of industrial archaeology, fascinating landscapes and farms in the rural territory, sites of naturalistic interest, and other testimonies of merit;
- unique local productions;
- a tradition of quality in arts such as literature, theatre, music, singing, picture, sculpture.

This area of Sicily is historically identified with the cultivation of wheat and the extraction of sulphur. By the mid of last century, with the decline of the former and the abandonment of the latter, these territories have been experiencing a progressive but constant loss of value and economic wealth, with the consequent loss of identity. As it often happens to areas experiencing such a decline, the loss of values, practices and customs has led to the abandonment of an important number of buildings - both in the historical centre of small villages and in rural areas -, some of which are of undeniable historical and architectural value.

The Integrated Relational Tourisme (IRT) Model can contribute to activate those micro-centralities in close connection to agriculture, craftsmanship, small industrial enterprises and family businesses and all the existing activities in the area founding on the principles of the capillarity and subsidiariety.

Public and private actors are working out a strategic planning aiming at the creation of synergies among:

- Integrated projects of agricultural development, together to the expansion and the retraining of the tourist offer of the rural territories.
- Politics of development and search in the sectors: energy, refusals, water for civil and industrial and agricultural use, together to the politics of guardianship of the local naturalistic resources and the preventive management of the risk idrogeologico and seismic.
- Politics of guardianship and exploitation of the cultural goods intending complementarizzare such actions with those that will be implemented by the Valley of the Temples.

Conscious of the peculiarity of their territory and the challenges for the future of their communities, the Municipal Administrations of 6 small towns in the area surrounding Agrigento – Favara (file-leader), Aragona, Comitini, Joppolo Giancaxio, Porto Empedocle, and Raffadali – decided to make a common effort to write a Territorial Strategic Plan and included IRT approach in their strategic lines.
The paper describes the process followed for the strategic plan and its contents.

Key words: tourism, Integrated Relational Tourism, governance, strategic planning, regional planning.

INTRODUCTION
The area of central southern Sicily, the ample portion of territory surrounding Agrigento and its Archeological Area known as "The Valley of Temples". This has been inscribed in the Unesco List of World Heritage in 1997, due to the fact that Agrigento was one of the greatest cities of the ancient Mediterranean world, and it has been preserved in an exceptionally intact condition. Its great row of Doric temples is one of the most outstanding monuments of Greek art and culture.
Despite this uncommon characteristic, touristic development in the area is still latent, and characterised by lack of accomodation structures and tourist routes and lack of connections among hotels and the points of interest for tourists (the city centre, the Valley of Temples, the beaches, and so on).
Furthermore, most actors in tourisme industry (operators, guidebooks autors, individual travelers, etc.) seem to perceive the "Valley" as the only motive for visiting Agrigento, and consider the surrounding territory of scarce appeal.
Therefore, the image of the "Valley" is one of »a pearl« set in a non suitable context; the only resource of the area rather than an unique resource for the area and it has become a «passing through» destination.
Travelers and tour operators mostly include the visit to the Valley of Temples in 1 day roundtrip tours of western Sicily starting from Palermo and Catania, with the consequence scarce economic relapse on the territory.
Instead, the wide area surrounding Agrigento – which on the coast goes from Sciacca to Gela and can include the minor islands Linosa and Lampedusa, and in the inside goes up to Grammichele, Caltagirone, Armerina Plaza, Enna, Caltanissetta, S. Angelo Muxaro, Caltabellotta, Racalmuto, while – owns a cultural and natural heritage rich of tangible and untangible assets potentially functional to the development of new types of tourism, which can re-launch these inland areas, through the re-discovery of their authenticity and local identity:

- small prehistoric archaeological areas and Hellenistic-Romans riuns, Palaces and Castels, abandoned sulphur mines which constitute today forms of industrial archaeology, fascinating landscapes and farms in the rural territory, sites of naturalistic interest, and other testimonies of merit;
- unique local productions;
- a tradition of quality in arts such as literature, theatre, music, singing, picture, sculpture.

This area of Sicily is historically identified with the cultivation of wheat and the extraction of sulphur. By the mid of the twentieth century, with the decline of the former and the abandonment of the latter, these territories have been experiencing a progressive but constant loss of value and economic wealth,with the consequent loss of identity. As it often happens to areas experiencing such a decline, the loss of values, practices and customs has led to the abandonment of an important number of buildings - both in the historical centre of small villages and in rural areas -, some of which are of undeniable historical and architectural value.
The Integrated Relational Tourisme (IRT) Model can contribute to activate those micro-centralities in close connection to agriculture, craftsmanship, small industrial enterprises and family businesses and all

the existing activities in the area founding on the principles of capillarity and subsidiariety. Such Model has been indicated as one of the strategic lines in the Territorial Strategic Plan proposal drafted by the Municipal Administrations of a group of small towns in the area surrounding Agrigento – Favara (file-leader), Aragona, Comitini, Joppolo Giancaxio, Porto Empedocle, Raffadali, and Realmonte[1] – decided to make a common effort to put together the efforts of public and private actors to plan for the future of the area. In this paper, after a short discussion of the main characteristics of Territorial Strategic Planning, we will present the case study. To this aim, the paper will discuss: 1) the main characteristics of the territory; 2) the process followed for the strategic planning process; 3) the methodology adopted to promote wide participation in the definition of the Vision, Objectives and Strategic Lines for the future development of the area; and 4) the main aspects of the strategic lines indicated in the plan, with peculiar concern for those directly or indirectly connected with the development of IRT Model.

TERRITORIAL STRATEGIC PLANNING

Territorial strategic planning has emerged in the last two decades as a tool useful to guide and accompany the processes of local economic development.

The adoption of such instrument leads to integrated urban or metropolitan development plans developed around long-term visions for cities and neighbour-hoods in their regional context. According with the European Commission, the experience has demonstrated that area-based integrated development plans work best if they are embedded in city-wide strategies and supported by policies that are geared towards specific target groups.[2]

In such view, Strategic Planning does not replace the ordinary tools of urbanistic and territorial planning, on the contrary it integrates in a rationally ordered framework the objectives of "strategic" importance, and delineates the future vision of area, the strategic lines in which this articulates, the actions and projects to be realised, and the resources required.

The European Commission[3] has synthesized the key elements of sustainable urban development as follows:

- Developing a city-wide vision that goes beyond each project and is embedded in the city-regional context (analysis of target areas; strategy building; defining long- and medium-term objectives, priorities, measures and projects);
- The integrated approach as an added value (strong 'horizontal', cross-sectoral coordination of urban regeneration measures and physical urban renewal as the main elements of an integrated approach to sustainable urban development, covering aspects of local economic development, business and employment, education, training and qualification, social inclusion, culture, environ-mental measures, urban mobility and high-quality public spaces; strong 'vertical' coordination with all relevant levels, coherence with European, national and regional objectives);
- Financing and investing to achieve a lasting impact; concentration of resources and funding on selected target areas;
- Creating strong local and regional partnerships (increate involvement of citizens and local and regional stakeholders, including the private sector; shared responsibilities, implementation bodies); new instruments of urban governance, administration and management;

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1 *Realmonte joined the process a few moths after it was started.*
2 *European Commission, Directorate-General for Regional Policy Unit C2 – Urban development, territorial cohesion: Pro-moting sustainable urban development in Europe ACHIEVEMENTS AND OPPORTUNITIES. http://ec.europa.eu/regional_policy/sources/docgener/presenta/urban2009/urban2009_en.pdf*
3 *Ibidem.*

- Capitalising on knowledge, exchanging experience and know-how (benchmarking, networking);
- Monitoring the progress (ex-ante, mid-term and ex-post evaluations, set of criteria and indicators).

  Strategic planning emerges as an innovative process of extraordinary importance, since it coagulates the different actors of the local community (stakeholders) in a common effort aimed to draw the future of the territory in a long-term horizon and in multidimensional strategic frame embracing the urban, environmental, social and economic aspects of the community's life.

  The importance of strategic planning mainly descends from two of its characteristics:
- the involvement and responsabilisation of stakeholders, both in the phase of planning and in the phase of implementation, through a process of «deliberative democracy» in an integrate perspective that overcomes the distinctions / opposition of roles among public administration and private actors (enterprises, intermediate organisms, and individual actors);
- the overcoming of the idea of administrative border / limit, that is the recognition of the importance of common effort among neighboring territorial areas (even though distinguished under the administrative profile) to find resources, potentialities and common runs of development.

CASE STUDY

THE MAIN CHARACTERISTICS OF THE TERRITORY

The small towns of Favara, Aragona, Comitini, Raffadali, Joppolo Giancaxio and Porto Empedocle, constitute a polycentric system with an extension of 242,42 km2 and a resident population of about 76.000 resident inhabitants surrounding the town of Agrigento.

As a consequence of its distance from the main urban centers of the Island (Palermo and Catania), and some important gaps in the regional transport infrastructures (road, railways, airports) the area has become more and more marginal, what reinforced the negative effects of the decline of the traditional main economic activities (the cultivation of wheat and the extraction of sulphur).

Although the «Valley of Temples» tends to monopolize any attention the area is reach of cultural and natural heritage.

As it regards the cultural patrimony, the small archeological ares withnessing human presence since pre-historic age, testimonies of the rural world, and the patrimony of the historical centers characterised by castles and high class palaces, surely emerge as deserving attention for expoitation, despite the urbanistic degrade of the last decades.

Of peculiar importance is also the patrimony of industrial archeology costituted by the system of mines and plants for the extraction and transformation of sulphur that should be reconverted in enjoyable cultural patrimony.

From the landscape point of view, the coastal system presents some environmental emergencies of landscape and naturalistic relief, among which outstands »the Turks' Staircase«, in Realmonte.

Another environmental emergency is constituted by the Integral Regional Natural Reserve of the Macalubes or «Vulcanelli» in Aragona, important and unusual geologic phenomenon, in the territory of Aragona and Ioppolo Giancaxio. The area of the Natural Reserve has been declared Site of Interest of the European Union and inserted in the net Nature 2000, site ITA 040008.

THEORETICAL AND METHODOLOGICAL APPROACH TO STRATEGIC PLANNING IN THE AREA

The strategic plan of the area results from a long process, started in September 2005 with the project «Agorà dei diritti». This is a project of active citizenship and e-Democracy aiming at building instruments for participation and orginising and promote forums of discussion propedeutical to strategic planning.

On may 23, 2006, the Municpality of Favara, the Administration of the Province of Agrigento and 20 private actors subscribed the agreement for the institutional partenariat for the elaboration of a strategic plan for the area.

In the following table are listed the subscribers:

Table 1. The subscribers of the Agreement for the institutional partenariat

Provincia Regionale Agrigento
UIL Agrgigento
Confagricoltura Agrigento
C.N.A. Confederazione Nazionale dell'Artigianato
Unione Industriale di Agrigento
Confartigianto Agrigento
Camera di Commercio
Azienda Servizi e Promozione CCIAA Agrigento
Confimpresa Euromed
Consorzio Agnello Pasquale
Consorzio per la legalità e lo sviluppo
Cofidi Sicilia
Medit – Consorzio Nazionale per la tutela e lo sviluppo delle PMI
CESCOM – Centro studi Ist. Mezzogiorno e Mediterraneo
Fondazione Mediterranea Antiusura – Antiracket
Ordine degli Architetti di Agrigento
Legambiente circolo "Rabat" di Agrigento
R.N.I. Maccalubbe di Aragona – Ente gestore Legambiente CRS
Parco Archeologico Valle dei Templi
Consorzio "Le gialle valli dello zolfo"

Apart from the establishment of the institutional partenariat, the main results obtained by the project can be resumed as follows:

- the wide range of activities carried on in the project prepared the cultural background for participation;
- the community had an opportunity to discuss about the main challenges for its future and prepare the terrain for the identification of a vision;
- the project group elaborated a «proposal for the strategic plan of the wide area including the small tows of Favara, Aragona, Comitini, Joppolo Giancaxio, Porto Empedocle and Raffadali».

Answering to a solicitation of the Regional Government of Sicily, the proposal has been submitted for funding and obtained positive evaluation.

In december 2008 the process entered in a new phase. A project group set up by internal resources and external consultants was established with the aim to complete the process and write the Strategic Plan.

The work group included the following actors:

Between December 2008 and early March 2009 the work group had a number of meetings to co-ordinate different perspectives and methods, met the majors and managers of the involved municipal administrations and met the institutional partners to present the working plan, explain the method adopted and receive inputs.

From April to June 2009, the work group had 6 thematic meetings with public and private actors, as it is reported in the following table:

Opening Conference			Favara	07.04.2009
I Thematic table	Development of local productions		Porto Empedocle	30.04.2009
II Thematic table	Urban development and accessibility		Aragona	13.05.2009
III Thematic table	Development of business and production system		Joppolo Giancaxio	22.05.2009
IV Thematic table	Life quality and human capital		Comitini	09.06 2009
V Thematic table	Planning and development		Raffadali	12.06.2009
VI Thematic table	Art and culture for the development of the territory		Realmonte	19.06.2009

A number of public and private actors participated in the meetings spreading the partenariat and contributing (through open debate) to the acquisition of information from different perspective, and to the identification of the strategic lines to be pursued through the plan.

In the meantime, the collection and desk analysis of information and data proceeded as a parallel activity, and , furthermore, the work group met on an individual basis a number of actors from different sectors to discuss deeply on a «face to face» basis some critical issues, and receive contributions and ideas.

On mid July, the work group presented the «Intermediate Document» containing the results of the desk and field analysis, the proposal of «strategic vision», and the proposal of strategic lines.

The purpose of this document is to favor a serene and concrete debate on the vision and the strategic lines, proposed by the work group, and to stimulate proposals from the community about the lines of action and the projects to include in the plan. This is not a defined document, but it delineates the skeleton of the strategic plan.

As it is natural at the present stage of the work, some topics need further deepening, that call for wide participation from the community in the next future.

The intermediate document consists of three parts.

The first part contains the analysis. After a short introduction about the history of the area and its geography, it deals with the territorial, environmentale and socio-economic analysis. A swot analysis concludes this part of the document.

The second part reports the activities for the organisation of the work group and the field activities consisting in public meetings, thematic tables and individual meetings. A synthesis of the demand for life quality emerging from the actors of the area concludes this part.

Finally, the third part of the document contains the synthesis, meaning the elements of the vision and the proposal of strategic lines and objectives, with a first indication of lines of action.

The next steps of the process towards the final document will pass through a number of meetings under the form of technical forums. In the following table are reported the topics of discussion of such forums.

Topic
Exploitation of the system of traditional high quality agro-food productions
Urban development and accessibility
The territory as a patrimony for the future
Quality of life and human capital
Politics for young citizens
Art and culture for development
The discrit of energy
The sovra-municipal services: waste and water
The System od Integrated Relational Tourisme
The public administration at the service of development

In the next paragraph of the article we will introduce the Vision and the Strategic Lines proposed in the «intermediate document», with peculiar concern for those involving the Integrated Relational Tourisme.

THE VISION AND THE STRATEGIC LINES

The vision emerging for the future development of the area is synthesised in the following scheme .
The vision, has been articulated in two sets of strategic lines:
1. the lines of development;
2. the conditions for development.

The strategic lines of development:
a. Exploitation of local enterprises through vertical and horizontal integration and internationalization, in continuity with previous initiatives.
b. Integrate projects of rural and agricultural development, together with the expansion of tourist offer of the rural areas.
c. Defense and exploitation of the cultural (tangible and intangible) heritage to settle an offer complementary and integrative to that of the «Valley of Temples».
d. Use of the theoretical model of Integrated Relational Tourism inspired to the principles of capillarity and subsidiariety, and devoted to:
• Ri-connect the territory to the economies and the activities of production (primary, secondary and tertiary);
• ri-compose local communities;
• ri-contestualize local cultures.

The strategic lines for development
a. Innovative politics of rationalization of the territorial accessibility and connection of the territories included in the plan to the rest of the regional, national and international centralisms.
b. Arrangements for the concentration of local financial forces: closed-end funds and microcredit to strengthen and support the culture of enterprise and to develop the capital of trust and responsibility to face the entrepreneurial risk at local level.
c. The "joint and several city", concentrating all the qualifying activities of the public administration.
d. The city of young citizens.
e. Security for individual citizens and enterprises.

THE IRT APPLICATION EMERGING FROM THE STRATEGIC PLAN
As is has been said in a previous part of the present article, IRT can contribute to activate the micro-centralities of the area in close connection to agriculture, craftsmanship, small industrial enterprises and family businesses and all the other existing activities.
Public and private actors are working out a strategic planning aiming at the creation of synergies among:

  • Integrated projects of agricultural development, together to the expansion and the retraining of the tourist offer of the rural territories.
  • Politics of development and search in the sectors: energy, refusals, water for civil and industrial and agricultural use, together to the politics of guardianship of the local naturalistic resources and the preventive management of the risk idrogeologico and seismic.
  • Politics of guardianship and exploitation of the cultural goods intending complementarize such actions with those that will be implemented by the Valley of the Temples.

These projects as a whole are in line with the very basic philosophy of IRT.
To this aim it is necessary to endeavour the opportune initiatives to promote politics of district, with the purpose to strengthen the organizational ability of the local system and to create the conditions of context favourable for the activation of common actions devoted to technological innovation, the realization of district services and of services for the promotion and the internazionalization of local enterprises.
In its final version, the strategic plan will have to define subjects and actions for the transition from an economy of the area essentially based on micro enterprises and single initiatives, very often laking of any integration, to forms of cooperation and collaboration – both horizontally and vertically – creating relational networks among operators and with public actors at different levels.

The promotion of a new rurality
The territory expresses some vocations that needs to be exploited as resources for development.
It is necessary to promote the exploitation of those quality products with an higher value added, and product innovation, making investments to improve production techniques and processes, to incentivate research and innovations, to promote politics for the creation of districts and foster co-operation for the commercialization and promotion of such products.
The effective strategic repositioning of agro-food industry requires the recognizment of the need to promote a new rurality, that is rurality intended rather than in its traditional agricoltural context, as a set of places merely devoted to agricoltural production, also in the identification of its modern dimensions of sustainability and multifunctionality.
The valorization of the multifunctional role of the primary sector, in its twice function offer – productive and environmental – makes necessary to coniugate the modern needs of development and valorization of territorial tipicism and the objectives of quality and of safeguard of ecological-environment and of landscape and the subsequent touristic exploitation.
The process of «rediscovery» and regeneration of the modern rurality will be made reality through the compenetration and interaction among heterogeneous activities, where the different components blend and contribute to the realization of development projects with a prevalent territorial connotation.
Multifunctionality does not mean a mere set of heterogeneous activities aiming at a diversification of revenues, it rather represents the consequence and the result of a project pursuing a range of integrated objectives.
The set of products that agricolture can and has to offer to consumers grows over time, so increasing the participation of farmers to the offer of services for leisure, green and rural tourisme, environment, so contributing to the construction and safeguard of rural landscape.
Similar philosophy has to be applied to artisancraft activities and to the requalification of historical centres of the towns and of sulphur mines and other archeological sites.

In this line, the integrated project «the routes of sulphur» is based on a prcise cultural itinerary centered on mines resources for the complementarization of the turistic offer of the «Valley». The itinerary passes through all the town interested by the strategic plan, and includes also the «Mosè Village» and the accessibility to the Valley.

CONCLUSIONS

The paper presents a case study concerning the development of IRT approach through Governance and Territorial Strategic Planning in underdeveloped areas. It shows that participative processes and strategic planning help the main stakeholders of an area to look for the «talents» of the area and rediscver microcentralities that deserve interest and attention.

Through the case study we presented the process through which stakeholders reach consensus about the future of the area and consider its touristic development under a different persepective, that drives to the idea of IRT.

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Planning and Territorial Use

THE DEMAND OF TOURISTS FOR HELICOPTER TRANSPORT IN AREAS WITH POOR ACCESSIBILITY

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Abstract

The transport system (infrastructures and services) can play a strategic role for the development of tourism in those areas that have a high level of tourist appeal but a poor accessibility. The aim of this research is to analyse the potential tourist demand for fast transfer services by helicopter, to reach attractive and not very accessible areas such as, for example, minor islands.

Our study is applied to Sicily, in the south of Italy, which is characterized by cultural and naturalistic beauties as well as "weak" rail and road infrastructures and is surrounded by many nice minor islands. In particular, we refer to some very important regional tourist centres: Palermo, Taormina, which are also near to the two major Sicilian airports, and the Eolie Islands.

In detail, we developed a demand model for simulating the transport mode choice behaviour of tourists moving from Palermo and Taormina to Lipari (one of the Eolie Islands) of tourists with high willingness-to-pay for travel time savings (individuals choosing superior hotels) and a mode choice set consisting of two alternatives, hydrofoil and helicopter; we considered the following explanatory variables: one-way journey time (hours), one-way journey cost per passenger (euros), household yearly income. This model is based on random utility theory and assumes taste heterogeneity with respect to the travel time parameter (mixed logit). The observations employed to estimate this travel demand model derives from a stated preference survey involving a sample of first class hotels in Palermo, Taormina and the Island of Lipari. The estimated mixed logit model presents proper signs, good statistical significance for its attributes and considerable goodness of fit.

Using the estimated parameters, we obtained travel time saving valuations and predicted choice probabilities for the sampled individuals, finding out that the choice probability for helicopter rises significantly as the household income increases.

Key words: Helicopter, tourist development, demand model, stated preference survey

INTRODUCTION

This paper describes a work in progress to study the role of innovative forms of passenger public transport in favouring mobility of tourists within contexts where transport services are inadequate. In particular, the research focuses on the Sicilian region, in the south of Italy, which is characterized by cultural and naturalistic beauties as well as "weak" rail and road infrastructures and is surrounded by many attractive minor islands. Our aim is to investigate the feasibility of helicopter regular transport services for connecting the main regional tourist centres, with particular reference to Palermo, Taormina, which are also near to the two major Sicilian airports, and the Eolie Islands. The corresponding origin-destination pairs could justify the use of helicopter, since they are characterized by a high travel demand of tourists moving from airports to their destination or just making a daily tour.

The paper is articulated as follows: the first part describes the demand-supply system of tourism in Sicily, with particular respect to the Eolie Islands; the second part concerns management and technical aspects of helicopter transport; the third part focuses on modelling the demand for helicopter transport of passengers in Sicily: survey of literature, data collection method, modelling results and some related comments; the final part provides some final remarks and identifies the future steps of the research.

ESSENTIAL CHARACTERISTICS OF THE REGIONAL SYSTEM OF TOURISM

Sicily is a region with great artistic, archaeological and naturalistic amenities (Fig. 1), which offers a still preserved landscape. Within the Sicilian territory, the resources which have been recognized as archaeological, artistic and naturalistic "treasures" are 340 and are distributed as shown in Fig. 2.
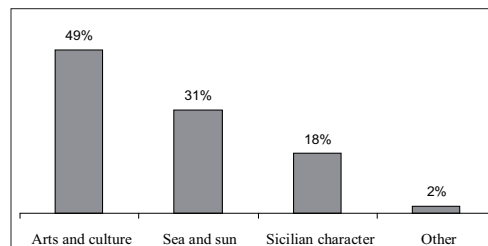
Fig. 1 - Factors attracting tourists in Sicily - Source: Sicilian Region, 2007
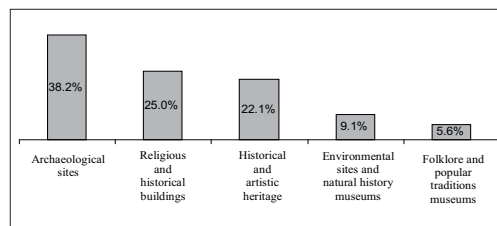
Fig. 2 Cultural heritage in Sicily - Source: Sicilian Region, 2003

With respect to tourist presences (total amount of overnight stays in hotels per annum), Sicily is the eighth region in Italy and the second in Southern Italy (Fig. 3). Data on tourist density (yearly arrivals of tourists per square kilometer) highlight that Sicily is under the national average (140 against 247 arrivals per km^2) and lies in thirteenth position (Fig. 4). The most attractive Sicilian provinces, in terms of yearly presences of tourists (Fig. 5), are Palermo and Messina, where two important tourist areas are Taormina and the Eolie Islands.
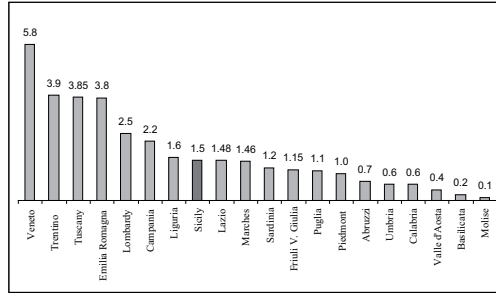
Fig. 3 - Tourist presences (millions) in the national context per annum - Source: Sicilian Region, 2003
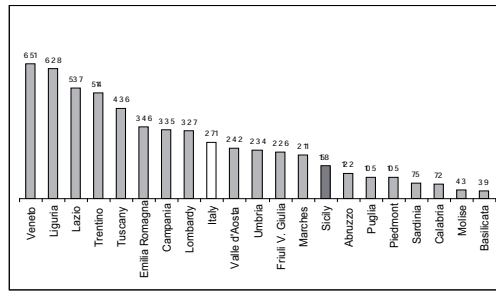
Fig. 4 - Arrivals of tourists per km² per annum - Source: Sicilian Region, 2003
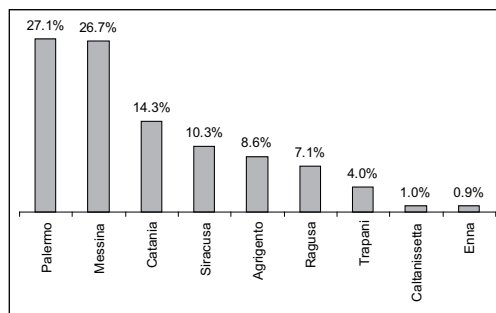
Fig. 5 - Presences of tourists (%) in Sicilian provinces per annum - Source: Sicilian Region, 2008

EOLIE ISLANDS

The Eolie Islands are a volcanic archipelago in the Tyrrhenian Sea, in the north of Sicily. The Eolie Islands are seven: Lipari, Vulcano, Salina, Panarea, Stromboli, Filicudi and Alicudi. They are considered by UNESCO as World Heritage Sites.

Lipari is the main island and generally offers the widest selection of accomodations, restaurants, shops and tourist facilities. Lipari is also the oldest island; its lidos are covered with the finest white sand, actually the final product of black lava; moreover, it is famous for its acropolis from the Neolithic Era.

Panarea is perhaps the most picturesque, with its stark white houses and brilliant yellow ginestra bushes; it is preferred by celebrities and young people for its naturalistic beauty and nightlife.

Table 1 shows the tourist supply in the Eolie Islands, while tables 2 and 3 provide, respectively, the arrivals and the presences of tourists in the Eolie Islands in the 2007-2008 period.

Tab.1 - Tourist supply in the Eolie Islands

	Hotels 5 stars	Hotels 4 stars	Hotels 3 stars	Hotels 2 stars	Hotels 1 star	Residences	Total
Hotels	4	19	38	9	7	13	90
Beds	426	1,217	1,737	227	137	418	4,162

Source: Provincial Tourist Agency of Messina, 2008

Tab.2 - Flows of tourists arriving in the Eolie Islands' hotels in 2007-2008

	Hotels 5 stars	Hotels 4 stars	Hotels 3 stars	Hotels 2 stars	Hotels 1 star	Residences	Total
Sicily	2,211	9,960	24,545	1,699	1,051	4,975	44,441
Italy	6,293	16,077	38,599	3,578	1,047	6,403	71,997
Foreign Countries	3,793	20,456	34,370	7,031	505	4,525	70,680
Total	12,297	46,493	97,514	12,308	2,603	15,903	187,118

Source: Provincial Tourist Agency of Messina, 2008

Tab.3 - Presences of tourists in the Eolie Islands' hotels in 2007-2008

	Hotels 5 stars	Hotels 4 stars	Hotels 3 stars	Hotels 2 stars	Hotels 1 star	Residences	Total
Sicily	6,847	28,442	65,328	4,485	3,065	16,660	124,827
Italy	36,591	84,280	194,137	17,513	4,712	38,590	375,823
Foreign Countries	14,038	79,517	102,242	19,745	1,336	19,258	236,136
Total	57,476	192,239	361,707	41,743	9,113	74,508	736,786

Source: Provincial Tourist Agency of Messina, 2008

HELICOPTER TRANSPORT: MANAGEMENT AND TECHNICAL ASPECTS

Over the last years, the use of helicopter for passenger transport has played an increasingly important role (mainly in Europe and North America), because of the growing congestion of traditional transport infrastructures and the rise in value of time for people. Helicopter can fly at low altitudes via its own routes without interferences with other transport modes. So, the diffusion of helicopter transport services could contribute to reducing the congestion of airports and the travel times for short and mid-haul trips, with low environmental impact. Moreover, helicopter is the only aircraft able of vertical take off and landing, which makes it very suitable for reaching areas with low accessibility such as minor islands.

On the basis of a worldwide survey, we can distinguish two categories of helicopter passenger transport service: transport on demand and public scheduled transport.

In the first case, in general, helicopter is used for moving inside very congested areas: San Paolo in Brazil is a typical example of big city with a road system that can't satisfy the high mobility demand of leisure and business travelers.

As regards public scheduled helicopter transport, throughout the world, there are few consolidated experiences. In Europe, for instance, Heli Air Monaco operates line services between Nizza airport and Monaco (Montecarlo): the distance is approximately 15 km and the ticket price is about 105 euros.

An interesting example of the competitiveness of helicopter for linking international airports with the corresponding metropolitan areas is the case of US Helicopters Company that connects JF Kennedy airport with Manhattan: the transfer time is about 10 minutes and the users pay a surcharge (25 dollars) on the air flight ticket.

Recently, there has been a development of helicopter line service to get to those tourist areas that can be reached spending a lot of time because tourists have to use a combination of different transport alternatives. An example is Helisureste company that connects through scheduled services Spain (Malaga) with Africa (Ceuta). The air distance between the two cities is about 120 km (flight time of 30 minutes) and there are different fares: 67 euros for residents and 135 euros for the others. Another similar experience is the connection between Helsinki and Tallin (the distance is about 80 km and the ticket price is ≥ 50 euros), carried out by Copter line CO, or the Vancouver Island-Victoria link by Helijet (time flight of 35 minutes and fare ranging from 75 dollars for students to 245 dollars for business class).

In particular contexts where low mobility demand doesn't justify substantial investments in new infrastructures, people often have the possibility of using social transport services that benefit from the public financial support. A typical case is related to the connections with minor islands. In Italy, Alidaunia operates helicopter line transport between Foggia and Tremiti Islands and Puglia region pays for the resident population (the ticket price is 25 euros for residents and 50 euros for the others).

We estimated the operating costs of helicopter service considering the following cost drivers: fuel and oil consumption, maintenance, depreciation, insurance, crew, administration.

In particular, we evaluated costs for three categories of helicopter, each characterized by a specific combination of capacity (number of seats) and maximum speed that is suitable for a regular transport service over short-medium distances (see Table 4).

Tab. 4 - Technical and economical features of the helicopter categories under consideration

Helicopter type	Number of seats	Maximum speed (Km per hour)
Light twin turbine	6	250
Medium twin turbine	14	270
Heavy twin turbine	25	280

Fuel/oil consumption and maintenance costs were valued on the basis of a dataset from Concklin & de Decker (2007) and assuming 1,800 fight hours per annum. As concerns depreciation, estimation was carried out based on the average purchase cost for each helicopter type (source: world-wide survey by the authors) and assuming a residual value equal to a third of the purchase cost, a 7-10 year service life, a 7% yearly loan interest and 1,800 flight hours per annum. The insurance cost was supposed to be the 5% of the purchase one. The hourly crew cost was determined based on the labor cost for helicopter pilots (source: Rotor & Wing, 2006) assuming 1,600 working hours per annum and a standard requirement parameter of 2.5 crews per helicopter (each crew consisting of at least two pilots). So, the total hourly cost was calculated adding up all costs and increasing the resulting value by a 10% rate, to allow for administration charges (see Table 5).

Tab. 5 - Total hourly costs for the three categories of helicopter

Helicopter type	Total costs (Euro/h)
Light twin turbine	1,415
Medium twin turbine	2,118
Heavy twin turbine	3,393

MODELLING THE DEMAND FOR HELICOPTER TRANSPORT IN SICILY

This section describes the various steps carried out to build a demand model for simulating the transport mode choice behaviour of tourists visiting Sicily, when the helicopter alternative is available.

In particular, we focused on trips from Palermo and Taormina[1] to Lipari[2], one of the Eolie Islands, of tourists with high willingness-to-pay for travel time savings (individuals choosing superior hotels) and a mode choice set consisting of two alternatives, hydrofoil and helicopter.

Fig. 6 – The study area

The observations employed to develop the travel demand model derives from a stated preference survey involving a sample of tourists visiting Palermo, Taormina and the Island of Lipari. We submitted to each respondent a questionnaire composed of three sections:

- the first section contains a description of the helicopter transport service proposed for tourist transfers inside Sicily;
- the second part is a stated preference experiment providing five choice games per respondent, based on the following explanatory variables: one-way journey time (hours) and one-way journey cost per passenger (euros);
- the third part requires information about the decision-maker: age, household income, the number of family members who usually travel with the respondent, the duration of the stay, etc.

In detail, we processed 573 choice observations[3], considering the following explanatory variables: one-way journey time (hours)[3], one-way journey cost per passenger[4] (euros), household yearly income. The model, therefore, explicitly does not allow for persons who currently do not travel to the Eolie Islands and might consider this destination more attractive if transport services improved.

In particular, to account for the non-systematic taste heterogeneity of the sample, we developed a *mixed logit* model, precisely a *random parameter logit*. This was estimated by NLogit 4.0 econometric software, applying the simulation method based on the Halton draws that, as some authors demonstrate (e.g. Train, 1999 and Bhat, 1999), is more effective in terms of simulation variance and more efficient in terms of computation times than the alternative approach using random draws from the specified distributions of the stochastic parameters.

THEORETICAL FOUNDATIONS AND SURVEY OF LITERATURE

This study rests on the literature about transport demand modelling, with respect to mode choice simulation through random utility models. The random utility theory is the econometric tool for the demand function estimation in a context of discrete choices (Domencich and McFadden, 1975; Ben-Akiva and Lerman, 1985).

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1 *Which are also near to the most important regional airports.*
2 *And vice versa.*
3 *Some respondents did not consider all choice cards in carrying out the SP exercise.*
4 *It takes into account trips to/from the port and the heliport.*

Quite recently, an important progress has occurred within the field of discrete choice analysis that has led to a more advanced method, particularly suited for "capturing" the complexity of individual choice behaviour: the *mixed logit* model, which assumes a random nature for attribute parameters[5]. This is a very flexible model that can approximate any random utility model with complete precision (McFadden and Train, 2000) and can allow for taste heterogeneity (*random parameter logit*), correlation across alternatives (*error component logit*), alternative specific variances, correlation in unobserved factors over time/choice situations (the latter being particularly useful when employing stated preference data).

In a discrete choice model, the perceived utility of decision-maker n, from alternative j, in relation to choice situation t, can be represented by the following linear-in-the parameters specification:

$$U_{njt} = \boldsymbol{\beta_n} \boldsymbol{X_{njt}} + \varepsilon_{njt} \qquad (1)$$

where:

$\boldsymbol{X_{njt}}$ is the vector of independent, non stochastic, observed variables. It includes attributes of the alternatives, socio-economic characteristics of the respondent and descriptors of the decision context;

$\boldsymbol{\beta_n}$ is the vector of coefficients, unobserved for each individual;

ε_{njt} is the error term with zero mean; it represents unobserved effects and is assumed to be i.i.d. extreme value type I (Gumbel distribution) distributed and independent of $\boldsymbol{\beta_n}$ and $\boldsymbol{X_{njt}}$.

In order to allow for the presence of unobserved preference heterogeneity, in specifying the utility of alternative j, expressed in equation (1), the basic assumption is that the coefficient vector $\boldsymbol{\beta_n}$ varies in the population with density $f(\boldsymbol{\beta_n}|\boldsymbol{\theta})$, where $\boldsymbol{\theta}$ are the true parameters of the corresponding random distribution (e.g. the mean and the covariance matrix). Several distributions can be assumed (normal, lognormal, triangular, uniform, etc.).

Conditional on $\boldsymbol{\beta_n}$, the probability that a respondent chooses alternative j in choice situation t is expressed by a standard *logit* formula:

$$L_{njt}(\hat{\boldsymbol{a}}_n) = \frac{\exp(\hat{\boldsymbol{a}}_n' X_{njt})}{\sum_{i=1}^{J} \exp(\hat{\boldsymbol{a}}_n' X_{nit})} \quad [6] \qquad (2)$$

Since $\boldsymbol{\beta_n}$ is not given, the unconditional choice probability is the conditional probability, $(L_{njt}(\boldsymbol{\beta_n}))$, integrated over all the possible values of $\boldsymbol{\beta_n}$, weighted by density $f(\boldsymbol{\beta_n}|\boldsymbol{\theta})$:

$$P_{njt} = \int L_{njt}(\hat{\boldsymbol{a}}_n) f(\hat{\boldsymbol{a}}_n|\hat{\boldsymbol{e}}) d\hat{\boldsymbol{a}}_n \qquad (3)$$

this is referred to as the random parameter logit model.

As probabilities in (3) do not have a closed form, they must be approximated by simulation, drawing repeatedly from the distribution of $\boldsymbol{\beta_n}$ and calculating the mean of the resulting choice probabilities; based on this approach, it is possible to obtain the simulated log-likelihood of each individual choice and, hence, the maximum simulated likelihood estimator of parameters $\boldsymbol{\theta}$ that characterise the distribution of $\boldsymbol{\beta_n}$.

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5 *An excellent reference for this group of models is Train (2003). Recent applications can be found in Ben-Akiva and Bolduc (1996), Munizaga et al. (1997), McFadden and Train (2000) and Train (1998).*
6 *The variance of ε_{njt} may not be identified separately from β_n, so it is normalized to set the scale of utility.*

THE MIXED LOGIT MODEL

According to our a priori expectations, we assumed taste heterogeneity with regard to the travel time coefficient. We initially estimated a *mixed logit* model with the journey time parameter being normally distributed, in which we also allowed the mean of the random journey time coefficient to be dependent on a decision maker-related variable that is the household yearly income (*HI*). Formulas 4 and 5 refer to the specification of utility functions; Table 6 shows the estimation outcomes.

$$U^{is}_{Hydrofoil} = \left(\beta_T + \delta_T \cdot H^{i} + \sigma_T \cdot \upsilon^i_T\right) Time_{Hydrofoil} + \beta_C \cdot Cost^s_{Hydrofoil} + \varepsilon^{is}_{Hydrofoil} \qquad (4)$$

$$U^{is}_{Helicopter} = \beta_{Helicopter} + \left(\beta_T + \delta_T \cdot H^{i} + \sigma_T \cdot \upsilon^i_T\right) Time_{Helicopter} + \beta_C \cdot Cost^s_{Helicopter} + \varepsilon^{is}_{Helicopter} \qquad (5)$$

For a certain choice situation *s*, a decision-maker *i* and a generic alternative *j*, the following symbols are defined:

U^{is}_j	perceived utility;
$Time_j$	one-way journey time (hours);
Hli	household income per annum for respondent i (1= less than 75,000 €; 2= greater than 75,000 € and less than 150,000 €; 3= greater than 150,000 €);
υ^i_T	the source of heterogeneity for the travel time parameter, which does not vary across the observations drawn from the same sampled individual;
$Cost^s_j$	one-way journey cost per passenger (euros);
β_j	alternative specific constant coefficient for mode j;
$\beta_T, \delta_T, \sigma_T$	parameters determining the random distribution of travel time coefficient;
β_C	cost coefficient;
ε^{is}_j	random part.

household income per annum for respondent i (1= less than 75,000 €; 2= greater than 75,000 € and less than 150,000 €; 3= greater than 150,000 €);

Tab.6 - The mixed logit model assuming a normal distribution for the travel time parameter[7]

	Estimate	Standard Error	T-ratio
Cost coefficient	-0.17455255	0.04643095	-3.759
Parameters which determine the random distribution of travel time coefficient			
β_T	-4.42476019	1.49945607	-2.951
δ_T	-0.94669305	0.51616002	-1.834
σ_T	3.68831038	0.51993713	7.094

Sample size = 573 observations (5 observations per person)
Log likelihood function = -124.0338
ρ^2 (Constants only) = 0.687
Adjusted ρ^2 (Constants only) = 0.685
Value of time (€/h): population mean = 28.67; population standard deviation = 22.05

As emerges from Table 6, the initial *mixed logit* model presents proper signs, good statistical significance for its attributes and considerable goodness of fit. In particular, as expected, the outcomes highlight that users assign greater impact to transit time changes as their income increases. Moreover, since the travel time stochastic coefficient is normally distributed, structural parameters β_T and σ_T must be interpreted considering that the mean of the random travel time parameter is $(\beta_T + \delta_T HI^i)$ and the standard deviation is σ_T; the latter, in particular, is highly statistically significant: it is different from 0, at the 99% confidence level, which confirms the heterogeneous sensitivity to time of the sample.

The unconditional population mean of the willingness-to-pay for travel time savings (WTP) was computed by averaging the individual WTP estimates based on all information about the respondents, including their choices[8].

Assuming a normal distribution for the travel time coefficient entails a serious shortcoming: since the normal density function is characterized by an infinite range of variation, this coefficient can be positive with probability equal to about 12%.

To overcome the weakness of unacceptable parameter sign changes, we estimated a *mixed logit* model based on the triangular distribution for the travel time marginal utility ($\upsilon^i_T \sim$ triangle [-1,1]). This is similar in shape to the normal function and is characterized by a finite range of variation. So, by setting structural parameter σ_T equal to structural parameter β_T, we made the non-systematic part of travel time coefficient $(\beta_T + \sigma_T \upsilon^i_T)$ range from zero to twice β_T, thus fixing its sign (Hensher and Greene, 2003). Table 7 presents the estimation process output in the case under consideration.

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7 *The alternative specific constant coefficient for helicopter is not included because its statistical significance is very low.*
8 *For the computation method relating to the unconditional population mean and standard deviation of WTP, the reader is referred to Greene (2007).*

Tab.7 - The mixed logit model assuming a triangular distribution for the travel time parameter[9]

	Estimate	**Standard Error**	**T-ratio**
Cost coefficient	-0.21269615	0.03470145	-6.129
Parameters which determine the random distribution of travel time coefficient			
β_T	-5.14019910	0.59994724	-8.568
δ_T	-0.64805807	0.40314154	-1.608
σ_T	-5.14019910	0.59994724	-8.568
Sample size = 573 observations (5 observations per person) Log likelihood function = -137.9629 ρ^2 (Constants only) = 0.652 adjusted ρ^2 (Constants only) = 0.650 Value of time (€/h): population mean = 27.34; population standard deviation = 11.29			

In Table 7, the reader can observe that the *mixed logit* model estimation, based on the triangular distribution for the travel time parameter, is characterized by proper signs and better statistical significance of coefficients, except for parameter δ_T, which can be assumed different from zero at the 89% confidence level. The goodness of fit is considerable, through it is slightly smaller than in the normal distribution case. Moreover, since the distribution of travel time coefficient is triangular, its mean is ($\beta_T + \delta_T HI^i$) and its standard deviation is $\sigma_T/\sqrt{6}$.

With respect to the normal distribution case, the empirical estimates of WTP, obtained employing the approach described above, are characterized by a similar mean and a much lower standard deviation.

Tables 8 and 9 present the predicted choice probabilities for hydrofoil and helicopter, obtained by applying the calibrated *mixed logit* model to the input dataset, which concerns two o-d pairs: Palermo-Lipari and Taormina-Lipari. In particular, the computation was carried out with respect to the first of the choice scenarios submitted to the sample, which assumes that the decision-maker travels alone. The resultant predictions were attained by averaging the choice probabilities of sampled individuals with the same household income per annum. This attribute proved to be very important in affecting mode choice behaviour: on the average, the choice probability for helicopter rises significantly as we move from the lowest level of household income to a superior one.

Tab. 8 Mode choice probabilities for the Palermo-Lipari o-d pair based on mixed logit model

Mode	**Journey cost (€)**	**Journey time (h)**	**Average choice probability (%)**		
			HI* ≤ 75,000 €	75,000 € < HI* < 150,000 €	HI* ≥ 150,000 €
Hydrofoil	50	4.75	75.9	67.4	59.2
Helicopter	170	1.25	24.1	32.6	40.8

* Household yearly income

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9 The Alternative specific constant coefficient for the helicopter alternative is not included because its statistical significance is very low.

Tab. 9 Mode choice probabilities for the Taormina-Lipari o-d pair based on mixed logit model

Mode	Journey cost (€)	Journey time (h)	Average choice probability (%)		
			HI* ≤ 75,000 €	75,000 € < HI* < 150,000 €	HI* ≥ 150,000 €
Hydrofoil	40	4.17	28.2	19.5	12.9
Helicopter	110	0.83	71.8	80.5	87.1

* Household yearly income

As the reader can observe in tables 8 and 9, for the Taormina-Lipari link, the helicopter-based passenger transport is remarkably competitive; this is due to the low distance (in a crow line) between Taormina and Lipari Island and to the bad performance of maritime transport. This is an interesting result, since Taormina ad the Eolie Islands are two of the most attractive areas for tourists in Sicily and Taormina is near to the most important regional airport (in Catania).

On the contrary, the Palermo-Lipari link is characterized by a lower competitiveness of helicopter transport, because of the higher distance (in a crow line) which makes the difference in cost between helicopter and maritime transport increase, whereas the difference in travel time changes slightly.

CONCLUSIONS AND FUTURE STEPS

This research is a work in progress that aims at investigating the feasibility of helicopter transport of passengers on a regional scale; we refer to those regional contexts whose transport infrastructures are mostly underdeveloped. Our study is applied to Sicily, in the south of Italy, which is characterized by cultural and naturalistic beauties as well as "weak" rail and road infrastructures and is surrounded by many attractive minor islands. In detail, we intend to analyse the feasibility of helicopter regular transport services for connecting the main regional tourist centres, with particular reference to Palermo, Taormina, which are also near to the two major Sicilian airports, and the Eolie Islands.

Thus, we conducted a stated preference survey involving a sample of first class hotels in Palermo, Taormina and the Island of Lipari, to analyse the mode choice behaviour of tourists travelling from one of these places to another. We submitted to each respondent five choice games, based on the following explanatory variables: one-way journey time (hours) and one-way journey cost per passenger (euros). We employed the resulting set of observations to estimate a demand model for simulating the mode choice behaviour of tourists travelling from/to Palermo and Taormina to/from the Island of Lipari (hydrofoil versus helicopter). In detail, we developed a *mixed logit model* accounting for taste heterogeneity with respect to the travel time parameter. The best model specification, in terms of statistical and behavioural significance of coefficients, assumes a triangular distribution for the travel time marginal utility and makes the mean of travel time a linear function of the household income per annum. The estimation outcomes point out that users attach greater disutility to rises in transit time as their family income increases. Using the estimated parameters, we obtained willingness to pay valuations (values of travel time savings) and predicted choice probabilities for the sampled individuals, finding out that the choice probability for helicopter rises significantly as the household income increases.

Further research will consist in modelling the mode choice behaviour for tourist trips within Sicily and in analysing, through the estimated choice models, the feasibility of helicopter passenger transport with respect to the selected o-d pairs, taking into account the possibility of a public financial support influencing service price[10].

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10 For example, the public sector could invest in the regional heliport network that could be used also for public services such as helicopter rescue, monitoring, etc.

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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

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Abstract

The City of the Dead, the largest and most ancient cemetery of Cairo, since the ninth century, has hosted many "inhabitants", starting from the massive immigration from rural areas bordering Cairo, and then in response to the impressive and massive urbanization that, combined with a constantly increasing demographic index, made Cairo a metropolis with an unsustainable density, producing, besides other effects (traffic, pollution, soil consumption , etc.), a huge number of homeless.

In a world in which homologation of cities, disguised under the term development, hides the slavish acquisition of imported development models, it is important to work to defend uniqueness and difference and to convey it to governments, whether local or national, as a framework of a policy, based on their resources and identity, which is the only way to attain a real and sustainable development. Within the bounds of this trend lies this International Action-Research project "Living in the City of Dead"; an Italian-Egyptian bi-lateral project between the Polytechnic of Milan and the University Ain Shams in Cairo.

The purpose of the project is to overcome the partial and reductive vision of the City of Dead as a "plague" of Cairo and have it reconsidered as a means of extraordinary resource, either cultural or ethno-anthropological. Thus the primary aim of the project is about valorising it as cultural heritage to preserve with all its social, architectural and environmental systems, viewing it as an experimental context on which it is possible to test new strategies and development models for the Cairo of tomorrow.

The project is structured on several levels: starting from a detailed study of the site, its problems and potentiality, it proposes the structuring of governance processes leading to a new Vision (project) and to the definition of relevant policies for the City of the Dead: policies in which the inhabitants are considered an active part in the retraining processes.

Moreover, on a parallel plane, field work with the inhabitants is put forward, to assist them to form into a recognizable Association and to develop a circuit of Integrated Relational Tourism within the City of the Dead. This point arises from the firm belief that this kind of intervention can generate new informal micro-economies, capable of gradually improving the inhabitants' socio-economic conditions.

Consequently, this is a project with a strong trans-disciplinary approach, which weaves into one the themes of valorisation of local heritage, both material or non material, of the policies designed to pursue a sustainable and lasting development through new ways of interactive planning and of tourism as a bottom-up development engine.

The paper outlines the project, the working methods and the first results achieved.

Key words: Cultural heritage, Sustainable tourism, Vision, Bottom-up development, Strategies of redevelopment

A unique world context

Situated in the heart of Cairo there lies the City of the Dead (al Qarafa or al Maqabar), the largest and most ancient cemetery in the city and one of the biggest Islamic necropolis in the world, a site of culture and the destination of pilgrims as far back as the X century. From the XIX century onwards, the tombs, monuments, mosques and schools have seen numerous "inhabitants" make them their home, at first primarily because of the massive flow of people from the rural outskirts of Cairo and later in answer to the imposing urbanization and ever increasing demographic expansion that has made Cairo a metropolis of an unsustainable density and has led to, among other things (traffic, pollution, consumption of the land & soil, etc.), an enormous quantity of homeless. The City of the Dead is thus considered a "slum", one of the most extensive informal areas of the city, institutionally and publically stigmatized due to the co-habitation of the living and the dead. In reality, it is a very unusual slum, one which is the curator of a huge and very precious historical-architectural heritage and which is at the same time quite a unique, cultural habitat, the only one of its kind, where a varied local society and its specific cultural lifestyle due to the sepulchral character of the location, "brings life" to the City of the Dead, in direct contrast to the degradation and ruin of the latter. This complex ensemble of characteristics, whether anthropological, social or architectural, constitutes something seen nowhere else in the world, the roots of which, both due to morphology and aspects of a social and religious nature, penetrate deeply into the layer upon layer of culture and history which washes over Cairo, and that notwithstanding the difference of opinion over the merits of the co-habitation itself, forms an undeniable matrix of values that give the area its characteristic identity. Town planning has until now undervalued this exceptional material resource and has ignored or discredited the socio-anthropological side of the argument, preferring to favour demolition and relocation of the cemetery area and its inhabitants in parts of the desert which are far away from the town centre, leaving only the "monumental landmarks". The guidelines of the most recent Strategic Plan Cairo 2050, for example, foresee the preservation of anything that is classed as having "cultural relevance". This means that the focal point of the debate lies in deciding exactly what is defined as a culturally significant object, a part of the historical-cultural heritage of a city, and moreover, what approach is to be taken, given the contrasting theories on redevelopment of historical sites. The crux of the matter in question, in short the basis over which there is disagreement, is closely tied to conservation, redevelopment and re-integration of the historical-cultural heritage in an urban context, in all of its possible shapes and forms.

Research pathways via Cultural Heritage and development strategy

What is evident given these considerations is that the subject of redevelopment of historical sites requires an in depth study as a basis on which to work and comprehend the site in itself, in accordance with a "holistic" paradigm. In the matter of the City of the Dead, what emerges from the approach taken is above all how the concept of "monument" can neither be detached from the whole, this minute funereal mesh, nor can it be separated from the complex social system that interacts with it.

In a world where the homologous city, marketed subtly as development, hides the slavish acquisition of heterotrophic models, it is of vital importance that one works to protect individuality and diversity, pressurizing and convincing governments, both local and national, plus the population itself, as to how a policy based on the resources and local identity is the only way to obtain a really concrete, sustainable development.

These are the premises for the international project for research-action *"Living in the City of the Dead"*, a bilateral Italian-Egyptian project sponsored by Diap-Polytechnic of Milan and the University Ain Shams of Cairo, started up in 2008 with the aim of deconstructing the biased and degrading vision of the City of the Dead as the "bane" of Cairo and reconstructing a new "image" that redrafts the City of the Dead as an extraordinary cultural and ethno-anthropological font, and valorizes it as cultural heritage of first grade importance, together with

the entire social, architectural and environmental system and as an experimental context in which to try out new strategies for redevelopment and for tomorrow's Cairo[1].

Even though there is an abundance of detailed surveys of this area and its prestigious architecture - about 1.000 hectares of mausoleums, mosques, family tombs and graves dating back to many centuries ago, a testimony to the wealth of art and architecture inherent to the cult of death in Egypt – all of which have served to highlight the historical-architectural value and the necessity for preservation and protection[2], local institutions and government have showed themselves, and still are, very uninterested, torn between a general undervaluation (a specific effect of the more general and long lasting indifference for this historical city) and the stigmatizing or ignorance of a location that is retained as in decay, dangerous and therefore not presentable to the eyes of the world, owing to the presence of its inhabitants flocking around the sepulchral areas and their monuments. In fact, although the living/dead co-habitation in these cemeteries has a long established background[3], the presence of this important "immaterial heritage", socio-anthropological and cultural alike, is in reality completely unknown and overlooked by all policy. Whereas neither maps, charts, detailed surveys on the physical-environmental state of the cemeteries as a whole exist, likewise there are no systematic surveys on the population of the cemeteries available[4]. The implications are that a seriously conducted consensus of the material heritage and also even the most approximate calculation of the number of inhabitants have not been carried out, and are the first thing that any hypothetical future plan for the site must tackle. In reference to the lack of realistic estimates of the resident community, it must be pointed out that there is a vast number of inhabitants and moreover, what emerges from the first socio-anthropological studies performed on the location as part of the Project[5], is that the population is also very diversified, with people from different regions and social extraction, many of whom have been living in the cemetery for generations. These factors shape a situation which brings together an extremely heterogeneous community and at the same time, to a peculiar local *milieu*, made up of myths, rituals, traditions, knowledge and wisdom and experience, attitudes, practices, activities, all connected to the sepulchral character of the site and more.

The first studies carried out revealed a rich interwoven patern of lifestyles which each group of this society leads in its sector of the cemeteries, giving rise to a multitude of living conditions and carving out of the nothingness the space and amenities essential for everyday life and co-habitation, through a conspicuous ensemble of informal uses of open spaces, for example the road which is utilized as "a meeting point, distribution of services (temporary shops and stalls, nomad mechanics, micro restaurants and cafés…),

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1 For a detailed presentation of the project for research-action, see the essays by P. Bellaviti, "Abitare nella Città dei Morti. Un progetto di ricerca azione per un habitat informale "di eccellenza" and by C. La Mantia, "Sakan Project. Strategie e governance per uno sviluppo urbano cultural based nella Città dei Morti", in Territorio n. 50, 2009, pp. 9-19 e pp. 42-49. There are contributions to this project made by A. Tozzi Di Marco, E. Lazzarino e L. Garibaldo, S. Sambati , A. Colli e M.L. Daglia included in the review "Viaggio al Cairo. Trasformazioni e progetti di una megalopoli del futuro e del suo antico cuore pulsante: la Città dei Morti", edited by P. Bellaviti, in Territorio n. 50, 2009.
2 In particular, consultation of the long term and detailed research conducted by the French Institut de Recherche pour le Developpement (Ird) in collaboration with the Egyptian General Organization for Housing, Building and Planning Research (Gohbpr) between 1985 and 1990, the outcome of which have been recently published in an English edition: G. El Kadi, A. Bonnamy, Architecture for the Dead, American University in Cairo Press, 2007.
3 Traditionally temporary residential use was foreseen for the cult of the deceased by the families concerned and the semi-informal presence of groups of residents charged with the duty of funeral management or as guardians of the tombs was allowed, as were temporary stays by pilgrims. These forms of residence have been joined over the course of the last century by a large population of evicted agricultural workers, vagabonds and homeless, who have occupied the graveyards and other or have created new makeshift homes inbetween the tombs
4 The estimates for the population of the City of the Dead have always been very variable, ranging from tens of thousands of inhabitants declared in the official consensus, to the 800.000 and more that Mike Davies (2007) talks about, while recent research carried out at the site puts the figure for residents in the cemetery areas in the region of hundreds of thousands (from 200 to 400.000)
5 We rerer especially to the survey conducted by the anthropologist Anna Tozzi Di Marco in the area from 1998 to 2005. Cfr. A. Tozzi Di Marco, Il giardino di Allah. Storia della necropoli musulmana del Cairo, Ananke, Torino

parties and ceremonies (weddings and funerals and wakes), recreation area (football, kites…), animal breeding ground (donkeys, goats, sheep, cows, chickens…)"[6] In the City of the Dead it's really easy to spot the "localized" mind" that La Cecla talked about (1988-2000, 1993), that is a capacity and a culture to live in a space that conforms to one's necessity in terms of its richness and adequateness, even if this space has not only not been designed for residential living, but had, conversely, been planned for the burial of the dead.

Taken as a whole, the living conditions and life itself in the cemeteries are by no means similar to those usually seen in the *slums* in Cairo and worldwide and can even be said to be better than those of other "formal" quarters of Cairo, for example the more ancient parts now in decay, from which, by no coincidence, part of the population now residing in the cemeteries hails. Quantity and quality of living space, provision of formal and informal amenities, and opportunity for economic support, all of these make it an informal siting that can be defined "virtuous" or "excellent"[7]. From whichever angle you look at it, the City of the Dead appears as a very special environment whose character and value are the result of the multiform bond between the dead city and the living one. Bonding which, however, is full of contradiction: the function of the cemeteries as habitat can be seen as the care of the location and preservation of its particular culture, but at the same time can be pinpointed as the cause of the erosion and disassembling of its nature, the sepulchral environment having been transformed into a disorderly aggregation of informally constructed residences.

Interlaced relationship and research studies

Any project for research and intervention in this type of area must, thus, pit itself against the complex and sometimes contradictory background of relationship that exists between the "stone of the city and the living city" (Cellamare, 2008). The preservation and valorization of the City of the Dead must be envisaged as an integral part of conjecture made concerning this relationship and of the combined assessment of the differing values of heritage– architectural, social, cultural, and environmental - that it holds. The simplified (and violent) solution such as completely "clearing" the cemetery areas of its inhabitants and transporting them to some of the *new towns* in the desert – as is often bandied around by town planners – would not only endanger the integrity of the socio-cultural patrimony tied to the cult of the dead strongly embedded in the local community, but would also compromise the possibility for the preservation, care and livability of such a vast architectural heritage, so fragile and so fundamentally "urban".

What's more, it's an urban environment that urban planning itself, conversely to what was proposed, has contrived to create:

> "Opinion in the upper echelons of the government is divided over what to do about the cemeteries. The extremists want their residents cleared out into the desert – an unrealistic solution that fails to take into account the social, financial, and cultural costs of such an operation.
>
> The pragmatists, in contrast, see the 250,000 house-tombs as housing stock for the homeless, some of whom were subsequently moved in by Governorate decree.
>
> The ambiguity of the state position on the matter is reflected by the ongoing cemetery infrastructure work: 'Twelve tombs on a single cemetery street have a telephone, obviously installed by a public company, and the neighbourhood has water and electricity, six schools, two fire engines, a drugstore, and public transport. Every sector is guarded by two police officers.

6 From the chapter "Abitare lo spazio", by Luca Francesco Garibaldo, form the Report of the International Workshop Dentro Città dei morti. Insediamenti Informali e strategie di sviluppo. On this argument, see also the article by Lazzarino and Garib-aldo in the review "Viaggio al Cairo…", cit.

7 The same conclusion was reached by the analysis of the case study City of the Dead done by M. Falletti in the essay "Cinque zoom sul Cairo. I progetti attuati e quelli in via di attuazione", in "Viaggio al Cairo…, cit., pp. 85-95, an opinion shared also by E. Sommariva, "Abitanto tra i morti. Viaggio nei cimiteri abitati del Cairo, in Domus, n. 880, 2005, pp. 46-65

And the residents of the hawshes denied a mains connection fetch drinking water from the four public fountains installed in 1975"[8].

In an attempt to deal with the articulated complexity of the case of the City of the Dead, the research-action project came up with the following general goals:

- the promotion of the valorization of this unique urban environment to the world, by implementing an intervention, both locally and internationally, of support for the recognition and reinforcement of its architectural, social and environmental patrimony;
- the favoring of the spread within the resident community of awareness of said patrimony, with particular attention to lifestyles and habits that could damage or aid its preservation, to 'ritual beliefs" connected with the rites of the funeral and the socio-cultural set up which has to now acted as a passage from generation to generation, and which could today crumble away or be reactivated through its clash with modernity;
- to propose a change in the current conditions of the City of the Dead with a view to improving some aspects of the social life and financial means of the inhabitants through the redevelopment of the residences and amenities and the growth in loco of job opportunities.

To turn these multiform objectives into real life, concrete research and action strategies, a substantially eclectic approach has been taken to the study and intervention, an approach that foresees a mixture of various professions and expertise, that is open to different points of view, strategies for action, methodology and tools, with the conviction that tabling such a difficult theme and environment as the one in question, the City of the Dead, requires a combination of diverse opinion and the activation of as many points of "attack" as possible. Compared to the previous research project done by the group co-ordinated by Bonnamy ed El Khady, more intent on identifying and cataloguing the historical-architectural patrimony, the project *"Living in the City of Dead"* is aiming to focalize mainly on the relationship between this patrimonial heritage and the resident community, by adopting a stance that blends together the spatial and social viewpoints, both on the scale of interpretation and drafting and on the implementation of the intervention, the scope of which is to promote not just the preservation of the material *heritage,* but to also enhance the valorization of the community, living standards and all that is inherent to the practices, beliefs and abilities therein. The project is divided into three action strategies which are linked in series: *Survey - Communication - Networking and participation*. The project operates at different levels: starting with a trans-disciplinary study conducted directly on site and on the resident community (spatial and social scenario), on its problems and potential, explored through quantitative and more especially, qualitative research methods, a structure for the process of governance is put forward, involving local institutions, other stakeholders and communities which leads to the definition of a new vision of the planning and policies relating to the City of the Dead: policies which see the inhabitants vested with an active role within the redevelopment process.

A pilot project: IRT and development of the community

Aimed at seriously "experimenting" the various instances, the approach and the potential within the research-action, the first pilot project has been laid out to trigger and verify the possibilities for sustainable tourism on the site of the cemeteries, which should act both as a springboard for the recognition of the location's value and of the resources which are housed in the cemeteries, in addition to fulfilling the role of a reason for the local community to be drawn into the task of valorisation. Meanwhile, parallel to the research, there is field work being carried out among the inhabitants to assist them in setting up their own association which will be able to exploit business opportunities in the sector of Integrated Relational Tourism specifically for the City of the Dead, in the belief that an intervention of this kind can generate new informal micro-economies capable of gradually raising the socio-economical conditions of the inhabitants.

8 G. El Kady, A. Bonnamy, cit., p. 268.

The City of the Dead is already a tourist attraction, even if for the few who go it is essentially limited to only some of the monuments. On the contrary, it could become a "museum park" worthy of a visit and a closer look, as those who have ventured into the cemeteries have already found out. The strategic plan *Vision 2050*, on the other hand, pictures the City of the Dead as a massive archaeological Park where monuments and monumental tombs are embedded in an oasis of plants and trees which links up with the nearby Al Ahzar Park, built by the Aga Khan Trust for Culture[9]. This *vision* of the City of the Dead however entails the elimination of the residential habitat and local community, depriving it of its vital social substrate and culture. If this is what the Government has in mind, and thus become topics to be further investigated and on which to employ the maximum effort with all the stakeholders (representatives of interest at all levels), they fit perfectly into the "negotiated" definition of this concept: what exactly does Park mean? What is the correct strategy for the City of the Dead? Who will protect the rights of the inhabitants? Why can't the "wellbeing" of the inhabitants of the City of the Dead and the "wellbeing" of the entire city be one and the same thing?

What is obvious is the necessity for a methodology, based on a complex interpretation and subsequent recognition of the differing modes of attributing "value", that stimulates the integration of different levels of government and interest, one which can pinpoint and consolidate the precise Vision which the "evolutionary" project for the territory cries out for.

The pilot project which we intend to put into operation aims to "put the people in the position to test" and " get people to see" exactly how the inhabitants of these places, their knowledge and their " competence" are the primary and fundamental factors for making the City of the Dead an effective, varied expanse and one which is furthermore a usable and precious cultural patrimony. The project foresees the construction of a series of areas, plus the relevant infrastructure and local support centres which will be a sort of guide for the visitor's trip through the monuments (there is already a network of hotels and other centres for hospitality in the community), but will also include other customary landmarks – tradition, ritual, social occasions, environmental land human landscapes – safe housed in the cemeteries. Such a tourist –based initiative, besides being respectful and compatible with the holy nature of these locations, would provide the key to sustainable development of the local community and the entire city.

Other Visions

In conclusion, we maintain that the City of the Dead must be seen in another light, one's gaze must go beyond the normal boundaries in order to be able to envisage it not as a mass of unsolvable problems, but as a stimulating context from which new opportunities can be drawn and get a closer insight into new development models which relate to and connect identity and evolution. The cultural and physical diversity of the sites have to be the undisputed starting point at which all commitment, development strategy and projects must be targeted.

If you consider it thus, the City of the Dead becomes an exceptional case study, one to be read with avidity and thoroughly understood, and then re-thought as a complex system of resources which are to be interpreted, preserved, integrated, made available to others and divulged to the world. The City of the Dead can and must be considered a structural part of what is known as the "cultural infrastructure" of the territory (Carta, 2002), or that is to say, that collection of pre-existing values to be retrieved and implanted in the definition of so-called *cultural based* development policy, deliberately aimed at attributing a strategic value to the territorial quality and cultural and social identity of the location. Identity, community, culture and diversity become reference models to bear in mind during the pre-ordained and taxing road that one must go down in the process of giving a form to the possible future of these areas: a new Vision for the City of the Dead.

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9 *This instance, sponsored by the powerful private foundation, is the first example of some interest in the regeneration of the historical districts of Cairo, completely the opposite of the entrenched strategy of expansion that is upheld by the powers in Cairo. For a more detailed summary of the project see Bianca (2007) and the article by Falletti in the review edited by P. Bellaviti "Viaggio al Cairo…", cit*

So, one side of the coin is to favour participation because this in turn favours awareness of the common values inherent to the problem at hand, the flip side being that the process must produce a new way of looking at the problem (similar to a negotiation) so that the project is managed according to the rules of the agreed governance, which should go a long way towards preventing private and personal interests from ruining any potential social benefit. Constructing an "action space" is fundamental also for the social sector, that is to say, a methodology aiding its image as a reference point for innovative action, one which is able to ensure a constant commitment to a strategy of experimentation leading towards the goal of sustainable development of the territory.

Many professional disciplines are packed into the general approach of the research project, which weaves together the arguments regarding material and immaterial valorisation of the local patrimony, policies for the attainment of sustainable and long lasting development through a new style of interactive planning and lastly tourism, seen as the generator of ground up development. Tourism that is in touch with the world, that bases its evaluations on solid knowledge, on the fact that diversity is wealth and on the exchange of culture among the individuals engulfed by the complex system of relationship ingrained in the human being, whether it be a simple welcome or one's hospitality to the everyday life of the community, a priceless mine of experience derived from the interchange of relationship between host and guest. A tourism capable of re-positioning and adding to the wealth in of the vastness of the values which pack the location. A tourism which has its roots in the attributing of value, rather than of "consumption" of local resources, which can be classed in this way as the world's heritage.

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AGRIGENTO. TOURISM AND TERRITORY: RESOURCES, NEW INSTITUTIONAL ACTORS AND PROJECT PROPOSALS

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Abstract

Agrigento constitutes one of Italy's most problematic situations, exhibiting the most striking contrasts: the Valley of the Temples site's wealth of landscapes and archaeological treasures and a widespread and varied practice of unauthorized building; the beauty and degradation of the city's historic center besieged by inappropriately tall constructions; the elegance of the 19th century expansion and the growth of abject suburban developments; invasive road works that do not ensure efficient transit.

In the sloping area that overlooks the sea, the Valley of the Temples Park is located, an exceptional mix of archaeological treasures and agricultural landscapes, but spoilt in many areas by various types of illegal development.

The Park Agency was established in 2000 by special act by the Region of Sicily that emphasized the aesthetic and environmental importance of the place, in addition to its more traditionally recognized archaeological value, and put forth a number of principles which included an end to merely prohibitive development policies by way of "active protection," planning and participation. The Park Agency is charged with the task of protecting and cultivating the site's landscape and archaeological and environmental features, promoting archaeological research and sharing the fruits of such efforts with the public, developing the place's social benefits and tourism potential, and providing for the demolition of unauthorized buildings after the approval of the Park Plan. The main goal of the Plan is that of reinforcing the Valley's landscape identity through a series of projects carried out in the spirit of protection, recovery, rehabilitation and appreciation, and with the final outcome of expanding and diversifying tourist pathways throughout the park.

The best estimates of plans and programs are not enough to trigger intervention, however, if you do not find a comprehensive framework of reference between the landscape capital and social capital and if you do not find a path marked by priority aimed at achieving the objectives, which coupled convergent policies and planning of public and private high-profile.

If on the one hand there is a positive evolution of public administration that has sought to give new tools to schedule and plan the future of the community and the region, identifying targets for quality and enabling new forms of consultation and participation, on the other hand persist instead contrasts greatly within the political forces the economy, society and production categories that slow down decision-making processes and testing of a draft economic development centered on the use of their cultural heritage.

key words: Agrigento; Valley of the temples; historic center, tourism, development.

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1 *Teresa Cannarozzo is the author of the paragraphs "The archeological heritage and the Valley of the Temples" and "Conclusions"; Giuseppe Abbate is the author of the paragraphs "Introduction" and "The historical center".*

INTRODUCTION

Today the development of tourism is considered unanimously to be one of the basic elements for the start-up of the national economy and the economy of the Mezzogiorno regions especially. A close examination of the current situation reveals that Sicily is scarcely competitive in the tourism sector. The relationship between tourist presences in the island and those in the rest of Italy, shows discrepancies so wide as to unmistakably attest the insufficiency of the sector and, therefore, a certain inadequacy of the marketing policies adopted on the regional level. This impression is confirmed by an examination of the data concerning one of the tourist segments on the regional level, the so-called "cultural tourism", which, while surely strategic for the economy, has still not taken off in Sicily, despite the fact that the island boasts an extraordinary historical-artistic heritage accounting for approximately 9% of the entire national heritage (totaling 30% when considering the archeological heritage alone), four natural parks and numerous other protected areas including natural reserves, SCIs and SPAs.

Cultural tourism could therefore constitute a formidable opportunity for Sicily, a region often exclusively considered a "seaside product", as well as a driving force for a more modern development of the local systems emphasizing the economic-social-cultural aspects of the island.

Therefore, improving tourist offerings and facilities becomes a necessary prerequisite, aiming simultaneously at a structured activity of promotion and offering of the cultural heritage and higher standards of quality and diversification of accommodation facilities, without underestimating, however, the need to improve public services and transport.

In the past few years, policies aimed at tourist development of the areas, at least on paper, have been initiated. The effort, through bids, has been that of planning naturalistic itineraries towards sea and hills, thematic routes and networks (of castles, museums, etc.), which, if on one hand have the merit of connecting the coastal-strong areas to the inland-weak ones, on the other hand seem to lack the capacity to redistribute the weight of the economic and occupational repercussions of the coast towards the inland area.

Furthermore, it would appear that the implementation of many local development policies, undertaken by the municipalities of the island, is also the result of extemporaneous choices and estimates, which are not part of a common program and are restrained by community funds (and their associated deadlines), which make the results all the more questionable.

Said considerations also concern the municipalities that have an abundance of territorial resources, such as the municipality of Agrigento, which, despite extraordinary potential, is still unable to offer a "quality" tourist product, capable of competing with the international tourist destinations.

Agrigento constitutes one of the most problematic national cases, and features the sharpest contrasts: the outstanding archeological and landscape heritage of the Valley of the Temples and rampant illegal housing; the extraordinary appeal of the historical center despite the widespread decay and the awkward presence of the substitutive buildings; the elegance of the 19th century viale della Vittoria and the development of squalid suburbs[2].

The Agrigento area is characterized by a real conflict between the concentration of extraordinary territorial resources such as the archeological heritage of the Valley of the Temples, which was declared a UNESCO World Heritage Site in 1996, and the poor overall quality of the territory and the settlements.

The Valley of the Temples and the other historical, cultural and land resources present on the territory are not managed effectively; they are unable to constitute a "system" to become a driving force for the economic development of the community by offering diversified tourism-cultural facilities; presently, tourists limit themselves to a hurried visit to the most important archeological heritage.

Such considerations are the point of departure for our analysis of two of the main resources of the Agrigento

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2 Agrigento is a medium-sized city; the 2001 census found 54.619 inhabitants; the municipal land has an extension of 24.457 hectares. The density of the population is of 223,3 inh/sqm.

area: the Valley of the Temples (and the initiatives undertaken by the Park Board) and the historical center with some planning hypotheses concerning the Rabato-Santa Croce area. The aim is to identify the most suitable typologies of tourism that the territory of Agrigento should pursue; developing them as part of a system, so as to promote and to communicate an image of "the product" abroad as a whole.

THE ARCHEOLOGICAL HERITAGE AND THE VALLEY OF THE TEMPLES

The Archeological and Landscape Park of the Valley of Temples, has an almost barycentric position in relation to the dispersed system of settlements, which are scattered throughout the territory, and is situated on the sloping land facing the sea, and is a sublime synthesis of archeology and rural landscape. The park stretches over 1400 hectares and the ancient Akragas can be found within it. Two rivers, the Akragas and the Hypsas, ran through the classical city, and it was connected to a thriving commercial harbor. The urban structure was protected by sheer differences in height and by boundary walls, which are still visible for the most part. The Dioscuri, Jupiter, Hercules, Concordia, Juno and a large early Christian necropolis with, at its center, a very evocative circular hollow, known as Grotta Fragapane, meet close to the southern part of the walls, from west to east, along the so-called via Sacra.

The main archeological area is currently served by few entrances, completely insufficient and congested, and is crossed by the former state road 118, which connects the city to the coastal hamlet of S. Leone, channeling a great volume of traffic, incompatible with effective utilization of the area.

Currently, tourist visits are limited to the sequence of temples on the via Sacra, to the small antique shops that line it, to the Archeological Museum and the surrounding excavations and last half a day without significant positive repercussions on the local economy. However, the Valley offers much more. Beyond the railway there is a magical place made up of the remains of the temple of Vulcano, located in the vicinity of a small rural building, which has been abandoned. The most well known hypogeum, the Giacatello, which belongs to the little-investigated system of the hypogeums, features a magnificent hypostyle hall, and is located immediately to the north of the Archeological Museum.

The medieval church of S. Biagio, built on the temple of Demetra, is perfectly visible and is located near the Bonamorone cemetery. In the same area the so-called Rupestrian Sanctuary (which is difficult to date and whose function is still unclear), is an enigmatic monument made up of natural caverns, artificial hollows, water-channeling systems and collection tanks.

There are a great number of buildings (villas, manors, farms), many of which are already available to the Park; part of them are already being used and part of them are still to be restored for use as facilities to serve the Park.

Recently, another jewel has been added to the Valley and become a part of the tourist routes: the Kolymbetra garden, which, as of 1997, is being restored by the National Trust of Italy (FAI). In Greek times, the Kolymbetra was a large swimming pool and a natural fish farm; subsequently, with the decline of the Greek city, the swimming pool was buried but there were always traces of this special place, which has since become a Mediterranean garden described by Saint Non in the 18th century as the Valley of Eden.

A new institutional actor: the Archeological and Landscape Park of the Valley of Temples

The boundary of the Park and the strict prohibition of building on the central archeological area, called "area A", were ratified by the Gui-Mancini Ministerial Decree of 1968, one of the most important national regulations concerning Agrigento, issued after the famous 1966 landslide. The boundary was confirmed by a President of the Region Decree of 1991, following violent disputes against a cross-party political and social alignment that wanted to reduce the boundaries in order to condone the illegal housing that had arisen in some areas bordering the Valley.

The "Archeological and Landscape Park of the Agrigento Valley of Temples" was established by a special regional law, law no. 20 of 2000, a law of its kind unique in Italy, which anticipated themes such as

overcoming the restriction system by means of "active preservation", consultation and participation. The law identifies the body of administration of the Park, the aims of the Park Board and forces the drawing up of a Park Plan and a set of Regulations for the activities within the Park.

The regional law has assigned the Park Body the task of preserving and enhancing the archeological, landscape and environmental heritage of the Valley of Temples, of promoting the archeological research and informing people about it, of enhancing the social and touristic exploitation of the territorial resources to increase cultural tourism.

The emphasis on the value of the landscape of the area, in addition to the well-established archeological value, constitutes an innovative aspect. However, in contrast with what has just been said, the law states that the Plan of the Park must be drawn up according to a special zoning of the territory that identifies an "archeological" area A, a "landscape and environmental" area B and a "natural and equipped" area C with different degrees of preservation, a stark distinction that is entirely impractical considering that the Valley of Temples is a large complex area in which a series of elements and resources blend and interact.

Aims and contents of the Park Plan

Between 2002 and 2003, the studies for drawing up the Plan begin and the Plan is awarded via a public planning competition. Luckily, the plan submitted has been able to sidestep the limits of a rigid zoning, suggesting integrated analyses and estimates[3]. The plan envisaged by the regional law is, in some ways, anomalous: as a landscape plan, it is superordinated to the general urban development plan in accordance with article 145 of the Cultural Heritage Code; said role of superordinated instrument is further reinforced by regional law 20/2000, which, among the competences of the Park Council, plans *The construction of an internal road system, linking and communicating systems between the Park and the city of Agrigento and tourist settlements situated in the areas outside the boundary of the Park, in compliance with the directions of the plan*[4].

The main aim of the Plan is to reinforce the identity of the landscape of the Valley, weakened by the abandonment of the rural areas, by situations of hydrogeological upheaval, by reforestations carried out with species non typical of the area, by the inappropriate (when not entirely illegal) construction of buildings, and to propose a series of planning interventions organized around the guiding principles of preservation, renewal, redevelopment and renovation.

The Plan envisages a new access system to the Park based on intermodal parking tangent to the archeological areas, in connection with a system of shuttle buses; using the railway track that crosses the Valley, currently used only sporadically, is also envisaged.

The Plan envisages the development and the diversification of the tourist routes in order to increase the cultural offerings and to extend the stay of the visitors, which, currently, in the best of cases, is over in a day and an overnight stay. The first objective is to make the entire archeological heritage currently excluded from the routes, accessible and open to visitors; in order to make this possible, special archeological itineraries have been planned. The aim is to make the ancient orthogonal urban plan, which is partially visible, more visible by highlighting it via targeted plans of archeological research and landscape layout.

Accordingly, the Plan also envisages a tourist route including the historical center, established on the Hill of Girgenti and the close Atenea Rock, where buildings of classical origin, minor archeological areas and parts of Greek fortifications are all visible.

Rural and excursion itineraries aimed at the enjoyment of the agricultural landscape, the development of the local agricultural products and the gastronomical tastings, are also planned. With the same aims in mind, the Plan envisages regeneration and redevelopment interventions for the coastal strip and the river-beds of the two ancient rivers, along which the Plan envisages the creation of natural routes as *green ways*.

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3 *The assignment has been awarded to a temporary association of businesses including the Polytechnical society (mandatory), Ferrara Associati, GEO spa, Ecosfera spa, Praxis spa, Studio Associato Silva, prof. Eng. V. Cotecchia, Prof. Dr. E. De Miro, Prof. Dr. Gualtiero Harrison and a large interdisciplinary planning group.*
4 *Art. 9, comma 6 of regional law 20/2000.*

The Plan tackles the theme of the re-use of the building heritage to be found within the Valley, which already belongs to the Park, and intends to extend the system of services and facilities with the creation of information points, visitor centers, areas to display and sell typical products, pit-stop and refreshment areas, research centers and guestrooms for scholars, museum areas and areas for open-air performances. Said initiatives are the remit of the Park Board and some of them have already been carried out in agreement with the aims of the Plan.

The Plan also proposes a different relationship with the owners of buildings and agricultural areas within the Valley; in fact, the plan wishes to put an end to the expropriation policies that have caused the fatal abandonment of the rural areas and the buildings, damaging greatly the agricultural cultivations and landscape, and to create a relationship based on mutual agreement with the residents, in order to both safeguard the agriculture and guarantee the supply of some services.

In conclusion, the Plan identifies the Park as a multifunctional territory, characterized by a variety of resources, simultaneously open to the world and the city as part of a process whereby the inhabitants of Agrigento can regain ownership of the values of identity, history and culture.

After a long and complex procedure, the Plan for the Archeological and Landscape Park of the Valley of Temples of Agrigento was adopted by the Park Council in July 2008[5].

During public meetings organized with the contribution of the design engineers of the Plan, two themes emerged essentially: that of the illegal housing within "area A" and that of the road system for the access and crossing of the archeological area[6]. After having introduced in the Plan the amendments proposed by the Superintendency, the Plan was finally adopted and published in October 2008. Hundreds of appeals were filed (331); the majority of which (287) concerned owners of illegal buildings, while a small minority of appeals were filed by associations and institutions on general themes.

The Council held a few meetings especially to examine the appeals and the counter proposals and, at the end of September, 2009, it decided to formalize a resolution that was sent, together with the Plan, to the Regional Office of Culture (and the Arts) for the final examination.

THE HISTORICAL CENTER

The historical center, located at the top of the Girgenti hill, started to take shape around the 5th century AD, when the changed political conditions tied to the fall of the Roman Empire marked the decline of the large classical city and the need on behalf of the population of Akragas to move to the hill at the north of the Valley, in order to better defend themselves from the barbaric invasions.

Today the historical center, which covers a surface of approximately 80 hectares, has a vaguely elliptical shape and recognizable boundaries: somewhat steep ridges, almost inaccessible, mark the center's northern and western boundaries; at east, beyond the Porta di Ponte, the center meets the 19th century expansion. At south, it borders with the railway line.

The building structure is made up of blocks with an irregular perimeter, variable thickness, two or three floors in height, cut across internally by a series of courtyards; steep alleys, long flights of steps and hanging gardens; the latter, being fixtures of noteworthy private buildings, contribute to define, in an original way, the identity of the historical center.

The areas where no buildings have been erected, lead to the entrance of the dwelling, which is often enhanced by beautiful external stairways characterized by varied contours.

The road system, which seems to have been excavated out of the continuity of the built area, comprises two interconnected systems: the main road network, with routes in the east-west direction that follows the course of the level curves, and the secondary road network with routes in the north-south direction,

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5 *Adoption resolution no. 2 of 3rd July 2008.*
6 *See the minutes of the meetings of the Park Council of 13 and 14 July 2007.*

organized around steep stairways, graded ramps and archways, with the landscape of the Valley of Temples as a backdrop.

Even if many buildings are abandoned and the materials employed are of very poor quality and decaying, it is still possible to appreciate the full extent of the architectural and spatial quality contained in the historical city, based on a relationship of rare balance between the built-up areas and the linking areas and enhanced by outstanding backdrops in which sky and sea blend. The only area in a fairly good state of preservation, with some vitality and quality shops is the area around the via Atenea, the most important street in the historical center. The remaining areas, despite the still evident architectural and spatial quality, make up the more or less depopulated suburban areas, which are difficult to access and lacking business and manufacturing activities.

More recent years have seen the restoration of some monumental buildings and the theatre of Pirandello has been reopened. Several interventions of residential redevelopment have also been carried out by private citizens and small accommodation facilities (bed & breakfasts) have been opened. However, the intended use of some of the restored buildings has still not been decided.

A new role for the Rabato - Santa Croce area

The Rabato – Santa Croce area is, still today, the westernmost offshoot of the city of Agrigento, confirming its ancient role as border settlement between the walled city and the surrounding territory. The area, resting on a slope in the north-south direction and overlooking the sea, is delimited in the north by a difference in height featuring eucalyptuses and in the west by a ridge. It is crossed by the route of the via Garibaldi, while in the east it is connected with the high-medieval settlement of the historical city called Terra Vecchia.

The Rabato, which is derived from the arab *Rabat* meaning "suburb", started taking shape in the 10th century, during the Muslim domination in Sicily. Today the Rabato, from its origins as the first *extra moenia* expansion, coincides with the Santa Croce area, and features a complex settlement structure that took shape during the 18th century and where Islamic-derived morphological-type characteristics blend with Latin and Christian origin traits.

The building structure is made up not only of blocks that usually include a double row of pseudo terrace houses with a common retaining wall, but also of blocks with an extremely irregular shape and variable thickness, inside of which, the pseudo terrace or, more rarely, terrace houses, converge around articulated courtyards, positioned at different altitudes and linked together by a diversified system of stairways. The peculiar altimetric structure of the site, ensures that some blocks, compared to the façades facing uphill which usually have with two elevations, have higher downhill-facing façades, which can reach four elevations, and some basement rooms or rooms excavated in the rock.

The specialist religious buildings that can be found in the area are the Church of Santa Croce (17th century), the sanctuary of S. Maria dei Sette Dolori (18th century), also known as church of the Addolorata, the former church of Santa Caterina (18th century) and the church of S. Francesco di Paola (18th century), which has a convent annexed to it. Villa Galluzzo (19th century) is the only mansion that, situated at the top of the slope, dominates the entire suburb from above.

The road system is made up of a sequence of routes in the east-west direction, depending on the course of the contour lines, with extremely variable and diversified road sections, and of a system intersecting the previous one, made up for the most part of steep flights of stairs and graded ramps oriented northwards and southwards.

The beginning of the decline of the Rabato coincides with the years of the property speculation, which have a notorious epilogue with the landslide of 1966. The landslide is the final blow to the Rabato, whose inhabitants flock towards the new area of Villaseta. Subsequent years have seen the carelessness of the municipality contribute to the increasingly dilapidated state and the abandonment of the buildings.

In fact, instead of carrying out the much hoped for redevelopment interventions, the unsafe buildings within the area have been demolished, as in the case of structured system of houses that dotted the hill of S. Croce and the via Cobaitari.

Towards the end of the nineties, the church of the Addolorata and the church of S. Croce, were restored by the Cultural Heritage Office.

Currently the Rabato, apart from the Training School for Seamstresses and a municipal nursery school (housed in Villa Galluzzo), is devoid of services and facilities, as well as any form of business, and it has a completely marginal role in the urban context.

The Rabato: from forgotten suburb to "albergo diffuso"

The "albergo diffuso", represents a strategy, in the tourist sector, to safeguard the building heritage of the historical centers, as well as creating a mechanism of active participation aimed at the local community, which is involved both in the planning and management stages of the plan.

The model of the "albergo diffuso", which by now has a consolidated formula, intends to be an accommodation facility alternative to hotels whose components (reception, rooms, common services) are distributed in different buildings, situated in a particular urban context. The "albergo diffuso" model is especially suitable for introduction in an area characterized both by urban decay and extraordinary features such as the Rabato and we believe that it might contribute to the triggering of processes of revitalization by means of a network of allied business activities (commerce, services, catering, and recreation).

The "albergo diffuso" formula

The "albergo diffuso" formula, which has already met with success in other Italian regions, is an accommodation solution whose aim is to develop innovative forms of tourism, respectful of the environment and the identity of the sites. This formula arises from the need to create widespread and organized tourist facilities in the urban centers affected by abandonment but with valuable landscape-environmental and historical-cultural features, by redeveloping and reutilizing the existing building heritage. The idea took shape in the eighties to revitalize, in the Friuli region, some historical centers almost entirely destroyed by the earthquake that hit the region in 1976. However, the phenomenon became popular in the mid-nineties, thanks to the EU assistance schemes for rural tourism and the development of the small city centers.

The "albergo diffuso" is an alternative to conventional accommodation owing also to its flexibility. Some of them have agreements with shops, producers and restaurants of the area. Others feature thematic variations and offer their guests the chance to take part in workshops, unpaid work experience and cultural events.

Putting the idea into practice requires identifying the agents that can operate not only in the interest of promoting a single product for a personal economic return but in the interest of a whole territory and its traditions, as well as teaching the inhabitants to develop a culture of hospitality; the professional retraining of the economic actors; the introduction of new technologies in order to control and spread information.

Therefore, the creation of the "albergo diffuso" acquires a strategic meaning of creating a "quality" tourist product, whose main anticipated effects are: the increase of the level of quality and quantity of the tourist offer; putting an end to the depopulation tendency; reducing the unemployment rate; the exploitation of the territorial resources; the revitalization of the urban centers; the revival of the local economy by investing in the cultural tourism sector.

Strategic forecasts for the Rabato – Santa Croce area

On the whole, the strategic forecasts for the Rabato can be considered a redevelopment intervention.

The realization of the project requires a series of synergic actions, which can be broken down briefly as follows:

- Delimitation of the urban territory compatible with the "albergo diffuso" model (census of the building heritage disused and/or decaying; analysis of the property; typological analysis of the building units, etc.);
- Identification of public funding channels and of possible private co-financers;
- Redevelopment of private buildings to be used as facilities, by choosing suitable intervention categories for each building type;
- Adjusting public and/or private buildings to house the different tourist services;
- Redevelopment and re-use of the connecting public spaces of the "albergo diffuso" model, including the areas resulting from the demolition of the building structures along the S. Croce hill and the via Cobaitari;
- Creation of public parks and gardens with recreational facilities and connection (also functional) of the western ridge of the area, which currently is an uncultivated area, to the Parco dell'Addolorata;
- Planning new pedestrian connections made up of flights of steps and mechanized lifts to overcome the considerable differences in height and the altimetry of the area;
- Planning new parking spaces uphill and downhill of the building;
- Implementing crafts and refreshment points;
- Identifying policies for the assistance of entrepreneurship in the tourist sector;
- Implementing the web site for the promotion of the accommodation system and the sale of products and services;
- Drawing up a "Program for the enhancement of local tourism";
- Creation of the "Quality Brand" of the local accommodation system;
- Drawing up a "Chart for sustainable tourism" for the preservation of the identity of the sites and the promotion of the distinctive features of the local culture.

PERSPECTIVES

However, the best forecasts for plans and programs are not sufficient to trigger activities and interventions if one does not identify an organic framework of reference and interaction between the territorial capital and the social capital, and if one does not identify a path punctuated by hierarchies and priorities with the aim of reaching the objectives, onto which convergent policies and high profile public and private planning can be pegged.

Far from trifling contrasts still persist within the political forces, the society, and the production categories. They slow down the decisional processes and the reaching of objectives, which we should instead be converging towards unanimously, without uncertainties and disputes.

In conclusion, we can state that, in the third millennium, Agrigento has also witnessed the birth of a new phase of political and civil life characterized by a greater awareness of the value and the economic and social role of the territorial capital. However, the change is slow and the journey is all uphill.

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An image of the Valley of Temples.

An image of the Temple of Dioscuri.

The Temple of Vulcano, in the background the historical center of Agrigento.

Two images of Rabato - Santa Croce.

IRT AND REGIONAL TOURISM IN AUSTRALIA

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Abstract

This paper takes a leaf off the Mediterranean experience to discuss the scope for relational tourism in the eight regions of Australia. Australia is the traditional home of aboriginal people whose ancient culture, art and craft are of interest to international tourists. The aboriginal way of life and their norms are unique and quite different to those of the western world. Since the early settlers of 200 years ago Australia has become a multi-cultural society with a mix of diverse cultures from both the east and the west. These cultures have contributed to the present life styles of the country. Australia's agricultural excellence, its farm and wineries and its fauna and flora and the un-populated, quiet and beautiful country side and outback are also catalysts for international tourism in the eight regions of the country. This paper pre-supposes that international regional tourism in Australia is mainly relational and is based on local history, culture, intangible heritage in art and craft, agriculture and life style. National icons that attract tourists such as the Sydney Opera House are few and the promotion of such icons is not the main strategy that is pursued by the tourist industry of the country's states and territories. However, regional lifestyles and cultural attractions are well promoted.

Considerable research has been done on forecasting international tourist arrivals using various research models. However, very little research has been done on forecasting regional international tourism, especially for Australia. Since this study considers Australian regional tourism to be relational, univariate time series data are used to forecast arrivals in each region namely, New South Wales, Victoria, Queensland, South Australia, Western Australia, Tasmania, Northern Territory and the Australian Capital Territory, using quarterly international arrivals data at the major ports of entry to Australia over the research period from March 2002 to March 2009. Forecasts are based on the Basic Structural Model and forecasts of international arrivals are made for the period from June 2009 to December 2011.

As there is a demand among relational tourists for home stay accommodation as well as for those with the traditional comforts and facilities international tourists require, the forecasts made in this paper will be useful to determine whether services and infrastructures in the regions are sufficient to further encourage and promote relational tourism in Australia.

Key words: Relational, Tourism, Regional, International, Forecasting.

INTRODUCTION

The purpose of this paper is to highlight the potential for relational tourism in the six states and two territories of Australia. These eight regions, New South Wales, Victoria, Queensland, South Australia, Western Australia, Tasmania, Northern Territory and the Australian Capital Territory, do not just have places to visit and icons to see but unique life styles that could be experienced by visitors to this country. This paper describes the relational experience a tourist can enjoy in Australia's local history, ancient culture, intangible heritage in art and craft, agriculture and life style.

In promoting relational tourism it is important to make sure that the infrastructure required is available to welcome international tourists to make their experience pleasant and comfortable. Since relational experiences in Australia would be related to lifestyles in the various regions of the country, the tourism development organizations and the operators in the states and territories would need to know the expected level of tourist arrivals in each region. At present, tourist arrival forecasts are made for the country as a whole and not for each region. This paper forecasts the international arrivals for each region in order to assist regional operators to be ready for relational regional visitors.

THE INTEGRATED RELATIONAL TOURISM APPROACH

The Institute of Tourism Studies of Malta and PRISMA, the project that researches Integrated Relational Tourism and aims to boost cross-border Mediterranean tourism potential in the area between Malta and Sicily, describes Integrated Relational Tourism (IRT) as a departure from traditional tourism that sells buildings in a location and encourages interpersonal and environmental relations, stimulating the historical-cultural sensitivity. A way of life is offered to the tourist who is invited to immerse and taste the local culture and traditions in the particular setting. Through the integration of micro and medium-sized sectors and the use of advanced technology IRT aims to be a sustainable form of tourism.

In this study the principles of integrated relational tourism (IRT) are being applied to promote relational tourism in the eight regions of Australia. It is recognized that it is important to revive cultural values that have been lost due to urbanization. Some values that may not warrant revival in the current economic and social context can yet be re-visited to be appreciated and recognized for the philosophical role they may have played in the history of a culture. In today's society ownership of land must be legalized as people are deemed to be the owners of the land. However, in ancient Australia, the Aboriginal people lived with the concept that the land owned the people. This is an ancient value specific to a culture that may never be understood except through an interaction of the cultures.

Modern tourists are keen to experience the life style of the places they visit and interact with the people of that culture and not simply to have a visual experience of an iconic structure. Electronic technology has facilitated the ease with which one can visit a place of interest on the internet and examine all its aspects in great detail. So today's tourists do much research well before travel begins, and are keen on experiencing the details by living the life style of that environment. Living with the people of the area following the way they eat, sleep, dress, work and relax is part of modern tourism.

Tourists are not content with just visiting big cities. They are interested in travelling inland even under very difficult circumstanced and much discomfort to explore what could not have been read in books or found on the internet. IRT aims to provide the facilities to tourists to achieve their modern goal of experiencing the life styles of other cultures and understanding their values. However, IRT also aims to ensure that such tourism is sustainable and that it will not destroy the purity of un-spoilt spots of nature by man's greed to explore it. It is the integration of sustainability, cultural values, the thirst to explore, economic development, preservation of heritage and understanding the life styles of the people of this world that makes IRT.

RELATIONAL EXPERIENCES IN THE REGIONS

The Aboriginal people of Australia have a rich, living culture stretching back at least 50,000 years. Tourists can immerse in Australia's Aboriginal living experiences, places and journeys steeped in Aboriginal history in the Northern Territory, walk around the base of Uluru, the red rock, browse Aboriginal art in Alice Springs, where the Arrernte people have lived for 20,000 years and learn about myths in the intricate rock art galleries of World Heritage-listed Kakadu National Park. This is Australia's biggest national park which

has lush rainforests and rock art galleries up to 50,000 years old, millions of migratory birds amongst the wetlands, delicate water lilies and prehistoric crocodiles, thundering waterfalls and sparkling waterholes. It is a wealth of treasures waiting to be explored.

The Aboriginal life style is the world's oldest living culture. It can be experienced through art, dance, myths, music and the land itself. Bushwalking, snorkeling, eating bush-tucker, catching fish in the traditional way can provide an insight into the Aboriginal Australian heritage, this ancient land and its spirituality.

Uluru the red centre of Australia is one of the modern wonders of the world. It is sacred to the Aboriginal people, and it turns into spectacular colours at sunrise and sunset. This landscape has green vegetation and lush waterholes as well as dusty red roads and huge slabs of rock and what can be experienced apart from what is visible is the magic, majesty, and silence of Australia's Red Centre.

Both the wine and tourism industries have achieved high levels of growth within Australia in the 1990s, and are significant contributors to the GDP as invisible exports (Charters and Ali-Knight, 2002). In 1994, about 10 percent of the total international visitors made a visit to an Australian winery, an increase of 20 percent on 1993. It is clear from this research that visitors to Australia relate to the wine orchards and that it is not just the wine of the orchard but also the serenity of the surrounding area and the tastings and the winery meals and often accommodation that attracts the tourists. Some researchers seek to explore wine tourism as a form of consumer behaviour in which wine lovers and those interested in wine regions travel to preferred destinations. Charters and Ali-Knight, 2002, suggest a model possessing three dimensions: purpose of visit, general tourist motivation and relationship to other tourist activities to locate specific tourist activities, and thereby have a better understanding of what constitutes 'wine tourism'. It also considers whether or not specific cultural and geographic differences may have an impact on the segmentation of the relational wine tourist.

Getz and Brown (2006), examined the level and characteristics of demand for long-distance wine tourism among wine consumers located far from wine regions. They gave attention to the importance attached by wine consumers to various destination and trip attributes when deciding upon a wine tourism experience. Their results determined that highly motivated, long-distance wine tourists prefer destinations offering a wide range of cultural and outdoor attractions. These preferences support previous studies of critical success factors according to wine and tourism-industry personnel, and to the general literature on wine and food tourism. This research indicates that wine tourism is a relational experience and that visitors have indicated their preference for such an experience. South Australia and Western Australia have internationally renowned wineries that lure visitors into a wine culture that they relate to in addition to the benefits of tasting good wine.

Australia has an abundance of farms with many farm animals. Many families with children and couples who seek a break from the urban life of concrete towers enjoy life in a farm. The peace of living within a large land mass together with the active daily routines and the fresh food is a life style that relates to the nature loving health conscious holiday maker. Ingram (2002), researched farms in Western Australia to gain an understanding of what motivates people to operate a farm tourism business, and what motivates people to seek farm tourism holidays. The study employed a combined methodological research model to explicate the experience of hosts and guests. The most significant of these findings for guests was the desire to relax in the tranquility of the rural landscape and so recover from the stresses of their busy city lifestyle. Hosts were highly motivated to meeting new people, especially those with whom they shared a common interest. The motivations for the two groups were found to be highly compatible which augurs well for the future of relational farm tourism in the region.

Tourism based on interactions with wildlife is increasing in popularity across the world as it is in Australia. Australia has wildlife that is not found elsewhere in the world. Animal lovers can live amidst the wildlife of Australia and see them cross the roads or at water holes and relate to the life of the people who live in country towns without just seeing these animals in a zoo. Reynolds and Braithwaite (2000), suggest that the values of conservation, animal welfare, visitor satisfaction, and profitability are often in conflict in wildlife tourism

and trade-offs are necessary. While there is a range of factors involved, the most germane are impact on the environment and quality of the experience. Sustainable tourism depends on encouraging the desirable and discouraging the undesirable. IRT has a major part to play in making sure that this balance is maintained.

The whale shark is the largest fish in the ocean. A tourism industry based on interacting with whale sharks has developed recently off the coast of Western Australia (Davis, 1997). This is the only known, accessible place in the world where whale sharks congregate in significant numbers. Results from surveys of participants in the whale shark experience report that the experience is extremely satisfying for most. However, IRT has to address sustainability issues such as diver-to-shark separation distances, the appropriate number of operators, and the economics.

Another popular marine tourism activity is whale-watching where visitors travel by boat about four or five kilometers into the sea and observe whales that swim up to the surface of the sea. Often it is assumed that whale-watchers wish to get close to whales. Studies of motivation for other recreational activities show that humans seldom undertake recreational activities for simplistic reasons. Thus, Orams (2000) studied what factors influence whale-watchers' enjoyment, and whether geographical proximity of whales was in fact an issue. Results showed the number of whales and their behaviour, numbers of fellow passengers, cruise duration, boat construction and sea-sickness influenced satisfaction. The geographical proximity of the whales was not a major influence. Many whale-watchers returned satisfied even when no whales were sighted. Whale-watching is not simply about getting close to whales, many other variables are important. A better understanding of the watchers, as well as the whales, will assist in the sustainable management of this growing tourism industry.

Sustainability of the ecological balance is a key factor in IRT. Humans may be keen on relating to certain life style experiences but this should not be at the expense of wildlife. This is especially important in cases where wildlife resources are declining due to habitat destruction, poaching and other human threats, as is so for sea turtles. Wilson (2001), shows that a significant potential exists for developing sea turtle-based tourism. Threats to sea turtle populations are growing especially as a result of human activities and these underline the importance of finding an economic rationale to conserve the remaining species. Economic benefits from turtle-based tourism can provide such a rationale. However, such tourism must be managed appropriately if it is to be sustained.

Another area where habitat destruction needs to be controlled is, for penguins. Penguin Island in Melbourne is a holiday destination with many activities for visitors. Farm living, penguins, sea lions, koalas are all part of a family holiday where visitors can relate to an island life style. However, IRT must ensure sustainable numbers to protect the wildlife.

An industry based upon taking tourists to watch, swim and otherwise interact with dolphins and whales in the wild has expanded rapidly over the past decade (Orams, 1997). It is now a large and geographically dispersed activity which occurs in over 65 countries worldwide. One aspect of this industry involves interacting with dolphins and this has become particularly popular in Australia and New Zealand. There are many historical accounts of human-wild dolphin interaction and a detailed review of these records shows that the 'new' dolphin based tourism industry has developed from a long history of human-dolphin relationships. There are considerable risks, both for the dolphins and for the tourists as a result of these encounters. Risks include harassment, stress, injury and death for dolphins and also injury for humans. It is important that dolphin tourism operators, management agencies and tourists themselves are aware of these risks and manage their activities accordingly.

Some visitors interviewed by Tourism Australia are not alone in their comments about what they experienced "My life-changing experience happened in the outback of South Australia". "The first time I saw this incredible island, I fell in love with it immediately. I arrived amazed by the beauty but departed knowing I would return". These comments show that today's tourist looks for a new experience, not merely to say "I too have seen it" but to feel up lifted by the experience.

FORECASTING REGIONAL TOURISM IN AUSTRALIA

To develop relational tourism it is necessary to promote tourism in the regions not just in the capital cities. To this end tourist arrivals to Australian States and Territories were forecast using the Basic Structural Model. The model has taken into account the seasonal aspect of tourist arrival, the overall increasing trend in tourist activity and the fluctuating numbers in the recent past as a result of cyclical changes in global economic activity. Univariate time series data were used to forecast arrivals in each region namely, New South Wales, Victoria, Queensland, South Australia, Western Australia, Tasmania, Northern Territory and the Australian Capital Territory using quarterly international arrivals data at the major ports of entry to Australia over the research period from March 2002 to March 2009. Forecasts of international arrivals are made for the period from June 2009 to December 2011.

Historical, international tourist arrival data were obtained for the eight regions for the period March 2002 to March 2009 based on information obtained at major ports on entry to each region. The period from March 2002 to March 2008 was taken as the within sample period and the period June 2008 to March 2009 was taken as the out of sample period for which the forecast error was calculated. Since the level of forecast error was found to be acceptable, the model was used to forecast arrivals for each region for the period from June 2009 to December 2011. The results of the analysis are presented below:

International Visitor Arrivals to Australia by State/Territory Visited									
Out of sample forecasts and errors									
	Quarter	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
Actual	Jun-08	2806	1481	2129	361	671	156	332	161
Actual	Sep-08	2821	1487	2098	362	666	158	339	160
Actual	Dec-08	2768	1479	2051	356	676	152	328	157
Actual	Mar-09	2740	1477	2019	350	674	147	323	157
	Quarter	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
Forecast	Jun-08	2784	1482	2154	365	694	158	339	157
Forecast	Sep-08	2721	1487	2129	366	708	154	330	148
Forecast	Dec-08	2697	1503	2111	374	714	159	328	147
Forecast	Mar-09	2692	1519	2094	381	717	158	326	148
		NSW	VIC	QLD	SA	WA	TAS	NT	ACT
Error	MAD	60	17	48	14	37	6	5	9
Error	RMSE	67	24	52	18	38	7	6	9
Error	MAPE(%)	2	1	2	4	5	4	1	5

Using the model developed from the March 2002 to March 2008 data forecasts were made for June 2008 to March 2009. These forecast were compared with the actual arrivals for that period which was the designated out of sample period. From this comparison three forecast error calculations were made for each region, the mean absolute deviation (MAD), the root mean square error (RMSE) and the mean absolute percentage error (MAPE). These errors are all very small, the MAPE showing errors as low as between 1% and 5%. Therefore the model is used with confidence to forecast arrivals for the period June 2009 to December 2011. These forecasts will be useful for tourism operators in the states and territories who wish to promote relational tourism associated with each region to know what tourist numbers to expect.

	International Visitor Arrivals to Australia by State/Territory Visited								
	Out of sample forecasts for the period June 2009 to December 2011								
	Quarter	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
Forecast	Jun-09	2700	1534	2079	385	708	154	321	150
Forecast	Sep-09	2724	1539	2070	386	698	157	315	156
Forecast	Dec-09	2769	1556	2060	384	705	159	312	157
Forecast	Mar-10	2795	1572	2034	383	715	155	304	153
Forecast	Jun-10	2803	1588	2018	380	720	158	301	152
Forecast	Sep-10	2776	1593	2002	375	726	155	293	152
Forecast	Dec-10	2740	1611	1995	378	728	158	289	155
Forecast	Mar-11	2697	1628	1985	387	736	159	286	163
Forecast	Jun-11	2658	1643	1966	395	762	154	283	164
Forecast	Sep-11	2626	1649	1942	398	786	157	277	160
Forecast	Dec-11	2636	1667	1933	399	798	160	277	156

CONCLUSION

Australia's cultural heritage and the diversity of its life styles that vary from region to region and stem from multi-cultural origins, together with its land of natural wonders begs the promotion of integrated relational tourism. The country has all the ingredients to attract international tourists to experience and immerse in its relational life style resources. Australia's Aboriginal origins, culture, art and craft, beliefs and myths fascinate tourist from every country whether it be from the west or the east. Living amongst the Aboriginal people, in massive farms amidst farm animals, in or around wineries and experiencing life in rain forests, desert land, around beaches and rivers admiring the rare fauna and flora on land and in the ocean will require long stays and several visits creating a great potential for IRT.

Australian regional tourism has not hitherto been forecast in the literature. Regional tourism is forecast in this paper as a first step in encouraging the development of integrated relational tourism. The many Australian experiences that attract the relational tourists are spread around the different States and Territories. This paper forecasts tourist arrivals to each State and Territory up to December 2011. New South Wales, Victoria and Queensland are the States that attract the most international tourists. New South Wales will experience a slight reduction in the arrivals from 2769 in December 2009 to 2636 in December 2011 probably due to the effects of the current financial crisis. Queensland too will experience a slight reduction in the arrivals from 2060 in December 2009 to 1933 in December 2011. However, Victoria will experience a slight increase in arrivals from 1556 in December 2009 to 1667 in December 2011. Western Australia which has the next highest number of arrivals will experience a slight increase in arrivals from 705 in December 2009 to 798 in December 2011. South Australia, Tasmania, the Northern Territory and the Australian Capital Territory have a relatively smaller number of arrivals that would remain fairly stable up to December 2011. Similar forecasts made regularly will assist the industry to ensure the availability of transport, accommodation and service facilities required to cater for the expected tourist demand.

It is important to note that these forecasts do not include interstate travel by tourists from one state or territory to another. Data have been recorded at the port of arrival to the country where immigration details are collected. Tourists may then travel using domestic air, rail or road transport to other states and territories experiencing considerable travel within the country before departure. Industry operators must therefore take note of not only the forecast arrivals to its own state but also expect a proportional share of the forecast arrivals in other states.

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"MEDITERRANEAN TEXTILE POLE" IN MELILLI DISTRICT. A PERSPECTIVE OF TERRITORIAL, SOCIAL AND INTEGRATED EXPLOITATION.

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Abstract

The Foundation "Melilli Polo Tessile del Mediterraneo" (Mediterranean Textile Pole), recently formed, it applies to a central and profound conceptual innovation of the idea of territorial development in Sicily, with the explicit goal of the entire textile chain governance (from the production of herbs to the realization of dyeing fabrics, dresses and costumes on stage), according to technical and craft surveyor traditionally understood. The trans-disciplinary vocation and the role of ethics which characterize the purpose, are a prerequisite for the recovery of a critical area today, which you can apply to open laboratory for the future establishment of an spreaded eco-museum.

The model of governance and the museological category identified indeed allow reading, analysis and proposal for conversion of land different and alternatives to model unique and highly pervasive that the petrochemical district of Priolo-Augusta-Melilli currently imposes. This virtuous process - not necessarily be considered an antagonist of the existing, but, in contrast, can become a stimulus to the improvement of industrial quality - not only fuels the debate and argument between the scientific community, the civil – institutional components and the petrochemical pole, but it is causing in time a different awareness of the local potentiality, of local skills and objectives to be achieved in the medium and long term.

The "Mediterranean Textile Pole" offers a healthy, productive, high skills and strong ethics model to the local community. It provides young people with awareness of new and different environment-friendly production processes, as well as to self-employment in various sectors identified. From this elevation follows the conceptual placement in the territory of a different model of fruition, because the space so revised - with the establishment of the Park of officinal and dyeing herbs, the starting of the mills for dyeing, weaving, embroidery and lace, the costume and tailor's workshops, the laboratories of restoration and servicing of textile and dress -, these new productive points, changing the features of the space in "a culturally determined place".

The union of these points becomes net and the willingness of its operators to supra local dialogue, becomes an alternative pattern and dragging factor to complementary expertises, contiguous or subsidiaries which, if elevated to system, outlines the prospect of an eco-museum. Meaning with such expression, today in progress in many clusters of ancient Italy and the world, the relocation, the systematic organization of property (tangible and intangible), of human knowledge and traditional production activities (but also of industry already historicized, or industrial archaeology) on a given territory, resulting in the identification of integrated thematic itineraries, available in several profiles and aspects (manufacturing, educational, tourist, devotional, etc. ...).

Key words: Melilli Mediterranean Textile Pole

INTRODUCTION

This work is aimed at introducing the project *Melilli Mediterranean Textile Pole*[1] and, at the same time, the homonym Foundation[2], which has been recently set up in order to achieve specific objectives under new methods. The final objective, arising from this particular conceptual innovation, is the local development in Sicily. In carrying out this plan, there will be put into practice the following intermediate objectives:

The activation of a textile chain (from production of dye herbs to dyeing works), the production of fabrics, dresses and scene costumes under land surveying, hand crafted, ecological and technological advanced techniques;

The recovery of a territory under crisis to set as an open laboratory for the future set up of an ecomuseal system thanks to the trans-disciplinary vocation and the no profit and ethical aims of the Foundation.

 The Pole, in giving its contribution to the scientific and technical debate about the recovery of traditions and innovation of the textile chains of the Mediterranean Area, it is the milestone and coordinator in order to restart the textile production between history and tradition, aimed at *transfer and not lose* a range of crafts typical of the production activity in the textile chain and give value to a manufacturing system having social implications.

The project will involve the Mediterranean Countries that want to share with us a common process of *culturalization* and social development, characterized by modern methods of teaching and planning, recovery of traditions and technological innovation.

The Pole has found two main thematic areas for developing this *culturalization* and social trail:

The territory

The recovery

The project starts with the restoration of raw materials production, historically brought into position in Sicily and shared with many production Districts in the Mediterranean (cotton, linen, wool, silk), the recovery of traditional weaving, the restoration of dyeing using natural pigments.

This is a productive and teaching activity that may involve technicians with special skills and younger who are breaking into the job world with a particular attention to those *social categories defined as "disadvantaged", such as disabled people, both physically and/or mentally or abused women*.

The objective is to realize a product with a strong local identity to be perceived and shared by all local Mediterranean Communities which will take part to the project. This *culturalization* process will then be complete so as each person may see in it the value of human dignity, of arts and professions, and of all local skills.

What in other historical contests has naturally happened during time[3], often encountering obstacles, up to its crisis, from new materials and from the mass industrial process, in Melilli it is being experimented as recovery of cultural and economic values in a form of training and productive laboratory. Therefore, it is part of the project just because it strategically assumes the territory and the recovery of a tradition, and this is what we can call "*integrated relational tourism*" being a tangible pleasure. In details:

In the prestigious Sicilian textile heritage, which is part of the historical Sicilian identity, preserved in museums, churches, collections, etc…;

In a territory selected like a laboratory, where this identity may return in training, productive and research forms, in order to set up an *Eco-Museum of Sicilian Textile Manufactures*, always keeping in mind the social aspects of this action.

THE SELECTED AREA

The Melilli District is part of a wider area in the Province of Siracuse (Sicily), which, soon after the Second World War has been identified as one of the most important petrochemical pole in the South of Italy. Presently, the industrial plants in the District of Augusta-Melilli-Priolo occupy a wide coastal area (ill. 1), for

decades, the main job and earning source for the local population working in the various main companies and/or in the induced businesses.

Nowadays there are some troubles linked to these businesses and the local Institutions, mainly the Municipality of Melilli, are particularly wakeful on these troubles and are trying to face them. The petrochemical plants, in fact is seen as a factor of environmental pollution and risk for public health. Moreover, it is now starting a process of job crisis which has negative effects particularly on young generations, representing a serious problem for the future job allocation, unthinkable for the past generation. Under the social-anthropological aspect this evidence is even more worrying, as the encouraging presence of the petrochemical pole for nearly sixty years, has gradually weakened the entrepreneurial and drive capacity of the local population, which has completely relied on these petrochemical companies. This situation has also generated a loss of professional skills and/or ancient crafts (in agriculture, in handicraft, in farming) depressing any entrepreneurial initiative. Moreover, the presence of the petrochemical pole has blacken the enormous cultural value of the District with naturalistic and archaeological value such as Megara Hiblea and Thapsos sites, the Mastro Pietro cave and the Sant'Antonio quarry. The project is related to these sites by dyeing factories and by the setting up of the *Imaginary Park of the Officinal and dyes Herbs*.

THE DISTRICT AND ITS RECOVERY

It is in the above described frame that the project idea is founded so as the consequent Foundation. The Model of business governance and the museological category, allow a better interpretation of the District and, at the same time, an analysis of the different opportunities and a re-conversion proposal of the area in order to correct all those negative effects brought by the petrochemical pole. A virtual process which not necessarily has to be considered as conflicting with the existing one, but, on the contrary, may become a stimulating factor for improving the industrial quality, able to feed the debate among population, scientific community, local institutions and all those who are in charge with the petrochemical activities, in order to set up a full awareness of all local skills, giving possibilities to define economic and social growth, balanced, environmentally friendly and with great cultural value.

The Mediterranean Textile Pole proposes a healthy, productive, professional qualified, cultural and ethic model. The idea is to give to young people the awareness of different productive but ecological processes and useful tools for a process of self job in the different identified sectors. The *different fruition model* of the area, the business opportunities awareness, the creation of new possibilities, thanks to the *Imaginary Park of the Officinal and dyes Herbs*, the setting up of the factories and professional training courses, is determined by new and precise productions, able to change and enrich the area with professional and cultural values. The final aim is to set up a network able to be an alternative model for local governance and, at the same time, driving force for complementary, subsidiary and neighbouring experiences which, if raised in a system, they can define e perspective of an ecomuseum. Thanks to this expression, which is under research in many ancient productive districts in Italy and in the rest of the world, they want to set up a methodical organization of assets (tangible and intangible), a replacement of professional skills and traditional productive activities on a giver area (but also of the historicized industry, the so called industrial archaeology), with the consequent identification of thematic integrated itineraries available under different profiles and aspects (productive, tourist, educational, devotional, etc…).

THE RECOVERY: TRADITION AND INNOVATION

Sicily traditionally is the Mediterranean Centre. A supremacy that, geographically and for business reasons resists up until the discovery of America, but in the Mediterranean cultures it remain even further like a place and example of classical models. But, for what we are interested in, Sicily has recently been a great producer of yarns and high quality textile manufactures. This is a tradition which has its roots in the Bizantine time, carries on developing

during the Islam experience and is driven to its maximum stylistic and business capabilities during the Norman-Svevian time. The propagations of this experience arrive up to the Liberty splendour and its productions.

The identification of the Pole as an articulation of a thematic cultural process (the textile industrial chain) finds two strong justifications: for historical reasons just described and, in the meantime, for the key role expressed by the Made in Italy in textile and fashion design and, at the same time, in the preservation and restoring of the cultural heritage.

ITS REALIZATION BECOMES A MODEL FOR DIFFERENT AIMS:

The recovery of a "culture" able to give concrete opportunity of *qualifying professional skills*;

The *realization of productive activities* which found their reasons in the innovation of tradition, in the research of new markets and in the capacity of economical autonomy (ill. 2);

The research and the intercultural exchange among textile districts under similar experience which, if shared, may guarantee the respect of technological productive and traditional style identities, giving to them an experimented local model.

The project, set up in Melilli has to be seen like a re-qualification opportunity for the area and regeneration of social-anthropological resources rooted in it. It also is a ring of a wide system, made by productive plants, international relations, cultural and educational structures and also by scientific events. This is the general sense that, beyond the specific project contents, has been given to the term "Pole".

In the given sites, the Pole wants to realize the following objectives:

a) Reactivation of production of aulic fabrics, historically certified in the metropolitan textile manufacturers in Sicily, to be used, among others, in the sector of conservation and restoring of historical residences, of ancient dresses and accessories and scene costumes.

b) New production of textile manufactures to be sold for furnishing, fashion and couture for cinema or theatre.

c) Realization of a "tailoring workshop" which, beyond the ordinary production of couture and theatrical costumes, may contribute to the research and awareness aiming at excellences for classification and filing of data concerning the costume and sketchy heritage in the Mediterranean area, in different sectors of the ancient, modern and contemporary theatre and cinema.

d) Set up of a park for the production of officinal essences and cultivated dyeing, used for herbal, agricultural and food purposes, but particularly for dyeing knot, in thread and in cloth of textile manufactures. On one hand, it twill be possible to recover the skills and land-surveying techniques related to the use of these essences (in the project plan, there is also a documentary centre which will explore, on an international level, skills and cultivating techniques); on the other hand it is planned to set up a productive activity able to link the use of natural essences by innovative and environmentally friendly technologies[4].

e) Set up of a textile dyeing as a collection point, also useful for selection and desiccation of plants and their reduction and use for dyeing aims. The factory will guarantee the creation files of fashion colours, respecting all international hypo-allergenic and ecological standards required by the sustainable ethic under the frame reset by ancient productive cycles.

f) Planned maintenance[5] of all fabrics, dresses and scene costumes. This activity is linked to the creation of new and high qualified professionals, thanks to specialization courses in the sectors of identification, classification, planned maintenance and conservation.

g) Re-use of polluting energy sources as renewable source of energy for supplying all productive plants[6].

h) Set up of a start up business consultancy[7].

Research and training are the milestone for realizing all objectives. They sustain the project in its progress, starting from the historical, territorial, technological and market analysis up to the definition of highly qualified professional courses in the specific courses of textile and fashion spinneret.

INTEGRATED AND RELATIONAL TOURISM AS A COMPLEMENTARY AND FINAL PROJECT RESULT

The district, identified as "area culturally determined" gives a clear idea of the museological issue set out since the beginning. A question is, how could the project affect the district in which there will be linked other and internal territorial areas including the South-East zone, the Val di Noto, which is strongly related with Melilli? It is possible to imagine a slow ecological and anthropological change under the impulse of ideas realized or induced by the project? What is the expected influence of this process on the exploitation of the area, on tourism issues and, hence, on a possible Relational Integrated Tourism?

The activation of courses, the presence, in that area, of teachers and students, the research and scientific dissemination activities, the factories' activities, with their workers and the induced activities, are, for their nature, engines of an economy that affects the potentiality of a thematic tourism. The productive sites, full of attractions, imagines, perfumes, sounds and colours, are usable areas, where the tourist walk in as in an itinerary of senses and memories, but out of emulation risk or historical recollection, as they are active factories (ill. 5).

To this network of activities, promoted by the Pole, are linked other forms and expressions of local culture, traditionally identified for tourist uses[8]. This because it is possible to identify places and museums' areas already existing in the District, linked to the project in a sort of integrated thematic itineraries.

A strong emotional impact provokes what we have above defined *Imaginary Park of the Officinal and dye Herbs*. It contributes not only to the supply chain for factories and dyeing. It is conceived as an educational-scientific garden to go along to using specific guides. The Park has to be seen like an experience laboratory for refining senses towards an ancient and deep perception of nature as a "pleasure", sort of *hortus conclusus* of classic tradition that during the Middle Ages had its higher aesthetic and gnostic definition. To go along it will allow to enjoy all those incentives for senses which belong to gardens and botanical gardens, which are thought and constructed for stimulating the imagination of visitor, but specifically supported by a specific education system (museal didactic). A similar implication assume the dyeing and textile factory, where the reference to ancient productive cycles is, in itself, an educational and museum opportunity.

The model here proposed makes use of a forty years experience in "territorial museum" systems[9] which has found a valid application synthesis in the significance of eco-museum, expressed in 1971 by Hugues de Varine[10] and Georges Henri Rivière[11], nowadays very discussed in the International museological debate and at the centre of a tight network of local systems, all related by a national managing authority which, in Italy is the Eco-museum Laboratory, set up in 1998 by the Piemonte Region (www.ecomusei.net).

CONCLUSION

The principles that have brought to plan and set up the Textile Mediterranean Pole are strongly related to a theorization and to a standard practice which put as main object the tradition, giving value to it for future and using it also for more surprising recovery, which is the *human being value and its dignity*. The project is an opportunity to discover the deep link among fabrics manufacturing, the history of costumes, the increasing value of typical manufactures, but, mainly for starting a series of real initiatives able to create an active bridge between past and future. This procedure is the ingredient of a key network and contacts which, starting from this project and territory, they may join other traditions.

A politics like this is also an essential component and privileged means for promoting and disseminate the imagine of Italy already known for its huge cultural heritage. It also is a mean to identify culture as a mean of knowledge among populations and, at the same time, source of growth and development mean. A culture oriented towards those aspects of knowledge traditionally liberal-humanistic, but also linked to science and technological innovations, design and fashion, in order to stimulate research and establish a right and good connection with the productive world, the economy and tourism.

We may say *Culture that is preserved, transmitted or communicated and culture that is self producing* and

is a guarantee for a good foreign affair, and, in the end is the best mean for an effective selection and international circulation of our most qualified intellectual production, so as very often proposed by the Italian Foreign Office Ministry.

The project, in general terms, put, as centre issue, the art of weaving. It only could be enough for defining the imagine of a Country, its colours, its natural, anthropological and social and economic heritage. These factors which are the frame of the project giving back a complicated image. This structure identity is enough in order to form a visible spectrum of strong cultural identity: *a possible living art*. It is from this introduction that Esperia, in partnership with the Municipality of Melilli and the homonym Foundation, set up by them, want to restart in order to give honours to an activity which, very often gives contribution to the keystone of a Country and its population, of a nationality or a particular social group for recovering, by innovative means, a tradition which mainly uses local resources for rising it not only from a productive point of view but also for an ethic and social use. *The weaving is not an art for contemplation*. It is an ancient practice, sewn on human being like a tailor, but, not for these reasons classified and "filed" like an anthropological mean for museum. The work at the loom is an activity which nowadays and in different human contests, produces important and useful means for a daily use and particular "luxury goods". The weaving is a slow activity. Usually the production is of a few centimetres by day and even less once the work is nearly to be ended and the weft turns complex and precious. We nearly may say "so slow is the production of the pearl inside the oyster". And it is for this reason that in every weaving form, from the poorer to the higher, it is expressed a language of the sewer, who let his movement to be settled, his own knowledge and his habits. In the decoration of a fabric there is the same aesthetic tension that is possible to find in a painting, with the additional element of the human ordinariness, which turn the dyeing good into something to be used daily.

If this has a value for the art of sewing, it is also valid for all other possible cases in the spectrum of professions and crafts identified by the planners of the Pole, up to combining (sometime re-combining) a systematic frame. And this frame, in its turn, set up the network of cultural and productive relationships where the local population and Institutions are called to take part of it.

The presence to this conference has the meaning of a methodological and comparative approach with the scientific community of the Countries here represented, which would join the project, bringing to it all single contribution of other local realities in the Mediterranean area, in the perspective to set up a concerned network of entities with similar aspects. Then, the Conference itself, will be a reference point in terms of methods and organization, starting from the identification of potential international partner.

English translation: Maria Pia Sola

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4. Culture – Production – Tourism – Research: some examples in the Mediterranean area.
5. The *Emotional park of the medical and dye herbs*. From the right: the park area, some dyeing herbes and three examples of historical garden in Sicily.

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1. *Mediterranean Textile Pole: Project for recovering the Sicilian textile tradition and a new contemporary production. Maintenance and conservation of the historical textile heritage.*

2. *The Foundation was established on 6th August 2009. It has two partner: the Municipality of Melilli, in the Province of Syracuse, and the no-profit Cultural Association named Esperia. The headquarter of Esperia is in Palermo. It is formed by experts in the specific sector who have planned the draft project related to the feasibility plan of the Pole. Esperia was established by the following team: Francesco Indovina (President), Angela Lombardo (Vice President), Daniela Ciraulo (member of the CEO). Other members are: Franco Landini, Roberta Orsi, Eugenio Vazzano and Vittorio Ugo Vicari.*

3. *In the international district panorama, some historical or contemporary examples are the following: Saint Leucio and Venice Lagoon (Italy); Bruges (Belgium), Valenciennes, Lyon or Lille (France); ancient centres like Fez (Morocco).*

4. *With this aim, the Municipality of Melilli and the Foundation have identified a wide rural area near the city of Melilli, looking at the sea, sheltered by the counterforts of the upland on which the ancient centre was found. The area, which is a Military property and for this reason named "Polveriera" ("powder-keg"), is now under redemption. In these areas there will be allocated cultivations, desiccation and transformation plants for processing cultivated species and essences addressed to dyeing aims. For this reason it will be exploited a strict network of wall galleries which will look over the valley and the ancient rural mansions located in it.*

5. *The meaning of the expression "Planned Maintenance" represents a different organization in relation to the preservation practice. The restoration, in itself, must mainly to be intended as last principle or motivation (so called "extrema ratio"). The maintenance, instead, privileges (but not in substitution to the restoration) the concerted planning of all those periodic interventions and precautionary actions, organized on the base of specific priority and utility criteria, aimed at the renewal of the cultural heritage, the correct maintenance on site, the control and the possible adequacy of the exhibition environment where it is set up.*

6. *Under the environmental strategy network, the Park gives its contribution to the reduction of pollution, both*

adopting materials under the photocatalysis method which make inactive some polluting air elements, and by "green" actions, setting up and experimenting vegetation types able to resist to the air polluting elements.

7. Without giving for granted that the education, in itself, may be changed in creation of new productive activities (new as production typology, new as businesses, new as market), such activities have to be supported by a specific structure able to facilitate the set up, but particularly the market positioning, planning the most suitable profile, organization and technology.

8. A draft list of equipped sites and museums, active in the district, worth visiting, are the following: A) Museums and collection on History of the Arts: Regional Gallery in Palazzo Bellomo, Siracusa; Civic Museum in Avola (Syracuse). B) Sites and archaelogical Museums: Archaeological Museum in Lentini; Antiquarium in Megara Hyblaea, Augusta; Archaeological Area - Neapolis and Dionisio Ear, Syracuse; Archaelogical Regional Museum Paolo Orsi, Syracuse; Papyrus Museum, Syracuse; Antiquarium of Ionic Temple, Syracuse; Antiquarium of Eurialo Castle, Syracuse. C) Castles: Maniace Castle, Syracuse; Swabian Castle, Augusta; D) Museums demo-ethno-anthropological: House Museum Antonino Uccello, Palazzolo Acreide; Museum of the Travellers in Sicily, Palazzolo Acreide; Rural work sites. Ethno-anthropological local itinerary , Buscemi; Museum of the Opera dei Pupi, Sortino; Museum of apiculture (bee-keeping) named "A casa do fascitraru", Sortino; Museum of the rural culture iblea, Floridia; Museum of the memories of people from Canicattini Bagni; E) Naturalistic Museums: Natural History Museum, Melilli. F) Museums of textile, embroidery and lace: Fabric Museum and emigrate home, Canicattini Bagni; Permanent Museum of artistic laces and embroideries, Solarino. G) Other Museums: Palaeontologic Museum, Carlentini; Museum of Cinema, Syracuse; Museum of Ancient Drama of the National Institute of Ancient Drama (INDA), Syracuse; House of 19th Century (Casa del Novecento), Solarino. H) Itineraries, museal network and territorial-museums: Ecomuseum Buscemi – Village Museum of people's life, Buscemi/Palazzolo Acreide; Ecomuseum Hyblon, Solarino; Ecomuseum of Climiti Mountains, Melilli.

9. Spreaded from France during the Seventies by the experimentation of the musée éclaté, it is a museological category mainly applied to the industrial archaeology and to the landscape, even if the research of cultural and territorial nexus involved in the expression, does not seem to go beyond the composition of an infinite number of places, indoor and outdoor, natural and artificial, situated in a geographically bounded space.

10. Former Director of ICOM (International Council of Museums), from 1965 to 1976.

11. Promoter of the Musée national des arts et traditions populaires in Paris; co-promoter of the above named ICOM, where he has been Director from 1948 to 1965.

TOWN PLANNING AND THE PROJECT FOR IMPROVED TERRITORY AND INTEGRATED TOURISM

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Key words: town planning, landscape, safeguarding and improving territorial resources, integrated planning.

INTRODUCTION

Today town planning finds itself, more than ever, elaborating ways of planning and managing the territory. It has to use different methods to aid the process of decision making and planning choices that will eventually lead to a sustainable development that favours the territorial heritage as well as the economic and social capital.

This is based on the construction of processes concerning knowledge and organisation that guide the outlining, planning and management of the territory. It is a complex system that must be identified and organised within the founding constructions so that we can gain the maximum amount of quality and be able to improve the resources we have at hand whilst respecting each single context.

Quality is at the base of every move because the territory must retain its values, and these values will lead to quality planning if they are reintroduced into it. The territory must be allowed to rediscover its sense of worth if it is to be the engine of collective well-being, the builder of social harmony and the guarantor of fundamental rights.

For these reasons, planning must be seen as an integrated organisational activity that manages territorial systems, that are identified as such by their value, so that they can be subjected to the best possible plan that will itself be used in the most appropriate way.

The ability of town planning consists in finding the best way to make sure that any intervention is in full respect of the identity of the area. In fact, town planning should be all about safeguarding the environment and the cultural heritage.

In this way, the territory acquires quality and meaning because it is structured according to the requirements of both its own needs and those of tourism.

The idea of a territorial ecomuseum is a valid planning scenario: in this case it is the territory that is telling its story; it tries to make the local community a part of the venture and brings the historic and cultural past to the fore. For this reason an ecomuseum is not only linked to conservation but also to a deeper concept which identifies a heritage to which a local community belongs and allows it to lose its local aspect and become open to a wider audience – a world-wide one. This can be achieved through a strategic and ethical informative process that leads to a global social exchange.

AN INTERDISCIPLINARY PROJECT FOR THE GOVERNING OF TERRITORIAL CONTEXTS

The territory is composed of contexts that have been built-up over time by previous generations. These generations have organised living spaces where man has carried out various activities that then led to the creation of a variety of systems.

The city itself is constantly changing, becoming a territory of transversal and mutating relationships in all sectors that are interested in processes. If we are to operate on the territory we need to activate awareness processes that can identify meaningful and pre-eminent aspects; to define problem areas, that can be resolved in conformation with the aims of the project; to construct planning scenarios that satisfy the needs and the desires of the local population.

By working towards the correct management of the territory we are guaranteeing the development of integrated systems of value and quality.

A territory which has been observed and proposed far from its specificity with little information to make it much more than a generalised concept does not have enough opportunity to express itself. By observing, researching and gaining knowledge the territory loses its generalised and limited aspect and becomes richer and more complex, releasing dimensions that are priceless and give it its real character.

By being aware of this, territorial planning becomes indispensable because it creates ways of increasing well-being which is in itself a guarantee of quality. By laying out organisational modalities and planning guides we can indicate the path that will allow us to reach our highest goals.

A territory of values (identified by awareness processes and followed up by coherent and suitable projects) is the winning solution and is the ethical result of a disciplined attitude which is in keeping with the times. It must absolutely recognise within itself normal planning activities.

Every reality is a complex unit because it reveals itself through the visible expression of its components, which are likewise revealed because they are an organised entity. If this complex paradigm is confirmed, we must also confirm the need to conceive and use a new disciplinary methodology that can guide the plan's construction processes so that it can build territories that add value to the area while respecting the resources. Planning territorial cross-sections that are full of qualities and values means integrating the indications given by the local community with the planning proposals supplied by the experts. The planning activities lead to social well-being and satisfy the requirements of the collective population.

INDICATIONS FOR THE PLANNING OF VALUED TERRITORIES

A planning system is built in function of the aims and characteristics of the context and it can be the coordinating outline, as far as information is concerned, and the control outline, as far as the choices that feed the town planning project are concerned.

Policies and choices based on ethical principles allow us to conform the instruments that guarantee the development and improvement of the local context.

The quality and the value of local systems, taken into consideration by town planning which then legitimises the choices made by means of argumentative processes, permit us to structure any problems, to identify the resources and the shared values, to coordinate the knowledge, to guide the project and the regulation of fruition and compatible uses, so that we can obtain a quality plan that looks at local systems and endows the urban territory with every environmental comfort.

The activity of town planning is an activity that has an ethical base because this leans towards the identification of values; it is responsibility and choice in favour of the possible so that it can answer the needs and requirements expressed by those who use the area; it is the identification of planning scenarios that indicate the way to development.

Every type of knowledge becomes organised construction by means of attempted and improved hypotheses growing towards a joint view point that aims at identifying and doing what is right for the collective unit.

Common well-being must be the goal and the end product of these policies and it must be composed of multiple goods and constitute a collective heritage with universal values.

The identification of the invisible patrimonies of every local context and their organisation by the use of appropriate safeguarding actions transforms them into universal patrimonies that are part of a complex system which creates a good quality of life that satisfies the needs and desires of everybody.

By using town planning projects we satisfy the need for balance and harmony, creating a correct relationship between social needs and economic and environmental development.

Interactive knowledge, that is to say knowledge that differs both to that of the expert and that based on experience, is built up thanks to interpretation and reinterpretation, adapting itself to the contexts until it reaches a vision of complicity.

This is what must be created to define shared scenarios.

Differences, which exist everywhere, must be seen as an opportunity because they are a resource that qualifies an area and help to satisfy the needs of the community that lives there.

Furthermore, this type of activity is woven into the founding principles of cohabitation and must give quality and cohesion to the lifestyle of the community, adding value and meaning while taking into consideration solidarity, competitiveness and care for the environment.

If we are aware that a territory is made up of systems with multiple characteristics and differing values, how can we use town planning to foresee the correct means of intervention and establish adequate ways of safeguarding the area, that measure the dynamic nature of the area, as well as the resources that characterise it? And, furthermore, how can we establish and catalogue coherent principles on the base of which we must choose the correct types of intervention that respect the canons of aestheticism? How can we propose possible scenarios that cover all aspects leaving restrictions to exceptional cases?

Quality projects, that at the end give structure to the landscape and allow it to be revealed, become occasions to govern the territory in the best way possible.

They are controlled by the various phases that lead to their completion, phases that look at every detail and lead to the executive plan which maintains independence and creativity, but also looks for compatibility and coherence.

All of this moves away from the practice of just dealing with emergencies and leads to the creation of programmed interventions that follow precise guidelines which are able to predetermine the best collocation for a project so that the entire territorial system benefits.

It is the single projects, collocated and coordinated in a controlled way, that determine qualified aspects of landscape. The interaction that goes on between these territories, in their totality, gratifies the areas drawing out the resources, the hidden potential, the revitalised identity and this guarantees a certain quality of life to the inhabitants who benefit from the social well-being.

The fundamental activities needed to govern the territory are synthesised in the following:
- identification of systems;
- organisation of classes;
- configuration of problems and policies;
- choice of opportune policies;
- definition of guiding criteria that lead from planning to design and execution;
- indication of coherence to guide the realisation of the projects.

THE ART OF PLANNING THE TERRITORY

The usual procedure carried out up to now concerning town planning allows a system of restriction to regulate the territory. Acts of administration become the legitimately-acknowledged restrictions regarding the instruments used in town planning, and these allow the governing bodies to manage any authorised uses. Therefore, in extremely synthesised words, according to this method, it is the restriction used by the plan which turns into the method used to manage the territory. The planning interventions are often without a correct integration into the complex territorial system.

Town planning is an instrument which identifies the systems of the territory and their importance, as well as special or exceptional resources to highlight. It organises the working method and is aware of the problems and risks of each area and all of this leads to an optimal plan of intervention.

The art of planning, including the analysis, evaluation and verification of sustainability and compatibility, opens up towards the future aspect of the area. It is good thinking that determines the development of a given space, that indicates the potential and how to augment resources and meaning which ultimately leads to giving it that extra something that makes the difference.

The coherent indications proposed by the plan will guide the project and identify what is not necessarily seen straightaway. They will look beyond and create a vital future with their constant search for controlled quality. The structure of the following report is based on the configuration of the problems and the policies needed to resolve them. This phase is vital to the realistic and well-thought out development of space and it animates the entire planning process.

The declared finalities will allow us to delineate how to conform to the successive and most adapt planning scenarios.

CONFIGURATION OF PROBLEMS AND POLICIES: THE TUTELAGE AND IMPROVEMENT OF THE HISTORIC-CULTURAL RESOURCES.

Aim: to safeguard, preserve and improve the cultural, testimonial and historical resources.

- to define the strategies for the conservation and support of traditional life styles and activities;
- to safeguard, preserve and help the social integrity and cultural identity of the settled areas;
- to safeguard, preserve and rehabilitate the historical centres, sites and archaeological areas that are of great social and cultural value;
- to safeguard, preserve and help agrarian landscapes of historical significance and rural areas.

CONFIGURATION OF PROBLEMS AND POLICIES: THE TUTELAGE AND IMPROVEMENT OF THE AGRICULTURAL SYSTEM.

Aim: to safeguard, orientate and improve agricultural methods so that they are compatible with the protection of the environmental and agricultural values.

- to safeguard the destined areas of help and to choose the correct methods for good agricultural land;
- to safeguard and recuperate the adapt areas for agricultural experiments in ecological areas of high naturalistic sensibility;
- to give support to the economic activities in agricultural areas and other areas in decline;
- to guide and give support to cultivations in areas undermined by structural difficulties;
- to guide and give support to the reorganisation and reintroduction of native plants.

CONFIGURATION OF PROBLEMS AND POLICIES: DEVELOPMENT.

Aim: to programme the residential, commercial and handicraft developments and to model the interventions following the principal of auto-organisation and compatibility regarding the global ecologic tutelage of the area.

- to guide the functional recovery and reuse of existing urban areas, recovering areas or systems within or on the border of these existing areas;
- to guide the localisation, guaranteeing environmental and landscape compatibility of innovative elements to be introduced;
- to give balance back to living necessities;
- to give permission to investing interests only within development areas.

CONFIGURATION OF PROBLEMS AND POLICIES: TOURISM, FREE TIME AND RECREATION IN OPEN AREAS.

Aim: to organise tourist, free time and recreational activities in open areas that are compatible with the character of the area based on the different forms and amount of use.

- to safeguard, preserve, improve and equip the areas depending on the natural resources, such as the flora and fauna;
- to produce organisational and recreational bodies that cause a minimum amount of impact on the land;
- to direct the most intensive recreational activities to appropriate areas;
- to direct the recreational activities that need permanent fixtures to urban areas or areas just outside that do not present problems to the environment or landscape.

EXPECTED RESULTS
WHAT TO USE AND HOW TO BRING OUT THE BEST IN SPECIAL TERRITORIAL CONTEXTS: THE TERRITORIAL ECOMUSEUM
By thinking of a territorial ecomuseum as a possible way of bringing out the best in special territorial contexts means being able to identify the right resources to represent their identity. This would be based on being aware of the fact that we are the owners of our patrimony and that the environmental heritage is also a cultural one and, therefore, universal.

Any planning activity should be able to find the right types of methods which are always dictated by the ethic profile, and then work within a mechanism that never forgets the identity factors but rather positions and evaluates the environmental and cultural heritage so that these can be effectively managed by a planning process.

An ecomuseum looks at settlements; it is a place where particular objects are exhibited, ones that are recognised values in today's world or are such because they no longer exist.

The ecomuseum tries to convey the knowledge that a local community has acquired regarding its historic and cultural past.

The aim is to transform special territorial contexts into ecomuseums: the territory tells the story, exposing itself. In fact, as a museum it has to contain the acquired heritage, but as a museum must also transmit or communicate something we wish to present consolidated, recovered and upgraded forms.

The ecomuseum, therefore, is not only linked to conservation, but also to a deeper concept which identifies itself with the heritage of a community but is also a part of humanity.

The idea of an ecomuseum must work on the base of visibility, it must use information strategically and ethically, basing itself on global transmission and international exchange.

The territorial ecomuseum should be the answer to an ethic value which is a part of a real and active conservation process.

The knowledge it exposes should not only belong to one area of expertise, but it should be a part of a greater community.

Until this awareness becomes a reality, the problem of territorial degrade, the loss of values and the loss of culture will continue, and it is ethical principles that allow us to really begin conservation processes, not preventive or repressive laws that try to stop the degradation of the territory.

The ecomuseum is, therefore, a territorial unit that will be subjected to a process of identification and qualification. Definite policies and ways of bringing out the best in these areas must be created so that the entire territory can be managed using an integrated urban-territorial plan that keeps tourism in mind.

CONCLUSIONS
The great changes within world tourism confirm the need for renewed offers and increased synergy between the various systems.

Calabria could potentially attract a lot of tourism due to its many resources: the sea, the mountains, the natural beauty of its landscape, the culture and the traditions.

So that tourism becomes a real opportunity for development, it is important that this principle is incorporated into the local population, which must first and foremost believe in the territory that it lives in. The existing natural resources must become a part of the economy and the culture.

The archaeological aspects and the landscape must be developed but only if they are acquired by everyone. The community, apart from believing in this process wholeheartedly, must begin a process that allows it to consider the resources as a personal patrimony, a determining factor in the economic and social growth of the area.

Tourism is not only about facilities and activities, it is about the systematic organisation of the territory so that the best of what it has is on display.

We have to differentiate as far as possible the various offers and integrate them with the different resources, promoting and spreading local values that are linked to the culture and traditions.

Tourism must become a modern and global industry while being careful not to destroy the territory and its identity.

The idea of an ecomuseum integrated into the territorial system, one of several scenarios, proposes to highlight the landscape which has modelled the way of life, the economy and the cultural traditions of the local communities.

An ecomuseum, while allowing for constant development, becomes a part of the surrounding area and intends to give those who use it an idea of the identity, diversity, timeless culture and characteristics of the territory it is in.

An ecomuseum will guarantee the capitalisation of the territorial heritage and will encourage the local communities to develop their knowledge and actively participate in the developmental decisions regarding the area. It will, above all, safeguard the cultural heritage and be a part of the conservation of the life that has given the territory its identity.

The regional operational programme outlines a new approach to the problems regarding tourism, it looks to a rationalisation of the system, to the concept of sustainable tourism and to create a network between what the territory offers. It tends to:

- diversify the offer by creating innovative products and packages;
- qualify, strengthen and highlight the accommodation offers;
- propose and spread images of the region, giving support to commercialisation;
- favour the concrete improvement of transport networks;
- improve the policy of welcoming tourists;
- build a system within the territory which leads to greater awareness of its existence.

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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.

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Abstract

The consideration stated in these papers keep to the need of strategic territorial planning based on values that are often missing on the Nebrodi territory (situated in the provinces of Messina, Catania and Enna in Sicily) and that always, as in most of the italian territories, it has been penalized by an exaggerated growth that has not paid attention to the local values. In fact it is not generated by a real planning of the territory (landscape and ecological planning). This has produced phenomenon that today have no sistematic relationship between ecology and society and economic system and settlements that show a certain fragmentary wuth forms of spatial disorder and excessive anthropological pressures, wich bring aspects of enviromental alterations . Such sequence suggest an application of new strategic forms of planning that are directed towards new types of visiting tuorism integrated with the coultural and natural heritage : a way with which today it could be possible to launch and give new life to the important role the Nebrodis have Sicily.

Key words: territory, vision, strategic scenario, landscape.

The territory of the Nebrodi: capability of the urban and territorial systems.
The territory of the Nebrodi is in Sicily in the province of Messina and, it includes an area that goes from the Tyrrhenian coast towards the inner part of the region, with its fluvial systems that spring in what today is called Nebrodi Park (full of woods and fauna) together with its woods and historical villages create a very evocative landscape, a very vast "bioregione" that contains in both sea and mountains.
In this area there are the main towns of the province of Messina as Patti, Capo d'Orlando e Sant'Agata di Militello in which can be found structures, commercial and business activities available for all the area.
From a demographic point of view and territory of Nebrodi has a very low population concentration. It is of 166.000 inhabitants spread out in about one hundred of town centres grouped into 43 administrative centres, none of which rich 14.000 inhabitants.
In the Nebrodi since like in most of the Italian territory there has always been a heterogeneous growth not caused by a regional planning and this has given the current social, economical and building development.
Today the territory of the Nebrodi is divided in three macro systems that have their own life cycle. These three big systems are located in the inner part which is the Nebrodi Park, the rivers in the hill area and coastal zone present a comb "shape" form ending in the Mediterranean sea.
The area that is considered in this paper is a very interesting ecological system.

A new vision of the Nebrodi
The vision will be based on the examination of the territorial and the landscape culturale heritage with its inner aspects which in this case define the main aspects of the socio-enviromental system we are investigating.

The requalification process should be in the general position to cover the urban and environmental development: in the Nebrodi context the problems are due to the recent transformations that's occurred when quality circle (local economy- environment- settlements) that had marked the history of this area broke. (Ingrillì, 1996)

The vision of a real sustainable development should be carried out without bringing any harm to the ecosystems and to important landscapes paying attention to the building criteria so that it will regain its functions, its beauty and its architectural forms avoiding great "Junkspace" (Koolhaas, 2006).

The need to restore the urban areas e not only the landscape but also concerns the sustainable development of the Nebrodi.

It is not possible to have further expansion in trade, housing and tourism at the sprawl rate of previous years. The recovery of the ecological quality, the preservation of the local identity, the sustainable development and the quality of the urban growth make up the "manifesto" that must be followed.

The necessary achievements in the Nebrodi are:

The recovery of the coastal zones; the need to preserve the natural environment still plentiful in coastal zones; the defence of the rivers as greenways that connect to coast to hills or mountains; preserve the natural features of the Park like ecological habitat and heritage sites; development of ecotourism and participation of the inhabitants of the areas in this process.

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DESIGN & CRAFTS

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Abstract

In today's world design is deemed to be a factor for development, capable of stimulating commendable processes in those areas that might embrace it strategically. In the last century design represented "a formidable tool to improve human life through the production of industrial artefacts that show a synthesis between technique and aesthetics". If we bear in mind this definition, we see that design, along with economic development, encourages social and cultural improvement, and democratic processes that subsequently affect the majority of the populace.

In recent times, however, a definite rift has evolved between design and industry, terms which have long been closely associated with each other. In the third phase of the Industrial Revolution, dominated by electronics, a so-called post-industrial society has emerged, supplying not only products, but information, services, images, communication. In short, the flow of information is more important from the economic standpoint than the production of physical artefacts.

It is interesting to notice that, for example, the prestigious Eindhoven Academy of Design has recently eliminated the term *Industrial* from its logo, in order to emphasise that design is more a question of concept than of industrial practicability.

Another example is self-production, where the designer is involved not only in the design process, but also in the realization of an artefact; this is accomplished using computerized machines and methods linked to highly technological handicraft. It is no longer a question of exception or avant-garde experimentation, as it was in the eighties (thinking of Alchymia and Memphis). It is now a question of a practice which is currently widespread among young designers (and not only), who thus manage to produce on a small scale and yet, command considerable attention. As Andrea Branzi often stated, self-production as a sophisticated craft is not contending with industry, but, rather, integrating it, to the extent that the self-made product can be tested and, eventually, produced industrially.

It is interesting to note that Italian designers have distinguished themselves by their unique ability to present artefacts that incorporate both industry and crafts in the best way possible, often half-completed works, but technically impeccable and rounded off with a craftsman's care and diligence. The result is often a wonderful blend of tradition and innovation.

This is the case with the *Superleggera* chair by Gio' Ponti, designed for Cassina in the fifties, along the lines of the so-called *Chiavarina* (a chair widespread in Chiavari) – a first-rate product, technically well-resolved and consolidated in the public imagination. Ponti's version is somewhat lighter than the classic *Chiavarina*, due to his tapering of certain parts and his inclusion of ingenious elements borrowed from the aviation industry. All of this results in one of the most emblematic products of Italian design, which has not repudiated traditional craftsmanship, but integrated it synergically with industrial procedures.

Taking this as a basic case reference, the Department of Design (University of Palermo) has initiated a project to re-design the classic Bivona chair. This solid and functional chair, an object of spartan beauty, is found widely throughout Sicily, but unfortunately is gradually disappearing, because it is dependent on one single remaining craftsman possessing the necessary, precious skills.. In accordance with the wishes of the mayor of the town of Bivona, which in this case has taken on an entrepreneurial role, the Department of Design has offered to assume the responsibility of revitalising the Bivona chair through a

series of operations, commencing from the craft tradition and integrating the use of innovative methods, procedures and materials. The stakes are high; it is not only a question of (re-)creating a fine chair, but also stimulating the economy of a small town. Everybody should benefit, from the designer to the technical professional, from the entrepreneur to the advertiser, but, in any case, the principal objective being for Bivona to maintain its manufacturing and cultural heritage in this specific field.

Key words: Design, Identity, Culture

INTRODUCTION

In today's world design is deemed a factor for development capable of stimulating commendable processes in those areas that might embrace it strategically. In the last century design represented a formidable tool for improving human life through the production of artefacts that featured a successful blend of technique and aesthetics. If we bear in mind this definition, we see that design, along with economic development, encourages social and cultural improvement, as well as democratic processes, which subsequently have an impact on the majority of the populace.

THEORETICAL AND METHODOLOGICAL APPROACH

Compared to several years ago, in the recent past the merchandise and geographical sector with regard to design, has spread like wild-fire. Whereas once upon a time one would allude to a certain kind of product (above all, furniture, lamps and motor-vehicles), nowadays there is no object that has not undergone a process of (re-)planning and aestheticization: from shoe to sauce-pan, from crash-helmet to tooth-picks. Whereas formerly only a few countries (mainly in the West) were actively involved in design, nowadays there isn't a country that isn't occupied in the design sector (from Australia to Canada, from China to Brazil), or to be more precise, isn't endeavouring to exploit design as a sort of spur to launch innovative strategies. This dual observation highlights something that was right in front of our noses: for better or worse, design is today, and more than ever, responsible for the majority of material and cultural changes representing a basic requisite for present-day society. As Gillo Dorfles comments: «Many have not yet realised that a large part of our "formal panorama" (from utilisable object to decorative element, from machines to computers) is directly or indirectly regulated by design data» (Dorfles 1996, 21). Again it is Dorfles reaffirming: «The products being turned out by industry have become everywhere, and more and more each year, the dominators of popular culture (and not only popular culture); their shapes, their colours, their scintillating sinuosity have infected sculpture and painting; plastic materials, duralumin, polyesterized colours, perplex, plexiglass, polystyrol have become the new materials which we all love using» (Dorfles 2003, 231-32).

In recent times, however, a definite rift has evolved between design and industry, terms which for a long time have been closely associated with each other; talk had always been of *industrial design*. During the 3rd phase of the Industrial Revolution (from the seventies onwards), dominated by electronic technology, a so-called post-industrial society has emerged, providing not only (industrial) products, but also services, images, communication; a point has been reached where the flow of information is more important from the economic standpoint than the production of physical artefacts (Bell 1973)[1].

Thus it happens that, for example, the prestigious Eindhoven Academy of Design has recently eliminated the term *Industrial* from its logo, in order to emphasise that design is more a question of concept than of industrial practicability. In fact, today, design denotes idea, the idea that is behind every project, i.e. the elaboration of concepts as something separate from the (industrial) production process.

1 Bell reiterates, quoted in Kumar 2000, 13: our society «is an information society, in the same way that the industrial society is a society producing goods».

Another illuminating example is the widely-discussed area of self-production; in this case the designer is involved not only in the design process, but also in the realization of an artefact; this is accomplished using computerized machines and methods linked to highly technological handicraft. It is no longer a question of exception or avant-garde experimentation, as it was in the eighties (thinking of Alchymia and Memphis), but a question of a practice which is currently widespread among young designers (and not only), who thus manage to produce on a small scale and yet, command considerable attention. Self-production as a sophisticated craft is not contending with industry, but running parallel and integrating it, in the sense that the self-made product can be tested, with a view to then proceeding to produce it industrially[2].

This is the true in the case of (to mention two illustrious names) Michele De Lucchi's *Produzione privata* and Dennis Santachiara's *Personal Factory*, where a new mould doesn't need to be created in order to produce a new proto-type, but one needs simply to insert (new)software in the machine.

In this sense, the concept of handicraft now takes on a new, and more interesting meaning, as privileged territory for healthy experimentation on projects and paradoxical updating, above and beyond consolidated (industrial) production processes and the simple logic of marketing linked to consumerism. In conversations with Enzo Mari, the craftsman actually assumes a status intrinsic to the success of Italian design:

What is Italian design? A characteristic typical of Italians: the art of "making do".

And what does this depend on? Three things: a lack of money, the presence of a million craftsmen, and living in the largest depository of art-works in the whole world (Capella 1997, 555-56).

In fact, if we examine Italian design, we note an inimitable ability to combine, at the utmost level, industrial and craft-made quality (and quantity); here we are often dealing with half-completed work, well-made technically and rounded off with a craftsman's care and diligence. The outcome is almost always admirable and often a wonderful blend of tradition and innovation. For example, this is evident in the *Superleggera* chair by Gio' Ponti, designed for Cassina in the fifties, along the lines of the so-called *Chiavarina* (a chair widespread in Chiavari), a first-rate example of handicraft, technically perfect and fixed firmly in the public imagination. Ponti's version is somewhat lighter than the classic *Chiavarina*; it is slender, graceful and elegant, due to the tapering parts and inclusion of ingenious elements borrowed from the aviation industry. Consequently, the *Superleggera* is a symbol of Italian design, which has not repudiated traditional craftsmanship, but integrated it synergically with effective industrial procedures.

Within this framework, in the eighties, the newly-founded Palermo Dipartimento di Design (the former Institute of Industrial design and Building, i.e. Istituto di Disegno industriale e produzione edilizia) endeavoured to outline a *via siciliana al buon design* (i.e. a Sicilian approach to good design*)*, without falling into the hands of consumerism, *because,* as is widely acknowledged, *there are no industries in Sicily*. Therefore, on the one hand, it encouraged links with the various productive structures, proto-industrial, handicraft, industrial etc., and on the other, a bold experiment with everyday artefacts. As Anna Maria Fundarò, the founder of the Institute, affirms «by questioning the univocity of the relationship between "design" and "industrial" (precociously singled out in the early eighties) we are made to feel potentially involved in a debate from which we felt excluded from the beginning: the extension of the concept of design beyond mere traditional, formal planning of structures and objects (again, it needs to be said, something noticed here before anywhere else) confirms the changes in the frontiers and fields of professional application; this extends beyond form, to the qualities that constitute a system of cultural

2 Branzi comments (1982, 141): «the new craftsman places himself beside, or before, the production line, and not against it, since his experience is of a non-technical or non-productive nature, but fundamentally expressive. In other words, he carries out a privileged industrial laboratory function, producing models that greatly expand the constituent repertoire of present-day industrial design, whose margins for renewal, within the industrial experience alone, are more and more limited to re-cycling of productive stylistic elements that have been widely endorsed. [. . .] proposing custom-built pieces, responds to a growing demand for objects that can be used for decoration in the most figurative sense of the term, in comparison to an ever more homologated and anonymous production-line».

and linguistic information, a system of utilisation that is more engaging than one of mere building structures. Handicraft is to be viewed as a basis for experimentation in planning/design, in total harmony with materials and the construction process; it is to be seen as a privileged moment of importance for industry itself and not as an alternative to industry; it can help trigger processes of collaboration and recovery that are not fanciful and regressive, and enable us to utilise minority cultures to overcome official aesthetic codes and unbridgeable technological gaps» (Fundarò 1982, 8-9).

More recently, taking as a point of reference the previously-mentioned *Superleggera,*, the Department of Design (University of Palermo) has taken the courageous step of re-designing the classic Bivona chair. Although this solid and functional chair, an object of spartan beauty (Magistretti might have described it as "pride in modesty"), is to be found widely throughout Sicily, it is, unfortunately, gradually disappearing, because it is fatally dependent on one single remaining craftsman possessing the precious skills required. In accordance with the wishes of Bivona town-council, which in this case has taken on an entrepreneurial role, the Department of Design has proposed revitalising the Bivona chair through a series of operations, commencing from the craft tradition and integrating it with innovative methods, procedures and materials. Yet the stakes are high, since this is not only a question of (re-)creating a fine chair, but also stimulating the entire economy of the small town of Bivona, from design to technical application, from entrepreneurship to advertising, whilst the principal aim remains that of maintaining the manufacturing and cultural heritage of this specific context.

Design is also all this and not only Philippe Starck's lemon-squeezer!

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Habitat

**IDENTIFYING URBAN POPULATIONS.
A CONCEPTUAL FRAMEWORK**

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Abstract

This paper claims that nowadays relationships between residents and places are like those between tourists and places. The aim of this contribute is to demonstrate that residents and tourists are not different populations but just different ways of being inhabitants. In this view, being inhabitant is a fuzzy variable, consequently we have attempted to build a framework for recognizing this property.
All the policies (and not just the tourism policies) should be built around the inhabitants of a place, not just around residents.
The changed mobility paradigms allows people to take part in the life of different territories, not necessarily near each other, in ways and times absolutely variables among individuals, nevertheless only the residents are usually placed at the centre of the planning processes.
Cities acquire their meanings from the system of relationships between places and people which also influence the spatial changes occurring in the cities. .
These meanings are not fixed and invariable, but are constantly being negotiated, being changed, being recoded. Governing a place requires an adequate understanding of the diversity and richness of these different meanings that each population brings with it.
To build our framework we took into account three assumptions:
1.   Whoever can know whatever place and becomes inhabitant of it.
2.   Knowledge and experience of a place is incremental
3.   There are many ways to inhabit a territory, each and all contribute to its environmental, cultural and social transformation.
These assumptions lead us to say that we can define, in some way, "how much" people are inhabitants of a place. If knowledge of a place is incremental, each person by accruing experience can became "more inhabitant".
The "measure" of being inhabitants of a place has been defined like "Inhabitantness".
Each person can be classified with a score from 0 to 100.
The maximum value, 100% represents those who have been living in a city for a long time, work, consume and spend their free time locally and, also, "take care of" it. They are an integral part of local society: in short, the traditional inhabitants. The minimum value, zero, represents those who are not inhabitants. However, the same score does not represent the same population, inhabitantness must be assessed over time, in its evolution.
If we represent the root process (growth of inhabitantness) in a graph (place's experience on abscissa, inhabitantness score on ordinate), the curve will have a logarithmic trend: to equal experiences correspond an increase of inhabitantness each time smaller as the title grows up.
The time required to increase the inhabitantness (at any level) depends on both the peculiarity of the person and the characteristics of the place (in the broad sense, both environmental and socio-cultural); so each person will have a different speed-distance of the curve.
The curve is different if we evaluate the eradication path (loss of inhabitantness). In particular for maintaining the same inhabitantness level already achieved, one need not continue doing all the

experiences: there is not direct proportionality between the experiences that are not continued and the loss of the inhabitantness. Once we have achieved a good level of inhabitantness, if our experience leads us elsewhere, we remain inhabitants of the place, to rephrase DeBeers we can say that "a good inhabitant is forever."

Investing in policies that increase inhabitantness title means to have returns for many years. A good score means good inhabitants, hence a policy that involves a general growth of inhabitantness improves its population, and a better population means a better place.

Key words: Populations, inhabitant, tourism, tourist.

INTRODUCTION

The changed mobility paradigms allows people to take part in the life of different territories, not necessarily near each other, in ways and times absolutely variables among individuals.

Most of these different ways of life "exploded" after the Second World War, in Italy as well as in all the others developed countries.

There has been a transition from a world in which people were born, lived and died without having moved more than a few kilometres to a world in which is difficult to spend a whole day without moving.

The main reasons are three:

1. The means of transport.
   The distance that an individual can travel has extremely increased since the train, the car and the plane (in chronological order) became of common use. The world is thought as a system of temporal contiguity: distances are measured in hours.
2. The breaking of the direct link with the land.
   The secondary and tertiary sectors, multiply the opportunities to work and produce in places different from those in which we live. Working without close ties to the land means being able to interact with more people and territories.
3. Computerization.

Today the contact, the knowledge and the exchange of information among people can occur without physical presence. However, being able to reach people everywhere generates an increase of movements.

From a pre-industrial world, in which there was symbiosis between place and community, we have moved to a world in which local life is increasingly involved in global processes and the concept of community is in crisis.

This individual, mobile and plural life is not easily classifiable within a conceptual system. The structure of a city and its transformations (physical and immaterial) arise from the movement that is generated around them, a movement of populations: people that work, sleep, buy, or "simply" pass through.

Cities take their meanings from the system of relationships between places and people[1].

These meanings are not fixed and invariable, but are constantly being negotiated, being changed, being recoded. To govern a place requires an understanding of the diversity and richness of these different meanings in relation to each population.

There are territories that have the so-called "touristic vocation" affected by the presence of a transient population important in both quantity and quality terms: a case even more complex than the previous one for understanding the phenomena and having the possibility to recognize and govern them.

Clearly there are differences among various populations, some of them will compete with each other [2], others can co-exist.

1 Amin A., Thrift N. (2001), Cities. Reimagining the urban, Blackwell Publishers,
2 Ashworth G.J., Tunebridge J.E. (1990), The Tourist-Historic City, Belhaven, London.

Tourism policies are usually characterized by a sectorial, economic approach, they are not seen as territorial policies.

Policies that affects the population composition of a territory, its urban, physical and environmental structure should not be sectorial; we do think that the tourism policies *are* territorial policies.

Even the tourists are inhabitants, they are just different (not in absolute terms) inhabitants.

Investigate how many and who they are appears necessary in order to understand the transformation of a place and device suitable policies to govern it.

It is a rethinking of the paradigms of government: if before it was clear that the government was done for the citizens, and these were identified with residents, today we are facing new forms of citizenship, more elusive and rarefied nonetheless with important territorial implications.

THE TOURISTS

Among the people who move into an area, the tourists' category is growing in importance. Tourists are traditionally recognized and defined as different from residents, often accounted just as numbers in the policies of a city, thought as customers by tourism policies. Nevertheless they play an important role in the territories affected by their presence.

But: "Who is a Tourist?" [3]

According to Cohen (1974):

"One of the more interesting features accompanying the contemporary tourist boom is the extraordinary proliferation of diverse forms of tourism, ranging from short excursions to round-the-world trips, from sea-side vacations to veritable expeditions into almost unknown parts of the world, such as Antarctica or Greenland, from organized and routinized mass-travel to leisurely, individualized exploration or drifting off- the- beaten-track."

From 1974 to today the ways to do tourism and the types of tourists have exponentially increased their number.

This view recognizes a variety of reasons and different ways of dealing with places and populations; the concepts of tourism and tourist should be a bridge to tourisms and tourists.

The World Tourism Organization[4] defines tourists as:

people who "travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

For Cohen (1974) – A tourist is a temporary traveller, travelling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round trip.

Moreover Cohen[5] defines six key dimensions for the tourist:
- The temporary nature of the trip, the tourist maintains residence and address, unlike tramps. The journey of the tourist is an exceptional and often unusual state.
- The voluntariness; the tourist chooses to leave and return freely, without constraints (eg. political refugees);
- The circularity of the shift: the tourist always returns to the place of departure. Tourism is a temporary migration.
- The time spent is more than one day, unlike walkers and excursionists. Time and distance involved must be relatively long.
- The route is not recurring, unlike commuters or those who own homes for spending the weekends.

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3 Cohen E. (1974), *Who is a tourist? A conceptual clarification, in The Sociological Review XXII,*
4 WTO, (1997),"*UNWTO technical manual: Collection of Tourism Expenditure Statistics" World Tourism Organization. p. 14.*
5 Cohen E. (1974), ibidem

- The non-instrumental goals, the travel should not be due to external motivation (eg, study or business), but must be an end in itself.

Tourism is a cumulative process of these six dimensions, a continuum within which there are different shades and intensities of the tourism component.

All the above dimensions already encompass, more or less explicitly, the time dimension:

- talking about usual places, implies a lack of knowledge and attendance by the tourist of destination places.
- The time spent is a minimum of 24 hours, the various definitions refer to the idea of sleeping elsewhere. This involves a contact with the local population or at least the use of a local service (hotel).
- No more than one consecutive year.

The time limit (albeit one year seems a rather arbitrary term) is very interesting because it implies the existence of a time of attendance beyond which we can not be regarded as tourists.

In short, the tourist is a person who does not know (or who knows little about) the place where he has gone, at least sleeps a night there, does not repeat often the same trip and is not staying too long.

The various definitions show the effort required to "cut off" a lot of transient populations that are not tourists, but neither inhabitants in the traditional sense.

This effort can hide the idea that after that a tourist knows, lives and attends a place can become another, it might be an inhabitant *in fieri*.

Cohen (1974) illustrates that the tourism component can be represented in a fuzzy way. "There exist many traveller roles which possess a "touristic component" of varying strength prominent examples are the Italian or Irish immigrant who pays a visit to the "old country", the young professional engaging in "touristry", who is in search for jobs which will give him an opportunity to see the world while working (Pape 1965), the pilgrim who combine devotion with some "religious tourism" or the persons who "takes the waters" to a spa[6], ostensibly to improve his health but actually to enjoy himself (Lowenthal 1962)."

There is not therefore a dichotomy or a strong gradient between the travellers who are tourists and the ones who are not.

This point of view is supported by postmodern tourism which emphasizes the recognition of differences. "In practice, postmodernism tends to emphasize the diversity and richness of life, in which the subject is actively involved in the construction of social meanings through its activity and its reflection: the logic exclusive -or ... or. .. -, is replaced with the logic of inclusion -and ... ..- and.."[7].

The key for understanding the postmodern tourism is entrusted by Uriely[8] to the recognition of three fundamental characteristics:

- Lack of differentiation between the everyday life and touristic experience;
  a vision of the holiday characterized by not doing, by the distance from daily tasks, is replaced with a vision characterized by doing and by a mixture of activities[9]. The touristic moment becomes a completion of everyday life. By contrast this one is enriched by "touristic moments", the space of work and vacation, the everyday and the extraordinary overlap more and more.
- Multiplication of different experiences within the same touristic moment;
  The pluralization of the experience starts from the need to do a series of activities (including non-tourist) that tourism space can offer;
- The role of subjectivity in the construction of the tourist experience.

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6 Cohen E. (1974) "Who is a tourist? A conceptual clarification", in The sociological review XXII,
7 Gatti F., Puggelli F.R. (2006), "Nuove frontiere del turismo" – a cura di– Hoepli, Milano
8 Uriely N. (1997), "Theories of modern and postmodern tourism"in Annals of Tourism research vol 24,
9 Lash A, Urry J. (1994), "Economies of signs and spaces"Sage Publication, London

Some things or places can have a different meaning and value for tourists, and this value can also be acquired by residents: the visitor has an active role in the allocation of meanings.

An important flow of transient population changes the meanings and values of spaces and places. If transient populations are more numerous than resident population, this change will be much stronger and faster, but it also depends by the time that they will spend on the territory and by their degree of social involvement.

The activities that the tourist does, the time spent in a place and the involvement processes within places and their social structure, lead (or may lead) the tourist to become, gradually, closer to resemble an inhabitant.

Therefore inhabitants and tourists could not be considered as different populations, but like different shades of the same population.

THE INHABITANTS

The above leads us to wonder about who is the contemporary inhabitant of a place and especially about what being inhabitant means.

Where once there was essentially identification between the resident community and the place, now the link is very different and variable among individuals. New populations have appeared interpreting new lifestyles.

To try to understand these differences, we have chosen a sociological approach, referring to the research line pursued by Martinotti[10], Nuvolati[11], Mela and Davico [12], that classify the populations according to the activities that they perform on the territory.

This classification recognizes within the city the following populations: inhabitants (residents), commuters, city users (passing guests, students and everyone who have an instrumental relationship with the city), businessmen and flâneurs.

So we have a first distinction between four types of people made on the basis of three functions: living, working and consuming[13].

Populations	Activities performed		
	Living	working	consuming
Inhabitants	Yes	yes/no	yes
Commuters	No	yes	(yes)
City users	No	no	yes
Businessmen	No	yes	yes
Flâneurs	Yes	yes/no	yes

Tourists are a subclass of city users. They differ because (usually) they spend longer periods in the city doing a more complete range of activities: visiting museums, consuming meals, shopping, walking, overnight staying and, in general, coming from more remote places.

As we can see, thinking only of the city of the residents means to overlook much of the population that influences the life and shape of the city itself.

10 Martinotti G. (1993), Metropoli. La nuova morfologia sociale della città, Il Mulino, Bologna

11 NuvolatiG. (2002), "Popolazioni in movimento, città in trasformazione. Abitanti, pendolari, city users, uomini d'affari e flâneurs", Il Mulino, Bologna

12 Mela A., Davico L. (2002), "Le società urbane.", Carocci, Milano

13 Nuvolati G. (2003); Resident and Non-resident Populations: Quality of Life, Mobility and Time Policies, in: Journal of Regional Analysis and Policy, 33:2, 67-83

In general, today's lifestyles are so personal that anyone can, at different times, belong to either population, the same individual, depending on the area or the time under consideration, may be resident, commuter, city user, etc.

A city user may be a foreign tourist, a college student, a patient that needs medical care, etc.. It is evident that their participation in the city's life, their impact on spaces and meanings, their ways of living are not the same; even within each category there are significant differences.

Connote a population on the basis of the performed activities is useful but not sufficient to determine its influence on a place.

Another variable that becomes discriminatory to differentiate the populations is the time that they "spend" in the territory: more time a person stays in a place more he/she will be enrooted leading to a stronger identification with the place.

The measure of the degree of identification / belonging of a person to a particular place could be obtained, as a first approximation, as a function of the time that it is passed inside or connected with it.

To try to investigate further what the distinctive elements of inhabiting a place are we have developed a conceptual framework of reference.

To build our framework we took into account three assumptions:

1. Whoever can know whatever place and become inhabitant of it.
    "To estimate the type of relationship that links an individual to a place - in terms of perception and attribution of meaning to places (Walmsley [14]) we should start from a general point, namely that any place in any city can be, by any person, known or unknown.[15]"
    To become inhabitants of a place it is not strictly necessary to have past ties, inherit knowledge or otherwise.
2. The knowledge and the experience of a place are incremental.
    If knowledge of a place is incremental, each person can become "more inhabitant" with increasing experience;
3. There are many ways to inhabit a territory, each and all contribute to its environmental, cultural and social transformation.

"The city is made up of places, both natural and constructed, public and private. It is compared with these that individuals relate in the construction of their identity (Lee[16], 1982). Feel part of, or be unrelated to a city also means recognizing the places, attend, give it meaning, memorize them. Of course, the identification with a city does not happen only in a purely physical way. The network of relationships, the sharing of cultural patterns, lifestyles play a prominent role in forging the attachment of an individual to a community and within the territorial context of reference."[17]

Four dimensions seem to be relevant for defining the inhabitant of a place:

I.   The time he/she passes over the territory;
II.   the type of performed activities;
III. the social involvement;
IV.   the attitudes of places.

Each one defines the quality of the inhabitant, and only good scores in all dimensions identify the traditional inhabitant; different scores correspond to different inhabitants.

These assumptions lead us to say that we can define, in some way, "how much" people are inhabitants of a place.

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14 Walmley D.J. (1988), "The individual in the city", Longman Scientific & Technical, London
15 Nuvolati G. (2002), op. cit
16 Lee B. (1982), Psychosocial Theories of the Self, Plenum Press, New York
17 Nuvolati G. (2002), op. cit

THE INHABITANTNESS

We can assert that being inhabitants of a place is a fuzzy variable. "In the modern theory of sets, a fuzzy variable" is defined as the type of imprecision that is associated with fuzzy sets such that within classes there is not a sharp transition between members and non"[18].

Apart from being residents or not, tourists or commuters, each one can be defined inhabitant; there is not only one way to inhabit but there are many different ways.

For each of the dimensions defining the inhabitant (as listed above), we can identify a set of indicators employable to define a measure. We can report each value on a scale from 0 to 100, and build an overall score, in the same scale, that summarizes the previous one.

The maximum value, 100% represents the individuals who have been living in the city for a long time, work, consume and spend in it their free time and, also, "take care of" it and are an integral part of local society: in short, the traditional inhabitants. The minimum value, zero, represents the individuals who are not inhabitants. In between are all the others.

The "measure" of being inhabitants of a place can be defined like "Inhabitantness".

We can consider this characteristic as an indicator of the goodness of a person for the territory: the greater the inhabitantness, the better a person is for the territory. Therefore actions that improve the presence of populations with high inhabitantness or policies that increase this title are certainly interventions that improve the local system, with spin-offs on its anthropogenic (social and cultural) and environmental components.

Looking at contemporary life is clear that no one is inhabitant of a place at 100%. Lifestyles are so many that it is almost unthinkable now performing all the activities listed above in one place: today everyone is inhabitant of several places in different ways.

We can think of constructing a map of the inhabitantness for the populations of a place. As result we will have a temporary picture of the number and quality of today's inhabitants. Clearly, they can vary in number but also their inhabitantness can vary in both positive and negative sense, because they can become "more or less inhabitants" than before.

A territory which has a higher average of inhabitantness is certainly richer than another one, with the same number of inhabitants, whose average is less.

A good policy is the one that among the transient populations (including tourist) will benefit those with highly inhabitantness, since they are more important for a territory.

THE ROOT PROCESS

The same score does not represent the same population, inhabitantness must be assessed over time, in its evolution.

Two inhabitants both at 50% score for example, can be very different from each other: one might be a person born and grew up in a place and after emigrated, and the other a person born elsewhere but now frequenting that place assiduously and working there. It is clear that to speak about inhabitantness at 50% it is not sufficient to identify the populations, we need to have further indications.

Beyond providing a static frame of inhabitantness, it is also important to have a dynamic one. Between a resident who is in a rooting phase (inhabitantness is rising) and one that is in uprooting (decreases of inhabitantness) there are substantial differences.

We can represent the root process (growth of inhabitantness) in a graph (placing experience on abscissa and inhabitantness score on ordinate), the curve has a logarithmic trend: to equal experiences correspond increases of inhabitantness each time smaller as the title grows up.

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18 Bellman R.E., Zadeh L.A. (1970), *Decision-Making in a Fuzzy Environment - MANAGEMENT SCIENCE, Vol. 17, No. 4, December 1970, pp. B-141-B-164*

The time required to increase the inhabitantness (at any level) depends on both the peculiarity of the person and the characteristics of the place (in the broad sense, both environmental and socio-cultural); so each person has a different speed-distance of the curve.

Strictly speaking the title of 100% should be an asymptotic value out of reach. However, it is preferred to consider that the title can be reached, this means shifting the abscissa "100" on the left in graph (i.e. changing the scale of abscissa) and cut the function before reaching the asymptote, more or less.

THE ERADICATION PROCESS

The curve is different if we evaluate the eradication path (loss of inhabitantness).

For example we can evaluate what happens when someone moves away from where was born and grew up. Despite not spending much time in the place of origin any longer, it cannot be said that the person has ceased to be an inhabitant of the place of origin. The experience and the knowledge of places remain over the years, friendships and relationships continue to involve us, our interest in the events affecting those places is still very high, even though we are at considerable physical distance from them.

Being or feeling inhabitants of a place is a fact that does not need continuity, assiduity or repetitiveness.

However, there is a certain "decay" during a lifetime. If for decades you do not visit a place and stop attending the social life, something changes. The place has since changed while in our memory it is remained unchanged: the reality and the memory/imaginary become very different.

Also, if we do not live in a place, we cannot actively participate to its care.

Nevertheless, to maintain the inhabitantness level already achieved, one does not need to carry on doing all the experiences: there is not direct proportionality between the experiences that are not continued and the loss of inhabitantness.

The eradication path will be different:

The speed of distance of the eradication path is therefore considerably lower than that of the phase of rooting. Moreover, since we are talking about people and the timescale available to them is limited to that of a lifetime, the curve cannot be retraced integrally. If we consider a rooted inhabitant (100%), he/she can never decay, in the time-frame of a life, below a "certain inhabitantness" level, because some of the experiences of a place remain everlastingly.

As a result we can say that everyone is an inhabitant of all the places where has been in his/her life. However, only a few (or at least one) are the main references, the ones where we think we are inhabitants, those which, although we may have left them, remain fundamental and important for our life.

To have people with high inhabitantness is important for a place, because these inhabitants of today will still be good inhabitants tomorrow.

This character is the reason why the policies of a government of a territory should have as key target the improvement of its inhabitantness level.

Invest in policies that increase inhabitantness means to have returns for many years.

Once we have achieved a good level of inhabitantness, if our experience leads us elsewhere, we remain inhabitants of the place anyhow, to paraphrase DeBeers we can say that "a good inhabitant is forever."

CONCLUSIONS

The purpose of this work is to try to change the point of view, generally very spatial, and put inhabitants at the center of policies, recognizing them first.

The theoretical framework proposed is aimed at trying to understand, differentiate and improve (in number or quality) the "good populations" of a tourist destination, but with general considerations.

Nowadays there is not a clear difference between those who moves in an area: all are inhabitants, albeit in different ways and measures. Being settled in a place rather than being transient therefore it is not an a priori discriminant that can tell if we are speaking of a good inhabitant.

The time has come to stop talking of inhabitant and put the emphasis on diferrent inhabitants.

Perhaps the biggest novelty discussed here is to try to give a measure of being inhabitants of a place, assess the inhabitantness of the populations.

However, the measurement of inhabitantness alone is not enough to inform the policies of a territory. The mechanisms of variation are many and to equal levels of inhabitantness can correspond very different populations.

In order t to tackle this question we can analyze the partial values of inhabitantness, representing the scores of population within each of the four dimensions of analysis used to compose the general heading:

  I.   The time a person spends in the territory;
  II.   the type of performed activities;
  III. the social involvement;
  IV.   the attitudes of places.

This analysis helps us to understand where a population has a good inhabitantness, what is lacking and what its main resources are.

Within each dimension we can investigate what is it the contribution of various indicators to understand more thoroughly how the population is determined, it is very uniform or varied, if the deficiencies are bridgeable or not, if it is in a rooting or in eradicating phase.

We are aware of the enormous difficulties that exist in the retrieval of data to construct general frameworks of inhabitantness, if we still find difficult to perform quantitative assessments, it is even more complex for qualitative ones.

However it is believed that the conceptual framework can be very helpful for designing policies related to tourism issues as well as other territorial polices.

The model has also a forecast character, as it is possible to envisage future scenarios of populations on the basis of changes in local policies.

Investing in policies that increase inhabitantness title means to have returns for many years. A good score means good inhabitants, a policy that involves a general growth of inhabitantness improves the population, and improved population means better places for all.

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A NEW ENVIRONMENTAL LABEL FOR FARM HOLIDAYS AS A TOOL FOR IMPROVING THE INTEGRATED RELATIONAL TOURISM

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Abstract

In Europe people, with an increasing trend, are inclined to prefer, for their holidays, accommodations in farms, where a closer contact with the culture and the tradition of the chosen country can be achieved, for not citing the evident less economic expenses involved in such kind of preference. In Italy, for example, a rising number of people select this option for their trips, in such way experiencing in a closer manner the cultural heritage of the territory that, particularly in this country, shows a large variety of interesting situations.

Moreover, this approach to the holidays trips, due to the relationships with people living in the chosen areas, does induce a relational tourism, in this way facilitating the cultural exchanges and a deep mutual knowledge between hosting and visiting subjects.

Actually, due to the importance of this compartment in the whole tourism sector, several labels and brands have been issued both at single countries level and at the U.E. level, in the aim of defining criteria and requisites for high quality farm holidays. These labels refer to the services provided to people, to the environmental features and energy performances of the tourist service and of the premises belonging to the farms. The recently issued "Camp Site Service EU Eco-Label Award Scheme" and the Decision no. 287/2003/EC of the European Parliament establishing the ecological criteria for the award of the Community eco-label to tourist accommodation service are important examples of the wide normative activity in this field.

Anyway, as far farm holidays are in context, there is a lack in the current rules, since they essentially take into account only the quality of the services related to the accommodation features: in this way, the whole features referring to the agricultural farm (food products quality, and environmental quality of the food chain) are neglected. This should be overcome in the aim of attributing to the farms a label that reflects, in a comprehensive way, all the services and products that this kind of touristic sites do provide to people.

In the present paper a new approach is proposed that, essentially referring to the existing European labels and brand, allows the attribution of a quality award to holidays farm that in the same time would take into account the environmental and energy performances of the site, along with the quality of the food proposed to people.

The proposed approach will refer to the European Ecolabel scheme for hotels and camp-sites and to a scheme in force in the Tuscia area (Viterbo, Latium). Moreover, for the quality of the food the present approach will refer to the well known food labels (concerning the single product and the chain of production).

By the way, for this new scheme it is needed the implementation of the Environmental Management System of the farm, that makes more environmentally sound the proposed award scheme.

Key words: farm holidays, quality label, environmental performances

INTRODUCTION

According to the UNWTO, the tourism is defined as "an activity of a person who visits a country that is different from the country where usually lives, for a period that is not longer than a year, due to pleasure trip, business trip or other goal which is different from practicing a remunerative activity in the visited country" (Ioannides and Billing 2007).

The tourist sector, involving a big diversity of services and professions, is very important, both from the economic point of view and environmental point of view. The tourist sector, on 2001 (Communication of Commission to Council, to Parliament, to Economic and Social Committee and to Committee of the Regions of 13 November 2001) in the European Union, comprised about two million firms, in particular PMI (small and medium firms), its contribution to the GDP and to the employment was on average around 5 % and it represented (like today) one of the European economy sectors with best prospects for the future.

As regards the temporal evolution, it can be asserted that the tourist demand has been characterized by both a relevant growth process in the world and a relevant territorial diffusion, since 1960 when the international arrivals were about 100 million (Endreoli and Manente 2005), till nowadays, when on 2007 about 800 million international arrivals have been registered. A further increase is predicted for the next years, as described in figure 1.

It is necessary to underline the fact that above foreseen (carried out on 2008) can overestimate the phenomenon, in relation to the investment crisis in which all the world at the moment is involved.
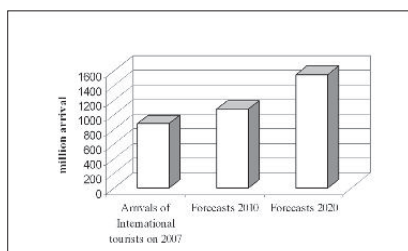
Figure 1. Trend of the arrivals in the E.U. countries with forecasts for 2010 and 2020 (www.turismoefinanza.it)

Regarding the national tourism and in particular with reference to overnight stays of tourists which come from foreign countries, as you can see in figure 2, the greater number of overnight stays is related to tourists coming from Country of the European Union (with 232.611 million overnight stays) followed by America, Europe, extra E.U., Asia, Oceania and Africa (respectively with 49, 43, 11, 7 e 4 million overnight stays) for a total of 350 million overnight stays.
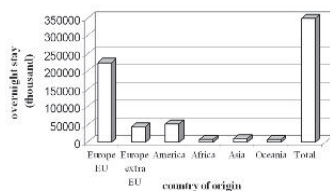
Figure 2. Incoming tourism in Italy, by number of overnight stays and countries of origin. (www.turismoefinanza.it)

SOME ENVIRONMENTAL QUALITY BRANDS AVAILABLE IN EUROPE
At the moment an intensive standardization activity regarding environmental quality brands for the tourist sector is registered, due to the growing interest showed by users, in the performance of this sector. In this process Italy is in the van: the country in fact, is the main responsible for the singling out of criteria for the European Ecolabel brand intended for tourism sector. On the other hand, there are a lot of brands, elaborated at local level which certifies the tourism sector environmental excellence and can be taken into account as example for similar initiatives at European level.
A concise review of these initiatives is proposed below.

The E.U Ecolabel brand for the tourist facilities and camping
The Decision 287/2003 of the European Union (Commission of the European Communities 2003), considers the farm holidays as belonging to the product group "tourist accommodation service" and defines criteria that must be fulfilled by the tourist facility in order to obtain the EU Ecolabel. Such criteria are the same as those required for hotels and others similar facilities.
The criteria aim at reducing the energy consumption provided by fossil sources, at reducing the chemically treated water consumption and the chemical substances inside the detergents and disinfectants, and at reducing the waste, without compromising the service quality level provided to guests. In more detail, the criteria aim to ensure the use of electric equipment and for heating equipment which are energy efficient, to ensure the water saving by suitable devices, to educate the staff in order to have a responsible behavior from the environmental point of view (that is, for instance, to avoid an excessive use of chemical substances, to make a differentiation of waste types and to ensure an adequate disposal). In general, criteria are able to improve environmental performances thanks to combined actions of the director and the staff, and to increase the consciousness of the guests regarding behaviours more respectful towards the environment (APAT 2005).
Among the main criteria, divided in mandatory and facultative, there are the following:
- the environmental efficiency;
- the measurability and verifiability of the observance of the criterion;
- the impact on the consumer perception;
- the expression of the E.U environmental policy;
- the excellence;
- the technical and economic feasibility .

The mandatory criteria must to be satisfied, if they can be applied. for each product/service, the conditions for the criterion applicability are defined in the respective handbook. Regarding the facultative criteria, it is sufficient to reach a stated score, a score from 1 to 3 has been assigned to each criterion, on the basis of its environmental efficacy, technical/economic feasibility and visibility towards consumer.
The minimum score required to obtain the Ecolabel brand is 16,5 points for all tourist facilities which provide only the overnight stay service. It is necessary to add 1 to 16,5 for each additional service that is under the direct management or property of the manager or owner of the tourist accommodation service, included the catering service, fitness activities and the green area benefit, in order to calculate the minimum score required in case the overnight stay service is not the only one provided (APAT 2005).

The AIAB brand for the bio-ecological farm holidays
The biological agriculture is based on the idea of providing to the consumer a product which has produced without chemicals. Therefore, its purpose is to meet the consumer's requirements as to reduce environmental impacts associated to the production of the product. Since the methods of the biological agricultural have environmental impacts hopefully lower than those which are caused by the traditional methods, the biological agriculture brand can also certify a low environmental impact product.

This new brand is usually assigned to the so called "bio farm holidays" which have the possibility to produce and sell biologic agricultural products. The brand, provided by AIAB (Italian Association for Biological Agriculture) since 1998, ensures that those farm holidays are firms which fulfil not only, biological agriculture standards (they must adopt the Reg. 834/2007 (The Council of the European Communities 2007)), but also, ethical and ecological standards regarding the management of the accommodation activities. The last ones are imposed and verified by proper inspections made by the ICEA (Institute for the Ethical and Environmental Certification).

Therefore, the bio farm-holiday is considered as a tool aimed at the integration between environmental protection and offer of tourist services in accordance with sustainability principles, and it is an interesting application of the integrated relational tourism. It in fact, forces the entrepreneur to act in order to conserve the historic, environmental and socio-cultural heritage, and to recovery the rural areas. Moreover, the firm management is aimed at protecting the environment by the energy saving and the rational use of the resources obtainable through the production and use of renewable energy sources. Besides, the bio farm-holiday firm, through the choice of suitable technological solutions, accomplishes a program of water saving, of depuration and recycle of the waste water, provides ecologic (means of) transport to own guests or advices them to choose "slow" mobility ".

In particular, regarding the energy management of the bio farm-holiday, some requirements to be fulfilled, concerning some general issues, are reported below.

Company energy plan.

The firm must register all energy consumption (electricity, firewood to be burned, gas oil, methane, etc.) and work out a company energy plan. The accurate knowledge of how energy is consumed, is one good motivation to work out an energy plan or, however, to keep the books of the consumption inside a firm; this fact, obviously, allows to achieve immediate savings and sometimes relevant. The possibility to identify, precociously, the waste causes and so to set up optimum conditions for the saving is another important advantage.

The heating systems.

If a boiler has a thermal efficiency less than 90%, its useful efficiency (that is the average yearly efficiency) can be less than 70%. In these cases, the replacement of the boiler is required, introducing a new one with yearly useful efficiency equal to 90% at least.

The use of carbon or lignite is forbidden (with the exception of charcoal), due to the very low thermal efficiency of their combustion and the big amount of polluting substances introduced in the air (SO_2, soot, etc.).

The heating system must be equipped with an automatic and thermostatic on-off switches device (that is, it must be able to reduce heating during the night hours and to provide the possibility to regulate the temperature in each zone of the building).

A sufficient thermal insulation of the boiler, of the hot water boiler, of heating system pipes and drinking water pipes must be guaranteed, (isolating the hot water from the cold one).

Curtains, fittings and others articles must not hamper the air movement in front of thermo siphons.

Lighting systems and electric equipment.

High energy efficiency lamps, hourly on-off switches or photoelectric cells for the permanent lighting, must be used.

If necessary, low energy consumption devices (refrigerators, freezers, office equipment, etc.) and low water consumption devices (washing machines, dishwashers, etc.) must be bought.

The peculiarity of this brand is the synergy of the double certification which assigns a strategic role to the environmental variable in the farm holiday. The brand aims, indeed, to integrate the tourist activity and the rural context. Therefore, the firm has also a function of territory, landscape and environmental quality protection.

Moreover, the agricultural firm, through the farm holiday, can communicate "knowledge" and "skills" regarding the superior quality of the biologic products, contributing both to their making the most and to consumer education towards purchase of biological products. It is clear that the consumer is satisfied when the biological certification is put together with the certification of traditional and reliable production process, which is foreseen in regulations for DOP award (Protected Origin Denomination) and IGP award (Protected Geographical Indication), so joining the taste quality, the food safety and the local traditions (Platania and Privitera 2009).

Therefore, the AIAB certification, compared with the EU Ecolabel, evaluates both the right environmental management of the hotel accommodation services and the environmental quality of the product since it takes into account also the production of biological products, in the agricultural firm context. Nevertheless, such certification doesn't identify possible interactions between two main components of the system, that is agricultural firm and tourist facility. These interactions could improve the environmental performance of the "farm holiday" system.

The coupon of Tuscia ecologic farm holiday

Another interesting brand has been proposed by the Agriculture, Hunting and Fishing council department of the Viterbo province, which has singled out some criteria for applying an environmental quality stamp to farm holidays (Provincia di Viterbo 2004).

The brand is recognized only at local level and has not been proposed to substitute others brands of environmental quality (like the E.U. Ecolabel or the product ecological labels belonging to the set ISO). It would represent an instrument to encourage the environmental sustainability in a sector which lives thanks to territory resources and it can play an important role in the policies of increase in value of the product itself. In this work it has been taken into account because it is a brand which can be applied only to farm holidays and, for this reason, it can allow to identify some typical peculiarities of this kind of tourist facilities.

The procedure used for attributing the above mentioned brand is almost like the procedure used for attributing the EU Ecolabel: there are criteria, some mandatory and others facultative, which define the requirements that must be fulfilled by the farm holiday in order to be eligible for this brand.

A score system assigned to criteria doesn't exist, unlike the EU Ecolabel: three different environmental performance levels are identified for the service on the basis of the number of facultative criteria with which the farm holiday is in accordance. This fact leads to define three environmental quality levels recognizable by different colours of the coupon (blue, green and gilt, if respectively at least 35, 45 or all facultative are observed).

Moreover, the above coupon, like Ecolabel, aims at:
- reducing the energy consumption;
- reducing the water consumption;
- reducing the waste;
- promoting the use of renewable sources and environmentally compatible
- substances;
- enhancing the rural and traditional architecture in keeping with the surrounding
- landscape;
- promoting the environmental communication and education.

The regulation for attributing the brand (Provincia di Viterbo, 2004) is divided into 8 areas:
1. *WATER*
2. *ENERGY*
3. *WASTE*
4. *DETERGENTS, DISINFECTANTS, PAPER PRODUCTS*

5. *CATERING & PRODUCTS SALE*
6. *FACILITY AND EQUIPMENT*
7. *TOURIST SERVICES*
8. *TRANSPORT SERVICES AND ROAD NETWORK*

Each area is characterized by mandatory and facultative criteria, by which can be argued that such criteria identify some areas which are not taken into account in the European brand.

In particular criteria which belong to "catering and products sale", "facility and equipment", "tourist services" and "transport services and road network" areas, can be considered particularly suitable to be applied to farm holidays. It has to be underlined (Provincia di Viterbo 2004), that some criteria belonging to the just mentioned areas, don't contribute to improve the environmental performance of a farm holiday but focus attention on service typologies provided by the facility and on the relation between tourist facility - territory (in particular, criteria relate to "tourist services" section).

In short, the main differences between the above mentioned brands, are:

- the Ecolabel brand evaluates only the accommodation service component of the firm, neglecting all environmental aspects linked to activities which take place in the agricultural firm to which the tourist facility is added. In this way, environmental impacts due to the primary production of the materials and the energy, are not considered: such limit could cause an important undervaluation of environmental impacts due to the whole farm holiday.
- the "bio-ecological farm holidays" brand (proposed by AIAB) is able to overcome partially this limit, paying attention to biological products production inside the agricultural firm to which the tourist facility is added.
- the "Tuscia ecological farm holiday coupon", instead, meets the consumer requirements, both from the environmental performance point of view of the tourist facility and from the services and products point of view, which are provided to the guests. However, it neglects the environmental performance of the provided services, although pays great attention to the relation with the territory and the local traditions.

THE QUALITY BRANDS OF THE FOOD SECTOR AS BASIS FOR FOOD QUALITY CRITERIA OF A FARM HOLIDAY PRODUCTS

It has been argued the importance of the agricultural firm in the complex system of the farm holiday, both from the environmental impacts point of view and the relation with territory, local traditions and rediscovery of recipe point of view. Such role, assigned to the agricultural firm, becomes more important if the primary production is subjected to processes of manufacture and is provided to guests. Therefore, this aspect has not to be neglected.

Besides, the analysis of the current quality brands of the farm holiday sector, makes clear that new criteria have to be introduced in order to take into account the foodstuffs coming from the farm holiday itself.

With regard to this, it can be referred to consolidated brands of the food quality sector (DOP, DOC, IGT, etc.), besides the more advanced regulations of this sector (which provide the traceability chain and the firm's traceability). Therefore, a new possible brand could be obtained by the sum of criteria already in progress for farm holidays and those refer to food component of the firm.

As it is known, at the moment there are several declarations, referring to the origin of the product. A lot of these, are brands which have been designed by the European Union on the context of the Reg. EEC n. 2081/92 (Commission of the European Communities 1997), in order to promote and protect products.

A brief review of these brands is reported below.

DOP: denomination of protected origin.

It is a brand aims at protecting the denomination and the origin of the product, is assigned to those food

whose qualitative characteristics depend, essentially or exclusively, on site in which they are produced. The geographic environment includes both natural factors (climate, environmental characteristics), and human factors (production techniques handed on in time, craftsmanship, savoir-faire) which, together, allow to obtain a product that can't be imitate outside a stated productive area. In order to make a product eligible for the DOP quality food brand, the phases of the production, the transformation and the manufacture must take place in a delimitated geographic area. There is a production regulation that defines the requirements that must be fulfilled by who produces DOP products, and there is a control body that ensures that such requirements have been fulfilled.

IGP: protect geographic indication

It is a brand of origin, attributed to those agricultural produce and foodstuffs for which a stated quality, reputation or another characteristic depends on the geographic origin, and whose production, transformation and/or manufacture take place in a stated geographic area. So, in order to make a product eligible for the IGP quality food brand, al least one phase of the productive process must take place in a particular area. There is a production regulation that defines the requirements that must be fulfilled by who produces IGP products, a control body ensures that such requirements have been fulfilled.

STG: guaranteed traditional speciality

It is a brand of origin introduced by the European Commission, that aims at protecting products whose composition and manufacturing techniques are traditional. This certification, unlike others brands as Denomination of Protected Origin (DOP) and Protect Geographic Indication (IGP), is addressed to agricultural produce and foodstuffs that are characterized or by a particular manufacturing technique or by a particular composition which is typical of a given area, even if they are not produced in this area. Therefore, in order to attribute an Ecolabel brand to farm holidays, the STG brand is not eligible to be applied, because it doesn't certify a connection with the territory in which the foodstuff is produced.

DOC: denomination of controlled origin

The DOC brand is another brand which it is possible refer to, in order to identify the excellence performance of a farm holiday. It is an Italian national brand, which is attributed with decree to those foodstuffs that come from a limited area, in which they are produced by local raw material in accordance to traditional uses. Besides the production regulation, the decree defines the physical, chemical and organoleptic characteristics, and states that a graphic symbol (brand) is assigned to those products which fulfill the requirements, necessary to obtain this brand. Today, the DOC brand, initially for wine and cheese, can be attributed also to various kinds of cold meats and salami, olive oil, fruit and vegetables.

It is clear that the common characteristic of all above mentioned brands is the product typicality and no its environmental performance. Therefore, such brands haven't a great importance, in order to attribute an environmental quality brand to farm holidays, but however they can be considered (except SGT) due to their strong connection with the territory

REGARDING THE POSSIBILITY OF ATTRIBUTING A NEW ENVIRONMENTAL EXCELLENCE BRAND ADDRESSED TO FARM HOLIDAYS

In the light of what has been said previously, it is clear that a brand, which is able to take into account the integrated environmental quality of farm holidays, doesn't exist yet.

As a matter of fact, the environmental evaluation tools available, don't consider the substantial difference between the tourist facilities as hotels, and the farm holidays. The last ones, as it has been just said, are tourist facilities added to agricultural firms, unlike hotels. The boundaries of the "farm holiday system" are

also very different from ones of tourist facilities. Moreover, in farm holidays an important role is played by the foodstuffs quality.

These considerations have led to three remarks:

- it is necessary to design a new environmental quality brand for farm holidays which, starting from those already in progress for such kind of services, considers also the foodstuffs provided from the farm holiday;
- it is necessary to evaluate if, eventually, neglecting the impact due to the component of foodstuffs, results in a strong simplification of the whole pressure exerted from the farm holiday on the environment;
- it is necessary to implement an environmental management scheme for the agricultural firm, as a first step towards the improvement of the environmental performance of the processes which are involved in the firm.

As already said, the farm holiday is characterized by a close connection with the agricultural firm (without which it can not exist), unlike the others typologies of tourist facilities. The close relation between such two components can lead to a more effective environmental management (and sometimes also economic management) of mass and energy fluxes between these two systems.

More in detail, for instance, three areas for the exchange between these two components of a farm holiday, can be identified:

- the waste water;
- biomass surplus;
- organic waste.

The figure 4 shows an example concerning the fluxes to be manage by a suitable Environmental Management System in a farm holiday, which wants to have an integrated approach to its environmental performance. Obviously, a detailed and covering all life cycle (LCA) analysis of farm holiday activities is necessary for such an integrated environmental management of the farm holiday, in order to adopt an instrument which is commonly recognized and has an objective validity.
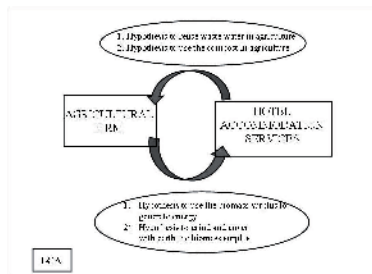
Figure 4. Typical exchanges between agricultural firm and accommodation services premises in farm holidays.

CONCLUSIONS

Finally, in order to define a new Ecolabel brand for farm holidays is necessary to:

- evaluate the environmental impact of the agricultural activity;
- underline that the necessity of an integrated approach to the problem comes from the evaluation of the environmental impact due to agricultural activity;
- single out criteria which take into account those criteria which are already in progress in others environmental quality brands for tourist services, in order to define a procedure addressed to farm holidays.

In other words, in order to assess, in an integrated way, the farm holiday performance, it is necessary to define an environmental quality brand which considers not only the accommodation service, which is typical of hotels, but also the foodstuffs (coming from the firm itself or bought by local suppliers), because the last ones belong to the whole offer of services to guests. Moreover, regarding the foodstuffs performance, it has to be underline that, the essential quality of foodstuffs has not to be neglected, besides to their environmental quality, in order to avoid that some poor quality levels (for instance organoleptic quality ones) can cause the exclusion from the market of eco compatible products.

Moreover, it is necessary to define evaluation procedures which assess the environmental performance of the farm holiday (in particular with reference to energy, waste and water management), in the light of an approach that simultaneously provides benefits to two main components of a farm holiday (tourist facility and agricultural firm).
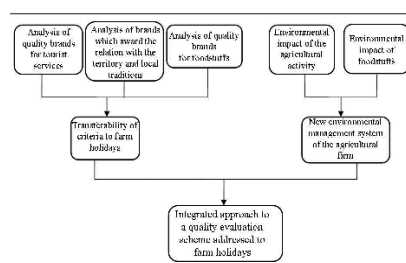
Figure 5. Step to be accomplished for the singling out of a new environmental label for farm holydays.

Essentially, it needs to follow the procedure described in figure 5, where all components of qualitative performances of a farm holiday are underlined. Finally, it is interesting to notice, how it has been already observed in this work, that current quality brands, available separately for each farm holiday performance, can usefully be used in order to reach an integrated approach of the assessment of these important aspects of the relational tourism.

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APPENDIX
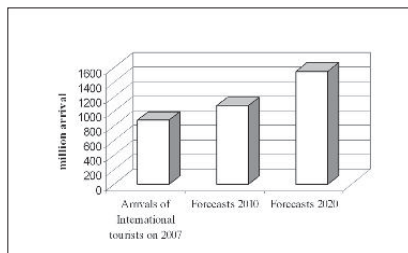
Figure 1. Trend of the arrivals in the E.U. countries with forecasts for 2010 and 2020 (www.turismoefinanza.it)
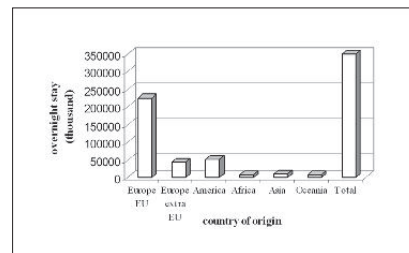
Figure 2. Incoming tourism in Italy, by number of overnight stays and countries of origin.
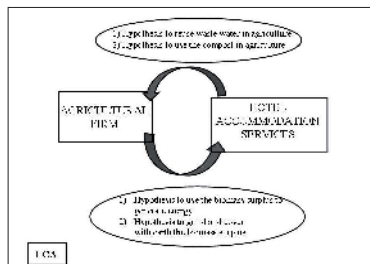
Figure 4. Typical exchanges between agricultural firm and accommodation services premises in farm holidays.
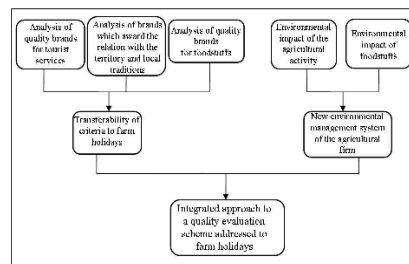
Figure 5. Step to be accomplished for the singling out of a new environmental label for farm holydays.

SIWA OASIS, A NEGLECTED PARADISE

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Abstract

Santariya by the ancient Arabs, the Oasis of Jupiter-Amun, Marmaricus Hammon, the Field of Palm Trees and Sekht-iam by the ancient Egyptians are all names given to Siwa Oasis over the millenniums.

Siwa is an oasis in Egypt, located between the Qattara Depression and the Egyptian Sand Sea in the Libyan Desert, nearly 50 km east of the Libyan border and 560 km from Cairo. It is a broad depression in the desert of western Egypt, 300 kilometers   southwest of the Mediterranean port city of Mersa Matruh. This vast depression, that averages about 20 meters below sea level, is a sea of green palms, olive trees, mosaic of lakes and villages.

Siwa owes its existence to an abundance of permanent fresh-water springs that permit intensive cultivation even   without human intervention, but not with crops. The land would be covered with coarse grasses and various salt-resistant desert plants, with palm groves only in favored places.

Siwa, is one of Egypt's isolated settlements with around 20,000 people, mostly ethnic Berbers who speak a distinct language of the Berber family known as Siwit. They once roamed the North African coast between Tunisia and Morocco. They inhabited the area as early as 10,000 BC, first moving towards the coast, but later inland as other conquering invaders arrived. Hence, Siwa is more North African sometimes than Egyptian and their language, traditions, rites, dress, decorations and tools differ from those of the other Western Oasis.

The area was occupied as early as Paleolithic and Neolithic times and its history dates back to the ancient Egyptians. However, there have been no monuments discovered dating from the Old, Middle or the New Kingdoms. It may have been colonized during the reign of Ramesses III, but evidence only exist beginning with the twenty sixth Dynasties that it was part of the Egyptian empire. It was then that the Gebel el Matwa Necropolis was established, which was in use through the   Roman Empire. In fact, some sources claim that it remained an in depended Sheikhdom ruled by a Libyan tribal chief until the Roman times.

The importance of Siwa increased during the end of the ancient Egyptian empire due to the temple that was built to honor the ram-headed sun god Amon-Ra and which housed a divine oracle whose fame, by about 700 BC, was widespread in the eastern Mediterranean.   After conquering the Persians, Alexander the great headed for   Siwa   to consult the famous Oracle of Amun and to legitimize his conquest of Egypt. The oracle confirmed him as both a divine personage and the legitimate Pharaoh of Egypt.

Despite its important historical background, that extended from Pharaonic Egypt till the Roman Empire, its important monuments, its cultural uniqueness, isolation, great natural beauty and authenticity, Siwa remained a neglected paradise.

This article will include an in depth study of the historical background of Siwa Oasis, that will evolve till the present day, shedding light on the socio-economic aspects that pertain to the Egyptian identity. The study will be concluded by some of the steps that have been taken to try and develop Siwa to become a major touristic attraction for its authenticity, genuineness, heritage and beauty.

Key words: (Siwa Oasis, Oasis of Jupiter-Amun, the Santariya, the Field of Palm Trees)

INTRODUCTION

The world famous "Oasis of Amun", better known nowadays as Siwa or Seewah as pronounced by its inhabitants, (Fakhry 1950), was once the most mysterious and most fascinating of all Egyptian oases. Until recent times, Siwa was Egypt's most inaccessible oasis, for until around the middle of the 20th Century, it wasn't even governed by Egypt, but was mostly occupied by the Berber community, as it had been for the past 13 centuries. Siwa holds a special appeal for many travelers on account of its isolation, unique character, natural beauty and its historical associations; nevertheless it is not listed among the important tourist destinations in Egypt.

Name

This oasis was given different names over the millenniums. During the 15th century, this oasis was called by Arab writers "Santarieh"[1], a name that was totally forgotten during the17th century and replaced by the name "Siwa." During the Greco –Roman period the oasis was referred to by the Greek authors as the "Oasis of Jupiter –Ammon" after the famous temple of the oracle located there. (Fakhry 2005)

During the Greco- Roman period its name appeared in the famous text[2] of the Seven Oases on the temple of Edfu which mentioned Siwa as the seventh oasis[3]. Unfortunately, its name is partially erased and nothing remains except the first part of it which must have started with the word "Pn Ta". Also it wasn't preserved in any of the texts inscribed on other Greco-Roman temples. (Fakhry 1944)

In Siwa itself, its name was mentioned several times on different monuments. It was mentioned three times in the Temple of Umm Ebeida and twice in the tombs of Si- Amun and Mesu-Isis of Gebel el Mawta. The name could be either read as T Ay or TA which is similar to the part that still exists on the temple of Edfu. Thus Siwa oasis or at least its principal town was known as T Ay or TA in hieroglyphics. Also, it should be mentioned that the ancient Egyptians referred to the Oases of the Western Desert using the name skhet- iam that means the "Field of the Palm trees[4]". (Fakhry 2005)

Location

Siwa lies in the heart of the Western Dessert of Egypt nearly 50 km east of the Libyan frontiers and 300 kilometers southwest of the Mediterranean port city of Mersa Matruh. It is the northernmost oasis among a string of oases that extend from Egypt into the middle of Tripoli. These "Islands of the Blessed," as they were called in ancient times, are natural depressions surrounded by limestone cliffs and are made fertile and habitable by a number of water springs. Siwa consists of a little group of oases in a depression (Belgrave 1923) that extends about 82 km long from east to west and of a breadth of 9 km at the west and reaches 28 km in the east. Its western boundary begins at al Maraqi and it's eastern at al Zaytun; thus the town of Siwa is at the center lying about 24 meters below sea-level. (Fakhry 1973)

Climate

Siwa, being a depression in the middle of the desert, enjoys an arid climate, meaning that its weather is ideal in winter; between November and March but it is hot and humid in summer; between April and October. (Fakhry 1944)

The Siwans

The Siwans are originally a mixture of Berber, Bedouin and Sudanese races and the characteristics of these

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1 The name Santarieh is of an unknown origin and it was used side by side with the name Siwa for a short time then it totally disappeared. (Fakhry 1944)
2 The text mentioned that the god of this oasis was god Amun and it also mentioned that Horus and his mother Isis were worshipped there.
3 These oases were numbered according to their distance from Edfu
4 This name is very similar to "Countries of Palm Trees" a name used by the Arab authors to refer to these oases.

races both physical and moral are easily detected among them. Since ancient times they were distinct from the Egyptians and closely related to the people of North Africa. (Fakhry 1944)

They speak among themselves their own language which is one of the Berbers dialects, known as Siwit[5], (Fakhry 1973) The Siwans still preserve many of their old customs and traditions which continued till this present day, owing to the remoteness of the place and the slight communication between Siwa and the outer world. (Belgrave 1923)

The men at Siwa are dressed according to their social position, the rich people and the Sheikhs imitate the chiefs of the Libyan tribes as they put the fez over their heads and they wrap their bodies using the wide silk or wool "hiram". However, the ordinary dress of the Siwan men is the wide, white linen dress known as gallabieh. (Fakhry 1950)

As for women[6], they all wear dark clothes and wrap themselves from head to toe in a wide black sheet of cloth called "milaya" when they go out. At home, women pay great attention to their personal adornment as they wear bright colorful dresses and ornaments in the form of colorful glass beads, silver bracelets, necklaces and earrings. (Fakhry 1944)

The Town

The ancient city of Siwa was originally at Aghurmi, where the remains of the three monuments of the Oasis still stand; the Temple of the Oracle, the Temple of Umm Ebeideh (another temple of Amun) and the "Spring of the Sun."(Fakhry 1971)

During the end of the 12th centaury, immigrants from the Berber tribe of North Africa settled in the Oasis among the older population. They were continuously attacked by the Arab Bedouins, the thing that greatly damaged the ancient town and caused the immigrants to build a new fortified settlement for themselves. According to the Siwan Manuscript, this new settlement, which is the present day town of Siwa, was founded in the year 1302 A.D. and was called" Shali" which means "town" in the Berber language. All the houses at Shali were built inside a strong surrounding wall that had only one entrance for the purpose of defense. (Fakhry 1973) As the   Siwan population increased, each family would add one floor on top of their home to accommodate other family members, but no one was allowed to build a house outside the fortified walls of Aghurmi or Shali.

All this changed in the year 1820, when Siwa was conquered by the troops of Mohammed Ali, as the Siwans were no longer threatened by the Bedouin attacks which encouraged some of them to built new settlements outside the fortified cities. In 1926, an unusually heavy rain showered Siwa and continued for three days, causing many of the houses in Shali and Aghurmi to collapse, especially that these houses were built with "karshif""[7]. Since then, the Siwans abandoned their ancient houses and they built new healthier ones at the foot of the hills. (Fakhry 1973)

Nowadays visitors enjoy visiting these abundant ancient cities which can be described as a "bee –hive" as the streets [8]of these cities were very narrow, dark and roofed while the houses were built one on top of the other against the slope of the hill. (Fakhry 1950, 7)

Land and Economy

When the scholars first found the oasis they mentioned that "it was full of pleasant fountains, watered with

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5 It should be noted that today; almost everyone understands Arabic as a second language. However the influence of Arabic is increasing and more Arabic words and expressions are introduced and added to the Siwit, the thing that will eventually lead to its distinction.

6 The Siwan women do not cover their faces with veils instead when they meet a stranger they cover   their faces with part of the "milaya".

7 Karshif, is a building material very similar to cement, made from the mud taken from salt- impregnated soil.

8 The description of these towns and the names of its streets are still known to us nowadays from the Siwan Manuscript. (Fakhry 1971)

running streams, richly planted with all sorts of trees bearing fruit, surrounded by a vast dry and sandy desert (Belgrave 1923). Siwa owes its existence to an abundance of permanent fresh-water springs that permit intensive cultivation. (Fakhry 1950) According to the ancient writers, it used to have a thousand springs, but nowadays they are about 200, of which 80 are important. (Fakhry 1950)

These cultivated areas produce many kinds of fruits,[9] as well as vegetables and seeds[10] in small quantities. However, the main products that they produce are the dates and the olive oil. There are about 40,000 olive trees which produce good quality of oil and about 200,000 fruit baring palm- trees which produce different types of good quality dates. This means that the Siwan men mainly work in agriculture. (Fakhry 1973)

HISTORICAL BACKGROUND

Many Archaeologists believe nowadays that Siwa oasis was inhabited in the Paleolithic and Neolithic times, as a collection of flint implements were found there. and after being studied they proved that they closely resemble finds in parts of Algeria, Morocco , Cyrenaica, Nubia and parts of Egypt that were definitely associated with industries of the Upper and Final Paleolithic Age. Thus the culture of the inhabitants of Siwa can be identified with both the countries of west Egypt and   with the culture of the Nile Valley. (Huzayyin 1941)

From the First Dynasty, ancient texts refer to the inhabitants who lived to the west of the Nile Valley as the Tahenu[11] (olive land) and it seems that the people of the Tahenu came as immigrants in large numbers to settle in the fertile lands of the Nile Valley, but they were driven back to their land by the King. Archaeologists nowadays believe that the land of Tahenu extended to include the Oases of Siwa, Bahriyah and Barqah in Libya. The Tahenu were then replaced by the Temehu, whose name appeared for the first time in the ancient Egyptian texts during the Sixth Dynasty, reign of King Pepi I (Fakhry 1950)

There is no doubt that Wadi el Natrun and the four Oases of Bahriyah, Farafra, Kharga and Dakhla were completely Egyptian zed and were under the Egyptian control even before the sixth Dynasty and were visited by Egyptian patrols during the Middle kingdom. However there is no evidence that this also applies to Siwa as it lied further to the west than these oases especially that no monuments of the Old, Middle of New Kingdoms were found in Siwa. Also its name was not mentioned in the text of the Libyan wars or in any document dating from the 22nd Dynasty. (Fakhry 2005)

The oldest monument in Siwa is the Temple of the Oracle of Amun which dates back to the 26th Dynasty, reign of Amasis. However, Fakhry claims that the Oracle of Amun in Siwa was already famous all over the Mediterranean countries by the 26th Dynasty, which means that it must have originated some time during the 21st dynasty. (Fakery 2005)

In 524 BC Cambyses dispatched from Luxor an army of 50,000 men to destroy the Siwan oracle The entire army vanished without a trace, buried in the seas of sand between Siwa and the inner-Egyptian oases, and no sign of it has been found even to this day. Such an apparently supernatural victory must have enormously increased the prestige of the oracle throughout the region, (Larsen 1988)

 The oracle therefore, received many visitors; however the most illustrious visitor to Siwa was undoubtedly Alexander the Great, who visited the oracle at Siwa, probably to imitate the pharaohs of Egypt's 28th Dynasty who traveled to Siwa to be acknowledged at the temple, as the son of Amon-Ra. The visit of Alexander the Great has immortalized the name of the small oasis, to the extent that it had been referred to since then as "the Seat of the Oracle of Jupiter Amun". (Fakhry 2005)

With the coming of Roman times, oracles went out of fashion; however, Cleopatra VII may have also visited this

9 Like; grapes, apricots, figs, lemon, pomegranate and peaches.
10 Like tomatoes, cucumber, garlic, rice, maize, barley and beans.
11 The Tahenu were probably the same race as the Egyptians as they were brown in color,   they shared many similarities with the |Egyptians and they even used the same names. All this was detected form the famous scene at the temple of Sahure at Abusir. It is believed that their descendants live nowadays in the west of Sudan and the southern dessert of Libya.

Oasis to consult with the Oracle, as well as perhaps bathed in the spring that now bears her name. Augustus sent political prisoners to Siwa so it too, like the other desert oasis, became a place of banishment. When the traveler and historian Strabo visited Egypt in 23 BC he could note that the oracle of Amon had lost almost all importance, though doubtless Siwa continued to worship its ancient god and the priests continued to offer Amun till the advent of Islam. (Larsen 1988)

Christianity had a difficult time establishing itself in this Oasis, and most sources believe that it did not. However, Bayle St. John says that in fact the Temple of the Oracle was actually turned into the Church of the Virgin Mary. This is understandable given that along with political prisoners, the Romans banished church leaders to the Western Oasis, including Siwa. (Fakhry 2005)

Islam found its way into Siwa and therefore the inhabitants converted to Islam. According to "Al-Idrisi"[12], he mentioned that the oasis was inhabited by Muslims and had an Imam. Moreover, during the 13th century till the 19th century, some of the pilgrims of North Africa preferred the ancient caravan route via Siwa in their journey to Mecca, as it was shorter and safer. During the rule of Muhammad Ali, he decided to seize control upon the oases of the Western Desert before conquering Sudan.

Since the famous visit of Alexander the Great till the time of Khedive Abbas II no ruler visited the oasis. Moreover, Khedive Abbas II decided to make some agricultural projects in Siwa. Furthermore, both King Fouad and his son Farouk visited Siwa by car using the same route of Alexander the Great. (Fakhry 2005).

TOURISTIC ATTRACTIONS

Siwa was regarded as the principal island in a desert archipelago containing several oases. Siwa attracted many visitors by its great reputation in ancient times. It contains several monuments, which are considered the secrets of Siwa:

1. Aghurmi, the oldest fortified town.
2. The Oracle Temple of Amun, which contained one of the oldest oracles in the world, made for Alexander the Great.
3. The Temple of Umm Ubaydah dedicated to god Amun, which contains ancient inscriptions, scenes and stone pillars.
4. The tombs of "Jabal El Mawta" or "Mountain of the Dead" where the mummies still survives.
5. Cleopatra's Bath or Pool where the brides would swim before their wedding.
6. Dakrur Mountain where the peace festival is held every year.
7. Rock Tombs scattered around the oasis belonging to the Roman era.

The Oracle Temple of Amun

The Oracle Temple was known by the Egyptians as: "Sakhit Amouou", "the Field of Palms", referring to its place among groves of palm trees. It is located at Aghurmi about four kilometers from the center of the town of Siwa. There are many legends related to the founding of this temple; the most famous one mentioned; that there were two black priestess[13] who came from the temple of Amun at Thebes, were banished to the desert, one of them founded the Temple of Dodona in Greece, while the second one came to Siwa where she became the sibyl of the Oracle. (Vivian 2000).

The Temple dates back to the reign of king Amasis one of the kings of the 26th dynasty, who decided to make Siwa the defense line of Egypt's western frontier which might face attacks from Cyrene or Greek colonies in Libya. (Fakhry1971). This made Siwa very prosperous during his reign.

This temple is built over a large rock in the middle of the crumbling walls of the houses of the old village. The façade of the temple is hidden under the walls of the houses of the village; even the temple was inhabited by several families. Immediately, in front of the temple there is a court but only its northern and

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12 An Arab geographer.
13 Other legend describes them as doves.

eastern walls still exist. In this court the processions of the god took place. According to the plan of the temple the main entrance lies in the southern corner. Additionally, there is another large chamber on the western side.

The façade[14] is originally designed in the late-Egyptian style. During the Ptolemaic period they made some alterations, they built on each side of the entrance a wall and in front of it a half-column of fluted Doric type. (Fakhry1950)

The first court,[15] has two niches; The western niche is slightly larger. At the northern end of the west wall there is an entrance, which is decorated by a cavetto cornice. This entrance is considered to be the principal passage, which connects the temple with the other buildings.

The second court has light openings near by the ceiling and a crypt. They used to call the temple "El Khazeenah" meaning "the safe.[16]The rear wall has three doors, the eastern one leads to a small narrow chamber, and the western leads into a bigger chamber while the central one gives access to the sanctuary (cella). The sanctuary or the cella[17] is considered to be the only inscribed place in the temple.. Its walls are badly damaged by the seekers of the legendary treasure.

The reliefs and inscriptions mainly covered the inner sides of the entrance and the two lateral walls. The main scene[18] represented on one side the figure of King Amasis appears wearing the red crown and presenting round vases of wine to eight divinities that were: Amun Re, Mut, Teten-Amun, Tefnut, Herishef, Mut, Thoth, and his consort Hebenu. On the other side the King was replaced by the governor of Siwa[19] who appeared with an ostrich feather in his hair showing his Libyan origin. (Fakhry 2005)

The Temple of Umm Ubaydah

This temple is known as "Umm Maabad" which means "the mother of temple", or "The place which has a temple." It is the second temple to be dedicated to god Amun. It was joined to the Temple of Oracle by a causeway and therefore it was related to the rituals of the oracle and the god.

The temple was built during the reign of king Nectanebo II, dating back to the 30th dynasty (Vivian 2000). It was built by "Wenamun" who was given the title of "the Great Chief of the Desert", thus was probably the ruler of the oasis. This temple was dedicated mainly to god Amun-re in the first place as he appeared in most of the scenes together with his consort Mut. Beside the depiction of Amun-re and Mut other deities were represented such as: Khonso, Atum, Shu, Tefnut, Seth, Geb, Horus, Nekhbet, Khnum, Wadjet, Osiris, Isis, Horus-the-child, Anubis, Min, Sobek, Sekhmet, Maat, Thoth and Nefertum, and some foreign deities. (Fakhry1971)

In the sanctuary, the only existing wall contains a long text of fifty-one lines and three registers depicting different deities. At the top of the wall there is a repetition of the cartouche of the king being protected by goddess Nekhbet, the vulture goddess. Below the texts there are three rows of different deities represented in high relief. The scene at the top depicts the builder of the temple, the ruler of Siwa in a kneeling in front of god Amun who is seated inside a shrine. At the bottom one can see five gods depicted with various kinds of scepters. (Fakhry 2005)

The appearance of the text of the rite of the Opening of the Mouth on the walls of the temple is regarded as something unique as usually this text used to be inscribed on the walls of the tombs, on papyri, or on coffins as it is related to the burial ceremonies.[20]

14 It measures about 8 meters high.

15 It measures 7.74 meters in length and 4.95 meters in breadth

16 They believed that the legendary king "Khoreibeesh" who was the last pagan king of Siwa was buried in this temple together with all his valuable treasures, which were thought to be kept in this crypt.

17 It measures 6.1meters in length and 3.3meters in width

18 A similar scene appeared at Bahriyah oasis, the governor walks behind the king at the same side. This reflects the high rank of the governor of Siwa and the great significance of the oasis.

19 The governor of Siwa was called "Sutekh-irdes" ⌸, son of Rerwatneb, he held several titles such as: ⌸ which means the "Chief of the desert-dwellers".

20 The Opening of the Mouth ritual was performed on the mummy by the lector-priest. For more details see Blackman, A., "The Rite of the Opening of the Mouth" in J.E.A. 10:47ff; and Baly, J.C., "Notes on the Ritual of the Opening of the Mouth" in J.E.A. 16:137ff.

The Tombs of Jabal Al-Mowta

Jabal Al-Mowta[21] can be literary translated as "The Hill of the Dead", or "The Ridge of the Mummified". It is a conical limestone mountain honey-combed on all sides with rock tombs. It lies around one and a half kilometer from the center of the town of Siwa. Most of the tombs are small consisting of one or two chambers, while the large tombs consist of several chambers and columns. The tombs date back to the 26th dynasty, Ptolemaic Period and Roman Period. (Fakhry 1950)

There are four great tombs worthy of seeing at Jabal al-Mowta:

1.The Tomb of Niperpathot:

It is the largest and oldest tomb in the cemetery. It dates back to the 26th dynasty. The owner of the tomb is "Niperpathot", his name means: "the one who belongs to the house of Thoth".(Fakhry 71) It consists of a court, six chambers and a small decorated burial chamber. The most significant scene is depicting the ceremony of the "dragging of the four calves." [22]

2.TheTomb of the Crocodile:

It is a small tomb consisting of three rooms, its walls and ceiling coated with a layer of plaster. Its owner is unknown, but it dates back to the Late Ptolemaic or early Roman Period. The significance of this tomb lays in the fact that god Sobek is represented among the scenes which might in turn reflects the idea that the cult of the crocodile-god Sobek had existed in Siwa.

3.The Tomb of Mesu-Isis:

It was an unfinished tomb[23], as the walls were not decorated and even the burial chamber was not completely cut out of the rock the name of Mesu-Isis is the name of the wife of the owner of the tomb, but the name of the owner is damaged. The importance of this tomb is the appearance of the ancient name of Siwa "Tha" being inscribed on the walls of the tomb.

4.The Tomb of Si-Amun:

It is considered the most beautiful tomb not only among the tombs of Siwa, but also among all the tombs of the oases of the Western Desert (Fakhry, 1973). His name Si-Amun means "the man of Amun" is inscribed on the walls of his tomb. Si-Amun was a rich half-Greek who settled at Siwa. (Fakhry1944). The significance of the tomb lies in the fact that it is beautifully decorated and painted with images from the Egyptian pantheon, but the most famous scene is that of goddess Nut nearby the sycamore tree. (Vivian 2000)

Cleopatra's Bath or Pool

Siwa is famous for her springs throughout the Western Desert. The majority are surrounded with palm groves and some interesting stories. Siwa have dozens of springs where the travelers can bathe, but only one is considered the most famous which is Cleopatra's Bath.[24] (Vivian 2000)

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21 It is believed that this area contains emerald mines and Hornemann mentioned that the Siwans found gold inside the tombs. (Fakhry 1950)

22 This type of scenery appeared since the Old Kingdom on the walls of the temples and on the walls of the tombs during the 18th dynasty.

23 It lies 20 kilometer to the east of the tomb of Si-Amun and dates back to the period between the fourth and second centauries BC.

24 It has been mentioned since the time of Herodotus. The legend mentions that Cleopatra had visited the oasis and she swam in this spring. That's why everyone who comes to the oasis prefers to swim in this spring.

CONCLUSION

Siwa's isolation has been broken only recently by the construction of asphalt roads connecting Siwa and Qara to Marsa Matruh, some 300 km away. As the people of Siwa confronted the modern world, both their culture and their environment were exposed to the risk of disruption. The Government and the private sector have invested in oil and gas production, large-scale agricultural projects and small-scale industry such as bottling mineral water. However Tourism remained under development as Siwa remained till the present day not a heavily trafficked tourist destination despite the fact that, it is appropriate for undertaking different types of tourism such as; Ecotourism, Cultural tourism, Desert Safari and Health tourism.

One of the major projects is known as the "Siwa Oasis Environmental Amelioration Project," which is part of the wider Egyptian-Italian Environmental Program, referred to as the Egyptian-Italian Environmental Cooperation Program (EIECP) that is being carried out within the framework of donor initiatives aimed at assisting the Country in the implementation of the National Environmental Action.

Siwa has been one of the major objectives of this project due to its dune fields, gravel plains, saline lakes, cliffs and scattered acacia groves that give the region a rich variety of landscapes and provides a diversity of flora and fauna.

The Project has specific objectives:

Establishment of a collaborative management system for the Protected Area in Siwa region, to preserve biodiversity and cultural heritage through their sustainable and equitable use.

Contribute to the development of the Siwa region as a leading ecotourism site, by engaging local communities, the private sector and other key stakeholders, including non governmental organizations in the development of non-intrusive eco-tourism facilities and services.

Strengthen the mandate and institutional capacity of the Egyptian Environmental Affairs Agency (EEAA) to develop and enforce environmental policy in the Siwa region.

Revive the cultural heritage and promote a sustainable use of natural resources, through rehabilitating traditional houses, fostering ecotourism activities and improving the handicraft tradition in order to produce items for the local market and to evaluate the possibility to address the products to a more large market as the Egyptian or international one.

Through this project and through the promotion of other projects and investments, Siwa oasis will eventually become an important tourist attraction, included in the tours scheduled by major companies and visited by tourists from all over the world.. But more importantly its unique character, natural beauty, customs and traditions must not be threatened.

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INCOMING AND REPEATER: THE LONG "STAYER" FOR CONTEMPORARY "GRAND TOUR" - LOCAL TOURIST SYSTEMS OF CAMPANIA REGION

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Abstract

In new economic conception of development and growth, tourism engaged a crucial role and function. That happens non only in Western countries; not limited to the cash flow that it moves, but – and perhaps mainly – thanks to the cultural movement and osmosis that it causes.

Nevertheless, there are two moments of stress in the relation (that is certainly a clash) between the presence of tourists and the ordinary life of the visited societies. The first aspect concerns with the cost-benefit balance, and it is connected with the additional effort that the host country has to make for services, adjustments, shadows-costs, and so on. The second risk lies in strong approval components, that involves (and somehow drags) in a tourism no longer in balance between elite stages (the "traveller") and the presence of organized masses (the "tripper"), but ever more strongly directed in this direction.

In the paper will be proposed a model of tourism development, structural and organizational, that aims to overcome this situation, in respect in particular for Campania region.

Campania region represents an interesting testing field because it is characterized by singular systems landscape-environmental systems, and relative local communities, very different among them, for a set of condition of material, social and spiritual life elaborated throughout history (that makes their own "civilization"). Sannio and Irpinia, Cilento, Alto Casertano and the ground of Flegrei with volcanic system, represent the examples of plurality and diversity of Campania region.

Naples and surroundings always represent the main attractive location of Grand Tour of foreign travellers towards Mediterranean destinations. Naples is still nowadays the centre of the entire basin and it is candidate for becoming the euromediterranean capital. But this strength is, at the same time, a weak point for territorial system and regional urban framework.

The arranging model we propose, looks at the rebalancing of the forces in these territories, through the reorganization of the historical urban centres and the realization of a new mobility based on an integrated transport system, with the re-use of the so-called railway-"dry branches" used in the past and that can be used now to help the relations between local communities and travellers. All that can happen with the public-private cooperation.

Only in this way we can have the Integrated Relational Tourism finalized to the Grand Tour; to determine the symbiosis for the development and social integration between everyone who travels for knowledge and who waits to receive what need to improve his knowledge and sensibility, pointing on common values: forgiveness, non-violence, respect for the other, sharing and non-discrimination.

Key words: Neaples, Euromediterranean capital, integrated tourism.

INTRODUCTION

European and western culture finds his root in the set of ideas, values, rules, concepts of balance and beauty belonging to ancient Greece and imperial Rome. Cities founded by settlers coming from Asia and Rome, all of places called *Magna Grecia*, with Roma, made up the urban framework (more than the economic support) around that developed and became established the interest of many intellectuals, artists, writers belonging to the world culture.

Grand Tour is a long journey of forming and intellectual improving doing by many of the whole Europe rich aristocracy's off-spring on the ancient tracks, from the second half of 17th century on.

In 18th century the favourite route was our peninsula (Italian voyage). What grand tourists "nurse" was the Italian myth, the myth of on open-air museum, with an exorbitant quantity of works of art, the mild and bright climate, an exception for continental people coming from leaden sky, the exceptional cultural production in almost all fields, potent calls.

Already in 17th century, Rome and Venice started to exert a powerful attraction and were destined to improve their luck during the time. In third position, and with a big gap from them, there was Naples (and with Naples also Florence).

In the 18th Naples (and neighbouring countries) stood out among the most attractive places. The city, become the Enlightenment European culture capital, goes to the second place, immediately after Rome. During 1740s, new archaeological discoveries in Ercolano e Pompei (1738-1748) determine new coordinates for Italian itinerary.

The flow toward archaeological sites places grows up and becomes consolidated during Romanticism, when the South fascination becomes a sort of magnet. In the same time the journey, seen as a personal knowledge need, is transformed in a romantic demand. First English than German people follow this idea, pushed by the need of going away from the cold origin culture, as Thomas Mann wrote in Naples in 1890. They, coming back to their countries, bring in their mental background the experiences had by the visited countries.

But, both the first phenomenon, fasten to the Enlightenment culture success, and the second, about the statement of pre-romantic and romantic sensibility, are characterized by an elitist connotation and limited to few people.

Ravello – Amalfi's coast

Scala – Amalfi's coast

Mediterranean basin and the microclimate exalted the value of the environment and landscape and were aspects that encourage the travellers stay. The duration of Grand Tour was long, often months and years, and allow, further on enjoying the charm and the beauty of visited places, the deep knowledge of local communities, usages and costumes of people that, at the same time, learn by the "foreign contact".

In Campania, the preferred places for long stays where the Amalfi coast, "there where lemons blossom", Goethe wrote. Amalfi, Ravello e Scala are the most visited places. The charm of Amalfi, Ravello, Scala e the whole Amalfi coast last during the time, although thanks to several typologies.

With the growing of capitalism, the adventure, the journey becomes less personal and follows the information furnished by "guides" and travel agency that decide the destinations according to economic and not cultural standards. The package tour arises, directed to a public more and more wide and standardized. The journey philosophy changes, the most intimate meaning of travelling changes.

The globalization of human being moves the interest in journey to make it functional to the pastime and free time, certainly not to the experiences and knowledge. The knowledge of visited places, almost always those ones more advertised, is a pure memory. The traveller, now better calling him tourist, doesn't understand anything about the local cultural heritage, not material neither spiritual, doesn't preserve of the meeting between cultures and usages except for a photography, the same image published on travel agencies catalogues. Luckily, for some time, things are changing: the tourist is searching other values. He feels more and more the need of human relations – different from those he usually entertains where he lives and works – and prefers always more non-common destinations. The Campania didn't have nothing to do with there phenomena. But here the Grand Tour didn't interest the "inland areas". Apart from the exceptions about the archaeological sites known all over the world (Ercolano, Pompei, Paestum), the Grand Tour always interested the coast belt.

| Ercolano | Pompei | Paestum |

Even nowadays there is the same phenomenon. Apart from Caserta, or better the Palace and the Park, the tourist never goes to Campania inland, in spite of the presence of many historical centres, so-called "smaller historical towns" – immersed in a natural and anthropic landscape, often unexplored – that had a decisive role non only in historical aspect, but also for economical-spatial structure of the region. And, although technological innovation and transportation means has made new possible excursions regarding to the past, that can't be possible in a extra-urban context.
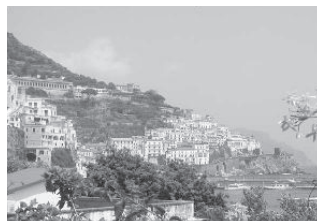
Amalfi – the "capital" of Amalfi's coast   Atrani Amalfi's complementary town

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THEORETICAL AND METHODOLOGICAL APPROACH

The Relational Integrated Tourism in Campania, nowadays, is particularly important. A tourism that rehabilitate the sense of the Grand Tour in a modern and post-modern way, as an experience more general and wider than the past with unexplored routes. A Grand Tour able to give a contribute to the cultural regional growing, based on the internationalization of knowledge, to build a relation system for exchange of knowledge in the whole regional sphere.

Ancient medieval villages, particularly, represent the opportunity for to put up the urban regional frame work and his connections system (that is non-existent nowadays), tended to the structuring relations between costal areas and Sanniti, Irpini, Cilentani and Apennines landscapes. The urban framework should restore and revitalize the old economic base of inland areas implanted on the primary sector and that can become a new badminton for development, involving that in the duplex function of handling and exchanging of flux, between north and south of Italy, towards Mediterranean; and between east and west, towards Balkans.

This urban framework, that includes Sanniti, Longobardi (Irpini) and so on, historical centres, in a new communicative texture among them and with Naples, in the way to connect them to the belonging region (Campania) to the "rest of the world", will allow the development of new types of tourism, hinged on not the simple exploration, but on the knowledge of local communities, on the re-discovery of their identities, their values system.

We can't forget, however, that native communities have different environmental, cultural and social connotations on the basis of their origins and cultural-historical stratification in the during centuries. These characteristics are disappearing because of the globalization process, while it should be preserve and respect in their singularity.

Once between city and country existed a sort of balance, every chief town took richness and sustenance from the countries. In the territory, in fact, a productive nature, that gave the best fruits in the world, was conjugated with a community that translated that wellness in artistic works and in the development of human science. When economic structures and social behaviour has changed, the regional bond model altered with a double effect. On the one hand, the birth of a big urban area in which the city has extended tentacles on the neighbouring centres, changing them in metropolis (effect of the city spread). On the other hand, impoverishment of smaller historical centres with the reduction of the number of inhabitants and the urban values (effects of periphery).

Naples always represent the principal arrival point of Grand Tour travellers towards Mediterranean destinations. The city is still the barycentre of the whole basin and it's proposed to become the "Euro-Mediterranean" capital city. This strength point, however, is at the same time a fragility factor for territorial system. Once, in the Mediterranean basin the temperature and the mutability of seasonal aspects exalted the environmental values, but above all were favourable aspects for the lifestyle and for the stay of the traveller too. As the Grand Tour and travellers stay were long in the south of Italy and in the Mediterranean basin, this allows to the travellers the contact and the knowledge of local communities, more than the beginning charm of the landscape. The traveller has the real chance to live and understand local usages.

The 20th century is the turning point in the most intimate meaning of travelling, that passes from a sort of cultural need to an other one connected to the free time. The homologation and the globalization of the usage of human being on the planet changed the interest for the voyage, making that functional to the amusement, but not to the know. Knowledge of visited sites is an epidermic one. The traveller understands nothing of local cultural heritage, material and spiritual, preserves nothing of the meeting with other culture except for a photo, a spin slide of an image already seen on the catalogues of travel agents.

Talking about Campania, as we have just said, the Grand Tour didn't touch inland areas. Nowadays this phenomenon is getting worse, for a series of motivations, first of all the absence of real connective and transport system. The absence of this system and the little knowledge of the social and artistic events represents a big handicap for the exploration.

According to that said, today the consideration on the integrated tourism is important for rehabilitate the Grand Tour value, inclined to the cultural growing of cities, based on the internationalization of knowledge.

This reflection should bring us to the building (re-construction) exchange and mobility network, not yet for an approval of people, but for knowledge and under standing exchange.

A Integrated relational tourist's Net in the specific case of the Campania, with the emblematic presence of *Magna Grecia* cities before, and of roman empire then and of medieval villages that – with rural cities and sacred sites - provide an opportunity of a human framework tended to the re-organization of the relationships between coastal areas and Sanniti, Irpini, Cilentani landscapes, propose itself as the fundamental instrumentation for a cot between the parts and for their fruition.

We have to interest the inner areas, in the duplex function of movement of people and cultures, in the flux from Naples to north and south, towards Mediterranean, and to east and west, towards Balkans. Spatial and functional re-organization with the recovery of the whole regional frame work, above all for the overload of functions that the city is forced to practice and that fails to perform, except at great effort, because of the high density area and the very low mobility capacities offered.

Regarding to the tourism and the relational demand, seems appropriate to invent a Grand Tour that has in mind two goals. On one hand, raising culturally and socially both "visitor" and "visited": in this case deeply penetrating all classes and the poorest areas of the region. On the other hand, making local administrators and the community forced to heal the land, looking at a town-planning scenically elevated.

It seems important to say emphatically that, compared to the problem present in Campania, it should provide to the re-organization and to the structuring of space so as having cities well-working for all citizens, to solve all everyday problems: the food supply, the right to housing, to transporting, to water supply, to waste, to new urban culture aspects, and so on. We should aim to quality of urban transformations and to proposals able to enhance local features, through consideration and analysis of factors as infrastructure and equipment, the relationship with the old and the re-valuing of the resources. Because metropolitan size has become a widespread reality, the challenge is not suffering the negative effects (the air and noise pollution, the chaotic traffic, the lack of parking, of public facilities and community services, waste of economic resources, progressive reduction in pedestrian, cycling, green areas, etc.), but governing in a logic of sustainable development, thinking in answer to people needs, being conscious that the territory is not a non-end gift, thinking that citizens needs today not essential necessities as the house and basic services, but they have new priority like the life, ambiental and urban areas quality. We have to focus on these priorities and direct the project towards the future development of modern cities.

It becomes urgent projecting a reference grid for the cities, where the territorial infrastructure and the allocations of new services become the factors we have to pursue and we have to draw the development of serial urban fabric (residences, productive and touristic activities) and not vice versa. As it's evident how strategic are the policies on renewable energy sources, applied to transport and urban mobility, as well as for the house.

We have to consider that the new "picture" of Campania have to be a project concerning of new cities relationated to the environmental sustainability and to the human impact: it has to be a project of integration between Nature and Architecture, reflecting about spatial density, application and destination of use, accessibility and mobility, equipment and services. With the distribution of population and productive activities, of equipment and services in function of capacity of the acceptance of the territory and easing of weights in Naples and its metropolitan area.

The prospect of working has to be the application of the alternative settlement model and the design of new urban identity for the environmental sustainability, the exploitation of natural resources and the preservation of historical heritage.

We must say no to the isolated actions, no to the fragmented magma in the city's urban coastal metropolis.

Ultimately we need to:
1. reconstruct the Campania historic aspects,
2. realize the integrated transport system for valuing the mobility to get stronger the connections between inner areas
3. make productive capacity resurface (we have a land so rich in eno gastronomic products, we have a historical variety of our monuments beauty, and we can't preserve them if we don't maintain the productive capacity).

The territorial model is maybe the only one able to consent the re-balance of the strengths between coastline, too full and now devoid of living space, and the inner side with very low density, characterized by functional senility. It's a "new" urban regional framework, with the re-organization of minor historical centres, reconstructing in a functional-structural grating, in relation with the environmental sustainability and the realization of a different mobility based on an integrated transport system.

This model is certainly able to have the relational to take root of tourism finalized to the realization of the contemporary Grand Tour; determining the symbiosis required for the development and the social integration between the ones who travel and the ones who wait to receive what they need to hone their skills and their sensibility, pointing on common values: forgiveness, non-violence, respect, sharing and non-discrimination.

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Enviroment and Agriculture

IMPROVING PRODUCTIVITY AND QUALITY OF STRAWBERRY VIA ORGANIC FERTILIZATION AND APPLICATION OF SOME NATURAL GROWTH STIMULANTS

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Abstract

Two field experiments were conducted at the research farm of faculty of Agriculture, Moshtohor, Egypt. During the seasons of 2005/2006 and 2006/2007, to elucidate the effect of replacement of mineral nitrogen fertilizer at the recommended dose (200kg N/fed.) by using organic fertilizer in the form of compost at 100%, 75%, 50% or 25% of the recommended nitrogen dose and spraying the plants with plant guard, garlic extract and salicylic acid solution at 3 mill, 10% and 5 m M/l respectively, after 75 days from transplanting and every two weeks intervals along the growing season on vegetative growth, yield and its component , as well as fruit quality of strawberry (F.xananassa Duch) cv. camarosa. Results indicated that, application of nitrogen fertilizer at the recommended dose (200kg N/ fed) in the form of 50% compost and 50% as mineral nitrogen reflected the highest values of vegetative growth parameters (plant height, number of leaves and crown/plant as well as fresh and dry weight/plant), chemical constituents of plant foliage (photosynthetic pigments, N.P. and K content), marketable and total produced yield, physical and chemical fruit quality (fruit length, diameter, weight, T.S.S, vit C, total sugars, total acidity and anthocyanine content). spraying the plants with different tested natural growth stimulants positively increased all measured growth parameters, yield and fruit quality. In this respect, salicylic acid at 5 m M/l was the best treatment. Using nitrogen fertilizer 50% N as compost and 50% N as mineral fertilizer combined with spraying plants with 5 mM/L salicylic acid at 75 days from transplanting and every 15 days intervals along the growing season was the most effective treatment in this respect. Storability Of fruits was also studied.

Key word: Strawberry – Organic, Mineral fertilization Salicylic acid Garlic extract – Plant guard

INTRODUCTION

Strawberry is one of the most important vegetable crops in Egypt for its fresh consumption, processing and exportation. Its total area was increased and reached about 5880 feddan (fed.) for frigo production with an average yield of 15t/ fed., and about 4196 fed for fresh production with an average yield of 22t/ fed. according to the statistics of Ministry of Agriculture in 2007/2008 season. Its production and quality depends on the presence of adequate levels of NPK in the soil. Such plant is sensitive to nutritional balance **(Albregts and Howard, 1985)** due to its shallow roots, high productivity and its long season. The response of strawberry to NPK nutrition is still a matter of question due to variations in climate, soil and cultural practices **(John et al., 1976)**. The positive relationship between fertilizers and fruit yield and its quality was stated **(Abo El_Hamd et al,2006).**

Nitrogen fertilizers play a great role in strawberry production. **Pinamonti et al. 1997)** pointed out the important role of compost as soil amendment, improving plant nutrition and enhancing plant growth. **Wang and Lin ,2002)** reported the better effect of using combinations from mineral and organic fertilizers together than if each was used alone. The rate of nitrogen application/fed. for strawberry production differed between the different studies according to the source of nitrogen fertilizer, organic or mineral **(Mohamed and El-Miniawy, 2001, Arancon et al. 2003, Arancon et al. 2004 , El-Sayed, 2004 and Gutal et al.2005)**

The natural anti-disease substances began to flourish as it is safe for vegetable consumers. Moreover, it reduces plant diseases and pollution beside its positive effect on vegetative growth, yield and fruit quality. The positive response of such materials was indicated **(Saber 2003,El-fouly 2004, Zavala *et al.* 2004, Jayakumar *et al.* 2006 and Babalar, *et al.* 2007)** all working on salicylic acid; **Shafashak *et al.* 2004** working on garlic extract; **El-Shafie, 2003a**nd **Porras *et al.*2007**,working on plant guard).

The present study aimed to investigate the effect of applying organic and mineral-N fertilization alone or in combination along with salicylic acid, plant guard or garlic extract sprays on strawberry plant growth, fruit yield and quality

Materials and Methods

Two field experiments were carried out during the two successive seasons of 2005/2006 and 2006/2007 at the farm of Faculty of Agriculture, Moshtohor, Benha University. Effects of organic or mineral fertilization levels without or with natural antidisease substances on strawberry growth, chemical composition, yield and fruit quality were studied.

In this respect, Camarosa strawberry cv. (Fragaria X ananassa Duch) was used. Frigo Transplants of the used cultivar were obtained from Strawberry and Non-Traditional Crops Improvement Center, Ain Shams University. Transplants were planted at 25cm apart on one side of ridge, 70 cm in width. The experimental plot consisted of 4 rows each 4m long and 0.7 m wide with an area of about 11.2m^2, a guard ridge was left between each adjacent plots. Transplanting was done on September 10th during both seasons of the study.

The soil of the experimental farm was clay loam in texture with pH 7.9. Soil mechanical and chemical analyses are shown in Table (1).

Table (1): Soil mechanical and chemical analyses of the used soil

Physical analysis		Chemical analysis			
		Cations meq/l		Anions meq/l	
Coarse sand	8.25%	Ca^{++}	9.65	CO_3^{--}	Zero
Fine sand	16.15%	Mg^{++}	3.16	HCO_3^-	5.38
Silt	24.60%	Na^+	6.53	Cl^-	5.93
Clay	51%	K^+	1.16	SO_4^{--}	9.19
Texture class clay loam					
Soil pH	7.9	Available N	22.5 mg/kg		
E.C, dS/m	2.16	Available P	9.1 mg/kg		
Organic matter	3.1%	Available K	120 mg/kg		

Each experiment included 20 treatments resulted from the combinations of five Nitrogen fertilizer treatments and four spray treatments as follows.

A. Nitrogen fertilizer treatments:
1. 100% compost- N (organic fertilizer).
2. 75% compost –N + 25% mineral-N fertilizers
3. 50% compost –N + 50% mineral-N fertilizers
4. 25% compost –N + 75% mineral-N fertilizers
5. 100% mineral N fertilizer in the form of ammonium sulfate [$(NH_4)_2SO_4$,20.5%] was used. Nitrogen sources were used at a rate of 200 kg Nitrogen/fed as recommended by Ministry of Agriculture.

B. Natural antidisease substance :

Three foliar spray treatments in addition to the control treatment were tested as indicated below .

1. Plant guard (*Trichoderma harzianum,* 3 x 10^9/g) product of El-Nasr Fertilizer & Biocides Co., dose 3ml/l.
2. Garlic extract, 10%.
3. Salicylic acid, 5mM/l
4. Control (sprayed only with distilled water).

In this experiment, a spilt- plot design with four replicates was adopted where nitrogen fertilizer treatments were randomly distributed in the main plots, while the natural antidisease substances were randomly distributed in the sub-plots.

The amounts of organic nitrogen fertilizer (compost) were divided into four equal parts. The first one was added at soil preparation, the second one was added three weeks after transplanting, the third one was added after two months from transplanting and the last one was added after three months from transplanting. The other quantities of inorganic-N fertilizer (the mineral fertilizer)were divided into three equal portions and were added at the same time of organic fertilizer after three weeks from transplanting, two months from transplanting and three month from transplanting. The other regular fertilizers were 300kg calcium super phosphate (16% P$_2$O$_5$) and 300kg potassium sulphate (48% K$_2$O) per fed. Fifty percent of calcium super sulphate was added at land preparation. The rest was added in equal portions before flowering and after the first harvesting. The chemical analysis of the used compost in first and second seasons is shown in Table (2).

Table (2): Analysis of compost in the two season.

Items	First season	Second season
N%	1.12	1.35
P%	0.82	0.91
K%	0.97	1.1
C:N ratio	21 : 1	18 : 1
Organic matter	31.68	34.58
PH	6.9	6.7
EC (ds/m)	5.4	5.1
1m^3 =	390 kg	381 kg

The spray treatments were started after 75 days from transplanting and every 15 days intervals (from December to the end of April).

All other Agricultural practices required for strawberry production were carried out according to the recommendations of the Ministry of Agriculture.

Data recorded:

1. Vegetative growth characteristics.

At blooming stage (on Feb. 5th in the two seasons) four plants were taken as representative sample from each experimental plot Plant height, number of leaves and fresh and dry weight per plant as well as leaf area and crowns number/plant were calculated.

2. Chemical composition in plant foliage:

a. Photosynthetic pigments: The chlorophyll a, b and carotenoids in the recently expanded leaves were determined calorimetrically as described in **A. O. A. C. (1990)**.

b. Total nitrogen, phosphorus and potassium content were   determined in the digested dry matter of plant leaves according to methods described by **Pregl (1945), John (1970)** and **Brown and Lilleland (1946).for** nitrogen phosphorus and potassium, respectively

3. **Fruit yield and its components:**
a. Early fruit yield (t/fed) : It was determined as weight of all harvested fruits at the ripe stage during February and March.
b. Total fruit yield (t/fed): It was calculated using plot yield and plot area.
c. Fruit yield (g/ plant): It was calculated form fruit yield/plot and number of plants/plot.
d. Marketable yield (t/fed).
e. Disease assessments: were determined as :
Percentage of infection: It was calculated according to the following formula:

Percentage of infection =	Weight of infected fruits	$\times 100$
	Total weight of fruit yield	

4. **Fruit quality :**
1. Physical quality: A random sample of 10 fruits at full ripe stage from each experimental plot was taken and fruit length, diameter and weight were measured.
2. **Chemical quality :**
a. **Total soluble solids (T.S.S.):**
A random sample of 10 fruits from each experimental plot at full ripe stage was taken to determine the percentage of soluble solid content (T.S.S) ,total titratable acidity (T.T.A), Ascorbic acid (Vitamin C) and anthocyanin pigment were determined as described by **A. O. A.C. (1990**) while Total sugars Reducing and total sugars were determined in fresh sample of ripe fruit for each with picric acid using spectrophotometer as described by **Thomas and Dutcher (1924).**
All obtained data were statistically analyzed according to Snedecor and Cochran .1991

RESULT AND DISCUSSION
1.Effect of nitrogen fertilizer ,natural antidisease substances and their interaction   on vegetative growth.

1.1. Effect of nitrogen Fertilization:
Data in Table 3 indicate that the presence of mineral-N fertilizer alone or along with compost had better response on vegetative growth compared with 100%compost alone. Moreover, it seems that the best application level was with 50%compost-N+50%mineral-N level followed by the other combinations. Obtained results are near similar in both seasons of growth. Accordingly, using half of recommended dose of nitrogen in the form of compost and other half of nitrogen as mineral fertilizer was the most effective treatment on plant growth. However, such increments fall to reach the level of 0.05 significance in the case of plant height and number of crowns/plant during both seasons.
The increase in plant growth due to supplementation of mineral nitrogen with organic nitrogen may be attributed to that organic fertilizers release nitrogen slowly during the growing season, while mineral fertilizer can compensate the needed N. besides, organic fertilizer play an important role in improving soil physical properties and reducing PH value which affect availability of soil nutrients for uptaking by plant and consequently increased plant growth. Also, the increase in plant growth parameters were connected with the increase in photosynthetic pigments and determined macro-nutrient content (Table 4) and inturn increased plant growth. Obtained results are in same direction with those reported by Arancon et al (2003

and 2004), El Araby et al (2003) Ezzo (2004) and Nam et al (2006) on strawberry however Glessiman et al (1996) and Neri et al (2002) on strawberry indicated that plant vegetative growth measurements were less in organic production system than in conventional system in a comparison.

Table (3): Effect of nitrogen fertilizer ,natural antidiseases substances and their interaction on strawberry vegetative growth characteristics during the two seasons of study.

Treatments		2005/2006						2006/2007					
		Plant height (cm)	Number of Leaves	Number of crowns	Fresh weight (g)	Dry weight(g)	Leaf area (cm2)	Plant height (cm)	Number of Leaves	Number of crowns	Fresh weight (g)	Dry weight(g)	Leaf area (cm2)
N fertilizers													
100% compost-N		15.06	17.53	4.17	30.29	9.85	213.99	21.00	21.43	5.37	47.81	11.86	234.41
75 % compost-N+25% mineral-N		15.84	20.12	4.29	34.65	10.76	247.36	20.37	20.43	5.75	47.44	12.75	261.10
50 % compost-N+50% mineral-N		16.10	20.10	4.89	38.55	11.94	268.58	20.37	22.25	6.00	54.31	14.10	272.30
25 % compost-N+ 75%mineral-N		16.20	20.05	4.39	35.83	11.34	264.61	20.56	22.00	5.62	48.39	13.50	265.21
100 % mineral –N fertilizer		16.00	18.12	4.26	31.12	10.52	232.67	20.31	20.50	5.31	49.79	12.44	249.12
L.S.D. at 0.05		N.S	2.13	N.S	5.36	1.92	49.2	N.S	N.S	N.S	5.93	1.08	27.2
Natural antidiseases substance													
Control		15.16	17.47	4.02	30.19	10.02	223.61	19.52	18.84	5.15	44.35	11.14	242.74
Garlic extract		15.82	18.55	4.26	33.83	10.55	238.98	20.60	20.10	5.10	49.11	13.0	259.08
Plant guard		16.06	19.53	4.38	34.82	10.95	251.5	20.70	21.85	5..55	49.80	13.04	255.54
Salicylic acid		16.32	21.19	5.02	37.52	12.00	267.69	21.27	24.50	5.85	54.81	14.13	268.39
L.S.D. at 0.05		N.S	2.57	0.46	3.09	1.83	35.8	0.98	2.27	N.S	6.09	1.76	32.6
Interactions													
100 % compost-N	Control	14.59	15.87	3.81	26.80	8.65	183.64	20.00	19.24	5.50	42.40	9.00	218.77
	Garlic extract	15.41	18.25	3.93	29.97	9.80	212.27	22.00	18.75	4.50	49.02	14.00	227.43
	Plant guard	15.00	16.75	4.31	30.52	10.40	225.03	20.75	23.75	6.00	49.35	12.10	237.45
	Salicylic acid	15.25	19.25	4.62	33.88	10.57	235.02	21.25	24.00	5.50	50.50	12.35	254.0
75 % compost-N + 25% mineral-N	Control	15.37	18.00	3.93	34.48	10.60	237.45	19.25	18.50	5.50	39.00	11.60	248.98
	Garlic extract	16.06	18.87	4.12	33.93	10.30	239.87	20.25	19.50	5.50	46.67	12.00	264.58
	Plant guard	15.87	21.31	4.50	34.61	10.82	256.42	20.25	18.75	5.75	46.92	12.50	258.29
	Salicylic acid	16.06	22.31	4.62	35.57	11.32	255.66	21.75	25.00	6.25	57.16	14.90	272.55
	Control	15.05	17.93	4.62	31.44	10.69	223.66	19.12	20.75	5.25	47.60	12.10	262.61
	Garlic extract	16.12	18.37	4.87	36.06	11.14	263.43	19.25	22.00	5.50	54.42	13.50	274.21
	Plant guard	16.62	21.56	4.81	43.04	12.27	275.45	21.00	20.50	6.75	56.85	15.20	267.71
	Salicylic acid	16.62	22.56	5.25	43.65	13.67	299.78	22.12	25.75	6.50	58.40	15.60	284.69
50 % compost-N+50% mineral-N	Control	15.37	18.43	3.93	28.90	9.77	227.43	19.25	17.50	5.00	45.90	11.1	246.73
	Garlic extract	16.06	19.43	4.31	38.45	12.15	278.24	20.75	19.75	5..98	46.66	13.2	272.99
	Plant guard	16.50	19.87	4.18	33.98	10.21	258.15	20.25	25.50	5.50	46.33	13.2	266.0
	Salicylic acid	16.87	22.50	5.16	42.02	13.23	294.59	22.00	25.25	6.00	54.06	14.30	275.27
	Control	15.43	17.12	3.81	29.31	10.40	233.85	20.00	18.25	5.50	46.87	11.90	236.60
	Garlic extract	15.43	17.81	4.06	30.75	9.40	201.05	20.75	20.50	6.00	48.80	12.30	256.19
	Plant guard	16.31	18.18	4.12	31.95	11.07	242.44	21.25	20.75	4.75	49.57	12.20	248.23
	Salicylic acid	16.81	19.37	5.06	32.49	11.20	253.37	19.25	22.50	5.00	53.92	13.37	255.45
L.S.D. at 0.05		N.S	4.09	1.23	8.93	2.36	42.80	N.S	4.38	1.73	12.43	4.12	53.60

1.2.Effect of natural antidisease substances:

As for the effect of natural antidisease substances on vegetative growth characteristics of strawberry plant expressed as plant height, number of leaves and crowns per plant, fresh and dry weight of plant as well as leaf area (Table 3).Obtained data show clearly that spraying strawberry plants with garlic extract, plant guard and salicylic acid at 10%, 3ml/l and 5mM/l respectively, starting 75 days after transplanting and every 2 weeks intervals, increased all the aforementioned growth parameters during the two seasons of study compared with the control treatment. However , such increase in growth parameter did not reach the level of significance in case of plant height during the first season and crowns number /plant during the second one. In this respect, the highest values in all measured traits were recorded in case of using salicylic acid, plant guard and garlic extract in descending order during the two seasons of study. The increase in growth due to the application of tested stimulants may by attributed to the role of such materials as antioxidants which contract the free radical (O_2) which affect the activity and viability of plant cells. Obtained results are in accordance with those reported by El-Shafie (2003),El-Fouly(2004), Babalar et al (2007) and Porras et al (2007)on strawberry

1.3. Effect of the interaction:

Concerning the effect of the interaction (Table 3) show that application of nitrogen fertilizer at the recommended dose (200kg N/fed.)half of the amount as organic form and the other half as mineral form combined with spraying plants by Salicylic acid at 5mM/l starting 75 day after transplanting and every 2weeks intervals reflected the highest values in all studied growth parameters during the two seasons of study .

2. Chemical constituents of plant foliage:

2.1. Effect of nitrogen fertilization:

Data in Table (4) show clearly that supplementation of 25,50 ,75 or 100% from mineral nitrogen fertilizer along with organic fertilizer in the form of compost significantly increased photosynthetic pigments, i.e., chlorophyll a, b and carotenoids concentration and the percentage of total nitrogen compared to mineral-N fertilizer or compost when each was used alone. Phosphorus and potassium in plant foliage were the highest with compost application alone and led to decrease as the mineral-N increased up to 100%. In this regard, using half of recommended dose in the form of mineral nitrogen and the other half as organic nitrogen (compost) recorded the highest values in all measured photosynthetic pigments and nitrogen percentage during both seasons. However, using nitrogen fertilizer in the form of compost only at rate of 200KgN/fed (45.58m³/fed. in the first season and 38.8m³/fed in the second one) reflected the highest values in phosphorus and potassium concentration during the two season compared with all other tested treatments. Increasing in photosynthetic pigments content may be due to the main role of nitrogen fertilizer in the synthesis and as a constituent of chlorophyll molecule. Moreover, the increase in macro- nutrients (PK) may by attributed to the effect of organic fertilizer on reducing the PH value of the soil, increase the soil microbial biomass and humate which affect on the decomposition and availability of such nutrients which inturn increase its uptake by plant roots.

Obtained results are in accordance with those reported by Eissa (2002), El-Araby et al (2003) and El-Sayed (2004) in case of photosynthetic pigments and Mohamed and El-Miniawy (2001), Essia(2002), El-Araby et al (2003) , Khalaf (2003), El-Sayed (2004) and Preusch et al (2004)

2.2. Effect of natural antidiseases substances:-

The effect of spraying natural antidiseases substances, i.e., garlic extract, plant guard and salicylic acid, on photosynthetic pigments (Chlorophyll a, b and carotenoids), total nitrogen, phosphorus and potassium percentage is presented in Table 4.Sprays significantly increased foliage chlorophyll (a& b) carotenoids ,N%, P%, K% compared to the control. In this concerning, spraying the plants with salicylic acid at 5mM/l every 2weeks intervals starting 75 days from transplanting recorded the highest increments in all assayed photosynthetic pigments and macronutrient content followed by plant guard and garlic extract. Obtained results are nearly similar during both seasons of growth.

Such increments in photosynthetic pigments and macro-nutrients may by due to the role of tested plant growth stimulants as antioxidants, its content of growth substances, its effect as antidiseases infection and consequently keeping plant health along with increasing the role of assimilation of photosynthetic pigments and absorption of macro-nutrients. Similar trends were also recorded by Shafshak et al. (2004) on squash, Mahgoob and Zaghlool (2002) and Fathy and Khedr (2005) on tomato

Table (4): Effect of nitrogen fertilizer, natural antidiseases substance and their interaction on strawberry chemical constituents of plant foliage during the two seasons of study.

Treatments		2005/2006						2006/2007					
		Chlorophyll a mg/100g f.w.	Chlorophyll b mg/100 g f.w.	Cartnoides mg/100g f.w.	% N	% P	% K	Chlorophyll a mg/100g f.w.	Chlorophyll b mg/100 g f.w.	Cartnoides mg/100g f.w.	% N	% P	% K
N fertilizers													
100% compost-N		312.30	157.06	152.66	2.40	0.47	1.74	316.56	159.23	154.57	2.49	0.45	1.76
75 % compost-N+ 25% mineral-N		330.95	161.72	154.42	2.62	0.42	1.71	335.19	165.51	162.26	2.66	0.43	1.74
50 % compost-N+ 50% mineral-N		356.44	175.04	163.01	2.82	0.41	1.64	374.72	173.68	179.25	2.87	0.42	1.69
25 % compost-N+ 75%mineral-N		341.12	171.58	155.92	2.73	0.38	1.56	352.01	179.45	164.84	2.77	0.37	1.56
100 % mineral –N fertilizer		318.27	157.34	152.56	2.54	0.31	1.35	322.42	160.88	155.90	2.58	0.32	1.36
L.S.D. at 0.05		16.21	5.44	9.67	0.04	0.01	0.08	18.32	9.3	8.72	0.04	0.02	0.06
Natural antidiseases substance													
Control		309.20	158.69	144.73	2.54	0.36	1.52	323.41	166.66	156.43	2.59	0.37	1.55
Garlic extract		334.46	164.68	155.87	2.62	0.39	1.60	340.99	167.40	164.07	2.69	0.40	1.62
Plant guard		334.52	164.11	155.45	2.62	0.41	1.62	339.12	163.74	162.98	2.66	0.39	1.64
Salicylic acid		349.08	170.76	166.91	2.71	0.43	1.68	357.21	173.20	168.04	2.75	0.43	1.68
L.S.D. at 0.05		9.93	5.76	9.37	0.02	0.02	0.07	6.08	2.42	7.99	0.03	0.01	0.05
Interactions													
100% compost-N	Control	280.14	154.08	142.09	2.34	0.40	1.57	293.63	150.15	148.86	2.42	0.42	1.60
	Garlic extract	318.56	157.68	154.91	2.37	0.46	1.57	320.00	159.87	156.9	2.50	0.45	1.76
	Plant guard	318.35	157.18	153.16	2.39	0.48	1.81	321.05	158.62	151.91	2.46	0.42	1.82
	Salicylic acid	332.15	159.36	161.25	2.51	0.52	1.83	331.58	168.29	160.70	2.57	0.51	1.85
75 % compost-N+ 25% mineral-N	Control	308.81	158.23	148.43	2.54	0.39	1.65	315.73	160.87	155.33	2.57	0.40	1.67
	Garlic extract	326.46	159.76	151.12	2.61	0.41	1.69	329.92	165.51	161.61	2.68	0.43	1.73
	Plant guard	341.02	159.31	154.35	2.62	0.43	1.72	338.20	168.45	163.49	2.68	0.42	1.75
	Salicylic acid	347.50	169.58	163.79	2.70	0.46	1.81	356.92	169.21	168.62	2.74	0.47	1.82
50 % compost-N+50% mineral-N	Control	337.88	166.52	151.6	2.72	0.38	1.58	362.56	168.35	176.57	2.77	0.39	1.67
	Garlic extract	364.56	175.06	160.17	2.82	0.39	1.64	376.44	176.69	179.10	2.88	0.42	1.67
	Plant guard	347.01	175.31	160.07	2.85	0.42	1.65	364.64	174.77	179.15	2.85	0.42	1.67
	Salicylic acid	376.32	183.38	180.20	2.92	0.43	1.71	395.26	188.92	182.21	2.96	0.44	1.74
25 % compost-N+ 75% mineral-N	Control	319.03	163.97	139.99	2.64	0.33	1.47	338.90	165.44	153.05	2.66	0.33	1.46
	Garlic extract	338.33	174.73	161.20	2.72	0.37	1.54	351.58	179.96	169.79	2.77	0.37	1.54
	Plant guard	349.81	168.83	158.46	2.75	0.39	1.56	349.98	177.99	164.97	2.79	0.39	1.60
	Salicylic acid	357.33	178.77	163.84	2.80	0.41	1.68	367.56	182.10	171.42	2.85	0.40	1.65
100 % mineral –N fertilizer	Control	300.15	150.66	141.59	2.47	0.28	1.33	306.21	152.18	148.33	2.51	0.30	1.35
	Garlic extract	324.40	156.18	151.96	2.56	0.32	1.35	327.02	158.99	166.84	2.60	0.32	1.39
	Plant guard	316.43	159.93	151.21	2.52	0.32	1.36	321.71	157.87	152.97	2.54	0.32	1.34
	Salicylic acid	332.10	162.74	165.49	2.61	0.34	1.37	334.73	174.46	166.84	2.66	0.34	1.36
L.S.D. at 0.05		36.19	23.64	18.4	0.24	0.11	0.21	41.81	17.95	15.62	0.09	0.18	0.23

2.3. Effect of the interaction:

As for the effect of the interaction between N-fertilization and natural antidiseases substances (Table 4) ,indicated that the highest values in all measured photosynthetic pigments and total nitrogen percentage as well as phosphorus and potassium percentage were recoded due to using salicylic acid at 5mM/l combined with 50% mineral nitrogen plus 50% organic nitrogen in case of photosynthetic pigments and total nitrogen, and salicylic acid combined with 100% organic nitrogen (compost) in case of phosphorus and potassium content.

3. Total fruit yield and its component:

3.1.Effect of nitrogen fertilization:

Data recorded in Table (5) reveal that using compost only at arate of 200kg N/fed (45.58m^3/fed in the first season and 38.8m^3/fed In the second one) exhibited the highest early fruit yield and the lowest percentage of infected fruits during the two seasons of study compared with other studied fertilization treatments. However, plants fertilized with 50% organic nitrogen plus 50% mineral nitrogen produced the highest total fruit yield either per plant or feddan during the two seasons of growth. Also, the same data indicated that the highest marketable yield was recorded in case of fertilizing the plants with 50% compost combined with 50% of recommended dose from mineral nitrogen fertilizer, followed by treatment of 75% compost combined with 25% mineral nitrogen .

Obtained results are nearly similar during the two seasons of study. The increase in early yield when the organic fertilizer was only applied may be due to the slow release of N which reduced plant uptake of N than needed. Accordingly the plant increased the early yield in the expense of total and marketable yield.

The highest total yield and marketable yield in case of fertilization using half of recommended dose of nitrogen as compost and other half as mineral nitrogen may be attributed to the balanced uptake of N which resulted in the highest produced yield per plant or per feddan and marketable yield beside the reasonable percentage of infected fruit (Table, 5). Obtained results are parallel with those reported by Turemis (2002), Wang and Lin(2002),Ali et al. (2003) Arancon et al. (2003), Ghoneim et al. (2003)Arancon et al (2004) and Ezzo (2004) concerning the use of organic fertilizer in strawberry plant. And Essia (2002), Auter and Gaur(2003), Khalaf(2003), El-Sayed (2004), Gutal et al. (2005), Abo-El-Hamed et al. (2006) and Karlidag and Yildirim (2007) in the case of using mineral nitrogen fertilizer

Table (5): Effect of nitrogen fertilizer , natural antidiseases substance and their interaction on strawberry total fruit yield and its components during the two seasons of study.

Treatments		2005/2006 Early yield (t/ fed.)	Total yield (t/fed.)	Total yield (g)/plant	Marketable yield (t/fed)	% infection	2006/2007 Early yield (t/ fed.)	Total yield (t/fed.)	Total yield (g)/plant	Marketable yield (t/fed)	% infection
N fertilizers											
100% compost-N		2.77	10.30	228.38	8.97	12.88	2.93	10.68	238.78	9.25	13.32
75 % compost-N+ 25% mineral-N		2.69	10.72	237.75	9.21	14.04	2.76	10.94	242.25	9.38	14.24
50 % compost-N+ 50% mineral-N		2.65	11.26	249..10	9.51	15.58	2.70	11.41	253.04	9.60	15.78
25 % compost-N+ 75% mineral-N		2.46	10.83	238.54	9.05	16.41	2.55	10.96	243.34	9.11	16.88
100% mineral –N fertilizer		2.37	10.32	228.82	8.32	19.29	2.57	10.77	239.25	8.73	18.85
L.S.D. at 0.05		0.11	0.16	4.19	0.20	0.82	0.08	0.17	3.94	0.18	0.76
Natural antidiseases substance											
Control		2.37	9.97	221.07	8.16	18.07	2.50	10.20	226.25	8.32	18.36
Garlic extract		2.59	10.76	238.58	9.17	15.36	2.71	11.05	246.45	9.33	15.52
Plant guard		2.63	10.43	236.14	9.07	15.38	2.72	10.92	242.20	9.22	15.51
Salicylic acid		2.77	11.29	250.29	9.72	13.85	2.89	11.63	258.26	10.01	13.87
L.S.D. at 0.05		0.09	0.14	3.74	0.17	0.73	0.07	0.15	3.52	0.16	0.68
Interactions											
100% compost-N	Control	2.53	9.64	213.86	8.12	15.71	2.67	9.93	220.27	8.33	16.03
	Garlic extract	2.81	10.27	227.74	8.95	12.76	3.03	10.81	241.72	9.40	13.04
	Plant guard	2.81	10.43	231.30	9.09	12.78	2.83	10.70	240.55	10.16	13.12
	Salicylic acid	2.93	10.85	240.62	9.73	10.26	3.18	11.30	252.58	10.04	11.08
75 % compost-N+ 25% mineral-N	Control	2.48	10.16	225.2	8.36	16.80	2.56	10.31	228.57	8.55	17.01
	Garlic extract	2.72	10.63	235.67	9.52	13.29	2.77	10.95	245.61	9.49	13.33
	Plant guard	2.69	10.63	235.76	9.41	14.06	2.81	10.90	241.60	9.33	14.34
	Salicylic acid	2.88	11.47	254.35	9.56	12.00	2.91	11.62	254.57	10.19	12.28
50 % compost-N+50% mineral-N	Control	2.40	10.21	226.51	8.34	18.24	2.56	10.41	230.91	8.54	17.88
	Garlic extract	2.62	11.61	257.55	9.84	15.20	2.65	11.78	261.14	9.92	15.78
	Plant guard	2.77	11.28	247.71	9.57	15.12	2.73	11.31	250.82	9.55	15.52
	Salicylic acid	2.82	11.94	264.64	10.29	13.76	2.89	12.15	269.31	10.45	13.95
25 % compost-N+ 75% mineral-N	Control	2.32	10.05	222.97	8.20	19.25	2.43	10.30	228.32	8.22	20.18
	Garlic extract	2.42	10.99	243.74	8.93	15.96	2.53	10.89	241.47	9.12	16.20
	Plant guard	2.46	10.95	235.88	8.98	15.50	2.55	10.95	239.00	9.32	16.25
	Salicylic acid	2.64	11.34	251.56	10.09	14.94	2.70	11.70	264.57	9.95	14.88
100% mineral –N fertilizer	Control	2.11	9.77	216.73	7.77	20.37	2.28	10.06	223.18	7.98	20.67
	Garlic extract	2.36	10.29	228.18	8.27	19.57	2.57	10.85	242.32	8.76	19.23
	Plant guard	2.43	10.37	230.05	8.35	19.43	2.66	10.77	239.04	8.79	18.32
	Salicylic acid	2.57	10.84	240.33	8.97	17.81	2.76	11.39	252.45	9.43	17.16
L.S.D. at 0.05		0.19	0.33	8.38	0.39	1.64	0.16	0.34	7.87	0.36	1.53

2.2. Effect of natural antidiseases substances:

Such data in Table (5) indicate that early and total fruit yield either per plant or per Fadden as well as marketable yield were positively affected due to spraying the plants with all tested growth stimulants(natural antidiseases substances)compared with the control treatments. Obtained results were nearly similar during the two seasons of study. Moreover, such treatments had detrimental and reducing effect on the percentage of infected fruit during the two seasons of growth. In this connection, the highest early and total produced fruit yield and the lowest percentage of infection were obtained as a result of spraying plants with salicylic acid at 5mM/l every two weeks intervals starting 75 days form transplanting. In addition, treatment of garlic extract at 10% ranked the second followed by plant guard without significant difference between them. Such increments in fruit yield (early, marketable, and total yield) due to treating the plants with tested natural products were connected with their effect on increasing the vegetative growth parameters (Table, 3) and photosynthetic pigments and macro-nutrients (Table, 4) which affect plant growth and in turn increased it's productivity. Obtained results are in parallel to that reported by Abada *et al* (2002), El-Shafie (2003) Saber *et al*. (2003), El-Fouly (2004) and Porras *et al*. (2007) on strawberry

3.3. Effect of the interaction:

With regard to the effect of the interaction between nitrogen fertilization treatments and natural antidiseases substances on total fruit yield and it's components (Table, 5) show clearly that the highest total produced yield either for plant or feddan as well as marketable yield were obtained as a result of fertilizing the plant with nitrogen at 200kgN/fed in the form of 50% compost plus 50% mineral nitrogen combined with salicylic acid sprays at a rate of 5mM/l. However, fertilizing plants with nitrogen at 200kgN/fed. as compost and spraying plants with salicylic acid reflected the highest early yield and the lowest infected fruit percentage during the two season of growth.

4. Fruit quality:

4.1. Physical quality:

4.1.1. Effect of nitrogen fertilization:

Concerning the effect of nitrogen fertilization on physical fruit characters, i.e., average fruit length, diameter and weight, data in Table (6) show that application of nitrogen fertilizer at the recommended dose (200kgN/fed) as mineral nitrogen fertilizer exhibited the highest values in all measured fruit traits compared with other studied fertilization treatments during both seasons of study. On the other hand, application of nitrogen fertilizer at 100% compost reflected the lowest values of average fruit length, diameter and weight during the two seasons of growth.

In this concern, the highest values in fruit parameters due to using nitrogen fertilizer in a mineral form (200kg/fed) may be due to the role of nitrogen in increasing the moisture content of fruit cells and also increasing the size and number of cells in fruit receptacle which affect the measured fruit parameter. In this respect Essia (2002), Wang and Lin (2002), Ghoneim *et al*.(2003), El-Sayed (2004)and Abo-El-Hamed *et al*. (2006) reported that nitrogen fertilizer application had an increasing effect on increasing measured physical fruit characters.

4.1.2. Effect of natural antidiseases substances:

With regard to the effect of tested natural antidiseases substances (Table 6),data revealed that spraying plants with salicylic acid at 5 mM/l, garlic extract at 10% and plant guard at 3ml/l every two weeks intervals starting 75 days after transplanting significantly increased average fruit length, diameter and weight compared with the control treatment. In addition, treating plants with salicylic acid at 5 mM/l was superior than the other tested natural antidiseases substances and the control treatment during both season of growth. Such increment in fruit parameters due to salicylic acid treatment may be attributed to the role of salicylic acid on increasing the uptake of NPK (Table, 4) and the absorption of water by roots which in turn increased fruit size. Similar observations were recorded by El-Shafie (2003) and Babalar *et al*. (2007) on strawberry.

4.1.3. Effect of the interaction :

As for the effect of the interaction, data in Table (6) indicate that the highest values in all measured fruit parameters (weight, length and diameter) were obtained as a result of the combination between nitrogen fertilization at 200 kg N/fed. as a mineral form combined with the salicylic acid at 5mM/l sprays during4 the two seasons of growth.

4.2..Chemical fruit quality:

Table(6): Effect of nitrogen fertilizer level and natural antidiseases substance on strawberry physical fruit quality during the two seasons of study.

Treatments		2005/2006			2006/2007		
		fruit length (cm)	fruit diameter (cm)	fruit weight (g)	fruit length (cm)	fruit diameter (cm)	fruit weight (g)
N fertilizers							
100% compost -N		3.12	2.24	13.01	3.21	2.26	12.91
75 % compost-N+25% mineral-N		3.19	2.34	13.43	3.26	2.31	13.96
50 % compost-N+50% mineral-N		3.21	2.35	14.43	3.27	2.38	14.13
25 % compost-N+ 75%mineral-N		3.30	2.40	14.73	3.30	2.42	14.72
100 % mineral –N fertilizer		3.37	2.40	16.21	3.39	2.49	15.76
L.S.D. at 0.05		0.096	0.082	0.75	0.01	0.077	0.64
Natural antidiseases substance							
Control		3.13	2.22	13.01	3.22	2.25	13.45
Garlic extract		3.21	2.33	14.40	3.26	2.36	14.11
Plant guard		3.21	2.33	14.32	3.28	2.37	14.42
Salicylic acid		3.39	2.50	15.72	3.38	2.51	15.20
L.S.D. at 0.05		0.064	0.06	0.67	0.07	0.04	0.57
Interactions							
100% compost-N	Control	3.00	2.17	11.50	3.12	2.12	11.90
	Garlic extract	3.15	2.16	13.15	3.21	2.23	13.25
	Plant guard	3.12	2.24	13.15	3.19	2.31	12.67
	Salicylic acid	3.22	2.38	14.27	3.31	2.37	13.85
75 % compost-N+ 25% mineral-N	Control	3.08	2.15	12.85	3.17	2.13	13.05
	Garlic extract	3.22	2.34	13.87	3.27	2.34	14.0
	Plant guard	3.17	2.32	12.45	3.29	2.29	14.20
	Salicylic acid	3.27	2.57	14.55	3.30	2.47	14.62
50 % compost-N+50% mineral-N	Control	3.15	2.23	13.42	3.22	2.21	13.70
	Garlic extract	3.18	2.36	14.02	3.20	2.40	13.80
	Plant guard	3.17	2.31	14.45	3.28	2.40	13.80
	Salicylic acid	3.35	2.48	15.85	3.37	2.51	15.22
25 % compost-N+ 75% mineral-N	Control	3.22	2.26	12.90	3.27	2.36	14.22
	Garlic extract	3.23	2.40	14.90	3.33	2.35	14.40
	Plant guard	3.30	2.40	15.07	3.25	2.39	14.97
	Salicylic acid	3.46	2.52	16.05	3.37	2.59	15.25
100 % mineral –N fertilizer	Control	3.24	2.28	14.40	3.34	2.42	14.40
	Garlic extract	3.29	2.40	16.07	3.31	2.49	15.12
	Plant guard	3.31	2.40	16.50	3.38	2.45	16.47
	Salicylic acid	3.65	2.54	17.90	3.56	2.61	17.07
L.S.D. at 0.05		0.11	0.13	1.5	0.12	0.16	1.3

Table (7): Effect of nitrogen fertilizer level and natural antidiseases substance on strawberry chemical constituents in fruit during the two seasons of study.

Treatments		2005/2006						2006/2007					
		T.S.S %	Vit. C mg/100 g	Anthocyanin mg/100 g	Acidity %	Total sugars %	Reducing sugars %	T.S.S %	Vit. C mg/100 g	Anthocyanin mg/100 g	Acidity %	Total sugars %	Reducing sugars %
N fertilizers													
100% compost-N		9.20	59.34	84.36	1.02	7.26	4.65	9.45	60.44	86.52	0.98	7.37	4.68
75 % compost-N+25% mineral-N		8.87	56.87	82.56	1.10	6.78	4.43	9.10	58.15	84.32	1.04	6.92	4.45
50 % compost-N+50% mineral-N		8.56	54.58	81.16	1.18	6.45	4.07	8.86	56.00	82.41	1.12	6.65	4.25
25 % compost-N+ 75%mineral-N		8.28	51.37	78.83	1.26	6.03	3.83	8.55	53.17	80.42	1.23	6.18	3.98
100 % mineral –N fertilizer		7.83	49.77	75.48	1.31	5.74	3.66	8.06	50.54	77.19	1.26	5.89	3.79
L.S.D. at 0.05		0.27	1.31	1.16	0.09	0.16	0.79	0.22	0.96	0.99	0.08	0.14	0.09
Natural antidiseases substance													
Control		8.09	52.25	78.22	1.24	6.11	3.93	8.43	53.49	80.68	1.20	6.23	4.22
Garlic extract		8.68	55.16	81.33	1.15	6.55	4.35	8.84	56.38	82.83	1.11	6.68	4.14
Plant guard		8.44	53.67	79.80	1.20	6.34	4.04	8.69	55.04	81.41	1.15	6.57	4.23
Salicylic acid		8.98	56.42	82.40	1.11	6.80	4.34	9.27	57.81	83.86	1.05	6.93	4.37
L.S.D. at 0.05		0.21	0.59	1.21	0.05	0.15	0.24	0.17	0.62	0.93	0.08	0.12	N.S
Interactions													
100% compost-N	Control	8.25	55.99	81.17	1.10	6.88	4.48	8.97	57.67	84.53	1.06	6.90	4.2
	Garlic extract	9.17	60.37	85.07	1.00	7.21	4.61	9.35	61.05	86.76	0.96	7.38	4.8
	Plant guard	9.07	58.88	83.91	1.05	7.16	4.51	9.27	59.87	85.09	1.00	7.20	4.5
	Salicylic acid	9.85	62.11	87.32	0.94	7.80	4.98	10.20	63.29	89.72	0.91	8.01	5.1
75 % compost-N+ 25% mineral-N	Control	8.45	53.75	80.50	1.19	6.23	4.26	8.67	55.02	82.50	1.13	6.41	4.03
	Garlic extract	9.00	57.77	83.09	1.06	7.07	4.57	9.15	58.88	85.22	1.02	7.08	4.60
	Plant guard	8.85	56.29	81.43	1.12	6.68	4.36	9.12	58.02	82.96	1.05	6.96	4.50
	Salicylic acid	9.20	59.52	85.07	1.02	7.16	4.54	9.47	60.69	86.87	0.96	7.25	4.70
50 % compost-N+50% mineral-N	Control	7.97	52.03	78.74	1.24	6.09	3.78	8.35	52.61	80.82	1.20	6.18	3.87
	Garlic extract	8.75	55.93	82.45	1.16	6.51	4.16	8.92	57.70	83.51	1.11	6.80	4.41
	Plant guard	8.50	53.00	80.46	1.21	6.31	4.06	8.87	54.65	81.65	1.14	6.64	4.21
	Salicylic acid	9.02	57.34	82.41	1.12	6.88	4.33	9.32	59.05	83.68	1.05	6.99	4.54
25 % compost-N+ 75% mineral-N	Control	7.82	50.52	76.78	1.31	5.84	3.67	8.22	51.93	79.15	1.30	6.00	3.77
	Garlic extract	8.45	51.85	80.24	1.25	6.12	3.91	8.67	53.21	81.80	1.22	6.23	4.10
	Plant guard	8.12	50.64	78.20	1.28	5.98	3.76	8.30	52.77	80.31	1.26	6.13	3.90
	Salicylic acid	8.75	52.46	80.09	1.22	6.18	3.98	9.00	54.70	80.66	1.15	6.39	4.18
100% mineral –N fertilizer	Control	7.50	48.95	73.91	1.36	5.52	3.50	7.92	49.83	76.45	1.31	5.69	3.61
	Garlic extract	8.05	49.90	76.85	1.29	5.86	3.7	8.10	51.11	76.87	1.23	5.89	3.82
	Plant guard	7.67	49.55	75.05	1.33	5.58	3.51	7.87	49.95	77.05	1.29	5.93	3.84
	Salicylic acid	8.10	50.69	77.11	1.27	5.99	3.89	8.37	51.26	78.38	1.21	6.05	3.95
L.S.D. at 0.05		1.38	3.42	5.29	0.17	1.12	0.82	1.53	5.38	8.69	0.18	0.27	0.63

4.2.1. Effect of nitrogen fertilization :

Data recorded in Table (7) indicate that irrespective of total acidity percentage which was increased as a result of using 100% mineral nitrogen fertilizer at the recommended dose, total soluble solids, vitamin C, anthocyanin, total sugars and reducing sugars percentage were significantly increased as a result of using nitrogen fertilizer as 100% organic form (compost) compared with the other tested fertilizer treatment. Such results are true during the two seasons of growth. In this regard, Such reduction in TSS%, vitamin C, anthocyanin with increasing mineral nitrogen application from 25, 50, 75 up to 100% of recommended dose are connected with reducing the total and reducing sugars which is used in catabolism or formation of new cells in fruits and consequently increased fruit physical parameters (average fruit weight, fruit length and fruit diameter). Also increasing the ratio of mineral nitrogen increased the moisture content of fruit and inturn had a negative effect on sugars content in fruit juice Obtained results are agree with those reported by Wang and Lin (2002 and 2003) and Ghoneim *et al.* (2003), Ezzo (2004) concerning the use of organic fertilizer and Essia (2002), Ali *et al.* (2003), Gaur and Gangwar (2003), El-Sayed (2004), Moor *et al.* (2005), Abo-El-Hamed *et al.* (2006) and Karlidag and Yildirim (2007) in case of using mineral nitrogen fertilizer.

4.2.2. Effect of natural ant diseases substances:

Table(7) shows the effect of garlic extract, plant guard and salicylic acid on chemical constituents of fruit, i.e., TSS%, vitamin C, anthocyanin, total acidity, total sugars and reducing sugars concentration. As shown, all aforementioned chemical constituents were significantly affected by spraying plants with tested natural antidiseases substances compared with the control treatments. Obtained results are the same during the two seasons of growth. In addition, the highest values in all assayed chemical constituents except total acidity were recorded in case of spraying plants with salicylic acid at a rate of 5m M/l during the two growth seasons. However, the highest values for total acidity were obtained in case of fruit harvested from the control treatment during both seasons of study. Such increments in chemical fruit quality agents due to the effect of different studied growth stimulants are connected with the increase in photosynthetic pigments which in turn affect on the rate of organic compound assimilation and consequently increased such assayed organic constituents. Obtained results are in the same direction to those recorded by Youness (2002), El-Shafie (2003) and El-Fouly (2004) on strawberry

4.2.3. Effect of the interaction:

As for the effect of the interaction, data recorded in Table (7) show that the highest values in TSS, vitamin C, anthocyanin, total sugars and reducing sugars concentration and the lowest value in total acidity were obtained in case of application of nitrogen fertilizer at the recommended dose (200 kgN/fed.) in the form of 100% organic manure and spraying the plants with salicylic acid at 5mM/l every 15 days intervals starting 75days after transplanting. The obtained results followed similar trend in both seasons of study.

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AGRICULTURAL QUALITY PRODUCTS FOR TERRITORIAL EVALUATION AND TOURISM DEVELOPMENT IN SICILY:
THE PANTELLERIA CASE.

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Abstract

The Agri-Food system is determined and conditioned by the effects of great phenomena, strictly related to territorial, environmental, social, political and economical aspects.

Thus, agriculture has to carry out complex roles within the multi-functionality framework throughout production of healthy products, safeguard and protection of environment and territory, preservation and safeguard of bio-diversity, and by supplying goods and services to public, integrating with industry and agrifood distribution.

Within such scenery, developed Countries, and in particular those of the EU, carry out strategies in order to adjust to new agrifood market conditions, and to respond to citizens-consumers increasing requests, aiming at quality of agrifood products by recurring to certification marks as a competitive instrument.

Rural development becomes the mean to increase industrial and territorial competitiveness in European countries; agriculture is not only linked to industry and distribution, but it undertakes a new role which brings to its integration with tourism, handicraft and the restaurant industry, therefore contributing to the evaluation and to the development of the rural areas.

Over 850 certified products are present within the Union, whereas 79.0% of approvals belong to the Mediterranean Area, and where Italy is, with 182 denominations, the richest European country for typical products.

Besides these products, it is also necessary to stress the role of wines, them constituting one of the most prominent sectors of the Italian agrifood system, together with the numerous traditional products, still not certified but which, nevertheless, represent a great opportunity for territorial development. Quality products, qualify and reinforce productive and economical local sectors, thus increasing competitiveness and prestige of rural territories.

Sicily is, due to the extension of its territory and its population, the biggest Mediterranean island and it boasts with an old agrifood tradition proven true by over 130 typical products, deriving from different agricultural productive fields and from the food handicraft sector. This last is able to trigger a type of tourism that may count upon environmental, naturalistic and the eno-gastronomic patrimony, typical of rural areas and that brings, out of season, tourist request.

Within this context, the island of Pantelleria, has been object, during the past twenty years, to radical changes within the socio-economic framework due to the decrease of population territorial abandonment, but mostly because of expertise differentiation, it no longer depending on agricultural activity and by now employed in other sectors, almost all linked to the island's tourist vocation that has come to being during the second half of the 80s.

The greater presence of tourists promotes the development of correlated activities, predominantly constituted by small commercial activities. The acquired visibility brought to the island external capital: investments were put forward on public and private housing as well as on infrastructures able to sustain tourism. Increase of the registered number of houses, starting from last decade, makes Pantelleria an area with an "elevated tourist vocation".

The new tourist flow increases the request of typical local products, and among these, the most required product is "Passito di Pantelleria" wine, nowadays also produced by many of the VIPs, owners of homes and lands in Pantelleria.

The changes have substantially modified the island's economy with undoubted benefits for the activities carried out. The turmoil that was therefore recorded for tourism as well as for the more recent wine- wine-growing sector, was not accompanied by an adequate infrastructure development, nor it was favoured by significant public administration measures.

The island of Pantelleria represents an example of how the interaction between agriculture and territory brought to life and developed, on the island, in a medium term period, a tourism sector that allowed relaunch of quality wine-growing production.

Key words: Agrifood, Typical products, Tourism, Evaluation, Rural areas

INTRODUCTION

The Agri-food system is influenced by the effects of great phenomena strictly linked to territorial, social and economical aspects.

In respect to these phenomena, agriculture is called to carry out complex roles within the multi-functional framework, it has therefore produce healthy products by means of ethically acceptable and eco-compatible techniques, safeguard the environment and the territory for present and future generations, preserve and protect biodiversity, supply goods and services for the entire community, integrate with agri-food industry and food distribution.

Within such context, in order to strengthen the EU competitiveness it is necessary to exalt specialities of agricultural and food sector, also by reinforcing and extending the European system of origin denomination marks and certification, which are able to

enlarge the distinctive ability of the Union's production, motivating industries to the production of quality products within appropriate productive systems.

Rural areas development is also a valid opportunity able to increase European industries and territorial competitiveness.

METHODOLOGY "NOTE"

All necessary and useful information for our studies was acquired throughout a document research and afterwards we proceeded with a direct control on territory, adjourning data concerning typical Sicilian products. We also included products recognized or that are being recognized for certified quality. Many quality agri-food products are certified and safeguarded by enforcement of a EU and national law, others are identified as being typical and/or traditional, better yet as being specific of a well determined area[1].

In the E.U. the certified and safeguarded agri-food products, are identified as PDO (protected designation of origin), PGI (protected geographical indication) according to the Reg.. (UE) 510/06. As far as wines are concerned, the reference law is the Decreto Legge n.164/92 ruling PDO and PGI marks.

A good example of territory interaction which finds proof through its agricultural production and its tourism development, is represented by the island of Pantelleria. Data furnished by the Ministero dei Trasporti (transport Ministry of Italy), by the Ente Nazionale per l'Aviazione Civile (ENAC - National Civil Aviation), by the Provincia Regionale di Trapani e dal Comune di Pantelleria (regional province of Trapani and by the Municipality of Pantelleria) were used in order to understand what has happened, during recent years, on the island.

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1 *Characteristic products of a well determined area surveyed in 2005 by CORERAS.*

QUALITY AGRICULTURAL PRODUCTS

To 2009 in Europe, the products having a mark (Reg. CE 510/06) are 853: Italy with 182 denominations is placed at first place, followed by France (166), Spain (132), Portugal (116) and Greece (86), them representing 80% of European denominations.

In Italy the PDO and PGI products, are so subdivided: fruit, vegetables and cereals (33%), extra virgin olive oils (21%), cheeses (19%), meat products (17%), other products (10%). The total value of such production (at consumer) is of over 7,7 million of Euros. Together with certified products the role of denominated wines has to be remarked, since it's one of the force points of the Italian agri-food system with 476 types: 316 PDO, 41 GPDO e 120 PGI (December 2008). Products awaiting to be recognized and typical products have also to be added to this product food basket.

In view of a competitive development in Southern Italian territories, agriculture has a role of great importance, and many certified products find origin in it, representing, even if not duly evaluated, a big opportunity for territorial development and competitiveness.

There are 17 products in Sicily that have already been certified with PDO and PGI marks, 11 with recognition in progress, 22 PDO wines, 1 GPDO and 6 PGI. If with these we also consider the Historical foods and dishes, we will reach a total of 132 typical products distributed all over the entire Region that, nevertheless presently represent and evaluate the territory only for a very small part.

The most represented one is the vegetable fruit and cereal sector with 65 products (49% of the total), followed by wines with 29 products, cheeses (18) and extra virgin olive oils (10). Much more modest is the presence of products coming from other compartments and meat products, respectively with 6 and 4 products.

The wine production predominantly concerns western Sicily with the territories of Trapani, Agrigento and Palermo; the only territory that does not have quality wines is Enna. Fruit is present in all 9 Sicilian provinces, but the greatest number of products is found in the territories of Catania, Agrigento and Palermo. Vegetables, found in all Sicilian provinces, finds an only exception with Enna, and they are present in big quantity of products per hectare in Ragusa, Caltanissetta, Siracusa and Palermo.

Oils also involve the entire region, but the biggest quantity of products per ha is in the territory of Trapani followed by Agrigento and Catania.

Cheeses are produced especially in the territory of Palermo, which gathers 50% of the typical Sicilian production, whilst there is no presence of typical cheeses in the provinces of Caltanissetta and Catania.

Other typical products, as honey, manna and lentils, are present in the entire island with the only exception of Agrigento. And finally meat products are found exclusively in the territory of Catania, Enna, Messina and Palermo.

Typical products recognized by the enforced law are 46 (34.8% of the total) whilst 11 are waiting to be recognized and exclusively concern fruit, vegetable, cereal and chesses (table 1).

The sector that represents the biggest number of certifications is the wine sector.

Table.1 – Products with a quality mark in Sicily (n° of products)

Products	Certificates	Recognition in progress	Tot.
Vegetables, fruit and cereals	7	9	16
Extra virgin olive oils	6		6
Cheese	2	2	4
Meat products	1		1
Other products	1		1
Wines	29		29
Total	46	11	57

Pantelleria is present in this context with two typical and exclusive products typical of the territory and both certified: "cappero di Pantelleria" (PGI) – the caper of Pantelleria and the wine "Moscato-Passito di Pantelleria DPO", and wine "Pantelleria PDO".

THE ISLAND OF PANTELLERIA

Pantelleria is closer to Africa than Sicily. It's only 70 kilometers away from the African coast; its surface area is of 83 square kilometers and its perimeter is of 51,5 km.

History of the island begins in 5000 BC when the first "*Sesioti*" arrived in Pantelleria. Different populations followed in time, among which Phoenicians, Carthaginians, and Romans, later Byzantines and Normans, and ages after Angevins and Aragoneses.

All these populations left, on the island, evident signs of their presence, and among them, nowadays the most observable is certainly the typical architectural structure of houses in Pantelleria, called *dammusi* which are built with volcanic rocks and that have a domed roof able to capture and convey rainy water in due interred tanks. The island is rich of these houses since the last ones were realized, within the scheme of the original project, a couple of decades ago, and are still used as common homes.

In the modern age Pantelleria was dominated by the Dukedom of Savoia, of Austria, by the Bourbons and it was then, finally, annexed to the Italian Reign in 1861.

Wars that took place during last decade changed the aspect of the island, object of intense bombardment especially during world war II, it being headquarters of an important military airport that was, at the end of the war, also destined to a civil use as well (1950).

Beginning in 1950 up to nowadays Pantelleria has become an island where the agricultural activity still has an important role, especially for its vineyard activity, even though, during the last decade, it acquired a strong tourist vocation, adapting to the due changes that have consequently taken place during recent years.

THE EVOLUTION OF THE HOME-BUILDING INDUSTRY POPULATION

In the last 140 years the island has seen changes in population; first an increase of the resident population from 6.000 in 1861 to 10.000 in 1951, which then decreased to 7.736 in 2008 (Fig.1 and table 2).

Fig 1, Evolution of the resident population in the Island of Pantelleria

Souce: on data from Istat (National Istitute of Statistic) and Municipality of Pantelleria
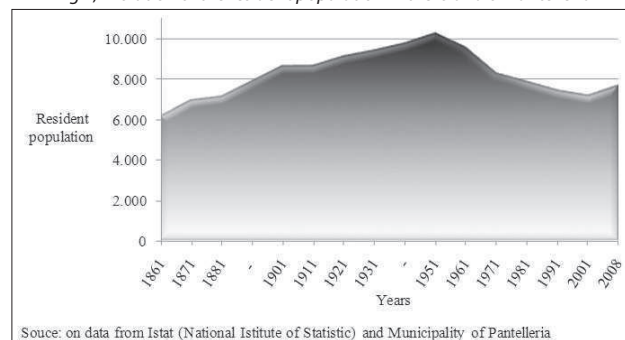
Tab.2, Territorial surface, resident population and density.

year	Sup. (km^2)	Density ab/km^2	Resident population			
			Males	Females	Total	var. %
1961	83,00	116	4.719	4.882	9.601	100.0
1971	83,01	100	4.097	4.230	8.327	86,7
1981	83,01	95	3.902	4.012	7.914	82,4
1991	83,02	90	3.713	3.771	7.484	78,0
2001	83,02	87	3.564	3.660	7.224	75,2
2008	83,02	93	3.833	3.903	7.736	80,6

Source: on data from Istat and Municipality of Pantelleria

In 1961, 64% of the active population on the Island was engaged in activities linked to agriculture; 12% carried out activities linked to industry (food, handicraft, building industry), and just 20% carried out *other activities* (linked to services).

During following years, due to the reduction of surface destined to agriculture and because of the use of more modern technologies, and also the increase of activities linked to service, the *active population* involved in the tertiary changed. As the 2001 census showed, the population involved in *other activities* rose to 58%, while only 13% resulted engaged in agriculture.

Together with the population evolution, the number of dwellings on the island is also of great interest. From the last census it seems that there are 5.739 dwelling units in Pantelleria, an increase of 76% in comparison to 1961.

Tab.3, Evolution of the number of dwellings in Pantelleria.

	n° dwellings						n° total		n° average of
	n° total	%	occupied	%	unoccupied	%	rooms	%	rooms
1961	3.267	100	2.669	100	598	100	8.802	100	2,7
1971	3.279	100	2.609	98	670	112	10.254	116	3,1
1981	5.475	168	2.660	100	2.815	471	19.196	218	3,5
1991	5.656	173	2.771	104	2.885	482	17.227	196	3,7
2001	5.739	176	2.859	107	2.880	482	22.568	256	3,9

Source: on data from Istat

Form this data, it is also clear that, from 1961 to 2001, occupied dwelling increased just by 7%, while the number of unoccupied dwellings reached 2.880 (+382% in comparison to 1961).

This data, opposite to the one concerning the evolution of the resident population, has to be associated to the building activity carried out illegally in the 70s, and with the importance of tourism acquired in time by the island. Since the resident population progressively decreased, many new dwellings were destined to a tourist and seasonal[2] use.

From data concerning the real estate market of the tourist areas in Italy, the island of Pantelleria shows quite elevated buying and selling values per square metre or sometimes even higher, than those found in other Italian destination popular with tourist. During recent years the selling prices reached 5.500 €/m^2. Many of the dwellings are *dammusi* (typical homes in Pantelleria) bought and totally renovated, in total respect of their old aspect, by wealthy businessmen and by famous stars (Armani the stylist, Carole Bouquet, etc.)

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2 In this case owners are residents in other Italian regions or abroad.

AGRICULTURE

In 1970, according to Agriculture Census data (Tab.4), the total agricultural surface on the island of Pantelleria was of 5.782 Ha, of which 3.883 were destined to agricultural land use; of these 80% were destined to vineyards (3.066 Ha).

Tab.4, Total of agricultural land use and vineyard use.

	Area Total		UAA		Vineyard area	UAA/Area Tot.	Vineyard area/SAU
	hectares	%	hectares	%	hectares	%	%
1970	5.782	*100*	3.883	*100*	3.066	67,2	79,0
1982	3.684	*63,7*	2.781	*71,6*	2.200	75,5	79,1
1990	3.557	*61,5*	2.338	*60,2*	1.670	65,7	71,4
2000	2.251	*38,9*	1.340	*34,5*	924	59,5	69,0

Source: on data from Istat

In time, the total amount of agricultural land decreased together with the Agricultural surface used (ASU), and in particular vineyards.

The majority of farming companies on the island are *run personally by the owner/framer* and in years, the percentage incidence of this type of farming stayed very high (93% during last census).

Data show the large decrease of vineyards surface on the island of Pantelleria: from 1970 to 2000, the surface area for vineyards decreased in fact of 2.142 hectares (-70%).

During recent years, nevertheless, a change has taken place, and land destined for vineyards incremented. According to the U.O. Repression for Vineyards Frauds, the actual vineyard surface is of about 1.536 hectares, 1.424 of which cultivated with *Zibibbo* (typical local variety of grape). The production obtained by growth in this particular type of grape is used to obtain the wines of the island, that are almost all PDO: *Moscato di Pantelleria*, the *Passito di Pantelleria* and the *Pantelleria (are dessert wines)*.

From a research carried out on 24 passito producing wineries[3], it can be deducted that many of these are of small dimensions and they make profit from products exclusively cultivated on the island of Pantelleria. Together with the *passito* having a PDO mark and other wine liquors, many wineries have begun to produce, during recent years, "table wines" that are often with the PGI Sicilian label (typical geographic indication).

Many of the wineries have entered the bottled wine market only recently: in fact 13 of the 24 wineries analysed, began bottling the product after 1996, and in particular 30% after the 2000 (Fig.2).

Fig.2, Beginning of Bottling year – n° of wineries.

In recent year the annual income of the winery sector in Pantelleria has reached a considerable (about 16 million Euros). Even famous stars, such as the actress *Carole Bouquet*, have vineyard in Pantelleria and produces the Passito di Pantelleria PDO. They have done a lot for the island image abroad.

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3 In Altamore L., Corona G. *Il ruolo del settore vitivinicolo nei processi di sviluppo sostenibile.*

TOURISM ON THE ISLAND OF PANTELLERIA

Beginning in the 90s, Pantelleria started being one of the most important tourist attractions offered by tour operators. Promotion of the island, carried out through the mass- media thanks to well-known[4] and famous personalities, owners of *dammusi (typical Pantellerian houses), visitors who return frequently to* Pantelleria, was decisive for in tourists choosing Pantelleria for their holidays and it contributed to consumers knowledge about the *passito* wine, in part produced by those same VIPs.

A link was therefore created between the *wild and uncontaminated* island and its wine, that helps, in summer, to attract more and more tourists and to activate the demand for local[5] products. Data show an increasing trend of tourist fluxes beginning in the early 90s, when Pantelleria became, as not many other Italian tourist sites, a VIP's island. As already mentioned, other activities were advantaged by such change and among them winery is the most important.

The binomial *Pantelleria-Passito* has therefore contributed to increase notoriety and diffusion of both corresponding markets, resulting today, independently one from the other, as very well known products in Italy and abroad, and the demand for the *Passito di Pantelleria* is nowadays still increasing (also among new consumers) and the island of Pantelleria continues to attract more tourist.

In 2008 there were 18.976 arrivals in Pantelleria, and of these only 1.135 (6%) were foreigners (tab.5)

Research on the data concerning the period 2000-2008 shows some differences in behaviour between Italian and foreign tourists: Italian tourists, quantitatively superior, are present during the months that go from June to September, and reach their peak during the month of August; foreign tourist, cover a bigger period ranging from April-May to October, with peaks in the months of June and September (Fig.3). A similar circumstance is also revealed by analysing data about all presence on the island.

Tab.5, Arrivals and departures in hotels and other tourist lodgings - year 2008.

Months	Italian		Foreign		Total	
	Arrivals	Presence	Arrivals	Presence	Arrivals	Presence
January	356	790	16	23	372	813
February	286	845	7	27	293	872
March	485	1.191	42	259	527	1.450
April	663	1.875	73	249	736	2.124
May	1.817	5.840	177	641	1.994	6.481
June	2.663	13.318	258	1.240	2.921	14.558
July	3.809	31.288	197	826	4.006	32.114
August	4.931	38.318	154	717	5.085	39.035
September	2.634	27.252	185	930	2.819	28.182
October	178	704	26	82	204	786
November	14	53	0	0	14	53
December	5	15	0	0	5	15
Total	17.841	121.489	1.135	4.994	18.976	126.483

Source: on data from Provincia Regionale Trapani

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4 Among these actors Gerard Depardieu and Carole Bouquet, fashion stylist Giorgio Armani, e football coach Fabio Capello.
5 Other then the already mentioned one (Passito di Pantelleria) another typical production id that of the "caper of Pantelleria" marked PGI.

Fig.3, Tourist arrival in hotels and other tourist lodgings.
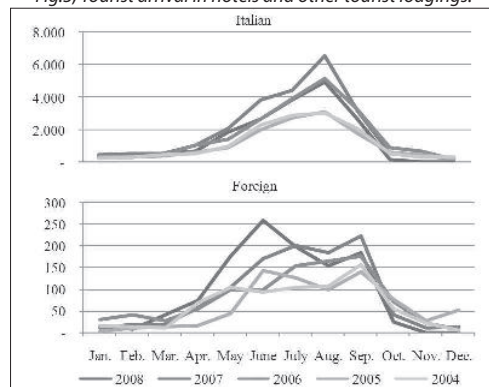
According to data of the Province of Trapani, there are 26 hosting structures, present on the island: 11 hotels, 3 tourist villages, and 8 holiday-houses. Some of these structures have been present since the 70s, others instead, have been recently built, in specific 13 (50%) were built after 2000.

In total room availability on the island is of 1.892 units We must also consider the unofficial tourist arrivals, which can be quantified through the observation of the flux analysis relative to air or sea departures and arrivals.

During the last decade air traffic generated on the island has considerably increased ranging, according to the Enac data, from 58.603 transit passengers in 1994 to 153.268 in 2008, with an increase of 262% (Tab.6).

Tab.6, Air traffic, passengers and n° of flights

year	n° flights	Passenger	
		total traffic	var. %
1994	2.035	58.603	*100,0*
1995	1.922	64.911	*110,8*
1996	2.962	81.865	*139,7*
1997	2.778	87.288	*148,9*
1998	2.966	89.163	*152,1*
1999	1.590	57.693	*98,4*
2000	2.324	64.539	*110,1*
2001	2.039	80.263	*137,0*
2002	2.450	84.760	*144,6*
2003	3.045	101.396	*173,0*
2004	3.444	134.669	*229,8*
2005	4.026	138.057	*235,6*
2006	4.585	149.120	*254,5*
2007	4.869	165.826	*283,0*
2008	4.047	153.268	*261,5*

Source: on data from Enac

Sea traffic has also to be considered, and even though inferior, it reaches, during summer months considerable numbers. In specific, from data of 2008, we can see that the highest concentration of air (33.972 passengers) and sea (17.797 passengers) traffic takes place in August. (Fig.4).

Fig.4 – Total of air and sea passengers traffic in 2008.

Souce: on data from Enac and Ministero dei Trasporti
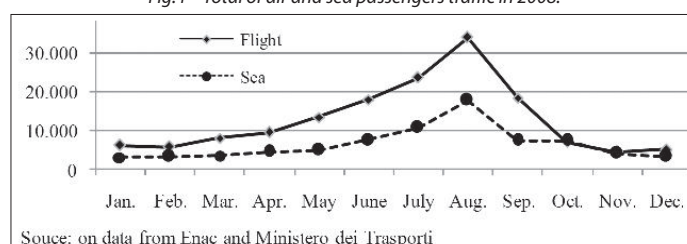
By analysing data about passenger traffic between the years 2005 and 2008, it appears that the greatest concentration (60%) takes place during the months of June and September (tab.7). It is obvious that not all tourist arriving on the island stay in official commercial accommodation, instead preferring to rent the so-called unoccupied homes. These number of unofficial tourist do not form part of the official data.
A considerable increase in fact, of unoccupied dwellings had been noticed (2.880), and they are now 50% of the total number of homes present on the island. (Tab.2).
According to the data of the province of Trapani, in 2008, registrations in hotels or similar were 18.976, which is an irrelevant quantity in comparison to that generated by transport companies (Tab.7). It seems therefore obvious that the remaining tourist arriving, found accommodation in *second homes* (unoccupied homes) which can be considered the most important accommodation dwelling, hosting tourists on the island of Pantelleria.

Tab.7, Air and sea traffic on the Island of Pantelleria from 2005 to 2008.

periodo	Sea	%	Flight	%	Total	%	%
			Passenger traffic				
			year 2005				
Summer (G-L-A-S)	45.650	37,9	74.924	62,1	120.574	100,0	59,9
Rest year	18.396	22,8	62.337	77,2	80.733	100,0	40,1
Total	64.046	31,8	137.261	68,2	201.307	100,0	100,0
			year 2006				
Summer (G-L-A-S)	48.836	36,8	83.982	63,2	132.818	100,0	60,6
Rest year	21.969	25,4	64.438	74,6	86.407	100,0	39,4
Total	70.805	32,3	148.420	67,7	219.225	100,0	100,0
			year 2007				
Summer (G-L-A-S)	31.054	24,4	96.375	75,6	127.429	100,0	59,3
Rest year	18.065	20,6	69.451	79,4	87.516	100,0	40,7
Total	49.119	22,9	165.826	77,1	214.945	100,0	100,0
			year 2008				
Summer (G-L-A-S)	43.624	31,7	93.890	68,3	137.514	100,0	59,5
Rest year	34.083	36,5	59.378	63,5	93.461	100,0	40,5
Total	77.707	33,6	153.268	66,4	230.975	100,0	100,0

Source: on data from Enac and Ministero dei trasporti

CONCLUSIONS

The production of certified quality products may acquire, within the territory a considerable relevance since they generate an "added value", they safeguard biodiversity, they contribute to maintain the environmental/landscape identity, they qualify and strengthen the productive and economical local sectors (agriculture, commerce, craftsmanship, restaurants, tourism...) They represent real "markers" of local systems, contributing to the increase of competitiveness and notoriety, therefore generating, in the consumer, the availability in buying and paying a "*premium price*".

A clear example of interaction among the territory, tourism and quality products, is given by the Island of Pantelleria whose recent history seems strictly linked to agricultural crisis, and in particular to the winery, on one side, and to the development of the tourism sector on the other, that, beginning in the late 90s, involved the island.

During the last two decades Pantelleria underwent radical changes within its social-economic aspect: there is proof of a reduction of farmer abandoning their land, but most important there is an extreme change in skills no longer depending on agriculture, now occupied by the service sector, particulary tourism. New hotels were built during the 90s in Pantelleria owned by companies that are not Sicilian and that began to promote the island placing it in important tourist circuits, ruled by national and international *tour operators*. Therefore, parallel activities were originated, mainly characterized by small productive and commercial activities: people began to invest in building destined to tourist use, but private properties also invested in dwellings destined to tourism.

Beginning in the 90s the island has became a more and more of a tourists destination. The evolution of the number of dwellings, already registered beginning the previous decade, made Pantelleria an area with a *considerable tourist vocation*[6]

This growth contributed to the increase of the demand of typical local products.

Among then, the most popular is the wine "*Passito di Pantelleria*" which is now produced not only by the few local farmers, but also by important Sicilian winery companies that bought land on the island, but mostly by the numerous famous house and land owners in Pantelleria. The new vocation of the island also attracted considerable income coming from other places other than Sicily, and that allowed a raise of the winery sector which brought international recognition of this field.

There was also an increase for the request for cultivated land and of the *dammusi* (typical homes) and consequently the buying-selling prices constantly increased reaching 4-5 thousand square metre and the vineyards, for about 90 thousand Euros for hectare[7].

The great majority of properties were bought by non Sicilian investors, in fact most part of the island is not any longer owned by locals. Nevertheless the territory was advantaged by all this, since abandoned areas were given back to agriculture and most part of the urban patrimony was recuperated, especially its typical homes (that are called *dammusi*) built using lava stone walls. This lava stone is also used for the typical terracing of the area.

Pantelleria therefore represents an example of how interaction between agriculture, in specifically the winery sector and the territory developed not only tourism but winery quality production on the island as well.

The strong marketing action carried out by the VIPs producers, has led to the merging of the sun, the smells and the colours of this island to the wine locally produced, therefore creating that involvement that was not yet present 20 years ago, and promoting the island internationally, giving it back its old and typical rural feature.

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6 A high touristic vocation areas is intended an area on which the percentage of holidays homes if higher than the total 59%
7 The buying and selling value are given by local mediators.

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SUSTAINABILITY AND MULTIFUNCTIONALITY IN MEDITERRANEAN CROPPING SYSTEMS: THE ROLE OF MEDICINAL AND AROMATIC PLANTS

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Abstract

Medicinal and Aromatic Plants, shortly termed MAPs, are a huge category of plant species, which have in common their aptitude to supply substances, respectively medicines and flavours, that are or may be used by people for a large number of uses, having a various level of complexity: from plants which are used by man "as they are" or after a minimum transformation, addressed to human food (the spices), or herbal self-therapy (the traditional medicinal plants), it is possible to drop to species employed by highly sophisticated industrial sectors such as perfume or cosmetic industries, passing through almost all intermediate ways and complexities. Many of these plants find the best growing conditions inside the Mediterranean territories, where they represent a large part of spontaneous flora and where their use is, in many cases, an ancient and consolidated praxis.

For a number of reasons, many Mediterranean areas, including many areas of inner Sicily, cope with severe conditions of social and economical marginality, sometimes so strong to lead to the interruption of any agricultural activity and to abandonment of the territory. Due to their special configuration, marginal areas cannot be cultivated like all other territories, simply because their resources cannot sustain the weight of an ordinarily managed agriculture, and with an appropriate management they are at risk of irreversible degradation. Hence, it is necessary to find for these areas some "sustainable" agroecosystems, able to guarantee the optimal use of resources and their proper maintenance in time, keeping in mind the maximum economy of off-farm inputs. With this goal, many intervention lines have been suggested in time, variously differentiated in the diverse specific contexts, but always unified by the effort towards the integration of economical development, social development and environmental protection as "interdependent and mutually reinforcing pillars of sustainable development". One of the major strategic lines may be summarized in the promotion of all economical activities that may be inserted in unitary economic pathways, besides than production of raw matter also including the first transformation and, whenever possible, the packaging and marketing processes, and all services that are linked to them. MAPs bear many features that make them suitable to fit in such contexts, and may be considered a valid tool for a sustainable development of many areas, expecially when marginal or at risk of marginalization.

Besides being suitable to fit in unitary productive pathways, due to many of their features, MAPs may easily find room in low-input productive systems, able to enhance the multifunctionality traits of agricultural sector. With the help of the newest tools offered by the Common Agricultural Policy, addressed to the exploitation of low input agricultural productive systems oriented to "typical", "safe" and "traditional" productions, duly integrated by agro-touristic activities, MAPs may represent, therefore, an important resource for the exploitation of many Mediterranean areas.

Key words: Medicinal and Aromatic plants, sustainable agriculture, multifunctionality, rural development, integrated development.

INTRODUCTION

The general term "Medicinal and Aromatic Plants" (MAPs) embraces a large number of plant species largely used for centuries by almost all populations on Earth, for a great number of diverse purposes, ranging from the "classical" uses in human and animal therapy (medicinal plants) and in the seasoning of foods (aromatic plants), to various different utilizations as e.g. in dyes, food preservatives, insecticides, and sources of raw matters for industrial and domestic applications. MAPs include therefore a number of plants that are used "as they are" or after minimal transformation processes, e.g. for seasoning foods (spices) or for self-made therapy (traditional medicinal plants), but also others which represent the raw matter for sophisticated industrial branches such as perfumes or medicinal production, throughout rather all intermediate ways and complexity levels. Their history is extremely old and actually there is no people or culture, both inside and outside the Mediterranean, that have not used in the past, and presently do not use, such plants for a great deal of different applications.

Hence, we are talking about a number of species that is quite difficult to push into a unique category: generally speaking, however, it is possible to say that the characteristic that all these plants have in common is that they owe their economic interest to the presence, inside the whole plant or in some part of it, of some special substances, or group of substances, that represent the so-called "active principle".

The active principle represents, therefore, the real reason for cultivating, harvesting or somehow using a MAP. In some cases, it is an unique and well identified substance (thymole or carvacrole in oregano or thyme; anetole in wild fennel; silimarine in milk thistle); sometime else it is a mixture of simple substances, such as in the case of essential oils. Essential oils are mixtures of volatile liposoluble substances, whose production in plants is linked to the concurrence of genetic and environmental mechanisms, in reciprocal interaction. Most of the compounds which form the different essential oils are always the same, but their proportion is deeply variable, so that each plant possesses an oil having a typical and unique composition, and most users refer to it as for an unique ingredient, rather than a mixture as it actually is.

The reasons why plants produce essential oils are not completely clear by far, and not completely clear are also the functions that they act inside the plant: many authors tribute to them an important role in the enhancement of attractiveness towards pollinating insects, or in generic repellant or inhibitory activities towards noxious insects, or in some defense mechanisms of plants themselves against stress conditions. It is ascertained, as a matter of fact, that in many species essential oil content is higher under stress conditions, both for water and temperature. Mediterranean environments, where water supply is limited and temperature and light conditions often are excessive, very commonly experience such conditions.

Actually, inside Mediterranean environments a great deal of plant species find optimal growth conditions; Mediterranean basin is, as a matter of fact, one of the most important "centres of diversification" on Earth (Frankel et al., 1995), and many species inside Mediterranean wild flora possess medicinal, tinctorial, insecticidal properties.

The examples of Mediterranean plants having such kind of characteristics are many and different (table 1); many of them are so famous, and so commonly utilized, to be considered with some kind of superiority by both the users and, that is worse, by the "official" research, that until now has addressed to them an extremely sparse attention. Their cultivation has been considered for a long time just as a secondary agricultural practice, and their inclusion among the so-called "niche" crops has gained the result that in most cases they are by default excluded from the number of species to be cultivated in order to obtain some income.

The researches performed by far about cultivation and breeding of MAPs, therefore, have been very few. Their genetic improvement is affected, moreover, by some difficulties linked to their special nature, being species addressed to the production of secondary metabolites. It is well known that plants may "choose" to address their production, and therefore to allocate the available resources, towards the primary metabolism (hence the carbohydrates production) or the secondary metabolism (that is, the

production of essential oils or other products useful for industry), according to their genetic features and to the domestication level by mankind. Most of the efforts addressed to the genetic improvement of crops has been devoted to the enhancement of yields (i.e. the production of primary metabolites), with scarce (when not negative) effects on the production of secondary metabolites. This is the reason why a decision about the goal of cultivation should be taken as first, and the same species could be cultivated according different cropping protocols, in relation with the kind of product to be obtained.

SUSTAINABILITY

Inside the intervention lines feasible for the sustainable exploitation of marginal lands, a great attention is paid to the integration of economic development, social development and environmental protection as "interdependent and mutually reinforcing pillars of sustainable development" (UN-CSD, 2007). One of the main goals is to promote all those economical activities that fit in unitary production pathways, besides the production of raw matter also including the first transformation and, whenever possible packaging and marketing processes. Most MAPs fit very well in such line, having a strong aptitude to be transformed by means of low-cost in-farm equipments, that could help farmers in increasing their income level by retaining in farm the added value due to the transformation process.

Many features give to MAPs the ability to perform as useful tools for a sustainable development of many areas, above all when marginal or at risk of marginalization, and many recent studies have been performed all over world with the purpose to include "alternative" or "not common" crops in a large number of cropping systems (Amri et al. 2006, Cristóbal et al., 2005, Milanović 2002, Quinn et al. 1998, Carrubba and Catalano 2007). As a result, also the cultivation of MAPs nowadays may take different aspects according to the environmental and socio-economical features of the interested areas, with all the possible gradations from the intensive and highly efficient farming systems in the most developed areas to the extensive and scarcely efficient ones in developing countries. Therefore, once defined the most significant traits of the area under study, even inside Mediterranean marginal lands it shall be possible to find a productive strategy in which MAPs will find a proper fitting.

The growing diffusion in Mediterranean environments of the organic production technique offers to MAPs new possibilities, being such crops very often associated with a widely perceived "naturality" character. When their "naturality" features are enhanced by means of the organic labeling, MAPs have the possibility to obtain on market a higher price. The reasons underlying this feature are basically two. First, MAPs are generally recognized as crops having a low request of off-farm inputs. The problem is not that they simply "don't need" a proper management: they are crops, and they need it. But it is true that they owe their economic and market value to the occurrence of secondary metabolites.

Some authors (McConnell and Anderson 2002) consider MAPs as "weedy" plants, that is, plants showing some tendency to perform better under low fertility conditions, without a significant yield increase with increasing the fertility conditions. Just to give an example, *Origanum* is grown for obtaining the inflorescences, whose commercial value depends on their scent and aroma, that on its turn depends on its quantity of essential oil and on the relative presence of aromatic fenols inside it. A nitrogen fertilization will possibly enhance the biomass yield of oregano, but could have a detrimental effect on its essential oil concentration. This is the first reason why MAPs could take an advantage, more than other crops, of organic management.

The second consideration is linked to a special conformation of herbal market, that is mostly addressed to buyers who have a special care for their health conditions, and who are often willing to pay a higher price for a product labeled as "natural" or "naturally grown". Many European buyers expressly require the herbs to be cultivated with the "organic" method, in the belief that such a method confers to the product a higher healthiness value. Even if it is certain that, for example, pesticides residuals in herbs may cause

injury to the direct consumer, it is still uncertain if they may influence other traits, such as the essential oil composition. Up to now, it is only possible to conclude that the higher prices that consumers are willing to pay for an "organic" product may in many cases compensate the higher production costs linked to the organic management. Very simply, putting herbal products on this special market segment could allow producers to get a higher price for a product that is often a bit expensive to produce.

MULTIFUNCTIONALITY

Multifunctionality is one of the major concerns in agri-environmental issues. All over-national organizations, such as EU, FAO and UN, unanimously claim that the opportunity to supply goods and services other than the "classical" ones is one of the basic steps in order to promote a sustainable and effective development of rural areas. In many Mediterranean environments, often called to severe marginality conditions, such a goal is especially important – and somehow especially difficult to achieve. MAPs may play a decisive role in this, and their potentialities involve the environmental, economic and social benefits that are, sensu FAO (1999), identified as crucial for a multifunctional development of agricultural activity. Fig. 1 illustrates a broad relational scheme of the major issues that are linked to the cultivation – and related economic activities - of MAPs inside rural territories. This aspect involves the new role which is today assigned to agriculture, that is also the satisfaction of different needs, not only coming from the agricultural community, but also from the whole society. According to its new "multifunctional role", besides ensuring food and fibre production, agriculture should also contribute to the environmental safeguard, to the supply of recreational services, to the creation of alternative opportunities for income and employment for the farmers, and so on. MAPs fit very well in this, and represent a good opportunity for agro-touristic concerns, helping in attracting people from the cities by means of the development of herbs-based commercial items (handicraft, oils, extracts, honey) besides representing a further source of aesthetic land valorization.

In traditional Mediterranean farming systems, as a matter of fact, the usual approach used to be a multifunctional one. Various forms of multiple cropping were used, including alley cropping, agroforestry or silvopastural systems including the simultaneous occurrence on the same territory of different plants, with or without the presence of animals. The shift towards the intensive farming methods has caused the interruption of such activities, and monocropping and specialized production methods have prevailed. Nowadays, a new impulse towards the diversification of farming systems has been given, and the traditional production methods are addressed to a new interest. MAPs may fit very well in diversified production patterns. Besides having per se the potentiality to be addressed to a number of utilizations, MAPs may enhance the multifunctional aptitude of the agricultural system as a whole. Such an issue is especially true in agroforestry, where the role of MAPs is well established by a plentiful literature.

The new trends in agroforestry claim that the introduction of MAPs inside the agroforestry system is a useful way to increase biodiversity and gain a significant increase in income (Huang et al., 2002). In such sense, they could be grown together with trees (that should however remain the main crop) generating highly positive interactions. As a matter of fact, in many areas of the world non-wood forest products, including MAPs, are the main income generating activity from the forests and several rural communities depend on these products for their living.

First, it should be pointed out that there is a tight relationship between MAPs and biodiversity. Besides the obvious consideration that they represent a crucial component in wild flora, their cultivation allows to supply the market without depleting the natural stands. As in many places on Earth, also in the Mediterranean areas MAPs have been representing for centuries the basic sources for food and medicines for local populations. In the oldest utilization form, they were collected from the wild - a practice that did not endangered species until it was not too massive. Today, the increasing interest of industry towards some wild plants has in some cases led to a depletion of natural populations, and many species all around

the world are presently at risk of extinction. In many tropical and subtropical areas, the alarming levels of deforestation and ecosystem degradation have strongly contributed to a decline in MAPs populations. It is obvious that the cultivation on a medium-large scale of the plants that bear a major interest for industrial purposes could be an important step in order to safeguard their natural populations. This concern has a great importance for many species native to the rainy forests of Amazzonia, but it is also important for many Mediterranean plants, since a depletion in natural stands has been claimed already for some wild population of Rosemary, Spanish Arnica, Gentian and so on.

Figure 1. Multifunctional potentialities of MAPs (Source: Carrubba et al., 2007).
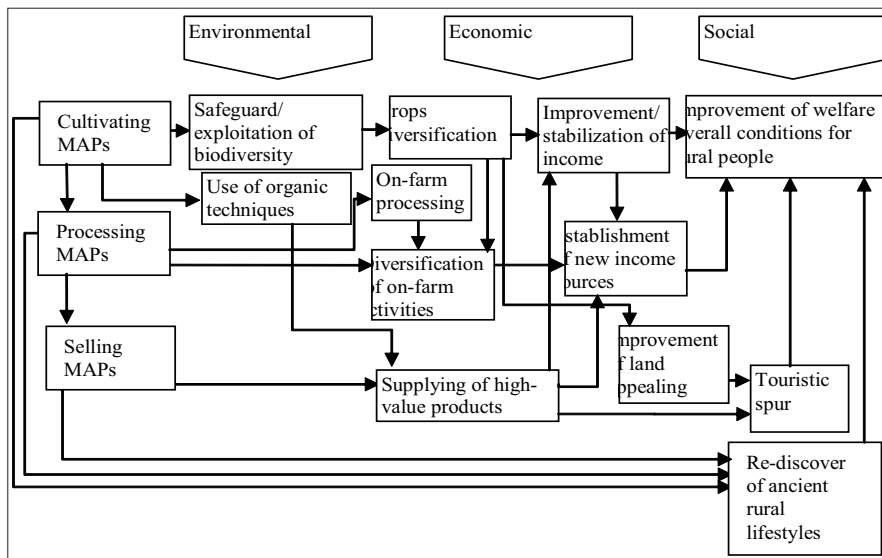
The first constraint in the exploitation of Mediterranean grown MAPs is productivity: to improve all aspects of productivity of such crops is the first step in order to strengthen their competitiveness, also enhancing their suitability to transformation. In such sense, much work is still to be done in order to set at optimum level the cropping technique to be applied, also under organic management, by setting out the best practices for fertilization, weeds management and mechanization, especially for the more time-consuming operations such as harvest. Some other constraints are still to be solved, such as the scarce availability of specific equipments to be used on-farm, the low market transparency (that makes difficult the establishment of market channels), the high investment costs, the still low level of integration between the various steps from herbs production to marketing, and the rapid expansion of competitive production above all from developing countries.

The major economic benefit of growing MAPs is linked to the fact that their production may fit in agro-industrial pathways that involve various industrial sectors. Based on the a priori choices that farmers may perform, on market needs, on cultural and local tendencies, the introduction of MAPs inside usual cropping systems may represent a land use option to provide new income streams: e.g. Rosemary herb is a commercial item per se, but a cultivation of Rosemary may also sustain honey production and beekeeping, or supply the raw matter for further industrial processing (manufacturing of plant extracts, liqueurs, perfumes, antioxidants, and so on). Such a movement of rural economy may lead to decisive economic benefits for farmers.

CONCLUSIONS

Plants producing medicinal or aromatic substances have been used throughout history for a great deal of purposes, ranging from healing and flavouring to religious ceremonies, personal use, adornment and so on. Today there is considerable pressure world-wide by consumers to use perceived natural compounds in edible and personal products. It is essential that producers be able to service this growing demand efficiently, economically, and above all, reliably. It is therefore important to understand and develop ways of ensuring maximum return on the investments made in establishing and growing these crops (Weiss, 1997). There is scope for farmers in growing such crops, both in developed territories and in marginal ones, where their sustainable cultivation, integrated with tourism and other forms of land exploitation, may form a significant part of local economy.

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BOTANICAL TRAITS			USES (1)			CULTIVATION/MARKET	
Species/Family	Habitus	Used part(s) of plant	Active principle(s)	Main (Traditional) use	Secondary (potential) use	Distribution	Status of Cultivation (2)
ALLIACEAE							
Garlic (Allium sativum L.)	Annual herb	Bulbs	Allicina, ajoene	FSN - MED	AOX- PHA		C
Onion (Allium cepa L.)	Annual herb	Bulbs	Allicine	FSN	AOX- PHA		C
AMARYLLIDACEAE							
Tuberose (Polianthes tuberosa L.)	Perennial herb	Inflorescences	Essential oils	PERF		Absent in the wild; cultivated throughout the Mediterranean (Southern France, Morocco).	C
APIACEAE							
Angelica (Angelica archangelica L.)	Biennial or perennial herb	Fruits – leaves- roots	Essential oils, β-terebangelene	SSN –MED	PHA	Cultivated in Northern and Central Europe.	D
Athamantha sicula L.	Biennial or perennial herb	Roots		MED		Southern Mediterranean, Sicily.	D
Carvi (Carum carvi L.)	Biennial or perennial herb	Fruit	Essential oils	FSN	AOX	Asia and Europe.	S
Celery (Apium graveolens L.)	Biennial herb	Leaves – whole plant	Essential oils	FSN	MED-PHA	Ubiquitous (worldwide). Clayey soils are not suitable.	C
Coriander (Coriandrum sativum L.)	Annual herb	Fruit, leaves	Essential oils, linalool	FSN	AOX	Absent in the wild, but escaped from cultivation and naturalized in Asia, Europe, Central and South America.	C
Cumin (Cuminum cyminum L.)	Annual herb	Fruit	Essential oils	FSN	AOX	Cultivated in the whole Mediterranean, India, Iran.	C
Dill (Anethum graveolens L.)	Annual herb	Fruit, umbels	Essential oils	FSN	AOX	Wild throughout the Mediterranean except than Sicily. Cultivated in N Europe and worldwide.	S
False bishop's weeds (Ammi majus L.)				MED	PHA	Ubiquitous (worldwide).	D
Fennel (Foeniculum vulgare Mill.)	Annual or perennial herb	Fruits, umbels	Essential oils, anethole, fenchone	FSN	PHA - AOX	Bitter f. grows wild in South Western Europe and North-West Africa; Sweet f. does not grow wild, and it is cultivated worldwide	C
Parsley (Petroselinum sativum Hoffm., nom. nud. (=Petroselinum crispum (Mill.) Nyman ex A. W. Hill)	Annual herb	Leaves, roots	Essential oils, apiin	FSN	PHA	Cultivated worldwide	C
Anise (Pimpinella anisum L.)	Annual herb	Fruits		FSN - LIQ	PHA	Cultivated worldwide	C

ASTERACEAE							
Chamomile (Chamomilla recutita (L.) Rausch.)	Annual herb	Flowers	Anthemic acid, Essential oil	HTE - MED	PHA - DYE	Ubiquitous, cultivated in central and eastern Europe	C
Great Burdock (Arctium lappa L.)	Biennial herb	Roots, fruit, whole plant	Extracts	MED	PHA	Ubiquitous, widespread in N and central Europe	E
Marigold (Calendula officinalis L.)	Annual or perennial herb	Flowers	Extracts	MED	PHA	Absent in the wild; cultivated worldwide.	C
Roman Chamomile (Anthemis nobilis L. (=Chamaemelum nobile (L.) All.))	Perennial herb	Flowers	Essential oils, chamazulene	HTE - MED	PHA	Rarely in the wild, cultivated in central and eastern Europe.	C
Roman wormwood (Artemisia pontica L.)	Perennial herb	Leaves, whole plant	Essential oils	MED - LIQ	PHA	Absent in the wild in Italy; cultivated in Europe (France, Italy, Austria, Germany, Switzerland), Southern Canada and USA.	C
Milk Thistle (Silybum marianum Gaertn.)	Annual or biennial herb	Fruit	Silimarine	MED	PHA	Wild in Southern Europe. Climate: sunny and dry, elevation rarely > 700 m.	E
Tagetes spp.	Annual or perennial herb	Flowers	Extracts	MED	PHA	Worldwide (India, France).	E
Tarragon (Artemisia dracunculus L.)	Perennial herb	Leaves	Essential oils, estra-gole, caffeic acid	FSN - MED (Virus, elmints)	PHA	Ubiquitous, cultivated in whole Europe and Western Asia	C
Coltsfoot (Tussilago farfara L.)	Perennial herb	Flowers, leaves	Essential oils, alkaloids, mucilages, inuline	MED	PHA	Ubiquitous, spontaneous worldwide	E
BERBERIDACEAE							
Barberry (Berberis vulgaris L.)	Perennial shrub	Fruit, root bark,	Berberine, Tannins	FDI - MED - ABC	PHA	Ubiquitous	C
BORAGINACEAE							
Borage (Borago officinalis L.)	Annual herb	Leaves, seed	Mucilages, linolenic acid	FDI - MED	PHA	Ubiquitous	E
FABACEAE							
Fababean (Vicia faba L.)	Annual herb	Fruit	Fabatine; phytoestrogens	FDI	PHA – AOX - ABC	Ubiquitous (worldwide).	C
Liquorice (Glycyrrhiza glabra L.)	Perennial herb	Roots	Glycyrrhyzine	LIQ - FDI	FDA (SWE); PHA	Wild and cultivated throughout the Southern and eastern Mediterranean.	C
Fenugreek (Trigonella foenum-graecum L.)	Annual herb	Seed, whole plant	Phytoestrogens	FDI	PHA	Wild and cultivated in Southern and eastern Europe.	C

Species	Life form	Part used	Substance			Distribution	
HYPERICACEAE (ex GUTTIFERAE p.p.)							
St. John's Wort (Hypericum perforatum L.)	Perennial herb	Whole plant	Hypericine, others	MED	PHA – DYE	Ubiquitous, cultivated in central and eastern Europe	C
LAMIACEAE							
Basil (Ocimum basilicum L.)	Annual herb	Leaves	Essential oils	FSN	PHA-AOX	Ubiquitous (worldwide), Warmer regions of both hemispheres from sea level to 1800 m.	C
Hyssop (Hyssopus officinalis L.)	Perennial herb	Inflorescences	Essential oils	FSN	PHA – AOX (Virus)	Mediterranean in the wild, cultivated in Europe (France)	C
Lemon balm (Melissa officinalis L.)	Perennial herb	Leaves	Tannins	HTE	PHA (Virus)	Wild in whole Italy, up to 1000-1500 m a.s.l.; cultivated throughout all temperate areas.	C
Mint (Mentha piperita L., Mentha arvensis L.)	Perennial herb	Leaves	Essential oils, menthol	HTE - FSN	PHA - AOX	Ubiquitous (worldwide)	C
Oregano (Origanum vulgare L.; ssp hirtum (Link) letswaart (= Origanum heracleoticum auct.n.L.).	Perennial herb	Inflorescences, leaves	Essential oils Thymole	FSN	FDA (AOX)	Ubiquitous (whole Mediterranean)	
LAURACEAE							
Laurel (Laurus nobilis L.)	Shrub	Leaves	Essential oils	FSN	AOX- PHA	Ubiquitous (whole Mediterranean)	C
XANTHORRHOEACEAE (LILIACEAE p.p.)							
Aloe (A. barbadensis, A. vera)		Leaves	Latex	MED	PHA	Ubiquitous (whole Mediterranean)	D
PEDALIACEAE							
Sesame (Sesamum indicum L.)	Annual herb	Seeds	Oil Sesamol	FDI - AOX	PHA	Mediterranean area, warmer regions of Asia and Africa.	C
Caper (Capparis spinosa L.)	Perennial herb	Flower buds, fruits		FDI – FSN - MED			
MALVACEAE							
Common Mallow (Malva sylvestris L.)	Biennal or perennial herb	Leaves; flowers; roots (rarely)	Mucilages; saponins	FSN - MED	PHA	Ubiquitous, uncertain origin, maybe Northern Africa, Temperate Tropical Asia (including Caucasus and Indian subcontinent), N and S Europe.	E
OLEACEAE							
Jasmine (Jasminum grandiflorum L.)	Perennial shrub	Flowers	Essential oil	PERF		Ubiquitous, probably native to the Mediterranean.	C

	Type	Part used	Product	Use	Use	Distribution	Status
PAPAVERACEAE							
Opium poppy Papaver somniferum L.	Annual herb	Latex; seeds (for bakery)	Alkaloids	MED	PHA	Native to Central Western Mediterranean, widespread in Europe, Asia Minor.	C
PLANTAGINACEAE							
Psyllium (Plantago psyllium L. (= P. arenaria Waldst. & Kit.))	Annual herb	Seeds	Mucilages	MED	PHA	Native to Mediterranean Southern Europe and Northern Africa.	E
POACEAE							
Cynodon dactylon (L.) Pers.	Perennial herb	Rhizomes	Extracts	MED	PHA	Ubiquitous.	E
POLYGONACEAE							
Polygonum bistorta L.	Perennial herb	Roots		MED	PHA	Wild in Sicily.	**D**
ROSACEAE							
Rose (Rosa spp.)	Perennial shrub	Flowers	Essential oil	PERF – MED	PHA	Widely distributed in Europe (Bulgaria) and middle east countries (Iran, Afghanistan, Turkey).	C
Rubus ulmifolius Schott.	Perennial shrub	Fruits, tops	Extracts	FDI – MED	PHA	Wild in Southern Europe.	E
PEDALIACEAE							
Sesame (Sesamum indicum L.)	Annual herb	Seeds	Oil Sesamol	FDI – AOX	PHA	Mediterranean area, warmer regions of Asia and Africa.	C
Caper (Capparis spinosa L.)	Perennial herb	Flower buds, fruits		FDI – FSN – MED			
URTICACEAE							
Common hop (Humulus lupulus L.)	Perennial herb	Flower cones		FDI	PHA	Cultivated throughout Europe for the production of beer.	C
Stinging nettle (Urtica sp.pl.)	Annual or perennial herb	Leaves, whole plant	Extracts (chlorophyll)	MED	PHA-DYE	Ubiquitous (worldwide)	D

Table 1. Major data about botanical aspects, uses and perspectives for some selected MAPs native to or cultivated in Mediterranean environments

(1) *PERF: perfumer; MED: medicinal; PHA: pharmaceutical; FSN: Food seasoning; LIQ: liqueur; HTE: Herbal teas; DYE: dye, colorant; FDI: Food item; FDA: Food additive; SWE: Sweetening; AOX: antioxidant; ABC: antibacterial; AFU: antifungal; INS: insecticide/repellant.*
(2) *Transition phases from wild harvesting to cultivation (after Schippmann et al., 2002): D discovery, E expansion (wild), S stabilization (wild), D decline (wild), C (cultivation); a species is labeled with "C" also when its cultivation is addressed differently than to the medicinal and aromatic purposes.*

ECONOMIC ASPECT OF OLIVE-GROWING AND OIL PRODUCTION IN THE NEBRODI RURAL AREAS[1]

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Abstract

Olive trees have characterized the Mediterranean landscape for thousands of years. Their cultivation originated in eastern Mediterranean countries - known as 'fertile crescent' -where oil production and trade became one of the main economic resources for the regions and peoples of the time. In fact, thanks to the work of Myceneans, Phoenicians, Greeks and Romans, olives came to be one of the major agricultural crops in the Mediterranean.

With a value of 2,4 billion Euros (average of the years 2005-08), over 85% of Italian olive production is developed in the regions of southern Italy. In these regions, less encouraged by economic development, the olive and oil sector plays a fundamental social and economic role, generating a high demand for working days every year. In addition, olive-growing is an important source of income for many peasant families in several areas of Calabria, Apulia and Sicily, if not the only work opportunity for many farmers. Moreover, olive oil is a key healthy ingredient in the Mediterranean diet.

In addition to these significant economic and health aspects, olive-growing also performs irreplaceable functions of protection of the environment, landscape and agricultural ecosystem.

However, in spite of playing such a crucial role, Italian olive-growing has had to face stiffer competition over the last few years, especially in Sicily; this moment of crisis is mainly due to the higher competitiveness of the olive oil produced in other EU and non-EU countries.

In the era of globalisation, the problems related to the protection and development of rural areas are extremely relevant: to valorise and protect the agricultural landscape and promote eco-sustainable agriculture - encouraging local products at the same time - are not only economic and social needs but also cultural and environmental necessities.

The present investigation has been carried out within this context, in order to assess the competitiveness of olive growers and oil producers in the Nebrodi area, where the a significant part of the olive-growing of the province of Messina is located.

In particular, the research has analysed a sample of olive-growers, properly selected in order to measure their profitability and the strategies which they adopt to be competitive in an increasingly globalised market.

Finally, the investigation has made it possible to reveal the challenges and opportunities of olive-growing, which is particularly inclined to promote multifunctional agriculture in order to improve rural development in the Nebrodi area.

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1 The authors cooperated closely in writing the present essay. In particular, E. Donia wrote paragraphs 4 and 5, F. Sgroi wrote paragraphs 6 and 7, and S. Tudisca wrote paragraphs 1, 2, 3 and 8

Key words: olive-growing - competitiveness - local development

INTRODUCTION

In addition to its production function, olive-growing also plays an extremely important environmental role, as its cultivation has strongly contributed to shape the rural landscape and prevent phenomena of erosion and landslides in a number of rural contexts.

Olive groves belong to those '*agrosystems*' that, in spite of being created by human activity, encourage animal and vegetable biodiversity by giving shelter and nourishment to wild fauna.

The functions of rural development performed by olive growers are also indisputable, especially because olive cultivation is a traditional activity, developed all over Sicily for a long time. In fact, along with contributing to increase rural employment, especially on a seasonal basis, olive cultivation is connected with a series of activities that multifunctional olive growers can carry out, such as farm tourism, catering and direct sale in the farm (short supply chain). In addition, olive growers can be included in food-and-wine or museum routes and can arrange particular activities (e.g. olive picking open to visitors, oil tasting courses, seminars on themes related to health or medicine and craft, which includes the processing of olive wood or other parts of the plant). Finally, the recovery of disused facilities is important for the promotion of multifunctionality. Most of them are old oil mills, which can also be reused for production and demonstrative purposes.

Furthermore, the recovery and protection of olive-growing even in the most marginal zones should be included in a general process of development and revitalization of rural areas through the valorisation of local human, cultural and environmental resources, able to offer a number of work opportunities, provide specific services to improve the quality of life of residents and visitors and offer non-agricultural enterprises the opportunity to set up their businesses. Indeed, the increased appeal of rural areas encourages local sales and benefits all local operators.

The food safety function performed by olive oil production is as important as others. However, it is difficult to benefit from it because high production costs have an impact on final selling prices, which, consequently, are not affordable for the majority of consumers. On top of that is the limited spread of a '*culture of oil*'. Although oil has numerous healthy properties, price is the crucial variable in affecting consumers' choices in most cases, whereas the quality of the product purchased is disregarded. As a result, very low quality, sophisticated, altered, counterfeit and unhealthy products, mainly of non-European origin, are often found on the market.

The present work was based upon the above considerations, in order to point out how olive growers manage to understand market changes and turn them into '*new*' offer opportunities within an increasingly globalised economy.

OLIVE-GROWING AND TOURISM

There is a close relationship between tourist development and landscape, food-and-wine and cultural resources. Tourist-oriented areas, which are sometimes victims of their own success, are losing those elements of appeal that had made them attractive. A growing number of tourists are looking for unspoilt places where they can buy and taste local products.

Olive trees characterize the Mediterranean environment, culture and tradition. The pursuit of common strategies between olive producers and the tourist sector for sustainable development could make territories more competitive and improve the welfare of rural populations.

The activities of marginal areas, often characterized by a marked tendency to biodiversity protection but high costs for landscape preservation and business running, should be supported through the creation of synergies between enterprises.

The in-depth analysis of the opportunities offered by these areas and of the greater difficulties faced by olive producers is a useful evaluation instrument to develop initiatives in line with the growth objectives of these areas.

The creation of a network between the operators in the olive supply chain, the local craftspeople and the landscape or cultural opportunities existing in rural areas may be the right strategy for the promotion of olive growers, territories and the cultivation of extra virgin olive oil among citizens, tourists and stakeholders. In fact, a number of routes starting from multifunctional olive farms can be created in each area, in order to originate new forms of economy and promotion of activities in synergy with other local businesses.

SICILIAN OLIVE-GROWING

Sicily is the third Italian region in terms of surface and production after Calabria and Apulia. Olive trees characterize the Sicilian agricultural landscape and olive-growing is spread all over the region with 18 million plants.

About 200 thousand farms grow olive trees in Sicily. Hilly olive groves prevail in the region with an altimetric distribution of 65%, whereas 17% and 18% of olive groves are observed on the mountains and plains respectively.

As stated above, olive-growing is spread almost all over the region, especially over the provinces of Agrigento, Messina, Palermo, Trapani and Catania, which cover about 74% of surface and 78.1% of production of the island. Although the pulverization of the lands under olive cultivation is spread throughout the region, this phenomenon is more marked in the provinces of Messina, Catania and Palermo, where respectively 70%, 57% and 54% of olive growers own less than a hectare of land. The division of businesses into groups based on the surface covered shows that most Sicilian olive groves are of very small size (51.6% of Sicilian olive growers have less than a hectare of land under olive cultivation); at the same time, it is important to point out the presence of a limited number (393) of large-sized farms (over 100 hectares).

The recognized Protected Designations of Origin (PDO) for extra virgin olive oil production are: '*Monti Iblei*', '*Valli Trapanesi*', '*Val di Mazara*', '*Monte Etna*', '*Valle del Belice*' and '*Valdemone*', whereas two others are in a transitory stage agreed on a national level ('*Colline Nisseni*' and '*Colline Ennesi*').

The PDO designations are a source of competitive advantage for olive growers since they promote local production, which otherwise may have troubles establishing itself on the market. However, the strong competitive pressure from other producing countries often forces olive producers to sell PDO products at cheap prices.

OLIVE-GROWING IN THE NEBRODI AREA

The Nebrodi area extends along the provinces of Messina, Catania and Caltanissetta. In particular, most of the Nebrodi area belonging to the region of Messina[2] follows the provinces of Catania and Caltanissetta[3].

There are 11.187 olive producers in the Nebrodi area, with 7.267,03 hectares of land under olive cultivation.

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2 *With over 24 thousand hectares of land, the province of Messina is the area with the largest amount of land under olive cultivation, but it is also the province with the highest number (70%) of farms that are less than a hectare large.*

3 *The following municipal districts in the Nebrodi park belong to the province of Messina: Acquedolci, Alcara li Fusi, Capizzi, Baronia, Cesarò, Floresta, Galati Mamertino, Longi, Militello Rosmarino, Ristretta, San Fratello, San Marco d'Alunzio, Santa Domenica Vittoria, Sant'Agata di Militello, San Teodoro, Santo Stefano di Camastra, Tortrici and Ucria. Troina (in the province of Caltanissetta), Bronte and Randazzo (which both belong to the province of Catania) are the other three municipal districts in the park.*

With 1.934 producers, Bronte is the municipal district with the highest number of olive-growing businesses, followed by Sant'Agata di Militello (1.432 businesses) and Santo Stefano di Camastra (1.009 businesses). Caronia is the municipal district with the largest amount of land dedicated to olive-growing (856,39 hectares, corresponding to 11,8% of the land under olive cultivation in the whole Nebrodi area) and is followed by Sant'Agata di Militello (817,98 hectares) and Santo Stefano di Camastra (676,64 hectares) .

The municipal districts of the Nebrodi area belonging to the province of Messina are included in the territory of the PDO called 'Valdemone'[4]. Olive-growing in the area of 'Valdemone' PDO dates back to late 1400s. It is more present in the hilly regions on the coast and less common on the valleys that run along the torrents of Messina. The cultivar called 'Ogliarola Messinese' prevails in all the municipal districts on the Ionian coast (from Taormina to Messina) and in those on the Tyrrhenian coast (Patti, Barcellona, Castroreale, Milazzo). It is followed by 'Santagatese' and other minor cultivars, such as 'Nocellara Etnea', 'Minuta', 'Coratina', 'Verdello', 'Nocellara del Belice' and 'Ottobratica'.

COMPETITIVENESS OF THE OLIVE-GROWING SYSTEM AND MODELS FOR LOCAL DEVELOPMENT

In order to analyse business competitiveness, attention must be paid to the relationships which the business has with the environment in which it operates.

The business environment can be subdivided into two parts: the competitive environment and the social environment.

Both have become extremely complex and, very often, the agricultural entrepreneur finds it difficult to make the right choices. From an analysis of the competitive and social environments, the entrepreneur can make his or her own strategic choices in order to create a sustainable competitive advantage.

The factors underlying the increase in the complexity of the business environment can be traced to the internationalisation of businesses and markets, to globalisation, to the decline in consumption of material goods relative to the consumption of services, to the increase in tertiary production, and to the socioeconomic and institutional integration of these diverse areas. To these factors must be added increasing diversification and the growth in autonomy of various business contexts (Babinard, Josling, 1999).

All these factors modify the environment in which the producer operates and, as a result, necessitate great changes within the organisational structure of olive-growing and oil-producing businesses.

In the light of these changes, and in consideration of the limited size of the typical olive-growing business, which certainly does not help the business to respond quickly to changes in the environment, it will be increasingly important to develop relationships and projects among business people and businesses which are able to produce flexible solutions, to vary the productive and social context, but also to implement synergies and technological opportunities for the development of formal and informal networks for internal transmission of information and knowledge. The accumulation of differentiated knowledge and the transferability of information are, in fact, sources of competitive advantage (Alberitini, Pilotti, 1996).

All this is not to disparage specificity of territory but to promote knowledge and appreciation on the part of the consumer of all these local products which may have trouble making themselves better-known. Relationship skills and unspoken knowledge are essential for a business which, through these means, can identify itself as a system of the ideas, values and skills which constitute its own intangible heritage and which could not be imitated by other business systems. This is precisely because the olive producer gains its competitive advantage through having a well-defined product made in a well-defined territory and from the synergies that come about from its own competitiveness.

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4 According to Article 3 of the Rules and Regulations for the production of 'Valdemone' PDO oil, the production area includes all the municipal districts in the province of Messina, with the exception of Floresta and part of Moio Alcantara and Malvagna.

It is, however, becoming more obvious that we need to develop managerial abilities which will be able to dominate local contexts where agriculture takes place (Basile and Cecchi, 1997).

In the light of these observations, the small olive-producing business should orient itself towards organisational models based on the interaction between firms, where the single firm represents a part of a network of firms in which strategies, procedures and risks are shared.

In the rural context, interventions for improving competitiveness of olive producers should look at the quality of human resources, and therefore the promotion and development of creative abilities, which are bound up in the cultural heritage of the territory, all in order to create systems of effective and efficient businesses.

Consequently, there are two principal dimensions of the business: territorial and strategic-relational (Begalli 2003). A competitive business system must come from the interaction between these two dimensions. The territorial dimension refers to the land, which determines the agricultural direction of the business; the strategic-relational dimension, on the other hand, refers to the capacity of the enterprise to activate inter-organisational strategies so as to promote, through interaction between the competitive and social environment, the growth of the business and the adoption of innovative processes and products. The two dimensions of the business are thus closely interdependent. While the first refers to micro-economic choices around which entrepreneurial decisions are made, the second dimension represents a synthetic macro variable for entrepreneurial action. For this reason, the traditional, territorial approach of the olive producer is substituted with the strategic-relational approach.

According to this set-up, the network takes on a fundamental role. The network represents a channel through which goods and services, information and knowledge can flow, and businesses, other organisations and institutions can interact. This is, therefore, a network system with which competitive local olive producing systems can be interpreted. The strength of the local system should consist of finding synergies with other local business sectors (craftspeople, tourism), in order to create a network system which will interact at the local, regional and global levels.

If, on one hand, business systems set up according to this standard represent effective systems, on the other hand, they need flexibility on the strategic side, even to the extent of being able to redefine their objectives and strategies along with changes in environmental conditions.

The set-up described above could represent a solution to the problem of uncompetitiveness of small olive producers: however, it is necessary to highlight that, in many cases, these businesses are run by businesspeople who are advanced in age and often not well-disposed to innovations, whether material or not. In fact, in many areas it is possible to see olive producers where the farmer grows olives just for the love of them and for the land: he or she is not interested in profit but only in seeing the land cultivated and not abandoned. While for these producers such a strategy may be valid, in the long term, and for subsequent generations, this strategy will bring about the abandonment of the olive grove, with all the negative environmental consequences which are bound to follow.

Competitiveness is gauged by both the capacity for institutional activity (checking mechanisms, guarantees and certifications by training centres for general education and professional training), and the capacity for development of system-wide structures, in particular intermediary institutions, such as consortia and associations of producers, and service centres. The competitive context, configured in this way, demands continuous changes at the level of governance, at the level of equilibrium of micro- and macro-networks, and at the level of strategic guidance locally and globally.

Networking, in the final analysis, represents the strategic variable of success for small businesses. The characteristics of the network can be differentiated in relation to the degree of local development, the institutional level, the social and productive assets of the territory, and the structure and goals of each business.

OLIVE OIL: THE FOUNDATION OF HUMAN HEALTH

The ancients attributed therapeutic functions to olive oil. Recently several studies have also attributed important health properties to olive oil. In 1950 Stamler, one of the greatest medical scientists carrying out research into the epidemiology of arteriosclerosis, stated that *'we should copy the diet of the Mediterranean peoples, based on pasta, vegetables, olive oil and wine'.* However, in the following years in industrialised countries people continued to eat a diet with a high calorie content, heavy with saturated fat.

It has only been since the 1970s, thanks to the studies of Ancel Kedys and other American researchers who showed the correlation between heart problems and the dietary habits in industrialised nations, that people have been rediscovering the value of the Mediterranean diet and, in particular, of olive oil, the only fat to contain high levels of monounsaturated fat, a moderate amount of saturated fat and a small amount of polyunsaturates.

Extra-virgin olive oil, as a result of synergy between the quality and quantity of its fatty acids and other components, plays a protective role on the human body, reducing cardiovascular illnesses and the growth of tumours (particularly those of the colon, the prostate and the breasts).

However, in the developed nations, along with the consumer lifestyle, we are seeing a growing dietary catastrophe as a result of eating too many calories. People are eating too much saturated and polyunsaturated fat, and not enough monounsaturates.

A healthy diet would give a pre-eminent role to olive oil because of its balanced composition of fatty acids and antioxidants. In the final analysis, olive oil is a fat of vegetable origin which should form part of every diet as a substitute for less healthy fats.

INCOME OF OLIVE PRODUCERS IN THE NEBRODI AREA AND COMPETITIVE STRATEGIES ADOPTED

With the goal of analysing the current situation of the reality of olive cultivation in the Nebrodi area, a sample of 10 olive producers from this territory was chosen. The producers were all businesses producing extra-virgin olive oil. Another element taken into consideration during the selection of producers was the state of their olive groves. Mature olive groves were chosen for this study.

The farm businesses studied had a total of 93.10 hectares, of which 57.5% (53.50 hectares) were under olive cultivation. The planting distances were, in nine cases out of ten, irregular in shape: in only one case did we find a regular planting distances of 6 x 5 metres. The density of planting varied between a minimum of 100 and a maximum of 300 plants per hectare.

The most common cultivars were Santagatese and Minuta, one or both of which were present on each farm as either the dominant or the secondary variety. Other secondary varieties included *Oglialora*, *Nocellara* and *Verdello*.

As far as labour was concerned, in 6 cases a capitalist work relationship was found, and in the other 4 cases the owner worked the land him or herself.

Looking now at the relationship between the business and the ownership of capital funding, each business was situated on privately owned land.

In order to study the strategies for market positioning, we analysed the methods of selling the product. In particular, we noted that five businesses sold unbottled oil directly to the processor, while the other five added value to the product by selling it in packaging (bottles and cans)[5].

Finally, we noted that the farm businesses that sold packaged oil also had an agri-tourism component.

In order to analyse the profitability of olive production in the area under study, the chosen businesses were categorised according to their business goals. We identified two groups of businesses that mirrored the realities of olive production in the area: businesses that sold unbottled oil and those which added value to their products.

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5 *Packaged oil is sold in bottles of 0.75 and 0.50 litres and in cans of 5 litres.*

We showed that the two types of olive cultivation are very similar and can be categorised in two groups (Table 1): a) businesses that have traditional olive plantations and sell unbottled oil, harvest the olives by hand and have a mean annual yield of 26.40 q of olives per hectare; b) businesses that have traditional and non-traditional olive plantations and sell packaged oil, but also harvest the olives by hand, and have a mean annual yield of 28.20 q of olives per hectare.

For each of these two types of olive cultivation, the mean costs of production of extra-virgin olive oil were estimated, with reference to technical and economic data given to us by olive growers from the area in which the study took place; the data came from the seasons 2004/05, 2005/06, 2006/07 and 2007/08.

Table 1 - Asalysis of the cost of production and calculation of the break-even point of extra-virgin olive oil from the Nebrodi area

	Units of measurement	Olive business selling unbottled oil	Olive business selling packaged oil
Yield in olives	kg olive/ha	2.640	2.820
Yield in oil	kg oil/ha	422,40	451,20
Total cost of coltivation	euro/kg oil	8,26	11,66
of which			
- cost of harvesting	"	4,23	5,83
Total cost of processing of olives		0,69	4,34
of which			
- cost of pressing	"	0,69	0,69
- cost of conditioning	"	-	3,50
- cost of certification	"	-	0,15
Total costs	euro/kg oil	8,95	16,00
EU subsidy	"	1,32	1,32
Break-even point	"	7,63	14,68

Source: our workings on data supplied by farm businesses

From an analysis of the costs, the following points emerge:
- Total production costs, including explicit costs as well as those which are implicit or hidden in the remuneration of the labour performed by the farm entrepreneur with his or her family, in capital funding and in agricultural capital, and considering a yield of 16%, amount to €8.95 per kilo of oil in businesses which sell unbottled oil and €16.00 euros per kilo of oil produced in businesses which add value to the product.
- The costs of the pressing, conditioning and PDO certification are, in total, equal to €0.69 per kilo of oil produced in businesses which sell unbottled oil[6] and €4.34 per kilo of oil produced in businesses which add value to the product.
- The total costs of the production of one kilogram of extra-virgin olive oil range from €8.95 in enterprises which sell unbottled oil to €16.00 for PDO certified oil from enterprises which add value.

6 Unbottled oil is sold without PDO designation.

Taking into consideration the subsidy which the olive growers receive from the European Union (formerly under the Common Agricultural Policy), equal to €1.32 per kilo of oil, it is easy to determine which value would make it possible to reach a break-even point in the two cases examined. The sale price of oil should be in the range from €7.63 to €14.68 per kilogram.

We should highlight that while Sicilian oil has gained a good reputation, even at the international level, the wholesale price registered in the last season 2007/08 (but also until September 2009) has been far below the break-even point estimated. In fact, last season, unbottled oil registered a price of €3.50 per kilo of oil. As for packaged oil, it registered a price no higher than €10 per kilo. Under current market conditions, a negative profit of €1,744.51 is being made by businesses that sell processed oil and €2,111.62 by businesses that bottle their own. This means a subtraction of resources from entrepreneurs in the agricultural sector. In the first category the loss represents 50% of the estimated costs of cultivation, while in the second category the loss represents 40.1% of the costs of cultivation.

This analysis was done bearing in mind the accompanying subsidies under the old Common Agricultural Policy. Considering that from the 2006 season the subsidy per kilo of oil was transformed into a subsidy per hectare (value based on land ownership documents), shifting a premium based on productivity per hectare into a subsidy based on the amount of land under ownership, it is possible to make some further points. This research allows us to determine how far the changes in subsidies have impacted on the competitiveness of olive production in the Nebrodi area. In the case of businesses that send processed oil, a loss per hectare has been noted of around €1,744.51 (which becomes €2,111.62 for businesses which bottle their own oil), compared with an estimated land value of €555.57 per hectare (€595.58 per hectare for the second type of enterprise). In the light of this, the survival of the olive grove is no longer tenable if it continues to be linked only to their productive aspects. On the other hand, their role in the landscape and their health properties may mean that they will not be abandoned.

We also researched into how olive producers can work with the environment with the aim of creating a lasting competitive advantage.

As stated above, in five out of ten of the enterprises chosen for this study, we noted the presence of a farm tourism business.

Demand for farm tourism is linked to several factors, among which are:

- the pleasure of staying for several days in the peace of the countryside;
- the need to rediscover old country ways;
- the desire to visit religious sites in the territory;
- the search for green spaces where children can play.

The farm tourism facilities which we investigated work year-round, although most of the guests come in the spring, summer and autumn. In some businesses, besides the classic agritouristic activities (horse riding, day trips), harvest activities are starting to be organised (picking olives, hazelnuts and chestnuts).

In the management of a rural business, in the territory under study, farm tourism represents a way to restart competitiveness for olive producers. In fact, in a holiday farm, the entrepreneurs can sell their packaged products at a higher price than the break-even point. Direct sale to the consumer, who spends several days in the place of business, allows the entrepreneur to apply a mark up and in this way to make a profit. It must be emphasised, however, that not all the products of the business can be sold with this strategy. But the diversification of sales strategy allows the olive-producing farm tourism business- to gain a competitive advantage.

CONCLUSIONS

The analysis of the current state of olive production in the Nebrodi area has shown that there are two types of olive producer. The classic olive producer which sells processed oil, and which minimises agricultural

interventions; and the olive-producing company which, especially in the last few years, and bearing in mind the increased competition, has been set up through a farm holiday business.

The research has shown that in both types of business, the sale of olive oil alone does not allow the business to make a profit. Farm tourism, however, is a strategy that has allowed businesses to continue and survive. In the long term, businesses of the first type are destined to disappear, as market forces push them off the scene, with all the environmental consequences that this will bring for the territory.

However, if we recognise the important uses of the olive grove, from the environmental and hydro-geological points of view, it is important to define the strategies that we should adopt in order to look after them.

Besides, if we recognise the health benefits which olive oil brings, and if we consider the traditional beauty of the olive tree in the local landscape (also from a touristic point of view), then the desirability of safeguarding this heritage goes beyond its cost to the agricultural or political budget: the cost should also weigh upon all those who reap any benefit, however indirect, from olive cultivation. While this is doable from the microeconomic point of view, because of the attractive look and positive feelings produced by olive groves, on the macroeconomic side, the analysis of the per-capita income of the local consumers appears to be a difficult-to-reach objective. It is up to the public to preserve this heritage of our culture, landscape and environment, promoting the creation of networks of small businesses in such a way as to augment the products available and to compete on the market.

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TEMPERATURE VARIABILITY ALONG THE MEDITERRANEAN COAST OF EGYPT WITH LINKS TO LARGE ATMOSPHERIC CIRCULATIONS DURING THE PERIOD (1957-2006)

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Abstract

Spatial and temporal variability of interannual and decadal maximum and minimum temperatures were analyzed during the period (1957-2006) based on data from 12 observatories distributed along the Mediterranean coast in Egypt. Monthly average series were analyzed for evident of trends. The role of large atmospheric circulations: including the NAO, the EA, and the EAWR patterns on the interannual variability of trends was also investigated. Annual, summer and fall maximum temperatures have tended to increase, particularly over the western portions of the Mediterranean coast of Egypt. Also, the maximum temperature of the Mediterranean coast seems to have more tendencies towards warming compared with other continental regions in Egypt. This may be attributed to impact of large atmospheric circulations in addition to anthropogenic effects. For minimum temperature, it was evident that there was a statistically significant positive trend of the annual and seasonal trends, except those of winter, along the Mediterranean coast. The positive trends were greater in the west than in the east. Also, the magnitudes of the trends were obviously weaker than the remaining geographical regions of Egypt. It was noted that the behavior of annual maximum temperature and maximum summer and fall temperatures is significantly correlated with the positive mode of the EA pattern and the negative mode of the EAWR mode. The variability of the NAO has significantly correlated with only maximum winter temperature. Similarly, the variability of annual, summer and fall minimum temperature was associated with the behavior of the EA pattern. It is necessary to review the tourism seasons considering the observed trends of air surface temperature. In this context, it is advised to encourage tourism activity in winter and spring. Following the fact that the Mediterranean region seems to be a unique environment for tourism development, a set of actions must be featured in minds of planners taken to cope with climate variability along the Mediterranean coast in Egypt, particularly increasing temperatures.

Key words: Climate variability, temperature, atmospheric circulations, the Mediterranean, Egypt.

INTRODUCTION

Complete and reliable climatic data are a basic requirement for climate analyses, hydrological, ecological modeling and climate impact assessment at different temporal and spatial scales (Ramos-Calzado et al. 2008). Over the last two decades, there has been an ongoing interest in numerical estimation of not only change in the means of climatic series but also change in frequency, intensity and duration of extreme events (Easterling et al. 2000). Most of studies reported significant upward trends of maximum and minimum temperature in many areas of the world (e.g. Nicholls et al. 1996; Folland et al. 2001). However, this warming is not uniform in both space and time. Climate variability varies from season to

season and across regions. Under the global warming, an increase in intensity and frequency of climate-related hazards is considerably expected (Beniston and Stephenson 2004). Continued greenhouse gas emissions would cause further warming and induce many changes in the global climate system during the 21st century. Extreme events, such as floods, droughts, hot spells, have apparent impact on mortality, human comfort, energy consumption, ecology, agriculture, tourism and hydrology (Johnson et al. 2005; Trigo et al. 2005). For instance, heat waves are likely more frequent in many parts worldwide (IPCC 2007). Also, the European Climate Assessment (ECA) has recently proven changes in frequency of European extreme temperatures (Klein-Tank et al. 2002). More obviously, the unprecedented summer heatwave of 2003 had potential influences on Mediterranean communities (Grynszpan 2004; Luterbacher et al. 2004).

The Mediterranean region is a transitional zone between low latitudes in the north of Africa and high latitudes in the north. It is affected by the westerly all over the year besides the south Asian monsoon in summer (Xoplaki et al 2003). Accordingly, it is one of the most vulnerable regions in terms of global warming. It is broadly reported that the Mediterranean natural systems and biodiversity have substantially been affected by climate change (Perry 2000). For instance, many regional climatic models (RCM) such as the HadCM3 global circulation model have projected a warming rate of 4° C and 2° C for summer and both spring and winter respectively over the period 2031-2060. Following this finding, summer tourism will negatively be affected (Giannakopoulos et al 2009). In accordance with these results, an increase in the number of hot days (Tmax > 30° C) and tropical nights (Tmin >20° C) will also be exhibited. However, this increase is more evident in the northern basin compared with the southern Mediterranean.

Climate change is an issue of particular concern in the Mediterranean region. Although the Mediterranean region only contributes 7 % of the world population, it receives more than 33% of the global tourism (Jenner and Smith 1993). For example, the marine shorelines extend for more than 3500 km in Egypt, of which more than 1000 km expands along the Mediterranean Sea. More than 40 % of the population lives in coastal areas, particularly Alexandria, Port Said and Damietta (Robaa and Hasanean 2007). Climate change has potential direct and indirect influences on tourism in the Mediterranean countries. The extent of tourism activity is mainly influenced by climate and weather events. This includes density of air traffic, time and daily operation of aviation, travels time, insurance claims, temporal availability of snow cover for winter skiing, increasing demand of water in hotels and gulf courses, decline of coral reefs, fisheries and other marine-based resources in certain resorts. For example, sea-level rise is expected to damage infrastructure of tourism sector in the Mediterranean region such as international airports, roads and hotels, specifically in small islands which mainly depend on tourism due to the scarcity of other natural resources such as the Tunisian island of Jerba. The Mediterranean basin has more than 580 coastal towns and 280 trade ports. Surface air temperature is of great concern due to important environmental, economical and social implications, particularly extreme temperatures. Thereby, studies of climate variability at finer spatial resolution such as sub-regional scales can prove to be an essential tool to help stakeholders and decision maker draw appropriate strategies to develop tourism. Temperature variability along the Mediterranean coast in Egypt is not well-documented or fully understood.

Many studies investigated the association between temperature and precipitation variability and large atmospheric circulations over the last few decades. These studies varied from national (e.g. Hasanean 2004; Hasanean and Basset 2006), regional (e.g. Kutiel and Maheras 1998) to continental scales (Jacobiet et al. 2001, Fu et al.1999).

The main objectives of this study was (1) to characterize spatial and temporal variability of surface air maximum and minimum temperature along the Mediterranean coast, (2) to compare the trends at individual observatories at both local and regional scales, and (3) to determine the cause of the observed trends through assessing the impact of large atmospheric circulations on temperature variability at seasonal and annual timescales.

DATA AND METHODS

STUDY AREA:

Egypt extends between 22° N and 31° 30 N and 25° E and 35° E with an overall area of approximately 1 × 106 km2. It is surrounded by the Mediterranean Sea from the north and the Red Sea from the East. In general, the altitude varies gently from -133 m (EL Qattarta Depression) 2550 m (mountains of Southern Sinai) with an average of 306 m above the mean sea level. The "real" Mediterranean climate is mainly concentrated in Northwestern portions along the Mediterranean coast. This sector is generally characterized by moderate and rainy winters and hot and dry summers. The climate is particularly influenced by maritime influences from the Mediterranean Sea. However, recent projections towards more drier and hotter conditions are expected in the following decades. Along the Mediterranean coast, the wet season only extends from December to February due to proximity to the Mediterranean. The mean annual precipitation reaches 52.8 mm along the Mediterranean. The annual averages of maximum and minimum temperatures are 24.6° C and 15.8 ° C respectively. Summer maximum temperatures commonly exceed 30°C, whilst winters minimum temperatures rarely fall below 10° C. Egypt has a population of more than 70 million people heavily concentrated in the Nile Delta and along the Nile Valley . The annual average of growth population exceeds 1.9 % giving more pressure on national sources of income (Shaalan 2005). Tourism is one of the most important and rapidly growing service industries and represents one of the promising sectors in ambitious development plans for the future.

Table 1: Weather station characteristics

ID	Station Name	Latitude. (N)	Longitude.(E)	Altitude (m) above M.S.L
62300	Salloum	31° 34 '	25° 18 '	4
62303	Sidi Barrani	31° 27 '	25° 52 '	21
62306	Mersa Matroh	31° 20'	27° 13'	18,3
62309	Dabaa	30° 56 '	28° 28 '	17
62316	Dekhiyla	31° 08'	29 º 48'	3,11
62318	Alexandria	31° 12'	29° 57'	3,4
62324	Rosetta	30° 24 '	30° 24 '	1,7
62325	Baltim	31° 33 '	31° 05 '	1
62330	Damietta	31° 28 '	31° 45 '	1,9
62332	Port Said	31° 17'	32° 14'	1
62337	El Arish	31° 04'	33° 49'	15
62342	Janklees	31° 49 '	30° 12 '	10

DATA DESCRIPTION:

The analysis was carried out based on a set of 12 observatories distributed along the Mediterranean coast of Egypt. A list of the stations and their coordinates are shown in Fig. 1 and Table 1. The base period for current analysis spans from 1957 to 2006. The dataset included quality controlled, homogenized and reconstructed series of monthly air temperature. More concern was given to check the quality of the original dataset obtained from the Egyptian Meteorological Authority.

The quality control is a fundamental task to ensure the quality of climatic data before performing climatic analyses such as long-term climate change and extreme events (Aguilar et al. 2003). This procedure aimed to minimize uncertainty related to the dataset by identification of anomalous and suspious data in the observatories, specifically outliers (Reek et al. 1992; Eischeid 1995).

In our procedure, the quality control process was operationally subjected to several quality control procedures to test internal and external consistency. Initially, typical tests to identify "gross" systematic errors resulting from archiving, transcription, digitization processes or other potential sources of error (e.g. non-existent dates, Tmin ≥ Tmax, Tmax > 50 °C, Tmin < - 50 °C, 3 consecutive months with identical records) were accomplished; subsequently, inconsistencies were flagged. The internal consistency was designed to screen for the within-station data inconsistencies by checking the observed value in question against other values following the procedures described by Reek et al. (1992). The external consistency refers to the process of checking out each value on a given month with values of the same month in a given number of nearby stations (Hubbard 2001). This procedure was designed to eliminate the worst data by identifying potential outliers and trimming extreme values that differ greatly from the neighbors.

Also, one of the most popular problems in handling raw climatic data is the presence of inhomogeneities arising from a variety of non-climatic factors such as alterations in the observatory locations, observer, surrounding environments or instruments (Costa and Soares 2009). Inhomogeneities can make the data unrepresentative of the real climate variations and lead to invalid conclusions. Thus, accurate long-term variability and trends and climate change analyses require homogeneous dataset. Historically, numerous attempts have been made to develop appropriate method to detect and correct inhomogeneities at low temporal resolution (i.e. monthly and annual) (Alexandersson 1986; Petrovic 2004). In absence of accurate, complete and well-documented metadata (station history) to identify supporting evident of significant change in observational routines, methodologies based on building a composite reference time series from well correlated series was an adequate choice for our research. Following the standard procedures of Peterson and Easterling (1994), a reference series was objectively built for each target series using information from the most highly correlated series. This procedure was automatically performed using the PROCLIM software developed by Stipanek (2007).
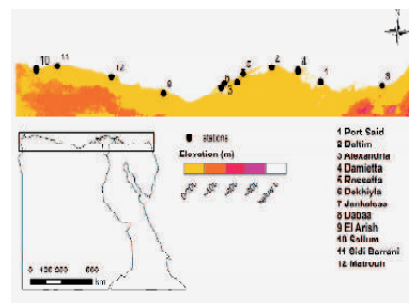
Fig.1 Location of the study area and spatial distribution of the observatories

Homogeneity testing techniques vary in their theoretical background and algorithms. Hence, there is no one single test to be recommended as optimal for each situation. In the current research, three well-established tests were proved to be useful to check homogeneity of the monthly series at a 5% significance level: the Standard Normal Homogeneity Test (SHNT) for a single break, Easterling and Peterson Test and Vincent method.

An application of different statistical methods in combination with accurate and complete metadata can improve the overall degree of certainty about identification of discontinuities in the series (Wijngaard et al. 2003; Menne and Williams 2005). Homogeneity tests were performed at monthly and annual scales. The AnClim software developed by Stipanek (2007) was used for carrying out this task.

Once the assessments are made, the outcomes of significant breaks resulted from the three tests were grouped together. This procedure enables not only identify the same break in one series, but also track down in homogeneities not identified by any of the other two tests. This approach has been recommended by many researchers (cf. Wijngaard et al., 2003; Costa and Soares; 2008). Based on the combined results, a subjective decision was made about correcting the abrupt changes, deleing the break of the series or excluding the series entirely from the new dataset. When abrupt changes are identified, a correction (adjustment) factor is computed as the average difference between the reference series and the candidate series. Afterwards, the monthly adjustments were applied to the candidate series resulting in a homogenized monthly dataset of maximum and minimum temperatures and precipitation. As shown in Fig. 1, the distribution of the meteorological observatories is evenly well-distributed along the entire coast with low density in Sinai.

The indices of atmospheric circulations were obtained from the Climate Prediction Center, NOAA, USA. The indices included the ENSO (El Niňo southern oscillation), the North Atlantic Oscillation (NAO) index, the East Atlantic-West Russia (EAWR) index and the East Atlantic (EA) index. The NAO is a north hemispheric mode and calculated as the difference between the high surface pressure located in the Azores and the sub-polar low pressure near Iceland. On the other hand, the EAWR pattern has two main centers: the first is located in the Caspian Sea and the latter is found in Western Europe.

TRENDS CALCULATION:

Possible trends of maximum and minimum temperatures at each weather station were calculated seasonally and annually using the nonparametric Spearman (Rho) test at the 95% level of significance. This statistic is a least square likelihood method commonly used in climatological and hydrological applications. This test is robust to outliers and does not assume prior probability distribution of the residuals. The slope was estimated at a significance level of 95% (p value < 0.05) using the ordinary least-square fitting and expressed in °C per decade. Moreover, seasonal averages were obtained from monthly data for each year and defined as winter (December-February), spring (March-May), summer (June-August), and fall (September-November). Low-path filter of 7 yrs was applied to smooth out the interannual variability and reduce random fluctuations (De Luis et al. 2000). Also, a regional series was obtained to test whether detected trend at each station occurred by chance or reflected spatial structure. Thereby, the regional series helped provide an overall picture of climate variability along the Mediterranean coast in Egypt. In this context, the area-based weighting based on application of the simple Thiessen polygon was performed to create the regional series (Fig.2). On the contrary, upon application of the simple arithmetic average, more weight may be given to areas with dense data (e.g. west of Alexandria) resulting in overrepresentation and clear bias.

INFLUENCES OF LARGE ATMOSPHERIC CIRCULATIONS:

To account for impact of large atmospheric circulations (NAO, EAWR and EA) on variability of maximum and minimum temperature, the Pearson correlation coefficient was computed between the climatic series and the teleconnections series for the period (1957-2006) at p value < 0.05. The association between the trends of maximum and minimum temperature and phases of teleconnections (i.e. positive and negative) were also examined at seasonal and annual time steps.
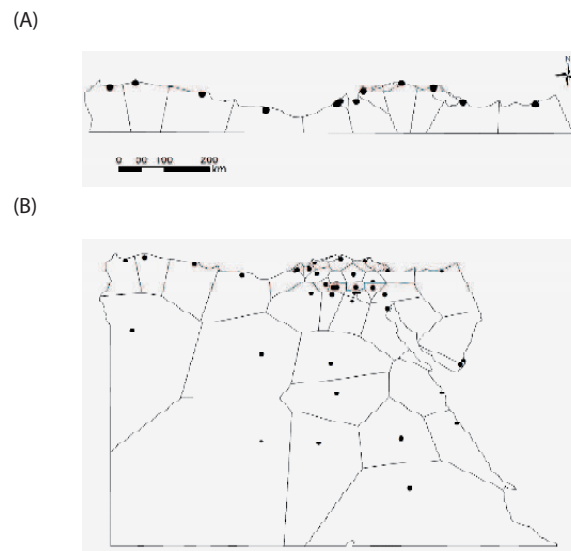
(A)

(B)

Fig.2. the Thiessen polygon for (a) the selected 12 observatories and (b) for Egypt

RESULTS AND DISCUSSION:

SPATIAL AND TEMPORAL PATTERNS OF TEMPERATURE:
In this section, the results of the spatio-temporal variability of maximum and minimum temperature based on individual observatories are discussed.

MAXIMUM TEMPERATURE:
As shown in Table 2, it is evident that the annual maximum temperature exhibited an upward trend in most of observatories along the Mediterranean. Interestingly, the trends were statistically insignificant on the eastern Mediterranean confirming more warming along the western coast. Among all seasons, the upwarding tendency was more evident in summer compared with other regions. In this regard, majority of the observatories in summer showed a positive and significant trend along the coast. Only Damietta and Port Said showed statistically insignificant behavior. On the contrary, the trends were statistically insignificant in most of stations in winter and spring. This finding confirmed that the increase of annual maximum temperature is spatially coherent with the increase in summer and fall temperatures rather than winter and spring. A long the coast, there is a more clear gradient from the west to the east. This result may have some undesirable implications in terms of summer tourism across the entire coast. Practically, more concern may be given in future to increasingly develop strategies and plans to enrich tourism in winter and spring rather than summer and fall. These findings likely come in contrast with the results found by (El Kenawy et al. 2009) for the Libyan coast during the period (1951-1999) where clear positive trends were confirmed during winter and spring, whereas non significant trends were documented in summer and fall.

Equally important, the winter, apart from Port Said in spring, was the only season showing a statistically significant downward tendency of maximum temperature in some observatories (e.g. Damietta and Port Said). No positive trends were found in any of the observatories during this season.

Table 2: Trends of the seasonal and annual maximum and minimum temperature (°C per decade)

Variable	Station	Winter	Spring	Summer	Fall	Annual
Maximum	Alexanderia	0,01	0,05	0.12*	0.11*	0,05
	Baltim	0,03	0,03	0.07*	0.11*	0.07*
	Dabaa	0.07*	0,05	0.12*	0.18*	0.14*
	Dakhla	0.08*	0.10*	0.13*	0,02	0.11*
	Damietta	-0.12*	0,05	-0,03	-.06*	-0,05
	Dekhiyla	0,01	0.11*	0.16*	0.14*	0.13*
	Jankales	0,05	-0,01	0.13*	0,05	0.10*
	Mersa Matrouh	-0.06*	-0,05	0.12*	0.07*	0,03
	Port said	-0.08*	-0.12*	0	0,03	-0,02
	Rossetta	0,02	0.06*	0.13*	0.12*	0.09*
	Sallum	-0,03	0,01	0.17*	0.16*	0.12*
	Sidi barrani	-0.09*	0.13*	0.15*	0.15*	0.16*
Minimum	Alexanderia	-0,04	-0,01	0.12*	0.06*	0,04
	Baltim	-0.10*	-0,02	-0.12*	-0.18*	-0.15*
	Dabaa	0.13*	0.17*	0.18*	0.13*	0.12*
	Dakhla	0.08*	0,02	0.15*	0.10*	0.12*
	Damietta	0,12	-0.08*	0,04	0.16*	0.15*
	Dekhiyla	-0.11*	-0.11*	0,01	0	-0.06*
	Jankales	-0,03	-0,03	-0.08*	-0.13*	-0.1*
	Mersa Matrouh	0.09*	0.10*	0.14*	-0,05	0.12*
	Port Said	0.07*	0.08*	0.16*	0,04	0.16*
	Rossetta	0,05	0	0.09*	0,02	0,05
	Sallum	0,05	0.09*	0.16*	0	0.10*
	Sidi barrani	0.13*	0.14*	0.16*	0.14*	0.16*
		*Significant at the level 0.05				

MINIMUM TEMPERATURE:

There is a general and clear tendency for the warming in minimum temperature at both annual and seasonal timescales (Table 2). As shown in, the annual trends are higher in the west of the coast, particularly in Mesra Matrouh, Dekhiyla and Dabaa. Similar to maximum temperature, there is a western-eastern gradient because trends are stronger in the west and weaker in the east. Spring is the only season with insignificant trend in most of observatories. Unexpectedly, downwarding trends were only observed in El Arish at the eastern coast in both winter and spring. The clear warming trend of minimum temperature is compatible with the findings with other regional studies. For instance, a general upward trend was detected in annual and seasonal minimum temperature in Libya (El Kenawy et al. 2009) Israeli (Ben-Gai et al. 1999) during the second half of the 20th century. The increase in the minimum temperature is more homogeneous across the entire Mediterranean basin as has been demonstrated in various studies (e.g. Brunet et al. 2005)

REGIONAL TRENDS

MAXIMUM TEMPERATURE:

The regional trend of annual and seasonal maximum temperature was positive in the whole coast which came in agreement with the results of majority of the individual stations.

This confirms that the trends of annual maximum temperature in observatories reflect a regional rather than local behavior. It is also clearly observed that the annual regional increase of maximum temperature is mainly associated with the markedly increase of summer maximum temperature. This result coincides with the findings of Hasanean and Basset (2006). It is also clear that the regional trend of maximum winter temperature was insignificant. Additionally, the annual and seasonal trends are likely stronger in along Mediterranean coast in comparison with the overall warming trend found in Egypt, except for spring. Based on the results of previous studies (e.g. Brunet et al. 2005, Philandars et al. 2008; Ukasevic et al. 2005), a general increase was dominant in annual maximum surface air temperature in east of the Mediterranean basin, Italy, Greece, and the Balkans.

MINIMUM TEMPERATURE
Contrasting the regional Mediterranean trend with the annual and seasonal trends of minimum temperature in the whole Egypt showed a stronger warming trend in Egypt rather than the Mediterranean observatories for all seasons, specifically winter (Fig.6). In other words, winter gets warmer rapidly in continental observatories in Egypt with relative to the Mediterranean observatories.

INFLUENCES OF ATMOSPHERIC CIRCULATIONS:
MAXIMUM TEMPERATURE:
The trends of annual maximum temperature were correlated with the positive mode of the EA pattern and the negative mode of the EAWR. The correlation with the NAO mode is not statistically significant. Seasonally, the EA positive pattern is significantly associated with the upwarding trends of maximum temperature in summer and fall; meanwhile it is not significantly correlated with trend in winter. It is also clearly observed that the trends of maximum temperature in summer and fall were associated with the variability of the EAWR negative mode. The association between the EAWR and maximum winter temperature was evident but weaker than those of summer and fall. The variability of maximum winter temperature was strongly correlated with the NAO mode. The same finding was found for the whole Egypt (Hasanean and Basset 2006).

MINIMUM TEMPERATURE:
The positive mode of the EA pattern was clearly observed to influence the annual minimum temperature. The observed increase in minimum summer temperature is strongly associated with the positive mode of the EA pattern and the negative mode of the EAWR indicator. In fall, the trend of temperature was associated with the negative mode of the EAWR pattern. The correlation between variability of minimum temperature in winter and spring was weaker with all of the indices selected for this study. The observed trends may be attributed to a combination or joint effect of all these indices.

SUMMARY AND CONCLUSIONS:
Variability of annual and seasonal maximum and minimum temperature over the Mediterranean coast of Egypt was investigated using monthly data from 12 observatories. According to this study, a clear positive trend of maximum temperature in summer and fall is evident. This may affect summer tourism negatively. Thereby, tourism is encouraged to shift from the summer to spring and winter. In terms of minimum temperature, the significant downwarding trend was observed annually and in all seasons, with stronger decreasing in summer.

Regionally, the Mediterranean observatories in Egypt get warmer more rapidly than the whole country, particularly in summer and fall. On the contrary, the cooling trend was stronger in continental stations compared with coastal stations in all seasons.

The influence of East Atlantic pattern (EA) on variability of maximum and minimum temperature was more evident in the area of study with relative to all other indices, particularly to explain the strong warming trend of summer and fall for maximum temperatures and the cooling tendency of winter minimum temperature.

Climate change is one of the key issues in planning for a sustainable development of tourism in the Mediterranean region. More detailed research is still required to consider the effects of greenhouse warming on tourism in the Mediterranean, especially eco-tourism. Also, inter-ministerial dialogue to address potential influences of CO_2-induced climatic change on tourism must be a national priority in the future. Adaptation will be necessary to address these impacts. Although a wide range of adaptation options is available, more and extensive adaptation is still needed to reduce vulnerability. Moreover, education seems to be a vital means to increase awareness and communication actions about climate change causes, impacts and adaption for both public and private policy stakeholders.

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Appendices
Caption of Figures
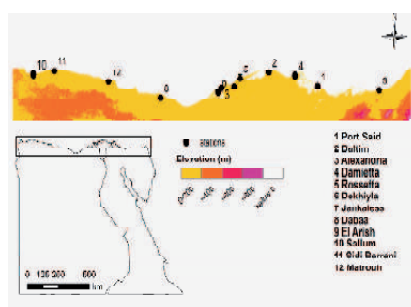
Fig.1 Location of the study area and spatial distribution of the observatories

(A)

(B)
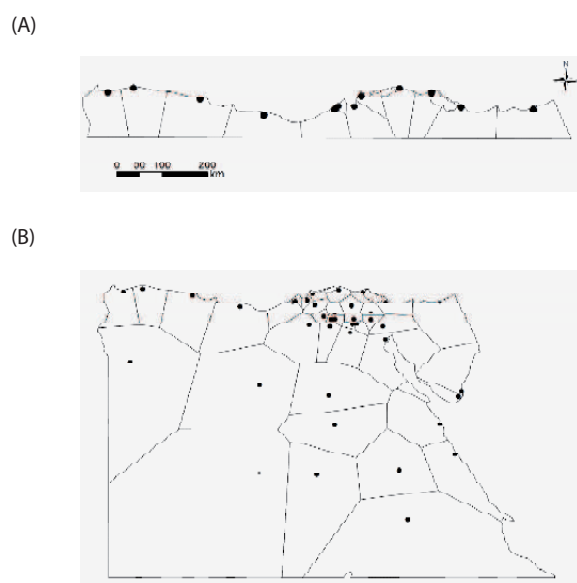
Fig.2. the Thiessen polygon for (a) the selected 12 observatories and (b) for Egypt

Caption of Tables

Table 1: Weather station characteristics

ID	Station Name	Latitude. (N)	Longitude.(E)	Altitude (m) above M.S.L
62300	Salloum	31° 34 '	25° 18 '	4
62303	Sidi Barrani	31° 27 '	25° 52 '	21
62306	Mersa Matroh	31° 20'	27° 13'	18,3
62309	Dabaa	30° 56 '	28° 28 '	17
62316	Dekhiyla	31º 08'	29 º 48'	3,11
62318	Alexandria	31° 12'	29° 57'	3,4
62324	Rosetta	30° 24 '	30° 24 '	1,7
62325	Baltim	31° 33 '	31° 05 '	1
62330	Damietta	31° 28 '	31° 45 '	1,9
62332	Port Said	31° 17'	32° 14'	1
62337	El Arish	31° 04'	33° 49'	15
62342	Janklees	31° 49 '	30° 12 '	10

Table 2: Trends of the seasonal and annual maximum and minimum temperature (º C per decade)

Variable	Station	Winter	Spring	Summer	Fall	Annual
Maximum	Alexanderia	0,01	0,05	0.12*	0.11*	0,05
	Baltim	0,03	0,03	0.07*	0.11*	0.07*
	Dabaa	0.07*	0,05	0.12*	0.18*	0.14*
	Dakhla	0.08*	0.10*	0.13*	0,02	0.11*
	Damietta	-0.12*	0,05	-0,03	-.06*	-0,05
	Dekhiyla	0,01	0.11*	0.16*	0.14*	0.13*
	Jankales	0,05	-0,01	0.13*	0,05	0.10*
	Mersa Matrouh	-0.06*	-0,05	0.12*	0.07*	0,03
	Port said	-0.08*	-0.12*	0	0,03	-0,02
	Rossetta	0,02	0.06*	0.13*	0.12*	0.09*
	Sallum	-0,03	0,01	0.17*	0.16*	0.12*
	Sidi barrani	-0.09*	0.13*	0.15*	0.15*	0.16*
Minimum	Alexanderia	-0,04	-0,01	0.12*	0.06*	0,04
	Baltim	-0.10*	-0,02	-0.12*	-0.18*	-0.15*
	Dabaa	0.13*	0.17*	0.18*	0.13*	0.12*
	Dakhla	0.08*	0,02	0.15*	0.10*	0.12*
	Damietta	0,12	-0.08*	0,04	0.16*	0.15*
	Dekhiyla	-0.11*	-0.11*	0,01	0	-0.06*
	Jankales	-0,03	-0,03	-0.08*	-0.13*	-0.1*
	Mersa Matrouh	0.09*	0.10*	0.14*	-0,05	0.12*
	Port Said	0.07*	0.08*	0.16*	0,04	0.16*
	Rossetta	0,05	0	0.09*	0,02	0,05
	Sallum	0,05	0.09*	0.16*	0	0.10*
	Sidi barrani	0.13*	0.14*	0.16*	0.14*	0.16*
		*Significant at the level 0.05				

THE MARGINAL LAND AREAS

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Abstract

The idea that areas with high urban and natural value are economically self-sustainable is a reality in the north shore of the Mediterranean and are becoming one on the south.
If we would add some notes on the debate concerning the formation of urban areas and against inordinate abandonment extent depending on the degree of development of vast agricultural areas; we can state that:
1. In land management shows the need to plan a development of the areas that are progressively private young and economically active forces. In contemporary society, many planners are devoting themselves with the objective of preserving community territories. The urban planners in particular with reference to the ideas that first were of the Pre-Raphaelite, as Camillo Sitte, consider that the direct human contact and mutual support makes it valuable the urban environment. Prefigure and then design according to these concepts.
From this it follows that the management of leisure that characterizes our society leaves space and resources that can flow to areas distant agglomerations modern forms of tourism through closer to the needs of the next recovery, is now necessary to think the design of new urban areas that recover these values and use the new technologies such as those on energy saving.
2. Recognized even today the old nineteenth-setting:
   - The employee is separated from his job, forced to sell it no longer has control. As the man is away from his work as it is by their fellows. To overcome this estrangement, it seeks to establish an intimacy of human experience, as a sacralized territory.
   - The territory unusual, non-family has a positive role in human life, people are accustomed to risk, people "grow" across the unknown.
Starting from this vision is to demonstrate that the old urban area with rural far from the metropolis and the natural environment that surrounds him and that the urbanization gradually free today by human pressure, it becomes the occasion to break the isolation or separation requires that the metropolis and also becomes the occasion of human inner growth.
3. Become or may be incentive and opportunity to counter the economic imbalances between rich areas and less strong in the Mediterranean basin and contribute to the restoration of the rural economy. This is to provide sufficient economic instruments to ensure and enhance the harmonious development of areas marginal to modern agglomerations.
password: **slantini3**

Key words: economically self-sustainable

The project proposal
The city is the settlement where strangers can meet, discuss and necessarily coexist. The rural landscape is now in the contexts that are going to outline the areas concerned an aspect of the city as a whole. The city is the reality where the process of human activity reached its climax. The man-made land at different levels is an area where design and its planning at different levels can be found through rules

more current formulas for integrating man in his territory and in the historical context in which they live. This statement of principle is apparently justified in the opinion of the writer in a series of objective reality that we try to point out. In fact through the fabric of relations between the urban system and its territory is spread even more continuity in our times the area of coastline along the Mediterranean coasts in particular where it is located north is well established that the phenomenon has seen in a generation the shift of population from rural areas or to areas throughout the area, however, concentrated in urban centers. The use of the land begins to be framed in a vision of preservation of "good area". It thanks to the work of generations and generations of its inhabitants has reached a climax that may take in its current form. This can be more clearly through an image When you establish a link between the scene of a landscape and the road eg. Ideally you can think of the street as the sum of the evidence on which we can "walk", and from this look at a landscape alien "to know" that not only relates to a possible relationship with strangers, you can believe in the reality of strangers. Then its possible design a new reality that we can build a landscape, and that belongs to us. The idea that men to resemble the actors and the society at a stage that is inherent in our culture of Theatrum mundi. The creation of a public geography, has in other words, a close relationship with the imagination as a social phenomenon. The formation of the sense of public space enhances the ability symbolic of a society, because the image of reality and therefore what is credible is not tied to a daily check of the feelings of individuals. Conversely, the most compelling feature of the society is the emphasis of the community. The definition that the community is a neighborhood, a place found on the map, it seems perfectly plausible, given the atomization of the city occurred in the nineteenth century until the present day where the big cities that are posed to our attention coexist immigrant groups from other cultural realities that confrontation with the host culture for fear of losing identity tend especially in the first and second generation exacerbate some values in their external forms of origin's culture. Some sociologists such as Ferdinand Tonnies first among many have tried to grasp the significance of non-geographic communities opposing the community that existed in pre-capitalist world, or in traditional societies with society, with its division of work and classes unstable.

Each community is something more than a set of habits, behaviors and attitudes toward others, collective identity is also a way to define who we are. From these considerations it follows that the local planning can not disregard the values and therefore the expectations of users. In other words, if the territory increasingly appears as an area that interfaces with the major population centers, is increasingly becoming a place where they have moved to the spaces that were previously included in the urban centers, and offering a range of services it can not stand only as a museum space that is separated from the urban dynamics, where we try to keep with painstaking precision an idyllic unspoiled space and every vestige of a past. Necessarily reflect the urban reality with which they interface.

Theoretical and methodological approach

Common sense suggests that the attribution of the same value of the social centers such as streets and city squares with glades of the forest must have something to do with the increasing absorption of the ego problems. Necessarily arise questions that guide this study. Social conditions which cause people to reveal their feelings to the next so as to create a supportive relationship? Under what conditions the men from their own creative resources to make expressive daily experience? It's a way to ask how and when people do naturally appeal to the energies that now seem remote in some detail how the spheres of art. In a vision of conservation, we can say that our society does not believe today that the impersonal atmosphere of personality can facilitate certain tasks, especially the revival of spontaneous feelings, without involving the active participation of society. The creation of a public geography, and the formation of a sense of public space that characterized the societies of the past due to an involution of the public, and the development of intimacy as a value, which is gradually becoming more important.

Each community is something more than a set of habits, behaviors or attitudes towards others, collective identity is also a way to define who we are. The problem is how to form these images, and as a planning time to the territory as a whole can be enriched with elements that they are the hinge of the project idea.

The protocols of storage in urban areas now make it possible to decompose for example, the superstructures of a historic building and to propose in case the request of the client is clear, a less formal evidence of structures of different ages affecting less.Similarly, the area is easy to propose a re-forested trees pioneer for example, in a territory abandoned by rural population for cases now known, to the detriment of those essences that the latest generations of farmers for instance used in the industry.

The designers of the land areas that are defined in various ways but in essence the legislature wants to preserve from decay and return to the community for a new use. Many are now examples of restocking arboreal disconnected from the historical context of a territory, and above all tied to a vision linked to their use. This refers to an example in Sicily, as a logical answer to the reforestation of large areas with tree essences alien to our history. The Eucaliptus case, is true among many to focus on the problem. One suggestion that wants to be a stimulus could be ash, and therefore justify groves of ash alternated with sumac shrub for example, as some sources we know the history of many areas of the coast of Palermo province.

You can find a justification for the upgrading and therefore the reconstruction of historic gardens in projects where it would seem want restore the fishpond "Maredolce Castle" (near the town of Palermo) with attached garden of delights, for example current and cogent today, because it is conceptually similar to an open air museum and find less justification in the opinion of the writer the management of large parks as mere museum areas where vehicular traffic through the paths, you can admire endangered alien plants to our culture and sensitivity so that overlook the majestic clumps of Mediterranean vegetation. Nearly one wanted to recreate the eighteenth century botanical gardens or zoos, which put on display in cages adjacent to the many different species. The search for collective themes that give dignity to the peripheral parts of the areas adjacent to cities, such as the coastal lookout towers that characterize the face of vast areas of vast sea areas is an important step towards the dual function. Characterize a region and provide cultural aggregative tools.

These examples do not want to be that opportunity to say that the planning of open space requires the setup project.

Aspects on biodiversity and biodiversity conservation or sustainable development
The most significant example of integration of environmental concern at the project level is definitely the assessment of environmental impact. This is a support methodology decision, the purpose of providing policy makers with the knowledge base necessary to consider and then incorporated into decision-making in the environmental impact of proposed initiatives, as well as preferences and objections of the interested public. This represents an evolution of standard methodology for design analysis and decision support to which the below is a brief mention.

The decision-making on individual projects and their alternatives, is based on the assessment of affordability typically performed by comparing systematically estimates of costs and benefits associated. This comparison is complicated when the implementation of the intervention can cause a change in the quantity and/or quality of supply of environmental goods. The causes of such difficulties can be traced to the fact that many environmental resources have a market price of reference and the complexity of operating environment and its connections to human activities.

the projects affect the throughput through the linear economy changing the flow of resources and waste hence the need recognized that their definition is preceded by an analysis that tests the impact on the mechanisms of exchange between economic and environmental areas.

Several methodologies developed as part of the traditional economic, the most common in practice are:
- Analysis of cost-benefit
- Cost effectiveness
- Multi-criteria analysis
- Assessment of environmental impact.

These methodologies aim to define a measure of project performance, where the environmental variables to be considered like any other and reduced the unit of monetary measure. However, the environmental impact assessment is aimed at overcoming the disadvantages of an assessment based solely on economic evaluation, and introduces a systematic attention to environmental issues related to the project implementation and moments of information and public participation. The opening to public participation is significant in several respects.

The analysis of the environmental effects of policies, plans and programs needed to implement an evaluation methodology to more abstract level than the single action or individual project. That which is defined as a systematic process to assess the environmental consequences of proposed actions, policies plans and programs in order to ensure that these consequences are adequately addressed from the earliest stages of decision-making on an equal footing economic and social considerations is called strategic environmental assessment.

There is no single approach to this but you can distinguish: one screening, one scoping, development and a comparison of the alternatives identified, a strategic evaluation of the report preparation, and evaluation.

One interesting contribution to the debate today focuses primarily be actions that are directed to nature conservation and a possible strategy, aimed at raising awareness of citizens in general and researchers in particular, the need to activate production processes compatible with environmental needs and develop interventions capable of regenerate degraded environments.

The need is just the man to revise and change his behavior, has led to the formulation of the concept of "active conservation" assisting to overcome the dichotomy between environment and anthropic environment in favor of the concept of a total environment with man as a promoter of positive action.

Paradoxically, this finding was not obvious, because in the debate that has developed there had been a radicalization of positions likely to lead to paradoxical events.

A precise knowledge of natural systems, both in dynamics and in the distribution, allows to overcome the separation between conservation and utilization of the resource by matching the two issues with a level of consumption compatible with the environmental system.

The sound management is therefore the objective of supporting, and in which protection, based on scientific knowledge of the issues that are the basis of environmental changes, remains a central issue in the face of destruction to and loss of natural resources.

Search parameters

It believes that we should propose a debate that could provide stimulus to a new class of design parameters that are proposed by a design vision organs may provide additional stimulus to implementation of operations on the territory.

We therefore suggest the stimuli are useful in developing protocols and programming conservation except for a few variants are configured in the following points:

effective to maintain and allow the use stead of a policy of restoration effective in mitigating the inherent vulnerability of the territory be shared unit and regularly updated specifically directed to the individual good.

Therefore, such as:

Analysis

Values	Criticality
- axis for ecological research (rivers, roads connecting rural) - rehabilitation of roads linking (paths with animals of the mountain, river or torrential lines) - exploitation of older building types through the use of new materials and finding a new vision of welfare housing while in the recovery of housing existing	- deterioration and abandonment of lines of ditches Mountain - Abandonment of agricultural areas around the isolated country in areas related to the problematic sloping soil erosion - Excessive human pressure on natural areas are unique and rare (accommodation ...) - New construction as an alternative to ecological restoration in terms of the old population centers

Solutions	Rules and Constraints
Construction of urban continuity	Construction widespread

The problem that an approach that takes into account the evidence for how it is then exposed to diversify, and for the purposes relevant to develop around new elements.

What is happening today in the intent of local planning, the community has become a problem to be collective rather than an act collectively. The imaginary town has become the deterrent of any joint action. In the proposal could be included among the elements for an evaluation,

Then Example B:

Analysis

Values	Criticality
- Search space characterizing emotional relationships fully and openly (arousing commitment to joint actions) - Rehabilitation of roads linking the challenges of occurring as an alternative to a new and more articulated need for mobility - Making the old building types through the use of new materials and research capabilities congenial to new residents while in the recovery of housing existing	-abandonment of agricultural areas around the isolated country in the recovery of an approach "from botanical garden" that promotes the image of what we were, - Situations that stimulate collective being, - Situations that stimulate a collective image, (repited objects) - The constant search for authenticity, honesty, genuineness that unconsciously lead to new treatment works - Ecological restoration in terms of the old population centers in the vision of recovery of traditions and values that do not belong to communities.

Solutions	Rules and Constraints
Construction widespread and harmoniously integrated territorial	Construction widespread as urban continuity related to a need to create group (of wealth, values)

To justify the last table the proposal is considered to put in a new light one of the strengths of our reality landscape.
Was not this the vision of the Great Coltural Tours that found an identity in the building harmoniously integrated in the territory of the southern regions of Europe, against territories seemed devoid of its identity?
Then set the planning criteria such as the following,
then as the proposal C:

Analysis

Values	Criticality
- Innovative manufacturing sectors (not only crafts or food)	- Relocation of SMEs without integration of supply chain
- Existence of research centers and technopoles territory,	- Productive specialization in traditional sectors uncompetitive on the global market,
- Research facilities aimed at enhancing relations of equality and trans border cooperation	- Situations that stimulate a collective image,
- Strategically located on the territory on the areas of confluence of river populated	- Inadequacy of infrastructure related to modern mobility

Solutions	Rules and Constraints
collective themes that give dignity to the peripheral parts (like the old coastal towers)	Construction widespread as urban continuity related to a need to create group

Opinion

In the opinion of the writer should ask each project idea on the management of non-urban areas, be they parks or nature reserves surround the building of the old rural communities, which present in their masterplan approach the issue of protection of individual elements (actually small rural hamlets .. with arboreal plants still retrievable .. positive measures introduced to protect the environment in cooperative contexts with carriers and human historical experiences different actions compatible for the re-development of the area by supplying users transboundary.

In view of a process in which new communities are being developed in large urban centers and who are carriers of values and sometimes interesting instances in the newness and freshness. In reality the Mediterranean coast with high human pressure away from large spaces that characterize other continents, and therefore can define their parks in a manner more suited to the maintenance of areas without anthropogenic pressure.

Conversely, we can and we must redefine the project area as not only the waterfront area of cities. Then an area we now call the park area that interfaces with urban areas, and continues to play the role it has played so far. Then in the planning stages of preparing an assessment of impact should be composed of:

- explanatory report
- technical report
- quantitative description of habitats and species of fauna and flora for which the sites have been designated
- analysis of direct and indirect impacts that the project produces on habitats and species of fauna and flora

a) in the building phase
b) a scheme
c) in the medium and long term
• mitigation measures and or compensation
• alternatives considered
• measures for verifying and monitoring the effects of the project.

It therefore reiterates that only a trans-disciplinary effort based on a common cultural language of today can be helpful to the growing development challenges that the changes we put in place. The change that is taking place on the shores of the Mediterranean basin can be seen both as a location for new masses of people into new metropolitan areas, both as new farming techniques.

Emerging issues related to change requires an allocation of new services for the qualification of local. This can only lead to new proposals for the redevelopment of areas now marginal in this context, the tourism for example that today even marginally interested in rural areas can only be significantly different from the set of values linked to simple revisiting of old and moldy countryside areas. So the task of planning involving all stakeholders in local development.

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A MODEL FOR SUSTAINABLE TOURISM DEVELOPMENT IN INLAND LATIN AMERICAN AREAS: THE CASE OF THE NORTHERN REGION OF NICARAGUA

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Abstract

Central American countries globalisation processes have improved macro-economic situations, as in the case of foreign debt, the same cannot be said for human development, where traditional societies have not had the capacity to respond to instruments introduced through the new knowledge society. Linked to this, tourism and services provide an opportunity to these countries because of the wealth of both their natural and cultural tourism resources. However, these developments must embrace sustainable models of tourism and to achieve this, tourism must not be presented as an end in itself, but rather as a tool for development. Here we apply the model for integrated tourism development to the area of study (Northern Region of Nicaragua, Las Segovias).

Key words: Sustainable development, integrated planning tourism, integral diagnosis.

INTRODUCTION

Many Latin American counties are amongst the least developed, as is the case of Central America, where Honduras, Guatemala, El Salvador or Nicaragua form part of what is known as the geography of poverty and inequality (Kanbur and Lustig 1999; Romero 2004).

Although the structural adjustment plans applied since the 1980s have made progress in correcting the major macro-economic imbalances such as inflation, public debt, etc., (IMF 2000; Gwartney and Lawson 2001), the social reality at a local and regional level is very different. Thus, the adjustment plans for the liberalisation of international markets, within the framework of the processes of globalisation of post-modern society at the beginning of the nineties, went beyond the power or capacity of governments to define and apply autochthonous economic and social policies, as is reflected in the case of Nicaragua (World Bank 1991; Vargas 2001; Avendaño 2000 and 2002).

Thus, the processes of globalisation of post-modern society have left these countries clearly on the side of the "loser regions" (Benko and Lipietz 1994), with the very limited response capacity of traditional local societies, whose socio-economic structures face difficulties in accessing the instruments of the new knowledge society.

Nevertheless, faced with this situation, attempts have been made over recent years to take advantage of the new economic trends, which include those linked to the tourism industry (Sánchez and Moreno 1999) as a significant system and instrument to encourage regional development (Mill and Morrison 1992; Gunn 1994; Sessa 1998; Hall 2000; López 2005). This offer takes the form of environmental (the region contains 10% of the planet's biodiversity) and cultural tourism products (the pre-Columbian and colonial civilisations).

However, in regional tourism development we should not fall into the contradictions deriving from the "developmentalism" that has repercussions for both environmental and socio-cultural aspects. All of this

has arisen from the application of strictly macro-economic and sectorial approaches, while tourism has a "polyhedral" and "transversal" character, especially in inland areas where the offer is represented by the territorial resources as a whole and the region's sectorial activities, normally dominated by small businesses (Trejos 1999).

In this sense, many developing countries have mimicked developed areas, and have prioritised these macro-economic aims of tourism (Burns 1999), in many cases represented by the PASOLP tourism planning model developed by Baud-Bovy and Lawson (1998), offering products under the clearly exogenous formula of "holiday destinations". Concerning this, authors such as Go (1998) or Vanhove (1998), point out the difficulties that these "enclave tourism" models have in developing countries since they practically ignore the local population. Concern has been expressed over this tendency in the United Nations Development Programme (UNDP 2000) which states that development efforts have often focused on the encouragement of economic expansion, while human development covers all the dimensions that contribute to defining the quality and welfare of human life in an interdisciplinary way. Likewise, the Development Plan to emerge from the World Summit on Sustainable Development held in Johannesburg in 2002 recognises the importance of integrating the three components of sustainable development (WTO 2001): economic growth, social development and protection of the environment.

Hence, the old polemic on tourism planning facing developing countries is once again brought up here: What should come first – tourism in the strictest sense or development? The answer is without doubt the latter. Therefore tourism must represent a way of encouraging, by means of integrated and sustainable strategies, the global development, while putting the aim of the society's welfare before the strictly sectorial objectives of tourism.

Given the complexity of this approach (Murphy 1985), planning efficiency must be improved through greater participation of the local population so as to avoid endangering their viability, since social competitivity is also involved alongside the economic issue (Aydalot 1986; Camagni 1991; Maillat *et al* 1995; Garofoli 1995; Storper 1998). How efficient this social competitivity will be depends on the capacity of the social agents to act together and in agreement with the various institutions; valid in relation to this is the example to come from public institutions' initiatives such as the European experiences of LEADER, PRODER, etc. (López 1999; López 2009), in which tourism activities are integrated into general measures for action, and present an integrated "bottom up" plan.

In this sense, the integrated tourism analysis, in the same way as certain economic approaches, shares cultural, social and institutional valuations; in other words the so-called "cultural turn" echoed in the economic geography of recent years (Grang 1997; Amin and Thrift 2000; Hall 2000; Moulaert and Sekia 2003), that gives a more thorough view of what human development should be. In this respect, cultural values can be efficient from an economic perspective, as they encourage, through their tacit knowledge in the relational and organisational sense (Von Krogh *et al* 2000), the transmission of the processes of innovation and management (Mariussen 2001; Malmberg and Maskell 2002), as well as bring values of solidarity (Throsby 2001) that in the end dictate the degree of economic success or failure enjoyed by a society.

Finally, this paper expands on the conceptual aspects of an integrated tourism model and its application in the Central American scenario, the case of the Northern Region of Nicaragua (Las Segovias), and presents the results of the integrated tourism diagnosis.

THEORETICAL AND METHODOLOGICAL APPROACH: APPLICATION NORTHEN REGION OF NICARAGUA

Based on the above, it is thus obvious that tourism initiatives lack of models and methodologies that match the characteristics of each territory and to the new notion of sustainable development, which would facilitate both territorial and social cohesion.

Against this background, the main objective is to attain a series of strategies by means of models that bring about improved development through integrated tourism systematisation, while. This involves carrying out an analysis and diagnosis in which the specific objectives are as follows:

To transform resources into products and strengthen existing.

- To match the product or products to the demand in order to establish the bases for greater competitivity reinforced by training and new technologies.
- To propose territorial designs in accordance with the available resources.
- To identify "tourism environmental units" so as to prioritise exceptional projects
- To match tourism development to the territory's reception capacity.

Integrated tourism takes on importance as a result of the complexity and transversality presented by the business of tourism. This is reflected in both the territorial and socio-economic and cultural dialectic of the various spaces, where each area involved in this dynamic chooses a particular development model, thus significantly influencing the characteristics presented by the basic tourism resources of the area.

Consequently, this requires not only the territorial planning of potential tourism zones, but also the introduction of tourism planning models or methodologies based on integrated global strategies that foster development in general. In this way, we approach a conceptual position in which tourism is presented as an instrument for development rather than an end in itself. The weak socio-economic situation deriving from the decline in agricultural structures, together with the healthy aspect of tourism and service industries may help to generate synergies in other activities that to one extent or another form part of the tourist industry itself.

Tourism activity takes part in an integrated system, since tourism is constituted as a functional, dynamic system that is at the same time socio-economically and spatially complex, where a variety of elements interrelate in a constant process of readjustment. Thus, going beyond the simplification presented by the World Tourism Organisation (1994, 1999), which basically recognises the two elements of supply and demand, our perspective of development has a much broader dimension, integrating a range of different elements. In this line, the integrated tourism system is made up of two levels (Diagram 1), one of which, "A", includes a block of basic issues that represent the foundations of integrated tourism, amongst which we find territorial, demographic and socio-economic aspects. An analysis of these aspects should provide not only with information on the basic characteristics of these areas, but also their suitability to the territory where tourism model to be developed will be integrated. The second level "B" operates on the basis of level "A" and contains the "elements of the tourism system" in the strict sense of the term. Amongst these elements we highlight: tourism resources; markets, or demand; companies directly related to tourism and those that generate synergies; institutions, which should facilitate factors that reshape the resources.

In addition, the conceptualisation of integrated tourism development must also intrinsically include the following:

- The sustainability of resources, together with economic, social and environmental viability and profitability through productive qualification.
- The endogenous character of integrated development that forms part of sustainable development (Cunha 1988).
- An understanding that spaces are not of a closed nature, but that they participate in an "open system", although according to Dumolard certain internal characteristics are preserved (Gómez Mendoza, *et al* 1994).
- Participation, since integrated tourism development requires society in general and both public and private agents in particular.
- The carrying out of scalar approaches based on "tourism environmental units". Although the concept of the region includes much more than the territorial effects of the tourism activity. These "tourism environmental units" correspond to an area with a basic territorial resource, or

failing that, possess a minimum number of complementary territorial resources that enables the advancement of tourism within that space (López 1998).

Finally, eight phases make up the methodological planning process:

a) Basic territorial demographic and socio-economic explorations; environmental explorations: landscapes, environmental and urban settings. Quality of basic natural resources.

b) Analysis and diagnosis of the tourism setting on sub-regional and regional scales.

c) Inventory, evaluation and potential of the tourism resources: quantification and distribution of resources, resource hierarchy; resource weighting; and index of tourism potential.

d) Analysis of the factors that affect the state of resource development: Urban organisation and type of settlements; building type and morphology; urban morphologies and main areas of identity; traditional fabrics of society and new growth; communication and accessibility; tourism management.

e) Socio-tourism explorations into demand: survey of demand (in situ); interviews by means of questionnaires with the main social and economic agents; telephone survey of travel agents in the main national markets; round table discussions, explanatory day conferences aimed at raising awareness; single-issue day conferences on potential products.

f) Analysis and diagnosis of the tourism companies and on those companies that generate synergies on integrated tourism development: Diagnosis of tourism companies (state of infrastructures; diagnosis of human resources; sources of financing and level of technology; extent of environmental impact; degree of competitivity, commercialisation and marketing); diagnosis of theme tourism on which the companies are based (present markets; potential markets; non-regulated offer); diagnosis of companies with possible synergies with tourism development.

The seventh phase:

g) carries out a global diagnosis by applying a SWOT analysis and the final one

h) a strategy proposal.

Application of the integrated tourism model in the Northern Region of Nicaragua: the departments of Estelí and Nueva Segovia

The study base in this research covers departments of Estelí and Nueva Segovia, located in the central northern region of the Republic of Nicaragua (Figure 1). These two departments both share a border with a third department, Madriz, and the three form an area known as Las Segovias. The three departments cover an area of 9,212 km^2 (Estelí 2,235 km^2, Madriz 1,602 km^2 and Nueva Segovia 3,123 km^2) with a population of 430,953 inhabitants, which gives a population density of 46.78 inhabitants/km^2.

The main indirect research sources for the research into these territories were: the Ministry of the Environment and Natural Resources (MARENA); the Institute for Territorial Studies (INETER), topographical map 1:50.000 numbers 2855 II, 2856 I-II-IV, 2857 II-III, 2954 I-IV, 2955 IV, 2956 I-III-IV, 2957 I-II-III, 2958 II, 3 056 III-IV, 3057 III-IV, as well as the map of the administrative political division of Nicaragua, scales 1:750.000.

The Nicaraguan Institute for Municipal Promotion (INIFOM), the Nicaraguan National Statistics Institute. Associations referred to included ADESO Las Segovias, the River Estelí Basin Geographical Information Society (SICRE), The Nicaraguan Tourism Institute (INTUR), German Technical Cooperation (GTZ); the Centro-American Integration System (SICA) and FODESTUR (Fund for Tourism Development). The direct or field work resources included:

a) Tourism resources. Fieldwork carried out during March, April and May 2002, producing an inventory with a total of 67 resources.

b) The resources fieldwork was completed with contributions of the factors that reshape the offer in the study area.

c) Concerning demand, a total of 842 questionnaires were administered to tourists in 67 hotel establishments in the departmental capitals of León, Granada, Managua, Estelí and Nueva

Segovia, and in the tourism complex in Montelimar, on the coast of the department of Managua, with a sample margin of error of +/- 6% for a satisfaction level of 95.5%.

d) Analysis of business structure

Integrated tourism diagnosis of the departments of Estelí and Nueva Segovia

Once an analysis had been made of the basic aspects and elements that make up the tourism system, we went on to conduct a SWOT diagnosis of both the items making up the basic aspects and those comprising the tourism system.

Synthesis of the diagnosis of the basic aspects

Given the conditions of the population, there is still to a large extent a subsistence economy, partly as a result of institutional weakness and scarce manoeuvrability on economic issues, which together with a fragile social structure (deficiencies in the family structure and social roles) make any progress most difficult. The property structure also has a major influence on this situation: the sharing out of land by the Sandinistas (Reinhardt 1987; Anibal 1993) aimed to achieve greater social justice, but did not take into account that the new structures generated, given that the conditions of production for essentially a coffee monoculture require vast stretches of land to be viable, were destined either to the new trend to sell land or to a "kitchen garden economy" with no guarantee of sustainability. However, positive aspects such as the importance of nationality, the disposition towards sociability and political organisation together with the existence of social support organisms were also in evidence.

Nevertheless, if the problems that give rise to poverty, in some cases extreme, are not solved, the risk of social tension appears. To this end, a more integrated approach to solutions on the part of the administration would be of great advantage.

In this sense, the economic structure is of vital importance to Nicaragua, and logically, also to the Northern departments. The burden of foreign debt, the interests on which constitute more that 15% of the fiscal expenditure budget (Avendaño 2000 and 2002) should not be forgotten. This situation creates foreign dependency that determines and conditions the economic dynamic. This is reflected in the trade gap, with the slowing down of exports due to low internal production and scarce diversification. Likewise, foreign dependency has led to limited government investment manoeuvrability, which has been most acutely felt in investment in services with a direct repercussion on social welfare, reflected in the poverty of the country and the region.

The high costs of resources for production and the comparative advantages given to industries located in free zones (Agosín 2001), together with a financial market that finds it difficult to raise capital and designate it to investment in production reflect a lack of competitivity, especially in industry and agroindustry.

In spite of this situation however, Nicaragua, specifically the north, has natural resources that together with certain macro-economic aspects, economic liberalisation, reduction of the tax deficit, reduction in foreign debt and reduction of inflation (BCN 2000 and IMF 2000), are seen as clear strengths for future development.

Diagnosis of tourism system elements:

a) Territorial tourism resources and "tourism environmental units".

A total of 67 territorial tourism resources are to be found in the departments of Estelí and Nueva Segovia. If we apply the analytical integrated evaluation (López 1998), their total value amounts to 136.25, of which 44.67% are historical-monumental, 28.40% are natural-landscape, el 24.37% craft and gastronomy, and 2.56% folklore.

This implies that from an intrinsic perspective, these resources present medium-lower values, particularly the natural and craft resources, although their low level of organisation and planning somewhat lowers their value to tourism (Diagram, 2 and 3).The final hierarchy of the resources is obtained by multiplying the number of resources by the square of the obtained hierarchy, which

for the study area reaches the value of 336. In this sense, one positive aspect is that the variety of resources and their geographical concentration enables us to propose a series of five "Tourism Environmental Units": The town centre of Estelí; Miraflor-Moropotente; Tisey- La Estanzuela and its immediate surroundings; the town of Condega and its surroundings; and the town centre of Ocotal.

Furthermore, clear opportunities are also revealed, such as the increasing international interest in the potential tourism products available in the North; a favourable climate; interest in the indigenous cultures; and administrative support.

b) The markets: demand

The most remarkable aspect regarding this factor is the lack of knowledge about the country and the Northern region by the tourist demand (Graphic 1 and 2). This is attributed to a long absence of tourist information offices, and the image of a country affected by conflicts, natural disasters, illnesses, etc.The demand, in other words, the tourist visiting the northern region does not value the services provided as highly as the self-evaluation made by the sector workers. Likewise, the low national demand for tourism services (lack of promotion of the inland market) is presented as a setback or a weakness. This means that the lack of product offer leads to a significant section of the potential demand remaining undefined. To this can be added serious problems attending the increase in demand caused by the lack of structured products, which at the same time should be accompanied by support in services (health, security, etc.) in order to achieve a high quality stay. Despite all these drawbacks, the North presents some very positive aspects, including the fact that the region's clients value the service received more highly than that received by clients in the Pacific region.

c) The companies

This factor is notable for its lack of business culture, and predominance of micro-companies (Graphic 3), and at the same time determined by the high cost of technology, the absence of which means that work is done with obsolete or old technologies. This low level of innovation presupposes the continuation of traditional practices with deficient organisation at work, often manifest in overworked staff. This, together with a poor tradition of business associations, leads to limited competitivity between firms, the high costs of which foment the rapid disappearance of micro-companies. However, the commercial tradition is present in all the difficulties mentioned, and the possibility exists to create differentiating products by taking advantage of current legislation, although this legislation should be more realistic vis-à-vis the possibilities available to the local businessman or woman. The company is threatened by a series of problematics deriving from: the advantages provided in the free zones; the lack of organisational capacity; the slow pace of financial reform; the shortages in a code of good business governance. Deficient infrastructures are detected in the hotel and catering sector, particularly outside the departmental capitals and the gastronomic variety on offer is limited, despite the availability of many exotic local products. In part, this is due to a lack of knowledge by the population of these traditional values in the context of tendencies within the tourism demand.As for the administration, although laws do exist to encourage the tourism industry (Law 306, 1999), the requirements for very high minimum standards make then somewhat difficult to apply, to which must also be added the problems accompanying investment repayment.

The degree of commercialisation can be said to be low. This is affected by the few commercialisation channels available, the lack of experience in the sector and the lack of promotion. Likewise, the scarcity of companies and resistance to forming associations, with practically all business activity in the hands of two tour operators represent a major handicap for the local businessman or woman.

d) Factors that reshape the offer

The serious deficiencies in the way the territory is organised, in particular in the "Tourism Environmental Units" (TEUs), represent a major weakness. Likewise, there are no adequate "Main Identification Zones" (MIZs) or "Territorial Access Zones" (TAZs) in the town centres.

To this must be added the deficient road network, which shows very low densities especially in the main network, or the problems linked to water and infrastructures. Deficits in services are also significant, particularly in the scarcity of health services, due to low investment and high operating costs. On the other hand, the north to south axis provided by the Pan-American highway, together with low population density appear as important strengths for the North.

Nonetheless, certain aspects must be corrected because of the risk they present to tourism competitivity, such as the lack of coordination, undisciplined town planning, and problems over investment prioritisation.

CONCLUSIONS AND PROPOSALS

In conclusion and as a strategy design we can summarise that although the physical-natural environment in the northern departments enjoys favourable aspects such as low seismic risk compared with other regions of the country, or a better climatic indices, the demographic and socio-economic situation of the area presents serious hurdles to a balanced endogenous and sustainable development, to which must be added grave economic and productive fragility marked by existing financing models.

Against this background, based as it is on a local endogenous and participative development approach, the integrated tourism model may well provide an instrument to facilitate socio-economic activity.

However, in order to make this development possible in the departments of Estelí and Nueva Segovia it is necessary to improve the quality of the environment and its surroundings by bringing the basic infrastructures up to standard in the departmental capitals and at the same time designing and strengthening the "Main Identification Zones" (MIZs). Likewise, the road connections between the main "Tourism Environmental Units" (TEUs) must also be improved. This must all be effected under a local management plan so as to apply the principles of sustainable development.

These actions may at the same time facilitate the development of tourism products of this character integrated with the other activities. Products that may be created in accordance with the existing resources and with the existing demand in the region are: cultural products associated with craft resources (leather in Estelí), pottery produced using pre-Columbine techniques (Ducuale), archaeological resources (El Cebollal, Apagüis) or murals (Estelí); nature/ecotourism in Miraflor-Moropotente or Tisey; agrotourism based on the resources of tobacco (Estelí) and coffee in Miraflor; or scientific tourism, given the tremendous potential in biodiversity and the already existing facilities both in Miraflor-Moropotente (Ortiz and Barzev 2000) and Tisey.

However, in order to activate and convert these resources into products, employee training must be promoted, business and management training must take place in the small and medium-sized businesses and business organisations, with a redefinition of the concept of the business network towards a strengthening of its "relations" factor that takes advantage of both the tacit knowledge that forms part of the cultural wealth, and the explicit knowledge to come from globalised knowledge and know-how.

The configuration of these products should be accompanied by communication and commercialisation activities, both of which present major deficits. To do this, tourism know-how must be created on various scales in order to place these receptor regions in the potential markets.

Finally, in order to successfully implement the above-mentioned aspects, tourism policy must be optimised by means of public-private cooperation and partnership formulas, together with a commitment to promoting a greater awareness and involvement of the population in the development of tourism. Of the steps to be taken in tourism development, we highlight the following: to set up council-run tourism departments in Estelí, Ocotal and Condega; to create a register of craftsmen and women, and craft industries, in line with Law 306 (Art. 4.10.5); to set up a Chamber for Regional Tourism in Las Segovias; to promote new business projects that will champion the figure of tourism entrepreneur, for which new financing programmes will be needed that commit to improved design, presentation and viability of the investment projects and supported by the loan cooperatives linked to NGOs, as well as to the traditional banking system.

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Figure 1: Location of the area under study
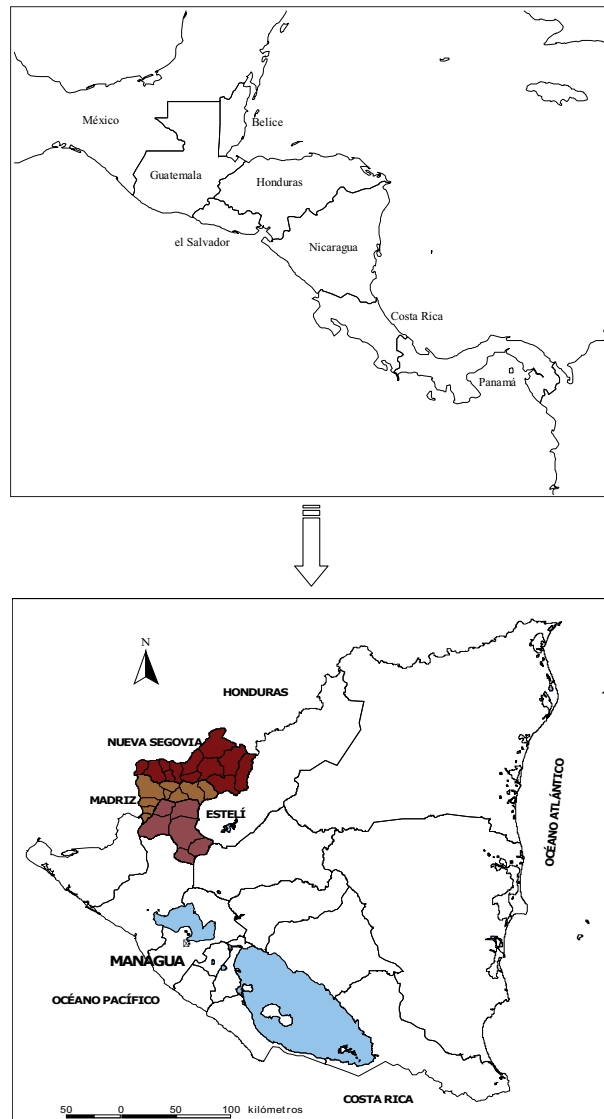
Source: The Author. Laboratory for Studies, Organising and Planning of Tourism Areas. Universitat Jaume I. Castellón

Diagram 1: System of integrated tourism development
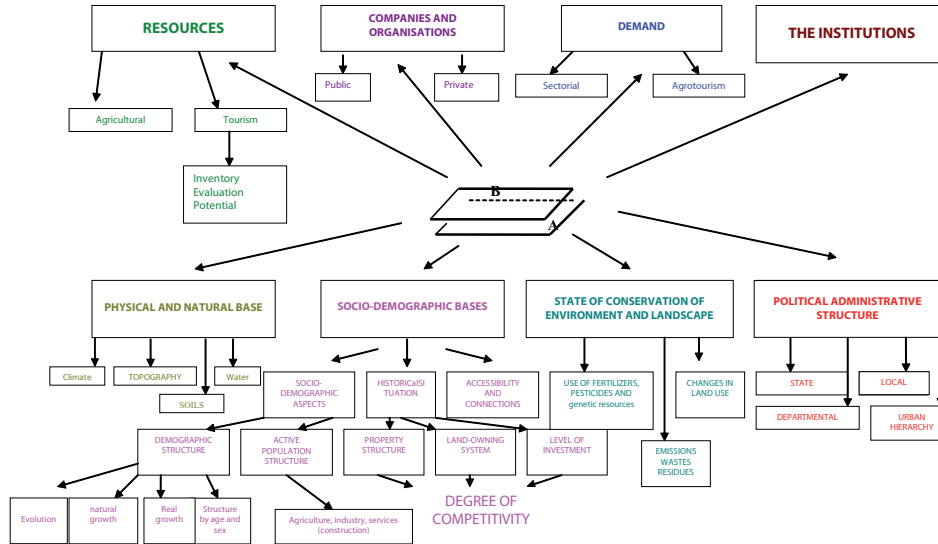
Source: The author

Diagram 2: Results of the evaluation of integrated tourism resources

Factors	Variable	Maximum score	Study of the area	%
Internals X	A- Intrinsic characteristics (specificity and singularity)	20	9.56	47,8
	B- Degree of arrangement and internal planning	10		
	B.1.- Infrastructures and degree of planning	(5)	0.99	19,8
	B.1.1.- General infrastructure	(2.5)		
	B.1.2.- Urbanization	(2.5)		
	B.2.- Tourist infrastructure and services	(5)	0.71	14,2
	B.2.1. Signaling and information service	(2.5)		
	B.2.2. Equipment and services	(2.5)		
Externals Y	C-External accessibility	10	5.64	56,4
	D- Evaluation of the resource in the tourist market and volume of demand that it generates	10	3.40	34,0
TOTAL		50	20.31	40.62

Source: The author

Calculation of primary hierarchy
J: X+Y x 5

   50

J: Hierarchy   X: Internal factors   Y: External factors

50: Maximum score of the resource
5: Maximum hierarchy of the resource

Diagram 3: The analytical and integrated evaluation of the tourist resources in the departments of Estelí and Nueva Segovia (by categories). Average value of the tourist resources.

Category	X Internal factors			Y External factors		Hierarchy index
	A	B		C	D	
		B1	B2			
Natural landscape	11.9	1.3	0.7	4.7	4.1	2.27
Historical monumental	7.9	0.8	0.6	6.1	2.3	1.77
Craft and gastronomy	11.1	1.1	0.8	5.6	5.1	2.37
Folklore and celebrations	7.5	1.2	1.2	4.5	3.0	1.74
Average total hierarchy	9.6	1.1	0.8	5.2	3.6	2.03

Source: The author.

Graphic 1: How well do you know the tourist resources of Nicaragua
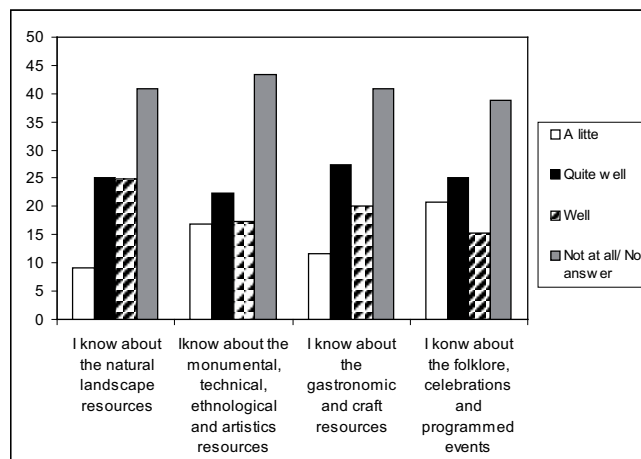
Source: Office for tourism studies (GETUR). Universitat Jaume I.

Graphic 2: How well do you know the tourist resources of the Northern Region of Nicaragua
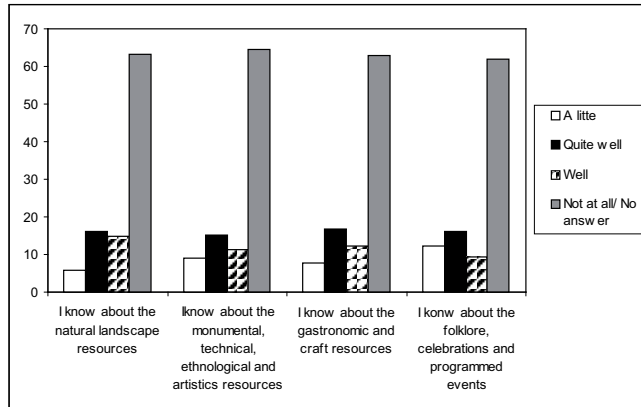
Source: Office for tourism studies (GETUR). Universitat Jaume I.

Graphic 3: Companies related to the tourist activity. Departments of Estelí and Nueva Segovia

Source: The author. Instituto Nicaragüense de Fomento Municipal (INIFOM).

Local Economies and Rural Development

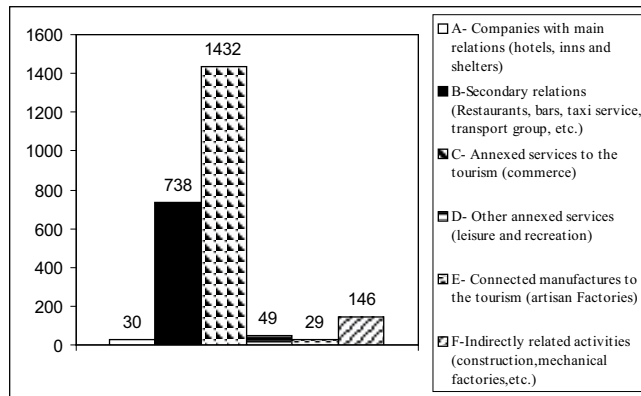# THE SYMBOLIC INDICATION OF HERALDRY AS AN APPROACH TO ENRICH TOURISM SOUVENIR (METAL BROOCH)

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Abstract

The research is based on the benefit from the study of the symbolic indication of heraldry through well known civilizations on the Mediterranean Sea.the importance of the research comes from its offering of the study of an important part for the aim of the development of innovated designs for souvenir metal brooch with the aim of the awareness of the young of the importance of the artistic heritage which may link periods of times and nations together and arguing the young on necessity of keeping it.

For this purpose the research follows the analytic experimental method through six steps the research first offered an idea about heraldry offering through it the definition of heraldry as well as an idea about its inception and colors and then it handled the historical development of heraldry and the pharaohs civilization across the well known civilization of the Mediterranean sea starting by heraldry of the ancient Egyptian civilization which is marked by its simplicity in stripping and summarizing the symbol which serves the suggested input in the research then the Romanic and finally the study of heraldry of the mamlokia much deeper than others Then thirdly it explains the kinds of heraldry whether it was official or private or others then it goes in four to the forms of heraldry with the simple or complex bodies showing in a table the forms. then in five it deepened in the symbolic indication classifying it into symbols.in six it offers an experimental approach to invest what the research reached on the study of the symbolic indication of heraldry and its enriching the designs of souvenir metal brooch depending on what the symbol of heraldry marked by from stripping summarizing and this is attached with the philosophy of the abstract school which is a base for the treatment of heraldry symbols with the aim of reaching new designs for souvenir metal brooch taking for this some constructional basis and others. Taking in concern the basis and ingredients forming metal jewels for preparing the best design as deletion and adding and exaggeration and zoom in and out and finally offering the results of the application of the suggested input and also offered many recommendations hoping that it will take its concern of study.

Key words: The heritage, Tradition, handicrafts, Souvenir of Tourism, Design of Metal jewelry

INTRODUCTION

The inherent day for the remaining aspects of past life found undenied effect for an ancient heritage that appears on the remaining manifestations of artifacts, coins and old buildings, to take some Heraldries symbols that draws attention to pay to watch this to question the continued existence and causes of proliferation and significance of its significance.

Heraldry is one of the most important monuments which tells the culture, customs and traditions and

systems of our society in an era of history, namely, (Mamluk). As they symbols or emblems, or seals that have been taken by the Sultans for themselves and those whom they trust the Mamluke, who were they referring to the emirate to show their qualities of strength and bully. Or to express what their assigned jobs or to be placed on all what they have to indicate the ownership and affiliation of them. (Christian, 1960,262).

The fact is that heraldry is not the result of the Mamluk era, but its historical roots stretch even further out of its inception, it goes back to the age of Pharaohs where it appeared in the form of badges associated with religious beliefs (Ahmed.F,1982,249). Heraldry has also emerged linked to other civilizations around the Mediterranean such as Greco and Roman civilizations, which came in the form of designed symbols on their coins of their currencies, (H.A. Seaby,1976,146)sometimes reflect the glorification of kings and highlights their achievements and the other on a record of specific events, and a third expressed the gods, (Esmaeel,1937,93). Heraldry emerged in the Islamic civilization in the form of banners and badges of wars a function of the victories and conquests of that era. Perhaps this is the historical depth over this great archaeological heraldry weight and high artistic value. (Ahmed.S,1982,23).

Heraldry were selected specifically as the subject of study in this research to its unique specificity of the idea of serving the research for the following:

- Heraldry is one of the elements that are rich in highly artistic which is shown in the diversity of the form between simple and compound, or the multitude quality of its symbols between that of animal plant and other inanimate objects as well as containing an element of writing especially in clerical heraldry, which include all the elements necessary for the formulation of a newly designed souvenir metal brooch "the topic of the research".
- Heraldry as an archaeological icons bear heritage of an era which is one of the most suitable souvenir elements that can be inspiring and in turn to give the souvenir metal brooch its importance as a souvenir that reflects our heritage.
- Great similarity in functionality between legal heraldry as badges used to denote the status of the owner, employment, or affiliation to the parent, and the souvenir metal brooch, which is also a sign placed on the chest for the roughly similar purposes.

From this point heraldry was chosen to be the focus of study in this research as it contributes in the development of this idea which is based on enriching the souvenir metal brooch by an archaeological value of the desire of those interested in archeology and heritage "tourists and visitors to our country" in the acquisition of it as a souvenir. This contribute in the preservation of this cultural legacy from loss and oblivion through the trading of these heraldry symbols as buckles placed on the chest as a sign of this inspired heritage.

Based on this the research problem is determined in the following question:

Can we benefit from the study of heraldry, and their heraldry symbols to Put an approach test to enrich the souvenir metal brooch with innovative designs combine originality and contemporary?

Research Terms:

Heraldry: Detects blazon of the word in the dictionary has found that the first two terms in the sense Range and mean rank or row (Saleem,1984) and the second sense means Heraldry and genealogy achieve and codification (Muneer, 1976).

Heraldry Mamluk is personal logo which bears a special meaning to take for himself at the Prince Sultan Tamir and unique to him solely because of the functionality that symbolizes the community holds in the royal court has taken the emblem refers to heraldry of knight or work (Y. Artin, 1982,12). The Sultan is used blazon symbolizes the special qualities of his name or whether the meaning of his name, and is often written blazon put him on all his or her property to indicate ownership and affiliation with (Mayer, 1933,7).

THEORETICAL AND METHODOLOGICAL APPROACH :
The research followed the pilot analytical method through six steps :
First: A note about heraldry;
Second: Analytical study for the design of Mamluk heraldry;
Third: Heraldry classification;
Fourth: The blazon symbolism of the of Mamluk's heraldry;
Fifth: An approach to a proposed pilot for the investment heraldry code to enrich designs of souvenir metal brooch.

First: a note About heraldry
The significance of old heraldry was different from that of the Middle Ages when they were linked to old beliefs and religions (ancient Egyptian fateful of fish as a symbol of life and symbol of the god Osiris and of the goddess Isis was symbolized by two fish facing each other with lotus flowers) (Gamal,1981,461). Also some tribes had banners bearing the images of their gods (Eagle emblem was chosen Force-day Hittites and the Greeks (Waheeb, 1976,126).
As for the middle ages heraldry were taken as logos of the jobs of the princes and also symbol of the strength and brave of the sultans. And often some of them contains the writing element, and they are also used as logos for the military groups with the purpose of distinguishing (Ali, 1998,116). Its importance reached the point that they became a right and a privilege owned by the princess and sultans only. As for the west heraldry were taken as logos for families and high ranked people and for the military groups or it came to symbolize an idea or a brave act or taken as logos for cities and countries (Ahmed.T, 1992,34).
And in spite of the important role of heraldry at this era it didn't have the suitable care of the Arab historians in the middle ages (Hassan, 1965,170). This showed that heraldry was a familiar thing for them so it was not worth for drawing their attention as the other common things at that time heraldry were engraved on the buildings of the sultans and princes and on their clothes and tools and were put on their own properties such as their kitchens of sugar and crops affairs and boats and flags and even on the clothes of the slaves, and on the cloth of horses, camels, swords, bows, pots and tools made of wood, metal or glass and others to show their ownership and it was also engraved on their currencies as a honor and privilege for them (Maisa, 1991,185). The importance of heraldry reached the extent that people draw heraldry of the sultan on their tools and hands if they admire their good actions (Ebraheem, 1980,324).

Second: Analytical study for the design of the mamlouk heraldry:
Heraldry is characterized by a unique design that is different from other badges and by analyzing the nature of the design of heraldry it was found that it has the following characteristics:
   •   Design specifications for the mamlouk heraldry:

The outer frame:
At the beginning heraldry were drawn without outside surroundings as heraldry of the well that appeared on the bridges of abub El Manga or as in flags and bladders then they became surrounded by a simple architectural frame which may be square, triangle or circle or tapered almonds at the bottom or labours or others and sometimes it contains two architectural forms or more.
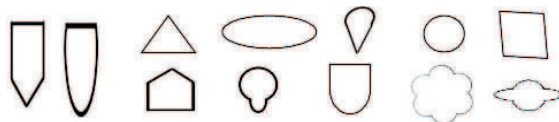
Perhaps the choice of the artist for the architectural form for designing the outside of mamlouk heraldry came from his desire to achieve the following:
- Making the architectural frame simple makes the witness to concentrate on the content of heraldry;
- Making the architectural frame of heraldry helps in limiting the inside lines whether they are vertical or horizontal or leaning;
- The architectural frame is characterized by being of calculated area so it suits any decorative area that is put on it begins from houses and ends with currencies and passing the different antiques without making any disorder in vision by the its inside with what surrounds it;
- Flexibility in changing the architectural frame gives a big chance for variation in the forms of the outer frames of heraldry which gives a kind of distinguishing among them.

The inside division:
The flat inside area of heraldry may be divided into one area or two areas or three areas vertical or horizontal the largest of them is the middle which is called Shatta (Ahmed A, 1974,67).

Perhaps the artist's unification of the internal divisions for mamlouk heraldry comes from the fact that:
- achieving the artistic unity and an artistic control in forming heraldry;
- Giving heraldry a unique character distinguished by a sultanic seal;
- Creating a distinguished system for the ordering of the internal symbols on the surface of heraldry that gains balancing.

The formal content (the content of heraldry):
The formal content of heraldry contains a drawing of a specific thing which may be animal, a bird, a plant or a tool such as the sword or others (So'aad, 1986,176), the artist deliberately drafted the symbol of mamlouk heraldry various draftings to suit variety of jobs of the mamaleek as well as the variety of the surfaces on which heraldry were put on whether they were related to the internal or external of the building.
(Elfat, 1981,37). so they took into consideration that the designs of heraldry suits the designs of these antiques. He had allocated the top place or enclosed it with a complement decorations for the shape of heraldry or made an extension for it with the other neighboring decorations or others (Mohamed, 1990,298).

Colour:
Heraldry consists of one color or more from the same color or it can contain various colours. (Hassan, 1965,170) The use of color became common in heraldry so it is called in Persia (ring) meaning color. This aimed at distinguishing among the similar functional heraldry especially among those of the same job (heraldry color here is to distinguish the owner of heraldry from others).
The important colors of heraldry are yellow, brown, cream, green,white and red in addition to the color of heraldry itself which is the color of the antique on which it is placed on (Ahmed. A, 1974,93).

Third :classification of heraldry:

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                          Heraldry
        ┌──────────────────┼──────────────────┐
        ▼                  ▼                  ▼
 according to purpose  according to form  According to formal content
    ┌───────┴───────┐    ┌──────┴──────┐    ┌──────┴──────┐
    ▼               ▼    ▼             ▼    ▼             ▼
 personal      functional  simple    compound  pictured   Written
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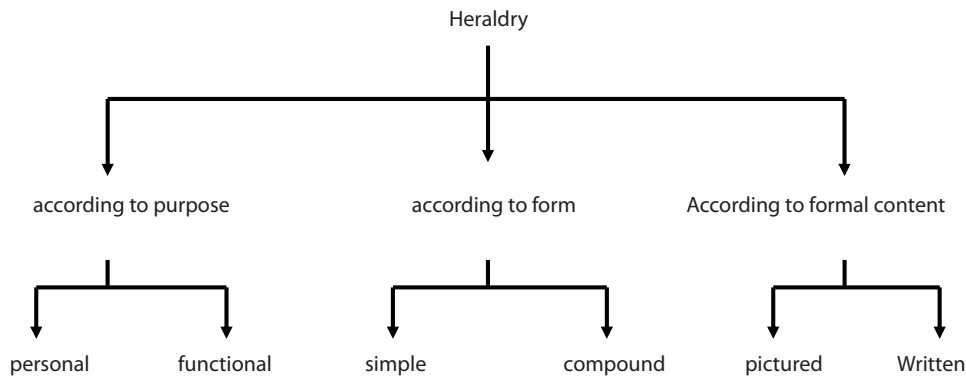
First : Classification according to purpose:
Heraldry are classified according to the purpose of its use into two kinds:

Personal Heraldry:
It is a special heraldry to identify its owner whether he is a sultan or a prince and it is often drafted with a figure that symbolizes its character or to what he owns from qualities as strength and courage and others (Ahmed A, 1974,92). Or they may be drafted to reflect the meaning of its owner's name if his name has a meaning (as most of the names of the mamlouk's sultans and princes were names of things or animals in the turkey, Parisian and titarin languages. Examples of this are: Baybars which meant the leader of panthers, Kalawwn which meant the duck, Twghan which meant falcon. Their names also refers to qualities such as slar which meant the striker (Ahmed A,1974,89) Form No (1).

Functional Heraldry:
They are heraldry that refers to the position or rank that the prince occupy and they were often awarded by the sultan to the chosen princes from the mamaluk that were used in guarding and managing wars (Abu El Farag, 1960,92). Where the sultan chose from them those who are skilled, promote him and award him heraldry that refers to the position given to him (Hassan, 1966,22). Form No (2).
It is worthy mentioned that the names of the court jobs mostly came from compound words of two syllabus one is Arabic (which refers to the tool used in the work and it is often the symbol of heraldry that refers to the job as the cup, the sword…) the other is Persian which is the word (Dar) which means the holder which means the holder of sword of inkwell or cup and so on. And the word prince often preceeds the word prince and he is the one who orders and has the authority and is used as a name for the job or to refer to a rank (Maisa,1982,77).

Second-Classification according to form:
Simple Heraldry:
It meant heraldry that have one motto or a symbol, That may be put on the (shatb) of heraldry or it may centre the outside of heraldry (on heraldry itself if it doesn't have a (shatb). And they were used by both the sultans and the princes. Examples are: heraldry of the lion heraldry of the eagle- the rink of the side twist and others (Ahmed A, 1974,87) Form No (3)

Compound Heraldry:

It meant heraldry that have more than one motto or symbols and they began by two signs from the era of the sultan Zaher Baybars albandkdary (658-667) (Ahmed A, 1974,92) then it ranged till the lonely heraldry contains nine symbols at the age of the sultan Al ashraf kaytabay (837-901).

From this we can say that compound heraldry were resembled at the beginning on the light of the personal heraldry for the sultan and the symbol which refers to his job in the court and then heraldry got rid of the personal motto of the sultan and became only containing the symbols that refers to their jobs which were varied by the transferring of the prince from one job to another, as it was accustomed that the princes didn't forget their simple jobs and positions but on the contrary they were proud of them (Martin, 1974,92) and this led to the multi symbols and this increases the ambiguity and complexion of heraldry. Form No (4).

Third: Classification according to formal content:-
Pictured Heraldry:

It meant heraldry that symbolizes their owners or their jobs through pictured symbols that refers to a certain known figure as the animal, the plant, intimate or tools or others from formal symbols. Form No (5).

Written Heraldry:

It is a kind of heraldry that were for the sultans only without the princes known as Shields or cartridges or written heraldry (Mayer, 1933,9). where heraldry mostly consists of circular shield or pear shape or lobular, often divided into three horizontal parts ad it didn't have any mark or pictured symbols as the other kinds but full of writings (Mayer, 1937,89)

The writing on heraldry consists often of some words that combine the name and the surnames of the mamlouks sultan, and some praising words. These words were written inside a frame and they may be in one line or three or more, (Abd El Raheem, 1986,261), where the surface of heraldry is divided into two parts or three or not divided at all. The words are ordered in unfixed manner where the upper part sometimes contains the sultans name, in the middle glorification of him and at the bottom calling for him. Form No (6).

Fourth: The blazon symbolism of the of the Mamluk's heraldry:

Every heraldry bears a special meaning that refers to the purpose of it and the following tables show the blazon symbolism of the of the Mamluk's heraldry. On the light of its kind of symbols whether they were animals, plants,birds or others:

THE Attached Tables

Table No. (1) : The blazon symbolism of heraldry with the symbols of animals

Shape	Symbolism	Classification	Heraldry	
	It was taken as a symbol of courage and composed force (Ahmed A,1974,85).	personal	The lion heraldry	1
	Fish was taken as a symbol of life in old ages and it was a motto for Isis and Osoris (Ahmed A,1974,87).	personal	The fish heraldry	2
	Heraldry of the job of (Ameer akhoor) who is the person who is in charge of animals (horses, mules, camels and others in the sultanic terms (El kalkashandy, 1913,461).	Functional (jobs of the sultan's services)	The horseshoe heraldry	3
	The sign of postal mule was taken by the princes in charge of mail distribution. And they took the mule as a symbol for them (Ahmed A,1974,78).	Functional (jobs of public services)	The mule heraldry	4

Table No. (2) : The symbolism of heraldry with symbols inspired from birds
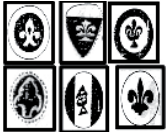
Shape	Symbolism	Classification	Heraldry	
	It was taken a symbol of speed, accuracy and cleverness. It came in different shapes, as it was drawn with one single head turning to the right or to the left,or drawn with two heads and also it may be with one wing or two flattened (Doris,1989,133).	personal	The eagle heraldry	1
	Most of them came in abstract decorations and above surfaces of interfering bows or circles (Ahmed A,1974,87).	personal	The duck heraldry	2

Table No. (3) : The symbolism of heraldry with symbols inspired from plants

Shape	Symbolism	Classification	Heraldry	
	Some people see it as the Egyptian Lotus that was exposed to some kind of modifying and abstracting that gave it the shape of lily (Abd El Raheem,1986,222). And The French called it as Farancisa after being admired by it and after seeing it on the cloak of Louis the ninth.	personal	The Lotus or lily or Farancisa heraldry	1
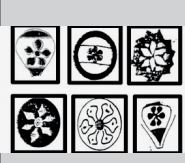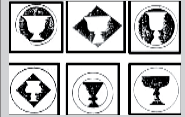
Shape	Symbolism	Classification	Heraldry	
	Came a lot on artifacts either alone or combined. It goes back in origin to the Islamic era. As the Kalkashndy mentioned that the logo of the sultan of Yemen was a red flower in a white surface (Paul, 1964,22).	personal	The flower heraldry	2

Table No. (4) : The symbolism of heraldry with symbols inspired from tools

Shape	Symbolism	Classification	Heraldry	
	Heraldry of the job of (Ameer dawadar) that means grasper of inkwell and it was the job of this in charge of the sultanic writings (Hassan,1965,519).	Functional (Jobs of sultanic services)	The inkwell heraldry	1
	It was taken as a symbol for the job of the prince (shrabdar) and he was the Legs of the sultan and he was chosen with great care from the honest employee (Paul,1964,24).	Functional (jobs of sultanic services)	The cup heraldry	2
	Heraldry of the job of (ameergmdar) he is the person who is responsible for the Sultan's clothing (El Maqreezy,1943,344). The gemdar is a compound word that means the holder of the clothes and it was a piece of cloth put on it another piece to look like the gamma and it was termed to be drawn as a square with high corners or a rhombus that resembles the piece of cloth (Hassan,1967,59).	Functional (jobs of sultanic services)	Side twist (elbquga) heraldry	3
	Ameer albandakar and he was in charge of managing wars and the bow was taken as a symbol for his job. It was found engraved on buildings in a vertical position alone or accompanied with two arrows on its right or left (Esin,1985,186).	Functional (military services jobs)	Heraldry of a bow	4
	Heraldry of the job (Ameer salihdar) is the job of the person who is responsible for overseeing the weapon dump cleaning and distributing them in war times (Abd El Raheem,1986,302).	Functional (military services jobs)	Heraldry of the sword	5

Fifth: An approach to a proposed pilot for the investment of the code of heraldry to enrich the designs of souvenir metal brooch:

An approach proposed:

In the light of the previous study of the Mamluk blazons SCHOLAR tended to put the entrance to benefit from a pilot study to enrich the symbols Alrngkeh metal brooch, a newly commemorative designs combine originality and contemporary. the proposed entrance on two main axis:

The first axes: The design

This link is linked to the preparation of design of souvenir metal brooch and uniforms must be formulated in a special manner to ensure the following:

Distinctive characteristics memorial inspired by symbols of heraldry.

Suitability for formulation of the existing mineral composition of the metal pressing and wizards Balastenbat Alcecchelih handmade metal processors and different color.

To ensure this should be subject to the following:

- The design is based on the inspiration of the symbols heraldry all organic components and engineering and clerical.
- To be addressing those elements in the light of the investment basis the construction of a design like (delete, add, Shorthand, Abstract, etc) (Ehab, 1998,157:192).
- The formulation of the design introduced should be on the light of the awareness of the specifications of the designs for the shape of mamlouk heraldry which include (the general framework, the internal division, the graphic content) aiming at the originality of the design of the brooch and giving it the memorial capacity required.
- It is taken into account in the formulation of Construction Design that it is based on the basis of the component of the formulation of jewelry as its suitability in terms of aesthetic, technical and functional values as well as taking into account the economic and humanitarian factors. (Zainab, 1996,15:22).

The second axes: Drafting:

This axis is related to carrying out the ready design using for this some methods of metal forming according to the following steps:

The first step : the metal forming using the pressing nails:

The pressing stamps are prepared on the light of the prepared design which is inked in white and black and which on it the leading and cavernous spaces are fixed for designing the brooch. Product No (1)

The second step (Processing the compressed flat surfaces using manual metal forming).

Embodiment of the flat compressed surface of the brooch using visual methods to develop a handheld metal aesthetics unintended flat-ROM for the brooch in order to achieve innovation and modernity in its formulation This is done through the following methods. Product No (2).

Bending: Curvature of the slide is cleft in multiple directions with a view to impacting written decorative aesthetic resulted from operations for the overlay and juxtaposition and contact between those segments and compressed surface. Product No (3).

Wrapping: Slides are wrapped in trends and different axes to emphasize the linear rhythms, to reconcile and achieve aesthetic value.

Filing: Using filing on the outer edges of the compressed surface or some interior spaces forming it, taking advantage of the different diameters and volumes of different files with the purpose of creating rhythms iterative regular or irregular basis on the surface of the brooch.

Addition: metal surfaces in a different color type and body were Added, to flat-ROM to the diversity of formal color and aesthetic oversight in the newly created brooch.

The third step (color processing)
The deep spaces on the compressed surfaces are colorly processed using the following method:

Oxidation using chemicals: Oxidation was used to effect gradual color changes between dark and light on the flat-ROM by interaction with chemicals, according to the special equations and we must take into account that the color of the metal varies with the duration of its stay in solution, giving the desired color effects that highlights the best areas in the deep of the flat-ROM. Product No (4)

Form No. (1) Personal heraldry

Form No. (2) Functional heraldry
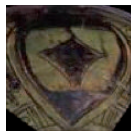
Form No. (3) Simple heraldry

Form No. (4) Compound heraldry

Form No. (5) Pictured heraldry

Form No. (6) Written heraldry

Product No. (1)

Product No. (2)

Product No. (3)

Product No. (4)

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"ESTABLISHMENT AND REHABILITATION OF A SPECIALIZED ZONE THAT ACCOMMODATES THE LOCAL GLASS INDUSTRY AS ONE OF THE CRITICAL HERITAGE INDUSTRIES IN EGYPT"

Yasser Saeed Mohamed Bendary[1]

PHD the Development of New Tourist Patterns Based on the Common Values of the Mediterranean Area

Abstract

Problem of the research:
1. Closure of many factories of local glass and deportation of many of its workers and technicians as a result of the lack of support to this ancient heritage industry.
2. Spread of the residential areas around these factories reduced the opportunities of their existence and development as a result of having the population.
3. The tourist areas lack single patterns of tourism and some small industries like the local glass.

Importance of the Research:
1. To maintain the identity of the region while optimally using the real resources in creating the relation between man, industry and place.
2. developing the local glass industry as one of the main heritage and tourist industries in Egypt.

Objective of the Research:
1. Contribution to prepare a study to establish and rehabilitate an area that accommodates the glass local glass industry as one of the main heritage industries as a contribution to establish a distinguished tourism pattern (through the tourist survival of these small industries), while preserving the pattern of the region and population, and exploiting its resources.

Hypotheses of the Research:
The scholar supposes that by establishing a specialized area to accommodate the local glass industry, this will contribute to maintain the identity of the region and contribute to develop the local glass industry as one of the main heritage and tourist industries in Egypt.

Key word: Establishment a specialized zone(Local Glass) in Egypt

INTRODUCTION

Under the decline of many heritage industries that are by nature the main tourist constituents in many of the world countries, it was necessary to pay attention to one of the most important and critical heritage industries in Egypt; namely, the local glass industry, which is one of the main constituents of the civilization heritage that the ancient Egyptian civilization left to us, and tourist is one of the most prominent speakers of the Egyptian civilization, with the attention of integrated Relayion Tourism to show the elements of civil heritage as one of the modern tourism constituents in its distinction. As a result, the research paid attention to the study of rehabilitating and establishing a specialized area that accommodates this industry as one of the main heritage industries in Egypt.

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THEORETICAL AND METHODOLOGICAL APPROACH

The Research theory is based on the construction of a new pattern of integrated Relational tourism, which is the tourism of heritage industries (local glass industry) in Egypt, since it is one of the most critical heritage industries liable to die out as a result of negligence. It is a tourist industry although tourists in Egypt prefer it during their visits over the visit to other monumental areas. In addition, the attention to the new pattern of tourism would help maintain the identity of the region in terms of the establishment of an integrated area that combines the craftsmen, industry and tourists, which would contribute to keep a pattern of the heritage industries region, and would also contribute to use the true resources of this region well because such an industry would keep the place environment because its main resource of materials is the glass wastes including the bottles and packs. This would help to create a relation between man, industry and place.

Therefore, the idea of the research was based on two main principles as follows:
- Study of establishing an area to accommodate the local glass industry in Egypt.
- Study of the means to rehabilitate the area that accommodates this industry.
- First: studying the establishment of an area that accommodates the local glass industry:

This requires a preliminary combined study of the establishment components including (the selection and conditions of place, virtual area of the place work, required buildings, study of the requirements for the local glass industry)
- **Second: study of the means to rehabilitate the area that accommodates this industry:**

The research did not only examine the establishment of an area to belong to the workshop and factory owners, the study was also based on the consideration that it is important to have an area affiliate to a single department that can maintain this industry against deterioration and decline, and to enable that department to control the type of products and efficiency of the tourist service provided, and can rehabilitate and train the workers and technicians so that it can be able to compete in the international markets.

From this standpoint, we highlight the importance to rehabilitate the area in the way that matches the importance of its establishment.

Importance of integrated Relational tourism for the size of international tourism to Egypt and the Mediterranean countries:

Egypt is one of most prominent world tourist companies due to the abundance of its stock of heritage and natural tourist sites, since Egypt has one third the renowned monuments allover the world, so it is one of the main sources of the national income in Egypt because of the following:-
- Tourism in Egypt now represents a percentage of 11.3% of the gross domestic product.
- Tourism in Egypt represents 40% of the total Egyptian non-goods exports.
- Tourism in Egypt represents 19.3% of the foreign currency revenues.
- The number of tourists who visited Egypt reached more than 9.79 million tourists in 2007 AD.
- Egypt ranked the 58th internationally out of 124 countries on the indicator of tourism competitiveness.

With the importance of Relational tourism in the international tourism network, we note that the Arab countries don't pay attention to such tourism as follows:
- Tourism in the world becomes (Relational tourism represents 82% while the other tourism is representing 18%).
- Relational tourism represents only 42% of the total in the Arab countries, while the distant incoming tourism to it represents 58%
- In 2002 AD, the number of world tourists (714 million tourist) where the whole Middle East percentage of them is about only 23 million tourists.

- The expectations of the world tourism organization confirm that the percentage of Arab Relational tourism will decrease in 2020 from 42% to only 37%, while the percentage of distant tourism will increase to reach 63% .

All this lack of attention to Relational tourism and its Integrated, in spite of the expectations of the world tourism organization that the number of world tourism increase to one milliard tourists in 2010 and about 1561 million tourists in 2020, and the tourism revenues are expected to increase by 1550 billion dollars by 2010 and about 2340 billion dollars by 2020 AD, In addition, the international tourism and travel council confirmed that the tourism sector may save 10.5 million jobs, equal to 10 percent of the total manpower in the Middle East and north Africa in 2009 AD. In spite of all this, the share of Egypt out of the total international tourism is very low in spite of its large heritage and natural tourist sites and great treasures. In addition, the world tourism organization confirmed that the Arab Relational tourism is expected to increase by 2 and 6% this year, since the population who economize in expenditure as a result of the world financial crisis and fear the (H1 N1 flu virus) prefer to travel in the Arab region because of the limited spread. Therefore, the opportunity of Relational tourism in Egypt and the Mediterranean countries becomes possible and greats as compared to the like in the other countries. Consequently, the importance of Relational tourism, especially for Egypt and the Mediterranean countries becomes clear in being more tourist revenue generating as indicated by numbers before, in addition to the positive effects of Relational tourism for the Mediterranean countries in increasing the cultural and social communication and increasing the commercial and industrial cooperation.

The tourism industry depends on a main core which is the attraction of tourists, and this core has become an art and science related to all service utilities in the single country and the means of attracting tourists varied, and are no longer limited to the visit of museums and monumental areas. In addition to the cultural and monumental tourism in Egypt, new tourist patterns appeared and have come to address wider categories of tourists allover the world including the religious tourism, therapy tourism, recreation tourism, sports tourism, art tourism, and festival and conference tourism.

 As a result, this research dedicated attention to the cultural tourism of the civilized heritage of the crafts and heritage industries in Egypt in particular, and the Mediterranean countries in general due to the role of Egypt in discovering and developing these industries. By its coastal and desert borders, Egypt constitutes a main tourist attraction mass and selected to be the first center of attraction on the world tourism map since its location occupies the heart and nexus between the world continents. In addition, the geographic location of Egypt with its civil and historical depth as a cradle of ancient civilizations occupies a good position, which adds to its tourist presence a unique advantage that makes it an important and variable destination that attracts the movement of world tourism to satisfy the needs of the different nationalities whatever their cultures and tastes are.

Local glass industry as a main heritage craft industry with cultural tourist effect for the civil heritage and as an important source for the development of integrated Relational tourism in Egypt:

Local glass industry pays attention to the production of small glass art units by Blowing it (free blowing or blowing in moulds) by remolten the glass breaking wastes through melting, especially the waste color medicine glasses and soft drinks glasses (since their mixes are easily melted) in furnaces like those used by the ancient Egyptian in producing the old Egyptian glass, which imparted this industry with a distinguished heritage tradition (because it is like glass industry at the time of the ancient Egyptian civilization), and this is among the main attractions for the tourists because they see an ancient industry that is approximately similar to the ancient Egyptian glass industry .

The nature of these finished units are characterized by their small size and low quality because these furnaces and the holes from which the melted material will be taken are small, to maintain temperature in the furnace. In addition, they are full with air bubbles and impurities because of the bad melted materials

entering the furnace, which imparts it with unique nature in being like the ancient Egyptian glass with impurities and bubbles, which gives it original heritage form.

With the importance of such industry to Egypt "the origin of this industry" as one of the heritage crafts industries which tourists consider to be (inspirational form) for the Egyptian glass industry, because Egypt is the country of origin for such an industry in the ancient Egyptian times. The *Science* magazine published that glass industry began in Egypt in the Bronze Age; that is, approximately 1250 years BC, which got the tourist to enjoy the vision and watching of this craft and integrates with it as if he lives this era. With the importance of such an industry as a tourist heritage, it was our duty to pay attention to it, not only by paying attention to the presentation of the products of such an industry to tourists, but through the attention to the industry itself, especially with the decline of such industry. This got us to hope to establish an area that can accommodate this heritage industry which is the main and only savior from this decline.

Among the main reasons for establishing a **accommodates** area that such a heritage industry to prevent the decline of this heritage industry is the following:

- Decline of many local glass factories and transformation of its activity into other activities because they are not able to face the (technical, management and financial) problems of industry.
- Many workers and technicians escaped this industry because of the lack of social or health care, especially with their suffering of heat and their direct treatment of melted glass and their lack of awareness or sufficient training to take all the required factors of safety.
- Lack of training authority for the coming generations, which generates a problem because the working and technical generations are not feed with new generations.
- Lack of technical or administrative supervisor on the producers of this industry, which results in technical, administrative and marketing deficit of these products that the competing ones.
- Increase of charges imposed by customs and taxes imposed on the products of such an industry, although it is a strategic manual industry for tourism, and the shortage of export support percentages by approximately 50% on the other glass industries.
- Lack of good and new marketing competing outlets.
- Lack of central area[2] where this industry can be concentrated, and some of the main local glass factories are based in the area of tombs in Cairo, which requires their transport to an area with good marketing and tourist qualifications.
- Movement of the residential areas around these factories reduced the opportunities of their presence and development as a result of the population.

Form and Nature of the current factories and workshops:

The form of current factories is like the old workshops in terms of area, since the area is within no less than 100 square meter and exceeds this. This contains in average four double furnaces (melting furnaces with small adjacent cooling rooms), while there is a place for cool decorating the surface of some products, and a place for the gas pipes and another one to store the materials and products, and simple formation tools are used (formation crucible, tweezers, scissors, steel squares, simple mould).

The production area is the same exhibition area for the products finished in the current situation, and products characterized by being small glass art units are produced, like cups- vases- urns- bead- lobes.

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2 [0] *Although a compound area for the factories and workshops of ceramic in Egypt succeeded, they are mainly established to maintain the environment (using natural gas as a fuel), and the area was not accommodated as an accommodates area, although the combination of workshops and factories in one area succeeded.*

Figure (1) some forms of the current workshops and factories
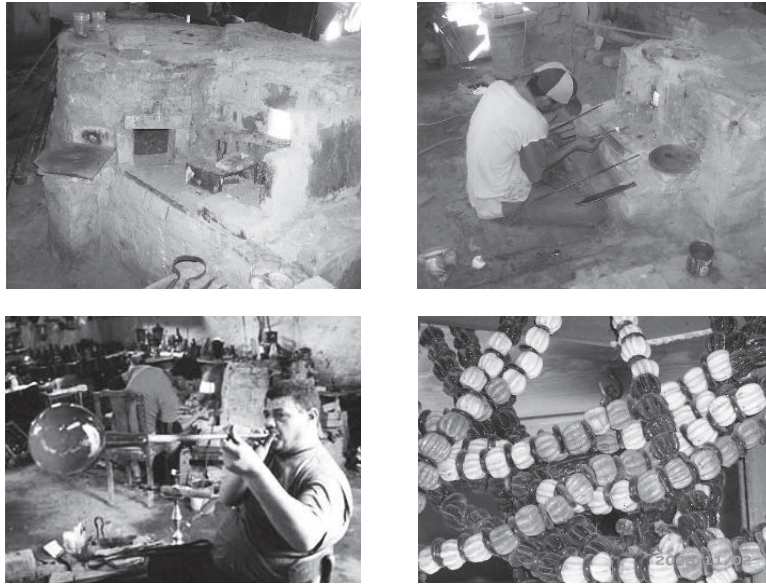

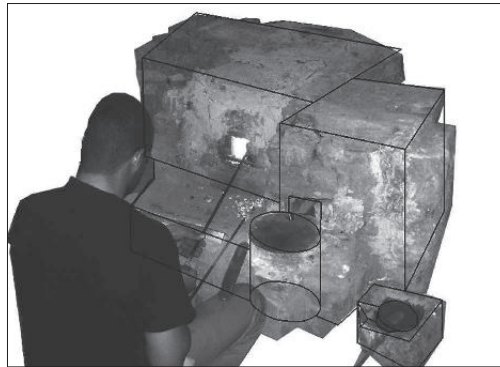*Figure (2) some forms of products of the local glass industry*

Figure (3) form that indicates a melting furnace with an adjacent cooling room
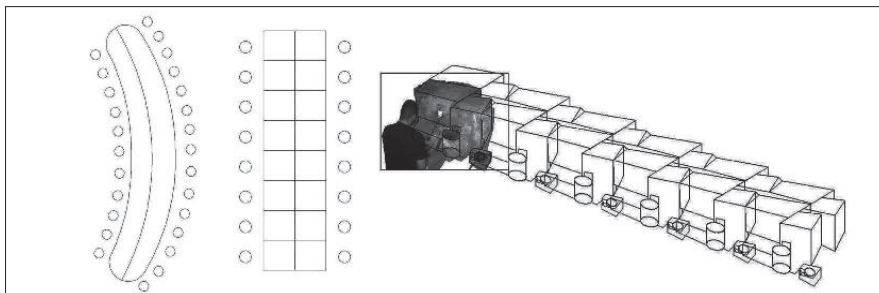
Figure (4) proposal for the form of a set of adjacent melting furnaces in the production area of the accommodates area
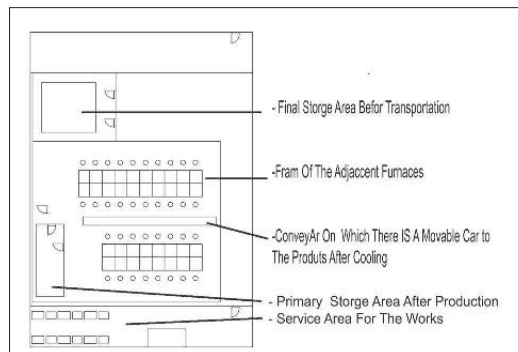
Figure (5) proposal for the production building for the accommodates area of the local glass

Properties of the accommodates area for the local glass industry:
Conditions for selecting the accommodates area:
- Close to the area of tourism concentration in Egypt and Giza
- Location in an uninhabited area because of the easy transport from and to it.
- Availability of natural gas as a main source of fuel
- Availability of water and sanitary services and means of extinction required with a general sewage\ industrial drainage network and guarantee of safe recycling and utilization of wastes.

Proposals for the place of accommodates area in Egypt:
The researcher proposes several areas to establish the accommodates area for such heritage industries, including, for example: Al Fustat Area (Cairo Governorate) next to the ceramic area- area of Kafr El Jabal beyond sphinx (Giza Governorate)- area of Badrashin (Giza Governorate)- Hadabet El Haram (Giza Governorate) - ..etc.

Area of the accommodates zone: between 10:20 km^2
Buildings and departments to be established and effected in the area:
- Main office building: This contains total management (for the place, activities, tourist services and material and human resources "for each corporation there are separate specialists").
- Small office building for reservation and marketing: This contains the marketing department to increase the number of tourists to the place (foreign marketing to the Mediterranean countries and Arab countries- and domestic marketing for the schools, organizations and companies).
- Small office building to market the products: department of products marketing and opening new outlets since the export of products is mainly made to France, Belgium, Italy and some Arab countries, while the target is all the Mediterranean countries and Arab countries.
- Office building for technical and technological training and human development: development department and training to the new and old technicians and workers, administrators and providers of tourist services.
- Building to prepare and store the material: managing the receipt, cleaning, sorting, classifying, grinding and storing glass.
- Many factory buildings: Where many buildings inside are established to include a multiple mix of melting and cooling furnaces and places of products ornamentation. They are gradually increased according to the stages of factory transport from their places and the possibility of finance.
- General exhibition building: Where the finished products are exhibited as a sale outlet to the accommodates area.
- Building for exhibiting the technicians skills: Where a round theater is established to have a furnace in the middle as a live exhibition tool for the skills of workers before tourists.
- Building of "design and we can make what you design": Since the tourist makes a simple design and the artist or technician makes it[3].
- Museum building: Building that includes some glass monuments which are imitated by craftsmen.
- Technical office building: department the function of which is to make a technical office for the place to design and develop the products, and its methodology depends on the design of independent products like cups, urns, and products with constructive structural nature like the lighting units.

The function of this department is to improve the image of the Egyptian tourist product on the international level, and working to achieve the highest level of quality in the services that the tourist receives.

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3 [0]There is in the corning museum a department similar to this one ("Design and we can make what you design")

- <u>General parks</u>
- <u>Restaurants and cafeterias</u>
- <u>Services buildings, communication services and ATMs</u>
- <u>Car parks</u>

Considerations for the establishment and rehabilitation of a specialized area that accommodates the local glass industry as one of the main heritage industries for the integrated Relational tourism in Egypt.

There shall be an Egyptian tourist plan for the area that accommodates the local glass industries since the following shall be taken into account:

Environmental Considerations of the place:
- Selection of proper and suitable architectural planning of the selected area .
- Leaving a proper green area of no less than 60% of the total area around the places of industry to absorb noise and gases emitted from the combustion process.
- Making tracks lines for the manufacturing processes (transporting the fuel, products, materials and storage) so that they do not contradict the track of tourists.
- Providing the safe clothes to the technicians and workers including the fire resistant clothes and gloves and eye protector.
- Inviting the regional and international organizations to cooperate with the local apparatuses to develop and maintain the green areas.

Finance Considerations:-

Trying to secure the required finance from the public and private sectors. This can be adopted by the Egyptian government as a supporter, so it will be commissioned to financiers from the private sector while adopting the sponsors' policy (to the quality and quantity) of the advertisements required for the project.
Establishing special projects that supplement the tourist activity in the field of service provision (nutrition and beverages- transport- health insurance- advertising and publicity in the festivals and parties…etc.)

Marketing considerations (Mediterranean countries- Arab countries):

Marketing shall include the areas of the Mediterranean Area and Arab countries by opening specialized sale outlets in the airports and in the tourist areas in every country, by following the strategy of development through <u>the following of one of the two suitable methods or integrating them:</u>
- **Means of concentrated development**. This is done by (controlling the market through the outlets of the accommodates areas and market development) (penetrating new markets so that they become affiliate to the accommodates area), and product development (development of the current commodity in addition to new properties- change of forms and sizes).
- **Means of development through diversity**. This is made by concentrated diversification (addition of new products related to the products to be produced), and horizontal diversification (production of a new commodity to the current consumers using new technology in this regard), and compound and massed diversification (addition of new products to new layers of consumers).
- Need to more agencies of tourist attraction in the Mediterranean countries
- Establishing specialized sale website for the finished products, while exhibiting them and the like from the heritage of the old Egyptian glass to confirm the Egyptian culture through the product marketing.
- Establishing specialized media company that shall present television programs to be aired on the international channels in Arabic and different foreign languages.

Considerations of tourist safety:

Approving proper measures to secure the safety of visitors with the aim of ensuring the growth and prosperity of tourism (especially the measures of tourists security with the protective tools during the field visits to the manufacturing processes).

Considerations of Manpower:
- Invitation to establish a regional center in the **accommodates** area to train and educate the technicians
- Establishing a specialized technical office to design and develop the glass products
- Establishing specialized department (glass, furnaces and moulds specialists) for scientific research in the industry problems.
- Teaching the methodology of glass local glass industry on the technical secondary to graduate qualified technicians for efficient practical training.
- Establishing a specialized institute for high studies to develop the local glass industry as one of the main heritage industries for the integrated Relational tourism in Egypt to solve the production problems.
- Establishing an institute to train and teach the providers of tourist service on the cultural tourism of the specialized heritage industries.
- Establishing many departments (marketing- sales- purchases- stores- planning- production- customer service- technical office) to follow up every activity separately according to the concept of international quality system for the industrial.

Design and production considerations:
It shall be taken into account that the design of units and products be made through:
- Design of product of one item
- Design of product of many items and compound glass units
- Design of single models with variable sizes (family size- medium size- single size)
- Design of many (variable family) models (number of family units- single number)
- Design of models with variable colors (many colors)

The following considerations of production shall be taken into account:
- Design of furnaces similar to the old Egyptian furnace to be able to confirm the integrated of the tourist with the industry (like the imitation of glass industry in the ancient Egyptian)
- Designing proper and suitable tools to the technicians according to the modern systems (ergonomically and environmentally)
- Applying the international quality systems for the industrial on the factories of the **accommodates** area

Results of the Research:
- **A** preliminary study was prepared on the establishment of a specialize accommodates area to the local glass industry while confirming its importance as one of the heritage crafts industry with cultural and tourist outcome to the civil heritage as an important source to develop the integrated Relational tourism in Egypt.
- **The** research contributes to establish a unique pattern in integrated Relational tourism in Egypt for one of the main heritage crafts industries in Egypt and the Mediterranean countries, which is the local glass industry (through the tourist integrated with these small industries) to maintain the pattern of region and population and to exploit its resources.

Recommendations
- This study can be utilized in establishing specialized **accommodates** areas to many heritage industries with tourist outcome as a main source for integrated Relational tourism development in Egypt like the (local ceramic, arabesque, …..etc) industries.
- The research recommends to establish a specialized **accommodates** village for the heritage industries in Egypt to accommodate many of such heritage industries so that they are integrated in the international tourism map to maintain the pattern of the region and population, and to exploit its resources for the development of the integrated Relational tourism (through the tourist integrated with the small industries).

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DAILY LIFE PHRAONIC PRODUCTS & CIVILIZATION NEGOTIATION AND ITS ROLE IN INTER TOURISM DEVELOPMENT

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SUBJECT OF THE RESEARCH

In the few recent years globalization is trying to unify the style of consumption and the behaviour of individuals, that came always against the identities of nations , that also have its impact on the traditional values & original cultures in many of countries.With the beginning of the third millennium, also with the spreading of many contemporary concepts such as crash of civilizations, Integrated Relational Tourism (IRT), and Cultural heritage …..etc.

That leads to changes in ideas and new philosophical point of views to integrate civil communities throw establishing partnership in the human, culture and social affairs.

We are in agreeing with the idea that cultures and identities are considered the basic factor for integration and partnership among nations.. The eye of the cultural heritage is on the sustainable development of the humanity, and protection of the common culture memory. That through field activities of people all over the world .also it aims at the commutation, cooperation & coordination among the Mediterranean Nations.

Deeping the common understanding came through supporting cultural heritages, which can offer new opportunities to nations to be aware of the importance of their cultural heritage, so many sustainable efforts have to be done to listen and to learn from others with respect and honor in one hand, and search for common backgrounds of dialogue on the other hand an, in this respect we find in the Holy Quran:

"You who believe! Keep your duty to Allah and fear Him, and speak (always) the truth"
(Surah 33 Al-Ahzab 70)

We have to start participation in a positive way through the emphasizing role of ancient Egyptian outputs on the Mediterranean tourism and working hardly to support it through the Integrated Relational Tourism (IRT). That can give us as Egyptians the motives and opportunities to put great investments in the cultural & tourism sectors, but that is in need of the desire & willingness to put this new millstones. the Holy Quran says:

"O mankind! Have We created you from a male and a female
and made you into nations and tribes that you may know one another."
(Surah 49, Al-Hujurat)

The power of western societies has to encourage us to reactivate our original identity cultural heritage to explore its relation with the third millennium concepts.

OBJECTIVE OF THE RESEARCH

This research discuses the necessity of looking at the Ancient Egyptian Civilization and its outcomes mainly the daily life products in a contemporary philosophical perspective to give the Mediterranean tourist the opportunities to insight the embodied features in the Ancient Egyptian day life product to prove for himself that it had been

created & designed according to what he knows as modern Sciences & Technologies created and developed by the western culture. On the other hand it emphasizes on that idea of supporting the integration Mediterranean people to reduce possibility of the civilizations crash and supporting a new cultural dialogue through a group of Case Studies of the ancient Egyptian day life products analysis. The participation in the civilization heritage for sure will lead to the participation & grate process of socio\ economic development of the Mediterranean nations.

INTRODUCTION

From a tiny rivulet east of Lake Tanganyika, the Nile flows through mountains and desert, then fans out in a marshy delta at the threshold of the Mediterranean sea. Within a narrow valley flanked by fringes of the Sahara, the land blooms with life.

Beyond, the seemingly endless sands being. This slender lifetime nurtured one of the first of humankind's great civilizations.

In such a setting even crude implements and a modicum of work could produce an abundance of food. Thus, among the stone knives, scrapers, and arrowheads found at riverside campsites of 13,000 to 10,000 B.C., archaeologists have found sickle blades that hint of harvests and grinding stones that might have been used to make flour out of wild grains.

LIFE ALONG THE NILE

For centuries, little change for the farmer who plied his ancient track, dipping up the Nile with a wells weep called a "Shadoof". Kings might rise or fall. But each year he planted his seeds to the rhythm of the river.

"So plow the fields, and you will find whatever you need, and recive the breed from your own threshing floor,…." a homily from a new kingdom text characterized the rural life of egyption civilization. As soon as the floodwater receded in septemper farmers hitched oxen to wooden plows that took only a shallow bite of the soile least it dry out in the sun. sowers showered the newly turned earth with seeds of wheat,then turned herds loose in the field to trample them in.As the seedlings matured, farmhands tended the crops with wooden hoes. for thousands of years, throughout the centuries of the old and middle kingdomes, the farmers watered the sunscorched fields by means of grids of shallow ditches and mud levees. During the new kingdome, as we mentiond before, the Shadoof figure (1) – a simple bucket and sweep lifted Nile water to fields high above the river. But even with this innovation, a man might labore all day and water less acre.

Figure. 1: The Shadoof

At harvest, woden sickles with flint blade bite into ripened stalks of grain. Wooden pilchforks tossed the heads of wheat onto the threshing floor as farmhands celebrated the bounty with spirited worksongs. Round and round the oxen plodded, looseninusks from grains so that winnowing could separate the two, "tread it for your own good," a drover consoles the beasts in an ancient text. 'your masters get the grain and you can eat the straw".
The fruits of field, vine, pasture, and archard supported a pyramidal economy: farmers at the bottom, the traders and skilled craftsmen – carpenters with their metal saws and drills, sculptors wielding chisels figure (2), jewelers figure (3) and goldsmiths figure (4), and finaly the gentry. For centuries the egyptions had not actively sought domin over lands beyond Egypt itself and mineral – rich hills of nubia.
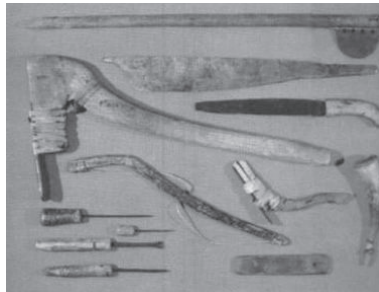
Figure 2: Carpenter's Tools

Figure 3: Jewelers

When the Hyksos, a southwest asian people, arose in the eastern delta in the 17 th. Century B.C., even the pharaohs upriver at weast, later known as the bes, had to pay them homage. But about a century later the tide turned. Egyption armies under Ahmosisl figures (5, 6) came surging down the Nile in warships to wreak vengeance on the foreigners. Later, armed with the innovative weapons. Egyptians struck harthward into Syria. He was a young king, barely 18 at his untimely death in the 14 th. Centry B.C.. a small tomb was hastily decorated, its contents hurriedly improvised. Not long after death, his name was chiseled off his colonnade at luxor. Deprived of his name, he "who spent his life making image of gods " faced eternity as if he had never existed.
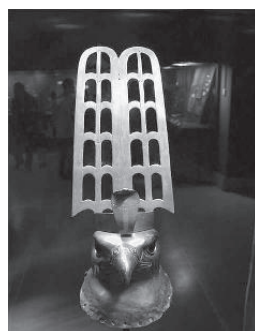
Figure 4: Goldsmiths

Figure 5: AhmosisI

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Some 33 centuries later, Tutankhamun figures (7, 8) barst from oblivion to eclipse the fame of any other Pharaoh of Egypt. In the Valy of Kings, scattered objects from his funeral, stashed in a nearly pit, provided archaeologists with clues to his erary priests had tied its door handles with ropes and secured them with clay seals. Inside were examples of the magnificent and the mundane: gilded chariots of wood depicting Tutankhamun's fethered enimies a gilt…. Shrim containing the dead king's mummified internal organs… statuary, weapons, furniture, tools… as well as a chest of the king's baby clothes, a strainer for making bear, and garland of flowers.

Figure 6: Ahmosis's Axe

Figure 8: Tutankhamu,s Mask

Figure 7: Tutankhamun,s coffin

RESULTS OF THE STUDY
1. INNOVATION AND DESIGN IN PHARAOHNIC AGES
Along the old Egyptian history the ancient Egyptian had created every thing can help him in his life. If we have a close and analytical look at these objects we can see very easly that these innovations have characteristics and specifications indicate that these people had a very highly and advanced creative and design thinking, specially if we recognize the huge development in design and manufacture happened during and after the 2nd. World war in the 40 th. Of the 20 th. Century the word Design here means to give the thing its proper form in which can satisfy and fit its purpose in one hand, and to fulfill its manufacturing requirements on the other hand.
In these ancient times it is verey hard to imagin that all these developments in the field of design and manufacture could be found on that high level and even were absolutely existed. But we can see it verey clearly in the design of pharaohnic products.
One of the most famous examples are the pyramids of giza, and all its advanced design and building. This subject took the main effort of the researchers in the field of architectural design to clarify the aspects of glory in these buildings.

2. DAILY LIFE PHRAONIC PRODUCTS

In this study we concentrate light on some other smaller products which have, also, in there design the same glory of the pyramids design if not more. The following case studies shall be discussed from the view point of the specialization of contemporary Industrial Design, which gives a great attention to the interaction relation between the human being and the product he use. This analytical discussion of each ancient egyption design will utilize the recent ways of creative thinking and types of sciences which govern design to day, specially with the help of the science of Ergonomics which is interested in the interference between man and machine within the cercomstances of the environment in one hand and, the industrial design philosophy on the other hand.

During the following discussion we have to notice that those people, perhaps ,had the experience of practicing Industrial Design through the process of accumulation in which design could be developed through trial and error , in other opinion they had an advanced theory of design, or both together. The most important thing that the ancient egyptian had the ability to build his civilization in a way makes any body to raise his hat for its achievements.

3. CASE STUDIES

On the following pages we shal demonstrate some cases studies of these achievements with short notes about the features of each design and leave the rest to the observer to discover more and more wich make him respect and appreciate that human being from the past.

CASE STUDY 1: THE SANDEL

In the old kingdome sandals figure (9) were realy used, and nobles were accompanied by sandals carrying slaves. However, from the new kingdome they became more useful as a sort of status-symbol. But the shape of the sandal hardly ever changed . the sandal had a sole of papyrus, palm-bark or leather, it had two straps of the same material as the sole, one of these held the instep and the other passed between the big and second toes. Sometimes a third strap held the heel so as to hold the sandal in palce more easily . sometimes, sandals had a sort of anklet attaced to them.

For religious ceremonies white sandals were worn. For some occasions, the pharaohs wore curious sandals with the toes turned right back, with image of foreign captives engraved on the sole.

According to the design of the sandal, we can see that they had complete data about what we call the anthropometry of the foot, the way can hold the sandal in place, in that respect the strap between toes has a round section and took its proper position to keep them safe, while the other strap which contact the back of the foot is flat and wide, this strap has the decoration give the sandal its aesthetical appearance. The sides of the sandal are made to protect the foot and help in keeping it in place, the designer did not forget to decorate them also. The designer utilized available materials in a way can help in manufacturing each part of the sandal and gave it its own character. He had designed the sole to be manufactured from papyrus or palm-bark in a corrugated pattern perpendicular on the direction of walking to prevent slippage of the foot…. And so on.
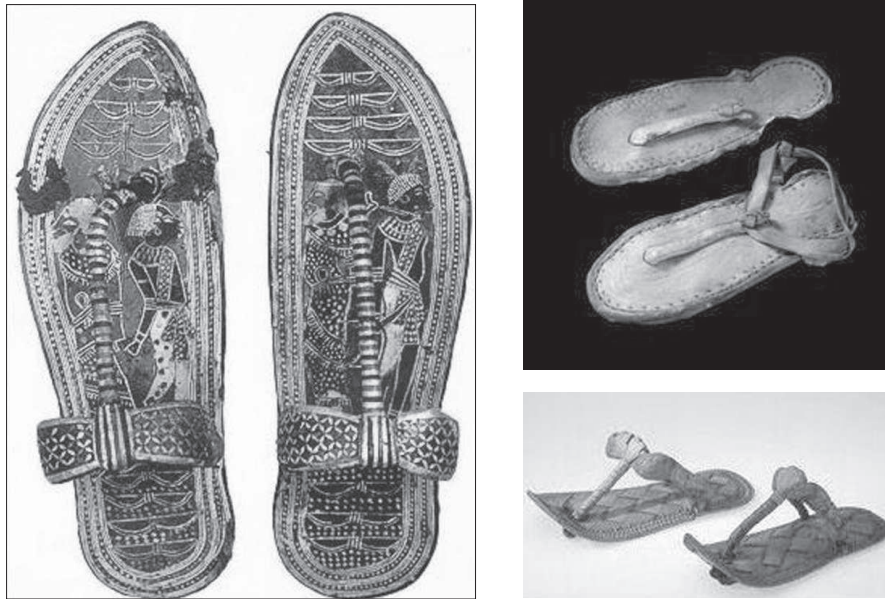
Fiure.9: Pharaohnic Sandal

CASE STUDY 2 : AHMOSIS'S ARMY WAGON (figure 10)
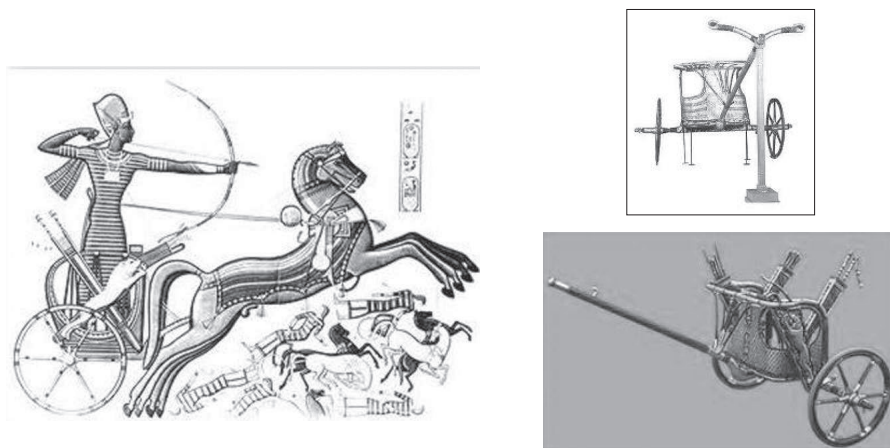
Figure 10: Ahmosis's Army Wagon

If we have a good look at the design of the Ahmosis's army wagon, we can see clearly the following features:

- It has a streamlining shape with round edges to prevent air blocking which can reduce its speed,
- The wheels are apart to secure balance during running,
- The hubs of the wheels are projected to give them clear area without any obstructions from the two sides,
- The pulling bar is fixed into its place of the cart through a pivot connection which gives easy movement in turning to right or left,
- It has a railing on a proper height to give the solider the opportunity to catch well and keep in position during running and fighting,
- It has two openings to make the body more lighter and decrees the obstruction of air,
- The wagon is made of light material to decrees the load on the pulling horses,
- The ancient Egyptian designer did not forget to decorate the cart and treat the whole form in an aesthetical way.

CASE STUDY 3: CHAIR (figure 11)

Figure 11: Chairs

Furniture had taken great interest of ancient Egyptian designer , the chair is one of the items which took several shapes to fit different purposes. But in all these types we can see clearly the following features:

- The onset application of what we call now the anthropometric data, which concern the dimensions of the human body and its reaches such as : the curves of the base and the back of the chair which fit the human body curvature in a proper way, the height of the back and its inclination on the vertical plan, the height of the base, the clearance made for the feet and so many dilates which indicate that behind these designs a creator who had a well organized mind,
- The different ways of supporting the base on its height from the floor, either in a fixed way or to be folded,
- As usual the designer did not forget the artistic appearance of the chair specially it had been designed for the pharaoh.

CASE STUDY 4: FOLDED BED (figure 12)

One of the most interesting items of the pharaohnic design achievements is the bed we did find in tutankhamun burial chamber. It is a wooden bed could be folded to occupay smaller area either to suit the available space in the chamber of els.
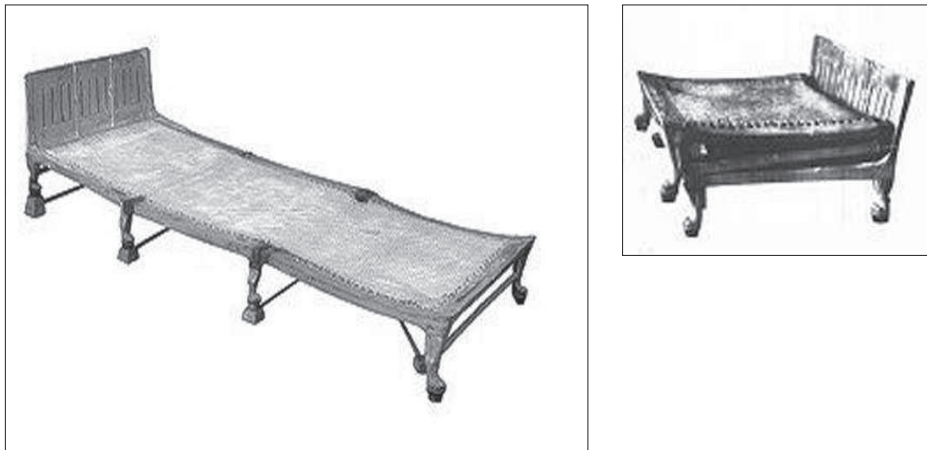
Figure 12: Folded Bed

So you can not overlook this ideal we see to day as a usual design, but if you recognize dsfthat this idea had been born in the 14 th. Century B.C.,you will find it very interesting with its tenology of hinging , wood carving and papyrus of palm-park oif the mattress which help the bed to be folded and expanded in a safe way,

- All these furniture had been designed within the rules of the ergonomics science, beside the easy of manufacturing, folding, storing……etc

CASE STUDY 5: TOOLS (figure 13)

The farmer of those ages also had a creative ability to design his own tools for agriculture such as the shadoof, the plowa, the wooden hoas, the wooden sickles with flint blade, the wooden pitchforks, …etc.
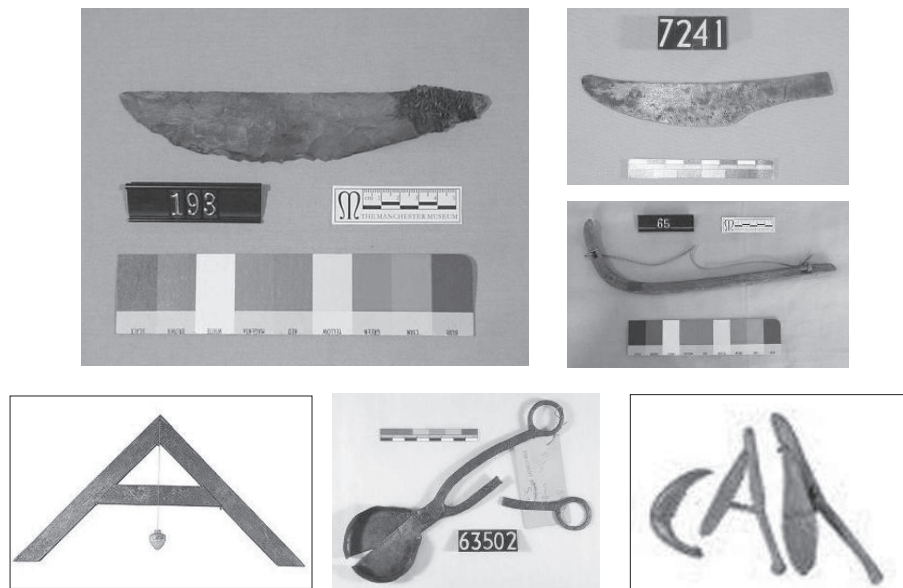
Figure13: Tools

In design of these tools we can see:
- The proper dimensions and weight of the tool which are suitable for the capability of the user or the animal used to help in the work,
- The selection of materials for accuracy of fitting and assembly of parts in accordance with the function of the tool,
- The ease of maintenance which the farmer can manufacture a spare part and fit it into place by himself.

CASE STUDY 6: CHILDREN'S TOYS

The oldest toys ever found in Egypt, little toy boats carved from wood, came from a child's tomb dating to the Predynastic Period. From the same period baked clay animals and rattles have been discovered.

Lovely toys were made by the ancient Egyptians from wood, bone, ivory, ceramics and stone. Little children played with dolls of Nubians, toy animals, spinning tops and mechanical toys like crocodiles with moving jaws and Jumping Jacks. At el Last a toy made up of three carved ivory dancers was found. The figures were set in an ivory stand and could be made to spin by pulling strings figure 14. Ancient Egyptian children played with many toys. One of the more popular ones was balls made of hollow painted clay and filled with seeds. They played ball games standing, jumping high in the air, or even piggyback. These games were popular, especially with girls.

Dolls were made out of wood, with twine threaded with clay beads for hair. These were called paddle dolls. They may have been for children, or they also may have been to accompany the deceased in the afterlife.

Toy animals with moving parts were very popular. A wooden toy mouse had a pull string to make the tail go up and down. Toy horses were popular in Roman Egypt because horses were used for hunting and in battle. A carved cat or lion was popular for its movable lower jaw on a string. Toys were almost always made of wood and/or clay. Tops, though, were made of powdered quartz that was shaped in a mold. Paddle dolls were made of wood and had a paddle-like shape that was decorated with paint and with hair made out of clay beads strung on twine.

Tops were made of powdered quartz put in a mold and then glazed. These were inexpensive and therefore could be found in most poor homes. They spun by pulling a string or twisting fingers. Popular games for children were leapfrog and tug-of-war.

Children in poor families could play with tops because they were very cheap to buy. A ball or rattle could probably be made of clay from the Nile. Wooden dolls or animals were more expensive.

Figure 14: Children's Toys

CASE STUDY 7: PAINTED WOODEN MODELS

Painted wooden models reveal fascinating glimpses of everyday life along the Nile: granaries, carpenter's shops, weaving houses, boats, and slaughterhouses figure 15. The largest numbers of models ever found were discovered in a single tomb at Dear el-Bersheh: the Middle Kingdom burial of the provincial governor Djehuty-nakht (about 2000 BC)

Model carpenters

Model Granary

Model of weavers

Model boat

Model yacht

Figure 15: Painted Wooden Models

CONCLUSION:

The same notes and more we can say about other pharonic products if they had been used for fighting in the war, or in the workshops or other daily life purpose, every time the ancient egyptian designer create the proper shape, select the proper materials and way of manufacture to fit the required functions and facilities available.

RECOMMENDATIONS:

1. This study may be considered as a modest step twards a comprehensive study on this subject, from the view point of industrial design specializations as made in the field of architectural design.
2. We hope that this subject may take the opportiunity to be continued on large scale to analyze handreds of thouthands of ancient Egyptian innovations which could not be covered in a limited study like this one.

RECONSIDERATION OF ETNA PARK'S TOURISTIC ITINERARIES

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Abstract

Mass tourism in a modern and postindustrial society has become a synonymous of economic growth as it is an index of an high level well-being and quality of life. However this standard of living pays a high price. The wounds inflected to territory and to the original characters of local communities could testify this situation. Often tourism is associated with an high pressure on natural areas, an higher soil degradation and a disruption of identity structures of a place. Today there is a great difficulty to combine mass tourism and sustainable development, but the aim to ensure a balance between touristic activities, ecosystems and various human activities has become imperative; therefore it is necessary to identify new instruments to understand new and disruptive socio-environmental dynamics produced by the new phase of tourism development. At the same time it is necessary to identify compatible strategies for touristic growth with the human and natural heritage avoiding to exceed the vulnerability limits of the ecosystem considered. Among the many areas at risk today(coastal areas, mountain areas, wetlands, inlands, etc..) the paper will consider the touristic itineraries which are attractive for several historical and local values but where at the same time entire ecosystems risk a partial or total disappearance. In particular the paper will concentrate on Tourist-natural itineraries in the natural park of Etna(Sicily). First an investigation on the current condition of the Etnean paths will be conducted, changes and touristic contribution after years of the establishment of the great Sicilian park will be evaluated. By focusing on the theme of paths it is important to consider some essential details : landscapes and ecosystems will be considered as the main attraction factors whose aim is to appreciate and study the environment in accordance with a conception that treats sustainable tourism under an ecological, social and economic point of view. The methodology will aim to draw specific itineraries using the Geographical Information Systems(GIS) considering some important key concepts that have to do with a sustainable tourism . Thanks to an analysis of landscape that allows to identify an established place, but as well ecosystem's elasticity and fragility , it is possible then to build a mathematical model that could develop these potential paths with their limits of use. This mathematical model will consider many other important factors such as : resources vulnerability, security need, climatic comfort need, physical space need for activities, visitors flow, load capacity, specific needs of some resources attributes etc. This work, at the end, will try to provide some practical suggestions to realize sustainable itineraries in the specific field of study (Etna) , but at the same time it aims at reaching a theoretical definition of a model , with a great capacity to be generalized, according to the concept of sustainable development and integrated relational tourism, which is the theme of the conference.

Key words: tourism, GIS, protected areas

INTRODUCTION

The contribution presented here constitutes research into a subject that is today of scientific and social importance: human pressure exerted on natural spaces. In recent times a question that has been much studied is the capacity of a given portion of space to take the pressure exerted by the growth of mass tourism. With this aim in mind we have examined some specially selected nature itineraries of the well-

defined territorial space that is the Etna Park, studying in synthesis their historical and environmental heritage, elements that run the risk of being compromised. Our attention has been directed towards the paths in a territory that is much safeguarded because traditionally these paths are considered to be immune from the destructive influence of mass tourism. This is not the case, however, because modern tourism now invades spaces that in the past were held to be uncontaminated, causing damage that risks, in the absence of corrective measures, to become irreparable. The approach adopted will give rise to arguments that we feel are useful and productive from the methodological and cultural point of view. It goes without saying that the organization outlined briefly here suffers limits linked to the available space.

THE ETNA PARK AND SOME OF ITS PATHWAYS

Etna is a territorial unit that is both complex and original. Various geomorphological and footpath situations exist together in these volcanic lands. Among the factors that condition the landscape and the vegetation are the climate and the altitude (0–3350 m asl).

Over time scholars have studied the stratification of vegetation on the volcanic cone, breaking the Etnean landscape up into clear cut vegetation units. These strata and the elements that make them up are continually developing, not only due to the frequent changes imposed by the volcano's activity, but also due to the continuous transformations deriving from anthropic action that inevitably impacts on the ecosystems. Starting from the coastline there is a very narrow band of very sparse halophile vegetation. Immediately above the band closest to the sea, the landscape consists almost entirely of crops, of which citrus groves are the most important. The upper horizon, once characterized by holm-oak forests, now appears to have been profoundly transformed by man who has introduced numerous cultivations including, vines, olives, almonds, pistachios on the western slopes, hazelnut on the northeastern slopes. Higher up, the supraMediterranean horizon (from approximately 1000 to 1500 metres) is generally characterized by woods of deciduous oak. Above the wooded vegetation, at about 1800 metres, the high-Mediterranean plain begins, characterized by low vegetation, pulviform and very discontinuous: this is a formation that covers vast extents of cinders and ash and is continually windblown. This formation of plants becomes suddenly very sparse at about 2400 metres where only broom manages to survive. The last plants are to be found at 3000 metres, beyond which point there extends the volcanic desert, where the intense volcanic activity prevents the existence of any form of plant life.

The fauna population of Etna involuntarily finds itself at the centre of continuous and dramatic adventures: destruction, exoduses, new colonizations, all these things occur in an unpredictable way. Indeed, the animal life on Etna has changed very much over recent centuries. It is enough to consider that over a century ago wolves, wild boar and deer as well as other species roamed throughout the wooded band of Bronte and Maletto. Fortunately even today Etna's wildlife is extraordinarily heterogenous: the larger mammals have disappeared, but there are still many species (porcupine, fox, wildcat, marten, rabbit, hare and still others); it is still possible to see many species of bird of prey or songbirds in the skies (whitethroats, tits, orioles, cuckoos, crows, rooks and even exceptionally the golden eagle); among the smaller species there are the weasel, hedgehog, dormouse, and many species of mice and bats.

But on Etna, as well as the challenges set by nature, the growing human presence has also appeared. Once this was an unattractive area, but for some time now it has become an attractive one. Man's need to cultivate vines and fruit has meant that many of the woods have been destroyed over time, causing the disappearance of many species. To these factors must be added ruthless hunting and, in the period following the war, the opening of roads that have brought motorized traffic and destructive forms of tourism into the heart of the most unspoiled areas, causing a further serious impoverishment of Etnean fauna.

Finally the unbridled growth of holidaymakers and excursionists must also be remarked upon, given

that they have literally invaded Etna, exploiting its enormous tourist potential both in the winter and the summer periods. The special nature of the volcanic environment compared to the surrounding territory, together with Etna's great height, mean that its living organisms have the need to adapt specifically and to create an adequate biocenosis for the extreme climatic and microclimatic variations. It must also be added that the greater vulnerability of mountain landscapes in the modern era results in greater exposure to the risk of irreversible destruction and damage.

The above rapid synthesis clearly shows that for such a vast, rich and heterogeneous territory it is very important to preserve natural spaces in terms of vegetation, fauna and historical anthropic presences. The setting up of the Park has increased such protection, but even more than this it has increased the creation of various itineraries designed to be sustainable that seek to promote a tourism that does not cause damage to the original character of the territory and the identity of local communities. One of the first initiatives undertaken by the Park Board as an institution, was the creation of several nature footpaths and itineraries, in the hope of allowing visitors to observe the sights and other features of interest on the volcano's foothills but also to be able to make use of the places in an ordered and controlled way, avoiding the crossing of boundaries and spreading crowds of tourists through safeguarded spaces. Among the many itineraries now present in the Etnean territory, we have chosen three that warrant particular attention because of their attractiveness and the fact that they are much used and are therefore functional for our reasoning.

The footpaths considered are:

- MONTE ZOCCOLARO Nature path
- MONTE NERO DEGLI ZAPPINI Nature path
- MONTE GALLO–RIFUGIO DELLA GALVARINA Route

MONTE ZOCCOLARO

The path in question, which is on the eastern slopes of the volcano, starts at a height of 1472 metres, is approximately 1 km long and has a gradient of 266 m and takes approximately 2 hours and 30 minutes to cover. This path is very interesting because it allows us to cover the evolution of the Etnean complex. It is a steep path that indeed offers views of the most important points in the geological evolution of the volcano. The Etna Park Board has arranged 5 main observation points along the path that allow people to admire the various forms of vegetation present in such a very limited area. At the very first observation point there is a poplar wood, a crop-bearing field and an orchard of *cola* apples. Just beyond this observation point the path passes through a chestnut wood and then travels under a vault of enormous beeches whose branches and leaves prevent the sun from penetrating. Thus we have reached the second observation point, marked by another splendid beech tree. So the first two observation points are distinguished by the heterogeneous vegetation they consist of. Wildlife is also very present – foxes, hedgehogs, weasels and rabbits are often to be seen along the path. Continuing along we come to a small grassy clearing rich in grass and broom. This is where the third observation point is and the main theme now is geological. A wide view across the Val Calanna allows us to see the effects of the long eruption that began on 14 December 1992, emphasizing the particular mutability of Etnean morphology (in truth this lava lies on top of the products of eruptions of the 1950s, recognizable because of their lighter colouring). At this stage we are no longer in the midst of the thicker vegetation – the lava on which we stand has been colonized by broom. The next observation point affords a clear view of the Valle Del Bove, which represents another fundamental stage in the evolution of Etna, formed later than Mount Calanna. The geological journey naturally concludes on the top of Monte Zoccolaro at the end of the path. There is a cross and an altar on the summit, set up by the faithful, and from this fantastic position it is possible to admire the Valle del Bove, as well as Mount Centenari and Mount Rittman.

MONTE NERO DEGLI ZAPPINI

This nature path is to be found on the southern slopes of Etna (near the summit craters) and begins at a height of 1740 m. It is some 4 km long, with a gradient of 200 m and takes some 2 hours and 30 minutes to complete. The itinerary, which begins on Piano Vetore, not far from the Park's Grande Albergo [Grand Hotel], is equipped with 11 main observation points that afford views of some of the most interesting natural environments in the area: old and more recent lava fields, natural and artificial woods. The start of the path is a dirt track that travels up lavaflows of both the "AA" and "Pahoehoe" types. Thus we come to a small volcanic cone with a very particular structure (observation point 3), made up of melded clinker hollowed out laterally by a drainage canal. The following observation point (4) consists of a "cannon": a lava mass that originally had wrapped itself around the trunk of a tree and is now completely hollow. At this point the main path leads first to a natural balcony, from which can be seen a sheepfold (5), and then, alongside some beech trees, it leads to a torrent beyond which can be seen the shadow of the Mount Danza pine wood. Beyond this pine wood, and a further wood of larch pine, we reach observation point 9, which coincides with the Nuova Gussonea botanic garden, an important study centre where all of the main environments that are to be found on Etnean territory are being recreated and where it is possible to see vegetation that has not been met along the path. Beyond the garden we turn left and continue for some further 200 metres to another fork from which it is possible to take a detour by travelling down through a mixed wood of larch pine and downy oak. The final observation point (11) is located near the quarries created in 1983 with the aim of altering the course of a lavaflow away from this point. This makes it possible to observe the internal structure of a lavaflow.

MONTE GALLO–RIFUGIO DELLA GALVARINA ROUTE

This route is also to be found on the southern slopes of Etna. It is not one of the nature paths created by the Park, but it represents another valid example of how man's intervention can be in favour of the wood, or in any case of the Park. In order to appreciate this, it is enough to take a look at the patient work done to prevent erosion by building small dry stone walls. The route, which passes through high plants of broom, is initially level but suddenly rises steeply when we enter a shady pine wood. Over the course of this itinerary it is possible to follow the progression of the altitude plains of the vegetation that characterizes the landscape of Etna. The route skirts round Mount Testa and then the it turns quickly into a thick pine wood. After skirting Mount Albano, the itinerary leads us without any great difficulty, still in the wood, to the point where it joins a road that leads up to Mount Gallo as well, but from a different direction, skirting the old craters of Mount Nespole and Mount Leporello. It only takes 10 minutes from here to reach the Galvarina Refuge, the highest point of the route (1871 m). The Rifugio Galvarina, restored in 1991, is equipped with a large cistern; all around there are many specimens of larch pine, a tree that is a very effective colonizer of Etna's lavaflows.

THE PARK AND ITS JEOPARDIZED PATHWAYS: THE URGENT NEED TO UPDATE OUR METHODOLOGICAL INSTRUMENTS

This brief description has served to provide a picture, albeit succinct, of the value, naturalistic above all else, that is present here and which risks being compromised. The territorial situation as described represents an excellent example of an ecosystem jeopardized by the strong impact of modern tourism. The risks are connected with the quantitative increase in tourists, confirmed by the statistics we have available, by the indiscriminate use of new forms of tourism (rock climbing, mountain bike excursions, paragliding, etc.) by picnicking, trespassing, by a lack of respect for nature (wood clearance, cultivation of fields, etc.) and by prescriptions, by the move towards unauthorized building, pollution, etc.

The progressive deterioration of the naturalistic picture, the continuous violation of norms, the impotence and at times the lack of interest on the part of public authorities, the difficulties of local communities and the violence exerted on local activities from the historical-identity point of view, all this requires a reconsideration of the question. It is obvious that all involved must accept their responsibilities and competences. Public authorities must be rigorous and operate with strong control over the safeguarded natural spaces, our responsibility as scholars is to contribute with suggestions and indications for better use of the Park. In the context of a study aimed at preserving these systems, the theme of respect for nature has been for some decades now at the centre of a profound theoretical reflection to the point where, as has been stated, "The only choice is between further sustainable evolution of life on earth, and its further exponential degradation until its final extinction" (Lazlo 1994). This theme, as is now well known, is felt more acutely now, adding political and social elements to a theoretical and practical reflection . The Rio conference and the increased difficulties caused by mass tourism have emphasized the need to make this precious and widespread activity in modern societies compatible with the environment. However, transferring the concept of sustainable development to the sphere of tourism cannot be carried out in a mechanical way. Indeed, in the theoretical context it is difficult to provide a definition of sustainable tourism that is concise and understandable for everyone. And yet the paramount need now is to ensure an equilibrium among tourism activity, ecosystems and man means there is now an urgency in identifying new instruments of understanding for the new and burgeoning social–environmental dynamics. In the context of a study regarding the nature tourism itineraries present in the Etna Park it becomes important to outline the strategies compatible with human and natural heritage, bearing in mind that we must not go beyond the limits of the vulnerability of the ecosystem in question.

MEASURING ENVIRONMENTAL IMPACT

"The maximum number of people who can visit a tourism resource at any one time, without causing damage to the physical–ecological, socio-cultural and economic environment and without causing an unacceptable diminishment of the tourist's satisfaction." (PAP/RAC 1997). In general and in particular terms measuring environmental impact has been widely discussed. General parameters such as EIE (Environmental Impact Evaluation), SEV (Strategic Environmental Assessment) and above all the "carrying capacity" that is normally defined as the capacity of a region to accept tourists without causing irreparable damage to the environment. This is divided into "ecological", "tourist social" and "host socials" according to whether the factor under consideration is the impact on the environmental equilibrium, the satisfaction of the tourist, or the wellbeing of the local community. More particular parameters are added, parameters that can be easily applied to tourism regions with varying purposes (such as for example the extent of tourist load, indicators regarding the capacity for expansion, etc.).

Many scholars (Botti et Van Wagtendonk 1984) have developed the concept of carrying capacity in tourism areas. But if it is easy in the theoretical context to identify the most important aspects that have to be considered, in the practical context it is much more difficult to establish a methodology that is as rigorous and as precise as possible. The concept of carrying capacity on its own is not enough to achieve a whole series of actions aimed towards the maintenance, the planning and the safeguarding of these tourism itineraries. Various other concepts come into play in the context of adequate territorial planning. These concepts regard both the point of view of the tourist and the point of view of the ecosystem to be preserved. We would like to underline some here:

Zonification: the space has to be zonified and the use made of each zone must be known.

Fragility and elasticity: it is very important to know the fragility and the resistance of the ecosystems given that this allows us to know the limits beyond which these ecosystems are no longer able to regenerate themselves.

Vulnerability of resources: the physical elements of the ecosystem condition the spatial distribution of the recreational activities.

Safety requirements: the recreational activity may be incompatible with an elevated risk of natural catastrophes.

Climatic comfort requirements: a territory may impose conditions deriving from the climate with regard to wellbeing.

Requirements regarding physical space for activities: for example the pathways must have a minimum width of 1.5 m to allow their use.

Visitor flow: tourist mobility considered over various periods (daily, monthly, annually).

Specific requirements of some of the attributes of the resources in question: the only constant that is worth mentioning is the gradient of the roads or paths that must not be above a given maximum (generally 5%). In order to be able to consider these factors together it is important to use an interdisciplinary approach, holistic in nature, without undervaluing the importance of the participative processes. Regarding questions relative to the safeguarding of the Etna Park, it is necessary to listen to the local communities, to the associations that look after the Park, and this without neglecting the contribution that can be made by the natural sciences. Indeed, although landscapes are defined in biophysical terms, it is now commonly accepted that ecosystems cannot be reduced simply to the natural elements and their interconnections. Up until now scientific research on the landscape in the context of natural sciences has been focalized on research in the biotic sphere (flora and fauna) and in the abiotic sphere (geosphere – soil, rivers, lakes, etc.). This type of investigation concentrates on the mainly physical aspects of the landscape, such as climatic, pedological, hydrological and geomorphological processes. According to Lazlo (1972) natural systems are, "A random accumulation of matters/energy, in a region of physical space-time, organized into co-acting interrelated subsystems or components." As a form of enrichment of studies proposed by natural sciences, social sciences are geared towards the study of economic and cultural values that derive from the experience, the perception, the attitudes, the emotions and the behaviour of individuals (Tress 2001).This approach views the landscape as a product of the human mind and demonstrates how each individual perceives the environment in a different way. It is precisely for this reason that environmental planning must be developed in a participative process. The social approach indeed, "Recognises that problem solving is essentially an iterative process; that we discover more about a problem as we attempt to solve it; that problems are continually refined as we discover more about the issues and complexities at stake" (Fish et al. 2003). Given these aspects, the territorial planning of a natural environment such as the Etna Park can be considered an activity that reaches a double result: guiding the landscape towards an equilibrium with the requirements of resources and services on the part of the communities, and on the other hand to be able to preserve the natural elements that constitute it over the long term.

THE IMPORTANCE OF GIS IN THE PLANNING WORK

The ecological elements presented thus far therefore require an explicit spatial planning orientated towards mapping problems and respective solutions deriving from the participative processes previously mentioned. A methodology presented in this way, i.e. fruit of an approach that combines natural and social sciences, therefore finds an excellent "ally" in the implementation of procedures through GIS. Geographical Information Systems are very useful in the study of ecosystems, in that they possess the capacity to incorporate easily the complexities that derive from the various spatial dimensions involved. Indeed they allow us to use the various spatial data in models within the same graphical environment. They are furthermore useful in mountain regions where a complex topography and various environmental elements call for a special use of various spatial models (Heywood et al. 1994). A further advantage, probably the most important, derives from "GIS-based modelling", and is

the possibility to verify the actions of planning in a simple analysis laboratory. Indeed the prototype allows for the simulation, the testing and experimentation phases with the advantage of being able to easily alternate various planning actions. Thanks to the organization of the various parameters in the database, transparency and reproducibility are guaranteed. Each parameter (land coverage, observation points, water sources, presence of wildlife, presence of flora, etc.) must therefore be defined clearly in the database. By means of instruments such as questionnaires or research carried out by experts, these parameters can be augmented by elements that interface the preferences and the needs of the various communities involved (from tourists to the protection board of the Park itself). The objective therefore is to imagine the space as a large grid in which each cell represents a portion of the space to which an index is assigned, fruit of all the considerations made up till now and the value of which represents the suitability of that space for the realization of the path in question. This type of methodology therefore allows for various solutions, not only the study of paths that have already been created from a preservation point of view, but also the creation of new paths and the possible reapplication of these principles to various ecosystems.

A mathematical equation that "ponders" all the physical elements present on the territory, together with research on the requirements of the various users, could lead to the creation of a powerful instrument for the study of these tourism itineraries. With the eventual aim of building a database of this kind, various techniques of study should be considered: remote sensing control, aerial photography (comparing for example historical ortorectified photographs to see the changes on the land), thematic cartography and work in the field using GPS instruments. These techniques provide additional information regarding the accessibility and the risks of each zone. It must be said, however (Xiang 1996), that the realization of such a database involves some difficulty: managing to integrate data coming from various sources and processed to various degrees of accuracy and precision; operations of spatial association, overly and graphic connection that are very painstaking; the possibility of considerable errors if there is not considerable precision in the data processing. But it is precisely in this context that GIS succeeds in dealing with these potential technical difficulties.

CONCLUSION

Naturally the indications, the suggestions and the corrections that have been proposed here constitute a topic for theoretical and practical discussion among scholars, as well as with those operating in the sector and with local communities. Everyone involved must commit to ensuring for coming generations a future for our ecosystem that is not damaged and above all must be liveable on a human scale and must fully respect nature. The themes proposed naturally present advantages (graphical output of the possible scenarios for realization that is easily managed, ease in processing and analyses by means of tables, diagrams and maps, the possibility of comparing various scenarios, promotion of communication among various disciplines, enrichment of the concept of environmental impact, etc.), but they also present considerable disadvantages (greater study of environmental and ecological sciences means considerable time resources in creating the database and the GIS procedures, requiring time and effort directed towards learning, interaction and communication with the various communities involved, difficulties in managing dynamically the variables involved, involvement and participation of the local communities, extended timescales for new environmental education, etc.). If we were to manage to capitalize on new advantage that improve the forms of an integrated relational tourism and a better environmental sustainability and if the disadvantages that inevitably arise were the result of new scientific advances and a new and increased social demand for mass tourism, then this could be considered positive. As to whether we have authoritative contexts in which we can respond to all this quickly and competently, that is another question.

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COMMERCE, CITIES AND IRT NORTH AND SOUTH OF THE MEDITERRANEAN

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INTRODUCTION

This paper has a twofold objective. On the one hand, to study the situation of commerce as an indicator related to Integrated Relational Tourism (IRT), both on the northern and southern sides of the Mediterranean. On the other hand, and taking into account that IRT is to a large degree established on the Northern side, to explore in the case of the southern side different possibilities in diverse spheres, the greatest variety and potential of which are found in Morocco: urban historical centers, tourism in mountain, desert and interior areas, as well as conventional tourism or "coastal spas". In view of the possibilities which this country offers, while not forgetting the other nations of the Maghreb - and of course Egypt - we will pay more attention to Morocco. Along with official promotion, local initiative is already a fact, at leas ton a small scale, at least in the interior, in spite of the pressure exerted by the all-powerful "tour operators" who operate in the important focal points of tourist activity.

Finally, in the face of the lack of balance between the north and south of the Mediterranean, we will suggest the possibility of integration in the south, concretely in the historical centers of large and medium-sized cities in interior zones and in certain activities in mountain areas and in the desert, especially in oasis, where IRT could serve to polarize population settlement and prevent the advance of the desert.

I. SMALL-SCALE COMMERCE AS THE BASIS OF SUSTAINABLE DEVELOPMENT AND IRT

A. Interaction between commerce and IRT

A priori, it can be pointed out that on the Northern side of the Mediterranean urban and rural commerce has suffered less than the middle and upper levels within the present-day context of economic uncertainty and commercial recession. In some medium-sized cities, environmental quality (patrimony, integrating and intelligent proposals, public services), accessibility (above all in terms of pedestrian zones and peripheral parking lots), and of course the attraction provided by monuments and improvements in the quality of well rehabilitated urban web (Bullardo, Emmanuel, 2007) have had a positive influence at the lower levels and, in part, in the middle levels. The passage from commercial "Shopping centers" to recreational centers has contributed, in the latter, to help maintain commercial activity (Bowling alleys, children's playgrounds, zoos), as well as the rehabilitation of the urban web and the restoration of large palaces and villas in order to dedicate them to cultural, sports or personalizad uses.

However, on the southern side of the Mediterranean, the most important commerce, located in historic centers, has hardly suffered from the ups and downs of the economic crisis, within the context of an urban web of commercial streets characterized by the singularity and particularities of an Arab commercial legacy. For strangers and tourists, commercial streets, dense with socialization, personal exchanges, picturesque and exotic settings, provide a peculiar attraction, along with the tall and pointed towers of the mosques.

This interest for the southern side of the Mediterranean is obviously due to the different degrees of development of IRT between the north and the south. Two examples will suffice: the pre-coastal fringe of the northern side of the Mediterranean, with its piedmont areas and sierras close to the coastal axis of mass tourism. There are also two fluvial axes: the Ebro river valley in Spain and the Garonne in southern France, with their inland courses and their surrounding piedmonts and mountains. In the southern Mediterranean, it does not seem that IRT can be a possibility in rural areas on the short and medium term.

A different case is that of historical centers having not only commercial transcendence but also tourist potential. This would be the case of Cairo, Luxor and the imperial cities of Morocco, including Marrakesh, to cite just a few significant examples. Maybe here it would be easier to promote IRT than in the cases of tourism related to oasis, mountains, natural parks or desert treks, which are to a large degree in the hands of tour operators. Even so, the function carried out by certain independent mountain and deserts guides could spell out hope for the development of IRT in those areas. In interior zones, cultural underdevelopment and the lack of settlements having the virtualities of those existing in the north could perhaps be compensated by leadership provided by some migrant returnees who come back to their country of origin with experience and newly acquired capacities, instead of relying on leadership influenced or affected by the memory of a history that entails nostalgia, frustration, hope or vengeance (Trom, Jean François, 2004). This new leadership could be considered as a ray of hope in order to commence the strengthening of civil society, with the creation of new and important identities imported from elsewhere and adapted to the original territory, thus amplifying its economic and social referential points. "The Moroccan identity is based at the same time on Islam, Arab culture - Berber in the ultimate instance -, African roots, its belonging to the Maghreb, and the European model", that is, forms of opening and leadership as opposed to rigor and lagging behind" (Hal, C. M. and Lew, A. A. [eds.], 1998). In a word, it would seem that the task could be undertaken by families or individuals endowed with a greater capacity of control and development over certain resources. The application of Western technology, cultural exchanges, the advent of new entrepreneurs or new university graduates make up possible bases upon which IRT can be mobilized.

Diversity of North-south IRT. The dilemma of the southern Mediterranean
This is not the place to expound upon the fracture or "interface" between the northern and southern sides of the Mediterranean: industrialized and rich in the north, poor and poorly equipped or industrialized in the south (Hugonie, G., 2006). It is obvious that all the cities in the north are undergoing retrocession in their consumer capacity, and that many merchants are experiencing lower gains and even have to shut down their businesses, above all where the economic recession and crisis is more acute, in Spain, concretely. It is obvious, furthermore, that the commercial situation is not uniform, but selective and very diverse from one city to another, usually with negative tendencies in the historic centers of the northern cities; this aggravates their contribution to economic, social and cultural sustainable development. In the historical centers of the south, on the contrary, popular centralities have followed a trend that is mostly positive.
Thus, in the European areas of the Mediterranean, in selected large or medium-sized cities, behavior has been diverse: negative in Bilbao and Pamplona, with the particularity that not only have historical centers been affected, but also outlying zones, including large commercial surfaces. It has been positive or at least stationary in Bordeaux and Syracuse. Small cities such as Agen in the Garonne river valley in France and Tudela in the Ebro river valley of Spain are indicative examples. Agen is head of its prefecture and therefore a commercial hub located between the metropolitan areas of Toulouse and Bordeaux, and thus it is maintaining its commercial vitality. Tudela tends to maintain its commerce in spite of the proliferation of more than twenty small commercial settlements along the upper reaches of the Ebro river axis.
One last mention has to be made in relation with ethnic commerce, concretely Islamic. In all the northern cities studied, and in many others visited by this author, small retailing outlets are very much alive in historical centers, regardless of the size of the city although related to the volume of Muslim population in the surroundings.

The Ebro and the Garonne
The middle and upper reaches of the Ebro river valley are better served than in the Garonne area, if we consider as examples of high quality IRT the renovation of exceptionally diversified traditional wine cellars from an architectural and enological point of view in the Rioja regions of Logroño and Álava.

These wine cellars have diversified their activity by means of avant-garde architects and have supplemented their agricultural function with uses such as hotels or recreation, or different types of meeting places for congresses and reunions. Among different cases, it is necessary to mention the international resonance of a wine cellar in Elciego which is a small-scale replica of Bilbao's Guggenheim Museum, or the wine cellar designed by Calatrava in Laguardia, in Alava's Rioja district, as well as the excellent patrimony of settlements in this region, among others Logroño and Haro. In the middle reaches of the Garonne river valley, IRT is absent.

In both valleys - Ebro and Garonne - piedmont areas and mountain slopes –French and Spanish Pyrenees in the Garonne, Cantabrian and Iberian mountains in the Ebro- ecological and environmental values are added to quality settlements and valuable rehabilitated historical centers.

The Levantine Axis

In the interior of the Valencia Community we can distinguish several IRT typologies. Rural tourist houses come up to almost one thousand, with seven thousand rooms available. Castellón is the province having the greatest number of such houses (454 in 2007, followed by the province of Valencia with 276, whereas in the province of Alicante they are practically absent). As per hospices and small hotels, in 207 Valencia had 17 hospices with 1168 rooms, Castellón had 59 and Alicante 575, probably related to housing for industry. In any case, it is interesting to add that the supply of IRT is less than that derived from secondary residence.

All in all, the supply of rural housing in the Valencia Community occupies the fourth place in this ranking in Spain, after Castilla-León, Cataluña and Andalucía (López Olivares, D., 2009). Evidently, IRT in this Community is faced with several problems: first of all, the great confidence and hope placed in its development –as understood within the present-day context of advantage over mass tourism- and also the structural limitations that exist in order to design a competitive and sustained model which presents questions such as a greater appraisal and improvement of patrimony, the structuring of higher quality tourism, inter-municipal and territorial cooperation in policies to "promote and design the product", priority placed on planning versus spontaneous activity, "public and private agreement, or coordination between administrations" (Vera Rebollo, J. F., Díez Santo, D. and Ivars Baidal, J. A., 2009).

II. HISTORICAL CENTERS OF NORTHERN AFRICA IN TYPICAL CITIES

The Historical Centers of Cairo and Palermo

Cairo and Palermo are chosen as typical examples because they are two metropolises which is spite of size difference possess evident similitude in their traditional historical centers. We will simply recall, since this is well known and studied, that like most African cities, in Cairo population has accumulated since the 1960s, thereby increasing economic, social, environmental and political problems within the framework structural unemployment and a high supply of jobs (Mahmoud Yourry and Tarrek A. Aboul Atta, 1997). Cairo suffers "a situation of explosive urban emergency for a Westerner" (Raymond, A., 1992).

Regarding the extraordinary historic center of Palermo, we will restrict ourselves to recalling its similitude with Cairo, according to Daniele Gulotta. On the whole, this very ample metropolis is in need of "flexibility, mobility, freedom of movement, election, networks and global connections, commercial flows, knowledge and information, recreation and consumption" (Kupinger, Petra, 2005). Palermo's "planning" has been characterized by its frequent changes in vision, something that has harmed the city in general, and, to a smaller degree, its historical center, above all in the area further removed from the port. At the present moment there is a certain amount of revitalization by means of converting public housing into households and the in-migration of ethnic groups which have revived commerce in the district close to the port (Capursi, V., 2006).

As per Cairo, it is interesting to underline that the main street of the "Cité musulmane" which stems from the large and splendid citadel, ends in a district that is beginning to be rehabilitated, after traversing an interesting Coptic district. Also, in its situation as an Arabic city, there is the extreme care of water and landscaping that has distinguished Cairo during centuries, to which a typical Disney complex is added (Gillot, Goélle, 2006). This mere allusion to these two metropolises is especially useful to underline the fact that in a difficult metropolitan ambiance, commercial activity is still buoyant and dynamic.

Other cities

In the cities of Northern Africa –and not only in the great metropolis of Cairo- small-scale commerce is abundant at the middle echelons of the urban network and in medium and small centers. Here retailers not only offer their goods throughout the day and well into the night, but also there is the tradition of commerce with an abundance of outlets on the street, under the typical canopy which provides shade. Commerce in historical centers is a fundamental factor within daily life, and also a tourist factor in this type of city, which is dense and dispersed, above all in Morocco.

This commerce preserves its vitality in a much more efficient manner - in spite of its environmental vulnerability, which nonetheless is very attractive for Westerners who appreciate Arab urban culture - than on the northern side of the Mediterranean. This is a factor which differentiates and changes the opinion of those who consider that there is a doubtless unity in the entire Mediterranean basin, the unifying factors being more important than those that tend to separate.

Luxor is a special case. During the last two decades, it has undergone a process of modernization and has experienced important mutations (Smits, Florence, 2007). Its recent evolution, especially of small-scale commerce, reveals a strong depression as a result of this modernization: the conversion of the city into a great tourist focal point, improvements in the road network, stopovers by cruise ships and the proliferation of hotels.

Thus, the program to develop the south of Luxor under the auspices of the United Nations has led to several actions, among which stands out the construction of a new city between Luxor and Karnak on a meseta –El Toad- giving rise to the advent of new commerce in several streets and commercial axes, as well as small-density retailing–which is contrary to the Arabic commercial identity-reaching out to the geographical center (souvenirs, Egyptian jewelry, services, food, bazaars, personal items, restaurants and bars, warehouses, cafés, sale of cell phones and an abundance of cybercafés, and a huge plaza.

This commerce can increasingly be defined as an elitist type of commerce destined to tourists and of difficult accessibility to the local population, and which has done great harm to the old commercial outlets in Luxor's historic center, something that "begins to multiply empty spaces".

We offer the following as examples of significant modern realities of a process of functional and social discrimination: boutiques have replaced sewing centers, handicrafts have practically disappeared, as have spices; working with kafos (the nerve of the palm leaf) or blown glass have fallen in favor of standardized furniture; plastic, metal or wooden utensils are now imported from India or China; artisan papyrus and hand-polished goods have been replaced by manufactured items.

In a word, the present-day development of commerce does not correspond to the economic and social development of the local populace.

III. THE CASE OF MOROCCO

Morocco stands out in the very first place for two cities of great tourist attractiveness. Agadir, reconstructed after an earthquake, and Marrakesh (patrimony, monuments and business, the latter also shared by Casablanca). It also possesses the development of mass tourism along its coastline, which is much less speculative than the Spanish case and therefore it is better cared for, although much less extensive.

The attraction of the diversity of activities is growing among a European clientele - especially French and German, and also Scandinavian and Spanish, Italian and Portuguese to a lesser degree, within the framework of tourism that transcends the summer season. There are resources of environmental, landscape and patrimonial value, with three elements par excellence: palm gardens and oasis in particular, and mountains and deserts in general (Berriane, Mohammed, 1999 and 2002). Interior tourism, in its international mode (high class hotels) and tourism destined to the natives has given rise to small and medium-sized cities which can double or triple their population in the summer, this being one of the most hopeful tendencies regarding the future (Berriane, Mohamed, 2002).

Regarding the use of mountain resources, it would seem logical to begin with Morocco's Natural Parks. During the colonial period there already existed the tradition of visits by the middle and popular classes, for example in the Tizgit Valley, located next to a natural park in the mountain area of the mid-Atlas range. Afterwards, there came a moment of protection, at the same time that the public forces converted the Natural Parks into a tourist resource which allowed territorial development by means of "Programs of Integrated Rural Development".

Nonetheless, this development will be difficult - perhaps impossible - due to difficulties stemming from accessibility and the poor structure of the villages that surround one of the two parks that are located in the mid-Atlas (Sfrou, Azrou, Tara), which are lacking adequate formation or access to networks (Abdelouuahab Reddam and López Olivares, D., 2007). Furthermore, there is an important lack, namely the lack of guides which are being formed in a school in the high Atlas (Héritier, S., 2007). Some NGOs try to foster mountain tourism in the high Atlas for foreigners, by using villages as places to concentrate visitors, although within the local populace there is nobody qualified professionally. Exceptionally, people with economic and spatial capacity –that is landowners- have shown interest in the integration of the upper Atlas within the framework of tourism. This is the case of the "Association Andrax" of the high oriental Atlas, which carries out activities of professional formation destined to owners of hospices and hotels, and are the managers of associations of mountain guides (Gaeury, David, 2007).

Another area which seems vetoed as per IRT is the palm forest of more than 6000 hectares to the north of the Atlas mountain range, which has traditionally been the recreational area of Marrakesh, as a very ample continuation of the Medina and its landscaped gardens. More than forty hectares (6% of the whole) are already a tourist zone, filled with boardwalks. To give an idea of its relevance, it is considered the second tourist zone of all of Morocco. However, the exploitation of the palm forest on the part of the rich cannot continue forever. IRT could be a feasible element if it were incorporated in the oasis where the population diminishes, well administered by persons or families that would have passed formation courses, and if there were housing adequate for the surroundings, excursion centers for desert and mountain zones. An oasis is a legacy that has to be protected and administered if it is not to disappear.

Could meditation tours, Berber festivals, Arab language courses, climbing circuits of the great "Erg Chebli" not be offered by means of IRT that would intervene in dune areas, either in Morocco or in other Maghreb countries? In the Great Fez of the 1000 "kasbash", first class cultural focal point and place of reunion, the Medina is the prime commercial, crafts, religious, and scientific commercial space. With luxury or small sized hotels in the Medina, the new city (Said Brompouf, 1996), which possesses a district for winter tourists, seems to face greater difficulties regarding IRT than does the historical center of Marrakesh.

Finally, we will insist upon three matters which we have thought to be pertinent regarding the opportunities of IRT, whose implementation naturally presents problems that require solutions creating synergies such as those derived and related to what has been said about Palermo and Cairo. One of these refers to the dichotomy Luxor-Meknes as symbols of opposite actions related to historical centers. Another places emphasis on oasis. And, lastly, we will refer to the leadership of migrant returnees as possible participants in the endogenous development of cities and oasis.

Luxor represents a policy which is contrary to the traditional historical center which is in need of salient actions in order to prevent further decadence. Meknes represents the permanence of the Traditional historical center, or cupola of the souk, which is the name of the historical center. As opposed to Marrakesh, a typical example of the tourist? industry? Meknes conserves a long tradition related to the Alauit Royal Family. Thus us how we can explain the implementation of the promotion of the ?Riad? or palaces which are used as hotels and which have been promoted by the private sector (French, Maroccan, German and to a certain degree Spanish). These palaces have be rehabilitated with services of eight to ten rooms surrounding a central patio, making it possible that they can be converted in IRT. Apart from the renewal of a plaza, the historical center of Meknes is crisscrossed by a central axis which is designed in such a way that bothe pedestrians and vehicles can circulate. To give an idea of the traditional part of Meknes, let it suffice to say that it possesses forty kilometers of defensive walls.

With regards to oasis, a salient role is played by travel agencies that offer guided visits, by motor vehicle and even by balloon or airplane from which tourists jump by parachute and are subsequently picked up at an appointed spot. These agencies have signed contracts so that by mutual accord the native populace offer room and board (with women in charge of food and men in charge of infrastructures). In fact, in the houses of the oasis interior structures have been improved in such a way that they can operate as hotels with indispensable and comfortable services. It can be inferred that associations could be created in certain oasis which are not dominated by agencies and therefore useful endogenous development can be created for IRT.

Institutional cooperation, either on the part of regional governments or above all university institutions, could be a necessary factor. It would be necessary, in collaboration with the latter, the participation of returnee migrants endowed with leadership qualities which constitute the most important human factor within this process.

IV. CONCLUSION

After this brief rundown of commercial and tourist experiences, our proposals for the development of IRT on the southern side of the Mediterranean would be the following:

1. Historical centers of cities of different sizes, concretely in those in which the historical center already has partially rehabilitated streets.
2. Resources offered by mountainous zones, overcoming accessibility difficulties in such ideal places such as the surroundings of natural parks, or resources offered by the landscape of the middle and upper Atlas with the provision of formed guides.
3. Promotion of oasis, initially more favored due to their accessibility and more permeable vis-à-vis the action of local leaders returning from out-migration.

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BETWEEN COAST AND INLAND: THE CINQUE TERRE NATIONAL PARK AND VAL DI VARA IN LIGURIA[1]

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Abstract

The abandonment of some traditional and cultural values causes not only a loss for the local population, but can also cause complex repercussions for the territory. As a consequence, the (territory) characteristic elements lose their social and economic importance.

The territories identity catalysing issue, during the last years of local development planning, saw an increasing interest towards the acknowledgement of those values that, while characterising for the social aspect, progressively gave the territories an economic worth which is tightly connected to attractiveness and competitiveness.

The first relation due to it is the connection between the seacost and hinterland regions, sometimes adversarial, sometimes analysed for its integrations and complementarity.

The case of the *Cinque Terre National Park* and *Val di Vara* in Liguria is an example of two spheres characterised by strong identities, but with a peculiar mean of recognition and capability, regarding also the possible *forms of tourism*.

Through the analysis of both the contexts we will be able to understand how the anthropological and natural heritage has already made possible the development of new typologies of tourism: the *Cinque Terre National Park*, particularly, has been able to turn its major weak point (accessibility) into an attraction, also by means of development policies referred to the valorisation of human and traditional resources; the Val di Vara relied on the recognition of the identity in order to enhance the territory attractiveness, which was already firm, although often "hidden" by the outstanding popularity of the coast region.

This contribution's aim is to give the right *worth*, in the context of a possible territorial re-balancing, to these two territories, which are complex due to their socio-economic composition, and their need of relating with each other. The critical situations, the development chances and the identification of a territorial pilot strategy give "sense" to the identity feature (environmental, social, cultural and economic identity) and to its preservation.

This contribution starts from the *local development* theme, prioritises the co-operative or adversarial relations among the members of a local community for the structure characters' interpretation and the valorisation of the local resources.

Territory government

In un'ottica combinata di relazioni socio-economiche - considerati i tessuti sociali, produttivi, culturali ed ambientali - l'approccio relazionale passa necessariamente dalla analisi incrociata delle parti costitutive un territorio, per individuare obiettivi e strategie, modelli di gestione, vocazioni e potenzialità.

1 *This contribution is the result of joint considerations made by the authors. Particularly, the main study subject for F. Marchese, Environmental Science Doctor, researcher for the department Polis, in the Faculty of Architecture of the University of Genova and environmental consultant, will be the case of the Cinque Terre National Park. Val di Vara will be the main study subject for A. Tanania, professional architect, local development expert; collaborates with the University of Palermo as town-planning expert, Department of History and Project in Architecture, Faculty of Architecture.*

In a combined view of socio-economic relations – regarded as the social, cultural, environmental and production fabric – the relation approach deals necessarily with a cross-analysis of the constitutive parts of a territory, to find out targets and strategies, management models, talents and capabilities.

The specific orientation of the research is confirmed, more focused on the emerging *local development* themes: interpretation and intervention on the territory when is itself recognised as articulated in local systems connected with each other but having different features.

This contribution deals with the analysis conducted on the *study's cases* to understand whether the co-operative relations between inland and coast, rather than the adversarial ones, tend to consolidate, in order to try to detect the possible economic imbalances, or the developing tendences, either stationary or revolutionary, for an integrated relational offer.

Key words: Local development; Complementarity; Network policies; Partnership; Integrated Relational Tourism

INTRODUCTION[2]

The relation between coast and inland regions is a moot subject often debated in the context of urbanisation processes management, especially of the coastal areas.

«The territorial scale is the one that best tolerates the globalisation blows, and one of the most rife ways to fight the tendency of losing the meaning of places, cultures and traditions is to adopt strategies that establish territorial coalitions, inspired themselves by the mobilisation of the social capital» (Trapani 2006).

In the framework of the social development policies – an instrument to favour socio-economic growth – rural development strategies, often connected to the touristic system development, show the need to consolidate the relationship[3] between coastal and inland regions. The touristic offer re-qualification must deal with the rural reception capability. It is clear that, within the confrontation of different spheres, it is necessary to give importance to the peculiarity and speak the needs of the local context. "Self expressing in order to try to connect the recognition of the resources to the planned development reasons, becomes a pattern to give certainty to the local economies growth reasons".[4]

The *Val di Vara*, an inland valley in Liguria, is tightly connected to a well-characterised coastal region, identified with the Cinque Terre National Park area.

A chance for a confrontation, within an already launched dialogue, was the presentation of the guide lines for the project "Rural Tourism fruition in Val di Vara"[5]. The PTC (Coordination Territorial Plan) strategies acquire an orienting value and pick out some elements to consider and some critical issues, in the wider local development debate.

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2 *This contribution is the result of joint considerations made by the authors. Particularly, A. Tanania edited the introduction paragraph, and the paragraph entitled "A territorial project for the Val di Vara fruition"; F. Marchese edited the paragraph entitled "Cinque Terre National Park: best practices for the success of a landscape"; conclusions were written by both the authors.*

3 *The issue regarding european coastal areas and their possible relation with the inland areas behind them has already been treated, in a scientific researche context, through the "Urbacost" Community project - Interregional call for bid IIIB-Medocc, December 2003, axis 2, measure 2.1. The project, promoted by an international partnership, allowed to put on trial the possibilities of a dialogue among different territorial re-balancing experiences, between coast and hinterland, on an interregional and international level. See the publication of Urbacost project (Trapani, 2006)*

4 *Leone N. G. (2006), "Dalla partecipazione al piano verso un modello di intervento", in Trapani F. (2006) (edited by), URBACOST, a pilot project for central Sicily, Franco Angeli, Milan, p. 21.*

5 *The project is provided for the implementation rules of the Coordination Territorial Plan of the La Spezia Province (approved by D.C.P. n° 127, 12/07/2005) and settled by the XI Title – Final Dispositions (point k), it is regarded as one of the territorial development strategic projects.*

The VII Title identifies the most important strategies for the touristic system development and for the direction of the territory modification actions.

Immediately stands out the need of enhancing and re-qualifying this Province's coast touristic offer, finding new actions and strategies. Among these: the "integration between the Riviera and the hinterland of Val di Vara, as a hospitality and reception site" (art. 7.1, point c, first paragraph) and "the consolidation of the excellence in rural tourism and quality agriculture products achieved by Val di Vara" (art. 7.1, point d).

The Val di Vara territory, considered in its composition of two 'Comunità Montana', took advantage of this moment to strengthen and share a common identity. In this frame it was decided to proceed through common and partaken visions. The project has a double worthiness: creating an instrument to carry out a significant PTC issue, for the pragmatic and convinced support of local development; creating an instrument to work in synergy with the Integrated Territorial Project provided by the Rural Development Plan.

Taking Val di Vara territory as a single proposing subject, it must – in its distinct components– find the elective strength for competitiveness. There is no doubt that Val di Vara has remarkable features of opportunity, for internal and external territorial relations; in the inland context it is characterised by a high-level socio-cultural and environmental offer, having a great potential.

Starting from these elements, the connection with the coastal area is one of the priorities both to improve the infrastructural level, and to complete the activities already started, or that must be started on the coast.

In the last fifteen years in the coastal area of *Cinque Terre* occurred a rapid process of touristic development, mainly due to the inscription in the UNESCO World Heritage List of the area that goes from Levanto to the islands Palmaria, Tino and Tinetto, in 1997, as a cultural landscape especially because the presence of the terraced system for the cultivation of the vineyards.

Two years later there was the institution of the Cinque Terre National Park: this introduced several changes for the socio economic conditions of the villages: Riomaggiore, Manarola, Corniglia, Vernazza and Monterosso al Mare.

Besides in the last years there was also an increasing phase of great interest in landscape and local products that can bring into the global market the natural, cultural and historical values of a region or a particular area. In this way also little areas can become worldwide known as it happened in the case of Cinque Terre.

Today the success of the politics of territorial marketing entrusted by the National Park has to be balanced by the attention of the potential risks represented by the overload of visitors, especially in some periods and by the needing of agricultural activities, fundamental for the surviving of the terraced landscape.

The accommodation possibilities in the area could find new solutions thanks to the Val di Vara system which could also offer to visitors different and interesting rural values, that could integrate the ones proper of Cinque Terre. In fact in Val di Vara the situation developed just recently and it is still in evolution: this process should be governed with an integrated approach not only locally but also taking into account the presence of a neighbouring so famous and attractive area

A TERRITORIAL PROJECT FOR THE VAL DI VARA FRUITION

The "Territorial Project - Val di Vara Rural Tourism fruition", aiming to define the strategic patterns for an integrated planning of the interventions, has also among its targets the possibility to increase the territory reception capability through some actions, giving a role to the abandoned or unexploited building stock, connecting some study cases into a system of integrated actions, in order to define the territorial or touristic model.

Promotion and assistance for enterprises dealing with hotel and extra-hotel, sport and freetime touristic development within the territory must also support integrated offer enhancing activities, in order to increase touristic occupancy.

The most important aim of the territorial and socio-economic analysis we undertook was to come to a delineation of the actual development frame in the area of the municipalities joining the initiative –Comunità Montana of the Middle and Low Val di Vara[6], Comunità of High Val di Vara[7] – to outline a configuration of the territorial settings.

The territory position emphasises the localisation features that contribute to increase the touristic offer value. A first division in territory belts allows to draw some considerations: it is possible to identify a mountain rural belt and a middle rural belt besides the urbanised coast belt; we can considerate the nearest urban center, La Spezia, as principal attraction; the Val di Vara municipalities network can acquire the function of territorial connection, starting from the geographic one (based on the contiguity and proximity), that could give life to unexpected relation networks; the high naturalness of these sites must be related to the presence of the river natural park; the closeness to the Cinque Terre National Park has a strategic importance not only for the reception capability linked to the coast, but also for its intrinsic appeal towards specific touristic fluxes (green tourism, sport tourism, eno-gastronomy tourism). This last feature – closeness to the Cinque Terre National Park – gives importance to the international renown and to the consistent number of tourists, especially a "daily" kind of tourism, that may find in the development of Val di Vara rural tourism a natural answer to the coast overcrowding.

Among the actions to be promoted: local partnerships reinforcing, public and private, local governance improvement, coherence in the planning and complementarity of the instruments.

The division between coastal belt and inland rural belt caused a loss of territorial definition in all the Val di Vara municipalities: a suitable territorial location would tend to redefine the geographic relations and rearrange the belts with a new pattern of connection among coastal belt, environmental sensitive belts, rural territories, historic towns.

The territory just behind the coast belt of the Cinque Terre National Park – important for the landscape aspect and highly attractive for tourists – spreads over a surface of about 566,5 Kmq. This territory must be considered not only for its rural landscape value, but it represents also geographic continuity between the territorial systems. The sites that constitute Val di Vara identity have different nature and must be, in their specificity, a common potential for the rural development of the territory: agriculture production systems, touristic sport activities and hiking tourism experiences, towns with features of excellence, social and historical resources, environmental and natural resources. Among these high values prominent factors, there is the Montemarcello-Magra Park, strategic to find chances of development and improvement of the typical production, agricultural activities, wine and food traditions, touristic and recreational activities.

The coastal region already shows the first signs of human pressure, and sharing a project for the rural visiting of Val di Vara points out the possible alternative chances for the location of tourism infrastructures and facilities, points out the possible territorial connections, allows to identify new offers of sustainable accessibility to the actual territorial resources, contributes to (partially) stop the abandonment of towns, cultivated territories, sensitive natural sites.

We can recognise a trend frame that has some outstanding tensional components, such as the possible ecosystem connections between the park's sensitive natural areas (Cinque Terre and Montemarcello) and the urban center (La Spezia). Moreover, the five Val di Vara municipalities are regarded as nodes of a network that is still to set up, connected to the internal and external territorial forces (both actual and potential); a connection with the coast – regarded as a dynamic external component of the system – is also possible.

The trend frame shows, in general, a condition of remarkable territorial imbalance between the coastal belt and the inland area behind it. Thus, the middle belt was set up without any expectation, without a shared project vision, and the network left undrawn highlited the nodes strong individuality.

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6 *Municipalities of Middle and Low Val di Vara: Beverino, Bolano, Borghetto, Brugnato, Calice al Cornoviglio, Follo, Pignone, Riccò del Golfo.*
7 *Municipalities of High Val di Vara: Carrodano, Carro, Maissana, Rocchetta Vara, Sesta Godano, Varese Ligure, Zignago.*

The Municipalities and their territories register the presence of precise elements of excellence that, if not related with each other or without network integrations, cannot set up new strategic frames.

Tightly connected, and functional to the cognitive model[8] is the attempt to recognise and read the different projects that can allow to draw a set of "socio economic networks", aimed not only at improving the traditional production fields, but also at recovering and "giving and increasing the value" of a wider group of resources to be used in an integrated way.

This recognition process also supports local development hypothesis, in a regional and inter-provincial project level. The intervention field, due to the positive context conditions that might occur thanks to the potential local cohesion, achieved the general target of building the local conditions for the development of long, effective and lasting partnership networks, capable to encourage and support the territory openness towards a co-operation dimension.

The general aim of the operation is to enhance the Administration's capability – on various levels – of taking in the common goals, in a frame of integration among different scale policies and formation of partnerships with different actors, in accordance with a "network" system.

The project is directed to the territories promotion and its purpose is to help to organically develop the synergies among local resources (tourism, food and agriculture, local products, cultural heritage and environment, both natural and human)

CINQUE TERRE NATIONAL PARK: BEST PRACTICES FOR THE SUCCESS OF A LANDSCAPE

The reasons of the success of the Cinque Terre experience have to be found into different aspects mainly concerning the facilities to get the area with public transport, the enhancement of the local products prepared in little laboratories in the villages and the creation of a quality label for accommodations and restaurant.

The bond of people with their own places was also an endogenous strength point that played an important role for the conservation of the terraced landscape: the birth of the protected area was a rare example of landscape politics characterized by a spontaneous participation of the local community, continuing a collective project undertaken centuries before.

About accessibility it has to be underlined the creation of service cards for tourists. Different types of cards exixst: Cinque Terre Card, Cinque Terre Card Treno (Train), Cinque Terre Card Battello (Ferry). The Cards provide several services: use of ecological Park buses and public elevators; access to the coastal path, the naturalistic observation centres and recreation areas; the entrance to the little ethnographic museums in the villages and other services. The Cinque Terre Card Treno allows unlimited train travel on the Levanto - La Spezia Centrale - Levanto line (on Direct Regional and Interregional trains in 2° class) in the period stated on the user's card. The Cinque Terre Card Battello allows unlimited ferry travel within the Marine Protected Area of the Cinque Terre. It also allows unlimited train travel on the Levanto-La Spezia Centrale – Levanto line (on Direct Regional and Interregional trains in 2° class).

Proceeds from sale of the cards are used for the recovery and maintenance of the territory in order to prevent its widespread hydrogeological breakdown. Proceeds are also used to provide transport and information services, and develop the typical products of the Cinque Terre territory.

Today the terraces and the dry stone walls are still built by the hands of the farmers. The way in which the wine is produced is still traditional; in the pilot terraced area of Corniolo, in Riomaggiore, several vegetables and herbs are cultivated to produce different types of local products that are directly transformed in the laboratory of Monasteroli managed for the Park by a Cooperative. The Corniolo hill consists of a sort of farming laboratory to promote environmental biodiversity, where only biologic technique is used, capitalizing on the natural land fertility. No fertilizers are utilized.

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8 *The territory model interpretation synthesis (SWOT) starts from the analysis process as modality of territory strategic analysis.*

The production (Limoncino, Extra Virgin Olive Oil, Pesto Sauce with Basil, 'Corniolo' Sauce, Green Sauce with Pine nuts, Organic Lemon Marmalade, etc) is very small but the action is important to make a larger public aware of the importance of agriculture for landscape surviving. Mechanism for sharing benefits and burdens associated with land use were introduced: people can sell their products (grapes, lemon, basil etc) to the cooperative with a higher price than in other neighbouring area.

The Environmental Quality Label, created by the Park in 2001, is a voluntary certification instrument based on an agreed gradual adjustment of tourist sector businesses (accommodation and restaurants) to environmental sustainability parameters. Adherence is voluntary and compliance to requirements enables participants to obtain the Environmental Quality Brand.

It helps to involve local people who works in tourist sector in sustainability issues, making them participate to public meeting and training programme. The method responds to general requirements of practicality and feasibility, so that the community may become sensitive to environmental themes and collaborate with the Park to promote Sustainable Tourism objectives.

In Riomaggiore, Manarola, Corniglia and Vernazza, accommodation is almost exclusively in the form of rooms for rent, apartments and holiday homes while the large part of hotel is located in Monterosso.

The project has been adapted to local peculiarities and has been particularly innovative in applying environmental certification to this type of accommodation. The project began by analysing local accommodation characteristics and examining previous Italian and foreign environmental certification procedures and quality brands. Shared aims were then established in partnership with local actors.

CONCLUSION

The new horizons of territory management promote the theory that resources conservation must be achieved in a frame of policies that improve their value and their accessibility. The structural components can define roles, or uses and functions of the territory areas; they can define the hierarchies, which delineate the power or formal values of the structural elements, arranged in systems of different scale and importance; they define the relations that single out the territory interacting areas; they define the subjects, which outline the complex system of actors working for the address, the decision and the accomplishment of the project and its actions. We can identify cultural assets, and the cultural heritage in general, as a possible unifying element, effective for the partnership relations, that can be an opportunity for the local development and, in the meantime can be capable to re-open the dialogue. In fact, dialogue has become more and more necessary in the existing geopolitical conditions, even for the definition of the intervention priorities, in order to have a sustainable touristic and cultural fruition to the areas under consideration.

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MINEO'S COUNTRYSIDE BETWEEN TRADITION AND MODERNITY

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Abstract

The use, in a tourist sense, of some traditional agricultural systems today could be a successful way for a new type of travel that takes into account the relationships between individuals, the recovery of traditions and the development of local products. These once very common but now rare realities should not be destinations for mass tourism because of the type of activities were and still are carried out there, activities which are strongly linked to past times and the silence of nature.

In this article we present a case study of the farmlands of Mineo, in the province of Catania. This is an ideal place for a research on Integrated Relational Tourism and in particular on the development of new types of tourism that are intended to enhance remote areas through the rediscovery of the authenticity, rhythms, values and production of past centuries. The aim is to go beyond the classic understanding of the supply/demand of tourism, in order to focus instead on interpersonal relations and environmental awareness and to stimulate cultural and historical imagination of the user, thus facilitating a tourism niche. In the small territory of Mineo there still exist systems of agriculture and farming that, except for some innovations such as the threshing machine, lead the visitor back in time. It is an area where there is the strength of traditional cultural practices: the value of one's word and the importance of gestures such as the handshake and the kiss. Modernity and technology have only marginally touched the farmlands of Mineo, which is so rich in humanity, generosity and purity.

The area deserves attention also as the home to some figures in the history of Italian literature: Luigi Capuana, Giuseppe Bonaviri and Croce Zimbone. Here it is easy to understand the influence of the surrounding environment on the writings of one of the major theorists of realism: Luigi Capuana (Mineo 1839-Catania 1915), and you are likely to meet characters that are typical of realistic novels. We think about Don Angelo, who spend their days collecting wild oregano and other herbs which, through his extraordinary abilities, are gathered in bunches that have nothing to envy of the most romantic bouquet of flowers. Finally, Mineo is an area where you can come in contact with abandoned rural buildings that are of deep historical and architectural value and, unlike those of the city, of a beauty that complements the unique nature of the landscape.

Key words: agriculture; landscape; local development; Sicily, sustainable tourism.

INTEGRATION

Geographic knowledge as pursued via systematic investigation has never been more profound, but these subfields largely remain philosophically, methodologically, and institutionally separate, and in their isolation are limited in their power to explain geographical phenomena and processes in all of their complexity.

The need to braid the subfields into a more interconnected form is currently well-recognized (Cloke and Johnson 2005, Harrison et al. 2004, Gober 2004) and has been an ongoing debate within the discipline (see Freeman 1986; Goudie 1986; Graham 1986; Johnston 1986 and Taylor 1986 for one exchange). With both a growing need to understand the world in its complexity and the development of geographic information science the call for geography to take an "integration turn" has never been clearer nor more answerable (Hoekstra 2005).

Systematic geographies that focus on culture or economics, on landforms or life-forms, are essential to the discipline and fascinating in their depth and detail, but they do not demonstrate the field's breadth and capacity for integration. The development of systematic investigation has moved the discipline from one primarily concerned with describing distinct geographic regions to one adept at theorizing distinct geographic processes. The idea of a distinct geographic process, however, is now recognized to be as problematic as the regional concept (Cloke, Johnson 2005). Economy, politics, society, and culture are perhaps more correctly understood as just aspects of human activity rather than as distinct activities in themselves. Buying a house, for example, has cultural, social and political dimensions as well as economic ones. As for the natural environment, the lithosphere, hydrosphere, atmosphere, and biosphere may be more accurately characterized as interactive components of the physical world rather than as independent processes (Wilkinson 2006). Additionally, all of these processes and interactions among them occur over time and are subject to technological intervention.

Geography has the capacity to contain these myriad functions and chart their mingling by virtue of its variegated structure with space as its milieu. Within the discourse on nature-culture it has begun to close the physical-human gap. Other epistemological gaps such as that between culture and economy need to be narrowed however (Barnes 2005), while others should be made wider such as that between culture and society (Gregson 1995). The practice of hyphenating these binaries into forms such as socio-cultural is more a surrender to the ambiguous or unknown relationship of the social to the cultural than it is a subtle expression of it. The intuition that produces these combinations is correct, but the hyphen needs to be both more informed and more informing, and wrought to fit the particular manifestations of the processes as they occur in specific periods and places (Serres 1995).

A common understanding of the creation of the European Union is that supranational integration is facilitated by each nation retaining it own distinct cultural and historical identity, secured in practices such as language, art and tradition and symbolized by sites and monuments. Once national identity is established and safeguarded connections and concessions can then be made concerning contemporary economic, political, and social activities (Dinan 2004). This is as hard to do since the processes are entangled, but it still seems possible to make useful and valid distinctions among them. Strong national cultures do complicate the process of building strong supranational cultures, however.

The project of integrating geography would benefit from similar distinctions being made among its subfields because only then can the bridges between them be accurately and usefully modulated. For this reason I prefer the word "integration" to that of "synthesis". An integration of geography calls for clear connections being made between distinct subfields to create an articulated epistemology whereas synthesis implies a blurring of these distinctions to form an amalgamation. The discourse that problematizes the relationship between two ontological and epistemological spheres, nature and culture for example, is enlightening and useful, but perhaps the discussion of these binaries would be better served by cleaving and then explicitly reconnecting them (Puleo 2007).

An integrated approach differs from four synthesizing discourses in geography: region, place, landscape and network, in its privileging of relations over phenomena or process. What follows is the briefest of commentaries on these four concepts which each have long embraced the task of synthesizing spatial data to give just a slight indication of some past approaches.

The region was a central unit in a number of geographic projects including chorology, exploration and colonization, *terroir*, spatial science and locational analysis. As such it was always conceived as an object that was both partitional and aggregative; they were building blocks that could be divided or put together to make larger or smaller units (Gregory 2000). The synthesis of phenomena and processes within them was the mode of creating them, making the project one more of amalgamating an object (Hart 1982) rather than striking an informed and informing relation among processes. The various approaches to formulating and representing regions have been criticized for being incomplete, reductive and biased but the model persists because, as murky and riddled as they are on the ground, regions retain a firm grasp on the geographic imagination. We may not know exactly where Appalachia is, but we know without a doubt that it exists and have at least some accurate ideas of what it is like, and describing it and other regions remains a valid and important project within the discipline (Gregory 2000).

A number of these difficulties found some resolution in the discourse on place in which subjective engagements with space (identity, attachment, meaning) were mated with more objective spatial understandings (Entrikin 1991), thereby pitching the concept somewhere in between the two poles. Other approaches to the concept posited a three part, multi-scalar model in which an intermediate realm of informal social interaction (locale) mediates the interaction between subjective engagement (sense of place) and geographical setting (location) (Agnew 1987).

Landscape interpretation underwent a similar expansion under the discipline's cultural turn. The standard approach of the 1950s developed by Carl Sauer relied upon the observation of surface artifacts to reconstruct histories of human impact. Innovative work on landscape conducted in the 1980s and 1990s revised this method by considering the social, cultural and political contexts of landscape representation as "as way of seeing" (Cosgrove 1984).

The network concept has been conceived as infrastructural, administrative, information, and social linkages. It has been central to the globalization and supranational regionalization discourses, and yet the strands have been kept largely separate because of the philosophical, methodological and institutional divides mentioned in the opening of this article. This separation is not without good reason since a study of just one type of network is a daunting task in itself; the braiding of the various streams overwhelms most theoretical approaches. Nevertheless, some theoretical gains have been made in hybridizing products and activities such as the cultural and the economic (Barnes 2005; Cresswell 1996). Conceptual binaries such as culture-economy offer some promise as dynamic units that can be further combined to form a larger complex. To do this, some kind of fertile structure is needed, some kind of matrix.

MATRIX

Matrix is a marvelous word that is a core concept in several academic disciplines: anatomy, biochemistry, botany, computer science, electronics, geomorphology, logic, mathematics, photography and recording, to name most of them. Originally it denoted a female domesticated animal to be used for breeding. I use it to mean not a theoretical framework but a way of holding multiple geographical processes in relation to each other. It does not provide content, only shape. Therefore it is compatible with any theoretical perspective and ideally calls for the use of multiple theories to explain each relationship between a pair of functions such as culture and politics, economy and land, water and biosphere, and so on. As a means of spatially organizing data, spreadsheets are useful but may be too rigid and constraining in the early stages of an investigation. Their use dampers the observer's intuition, curiosity and naiveté: faculties from which the most inventive and original insights spring (Serres 1995).

Brian Berry's seminal "geographical matrix" is one such spread sheet that uses rows to log places and columns to note phenomena. Once a matrix is complete, the area can be studied in two ways. Looking across a phenomenon row would indicate spatial variation; this could be mapped. Looking down a place

column would reveal a spatial association; this could be synthesized. Each spread sheet would represent a particular slice of time, so that a series of such spread sheets could be used to capture temporal variation to imbue the spatial variation with historicity (Berry 1964). This method was a response to the overwhelming task of organizing the massive amount of detail that is gathered even in a single glance. The synthesizing process was left unspecified and as with all spatial analytic methods, there was no accounting for subjectivity.

Spider diagrams are more flexible. The combination of circles, lines, and words is directional yet flexible. I start every investigation by using one, move later to spreadsheets and then later still to a word program to type out a more detailed outline. The geographical matrix is a more rigid kind of spider diagram that also has built in geographic prompts that facilitate a methodical approach. Without the prompts it would be possible to overlook a particular process that may not be immediately or strongly evident. Data and other thoughts about the place or event under investigation is not limited to onsite observation but can be derived from any source. Much of its design is derived from Nevin Fenneman's concept of geography cited earlier (Fenneman 1919).

By using the framework of matrix-spreadsheet-word program, the move from phenomena to observations to words is done gradually so that a clear focus is maintained on the relations among geographic functions. Bruno Latour describes the step-by-step practice of science in a similar way of transforming places into sentences and data sets, one which he describes as being characterized by doubts, difficulties, and compromises (Latour 1999).

The matrix proposed here contains ten functions that represent common disciplinary subfields: economy, politics, society, culture, history, land, water, atmosphere, biosphere, and technology (figure 1).

Fig.1: A ten-function integrating geographical matrix for place/event investigation. The naturally aggregated place or event is at the center. As the investigator moves outwards along the radiating arms representing various place/event-building systems, the engagement with the phenomenon or process becomes more theoretical. This movement from the experiencing/participating realm of aggregated place/event to the observing/analyzing realm of separated theoretical process entails the building of ever-greater bridges to cross the gaps among systems. These bridges are the conduits of translation among systematic geographies, the relations must be addressed theoretically. The closer one moves toward the aggregated center, these relations are shorter, less obscure, less complicated and less needed.

Fig.1: A ten-function integrating geographical matrix for place/event investigation.
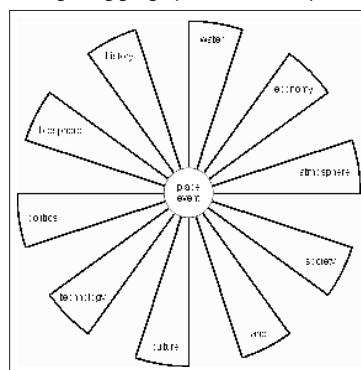
Geographic phenomena and processes such as cities and agriculture are compounds of these functions. An investigator selects the functions needed to investigate a particular place or event and connects them in a way that leads to the best explanation of and story about the thing in question. A total of 45 functional pairs are possible: economy and water, economy and politics and so on, eliminating the identical (economy and economy) and repeating (economy and politics, politics and economy) pairs. Not all of the components have to be used, only those that are relevant to the study. Function definitions are variable according to the philosophical, methodological, and theoretical formation and needs of the investigator.

It is not only the multiplicity of functions that allows for a fuller and more accurate investigation, but also the multiplicity of ways that these different functions can be held in relationship to each other. The arrangement of the functional data in the circular format of the matrix allows for the random movements made by the observer in response to the complex demands of geographic integration (Serres 1995). A place or event does not unfold linearly; functions must be visited repeatedly and intermittently as one function responds to another.

The ordering of the functions is determined not only by the observed features of the place or event but also by the subjectivity of the observer. The sequence can be constructed chronologically, listing the function that had initial impact, followed by subsequent functional reactions and interventions. Or it can be designed hierarchically, with the strongest function listed first with weaker or dependent functions following. Sometimes, within the sequence, it is impossible, undesirable or unjustifiable to fix an exact sequence of functions. This ambiguity is expressed in the non-hierarchical grouping of the functions in the sequence and in the analysis and discussion about it. These decisions rely at least partly upon the independent judgment of the observer.

MINEO, SICILY

Under investigation is the town of Mineo in southeastern Sicily (figure 2). Mineo is a town in the province of Catania - one of the nine administrative divisions of Sicily - located in the extreme northwestern foothills of the mountains called "Iblei". The town is situated on a lonely and sunny mount (photo 1). Destroyed by an earthquake in 1693, Mineo, like many other towns in the southeastern Sicily, is distinguished by the wealth of buildings in baroque style.

Its population, after decades of migrations caused by the abandonment of the countryside for the cities by the coast or by the search of new opportunities in the industrial north, had decreased from nearly 12,000 in 1921 to about 5,300 inhabitants today (ISTAT 2009). Its territory (244 km^2) is constituted in the north by the southern part of the vast plain of Catania, planted with citrus and vegetables; in the northwest by a hilly area where wheat has grown mainly; in the south by an altitude area between 500 and 650 m asl (Iblei) rich in olive trees, almond trees and Mediterranean scrub. The territory of Mineo is crossed by streams Caltagirone (or Margi), Pietrarossa and Catalfaro, all tributaries of Gornalunga, itself a tributary of the river Simeto, in whose catchment area lies Mineo.

Mineo probably lies on the ruins of Menae, founded in 448 BC by Ducezio. The local economy is based on a good production of grain and vegetables, almonds and prickly pears, citrus fruits, grapes and olive oil.

Fig. 2: Location of the territory of Mineo

Source: author's elaboration

Photo 1: Mineo and the surrounding area

Source: Diego Barucco, 2008 - www.siciliafotografica.it

The region is rich in archaeological ruins, including the remains of at least four cities of the Greek period:

1. *Menae*, which coincides with the town of Mineo. There are visible remnants of the wall dates from the sixth century BC;
2. *Piano Casazze*, which occupies the central area of the Algar Mountains, was a village which become a city at the end of the seventh century BC and reached its heyday in the next two centuries due to the reception of the massive influence of Greek civilization;
3. *Monte Catalfaro*, near the homonymous stream, where remains of a large settlement extending over two hills (photo 2) - between prehistoric and medieval times - can be found. On the west side ruins of a medieval castle are visible;
4. *Rocchicella-Palikè*, situated on a large volcanic rock emerged approximately five million years ago. The acropolis of the city located on Rocchicella is probably the old Palikè founded by Ducezio according to Diodorus Siculus. The acropolis of the city consists of the remains of the foundations of a temple and the eastern boundary wall (McConnell, Maniscalco 2003).

Photo 2: Ancient ruins on the plateau

Source: Diego Barucco, 2008

Other remains dating between Paleolithic and medieval age appear to be of great interest. These include the town *Camuti* in the southern part of the area of Mineo, where there are visible remains of a prehistoric village. In this area there are necropoleis (photo 3).

Photo 3: The Necropolis Porrazzelle

Source: Diego Barucco, 2008

Very interesting is *Lake Naftia* in the district of *Rocca*, the only manifestation of geyser in Sicily, formed by emanations of sulphurous water coming out of small craters. In the country of Mineo there are also rare examples of rock art of the fifth century BC**,** as in the caves of *Caratabia*, with scenes of hunting and family life (photo 4).

Photo 4: Caves of Caratabia

Source: Diego Barucco, 2008

At first glance Mineo looks like many other places in Sicily, but instead it represents a wealth for island culture. In addition to features already mentioned above, not less important is literature, "visible" in the territory. In Mineo was born and lived Luigi Capuana (1839-1915), the main theorist of *verismo* (italian realism) and whose works were certainly influenced by the surrounding environment: it is still possible to meet the picturesque characters of his novels and to identify some traditional trades considered no longer practiced. Mineo was also the birthplace of two important contemporary writers: Giuseppe Bonaviri (1924-2009) and Croce Zimbone (1912-1998). The latter, with his collection of short stories *La favola di Villadoro* (The tale of Villadoro), focuses his attention, with affection and cutting irony, on his Mineo (Zimbone 1959). The country gets to life ideally through weird characters and strange scenes. Zimbone speaks about a Sicilian province of the early twentieth century with a taste for paradox similar to that of Luigi Pirandello.

The landscapes of Mineo seduce any visitor, stimulating his imagination and his mind. These are timeless landscapes. *Nature* is the instrument through which spaces speak about life; the *landscape* is the stage with an expressive value for its pictorial effects. The landscape is also the stage of human activity, in which any artificial action rebounds immediately on the perception.

From its origins to the present, therefore, Sicily is not a space of modernity. It is rather like the memory of past ages, ruins, archaeological sites, ancient crafts, archaic techniques, colors and silences (photo 5).

Photo 5: The countryside of Mineo (Santa Margherita)

Source: L. Mercatanti, 2009

A place where myth and reality coexist in total harmony. The time spent in the area by tourists to deepen the knowledge of this world should not be the classic time of travel, but it must respect the rhythms of tradition, nature, crafts practiced, seasons. The aim is to demonstrate that the ability to evoke cultural heritage and material culture in such areas is the basis on which to build the necessary knowledge, skills and projects of modern usage.

This geographical area defines a new agreement between nature and culture: it is the place where you can find a new landscape synthesis. It is a habitat that inspires not only nostalgia, but also desire of a place of perspective, image, concept, form, feeling and themes quite innovative and modern.

It is however an area that has suffered - in the XX century - the abandonment of the countryside. The socio-economic backwardness of the area of Mineo has been well documented in the late 80s of last century in a study of the National Research Council-CNR (Chiron, Crescimanno, Gino 1989). Today, these marginal areas benefit the support of the European Union in the construction of local development programs in environmental matters (Terrana 2009, 15). New opportunities, not only from the economic point of view, but also concerning experience and new skills, are useful for the competition of different territories in order to help tourists increasingly sensitive to local values.

The creation of alternative and additional tourism offer, which includes the exploitation of local agricultural production and traditional crafts, is one of the tools to support local development in a rural economy. It is crucial to the construction of a suitable compatibility among the different activities in order to establish a profitable virtuous circle (Di Carlo, Moretti 2004; Fucci 2006, 175). We assume a type of tourism that has its own characteristics in an attempt to "live" some aspects of the past, in touch with the territories, work practices, players who have changed little over the past centuries. Time, in the countryside of Mineo, seems to have stopped. In this context, the lack of services becomes a point of strength: in the past there were no services. The country is still pure with several centuries-old houses, old guards who protect the land. Customs and habits have not changed over time, against the concept of evolution (in some respects "stasis", which means to stay the same in time).

We don't want to bring mass tourism to Mineo: there is the danger that these experiences might well be reversed, with problems already identified by Jean Pierre Lozato-Giotart (2006): if the tourist purpose no longer coincides with that area, a tourism development "can fundamentally alter the territorial organization of the host environment, including not only the traditional image. [...] The ancient landscape may disappear" (Lozato-Giotart 2006, 15).

The path followed by the authors of this paper is divided into three phases (table 1). Only the first phase was completed. From June to July 2009 through a field study, we sought to experience the agricultural tradition of Mineo, especially in the countryside of Santa Margherita, where Capuana, born in a very wealthy family of landowners, came in contact with an environment of great inspiration. In Santa Margherita there is a very interesting ruin belonging to the Capuana family (photo 6). Here Luigi Capuana had the pleasure of hosting his friend Giovanni Verga, who wrote in 1880 *Vita dei campi* (Life in the country), a story collection[1].

Table 1: Our three-year project

Phase	Period	Action
1	June-October 2009	Practical experience of the authors; collection of materials (audio, video, photo); interviews; assessment of a questionnaire which will permit researchers to evaluate a positive or negative attitude to tourism.
2	2010	Test of IRT made by a group of Sicilian and American students (no more than ten students per session). Interviews and questionnaires. Definition and creation of a touristic "product".
3	2011	Performance of a test on the tourist and analysis of results.

Photo 6: Ruins of Capuana's house in Santa Margherita

Source: Diego Barucco, 2008

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1 See in particular the story *La Lupa* (The She-Wolf).

Survey work - based on the matrix proposed in figure 1 and with a focus on social, geographical, cultural and historical issue - has highlighted high potential for IRT features. This is a perceptive and non-statistical approach, therefore without the calculation of indices. Could be misleading the limited infrastructural facilities and the lack of services and hotels (there is only one small Bed&Breakfast in the town). These "gaps" would give a low value to any index of tourist attraction but we believe that the attraction is given by the presence of a territory as well as it should be in past centuries (Cusimano *et alii* 2007). Traditional technologies provide a wealth of knowledge that for centuries has led to sustainable land management (Fraiese 2006, 180). The landscaping and environment has remained intact thanks to the perfect and respectful relationship between man and nature (Marsh 1867; Reynolds 2009). In a place where mobile phones do not work and are therefore unnecessary, where there aren't billboards, cars or electricity and gas networks, it is possible to experience an ancient way of life with a complete contact with nature. The area offers ample opportunity to discuss about literature or archeology, to take bicycle rides, nature walks and hiking. These new approaches to tourism revisit some of the features of *Grand Tour*, "a highly developed and purposeful act of educational travel by an elite social group organised around the quest for knowledge, culture and cross-cultural intermingling" (Crang 1997, 119).

It is a microcosm of the whole Sicily. Pure, genuine and not artificially created and "this" is extraordinary. The protagonists of the area are mainly farmers, shepherds, pastors, millers and artisans. They look curiously at each new person, shake hands and give a kiss on each cheek as a greeting. This is their natural and best way of developing intimacy with people. They are widely available for a conversation, quietly performing their job and using dialect words often incomprehensible even for a Sicilian.

They "don't have" surname or age, but their name (Don Angelo or Angelino, Don Peppino, Santino, Tano, Turi...) is typically well-known and well-respected in the communities they serve. Don Angelo - a good candidate for protagonist in a novel of the nineteenth century - collects oregano patiently for hours. He assembles it creating something more beautiful than a flower bouquet and, short after our first meeting, he wants to give it all to us freely. Then he takes us to a small farm and gives us ten eggs. Don Peppe, called "Peppe Ricotta", is a shepherd leading his goats, sheep and mules to pasture with special authority. Peppe takes care of his sheep full-time and all year long. The concept of "holiday" doesn't exist for him: this is his life, his whole world. The products of his work (milk, cheese and ricotta, hence his nickname) and the income he makes from his work is enough to live happily. Don Peppe gives us two large pieces of cheese and an entire lamb, but we politely declined.

A three-day visit is more than enough time to experience everything Mineo has to offer. It could be interesting to extend the route to Caltagirone, which is renowned for its ancient tradition of ceramic production and for its baroque style (in 2002 was inscripted in the World Heritage List UNESCO "Late Baroque Towns of the Val di Noto").

Our ideal tourist is environmentally and culturally sensitive, he gets involved with the locals and wants to experience the feeling of living amongst the locals and being part of the little community. This "dream" will probably be disturbed only by the noise and smoke emitted by the combine harvester FIAT. Nevertheless this machine, so wisely used by the combine driver to take pictures of contemporary art in the fields of wheat, becomes a carousel when the visitor gets in it, breathing the smells of plants influencing positively his feelings and brain.

Our first phase of research gave us a certainty about the precious world discovered, as well as feelings and doubts about the future to realize what we are doing; so any ideas and thoughts are welcome. Some of the questions to be asked may include:

- How a new tourism (IRT) can be relevant and helpful to these economies?
- Why should the protagonists collaborate regularly?
- What kind of route is actually needed or wanted today?
- Which are the risks to the resource, environmental assets and existing users from further development of tourism?

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THE SICILIAN AGRICULTURAL PRODUCTION AND THE TOURISM LINKED TO RURAL AREAS: THE CASE OF A POD PRODUCT

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Abstract

The aim of this paper is to point out how the implementation of local governance instruments within a specific area is not often supported by the presence of provided development tools that should consider not only the economic effects but also the landscape related aspects.

This lack reveals itself as an obstacle to the development of rural areas, whose landscapes could easily attract touristic flows. In particular, we chose to investigate the case of a POD product, "Pistacchio verde di Bronte"[1], for its unique landscape characteristics, such as the social results, etc.

In detail to the governance instruments, we have done an analysis of both the statutory forms and their application through the projects accomplished on the territory. This would help to check their support capacity and their efficacy in order to protect the landscape and the related local identity.

We also reconstructed the infrastructural characteristics performances, before it became a POD product but also during the transitory and the subsequent phases, then trying to point up the POD's attraction capacity which could interest everyone who is identifying himself in those strong and, after getting the POD, protected processes, in spite of not being directly involved in the economic development.

We will also try to highlight how the landscape changes because of the erosive action of time, due to the soil competitive uses or the competition between this and other cultures on the same territory.

The Sicilian territory, mainly in its inner areas, will probably maintain, in the long term, its agriculture vocation, in integrated form with other land function like tourism. This particular strong territorial characterization works like a call for the citizens coming from the most important urban areas, in terms of dimensions and functions. The area of our analysis is the South-Western Etna district[2]. The object of our investigation is to offer a short time-line of the culture of the POD "Pistacchio verde di Bronte". In particular we will try to get a focus on the landscape element[3], in its relation with tourism and as part of the agriculture multi-functionality. Our choice is due to the high specificity of this culture, which was already considered a special Sicilian culture, even from the economic point of view. This investigation will be supported by the analysis of some integration tools, such as sustainable vectors for the mobility of tourists, local population and commodities and the relationships between the same area and the bordering ones.

Key words: Agriculture, Tourism, History, Local traditions

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1 *The 'Pistacchio Verde di Bronte' PDO is designed with the publication of the Official Journal of the European Union (2009/C 130/09) in which is indicated the production area.*
2 *The agricultural district gets its legal form with the appellations "rural" and "agrifood and quality" districts since its institutionalization with the D.lgs 228/2001 "Orientamento e modernizzazione del settore agricolo" and the Law n.57/2001.*
3 *Agricultural landscape is described as "the shape man consciously and sistematically gives to natural landscape through his agricultural activities" (Sereni, 1961). "From a perceptive and visual point of view, landscape is the outside environment (natural and urbanized) as everyone can directly perceive visiting or using it. Therefore landscape is the environment visual aspect" (Hull, Revell, 1989) (Tempesta, Visintin, Rizzi, Marangon, 2003). This formulation has been acknowledged by the European Landscape Convention: "Landscape means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors".*

AN HYSTORICAL OUTLINE OF PISTACHIO

The plant of Pistachio (Pistacia Vera) was brought in Italy by the governor of Syria, Lucio Vitellio, between 20 and 30 b.C., following the Roman customs to bring away all the exotic plants found in distant places; only after the Byzantines were chased away from the Arabs, between XII and XIII century, there was a real spreading of the culture. Approximately after six centuries, between XVIII and XIX century, the culture became economically relevant in the provinces of Agrigento and Catania[4], regarding the number of plants and amount of product. Other species of the Anacardiaceae, genus Pistacia, Pistacia Lentiscus L.1753 and Terebintus L.1753 for example, to which Pistachio (Pistacia Vera) belongs, are present in the whole Mediterranean area in the form of *"Macchia mediterranea"*, both in high and low maquis, bushy more than treelike, along the coastal areas and in low hill areas, Pistacia Vera is often grafted on those species.

Through sources such as the "Riveli del Regno di Sicilia" (1747) and the provisional land register of the "Regno delle Due Sicilie" (1833-1853) and in spite of the limitation of those survey methods[5], we get some information about the landed outline, as other scholars pointed out, in which the Pistachio culture appears around the first half of the XIX century[6].

According to the cartography we found, in the mid of nineteenth century there were wider crops; in particular, the landscape structure changed for the disappearance of the mulberry cultivation, partially replaced by the pistachio cultivation, up to 57.959 *"salme"* (156 ha approximately) in 1845, as mapped by De Luca. The decline of the mulberry cultivation was connected to the decline of the silk manufacture, produced in the near communes of Adernò (today's Adrano), Paternò and, above all, Biancavilla, which was one of the richest silk manufacturer centres; for the silkworm raising it was necessary to use the mulberry leaves as forage, while the fruits were differently used. Then the raw silk was sent to the near Consulate of Catania (Petino, 1942).

It is necessary to consider that Pistachio crops find their best placing on lava grounds[7] regarded and assessed as *"Terre inutili"* (Useless lands) in the feudal census (1706); after a lapse of time and with improved agricultural techniques, the Terebinto, locally called as *"Scornabecco"* or *"Spaccasassi"*, was chosen as graft carrier of the Pistachio plant because was the only plant able to grow in such areas, otherwise doomed to economic and social decay.

Between the XIX and the XX century, with a deep transformation of the land possession, the middle class concentration came to an end turning towards an extreme fragmentation of the peasant property[8] which lasted two centuries, getting even worst during the twenty-year period of fascist dictatorship[9] and still being today.

EROSIVE PHENOMENA OF THE PISTACHIO LANDSCAPE

The endless competition between the agricultural use of soils and all the other possible utilization caused a reduction of the agricultural and forest areas, both in provincial and municipal terms, with an increase in the urban, suburban, tourist, commercial and industrial uses, to which it is necessary to add all those areas colonized by different public infrastructures, particularly in the South Eastern side of the Etna, more than in the South Western one, as Bellia pointed out.

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4 As Trischitta points out, in 1812, among the wooden cultures and on the same soils, there were minor fruit-bearing varieties, such as Pistachio.

5 The Land Register surveys were mainly based on empirical methods such as measurements by sight.

6 A survey made in 1756 reveals that pistachio plants were considered a minor culture often placed side by side with almond and olive tree. Even in 1853, pistachio plants were placed near almond crops, being a 0,71% of the surveyed soil.

7 During the XVIII century, this kind of soils weren't surveyed because they were considered barren soils.

8 In 1853, approximately the 54% of the surveyed properties were under 0,50 hectares, while the 43% were between 0,51 and 10,00 hectares wide (Lo Giudice, 1969).

9 The fragmentation of the peasant property grew more marked, mainly in Southern Italy and in Sicily, with the phenomenon known as "Assalto al latifondo".

A clear increase of the property values brought about a change, from agricultural to extra-agricultural uses, and those values are more consistent than any income obtained through the agricultural activity.

The characteristics of the landed properties, from an analytic point of view, reduce their transparency, because of their heterogeneity.

Considering the landed property demand on the basis of an "alternative" use, it could generate few mistakes if not carefully analyzed. In fact, changing the demand on the basis of the possible extra-agricultural utilization, the used parameters will change as well; for example, technical esteems regarding structural characteristics, arrangements, facilities, etc., would be underestimated or excluded, while other not quite agricultural elements, such as the proximity to building areas or wide commercial or urban settings, would gain in importance.

Regarding the Italian background in particular, these conditions caused every research to be narrowed within a descriptive point of view, because of the difficult use of any quantitative tool; recently, it has been possible to notice the research of more appropriate tools for the landed market analysis. All the surveys regarding the soil utilization trends must consider the soil as a resource and even its lack, on the basis of the production amount, the consumption and the related processes.

In the last few years, the landed market wasn't really animated except for those areas interested by intensive or specialized farming ore those ones characterized by any kind of production restrictions (POD – Protected Designation of Origin, PGI – Protected Geographical Indication, etc.). A rise in the market demand, even from the historical-cultural point of view, has been observed in those areas in which the market is characterized by a sectionalist vision, with a market demand upheld by the local population.

The landed property market could boost through specific legislative intervention, such us incentives for young farmers or structural policies to sustain agricultural activities in marginal or fragmented areas in which it is possible to notice a price drop or stagnation.

In these circumstances it's easy to understand why, particularly in the South of Italy, for a young firm it is difficult to grow and reach an optimal technical/economic size. At the same time, the opportunities for an alternative use of the land, seen as phenomenon of the landed values rising, are strictly connected to the determination and the passing of cautious political instruments for the state subsidies canalization as incentive for private investments.

Among the alternative land uses, there are the residential and recreation ones that alter the territorial set up and its organization, as happened in the viticultural zones of South Eastern Etna side reduced in consequence of the vineyards replacement.

An extreme example of the residential and recreational uses is the "second house" phenomenon. As previously mentioned, this phenomenon peaked between the Sixties and Nineties because of the rise in wages and in free time that induced people to look for the new places, other than cities, to invest in.

In particular, this phenomenon started in this area only in the Seventies, due to the emigrant return and investment of their capitals on second houses, considered a good and social relevant kind of investment.

According to the Census of the population[10] and to the statistics of the Regione Sicilia, respectively made in 2001 and 2008, the municipal district of Bronte has second house rate equal to 25,09%, the municipal districts of Adrano and Biancavilla equal to 30,73% and 35,50% respectively; the last two data are above the average provincial rate (approximately equal to 26%).

Even if this phenomenon seems to be extinguished, it still is the cause of soil erosion, even of those soils destined to pistachio cultivation.

Regarding the regional rate instead, Bronte and Adrano are part of the sector from 21,48% to 31,31% inclusive, while Biancavilla is part of the sector from 31,32% to 39,92% inclusive, that is an intermediate trend compared to the regional one showing a relevant vitality in the whole Sicily.

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10 *ISTAT doesn't survey second houses anymore. The lack of this kind of information clashes with the need of monitoring the territory in order to manage uses and consumption.*

Besides this extra agricultural use of the land, there is the competition between crops having different productivities.

During the Sixties, some surveys pointed up how a good fraction of the lands, 25% approximately, was changing, or already changed, its utilization, mainly in the "richest" areas or where there was a more evident competition, for example the South Western Etna side, the coastal areas of Catania district or the industrial zones of Pantano D'Arci, Piano Tavola and Caltagirone.

It is a still working phenomenon concerning plain lands or light slope lands, even characterized by small landed properties.

Even if there is actually an alternation between regressive and progressive phases, there are many other reasons for the land impoverishment: some of them are related to the unfavourable physical conditions and to the weakness of landed properties, the others are connected to the market and to the public support.

Until the end of the Eighties, Pistachio cultivations were progressively replaced by citrus orchards up to an altitude between 400 and 600 meters above the sea level; not even restrained by the lava nature of the soil that characterizes the 22% of the land cultivation with citrus plants. At higher altitudes, greatest competitor is any kind of orchards. In the last few years, thanks to the POD "Monte Etna" achievement[11], even the olive growing is been a good competitor, with an increase of the cultivations in the whole Etna area[12] on a wide range altitude, between 100 and 1.000 meters above the sea level.

Another POD production that affects the same area, even if with lower economic and market performances, is the *"Ficodindia dell'Etna"[13]* (prickly pear), widespread at an altitude between 150 and 750 meters above the sea level.

Pistachio cultivation is scarcely present on the national territory but offers high concentration phenomena in Sicily and particularly in the province of Catania. This cultivation tolerates unfavourable environmental conditions such as growing on dry lava grounds.

Looking at the production of the main pistachio producing countries, it is possible to notice an increase, since it was equal to 53.965 metric tons in 1975 and grew up to 490.634 metric tons in 2005; the main producing country is Iran, who produces the 45,5% of the world production, followed by USA (24,3%), while Europe affects the world average production with only 2,4%.

In particular, the Italian production represents the 0,77% of the world production and, in the period 1975/2005, it decreased from 7.068 to almost 3.790 metric tons. This production is mainly concentrated in Sicily, while it is almost disappeared in the other Italian regions. In Sicily it is concentrated in the Agrigento/Caltanissetta area, in the Bronte area and in the Adrano/Biancavilla area. The first area is located in Mid and Southern Sicily and concentrates the main part of the pistachio cultivation of the two provinces of Agrigento and Caltanissetta; here the cultivations are situated in coastal areas on clayey and limestone soils that are affected by a progressive conversion to more profitable cultures, such as orchards or vineyards. In the province of Catania is located the greater part of the cultivation, with a total of 3.300 hectares of which 2.650 hectares are part of the municipal district of Bronte, while the remaining ones are part of the municipal district of Adrano; the total territory amount slightly changed between 1995 and 2005, with a decrease of 5.7%. The pistachio cultivation in the Bronte area is situated between Bronte itself and Adrano, on a territory bounded by the River Simeto in the West, by the municipal boundary between the same communes in the South, by Etna rocky lava range in the East and by the state road Bronte - Cesarò in the North.

The pistachio cultivated area near Adrano is placed at an altitude between 350 and 800 meters above the sea level and is also extended on leaning and undulating lava soils on which it is impossible to use

11 Extra-virgin olive oil "Monte Etna POD" designed with the Commission Regulation (EC) N.1491/2003 and the publication of the Official Journal of the European Union (2003/L 214/06).
12 The production area includes three provinces: Catania, Messina and Enna. The province of Catania, in particolar, includes the following communes: Adrano, Belpasso, Biancavilla, Bronte, Camporotondo Etneo, Castiglione di Sicilia, Maletto, Maniace, Motta S. Anastasia, Paternò, Ragalna, Randazzo, S. Maria di Licodia, San Pietro Clarenza.
13 Commission Regulation (EC) N.1491/2003, edited on the Official Journal of the European Union (2003/L 214/06).

any kind of agricultural machine. Pistachio plants are located both on the Adrano territory and on the municipal territory of Paternò, Biancavilla, Belpasso, Santa Maria di Licodia and Camporotondo Etneo.

Pistachio cultivation is very important in the Etna area because it is a relevant source of profit and employment that exploits agricultural soils otherwise destined to decay. Moreover it is relevant because of all the handicraft activities connected to the construction of specific pistachio processing equipment, to the processing itself and to the product transformation mainly made by local business whose structural characteristics we surveyed.

Pistachio cultivation is not based on reliable foundations because of the high production costs and low market prices that determined the land decay and the excessive reduction of the business dimension with the resulting decrease of productive efficiency and final production amount, then with low profit margin. In the last decades many intervention policies have been created, both at national and at Community level, reserving a great attention to agricultural activities able to produce positive externalities such as landscape conservation and valorization; in this case, the pistachio cultivation, together with other dried fruit cultivation (almonds, nuts, carobs and walnuts), characterizes distinctly the Sicilian agricultural traditional landscape and could be considered as an historical-cultural proof. Among the intervention there was the attempt to set up associative structures that could have been improving the marketing conditions, acting proportionally to the sold amount. In the Nineties and in 2004 approximately, a Protection Consortium (*"Consorzio di Tutela"*) was formed also with the aim to achieve the POD label which protects and enhances those products having specific characteristics connected to definite geographic areas, in order to obtain inimitable products due to the combination of natural factors (climate and environmental characteristics) and human factors (old traditional production techniques, handicraft procedures).

AN OUTLINE OF THE CIRCUMETNEA RAILWAY

The analysis of the interaction between local development and transport systems often favour the more relevant urban contexts and the greater economic concentrations, even suggesting to modify and exchange different transports typologies that can involve sustainability. In this way, it often happens for small realities still not established or far from any kind of flows to be excluded from the planning.

In the Sicilian regional territory, the main economic, tourist and commercial flows have been concentrated along the coasts, as well as the transport networks that are characterized by great limits, leaving the inner areas aside with large problems and delay in economic and social development.

Our aim, besides having outlined a landscape excursus, is to point out the potential inner local development, searching between the inward specificities that could be supported by external sustainable factors, such as the territorial proximity; on this territory a network of public and private business should be created, helping to develop one or more bottom-up Territorial local Systems (SloT, Sistemi locali Territoriali), even of tourist kind.

The followed method identifies a group of communes situated on the piedmont Etna side, communes crossed and connected by a railway carrier of which we analyzed the structural and social-economic characteristics.

The construction of the Circumetnea railway (FCE, Ferrovia Circumetnea) started on the 23rd of May, 1889, and came to an end in 1896 with the completion of the last part between the two municipal districts of Giarre and Riposto.

Even though it was considered a great work, it wasn't part of the great railway infrastructures made in the nineteenth century to connect the wealthy North to the feeble South of Italy. It was instead meant to facilitate the mobility of people and goods between piedmont and coastal areas.

Nowadays it has lost almost every positive connotation as it is the only narrow gauge railway in Sicily, it doesn't carry goods anymore but it's not used for tourist purposes either.

Since 1953, by presidential Decree, FCE is controlled by a government management with a commissioner directly appointed by the Ministry of Transport.

The communes affected by the railway route are 18, three of which are part of the Pistachio cultivation area: Adrano, Belpasso, Biancavilla, Bronte, Camporotondo Etneo, Castiglione di Sicilia, Catania, Fiumefreddo, Giarre, Linguaglossa, Maletto, Mascali, Misterbianco, Paternò, Piedimonte, Randazzo, Riposto and Santa Maria di Licodia. In 1990 the urban section of the railway has been replaced by the underground network and, in 2008, the only working section is the one between the Borgo station and the Porto station (six stations in all).

APPEALING PHENOMENA AND TOURIST FLOWS

Concerning the landscape and cultural heritage, this area has a relevant inheritance, as well as the entire Sicilian territory, with various attractive poles and a wide variety of tourist offers, often placed in inner areas and not properly communicated. Tourist flows are in fact attracted by the considerable urban cultural offers.

Besides a difficult communication between those areas (inner ones and urban ones), there's even a low mobility between the two of them. In spite of the availability of tyre means and of the FCE, it is really difficult to move autonomously. The FCE itself was created to meet local people's requirements more than to connect interesting spots between them and with potential consumers.

The tourist image of this area, that is the whole of the potentially exploitable resources from a tourist point of view, is based on different specificities of the resorts and on wider issues, such as environmental protection areas or themed roads (*"Strade Tematiche"*), such as *"Wine Roads"*, that help the local community to set up new tourist relations and exchanges. In the tourist imagery, Sicily is seen as an *"unicum"*, but it is important to recognize the diversities of adjacent places in order to plan right interventions and to identify lower tourist development economies.

Such economies are based on a large number of different business that are not linked together but are scattered across the territory instead.

PLANNING AND LOCAL DEVELOPMENT

Besides the negotiated planning, we tired to point up which and how many reclaiming, strengthening and development interventions have been carried out and by which administrations, in order to identify areas with a different approach to the landscape issue and their potential relations with the FCE.

Through the surveyed data, we got some information regarding an intensive planning on this territory and, at the same time, the target duplication that breaks up interventions, apparently involving with it a financial waste. We also tried to get information about the relationship capacity between the communes, in order to recognize hidden forms of collaboration or competitive cooperation, then to facilitate the growing of the tourist supply for a demand that could use FCE as mobility carrier.

In that way, tourism seems to be simply a consequence of other performances, not the result of a real intervention planning between the communes or superior aggregation forms. None of the foreseen interventions refer to landscape intervention or generically to landscape protection, neither to the FCE.

CONCLUSIVE CONSIDERATIONS

Through the analysis of the potentiality of the local Pistachio territorial system, it was possible to see differently the local development and its planning, changing the point of view and watching the same area through its relation with a "special" railway carrier, both in terms of tourist flows or of goods mobility.

Through a first comparison and analysis, we noticed a real separation between territory, local Authorities, their interventions and the railway carrier; instead there is a tyre mobility based system and all the resources are only accessible through a superstructured management.

However considering feasible a bottom-up management of the territoriality as a series of relationships and flows, it is hard to fight the "power geography" directed more towards the appropriation of space, with the fragmentation of resources and ideas, than to its management and valorization.

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THE "DIDACTIC FARM" AS A DEMONSTRATION OF SCHOOL TOURISM FROM A RELATIONAL POINT OF VIEW: AN AIM OF BUSINESS DEFINITION[1]

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1.Introduction: a relational definition of supply and demand of tourist services

Since several years, because of the grow of society's "relational" needs (as resultant of an explicit need of relationship from supply and demand), the sector of the tourist services is assuming the characteristics of what, in another context (Ruisi, 2004), we have defined "relational tourism". The reference is to the sector of the supply and demand of tourist services and goods, realized and used through a combination of relationships in which the producers, beyond a mere orientation to the sale, develop an attitude of deep and shared hospitality, directed to rediscover the beauty and the peculiarity of the historical, artistic, folklorist, gastronomic patrimony (goods and traditions) and above all of humanity of their own countries. In this context, the users from simple final consumers become gen erators of value; they are involved to actively complete the tourist offer.

If it is considered tourism as occasion of relationship that stimulates everyone *to be* rather than *to have/to possess*; if it is considered that tourism stimulates the *logos* (to think) rather than the *curiositas* or - simply - the emotional expectations of the participants; than it is understood the importance to re-conceptualize (to imagine in a different way) tourism by implementing tourist-relational occasions, with consequent benefits both social and economic. Relational tourism appears as the spring of a local and "endemic" tourist economy; this is true if the idea of the vacation doesn't implicate necessarily a long distance, the escape from ordinary life towards exotic places, from routine, but it represents the possibility to enjoy some occasions of relax, *otium* and fun, in the territories in which people habitually stay; "living" the spaces in a different way from the usual one. If all of this is possible, it derives also from a cultural change, at least in the western societies, of a rejection of the superficiality and consumer banality, that passes through a desire of one greater intelligibility of the daily life without filters and mediations, of exploitation of the genuine aspects of life to every level. How Mazzette remembers, «in other words, he is creating the cultural presuppositions through which the individual is able to develop the ability to be astonished and surprised in front of a reality that deserves to be rediscovery and recognized» (Mazzette,1997:97). In this key of reading (following this approach), we want to interpret, from the side of the demand, the favorable comparison for the enjoyment of agro-tourist services, of the rural or naturalistic tourism and of all those forms of tourism with elevated relational potential; we report there to all the forms of tourism directed to the discovery of ourselves and of real world in opposition to the artificial experience of a typical *theme park*. «The character of the industrial society seems to move the emphasis and the center of the tourist experience from the *theme parks* and from the *tourist packeges* to those complex human regions that are able to preserve, to produce and to communicate proper cultural resources, original or derived by interactive relationships with external groups, but also always enjoyable in theirs being» (Savelli,1999:38). In similar order, we want to consider a particular kind of tourist products that need a new relational conceptualization so that to exalt more exclusively its educational value, rather than the instructive one; we report there *scholastic tourism*, a precious occasion for the young people of personal maturity along manifold dimensions. Thanks to the particular relationships that it is established with people and things, the category of relationships, to which

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2 Author of paragraph 1,2,5. Both the authors write paragraph 4.
3 Author of paragraph 3.

it refers the experience in question, favors the maturity of young people involved in such experiences, and therefore the increase in the "being" rather than in the "possession".

2.The scholastic tourism: brief analysis and considerations of the phenomenon departing from an investigation conducted on a sample of Sicilian students and Sicilian teachers

Some elaborations of data and investigations conducted in Italy on the tourist sector calculate in 2004 an involvement in the student vacations of 17.608 scholastic institutes: 11.069 secondary schools, 3.677 technical-commercial institutes, 2.267 licei, 595 other schools (i.e. schools of art, etc.). The sector had more than 9 million presences in Italy. According to the 2004 data, the value of the scholastic tourism reported by the trip's agencies is around a million euro for around 3.900.000 students, teachers and involved staff. The middle expense is 225 € for person for a middle duration of 3 days, even if usually the number of days for the superior schools is higher. The effected choices have been: 31% cultural itineraries, 17% single visits in the cities of art, 12% naturalistic and environmental trips, 11% itineraries that put together art and nature. The 20% of the Italian students directs toward the great European capitals also for twinships.

Treating of scholastic tourism, it is necessary to refer to some normative references in Italy, that is the ministerial circular 2 October 1996, n.291, "Short visits and trips of education or connected to sporting activity" and the circular 2 October 1996, n.623 that has foreseen the delegation of the visits and trips management to the single scholastic institutions without the necessity to ask for authorization to the ministerial organs. The first circular establishes that «the visits, the educational trips, also connected to sporting activity, imply a precise and suitable didactic and cultural planning that are predisposed in the schools since the beginning of the scholastic year and they are shaped as experiences of learning and growth among the integrative activities of the school. The phase of planning represents a moment of particular appointment of the teachers and the scholastic collegial organs. It is found on articulated and coherent projects that allow to define such activities as complementary activity of the school and not as simple occasions of fun».

According to the finalities coming from the mentioned norm, we have conducted a field investigation to analyze the experience conducted by some groups of students and teachers and to understand what needs are still to satisfy in comparison to the present traditional forms of offer in the tourist scholastic sector.

The investigation has been conducted in the first semester of 2005 on three samples of students of the superior schools of the cities of Agrigento, Palermo and Trapani. For Trapani and Agrigento, the survey has been conducted by considering a sample of the visitors of the second edition of the "Fiera provinciale dell'orientamento" ("provincial fair of scholastic and job opportunities"). For Palermo we have directly involved some pupils in their schools. We have submitted a simple questionnaire to students and teachers. At the end, 860 questionnaires (750 related to students and 110 to teachers) have been picked and elaborate. From the investigation a clear prevalence of daily visits has emerged for the students of primary school (over 50% of the visits and trips), in comparison to those of secondary school (around 28% of the total one of the visits and trips). The 40% of the interviewed students has appreciated particularly the cultural-educational aspects (hystorical, scientific, etc) of the tourist experience, while 35% those play-recreational (fun) and 25% those artistic-architectural. At the same time, the 39% of the students have asked for an improvement of the cultural-educational aspects in comparison to an improvement of the other aspects required by the 37% (fun) and 24% (artistic) of the students. The picked data show a particular attention from the students to consider the trip as real occasion of growth and maturation rather than as moment of fun and relax. Nevertheless it strikes that the 45% of the students declare that the visit or the trip have not been organized with a previous moment of information about the different items (monuments, etc.) of the tourist experience. These students also stress the importance of all those proposals (as the didactic farm) that emphasize the role of the practical experience and of learning by doing as tools of growth and personal learning for the students.

In the figure 1 are brought the data related to the activities that the students would desire to develop during a visit or a trip. From the data it is deduced that the 56,5% of the students are interested to the discovery of the natural patrimony; the 47,5% are interested to the cultural patrimony rediscovery, or to participate in courses of tasting; the

46% to the knowledge of local products; the 39% to the preparation of local dishes; 37,5% to the rediscovery of the country traditions and the ancient works.
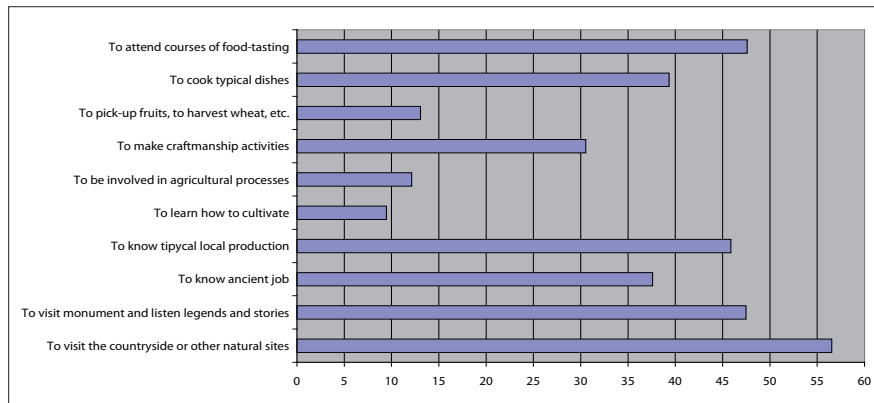
Figure 1. Activities to be included in the trip/journey - Students

Similar positions have been express from the teachers (figure 2) that would like to include in a vacation: the discovery of the cultural patrimony (63%); the natural patrimony rediscovery (62%); the rediscovery of the country traditions and the ancient works (55%); courses of tasting (41%); the preparation of local dishes (37%); the knowledge of the typical productions (27%). The picked results underline the possibility that the experience of the "teaching farm" can represent a concrete answer to the explicit requirement of direct and tangible contact with people and things of a specific territory.

The result of this first survey can constitute a precious feedback for the suppliers and the brokers (i.e. T.O. and travel agencies) of the tourist product, and for the public operators.
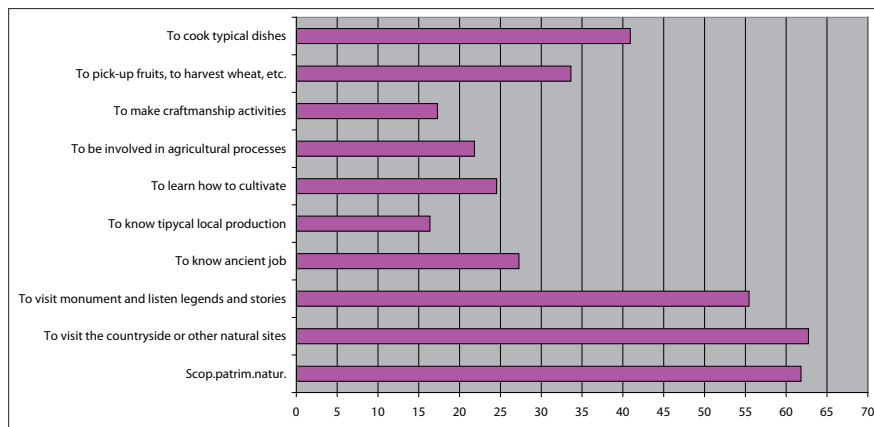
Figure 2. Activities to be included in the trip/journey - Teachers

3. The teaching farm: historical references, formalities of operation and distinctive characters

The *didactic farms* have primarily origin from the experience of the *city farms*. The *city farms* were structures born since the beginning of the last century in the north Europe. They were placed in urban circle, using grounds and buildings of public ownership and managed from voluntary of non-profit associations. These structures, unlike the modern *didactic farms* didn't intend to support the activity of environmental and gastronomic education of the agricultural firms; they were "didactic oasis" inside the cities, born with the intent to approach the citizen to the values of the countryside. For these reasons, only with the birth of the *didactic farms* the agricultural firms will become explicitly the protagonists of an educational process centralized on the typical values of the rural world, on the respect of the environment and on a healthy and correct feeding.

The *didactic farm* is an agricultural firm able to entertain and to generally develop didactic and informative activities for students and other visitors. The proper activity of the *didactic farms* is really developed both from the agricultural firms and from the agricultural-tourist firms (agritourism). In both cases, the offer appears as a form of alternative tourism in comparison to the traditional offer proposed to the scholastic demand. It is necessary to specify that, despite the generic activity of the agricultural-tourist firms that are predominantly directed to offer gastronomical-recreational activities, the *didactic farms* are characterized by a meaningful interest for the rediscovery of the rural environment, of the culture and of the local traditions. The activity of the didactic farms is directed to contemporarily emphasize the educational, cognitive and cultural aspects of the tourist offer.

Some of the most important characteristic features of the didactic farms are:

- the simplicity and the genuineness of the feelings and the values transmitted to the visitors;
- the possibility of a deep and spontaneous relationship caused by the offered products;
- the connection between the tourist activities and those agricultural;
- the educational function of the offered products;
- the *learning by doing* didactic principle: usually the consumers directly and manually participate to the agricultural activities; they are involved in a practical activity under the guide of the agriculturist;
- the narrow cultural connection of the activities with the territory and its rural and gastronomic traditions.

Therefore, the didactic farms are agricultural firms; the didactic activity is connected to the agricultural one; they are set in a functional relationship, normally using the equipments and the resources employed in the agricultural activity; they are also set in a substantial relationship because the offered products cannot put aside from the business and rural context; finally they are set in complementary relationship because the agricultural activity remains the principal one.

The didactic farms normally entertain schools and groups, proposing lessons on the cultivation methods, on the transformation processes of agricultural products and, more generically, on the processes of environmental and gastronomic education. The learning methodology is *active* because both the young and the adult people usually directly participate in the agricultural activities, assimilating knowledge through their experiences.

These firms are born from a double necessity: to guarantee forms of additional income to the agriculturists, to assure a direct communication between the agriculturists and the citizen; in the last years, the predominance of the industry of the transformation gets further the producers and the consumers bringing to an underestimation of the role of whom cultivates the fields.

In the didactic farm the peasant/agriculturist establishes a direct relationship with the consumers of the service assuming the role of communicator.

The importance of this activity regards the possibility to spread a knowledge that has been neglected for years and that in the last times it assumes greater importance: the knowledge of the autochtonous crops

and the wild kinds; the characteristics of the territory; the origins of agricultural and natural processes; the transformation of the alimentary products; the traditions of the rural world; etc. The activity of the didactic farms as the other forms of tourism in the countryside, are based on the constant exploitation of the environmental, natural and cultural patrimony. "Make school" in farm means «to offer the possibility to stay close to the nature and the social, economic, politics and cultural dimensions of the environment» (Nasolini, 2002). This experience helps everyone to recognize him/her as part of the territory and to intensify the bond with the same thanks to a fruition-manipulation of the products of the earth and the connection of these products to a specific local tradition. "Make school" in farm constitutes a tool of education to the taste, to the traditions, to the identity, to the healthy feeding, to the respect of the environment, to the meeting with other things and above all with other people, stimulating the exercise of relational virtues. All of this has a fundamental importance if it is considered that the cultural, social and technological transformations have modified the alimentary habits and the relationship with the environment (Ballarini e Tagliaferri, 2003) and have caused the loss of the material and emotional dimension of the life experience and the increasing development of virtual relationships.

Together with the other forms of agricultural tourism, the didactic farm can constitute an alternative and profitable economic opportunity; it can contribute to avoid the abandonment of some disadvantaged areas; it can allow the diffusion of an authentic and genuine food culture; it can finally, represent an important occasion for the exploitation, the tasting and the sale of typical alimentary products.

The synthesis of our considerations underlines the affirmation of a polyvalent role practiced by the agricultural entrepreneur: he doesn't develop only the activity of cultivation and breeding of the livestock but he also furnishes other activities as those receptive, recreational and didactic connected to the exploitation of the rural patrimony

4. The didactic farm's *business definition*

The tourist services offered in a didactic farm is developed according to the logic of meeting and the direct contact with the real world that is usual known through books, videos or stories. The product in its core aspect is predominantly identified as a path of learning. The paths are diversified according to the season, to the typology of firm and crop and to the environmental context of the farm. The first initial footstep of the activity consists in the choice of the matters to face: the paths can be simple, concerning the discovery of the country, of the rural world, of the products of the farm, of the flowers; or they can be advanced, concerning the biological agriculture, the observation of the stars, the handicraft workmanships, the discovery of the differences among the ecosystems, etc.

Particularly, we can individualize three types of paths (Tibiletti, 2002):

- paths of agricultural-environmental education (the wood and the companion: knowledge and legends, the hedges and the secular plants, sounds and odors; the biological agriculture; the animals and the cultivations of the farm during the seasons);
- paths on the territory and the rural civilization (the old works, the museum of the utensils of the country civilization, the ancient games, the echo-museum and the history of the agriculture, the popular dances of country tradition and the feasts);
- paths of food education (cereals and bread, milk and cheese, from the bees to the honey, from the grape to the wine, the production of the meat, the herbs) through special laboratories of the taste; tastings and sensory comparisons of fruit, meats, honey and cheeses, etc.

After the choice of the path, it will be necessary to delineate the practical carrying out of each single meeting that has usually the objective to solicit the five senses of the participants; to such purpose it is preferable to introduce the practical activities in the form of a game. The path owes to easily have contained communicable and has to possess a didactic value; it must be supports from informative stuff and it must be characterizes also from the history and the local traditions; the path has to be stimulating and able to fully involve the children or in general the visitors (Belgrado, 2002).

To complete the concept of business definition, recalling the model proposed by Abell (1980), we consider three dimensions: the use function, the formality of service's disbursement, the target (group of clients). Concerning to the use function of the offered service it refers us to that of relaxation, instructive / informative and educational.

With regards to the formalities of disbursement of the service, it can be considered: the direct experience; the vision that can be assisted from audiovisual stuff; the self-managed fruition supported by explanatory material.

With reference to the group of clients, it distinguishes among: students, families, groups of elderly persons, people assisted from voluntary associations, groups with a scientific interest and others. Some statistic reliefs underline that the visits in farm involve maternal schools 35%, elementary schools 45,8%, junior high schools 14%, senior high schools 4%, disabled 0,2%, adults' groups the 1% (Mari, 2002).

If the specific dimensions are considered (Fig. 3), the single firm will develop an own more articulated proposal by considering the requirements of market, its own present and future *servuction* ability, the competitors, etc.
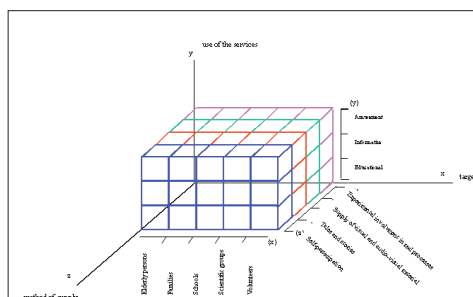
Figure 3. The didactic farm service

To make clearer the definition of the specific product of the didactic farm, we have considered opportune to compare the teaching farm with other more similar tourist products; for this purpose, we use different graphics (Figg. 4-8).

Didactic farm- agricultural/tourism firm

The didactic farm has instructive function, educational, but also relaxation and recreational. The formalities through which the service is offered are the simple narration, direct vision, carrying out of various practical activities. In fact, the different offered paths are based on the principle of the *learnig by doing* and they face educational thematic concerning the environment and the gastronomic habits. The teaching farm can offer only the didactic path, or it can offer further and complementary services as the restaurant, b&b, cultural services. The target is very various and it can include: students, families, groups of scientific interest, consumers of services disbursed by beneficent associations, groups of elderly persons, etc.

The agricultural-tourism firms primarily develop functions of relaxation and recreational, without skipping those instructive and educational but above all those eno-gastronomic, etc.

The offered services are heterogeneous and they often implicate the carrying out of practical activity (birdwatvhing, horseback riding, fishing, course of kitchen, etc.). The offer can include a lot of instructive and educational thematic but usually it is not concretized in a didactic path on predisposed and structured purpose for offering a service of rural pedagogy. The target is ample even if turned a great deal primarily to the families.
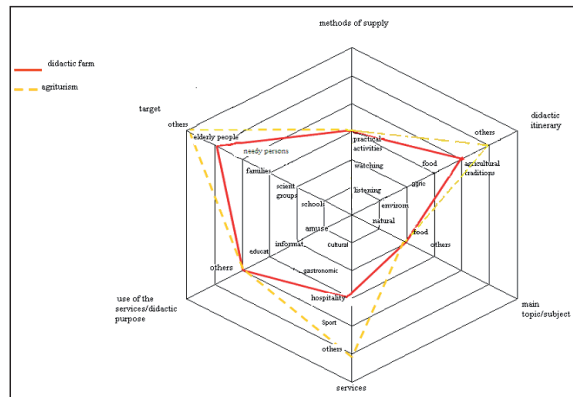
Figure 4. A comparison didactic farm/agriturism

Didactic farm- rural tourism

The operators of the rural tourism offer many services, first of all: eno-gastronomic ones, but also those cultural, sporting, etc. They often involves the tourist in practical activities as excursions, trekking, birdwatching, etc. The offer includes a lot of thematics also educational and cultural ones, but a didactic run is, not normally, offered on purpose predisposed for specific target. The rather variegated offer involves numerous groups of visitors.
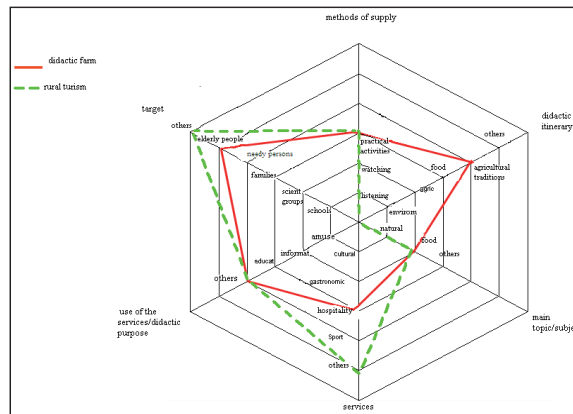
Figure 5. A comparison didactic farm/rural tourism

Didactic farm-echotourism

The echo-tourist operators offer many services (cultural, gastronomic, b&b, sporting) and they also develop an educational function. The offered didactic paths are predominantly naturalistic-environmental.
The groups of involved visitors are smaller in comparison to those of the didactic farms, because they involve groups of elderly people or people with physical handicap.

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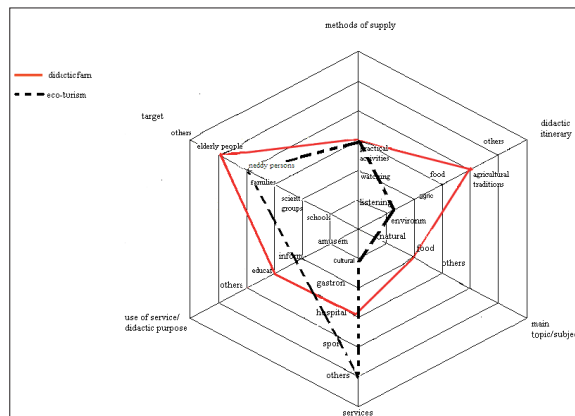
Figure 6. A comparison didactic farm/echo-tourism

Didactic farm- agricultural and ethnografic museum

The agricultural and ethno-graphic museum offers some didactic paths specifically projected for groups of students. These paths include thematics close to those of the teaching farms, but don't include practical experiences inspired to the principle of the learning by doing. The offered services are not so wide, they can be mainly considered as places of exhibition; the groups of clients are ample and however heterogeneous.
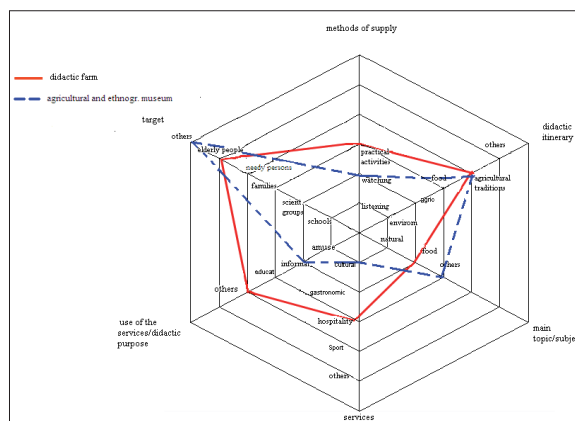
Figure 7. A comparison didactic farm/agricultural and ethnographic museum

Didactic farm- search and scientific experimentation center

The search and scientific experimentation centers generally involve a meaningful number of groups of consumers (potentially greater in comparison to the teaching farms) and they treat ampler thematic. They offers nevertheless a meeting place number of services and they essentially develop instructive functions tied up to the activities of search and scientific experimentation.
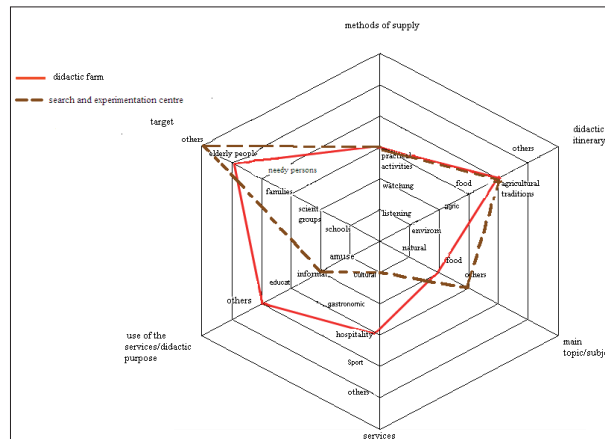
Figure 8. A comparison didactic farm/search and experimentation centre

Conclusions

Although the trends of the demand of tourist services are always oriented toward the binomial sun-sea, they are directing themselves toward forms more involving in which people put in game him/herself and in which tourist experience contributes seriously to the relational-educational trial of the tourist and the people employed in the business realities that offer the service.

A *didactic farm* is a product that should be used in a relational way considering the interpersonal relationship that is developed through a contact with the agricultural world and the territory. In fact, direct experience facilitates a deep horizontal exchange among the students and an informal vertical exchange with the teachers companions. For all the analyzed reasons, the experience in farm can certainly contribute to the personal growth of the young tourists. «According to the philosophical paradigm of the antropological personalism, a person grows towards his/her self-realization by respecting – or better – by improving the dignity of another person» (Chalmeta, 1997:78).

The didactic farm can become a true school of values and virtue; it can represent an unique experience in the formation of the boys and girls and through them to induce a civic *metanoia* (changing mentality) and a deep change of the common feelings. The didactic farm could be considered as an antidote to those that Taylor (1999) defines inconveniences of the modernity: the supremacy of the "instrumental reason", the individualism and the disaffection towards the public life. In other words, the teaching experience in farm could favour the search of the "ability to be" rather than "to know" or "to know how to do", therefore it could be able to valorize the thought before the action; to foment the search of the common property and the native idea that the fullness of the being cannot put aside from the other; to sustain rediscovering of the sense of responsibility of the man in building a better society. For all these reasons it seems opportune that the experience of the didactic farm should be introduced in the scholastic formative curriculum.

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WHAT PERSPECTIVES FOR LOCAL TOURISM DEVELOPMENT? TWO CASE STUDIES IN THE MEDITERRANEAN REGION[1]

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Abstract

Purpose
Integrated relational tourism is the subject of growing interest among local development studies and territorial policies. This paper presents two case studies that can be considered potential experiences of integrated relational tourism. The aim of this paper is to argue about territorial advantage of an integrated approach to tourism, starting from an accurate analysis and a report of case studies.
The final purpose is to provide new information on practices, activities, forms supporting the framework. This information allows to come up with a model, as supporting in the case studies, able to explain a system approach to tourist offer configuration in the Mediterranean region.

Material and Method
The framework of integrated relational tourism is considered as a capability of tourism offer to organize its activities and services around network configurations, based on community involvement processes. The idea is that a collaboration among local actors and players represents a best condition to generate a consequent integration of tourist offer configuration. In this way, local actors are considered as the real protagonists of production and management of local resources. In fact, complex issues of participation and inclusion remain central to the creation of a sustainable and integrated tourism. This involves a different relationship between tourism demand and supply, in terms of a direct contact that, by an active involvement of local actors, is based on local tradition and territorial identity.
This assumption gains more value if applied to tourism region of the Mediterranean area, where coastal areas offer consolidated tourist products and, in addition, suffer for a strong human pressure. Therefore, deseasonalization strategies supporting the inland areas and promoting creation and development of new types of tourism are required.
The methodology used to analyze management experiences in tourism offer, including not only tourist aspects but also all territorial components, such as national law and socio-economical context.
Results
The paper reports two different experiences of management tourist offer represented by *Esterel Côte d'Azur Centrale de Réservation*, in French Mediterranean Riviera, and *Sulcis-Iglesiente STL*, in Sardinia, the Italian island.
Esterel Côte d'Azur Centrale de Réservation (ECA) is a service agency for promotion and commercialization of tourist offer of 14 villages in the Var Region, a territory including coastal and inland areas among Cannes and St. Tropez. It is a public organization that handles 170 accommodation possibilities and over 70 leisure

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[1] *The work reported on here is a collaboration of the two authors; however, Spagnuolo was responsible of Stl Sulcis Iglesientes case study and Tanzarella was responsible of Esterel Côte d'Azur case study.*

activities offered by local community. It involves internal areas in tourism processes and generates a diversification of local offer, targeting on common values such as hospitality, quality of life, handicraft, agriculture production, in order to obtain territorial added value.

Sulcis Iglesiente STL is a formal association provided for national law, supporting the activities of actors operating in 23 villages of South West Sardinia, including both coastal and inland areas. It's a public form that promotes different types of tourism, increasing the value of attractive potential of territory through a strategic planning of territories concerned.

Conclusions

The aim is not to carry out a comparative analysis between the case studies, but insert the information collected inside the framework of integrated relational tourism.

The evidences will be employed to talk about best practices formula for realizing relational tourism, able to respect Mediterranean identity and promote, among other things, sustainability actions, local development, interaction between coastal and inland area policies, collaboration and participation of local actors.

Key words: Tourist local development; management models of tourist offer; community involvement; Esterel Cote d'Azur; STL Sulcis Iglesiente

INTRODUCTION

The aim of this paper is to adopt a systemic approach to tourism, considering socio-geographic components originated, developing and coexisting in a certain territory.

Adopting a systemic approach means, on one side reconsider all the components (economic, social, cultural, natural and human) that, directly, contribute to create the system offer; on the other side, use a complexes framework where territory is considered as a "subject", in which developing relationships and involving processes as bases for a local tourist development.

In fact, sector-based point of view for studying tourism allows to re-building tourist chains based on vertical integration, but in this terms territory is not considered as a protagonist and subject of territorial processes. We think that a territorial reading gives importance to local development, introducing the concept of integrated relational tourism as solution also to tourist demand changing.

Integrated relational tourism is an evident opportunity to rethink tourism logical towards concept of participation and shared practices, allowing to local actors a sustainable management of tourist activities.

Integrated relational tourism gives value at local scale, and not "*localismi*", but endogenous and bottom up processes, developing systemic actions and overcoming offer standardization.

This paper highlights the importance of a balance between local and global and for a creation of a tourist system, internally integrated and externally opened. Process-based view (Teo and Li 2003) prefers not to reify space, as global or local, and instead suggests that space is "perpetually redefined, contested, and restructured" (Swyngedouw 1997), confirming necessity to ride local and global conflict out (Jessop 2001; Murdoch 1997), in tourism too.

In using the term of integrated we intend also cohesive; a cohesion that is based on collaboration between local actors, who are interpreters of a dynamic relationship, impact positively on configuration offer. An offer that appears to tourist demand more integrated, opened and global, enjoying communicative advantages coming from network. Local actors are considered real protagonists of local development, joining professional and personal skills in order to become a strong actor in tourism strategical choices. In fact, "there are many potential benefits when stakeholders in a destination collaborate together and attempt to build a consensus about tourism policies" (Bramwell, Sharman 1999, 392).

The participation of local community is necessary in order to guarantee a sustainable tourism, in fact requests of responsabilization necessary to a sustainable management of resources, arise from a continue riappropriation processes of spaces. From identification process to endogenous specificities accrues tendency to start "patrimonialization" processes, so put in value resources, knowledge, vocation and attestation good.

The transcalarity of different planning and tourist system operating in a certain area allow to talk about "tourist region". A concept refers to a "geographical area in which takes place systemic interaction processes between different tourist components and in which tends to limit travel flows movement attracted from tourist offer" (Pollice 2002, 111). The application of this concept to Mediterranean countries allows to talk about "Mediterranean region", showing a geographical area that, despite differentiations in processes and basic conditions, is considered "a systemic interaction space"; a resultance of a mixture, processes and common flows. Nowadays, tourism is composed by complexes features, make Mediterranean region to adopt relational tourism formula in order to "territorialize" tourist practices, valorize local resources and re-establish a direct relationship between host and guest. In fact, "collaboration is a prerequisite for relationships marketing" (Fyall et al. 2003, 657), if there is collaboration "destination is understood by its tourists as a unique entity, with political and legislative framework for tourism marketing and planning" (Buhalis 2000, 98).

In this paper case study analysis follow theoretical approach as so described, the analysis are not limited to tourist component but are extended to contest conditions, such as socio-economic, legislative and cultural dynamics, aiming to territorial process in a certain point of time.

THEORETICAL AND METHODOLOGICAL APPROACH

In this paper we suggest a methodological approach based on geographical reading as a best manner to understand new ways to make tourism and to analyze relational ties of territory's actors. The "territorialist approach" becomes the method able to discover the central role of the territory that is considered, at the same time, as engine and as result of relationships among local actors. On one side, the territory is the engine because it is the best condition to come up integrated networks in which actors, joined by a common sense of belonging (to the territory), appeal to resources and local specificities to active virtuous and relational exchanges. On the other side, the territory is the result of networks because the effects produced by collaboration enrich territory and carry out a territorial add value.

Therefore, territory is considered the key element of strategic action and the cornerstone of local development, because it expresses "active territoriality", promotes interactive and collaborative behaviors among players that, through positive relations with local resources, generate planning, innovation, development, value (Dematteis 2001).

Local community, directly or indirectly involved in the tourist offer, takes part actively to decision-making processes, exploiting owner "relational capital" for activating sustainable and virtuous cycles and for obtaining add value. In using the term "relational capital" we make reference to relational assets (Storper 1997) "incorporated in local human capital, as local cognitive capital, social capital, cultural differences, institutional capability", that together other geographical, historical, artistic and infrastructural components contribute to form the territorial capital (Dematteis and Governa 2005, 27).

In integrated relational tourism approach, the collaboration among local actors feeds internal cohesion and external opening of the territory, generating network configurations aimed to make satisfaction for current tourism demand. This pivotal approach is necessary if we consider the features of current demand that requires increasingly a direct contact with destinations and local communities and is more attentive to quality of services that are able to tie together tradition, identity and local culture. By this way, the research perspective to adopt is a cross combination of diachronic and synchronic dimensions (Figure 1).
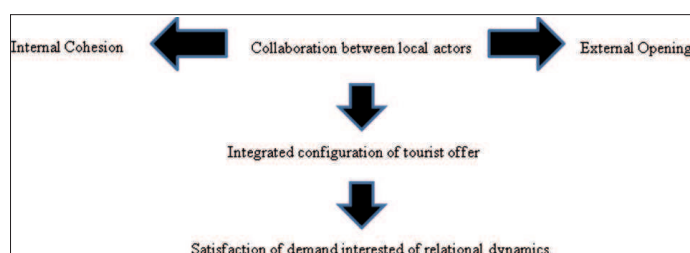
Diachronic because, starting from discover of traditions and identitary-making values of the territory, local actors aim to future planning (vertical process); synchronic because it is based on an integration among players, resources and activities that takes place in a certain territory in a specific moment, bringing to internal cohesion (horizontal process).

The organization and management of tourist offer, when entrusted to local community, meet logics of systemic integration and spread an atmosphere of mutual trust that improves accessibility and usability of services from visitors, guarantying satisfactions levels of territorial sustainability (Magnaghi 2000).

Relationships among local actors are considered as "bridging ties" (Costa 2005), not impositive but rather negotiation and collaborative that leave aside individual interests to meet network logic. Many potential advantages are connected to the formation of relational synergies, starting from sharing of ideas, problem solving, innovation opportunities and opening on global scale. In fact, the "connectedness gives rise to opportunities for the transfer and sharing of knowledge, which are important attributes for developing innovation and competitiveness" (Dredge 2006, 270).

However, formation and development of relational synergies have to be accompanied by favourable conditions of the territorial context. For this reason, in the territory reading we investigate some territorial components (legislative, socio-cultural, economic, geographic), therefore, not only touristic, as "determiner" for the development of integrated relational tourism. These components can be a constraint rather than an opportunity for developing integrated relational tourism. For example, a legislation that legitimates and supports agreements among the parties can be considered a formal basis for promoting collaboration of local actors. Tools used for developing integrated relational tourism have to be well-utilized, it means that they don't have to be a simple label but develop more complex relational processes.

In using the term "process" we convey the idea of a dynamic exchange of relations that are aimed to the future and are able to renew themselves over the time. In this paper we consider a double prospective based on a valorisation of resources, tangibles and intangibles, embedded in a determinate context and a continuous orientation to new requalification processes that arrange to "patrimonialization logics" that we have just said. It means that functions and using values of an heritage are always dynamics, taking into account market evolutions, for both tourist demand and offer.

Another tool to promote integrated relational tourism is considered public and private partnerships that guarantee a collaboration between private and public actors that participate in the same manner to local tourism development. Public sector have to participate to these processes, support sustainable behaviours and allow that tourism become an important development factor. Tourism is very often characterized by an high level of fragmentation, while is increasingly shared that "no single organization or individual can exert direct control over the destination's development process"(Jamal and Getz 1995, 193).

In this paper integrated relational tourism is explored and evaluated as a best condition for tourism local development because it is required from both demand and supply. The issues of socio-cultural and economic evolutions carry out, on the hand of demand, to different features respect to the so-called "standardized tourism".

In fact, the trend is to live territory in contact with local that has to propose a systemic offer, not disjointed or separated. On the hand of supply, strong competitive dynamics, new features of tourism as a development factor, the necessity to meet demand processes, have brought to attempt of tourism organization forms more integrated and flexible.

In conclusion, these evolutions require that local scale turns to global scale, and catch up with an internationalization levels in order to react to external changes and guarantee large tourist flows and middle-high spending power. The creation of networks, therefore, is the opportunity for local territories to become protagonists of dynamics and processes on global scale.

FINDINGS

This paper presents two case studies of management tourist offer that can be considered potential experiences of integrated relational tourism, represented by *Esterel Côte d'Azur Centrale de Réservation*, in French Mediterranean Riviera, and *Sulcis-Iglesiente STL*, in Sardinia, the Italian island.

Esterel Cote d'Azur Centrale de Réservation (ECA)

Esterel Cote d'Azur Centrale de Réservation (ECA) is the first case study proposed as an organizational model having reference to integrated relational tourism framework. It is a service agency with private/public economic involvement[2], arise from the local Tourisme Office. Since 2000 it manages communication activities and reservation services (accomodation, transports, leisure, shows and events) embedded on a territory of 14 municipalities (Saint-Raphaël, Fréjus, le Pays de Fayence, Roquebrune-sur-Argens, les Adrets de l'Estérel, Bagnols en Forêt, Puget sur Argens) from coastal to inland in the Var region and situated between Cannes and Saint Tropez.

French legislation encourages and supports public and private partnerships at local scale thanks to a regulation that entrusts to municipal offices of tourism, besides to information and promotion services, commercialization of tourist products too. In fact, the national law of 13 july 1992 allows to Tourism Offices to exercises "*la réservation et la vente de tous types de prestations, de loisirs et d'accueil d'intérêt général dans leur zone d'intervention. Ils facilitent la démarche du public en lui offrant un choix de prestations*[3]».

These favourable conditions have determined for this territory the formation of collaborative relations among local operators to improve integration and quality offer, through ECA intermediation. In fact, it executes its functions as a "Meta-manager"[4] in the planning of tourist offer, entrusting to local actors the task to manage directly territorial components in a play of collaboration/competition that involves the community as real protagonist of local tourism organization processes. The participation in ECA system by local suppliers is submitted to the reaching of a quality standard in the level of services and in obedience to rules defined by agency, rules oriented to improve quality, accessibility and usability of services from visitors. Visitors live an integrated and flexible tourist offer and have the opportunity to discover territory and to relate with local community thanks to many promotions and discounts given for services, accommodations and leisure.

With the ECA intermediation, these municipalities have overcome the idea of holiday destinations exclusively based on beach tourism and on elite visitors for proposing a new image of the territory targeted on diversification and deseasonalization of tourist offer.

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2 *ECA borrowing sources public aid, tourist taxes, products sale (guided visits), commissions given by suppliers and deriving from booking contracts (while service is completely free for visitors).*

3 *Article 1 - Conditions particulières de réservation conformément a la loi du 13 juillet 1992, types de vente de la Fédération Nationale des Offices de Tourisme et Syndicats d'Initiative.*

4 *The "Meta-manager" is a term used in managerial field by Richard Normann (1977), but it has been used in other disciplinary sectors, like tourist field (Costa 2005), with the aim to define a particular type of leadership. The Meta-manager executes, besides to operative and managerial skills, a pro-active and constructive role too, generating conditions to solve struggles and foster learning and development processes.*

They have suggested multiple thematisms (rural, sportive, beach, mountain, cultural, naturalistic) turned to an heterogeneous demand (individual and groups, and among these, young people, families, sportive people, convention participants) that involve inland areas in a successful attempt of renewal of local economy, rediscovery of endogenous traditions, involvement of local community. By this way, territory is explored and evaluated as an integrated and open system that intercepts tourist dynamics and demands come from global market. Local tourism offer, based on over 240 services and activities (170 among hotels, camping, bed&breakfast, farm holidays, etc, for a total of 40 thousand sleeping accommodation; and 70 suppliers of free time activities and leisure) promotes service networks in the field of hospitality, quality of life, wellness, entertainment, sustainability that appeals to resources embedded in these territories in order to obtain real chains of local development (Faccioli 2009). Therefore, new ways of management offer are examined in order to foster virtuous cycles of integrated relations among territorial contexts (coast/hinterland), local operators, and among these and visitors and with the objective to propose new forms of local development. The connection way just described, defines a specific image of the territory and an internal cohesion. In a future sight, ECA wants to extend network to other service suppliers and other municipalities of the Var region. The primary aim is to obtain a quality mark for suppliers involved, guarantying to the visitor a widespread and share quality in the services level.

In this paper *Stl Sulcis Iglesiente* has been suggested as case study, because its strategical aim showing the intention to create an integrated tourist offer based on collaboration between actors, operating in territory, and participation of local community. In fact the idea is that management of territorial resources activate the relational component of public and private actors, showing collaboration as a pre-requisite for resources integration.

The acronym STL stands for Tourist Local System, and is a development form provided for Italian law. In fact, National law 135/2001 provides institution of Tourist Local System defined as:

"homogeneous and integrated tourist contest, involving territorial area, also in different Regions, characterized by an integrated offer of environment and cultural attraction, including agricultural typical products and handcrafts, or spread existent of tourist enterprises single or associated"

The definition of more detail is entrusted to single Region, as administrative division of Italian state. Sardinia region has recognized Tourist Local System with decision of regional commission n. 34/11 in 19 July 2005 saying: "for tourist local system intend the association between public and private subjects, operating in a certain territorial area, in order to realize program of action orientated to valorization of resources and promotion of tourist offer".

Stl Sulcis Iglesientes was born in 2007, when was presented the three-years development plan. *Stl Sulcis Iglesientes* includes territorial area of Carbonia Iglesias Province, founded in 2005. Stl was born as an agreement between local agencies, such as 23 Municipalities, Carbonia Iglesias Province, Chamber of Commerce; therefore as a top-down process, and a public process unable to involving private actors for a lacking tourist tradition and a few level of tourist structuring.

Stl gives a promotional and communicative support to private actors, and specifically to 230 accommodation (110 B&B, 53 hotel, 4 camping, 10 residence, 33 farm holidays, 16 landlords, 4 other accommodation), services, transports and incoming actors.

Geographical features and historical-artistical resources allow to arrange of a tourist offer differentiate in activities and landscape, as a resultance of integration between coastal and internal areas; from sea to mountain, from seaside activities to trekking, from archaeological sites to mining heritage valorized to touristic aim and declared an Unesco Word Heritage site.

Tourist development of mining heritage represents a patrimonialization process, able to recall territorial vocation, historically determinate, in which local actors plan centered on capability to create territorial added value. In fact, in the past mining heritage has determined culture and community behavior and now offer the opportunity for a sustainable touristic use, crossing dynamic and needs at global scale.

Local community becomes an important element of this tourist planning because harbinger of past values and functions use resources, generating different productive processes, new chains connected to tourism, becoming themselves new culture for territory (Faccioli 2009).

Creating a tourist integrated and flexible offer is STL Sulcis Iglesientes's intention. Infact, Stl web site[5] used as promotional tool in order to communicate territory as a unique entities, shows the intention between integration and flexibility; on one side, providing thematic information as the meeting between offer features and demand motivations, on the other side, providing to tourist opportunity to personalize travel, on line with "Your bag" section. The intention to integrate offer is visible also in tourist card, that allows to entrance in some attractions with a forfeit price, facilitating tourist in territory fruition.

Stl uses external and internal communication strategies. As to internal marketing, supporting actor collaboration, Stl gives to local actors information about events, trade fairs through on line communication, as mailing list, and a forum organized every years in order to explain Stl's activities performed and in program. Instead promotion in local radio, Tv or newspaper is used to create local community consensus and awareness of tourist process.

External communication strategy is based on emotional aspects, in order to create an image recognizable out of Sardinia, showing a wide range of intangible value, historically present in territory, such as tradition, social practices, rituals and festive events, traditional craftsmanship, productive heritage.

Particular in involvement of local community, Stl has to compare with a culture historically often not so participated, at least at the beginning of local development but following involved. This behavior has been stratified during the years and has carried out, often for productive reasons, a public intervention, and a dependency by national and international changing and decisions, but that in new planning can direct on qualitative and eco-compatible processes (Boggio, Sistu, Stanzione, 2003)

CONCLUSION

In this paper we have shown the utility of social networks in the tourism field as a tool that allows to actors to share their activities and interests into tangible tourism products. We have also illustrated the validity of organizational models proposed and their inclusion in integrated relational tourism approach. Case studies described in this paper explain some experiences of systemic integration of tourist resources. However, the methodological approach shows advantages coming from belonging to network. For Mediterranean region the network approach is necessarily a "transcalarity approach" because of differentiations within its. Starting from local scale so as applied in case studies means arrange an integrated offer based on territorial needs, following its involvement in transnational network. The latest will offer opportunities to Mediterranean basin but coherence, integration and sustainability of tourist processes are guaranteed by local scale principles.

The endogenous specificities expressed at local scale do not allow to imagine a unique tourist development for the Mediterranean region because it is a melting pot of diversities and it needs differentiate logics and approaches, applied to each local context.

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MARKETING TOOLS AND TERRITORIAL PROCESS: THE COLLECTIVE QUALITY MARK "RURALITÀ MEDITERRANEA"[1]

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Abstract

The local development policies and the governance question himself about strategies and dynamics that drive the processes of territory government. In the landscape of real territorial economies, tourism sector implicates strategic choices of exploitation and promotion.

In this domain, the Integrated Relational Tourism looks with interest at the product organized according to shared qualitative criterions, for the exploitation and the creation of synergy among territory's real resources, and establish a satisfactory relationship with inhabitants and places.

Is common belief that own territory must have a prominent role in the market and, while they try to rationalize the resources and to get the maximum output from the potentialities, the course which, from the recognition of the existence of unique resources and unquotable, strengthens and also confers to the territories market value.

In a contest of territorial appeal and competitiveness, the present contribution wants underline one of the themes connected to the territorial marketing, namely the importance of the marks area.

It will be possible to trace which are the primary elements of the territorial marketing and which are the communication's strategies for promoting an area in his complexity. Besides we can show the benefits of the use of a collective mark, especially through the experience of the collective quality mark *Ruralità Mediterranea*[2].

Reference theme: the local development, exploitation's and promotion's systems for integrated management of territorial resources in circle of the rural Mediterranean areas.

Approach: methodological

BEST PRACTICES IN THE TOOLS OF TERRITORIAL MARKETING

In the rural world the information to the consumer - in terms of products and services pawn offered - is tied up to collective tools. Quality and peculiarity are elements appreciates and research by the final consumers.

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1 *This contribution is the result of joint considerations made by the authors. The issues regarding territorial marketing and the different actions for local development will be dealed by A. Tanania, architect, local development expert, advisor in Agenzia per il Mediterraneo and the Local Action Groups of the Calatino area; collaborates with the University of the Studies in Palermo, Faculty of Architecture; the start of the area's mark Ruralità Mediterranea will be deepened by M. Germanà, architect, hocked from over 20 years in the processes of local development and President of Agenzia per il Mediterraneo.*
2 *The mark Ruralità Mediterranea, ownership of Agenzia per il Mediterraneo was born within the transnational cooperation project "Re-discovery and exploitation of Ruralità Mediterranea", financed by the Community Initiative Programme Leader+ 2000-2006.*

Exploitation and promotion of the quality through marks or certification tools is a practice spreads to every sector of economic activity, also in tourist area.Marks symbolizes a instrument to identify standard and/or qualitative criterions, in the agro products as in the tourist services, in a collective plan which valorizes territorial identity and warrants the consumer about the quality.

So the mark assumes triple nature of sign of identity, discernibility and origin from a stated and warranted territory. In this area, starts the collective mark *Ruralità Mediterranea*, been born for admitting operators of rural Mediterranean areas. The mark allows to the local entrepreneurs to organize an integrated offer, it warrantees the quality of the services and it becomes tool of exploitation and promotion of the different sectors: hospitality, food farming and wine and food, handicraft productions.

Key words: identity: exploitation of local products, territorial marketing, know-how and new technologies

INTRODUCTION[3]

The local development policies and the governance question himself about strategies and dynamics that drive the processes of territory government. In the landscape of real territorial economies, in these last years, more and more it is affirmed the conviction that tourism's sector implicates strategic choices of exploitation and promotion, producing economic and occupational lapels in complementary sectors (craftsmanship, services, etc...).

The tourism represents however at the same time an extremely complex sector for inside and external dynamics, for articulation of the products (the tourist product, in fact, is composed of an elevated number of factors: receptiveness, receptive extra services, environment, climate, accessibility, etc.), for numerousness of the actors in game (Public administrations, regional, local, Corporate body of promotion, single and in partnership Private Organisms and, among these, subjects developing extremely different activities).

In this domain, the Integrated Relational Tourism looks with interest at the product organized according to shared qualitative criterions, for the exploitation and the creation of synergy among territory's real resources, and establish a satisfactory relationship with inhabitants and places.

In the outlook of the missions of the L.A.G., general objective can be considered that to organize the resources local realized to the promotion of the territories. In reason for the use that today we do of communication's and marketing's techniques, also politics of local development competes to sustain theirs »products«, that are appreciated more and more for theirs »quality«, that is tied up to the elements of »property« that postpone to the territory, to its traditions, to its culture and the social organization that animates it.

Is common belief that own territory must have a prominent role in the market and, while they try to rationalize the resources and to get the maximum output from the potentialities, the course which, from the recognition of the existence of unique resources and unquotable, strengthens and also confers to the territories market value.

For the Local Action Groups - organizations been mainly born with the mission to promote the territory and to valorize its resources -, marketing and communication are activity with strategic value. In fact, when projects integrated for the local development are programmed and are conceived they are also defined, of fact, some important premises of the strategy of communication. During the years there was many best practices with characteristics of transferability and sustainability, to promote the diffusion of the best experiences on the territories, to strengthen the planning ability and to create initiatives endowed with a suitable critical mass.

In a contest of territorial appeal and competitiveness, the present contribution wants underline one of the themes connected to the territorial marketing, namely the importance of the marks area.

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3 *The paper is the result of the common remarks of the authors. The introduction, the paragraph Rural development and diversification of the activities and the conclusions are written by Angela Tanania, while the paragraph "Ruralità Mediterranea" and the rural development policy are written by Michele Germanà.*

It will be possible to trace which are the primary elements of the territorial marketing and which are the communication's strategies for promoting an area in his complexity. Besides we can show the benefits of the use of a collective mark, especially through the experience of the collective quality mark *Ruralità Mediterranea*.

RURAL DEVELOPMENT AND DIVERSIFICATION OF THE ACTIVITIES

Beginning from the seventies, in the theories of the economic development, the local dimension is investigated more and more. It is born a field of studies that conjugates economic, social and morphological problem list: the territory becomes the spatial system in which interacts complexes factors social and cultural in which finds explanation the dynamics of development. This is the first footstep for the revision of the sectorial politics - industry, tourism, services, agriculture - expressions of the systemic complex that drive the runs of development.

The agricultural policy is so translated in rural development policy, in which the development is not entirely conceived just as result of the growth of the agricultural sector, but it keeps in mind of the whole the activities and the present potentialities in the territory.

For this motive the rural development policy curtains more and more to diversify the activities in the rural zones to improve the quality of the life and the attractiveness of the area. Contextually a radical looks out upon him cultural change of the economic and social operators and the territorial public corporate ad a social and institutional reorganization of the territory.

In this context the LEADER[4], in comparison to the traditional development policy has offered and offers to the operators the maximum degree of share into the phase of definition of the strategies of intervention. The Leader programme introduces possibilities for locally based bottom-up approaches to rural development, imposes an intense activity of animation for the construction of a representative partnership of the local demands: they actively compete to the definition of a project development the economic, social and institutional strengths that operate in the area.

During the last decade, the community initiatives from a side and the application devices of the national and community politics from the other (for instance territorial pacts for emloyment and the Integrated Territorial Projects) one have sensitized further the local strengths in the debugging development plans.

A increasingly central role, in the different Leader initiatives, has been attributed to the cooperation among territories and to the constitution of networks. The constituted partenariats manifest him for the wish to promote the synergy and the collaboration among the different LAG, through the realization of common projects that puts to system the resources of the respective territories. The cooperation among rural territories represents an element of evolution in the development policy, it constitutes one of the fundamental elements to apply principles of transferability of the adopted strategies, to stimulate the comparison among areas with similar or complementary characteristics and to favor the use of innovative solutions to the common problems.

These premises allow to understand what importance can develop the transnational cooperation project »Re-discovery and exploitation of *Ruralità Mediterranea*«, which has activated direct initiatives of territorial marketing to promote, to strengthen and to commercialize the tourist offer of the involved territories. For the promotion of the »Ruralità Mediterranea« it has also been defined a Mark that identifies the territories, the products, the enterprises.

The inter-regional cooperation project »Rete dei distretti rurali« has operated in complementary way to the transnational initiative and it is inserted in an ampler process of international exploitation of the Mediterranean rural areas and the economic (agricultural enterprises, food farming and tourist) system.

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4 *The LEADER+ is one of four initiatives financed by EU structural funds and is designed to help rural actors consider the long-term potential of their local region, encouraging the implementation of integrated, high-quality and original strategies for sustainable development.*

In a inter territorial level, the LAG partner has developed the objective to improve the quality of the tourist offer and the local products and to contribute to their promotion through the predisposition of common and integrated promotional tools.

The quality and the typicalness are by now known elements and sought by the final consumers. The exploitation and the promotion of the quality through marks or tools of certification it is a practice that is by now spread to every sector of economic activity, also in tourist circle. The marks represent a tool to identify standard and/or qualitative criterions - in the products food farming as in the tourist services - in a collective sketch that valorizes the territorial identity and it guarantees the consumer on the quality.

The Mark »Ruralità Mediterranea«, in his conception, welcomes the principles of the Integrated Relational Tourism so that to allow the local entrepreneurs to organize an integrated offer guaranteeing the quality of the services through a tool of exploitation and promotion of the different sectors: hospitality and food farming, handicraft productions.

The element of the »relation« it tightly puts the accent on a tied up irreplaceable aspect to the social component, in the continuous supportive exchange for the integration among culture and economy maintaining priority the attention to the human relationships. A construction of an offer of tourism that is born from the territory through the sharing of values and objectives.

Every system of guarantee of territorial character necessarily has to depart from the analysis of the elements of territorial specificity (landscape, nature, history, traditions, agriculture, craftsmanship, etc.): their evaluation can be realized analyzing the interrelations that intervene to different levels among the different classes of specificity (for instance, agriculture and breeding / markets; craftsmanship / traditions; history / culture / economy).

In general considered the projects of cooperation within the Leader+ initiative, they prevail two orientations: the exploitation of the local products and the natural and cultural resources. The projects to such end will be direct, for instance, to realize plain of marketing, to create territorial marks and itineraries connected to produced specific; also, to direct the interventions to the recovery and the strengthening of the elements of the identity and the mass to system of the territorial resources. Tightly connected also the direct actions to the tourism in rural circle with the purpose to give new impulse to the territories sustaining the knowledge of the peculiarities, to increase the tourist presences to favor its charm.

The mark affirms so its triplex nature of sign of identity, noticeable and of originality: In this area, starts the collective mark *Ruralità Mediterranea*, been born for admitting operators of rural Mediterranean areas.

"RURALITA' MEDITERRANEA" AND THE RURAL DEVELOPMENT POLICY

The rural development policy, have been already said, they offer the possibility to put the processes of share in the phase of definition of the local strategies into practice to the operators. The bottom-up approaches and the construction of the local partnership they activate formality participatory able to actually transform the realities to the tall levels.

From 1990, in application of the principle of subsidiarity, the principle of institutional hierarchy has been replaced by the principle of participation. In the sicilians[5] pilot experiences are developed particularly meaningful initiatives of local development, in which the objective is reached to individualize the formalities of activation of bottom-up decisions[6].

5 From the experience of the Nebrodi (1993) to that of the Calatino Sud-Simeto in which the undersigned has been promoting to constitute the first Agencies of Development, experimental for the integrated planning and the territorial and environmental management.

6In 1998 the Agenzia di Sviluppo Integrato is born, constituted by the communes of the Calatino Sud Simeto, from economic public corporate body and from representations of category of the economic and social partnership, whose purpose is that to develop, for the area, the role of support to the planning of the local development, of promotion and of realization of programs of territorial investment, as well as of monitoring.

They experiment the new practices, the consolidation of the technical ability of management of territorial programs of development is pursued, to make interesting and competitive the territory.

In this trial any hypotheses of development exclusively »local« it is restrictive and therefore the assistant value is given by the ability to activate network politics: the ability to apply and to effect strategies turned to put to system of contexts.

The cooperation among territories offers such opportunity and the Leader it applies at the most the principles of subsidiarity – integration – complementarity.

In the last years is improved, through the projects Leader, the offer of the territories and in the Sicilian context is promoted that is the regional agency for the coordination of the bottom up actions, so that could be put to system "head of net" of the nets[7].

To create an integrated offer to promote the rural and cultural tourism in the basin of the Mediterranean is an ambitious project but the action of the Agenzia per il Mediterraneo, first organism structured for realizing a net of cooperation among the territories, it can coordinate the initiatives of development and exploitation of the territories of reference and it promotes online the put of the Sicilian, national and European LAG over that of the public-private partnership euro-mediterranean.

The *Agenzia per il Mediterraneo* is born within the project of cooperation interterritoriale "Net of the Mediterranean rural districts" and it also wants to answer to the increasing question of quality, distant from the classical circuits of the tourism of mass. Shortly time has admitted the operators of the rural territories to express an innovative and homogeneous tourist offer.

The mark Ruralità Mediterranea is born with the objective to valorize and to unite the territories of the rural areas of the Mediterranean through a collective system of recognizable quality; it sustains the enterprises of the hospitality, of the catering and of the products of wine and food and handicraft.

The integrated offer of the system Sicily on the markets is valorized today thanks to the tools put into effect, from the catalogs to the portal, from the showcases of tasting to the educational tour of sector, but the element of strength is the recognition of the property of the territories through a system of quality - "Ruralità Mediterranea" - enriched by the "value of bond", recognized by the tourist: the relationships are favorite interpersonal directed to authentic knowledge and friendship, the capillary relationships they are favorite among the belonging people to the net of the territories.

Such tools nevertheless must also have sustained from actions of sensitization that involve the public and private subjects in the definition and management of a new tourist offer. The Agency, in the first year of activity, has already undertaken this run, through the involvement most subject, and it has delineated the next operational tool for its "base" inside which the single lines of the regional tourist offer will integrate him to compose the system only Sicily. With the planning of the innovative managerial software, defined System Tour Operator, the tourist operators can be allowed to study an offer integrated by to promote to international level.

The complementarity of the interventions for the development, through an enough critical mass, it can develop effective politics of marketing and communication, necessary for the access to the markets, also through the promotion of the mark "Ruralità Mediterranea" to guarantee of the quality of the services, of the tourist offer and of the local products.

CONCLUSIONS

With the actual planning (2007/2013) we aim to develop and to give continuity to the initiatives of cooperation Leader. The construction of the system of the integrated offer of Sicily and the Mediterranean and its promotion on the international markets, through the base of the »Ruralità Mediterranea« can reach result of maximum relief, as has happened for the constitution of the same Agency.

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7 The Agenzia per il Mediterraneo (2008) was instituted according to the Local Development Plans as provided by Leader+.

The interventions of cooperation - particularly for the themes that concern the tourism and the rural offer, the typical products - they propose him to connect the local potentialities with an ampler context to overcome the due structural ties to the local dimension and for the attainment of the necessary critical mass to guarantee the vitality of the projects.

The construction of a »territorial system of quality« must operationally connect and managerially the different interested areas and to allow a real trial of international exploitation of the Mediterranean rural territory all of their expressions.

Among the objectives they assume importance the ability to affirm to international level the culture of the Mediterranean rural patrimony, what potential appeal element for a sustainable tourism; to qualify the tourist and productive offer of the rural territories; to develop an integrated promotion of Mediterranean rural areas to make to know the characteristics and the productive potentialities of it; to qualify the system of the commercial relationships that can create some reliable points of reference for the local system; to build new relationships with the world of the tourist organization and the distribution of the sour-alimentary products and the craftsmanship with the purpose to open new lines of development for these sectors; to start stable interchanges with other territories.

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THE FOOD EXPERIENCE OF TOURISTS IN SICILY; STEREOTYPES, EXPECTATIONS AND SATISFACTION/DISSATISFACTION FACTORS IN THE ONLINE TRAVEL BLOGS AND RESTAURANT REVIEWS

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Abstract

The Internet is immensely popular with travellers and widely used by the tourism industry. Travel sites have become the most widely utilized online channels for booking and purchase travel, lodging, and complete vacation packages for millions of travellers around the world.

The role of an Internet website has changed from a simple indication of presence on the World Wide Web into a vital marketing and customer communication tool. Today, a website represents a new platform for customer interaction. The Web offers spaces for spontaneous communication that represent a strong enhancing of the traditional word-of-mouth, with valuable "customer generated" information and comments, regarding both the tourist services and the destination in the broadest sense with his specific characteristics.

The establishment of those factors which contribute to the overall life satisfaction of a travel experience, obtained through a spontaneous information source, could be used periodically by industry experts to gauge the "health" of the industry in its contribution to the overall life satisfaction of tourism consumers. Among the factors above mentioned, the so-called "food experience" is of course important for a lot of different destinations, but this is especially true for Italy. The importance of food in Italy (and in the Mediterranean area in general) is well-known around the world, very often through stereotypes, and this cannot avoid to have an influence both on the expectations before the vacation, and on the final level of satisfaction of tourists.

This paper is part of a wider research in progress about the word of mouth on the web, seen as a public image of a region, a town or a specific lodging service, becoming another crucial parameter in consumer decision-making. The research intend to understand the significance of the Internet as a communication medium and e-commerce market for the tourism industry and vacation consumption, and to describe the contents of travel blogs, tourism forum, travel reports and hotel reviews regarding a single region of Italy (Sicily). This article is dedicated to the contents of the restaurant reviews and travel blogs in Sicily, considering causes of satisfaction/dissatisfaction food – related.

After a website selection made through the page rank of Google, the comments contained in travel reports and restaurant reviews of tourists in Sicily after the travel experience in a given period (2004 – 2008) were analysed and selected considering the presence of mentions, positive or negative, of any kind of experience regarding food in Sicily, and their frequence. The satisfaction/dissatisfaction factors regarding various aspects (time and logistic, prices, variety and quality of food, the existence of a language barrier) have been divided into related to a service (meals in a specific restaurant/hotel) and general about the food in the destination considered (especially in comparison with the rest of Italy).

Key words/themes: Internet, food experience, blogs and reviews on line, customer-generated, destination image

INTRODUCTION

The internet has become the most critical marketing channel for the tourism industry, in terms of providing information, selling services of any kind, and making any specific destination visible and accessible on the Web. Consumers increasingly use it as a source of travel information. They plan, search for, buy and modify their travel and tourism products and services on the Internet. According to a recent survey of 2,931 online U.S. adults ages 18 and over (www.harrisinteractive.com), nearly three in four (73%) who stay in hotels when they travel say they start their stay by researching hotel accommodations online, according to the survey commissioned by VFM Interactive and conducted by Harris Interactive.

This paper is part of a research in progress, that will be finished and published within the current year 2009. The research purpose is to analyse the contents of the sites that offer spaces for spontaneous comments, tips and reviews of services, or of the global experience, regarding a specific region of Italy (Sicily) . A growing number of tourists look for information given by other tourists (Watzlavic 1972, Trevisani 2002), on websites where everybody interact with each other in a context of equality, creating a relationship among customers where all the "actors" of the communication itself start from the same level.

The vigorous growth of the internet has drawn a lot of attention from both academic researchers and business operators. Internet publications on tourism marketing have grown significantly in the last few years. Some have provided a necessary background to some in-depth discussions of the various issues of marketing tourism on the internet. Some of these articles have highlighted the internet's impact on tourism distribution. However, bigger efforts should be made to understanding the internet's role in tourism marketing and as to how tourism organizations and destinations can exploit its full potential.

The Internet has transformed the well-known marketing communication model from one-to-many to one-on-one,. The traditional print, radio and television, follow the passive one-to-many communication model. This way a company reaches many current and potential customers through repeated broadcasts of the same message. This traditional approach presents three main problems (Liu 2000):

- The message to every consumer is generic
- Wasted exposures to uninterested audiences
- Competing and conflicting messages being sent to consumers.

The Internet gives the ability to address each consumer personally. Each time a user visits a web site its server has a record of the user's electronic address. This information will help, to send a personalised message to a smaller target audience or an individual consumer.

Global exposure is of prime importance for tourism destinations. Till the mid-1990s destination promotions were entirely reliant on travel agencies to market its products. The web has enabled tourism destinations to market themselves through well designed and well promoted websites. Doing business on the web has helped avoid regulations and restrictions that companies must follow when physically doing business in other countries. For example in some countries, foreign travel companies are forbidden to operate. Finally, compared with the traditional media, the web allows unlimited access for hundreds of millions users to an unlimited amount of information (Liu 2000).

In tourism the web-based distribution systems can help satisfy the consumer needs of easy access to a wide choice of information. Increasingly tourist satisfaction depends on the timely availability of accurate and relevant information. Improved access to information on all aspects of tourist activities has made it possible for marketers to offer personalized services at the same prices as standard packages.

But also the customer - generated information are growing in importance through the web, changing the traditional word-of-mouth of potential and effective customers into something with a power and an intensity never seen before, that probably will influence the tourism market with more intensity in the close future.

With the Internet, virtually unlimited amount of information can be stored at a web site and an unlimited number of users can retrieve it at any time from anywhere in the world. The Web can not only provide

more information but also provide it from a much wider range of sources; while in the past, tourists were almost exclusively dependent upon representations and descriptions obtained through the travel trade. The Web can also deliver the information in a greater variety of formats, from text to photos, graphs, audio and video clips, whereas in the past, tourists primarily relied on the printed brochures as the limited copies of videos of a limited number of tourism destinations or holidays were only available to the major travel agents.

What is written on the web is public, and visible for the surfers, sometimes for years, without password. Every information coming from spontaneous sources, not from marketing - oriented communication channels, can be classified as "word of mouth" (R. Wilson, 1998).

With the internet, WOM has empowered himself. Word of mouth has risen almost as swiftly as the Internet in becoming an equal force in marketing products. While the Internet affects the way to sell products to customers, word of mouth affects the way to promote products to them

In their spontaneous reviews, the tourists report various reasons of satisfaction/complaint (about the services or in general about the destination) personally experienced, and they often talk about some aspects considered important in the classical customer satisfaction studies. But in this case, the traveller feedback is not obtained through a validated questionnaire, no samples techniques are used, and the statistics standards of significance, content validity and reliability are not present. Maybe, this is the reason why the contents of these websites are still not frequently debated in the marketing literature.

Above all, proceedings and results of the customer satisfaction surveys are not public. The reviews on the web can be consulted virtually by every potential tourist, with an influence on his decision process (Trevisani 2002).

Here, the main interest is not to analyse the contents of complaints as if they were obtained from a statistic sample, to observe a whole universe behind; the main purpose is to start to describe the characteristics of the public image of a region, a specific area or a lodging service, that will be perceived by the potential tourist looking for information from other customers.

If we want to know how the destination is perceived by the tourist after the visit, and his final level of satisfaction, it is necessary to quantify the frequency and intensity of attractiveness factors, for every tourist destination. The customer - generated information permits to reduce the influence of the negative factors and to emphasize the positive factors, up to use them to build a new and better image of the destination.

FOOD EXPERIENCE AND TOURISM

Until a recent past, in most cases, the "local food" was far from being first in the list of priority for the majority of tourists, and very often this important cultural aspect of a lot of countries was ignored by the visitors, when not labelled as "unsafe", unhealthy", "disgusting" and so forth. The mass-tourism industry used to guarantee a standardized culinary experience, where the food choices were a few and very predictable, the same all over the world, and every kind of organised tourism package was structured with the intention to eliminate any chance of "encounter with local foods".

In the last 2 decades, a lot of things are changed. For decades 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 foods.

But today's tourist is more cultured than visitors of 20 years ago, is well travelled, is searching for new experiences, is concerned about the environment, and wants to experience the local culture when he goes on holiday.

The last few years has seen an unprecedented interest in the marketing and development of culinary tourism, both overseas and in Europe (Hall, 2003). Indeed, local food and beverages have become integral

components of the tourism experience (Hall, et.al., forthcoming). According to Fiona Jeffery, Group Exhibition Director of World Travel Market, who undertook the independent research with 2000 people throughout the UK of all ages and socio economic groups, "Food tourism today is where eco-tourism was 20 years ago; people are starting to take an interest".The industry needs to take note and use the opportunity to its advantage. A growing number of tourists are starting to refuse a standardized experience and food is a manifestation of a destination's culture (www.tomorrowtourist.com).

«The last five years has seen an incredible shift in the way holidays are marketed and it's all because people are demanding authentic experiences, said Erik Wolf, president of the International Culinary Tourism Association, a non-profit group representing more than 500 tourism businesses in 19 countries (http://www.hospitalitynet.org).

The marketing analyst Ian Yeoman writes that food is a significant aspect of the tourist's experience of a destination, driven by the growing trends of authenticity and the need to have a less standardized experience. Food tourism today shapes not only traditional destinations like France or Italy and California whereas a lot of emerging destinations such as China, India, Vietnam and Mexico food plays an important part of the overall experience. A minority of tourist today still engage in looking for well-know foods when travelling in foreign countries. Gone are the days of the British tourist wanting 'fish and chips' in Ibiza or Americans eating only in fast food chains when abroad. When on holiday, food becomes the social occasion when busy people create a space to connect with friends and family members who may in general be less time-impoverished. Food becomes a human-space within frequently too much harried lives. As the tourist ask for new experiences increases, the 'authentic' food experience becomes more important. Authenticity is intended as food that is simple, rooted in the region, natural, ethical, and so forth. (Yeoman, 2008).

Sicily of course, as part of Italy, but with the added value of being more specific, original and less known by foreign tourists (so, as a consequence, less stereotyped when it comes to food), is part of this process. Long Travel, a specialist in rural Italy and Sicily, claimed around 85% of its clients now asked specifically for food advice when booking. Contracts manager Laura Bell said: "Customers have very high expectations of the food in Italy because it receives so much good press and is always featured in cookery programmes."Getting back to nature and trying out dishes in a traditional setting is a must for our clients" (www.airhighways.com).

Despite the increasing recognition of the role that food can have in attracting visitors there has been little specific focus on food and tourism linkages. As such there are considerable opportunities in more explicitly linking and marketing the food products in a tourism context, as part of the local heritage, or an "historical landmark" in itself in some cases. This paper reports on an exploratory examination and analysis of the nature and extent of linkages and relationships between the food experience and traveller satisfaction/dissatisfaction in Sicily. Based on the contents of restaurant revives and travel blogs written by tourists after a trip to Sicily, it examines the strength of the potential of food tourism, highlights motivation, expectations, practices and perceptions that restrict the development of productive linkages between tourism and regional/traditional (or new and original) food sectors in a specific destination, and explores opportunities for strategic marketing activities that will benefit both industries at both a micro (i.e. individual enterprise) and a macro (destination product development and marketing level. Food in general and local restaurants are now vital components of the tourism experience, and are increasingly being seen as prime travel motivators in their own right. looking at the interrelationship between food, the destination image and the tourist experience.

NEGATIVE AND POSITIVE FACTORS IN RESTAUTANT REVIEWS: METHODOLOGY AND PROCEEDINGS

Online restaurant reviews are the norm and companies like www.5pm.co.uk use the easyJet principles of yield management allowing consumer's discounts, reviews, auctions for exclusive restaurants, reservations

and for restaurants a distribution system for selling unused capacity. But the research is in progress, and at moment limited to the main travel site, www.tripadvisor.com. purchased for is relevance on the search engine Google, searching for "Sicily restaurant reviews". About the relevance of a website homepage, the PageRank rating used by Google (www.google.com) relies on the nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Important, high-quality sites should receive a higher PageRank. Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for the query.

Every reviewer on this site can rate the restaurant from 0 to 5, and write a comment, sharing his experience with others. In this article, are considered the mentions of dissatisfaction factors (the satisfaction factors were, as stated above, too sparse and generic to be useful at this stage)encountered in the restaurant reviewed. The mentions were found reading directly all the reviews considered, the total number. In the study, we still haven't used any electronic program for the text analysis, and a direct human reading was preferred, given also the limited number of reviews, at least at the start of the research. This would not be possible choosing a destination like Rome, or Florence. In that case, the number of reviews only on this site is more than 5000! Also for Sicily, considering the constant increase, soon will become impossible to read all the reviews and the use of a statistic sample proceeding and electronic tools for text analysis will be necessary.

Table 1. Number of restaurant reviews 2003 - 2008 in Sicily

2003	2004	2005	2006	2007	2008
28	87	190	257	330	471

The influence of this kind of WOM among the tourists in Sicily is increasing every year. The total number of reviews considered here is 1364. The total number of restaurants reviewed in the whole region present on the site is 597. 709 reviews are entirely positive, more than the 50%

Table 2. Main dissatisfaction factor (written firstly in the text in case of more factors present in a single review) mentioned in restaurant reviews in Sicily

Price	261
Service(slow/indifferent/unpolite)	134
Language barrier	96
Opening hours	68
Food variety	43
Food quality	30
Standardized/globalized food	23
Total	655

Apparently, the main emerging issues are all about the quality of service and the approach with the foreign tourist. What we obtain through the spontaneous customer reviews is a general vision of food related services offering good and mainly local food, (but extremely overpriced in comparison with the

expectations), and perceived as unfit for good service standards. A good point is the low percentage of complaints regarding food quality (words like "freshness", "authenticity") , and the low presence of "standardized food", expressed often by the expression "something you could find everywhere in the world". Nevertheless, the number of complaints regarding the service and the low level of customer care is still extremely high, and is doubtless that the final effect is high probability of "characterizing" Sicily as a destination with high prices and an underdeveloped food industry despite the general good level of food quality, that adds to a general lack of tourism infrastructure.

In this context, is evident the existence of a problem regarding English not widely spoken.

FOOD MENTIONS IN TRAVEL BLOGS AND REPORTS ABOUT SICILY

In this part of the study, we've been searching for mentions of encounters with local food in the travel reports, and blogs written by the tourist during or after the experience.

Here we find another kind of problem, more difficult to cope with for the tourism marketing. A territory characterized by words like "feeling", "sensation", "impression", where is really hard to narrow down to a specific factor to explain the final effect of satisfaction/dissatisfaction of a food tourism experience. The awareness of the existence of a problem is of course the first step for any problem solving strategy, but isn't easy to go further when the specific causes are not communicated, or expressed only in part. In the reviews we judge a single specific service, but in travel reports/blogs we judge a whole location, whit its attractions, its people and its "way of life".

The blog search engines considered in this study, among the first five to appear after a query on Google (searching "blog search engine" as query) are:

www.blogdigger.com
www.Blogsearchengine.com
http://Blogsearch.google.com

The blogs found with comments and tell-tale stories regarding a tourism experience in Sicily at December 31, 2007 (searching as keywords "Sicily travel") are 905, and their number was constantly increasing until 2008.

Table 3 Number of blogs found with comments regarding a tourism experience in Sicily at December 31, 2007

2005	2006	2007	2008
45	233	281	346
Total			905

Also in this case, the limited number of blogs and reports about Sicily allows a direct reading of all the texts. Only in the year 2007, Rome have more than 4000 blogs found.

The presence of any mention local food experience-related in the blogs was taken into consideration at first. About the language barrier, the blogs and reports considered contain a peculiar result for Sicily, not entirely unexpected, but that should be alarming for the local tourism trade.

Table 4. Presence of language problems mentioned in travel blogs regarding Sicily

Presence food experience	824
Absence food experience	81

The slightest majority of the blogs and reports contains at least a mention of local food experience, of any kind, but mostly we encountered general comments and criticism, not referred to a single good/ bad experience, but to the whole location. Even in this case, the majority of mentions are totally positive. (501)

Table 5. Main dissatisfaction factor (written firstly in the text in case of more factors present in a single review) mentioned in restaurant reviews in Sicily

Food variety (only local/predictable)	101
Opening hours	87
Language barrier	40
Price	38
Low level service	25
Food quality	19
Standardized/globalized food	18
Total	323

Is interesting to notice that the language barrier as dissatisfaction factor in the food experience rank third in both the blogs and the reviews, two different contexts of communication.

When tourists talk about food in a destination in general, to resume a whole experience in different places and occasions, the main issue, surely unexpected to most stakeholders in Sicily, seems to be variety of food, intended as a general lack of choices. Even the problem of the very limited opening times (impossible to find a restaurant open before 8.30 pm, is the most frequent remark) appears much more relevant in the blogs than in the reviews. The reverse happens for the price/service related factors.

CONCLUSIONS

Summarizing, the present work is part of a wider research in progress about the impact of word of mouth among tourists on the web; this paper aimed to determine the number of language issues reported by travellers on the internet about a given region (Sicily), regarding services or the destination in itself.

The fact that has been highlighted in the article is the general lack of a good service standards along with overpriced food and an apparently unexpected language barrier for English speakers, expressed by a big number of tourists in the two communication context considered, both in the restaurant reviews and blogs.

The tourists posting reviews and writing blogs are often the same, but they seem to consider some factors giving a different priority level if they are using one communication context or the other. While the positive appreciation, both in the blogs and in restaurant reviews, are in most cases generic, "very good" con indicate a good level of satisfaction for the single tourist's perception, but nothing more, in the negative comments more specific words adjectives are present.

The price and service issues result as being very important in the value perception of the tourism experience of the independent visitors. If the feeling of being ignored, cheated, misunderstood in a restaurant can be generalized as always negative, on the other hand it could stimulate, in a segment of customers, the enforcing of a negative opinion extended to the whole destination and the motivation to communicate it to the other potential tourists through the web.

In the case of a single restaurant the problem could be seen as the problem of a single structure/ stakeholder, but when the destination on the whole is involved in the negative comment, the public image of the territory will have to cope with problems, both in the short and in the long term, especially the image of an Italian region, where the "good food " represents one of the few positive stereotypes. One of the strenghtness points of the region could be compromised.

Also the food shops owners, and restaurant managers who operate in the destination, when interested in tourism-related business, should consider the necessity of a stronger effort in adapting their work/ business standards with the expectations of foreign tourists, through different criteria of selection for the human resources.

Interesting peculiarities regarding the destination image before and after the experience are starting to be visible in the research. Probably the most unexpected finding regards the "variety issue" or lack of food choices, the most relevant aspect emerged from the travel blogs, unexpected at least for the self-centered vision that part of Sicilian (stakeholders and chefs included) have about the "richness" of their gastronomy. On the other hand, the good quality of local food seems to be not discussed, and perceived positively by a big majority of tourists.

This study has spent considerable time on what may seem very mundane details of tourist practices. In closing, it is worth underlining that the mundane is not something inherently of little importance. To those unfamiliar with reports, or studies that focus on practice, the mundane can appear as a departure into the insignificant. However, as Barry Brown work (2007) states, "the massive pervasiveness of mundane action makes the impact of these practices both powerful and subtle. Seemingly trivial details, such as moment of troubles in communication, can have a large impact on tourist practice worldwide."

These first results are interesting and, in part, unexpected. Further results of the research in progress will be probably useful in a new way to keep under constant monitoring the word of mouth among tourists and its consequences, building an always renewing public image of a destination and its tourism related services.

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Policies

CINQUE TERRE NATIONAL PARK:
A MODEL OF INTEGRATED RELATIONAL TOURISM BETWEEN TRADITION AND INNOVATION

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Abstract

In the eastern part of Ligurian Riviera, in the province of La Spezia (Italy), five small villages cling on a rocky territory overlooking the sea, enclosed between two promontories: they are the marine villages of Monterosso, Vernazza, Corniglia, Manarola and Riomaggiore, best known like Cinque Terre.

Their seacoast, belonging to a marine protected area, is characterized from amazing and picturesque terraces, with the secular dry-stones extending for thousands of kilometers.

These terraces had been built since thousand years and mainly cultivated as grapevines, creating a unique landscape, so to be inscripted in the UNESCO *World Heritage List*. They were risking to disappear, during 20's, because of the difficult job conditions, the inhabitants of this area began to abandon their lands. The depopulation caused its degradation, the landslides undermined the terraces and the traditional techniques of cultivation ran the risk to be lost.

From 90's the landscape of Cinque Terre changed again, thanks also to the institution of the National Park, that promoted the safeguard of the landscape through an imposing deed of requalification of the territory, revitalizing an area that risked to go destroyed. The innovative plan of conservation contemplated the reconstruction of the terraces, giving new impulse to a good quality agricultural production, mainly the grape growing, based on the rediscovery of the native grapevines. The positive effects of the reconstruction of the dry-stones interested also other cultivations like olive groves, medicinal plants, tomatoes, lemons and basil.

The recovery of the terraces and the differentiation of the agricultural production have gone hand in hand. Moreover, the Park has chosen to invest in renewable energies and new technologies, bringing telecom innovations and becoming one of the advanced tips in the IT field.

Through the environment protection, the use of territorial marketing that values the quality of the products and the investment in the hi-tech, the Park managed to requalify the tourist offer through the rediscovery of the traditional values and the local identities deep seated in the territory, becoming a destination for important flows of international tourists.

The Park, even if keeps an extraordinary ability of protection, has also become a company that closes its balance with a profit and assures the full occupation in the territory. Such an experience has assumed also a strong symbolic value, becoming the symbol of local development model.

The aim of the present job, therefore, is to demonstrate how a correct management of the territory, carried ahead both with a business spirit and with a particular attention to the environment sustainable, is able to throw again an entire productive system: economic increase and social development have gone hand in hand, having allowed the conservation of an ancient inhabited area and the recovery of traditional knowledges, but with a modern spirit capable to receive the opportunities deriving from the technological innovations.

Key words: Cinque Terre, Terraces, Development, Sustainability, Innovation

INTRODUCTION

"Paesaggio roccioso e austero, simile ai più forti di Calabria, asilo di pescatori e di contadini, nuda, solenne cornice delle più primitive d'Italia.

Monterosso, Vernazza, Corniglia, nidi di falchi e di gabbiani, Manarola e Riomaggiore sono, procedendo da ponente a levante, i nomi di pochi paesi o frazioni di paesi così asserragliati fra le rupi e il mare".

Eugenio Montale, Fuori di casa.

The sea villages of Monterosso, Vernazza, Corniglia, Manarola and Riomaggiore located in the eastern Liguria, in the province of La Spezia, better known as *Cinque Terre*, present a peculiar terraced landscape which made them famous all over the world.

Placed on a rocky territory which drops vertically in the sea, the five small towns, delimited by two promontories at their ends, belong to an area of ancient human settlement. On these places, the marks the human being has imprinted have created along the time scenographic landscapes with a strong visual impact, as well as a historical-cultural stratification of great importance for the identity of the area.

Given the morphology of the land, the necessity of terracing the slopes facing the settled areas has been felt by its inhabitants since remote period. Testimonies of hard working and of an aged material culture, such terraces continue up to date, to mark the skyline of the hilly and mountainous landscape of a great majority of the territory of the Cinque Terre.

Presently, such geographic area is object of different administrative programs. In 1997 it has been declared as a UNESCO Heritage Site. In the same year, it has been created a marine protected area and in 1991 it has been established the Cinque Terre National Park which also includes the rocky outcrops of the coast belonging to the area of the park itself.

Such needs for protection started being felt from the 90's, mainly to preserve the uniqueness of the landscape of the place, threatened by the environmental deterioration which had affected it following a depopulation process that took place during the 20's of the last century. Today instead, because of the repopulation and the strong touristic flow, the protection program is mainly oriented to safeguard the authenticity of the place against the possible obliterating effects which the uncontrolled mass tourism inevitably brings along.

It is our intention through this work, to reflect particularly on the territorial dimension of the Cinque Terre National Park, as a meeting sphere of different factual and perceptive cultures of the area. An identification of the operative trends, intended to pursue the objectives of the environmental protection and the development of the economy of the settled communities, is aimed to be accomplished.

In fact the participation of the local communities to the establishment and management of the park, as well as the expectation for their propositional role and social control is deemed fundamental for the success of the initiative. An organized perspective, based on entrepreneurial approach resulting from communicative and decisional process, together with managerial forms widely shared.

Purpose of the present contribution, therefore, is to show how precise protection programs, that keep into account and respect the "genius loci", and might strengthen rather than perverting the nature of the identity of the places. With the revitalization of the area in a modern way, yet respecting the original culture repository of a natural knowledge which has shaped such scenery, it is possible to conjugate the use of the cultural heritage with the conservation of its original meanings, a formula which can be a real catalyst of interest from both national and international communities.

THEORETICAL AND METHODOLOGICAL APPROACH

The theoretical and methodological approach that we have followed in this work has privileged a deep bibliographic study which aimed, as main purpose, to point out the changes which are taking place in the field of tourism. Secondly, to focus particularly on the rural tourism, as a form of visiting attractions compatible with both, the respect and safeguard of the environment and the culture of the places.

It could be defined as integrated relational tourism.

Subsequently, in the framework of the rural areas that can be partially converted in places of touristic destination, we stressed out the very particular case of the mountainous and hilly areas, which display the lay-out of their slopes in the shape of terraces for agricultural purposes. Even in this case, with the support of deep bibliographic research, the peculiarities of the areas and the distinctive features of the land have been established, and it has been understood why today they exercise a strong touristic attraction, which partially contributes to modify the original functions of these territories.

Finally, talking about the terraced slopes, we have taken into account the case-study which is the main subject of this work: Cinque Terre National Park. Such institution is meant to take care of conservation and valorization of the portion of the Liguria territory where the terracing of the rural areas, together with the distinctive urbanization of the five sea villages, have originated a natural and human landscape which is at the same time unique and irreplaceable, to the point of being included in the UNESCO Heritage list.

Cinque Terre National Park, making use, at the same time, of entrepreneurial modalities and new technologies is succeeding to conjugate needs which appeared to be opposite: innovation and tradition; needs for protection and marketing strategies; respect for the environmental balance and tourism; becoming in such a way a model to be followed and to be applied in similar context. The necessity for protection of the area remains the primary goal. Nevertheless, it can be wisely combined with the management of a business, creating a formula which could guarantee good results either for the safeguard of the heritage under protection or to a more strictly economic level.

RURAL TOURISM AS EXAMPLE OF "INTEGRATED RELATIONAL TOURISM"

As is known, thanks to the general increase in per capita income and free time available to workers, the increasing level of schooling, the average lifespan and technological advancement of communication system, the temporary movement of people from places of habitual residence to others, over time, have increased so that today tourism[1] is considered one the most important factors of territorial organization, for its ability to generate incisive changes in natural landscapes and anthropic and to establish close relation with the various productive sectors and to integrate different cultures.

The new structure of post-industrial society has changed the habits of tourists, making it possible and necessary to stagger the holidays throughout the year, in addition the modern tourist is not content to travel single issue, but wants to meet different needs (recreation, relaxation, culture, trivia , care, etc..) and acquire many experience.

Despite these trends, even in the era of globalization, tourism still remains an activity closely linked to the territory, since the use of the good tourist is necessarily the place of supply, which means the necessity, desirability, of provide places of arrival of adequate accommodation ready to seize and to meet the needs of the tourist-consumers.

The factors mentioned above, together with a new "environmental consciousness", have helped to produce for several years, profound changes in the tourism sector, so much so that the next generation of the traditional tourist, or someone who wants to find the chosen destination services and comfort similar to that of "home" gradually has grown a new generation of tourists eager to immerse themselves in the culture of the places, to establish ties with people and things, seeking new experiences and authentic[2].

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1 (Citarella, 1997) - Since tourism has affected entire populations, particularly in industrialized countries, scientific research has highlighted the cross-sectoral and multidimensional nature of the sector and stressed the need for a systematic treatment, through cooperation of experts pertaining to different sectors: it affirmed the contribution of both the methodological centrality of economic matters, to analyze the cost-benefits of tourism and the influence on the trade balance, and the humanities to interpret the evolution of relations between man and land.

2 Tourists "in search of experience" is characterized by the strong sense of rejection felt toward the tourist industry, aspiring instead to enter into contact "direct" with the place visited. You must be interpreted in this sense that the interest of "new tourists" in that mode of use "alternative" tour of the property, which allows it to establish direct contact with a reality of

Tourism, in fact, belongs to the category of "relational goods", in that it generates the matching of different people and produces only be useful if shared with others, and the exaltation of that particular aspect that the new generation of tourists looking at the moment which chooses a destination.

Should therefore interpret these new requests and implement those actions necessary to adapt supply to demand. To this end, they encourage forms of "alternative" tourism (such as rural) that make available services and local products, in order to achieve multiple purposes, such as to satisfy the needs of the tourists of greater peace, but also to ensure the survival of marginal agriculture, reuse of buildings, to support the work at home and, especially, to strengthen the relationship between city and countryside.

A confirmation of the above, there is a record even in Italy, the strong growth in demand towards certain types of holiday, such as green tourism, wine and food tourism, rural tourism, cultural tourism and religion, etc..

In this context is placed the revival of rural areas[3] as places of tourist interest, which is one of the most significant and economically more interesting than the profound transformation of the tourism phenomenon, which can indicate with "varying demand".

Certainly, they are spaces that are still marginal if compared to the dominant streams of domestic and international tourism, as peripheral to the main routes, but are subject to further enhancement and increase in balance with the needs of sustainability.

Developing forms of hospitality in respect of the territory, in addition to responding to real needs of the market, perfectly embodies the aspiration of a model of tourism development compatible, based on resources and the territorial specificities, attentive to the quality of product and process, aware of importance of conservation and enhancement of local identities.

This awareness seems to emerge in the new projects of territorial planning of public bodies responsible, who, though so far have been directing their investments for the creation of hotels, resorts, residence, consumption of land and causing damage to the enjoyment of the landscape itself, lately seem to pay more attention to new forms of hospitality. This awareness seems to emerge in the new projects of territorial planning of public bodies responsible, who, though so far have been directing their investments for the creation of hotels, resorts, residence, consumption of land and causing damage to the enjoyment of the landscape itself, lately seem to pay more attention to new forms of hospitality. In recent years, in fact, some administration "farsighted", he strongly favoured the new kinds of accommodation (Bed & Breakfast, farmhouses, historical houses, hotels disseminated) which also support economically, thus becoming a "model" to observe, analyze and possibly imitate.

THE TERRACES AS PECULIAR ELEMENTS OF THE LIGURIAN TERRITORY

Recently, is emerging more and more the idea that the agricultural landscape should be protected, managed and enjoyed, as it represents a store of renewable resources related to the identity of places and communities. This interest in the rural areas is motivated at the legislative level: in Europe thanks to the "*European Landscape Convention*", which art. 2 highlights the important role of "landscapes of everyday life" in creating the European rural landscape and considers the contexts in which to implement the strategies of participation, and enhancement of sustainable development in Italy thanks to the "*Code on Cultural Heritage and Landscape*" as art. 143 provides that the lines of urban development and housing should be consistent with the different levels of recognized value, with special attention to agricultural areas and UNESCO sites (Mautone and Ronza, 2006).

their own, having an experience, then, more spend a simple residence, and thereby enrich their own identity.
3 Tourism in rural areas appears to be a model of endogenous development and local entrepreneurship bound tightly interlinked with socio-economic activities of the community, contributing thus to keeping alive the his "storical memory" of places. For these reasons and the impact on environmental systems definitely limited compared to other forms of tourism, it represents a model of sustainable development capable of preserving and enhancing biodiversity of rural areas, meant not only in strictly environmental, but also in cultural terms.

An obvious example of how cultural and economic values may lead to an important heritage and cultural landscape is reflected in the detailed arrangement of hills and mountain slopes for agricultural purposes, where the ridge slopes with terracing, particularly if supported by low dry stone, is among the most fascinating human interventions on the territory for its visual impact[4].

The interest of agricultural terraces and cultural capital is very high for their spread on the historical value constructive value for the landscape and environment and the important function of stabilizing slopes and retention of rainwater.

In such contexts, rural locations, structures for water resources, dry-stone walls, types of cultivation, they present themselves as the most complete synthesis of that relationship between local communities and the physical substrate, unique and unrepeatable, ensures originality to the locations and can support competitiveness.

The landscape of terraced slopes becomes, therefore, a rich heritage of geographical, anthropological, architectural, agricultural and environmental impacts, which has a power, perhaps a tourist attraction, as they can be exploited to the historic features of rural culture, great artists such works.

The terraced slopes contain components attributable to anthropogenic tangible and intangible aspects of the culture of a human group, which account for a different organization planning. Terracing is to be understood, therefore, in the double sense of identity structure and component production of a territorial reality.

To understand the centrality of the terracing, therefore, can't be ignored by the multiplicity of meanings that these structures assume under the aspect of perception, values, formal and functional.

Only if approved as "cultural goods"[5] by local communities, the terraced slopes can express the complexity of securities deposited in the forms and take on the character of production structures strongly linked to specific places.

Understood in the perspective of cultural factors in the terraces become tourist attraction, also has the competitive advantage of being in territorial often marked by economic marginality and productive. The taking of that property, therefore, depend on activities linked to cultural tourism, local productivity and business innovation.

The slopes terraced for agriculture are undoubtedly a feature of many territorial realities distributed along the Alps. In a few regions such as Liguria, however, they have left an imprint on the landscape so crucial to impart a unique brand and image, especially along the coastal strip.

In Liguria the terraces have played over the centuries many functions: they allow the exploitation of the slopes for agricultural purposes in a territory where the steep was not conducive to the crop, has enabled the sustenance of a population whose economic development was subject to very stringent environmental constraints, but that gave life to a rural tradition that only the recent social and economic changes have meant that setting; have held, and still cover the important function of system advocated by hydro-geological disturbances Indeed, it was impossible to clearing a stretch of slope without conducting its placement in the terraces, in a short time when the runoff would have made him unusable and, moreover, landslides have threatened or harmed inhabited.

TOURISM IN TERRACED AREAS: THE CASE OF "CINQUE TERRE"

Among the factors that give to the physical environment of Liguria its essential unity, the most important appear to be a generally mild climate, steep slopes and the small thickness of the soil.

4 *The terraced landscape is widespread in many parts of the world, the factor that unites all of these areas is orographic in the sense that a greater or lesser energy relief requires the need to artificially create the flat land for the planting of crops.*

5 *(Mautone and Ronza 2006) - The cultural heritage should be regarded as the most complete synthesis and complex relationships between environmental framework and historical stage, the only way you can give the character of capital to this peculiar mode of arrangement of the slopes, giving strong characterization to the area and determine originality.*

While the first factor was favorable for the purpose of human settlement and for the growth of tourism[6], the other two have been a limitation for the development of agriculture, partially overcome with the technique of terracing[7].

This phenomenon affects the entire regional territory (albeit unevenly), but in the case of the Cinque Terre is a *unicum* for its spectacular.

The Cinque Terre, which is Monterosso, Vernazza, Corniglia, Manarola and Riomaggiore are located in the stretch of coastline about 15 km between Punta Mesco and Punta di Montenero, in the province of La Spezia in the east of the Ligurian Riviera; their territory hilly, rugged and bumpy haul to the sea with steep slopes creating a unique landscape: the five villages perched on rocky crags overlooking the sea, and behind, the steep terraced slopes almost entirely.

The peculiarity of this area is to be found mainly in its agricultural nature, given the need by the population to compensate for the lack of adequate space for the exercise of such activities in order to produce what you need for sustenance.

The work of man over the centuries has shaped the land, without altering, however, the delicate ecological balance: the deforestation of the slopes in order to recover agricultural land is immediately followed by the construction of terraces and walls dry containment of them, avoiding the hydro geological area, thus protecting also the towns.

The hydrographic network is characterized by rivers with torrential regime and of limited scope (given the proximity of the hills to the coast) and human interventions has assumed a significant role in relation to the schemes and the artificial water channel itself.

The water balance of the Cinque Terre is based, then, thanks to the dry stone wall. These, most visible symbol of the detailed work of the peasants, were built entirely from materials obtained locally. During the excavation of land for the creation of humus arable land, the rocks that surfaced were put aside and crushed. These sandstone blocks were then stacked and filled with rubble and earth to make a "dry wall"[8], so called because it was used no material cohesion.

The construction technique involves placing large stones, placed in front of the terrace and then filling the remaining space between the field and the wall with stones and little land, to facilitate the flow of water. Moreover, among the terraces were built long and steep stone staircases, for passage of men and means, obtained cantilevered between the walls themselves.

The terraces of the Cinque Terre have ancient origins: their development can be traced back around 1000 AD, when the island of Palmaria settled a Benedictine monastery that reintroduced the cultivation of the vine (discontinued after the fall of the Roman Empire).

This massive work is reflected in the figures: approximately 8.400.000 cubic meters of dry stone walls for a length of 6.729 km. It is estimated that if the stones were aligned to height man they covered a length of 11.000 km.

During the 20's of last century, emigration and the consequent abandonment of farming have caused the rupture of the biosystem. Paradoxically, the presence of man failed, there was an immediate deterioration: the landslides have increased strongly and the Mediterranean took precedence over agricultural land.

During the 90's started a recovery process that brought the whole area in 1997, obtaining the recognition

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6 *Tourism is one of the major elements of the economy of Liguria, this has had its most significant development after the war until the mid seventies.*

7 *(Pappalardo 2002) - Traditional agriculture was taking place mainly on the Ligurian terraces, where they were located mainly for arable use and forage for the small family farm, in association with the olive crops, vines and fruit trees. Cultivation techniques were archaic and needed a consistent use of manpower. Nowadays, this type of economy is no longer profitable, and with the development of tourism and many economically marginal land with poor access have never been cultivated, also many traditional crops have been partially converted into more profitable.*

8 *The foundations of the wall are about 60 cm, while the thickness is about 80 cm.*

of good heritage by UNESCO[9] (the World Heritage List, as well as the Cinque Terre, were Porto Venere and included the islands of Palmaria, Tino and Tinetto).

In 1998, facing the coast, introduce the "Cinque Terre Marine Protected Area" for the protection and exploitation of biological resources, given the shape of the rocky coast, already have a low depth characteristics uncommon in the rest of the Mediterranean.

In 1999, it established the "Cinque Terre National Park" in order to preserve the ecological balance, preservation of the landscape and the protection anthropological site.

This process of protection, initially, not be expected to just set up a national park. This is, in fact, not of the areas 'wilderness' but heavily populated, in which nature has been profoundly shaped by human intervention. In fact, the Park of the Cinque Terre has the distinction of being the only one in Italy aimed at the protection of a man-made environment, as one of its aims is the protection of the terraces and dry stone walls that sustains them.

Despite these interventions today terraced area of the Cinque Terre is a risk for economic reasons, technical, cultural, etc.. The recovery and enhancement of this extraordinary "artificial landscape" has aroused and is attracting increasing interest, especially at the local population. It requires a physiological process of maintenance, resulting from the natural instability of the system of terraces, which involves the continuous remaking of successive portions of masonry.

And here comes in the innovative policy adopted by the National Park: manages the park with a business perspective (although this is a public good) protection initiatives have been undertaken in accordance with the local (private businesses and local residents). In 2000 he launched the "Project for Recovery of vacant lands," which launched a real appeal to people concerned, giving the opportunity to contribute concretely to the preservation of the area: who has requested it, he attributed " run "for a period of at least twenty years, a plot of land, up to a maximum of 3000 m^2, used for planting a vineyard, arranged in terraces supported by dry stone walls, according to a plan prepared by the agricultural of the park.

This initiative has helped to preserve the landscape and gave new impetus to agricultural production quality, with particular attention to the wine production. In addition to the rediscovery of indigenous grapes[10], at present, the supply of products is diverse thanks to increased investment by young entrepreneurs. In fact, on the terraces has returned to care for the olive groves from which is derived an extra virgin oil obtained by pressing of the olives at the mill that the Park has custom-built, moreover, are grown herbs, tomatoes, lemon and basil. So, the park gets products that are marketed under its "brand of quality".

With a view to promoting tourism in relation to agriculture, has revived the local cuisine, through a policy aimed at enhancing the quality of local products, which envisaged the establishment of an "Environmental Seal of Quality" which serves to certify the accommodation facilities in the territory, working to promote local products.

In the villages that were depopulated, were born catering facilities, farmhouses, Bed & Breakfast, contributing to the revitalization of the area throughout the year and not only in the summer months.

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9 *Justification for Inscription: "The Committee decided to inscribe this site on the basis of criteria (ii), (iv) and (v), considering that the eastern Ligurian Riviera between Cinque Terre and Portovenere is a cultural site of outstanding value, representing the harmonious interaction between people and nature to produce a landscape of exceptional scenic quality that illustrates a traditional way of life that has existed for a thousand years and continues to play an important socio-economic role in the life of the community".*

10 *The "Sciacchetrà", the traditional sweet wine produced in the area that boasts "Denomination of origin" (Denominazione D'origine Controllata - DOC), has became the symbol of the park and the rebirth of the area.*

CONCLUSIONS

The recovery of the terraced landscape has been a remarkable added value of tourism in the composition of the image of that territories: combining the purely aesthetic point of view, with hidden meaning inherent in this landscape, which is a kind of historical memory usage the farmland in the past and ways of life of the peasant culture of the area in question was drawn up, a mix of elements that fascinate the visitor. These factors will combine the production of typical or "niche" that today are a valuable support to the choices of tourists, more and more interested in food and wine sector.

In this context, it moves the Cinque Terre National Park, created with the intent to jointly promote all possible shops and services deemed to be "sustainable" from the context sensitive area, with an offer that will attract visitors looking for new experiences, suggesting routes and vacation full of places of historical and cultural interest, certified farms and high quality services, farm stays and catering excellence.

The recovery of the terraces was not only the merit of reviving an entire production system, but has changed over time is also a strong symbolic significance, becoming emblematic of a local development model.

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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".

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Key word: the environment**,** human's house.

INTRODUCTION

The legislation in the context of environmental impact assessment (dir. EEC 3 March 1997.11; law of 8 July 1986, n. 349 and s.m.i.; L. R. 14 December 1998.40), namely on the evaluation of positive and negative effects caused environment by design, execution and implementation of certain categories of works (refineries, steel plants, power stations, ports, power lines, pipelines, plants for the disposal of waste, etc.).

It defines the environment as that whole factors, that interacts among them, constituted by the man, from the flora and from the fauna, from the ground, from the water, from the air, from the climate and from the landscape, from the material goods and from the cultural patrimony, historical, artistic.

And' this a complete definition rather of "environment" but the environment is also a juridical good because it is never today "object of care and guardianship", according to one consolidated jurisprudence of the Court of Cassation (Sent. 30/12/1987, n. 641).

To follow the ecology her word "ecology" it derives from the Greek oikos that means "house" or "sets for living" and logos that means "talked." Literally the ecology is therefore the discourse on her "house", understood house not as place of residence but in more general sense as "environment of life."

In substance the ecology is the subject that studies her/it "life in the environment", the relationships intervening among the animal and vegetable organisms and the environment in which you/they live.

The term "ecology" it is of recent origin having been introduced for the first one turned by the biologist Ernst Haeckel in the 1869.

The ecology begins to be a scientific discipline well list around 1900, but only in the last trentennio this term has entered to belong to our common language.

The fundamental unity of base in the ecology is the ecosystem or ecological system, that he/she understands all the living organisms in a determined environment and the interactions among them intervening, through the exchanges of subject and energy, that allow the maintenance of the life as we observe her/it to us on the Earth.

The ecosystems are therefore the oceans, the seas, the rivers, the lakes, the ponds, the grasslands, the woods, the forests, the mountains, the deserts, etc., all those portions of territory that are found on the Earth, characterized that is by particular climatic and geographical conditions, in which the most varied kinds of living beings live.

If we consider as ecosystems, a lake, a forest or others any recognizable unities in nature, can notice that all how much they are constituted by two components: a living (animals and vegetables) and one not living (abiotica) represented by the physical environment in which you/they live.

THEREFORE I HAVE HELD SUCH ESSENTIAL INTRODUCTION TO ASSEVERATE THAT

The guardianship of the environment imposes a duty obligatory, common and universal, to respect a collective good destined to everybody and in front of such perspective, the development of the territory cannot economically put aside from the development and socially sustainable, considered that the

territory is a non renewable resource and that the interventions of transformation from the man and of exploitation of such good have become so predominant and invade you to threaten the same hospitable ability of the environment.

The urbanistic reform in Sicily better defined "of the government of the territory" you/he/she must dictate clear rules, comprehensible and you essentially direct to promote the quality of the human life, to favor the equilibrium between the productivity and the exploitation "sustainable" of the natural resources, the maintenance and the protection of the nature from the environmental impoverishment, assuring the guardianship of the landscape and the natural harmony to avoid irreversible damages and territorial consumptions "inconsiderate."

A correct conception of the environmental guardianship, "on one side you/he/she cannot reduce utilitarianly the nature to mere object of manipulation and exploitation, from the other it doesn't owe assolutizzarla and to overlap her/it in dignity to the same human person. (Abridged edition of the social doctrine of the church).

Probably the juridical norms won't be enough alone to protect the environment and for this, it will be necessary to make to mature a strong sense of responsibility, as well as a real change in the mentality and in the styles of life; beginning from the schools of the obligation a conscience must be formed for the search of the truth, of the beautiful one and of the good one to guarantee a growth inspired to the sobriety of the consumptions, to the temperance and the self-discipline on the personal and social plan.

"The way humanity treats the environment influences the way it treats itself, and vice versa. *This invites contemporary society to a serious review of its life-style, which, in many parts of the world, is prone to hedonism and consumerism, regardless of their harmful consequences[122]. What is needed is an effective shift in mentality which can lead to the adoption of new life-styles "in which the quest for truth, beauty, goodness and communion with others for the sake of common growth are the factors which determine consumer choices, savings and investments". Every violation of solidarity and civic friendship harms the environment, just as environmental deterioration in turn upsets relations in society. Nature, especially in our time, is so integrated into the dynamics of society and culture that by now it hardly constitutes an independent variable. Desertification and the decline in productivity in some agricultural areas are also the result of impoverishment and underdevelopment among their inhabitants. When incentives are offered for their economic and cultural development, nature itself is protected. Moreover, how many natural resources are squandered by wars! Peace in and among peoples would also provide greater protection for nature".* **("Caritas in Veritate")**

THE APPROACH IS THE METHODOLOGY OF JOB ON THE LEGISLATIVE PLAN

The territory in how much natural and environmental reality, has own rules of maintenance and reproduction that, if ignored, they would bring to an inevitable alteration. With this he/she is not wanted to consider what ghost of a maintenance the imposition of ties, nevertheless it also goes said with steadiness that they are held essential and priority, to the goals of the guardianship, considered that the landscape, transmits and you contains the culture of the places (traditions, local saperi, rituality, symbols) of the preceding generations in a place, that you/they must have defended and protected.

The considerations involve that today we must think and to look at the territory in terms of maintenance, restauration, and because no also of embellishment.

To preserve means to hold near of itself (to cum-put aside), to preserve in the care, protecting therefore what is had to heart that must be protected avoiding to introduce all of this that passes for post-modern with pure cosmetic finality.

Probably the juridical norms won't be enough alone to protect the environment and for this, it will be necessary to make to mature a strong sense of responsibility, as well as a real change in the mentality and in the styles of life; beginning from the schools of the obligation a conscience must be formed for

the search of the truth, of the beautiful one and of the good one to guarantee a growth inspired to the sobriety of the consumptions, to the temperance and the self-discipline on the personal and social plan.

TO EDUCATE AND TO FORM THEREFORE, and this is a great urgent necessity :

And then all how much we should question us on the state of health of the contemporary society, that apparent a strong loss of the founding values, a crisis of social cohabitation and a continuous and unacceptable conflict among the institutions, with negative effects on the territory.

The objective difficulties in which it pours the system of the urbanistic planning, of the environmental guardianship and of the economic crisis, you/they cannot accomplishedly be faced and disgiuntamente if they are not understood that the reasons for such crisis must be sought in a society in which it seems to have abandoned every strong and binding project of formation and education of the young people, with negative repercussions in the environment and in the civil society.

Such matters are directly tied to others fundamental and this makes difficult more and more to the employees to find functional solutions.

The environment is inseparable from correlated matters to the energy, to the economy, to the justice, to the ethic, and the guardianship of the environment is inextricably tied to the models of development and social equity.

A society that doesn't keep in mind of the solidarity, of the justice, of the equitable distribution of the goods and the services, it produces foolish environmental.

A constructive attitude toward the nature can be gotten and to maintain through an education and a permanent country of sensitization beginning from the primary schools.

Over twenty years ago the Pontiff Giovanni Paul II underlined to a Group of study of the Pontifical Academy of the Sciences that:

"A lot of people have contributed to the efforts of protection of the environment, but the ability and the good wish of the experts and the scientists are not able to resolve the complex problem. You/they must be faces deep and vast economic and moral changes to level of groups of community and governments, that include exchanges and accords among various regions and international. Fundamental for this action it is the to educate the people to the environment and to create an attitude of understanding, in comparison to mutual and genuine good wish."

If such circumstances are not fully included, it won't be possible to transmit a culture of the guardianship of the environment, inside which you/they interact among them, the man, the flora, the fauna, the ground, the water, the air, the climate, the landscape, the material goods, the cultural, historical and artistic patrimony.

The Pontiff Benedict XVI in the encyclical one "Caritas in Veritate" it underlines that:

The nature is expression of a sketch of love and truth.

Nature is at our disposal not as "a heap of scattered refuse" but as a gift of the Creator who has given it an inbuilt order, enabling man to draw from it the principles needed in order "to till it and keep it" (Gen 2:15). But it should also be stressed that it is contrary to authentic development to view nature as something more important than the human person. This position leads to attitudes of neo-paganism or a new pantheism — human salvation cannot come from nature alone, understood in a purely naturalistic sense. This having been said, it is also necessary to reject the opposite position, which aims at total technical dominion over nature, because the natural environment is more than raw material to be manipulated at our pleasure; it is a wondrous work of the Creator containing a "grammar" which sets forth ends and criteria for its wise use, not its reckless exploitation. Today much harm is done to development precisely as a result of these distorted notions. Reducing nature merely to a collection of contingent data ends up doing violence to the environment and even

encouraging activity that fails to respect human nature itself. Our nature, constituted not only by matter but also by spirit, and as such, endowed with transcendent meaning and aspirations, is also normative for culture. Human beings interpret and shape the natural environment through culture, which in turn is given direction by the responsible use of freedom, in accordance with the dictates of the moral law. Consequently, projects for integral human development cannot ignore coming generations, but need to be marked by solidarity and inter-generational justice, while taking into account a variety of contexts: ecological, juridical, economic, political and cultural.

In order to protect nature, it is not enough to intervene with economic incentives or deterrents; not even an apposite education is sufficient. These are important steps, but the decisive issue is the overall moral tenor of society. If there is a lack of respect for the right to life and to a natural death, if human conception, gestation and birth are made artificial, if human embryos are sacrificed to research, the conscience of society ends up losing the concept of human ecology and, along with it, that of environmental ecology. It is contradictory to insist that future generations respect the natural environment when our educational systems and laws do not help them to respect themselves. The book of nature is one and indivisible: it takes in not only the environment but also life, sexuality, marriage, the family, social relations: in a word, integral human development. Our duties towards the environment are linked to our duties towards the human person, considered in himself and in relation to others. It would be wrong to uphold one set of duties while trampling on the other. Herein lies a grave contradiction in our mentality and practice today: one which demeans the person, disrupts the environment and damages society. (Caritas in Veritate")

The urbanistic reform, must keep in mind of these fundamental considerations, and to have present therefore that the man is to the center of the nature and person responsible of the activity that you/he/she develops.

The urbanism won't be able not to follow nevertheless the dynamics of the global economic market, and you/he/she must answer in real time to the demands and the applications of the economic operators, for legitimately to compete and to practice his/her own initiatives.

But the urbanism must still favor the role of the free market, that is socially an important institution for its ability to obviously guarantee efficient results in the production of goods and services and the assignment of the Regions you/he/she must be that to define a picture juridical action to regulate the relationships of planning to great staircase, with the purpose to safeguard the naturalistic resources and everything how much landscape other object of guardianship. naturalistic. architectural and to contextually assure the liberty to plan his/her own territory in the respect of the variegated range of beauties natural presents in the territory.

The urbanism in Sicily won't be able not to keep in mind that, through the structural funds, you/he/she has promoted the balanced and lasting development of the economic activities, the development of the human resources, the guardianship and the improvement of the environment, to give realization to the general principle of the contained economic and social cohesion in the paper in Amsterdam and particularly in the article 1 of the rule on the structural funds of which to the rule Us n.1260 of the 1999.

The reform of the government of the territory must relaunch with special economic resources the recovery of the existing building patrimony within the smaller Historical Centers, reverting especially in the inside areas and the expansion of the territorial and urban resources, object besides of the strategy of the interventions and global objectives of the regional operational program.

CONCRETE EXAMPLE OF ECONOMIC RAISING OF INSIDE AREA

The Jubilee granted by the Saint Center to the city of Ficarra (ME) in the year 2007, on the occasion of the centenary V of the arrival of the announced one carved by Antonello Gagini you/he/she has contributed in conclusive way to not only relaunch the cultural identity some Commune of Ficarra, but of the whole Diocese of Patti.

An area characterized by a territorial system that leans out on the Tyrrhenian sea to the border with the Park of the Nebrodis, whose inhabited centers preserve important archaeological rests of installations siculi, Greek, Romans: Halaesa (Tusa), Amestrata (Mistretta), Cove-Acte (Caronia), Apollonia (S.Fratello), Aluntium (S.Marco D'Alunzio), Agathyrno (near Head Of hemming) and with the alone exception of the city of Mistretta, all the centers are lined up behind the coast, along the street to Console Valeria. The numerous urban centers and the numerous shed nucleuses of the country, been born following ancient Byzantine hamlets, of monastic complexes Basiliani, or of castles characterize this splendid territory, and in these earths numerous artists are found; wood carvers and of the stone, painters, sculptors and architects that with their works they embellish the beautiful churches.

The works are centinaie, I quote only some of it:
1) Marmoreal bas-reliefs of Francis of the Small one (1567) in the Sanctuary of the SS Annunziata to Ficarra;
2) The statues of the Gagini you introduce in almost all the centers of the districts of the nebrodis and Aurelio Basilicata;
3) Representing cloth The immaculate one of Gaetano Mercurio, preserved in the mother church of Galati Mamertino;
4) Representing cloth S.Girolamo in the desert (1626) of Gaspare Camarda, preserved in the church of S. Salvatore to Naso and so street, of the same author some cloths are preserved in the Sanctuary of Maria SS. of Capo D'Orlando;
5) Representing cloth a Madonna (1578) of Joseph Gagini, preserved in the church of S. The Jesus' Maria to Mirto;
6) Marmoreal statue gaginesca of S.Caterina from preserved Siena in the mother church of Castell'Umberto;
7) Ceiling wooden painting of the church of S.Nicolò to Tortorici;

The urbanistic planning and the guardianship of the historical centers you/he/she cannot be thought as a phase to if in the complex of the activities of government of the territory, owing himself/herself/itself to intend with this all that economic trials and of transformation finalized to the most general increase of the quality of the residences and the quality of the life. The smaller centers and the agricultural territories introduce potentiality of exploitation for which you/they must activate him concrete actions of improvement, of cultural initiatives, especially in the system of the infrastructures and the viabilità of connection with the coastal territory, with the purpose to reach a double advantage:
- the inhabitants' maintenance in the center of origin;
- the improvement of the quality of the housing lodgings to favor the to maintain;

The urbanistic reform, today more correctly agreement as reform of the government of the territory, must assume a decisive role in the process of growth and social development of the inhabited centers and the environment, and to submit sovraordinate to the Administrations to the local (Region and Province) corporate body the assignment to equip him with tools and rules that favor the processes of planning, preserving the initiative and the responsibility of the single ones and the societies, so that to favor projects and concrete interventions and economically sustainable for the installed communities e/o that will install him. To govern the territory will mean, therefore, to put to the service of the people norms essentially finalized to pursue the "well common", to assure to all the best conditions of life..

The necessity of the I rearrange some legislative picture in urbanistic subject it is by now don't be able to do less to the light of the Strategic Environmental Evaluation introduced with the directive 2001/42/CE, of the Parliament of the European Suggestion, pertaining to the evaluation of the effects of determined plans and programs on the environment.

With the introduction of the VAS, a concrete opportunity can be gathered for engraving instead on the way

to conceive the government of the territory, being able himself/herself/itself to start therefore a concrete run to activate the phases of guardianship of the resource ground and to promote one orchestrated environmental urbanistic planning.

The accord is understood what share of the population in the initial phase of construction of the project of urbanistic plan, to usefully compete to the process of formation of the strategic choices and to be able to come to a wider sharing of the choices.

A strategy common based on the contents and on the local meetings, following the principles of the "community planning" of Anglo-Saxon origin.

Besides the objective of the procedure of VAS it is well explained to the art.1 of the directive 2001/42/CE; "to guarantee an elevated level of protection of the environment and to contribute to the integration of environmental considerations to the action of the elaboration and the adoption of plans and programs with the purpose to promote the sustainable development, assuring that, to the senses of the present directive, the environmental evaluation is effected of determined plans and programs that can have meaningful effects on the environment.

The auspice is that the new plans can favor as fundamental objective the harmonious growth of the inhabited centers and to stimulate the processes of economic development, the equity or the distributive justice of goods and services of which all the citizens have the right.

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IRT AND THE CHALLENGES OF GLOBALIZATION.
DECODING THE MEDIERRANEAN RICHNESS

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Abstract

IRT (Integrated Relational Tourism) represents for the whole Mediterranean region, considered in the terms of undeveloped and marginal area, an extraordinary chance of real balanced local development and, at the same time, of environmental and cultural compatibility.

At the time of Globalization, phenomenon which exasperates a longtime trend, started with the European colonialism, of homologation, exploitation and dependence to the most powerful economic and financial actors of the "Triadic Western" (Usa, Eu and Japan), China and India, the whole Mediterranean have to face the consequences of the Eu's economic and spatial development which does not imply it. From this point of view the failure of the Barcelona process, the Eu widening to East and all the "suspicions" and "ambiguousness" which are characterizing the Sarkozy's project of Union for the Mediterranean have shown the disinterest to the realization of a "shared" Mediterranean development perspective and the strong will to continue the unilateral relationship which are, for all practical purposes, "unequal exchanges" favorable only to the richest actors. More recently the re-launch of the "Lisbon strategy" (2005), firstly defined in the spring of 2000 to make of the Eu the "strongest global competitor" in the chessboard of Globalization, has oriented the European management and using of the Structural funds exclusively to orient the researches to the achievement of the World leadership in the fields of "new technologies" and of "communications", and to the development of a "Knowledge Society" which should include only the Eu Member-States. At the same time programs like Interreg IV or Med, which could improve the projects involvement of "Third countries", are starving actions, like the development of infrastructures, urban interventions, environmental and energetic strategies, that are privileging mainly the East Europe brand new Members-States. From this point of view the Fourth report on economic and social cohesion (2007), remarking that Eu widening to East shall imply a stronger financial effort to help those countries to reduce the GDP gap, did not hide the European disinterest to the Mediterranean. For the same reason, when at the end of the Parisian Conference the President Nicolas Sarkozy proclaimed the birth of the *Union for the Mediterranean* the European Commission and the European Bank declared their difficult in financing this Mediterranean initiative because all the economic resources have been starved to support with the European Structural Funds 2008-2013 the cohesion in the Eastern Europe.

This worrisome scenario, beyond the economic and financial aspect, draws the attention to two issues which should be the core many future proposals:

- The lack of a cohesive project for the whole Mediterranean Area;
- The lack of a policy which could re-launch the cultural and historic unexpressed richness of the Mediterranean region.

Improving the development of IRT projects is the only way to fill the gaps and emptiness of the official strategies and, at the same time, to realize real full cohesive actions (at the different levels of Social, economic and Territorial) involving in a the logic of "sharing" and of "partnership" different Mediterranean subjects which are excluded from the Globalization action-plans. That implies a preliminary effort of research of all those specific and unique characteristics which could be found exclusively in the Mediterranean context and, above all, at the "local level", heritage of the rich and complex history of the Mediterranean

We could considered, according to Fernand Braudel, "Material Culture". Avoiding to fall into the trap of the homologation and of the commonplace considering the Mediterranean as a compound made of homogeneous elements, the preliminary research effort have to be directed towards the decoding of all the distinguishing features which represent the potential attractions for the qualitative tourist flows.

Key words: Globalization, local development, Mediterranean region, history, culture.

INTRODUCTION

Globalization represents the main transformation in the world happened in the last decades. Arose from the economic sphere, this world-wide process has revealed itself extraordinarily "meddling" in regard to the other societal spheres as culture, policy, society and techno-scientific. Its impact has been so devastating to change in a very short time the anthropological status of human race and the longtime relationships between the territories and their populations. From this last point of view Globalization has determined the separation of the productive activities from territory and society, trend that has been defined as "de-territorialisation", the acceleration of the process of *dissolution of the social relationships* and standardization *in the consumptions and the behaviours of individuals*. At the time of Globalization people found themselves living anonymously and solitarily their social-lives, divided, or better "split", between the immateriality of the net and the ordinariness of the "*Non-Places*" (Augè 1993). In relation to these worrying issues of Globalization an efficacious remedy has been found in the application of a new innovative approach of local development: the Integrated Relational Tourism (IRT).

Going in the opposite direction of the standard exploitation which characterizes mass-form of tourism-resort like "Disney World" or the various "*Club Méditerranée*" (Club Med), Integrated Relational Tourism is based on the "uniqueness" and on the "high quality" of products (food and craft), culture, history, social relations and environment of each specific territory. All those "uniqueness", summed in its paradigm "Integration + Relation + Territory", can satisfy the more and more exigent requests of a growing Targeted tourism, implying a proportional increasing of the earnings, and offers an important chance to get a job and, at the same time, to recover the relations, material and immaterial, with the territory.

Improving the development of IRT projects is the only way to fill the gaps and emptiness of the official strategies and, at the same time, to realize real full cohesive actions (at the different levels of Social, economic and Territorial) involving in a the logic of "sharing" and of "partnership" different Mediterranean subjects which are excluded from the Globalization action-plans. That implies a preliminary effort of research of all those specific and unique characteristics which could be found exclusively in the Mediterranean context and, above all, at the "local level", heritage of the rich and complex history of the Mediterranean We could consider, according to Fernand Braudel, "Material Culture". Avoiding to fall into the trap of the homologation and of the commonplace considering the Mediterranean as a compound made of homogeneous elements, the preliminary research effort have to be directed towards the decoding of all the distinguishing features which represent the potential attractions for the qualitative tourist flows.

To give a form and a substance to this analysis, the paper has been structured in three paragraphs. A first paragraph which analyses the process of Globalization and underlines its impact on the Mediterranean area (Global apartheid, the exacerbation of local conflicts and economic marginality, the environmental problems etc.). The second paragraph emphasises on two issues that represents an hard obstacle in the development of IRT projects: 1) *the miss of the Mediterranean in the European project*, which traduces itself in the lack of a cohesive project for the whole Mediterranean and in the lack of a policy of re-launching the cultural and historic unexpressed richness of the region; 2) *standardization in the consumption and the behaviour of individuals*. Also it analyses the IRT in relation to the European indifference to all the

Mediterranean issues (Poverty, economic marginality, regional conflicts, terrorism and so on) and how as from the end of 1999, when the European Commission started to elaborate the first version of the Lisbon strategy to make of Eu a strong competitor in the chessboard of Globalization, the Eu has progressively taken away from the Third Mediterranean countries, revealing itself completely disinterested to the achievement of all kind of Euro-Mediterranean initiatives. To the European lack of any cohesive project for the whole Mediterranean Area, the Mena countries (Middle-East and North Africa) have increased their suspiciousness on every purposes coming from Europe, from the shy attempt to re-launch the declaration of Barcelona for the 2010 Euro-Mediterranean Free Trade Zone to the more recent Sarkozy's Union for the Mediterranean.

In the third Paragraph faces the *standardization in the consumption and the behaviour of individuals*, and, rethinking Fernand Braudel's concept of "Material Civilization", it's underlined the role of Integrated Relational Tourism, considered the closest model of development to the "Material Civilization", in the preservation of the Identity, Memory and multimillennial Mediterranean knowledge.

GLOBALIZATION AND MEDITERRAN AREA

Globalization has revealed itself a very complex phenomenon, a process, linked to the fall of the Berlin Wall and Ussr implosion (1989), which has caused changes deeper than the "visible" new geographical configuration or than the "new technologic revolution" that involved the whole World as from early 90's. In its the post Cold-war phase, the process of Globalization has been misunderstood and, though the world was witness of the *First War of the Gulf* (1990) and to the Yugoslavian civil-war tragedy, among people prevailed the strong conviction that the whole humanity's perspective was the never-ending peace.

This mix of neo-Kantian thinking and Francis Fukuyama's "*End of the History*", adding to the Worldwide development of new technologies involving the communication and the transports systems, put the imminent prosperity basis on the fully triumph of freedom and on the Knocking down of all barriers. In a deepest meaning, this was much close to the Neo-liberalism of Reagan and Thatcher than people could imagine. The process put together the worldwide affirmation of Democracy and Human rights, the realization of Free Trade Areas, just like the Nafta, the Mercosur and the Eu, the affirmation of transnational monetary and economic institutions like World Bank and World Trade Organization and the triumph of the World Wide Web. But this "kind" and "peaceful" interpretation of the "*Globalization*", which mixed the McLuhan's definition of "*Global Village*" with the latest form of the Capitalism, the international one, did not considered the real face of this phenomenon.

Examining it in its depths, the process of Globalization revealed how it was more complex than the "Global Village" and how its mechanisms were completely linked to logics coming from the Economics and financial spheres of interests, logics targeted to the creation of a "brand new world" dominated by the prominence of strong global financial flows concerning an exclusive élite of countries called by Bruno Amoroso the "Triadic West" (Amoroso 1998)[1]. The sociologist Zygmunt Bauman has well defined the Globalization as the Capital liberation from the both bonds of "time" and "space" (Bauman 1998), a liberation that needs the *decline of the National State* inside the global world, in the meaning used by Pietro Barcellona (Barcellona 1998), letting the rest of the planet, the poor and hungry one (but often angry too) that's condemned to the "localization", out of all benefits. Even the technological development and innovation at the time of Globalization has taken on double negative sense, being an important element of division and segregation, and the fundament of a "*brand new anthropological statute of human race*" as Pietro Barcellona's recent researches have clearly shown (Barcellona 2007; Barcellona 2007b. See also Barcellona and Garufi 2008).

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1 With the term of Triadic West, in his book titled On globalization, Amoroso has defined the three forces leading the globalization process in the Nineties, Usa, European Union (France and German) and Japan, the same forces that were part of the "Western".

Moreover, it's important to bear in mind the combined action of two further issues coming out of Globalization: the privatisation of the World and the process of standardization.

In regard to the privatization of the world it must be clarified that it means a twofold spoliation, the dissolution of the Social cohesion and the destruction of "Social invididual" and of "Public space".

Going back to Jürgen Habermas (Habermas 1999), Jean Zigler has described its consequences in terms of dissolution of the Social cohesion inside the weaker and weaker national States. The privatization of the World debilitates the power and the national sovereignty, it stops the political institutions and put a strong limitation to the legislative activities of the Parliaments. But above all the privatization of the World has brought about a dangerous capital flight which has leaded each State to the "deregulation". The citizens often find themselves to face directly the hard impact of the deregulation: lower wages, increasing unemployment, poverty-stricken (Ziegler 2003, 95-96). But the privatization of the world implies, according to Pietro Barcellona, the destroying of both the concepts of "*social individual*" and "*public space*" which were the mainstays of the anthropological statute as the human beings have experienced until now. The "social individual" has been disconnected from its own "public space", in other terms it has lost its linking to its own social context and it has become a "single". Each human being, stripped of its historical, social and cultural foundations, has been reduced to its "singleness" by a Worldwide System needing them not as "social individuals" but as "bodies without souls", in a relationship very close to the Michel Foucault's theory of bio-politic (Foucault, 2004). Depriving the men of their own "medium", the "public sphere" which could help them to be related to the ambient, Globalization annuls the relationship between the men and the World that are the outcome of infinite mediations, education, friendship, reading, work and of all the other experiences presupposing their belonging to a tradition, to a community of language (Barcellona 2005, 131-135).

With reference to the Standardization, one of the most analyzed consequence of the process of Globalization, It's important to remark that It's more complex than the thesis of "*McDonaldization*" of Society (Ritzer 1996), because the Standardization operates at the various and different levels of Economy (Standardization of production), Society and anthropology (Standardization of behaviours and of consumptions), Politics and International rights (Standardization based on Human rights). The standardization is firmly tied to the development process, imposed by Globalization, of the standard economic levels of production and consumption and of the diffusion and imposing of Worldwide rights and principles which are coincident with the Global West. So the standardization tends to the strengthen of the "*monoculture*" which is indeed, as Serge Latouche has clearly explained, the latest form of the Westernization of the World (Latouche 1989. About the standardization see also Shiva 1995).

In regarding to the Mediterranean, Globalization did not change the dualistic form of the Mediterranean region, in part a colonial legally that still remarks the deep split between the northern countries and the southern ones. The efforts to diversify the economies and the productions have been extremely exiguous. With some very few exceptions, a North which is the southern Europe, specialized in high-developed and technological industrial sector (electronic, mechanical, electromechanical, chemistry, pharmacologic etc.), is opposed to the South, the ones which follow the line from Africa to the Middle-East, where the economy is strongly linked to the production-extraction of raw materials (Oil, gas and phosphates). In the Southern Mediterranean countries, called Third Mediterranean Countries to distinguish them from the European countries, the incomes are strongly tied to the price fluctuation of the Global world (Gallina 2005, 46).

Focusing on the Mediterranean region, the spatial context of our analysis on IRT development, the outlined picture of Globalization has taken the following specific dangerous significances which must be considered the real challenges that IRT have to face in the Area:

  • Growing economic marginality;
  • Worsening of its peripheral condition and infrastructural insufficiency;

- Low level of Governance capability;
- Increasing of the level of unemployment;
- Aggravation of long-time environmental problems (dearth of Water, Desertification, Pollution, etc.);
- Immigration;
- Overcrowded cities and abandonment of rural areas.

Regard to the above-listed "criticalities" the Integrated Relational tourism could not be considered in terms of "panacea" or infallible cure because most of these criticalities need to be put in a specific political agenda to be solved. That's the case of issues like the "economic marginality", the "peripheral location", the "infrastructural insufficiency", the "governance capability" or "Immigration". But it could be a mistake not considering the IRT as very efficacious instruments which could mitigate, and in some cases heal, the risks coming from the worsening of some of them. Just before the analysing of these IRT potentialities, it must be faced the question of the European estrangement to the Mediterranean.

IRT AND THE EUROPEAN ESTRANGEMENT TO THE MEDITERRANEAN

During the Nineties of 20th century the process of construction of the European Union has progressively lifted it from the Mediterranean area, thwarting the engagements that Eu has taken in the Conference of Barcelona (November 1995) to contribute to the realization of an Euro-Mediterranean Free Trade Zone, and thwarting all the bilateral efforts to share projects of balanced development, solidarity and conflict resolution between single Eu's member-states and Third Mediterranean countries.

Faster than ever, the development of the process of Globalization and the strong presence of American interests in the region, either economic or military, have been decisive in order of the European suspension of its own Mediterranean strategy. The process of Globalization has presupposed the onset of a deep caesura between the Ue and the "Third countries", the so called Mena (Middle-East and North Africa), and so, according to Bruno Amoroso, just few years later the fall of the Berlin Wall it has been built a new wall which has split the whole Mediterranean in two sides: the European one which was fully involved in the neoliberal globalization process and the rest of the Mediterranean, the wider area which, with some few exceptions, has been condemned to an Economic marginality and a dangerous growing social poverty (Amoroso 2000). How has been clearly explained by other authors, indeed this *Mediterranean wall* was a "globalization border", an invisible border characterized for its extraordinary gatekeeper capability in stopping the hard flows (above all Immigration) and letting in the Soft flows composed of Economic and financial business transactions from the Triadic Western (Usa, Japan and Eu) and the latest strong global competitors: China and India (Mezzadra 2004; See also Caudullo 2009).

This scenario became openly manifest in the spring of 2000, just two years later the deep crisis of the "four Asian tigers" (Hong Kong, Singapore, South Korea and Taiwan), when the European Union launched the "Lisbon strategy" to make of itself a stronger competitor in the chessboard of Globalization. Just a year later the definition of "Lisbon strategy" the caesura that split the Mediterranean area has became "definitive" by the consequences of 9/11 tragedy. The American military reaction, re-launching the Samuel Huntington's thesis of "*Clash civilizations*" (Huntington 1996) which has taken the place of the Francis Fukuyama's "*End of History*" (Fukuyama 1992), had the negative effect to fuelled and to exasperate the conflicts in the region, above all the unsolvable Israeli-Palestinian conflict. This direct consequence of the Us War on Terrorism has determined the Change of European spatial interests which passed from the Mediterranean to the Eastern borders. That's explains the Eu widening to Eastern countries, the ones that once were under the control of Ussr) and, at the same time, all the "suspicions" and "ambiguousness" which are characterizing the European approach to the latter Sarkozy's project of *Union for the Mediterranean* (Caudullo 2009).

This growing European disinterest to the realization of a "shared" Mediterranean development perspective is traducing for the IRT in economic-financial problems. Since the re-launch of the "Lisbon strategy" (2005), the Eu has oriented the management and using of the European Structural funds exclusively the researches in those scientific sectors which could increase the development of a "Knowledge Society" or permit the achievement of the World leadership in the fields like "new technologies" and of "communications". At the same time for the Season 2007-2013 of European Structural Funds, programs like Interreg IV or Med, which could improve the projects involvement of "Third countries", are starving actions, like the development of infrastructures, urban interventions, environmental and energetic strategies, that are privileging mainly the East Europe brand new Members-States. From this point of view the Fourth report on economic and social cohesion published in the May 2007, remarking that the widening to East of the European Union had to imply a stronger financial effort targeted to the reduce of GDP gap in those countries to reduce the GDP gap, did not hide the European disinterest to the Mediterranean. For the same reason, when at the end of the Parisian Conference the President Nicolas Sarkozy proclaimed the birth of the *Union for the Mediterranean* the European Commission and the European Bank declared their difficult in financing this Mediterranean initiative because all the economic resources have been starved to support with the European Structural Funds 2008-2013 the cohesion in the Eastern Europe. All this means, firstly, that very few European initiatives and projects of local development shared with Third countries from Mediterranean could be financed, secondly that implies to the IRT the need to look for alternative forms of funding and an augment of self-financing.

IRT AND THE GLOBAL STANDARDIZATION CHALLENGE. A LESSON FROM THE PAST

The history of the Mediterranean helps us to understand how the Integrated Relational Tourism IRT could represent an extraordinary instrument for the preservation of a multimillennial and high quality *knowledge*. And the concept "Material Civilization" elaborated by great historian Fernand Braudel give us the key to understand at its best the significance of the idea of Integrated Relational Tourism as an alternative to the development imposed by the Globalization (Braudel 1977 and Braudel, 1981). Braudel has taught us that the Mediterranean "Material Civilization" had its own origins in the Community, indeed the Mediterranean society, and it was not rooted, as Karl Polany's *The Livelihood of Man* demonstrated us, in the Market. which was a form of organization, Just like the Education, the Justice and the Health, the Market was a form of organization of the Community (Polany 1977) which was not able to influenced the "Material Civilization" that was the result of the very slow course of "Material Life". Being the course of the Material Civilization similar to the slow evolution of natural phenomena which take centuries and millenniums, it was too far from the faster bearing of the Capitalistic dynamics (Braudel 1988).

Until the Empires and the Civilizations have been respecting of their Communitarian foundations the whole Mediterranean region has been a powerful and rich "World-Economy" in the position to resist to the Atlantic widening of North Europe. Fernand Braudel has remarked how the Mediterranean supremacy lasted to the discovery of the America till the end of the 16th century, being able to impose its culture and style of life, production and architecture in the North of Europe and even in the "New World" (Braudel 1997 and Braudel 2002).

The definitive decline has coincided with the full prevailing of Atlantic Capitalism on the Mediterranean region which followed the end of all its Empires and Civilizations, with the exception of the Ottoman empire, and the deep crisis of high quality products of Mediterranean manufactory and craftwork replaced by the cheapest and much more competitive low quality products from the North of Europe. Eventually the dynamics of the Capitalism and Industrial development headed the Mediterranean to a progressive economic marginality and poverty while in the 18th century the European empires, the British one and the French empire, placed the wide open spaces over the Atlantic before it.

But economic marginality and poverty neither implied the end of the Mediterranean Material Civilization nor the dissolution of the "community". Material Civilization and Community, even if they have been strongly penalized and considered in terms of "archaic" and "primitive" expressions of a knowledge, diametrically opposed to the paradigms of Modernity which were the expression of a presumptive superiority of Anglo-Saxon world, that continued to exist. And they should have resisted to homologation imposed by the European colonialism in the 19th century. When in the 19th the French empire put under its colonial power the whole southern cost, except for the Egypt (under the British protectorate) and Libya, the Mediterranean region experienced the homologation to the core of the conquering Empires. The consequence of this homologation process has been the cultural redefinition of all the southern strand of the Mediterranean Sea, the one where the differences were strong and deep in comparison to the imperial power, the muslin one too. The colonial homologation was based on an ideology called "Mediterranealism" which, presuming a common Mediterranean culture, was mainly a Northern side perception or better, how authors like Michael Herzfeld or Edward Said have underlined, an ideological northern (western) representation of "otherness" (Herzfeld 1987; Said 1991). The Mediterranealism could be found an expression of its own in the *voyages*, the research of the ancient prints of a "classicality" that denied a multiplicity of succeeding cultures, or it could work better in the imposing the classicality in the educational programs or in a radical and deep rethinking of spaces and architectures. From this last aspect it was very interesting what happened in the "French" Algeria during the 30's of XX century. As Sherry McKay have clearly explained in her essay about the link between the "Mediterranealism" and Architecture, the imperial power found in the imposing the concept of Mediterranean architecture an extraordinary tool of subjugation to the France (McKay 2000), something as efficacious as educating the youngest with school programs extolling the acts of their "improbable" gaulish forefathers. The *maison indigène* which was a characteristic of muslin Maghreb was knocked it down, while the cities and towns were re-built like the European ones. But, in spite of the new urban shape imposed by the colonial power, the *maison indigène* did not come to its definitive end and it last to the French presence in Algeria because, aside from its continuity in the inland, it was a strongly implanted "idea", part of the Algerian "Material Civilization". The example of the *maison indigène* let us understanding the importance of the "Material Civilization" and, at the same time, it represents an encouragement to IRT in developing its action at the time of Globalization.

Integrated Relational Tourism is the closest form to the Braudel's concepts of "Material Civilization" and Mediterranean "Community". Acting at the territorial level, the Integrated Relational Tourism could guarantee the preservation of all the original characteristics and traditions which, otherwise, could be washed away by the strong action of global standardization, thwarting the sacrifices and resistances that permitted to pass by the colonial homologation. Moreover, preserving the "Material Civilization", decoding the Mediterranean richness, IRT can be able in acting to contribute to the preservation of the local "Memory" and "Identity". In an area which is on the centre of global conflicts, where the opposition to "Western Globalization" fuels the fundamentalisms and the terrorisms, the contribute of IRT to the preservation of "Identity" could deliver people to the ones which take advantage of the *Clash of civilization*. So, the development of Integrated Relational Tourism could reveal a remarkable and "unexpected" added value in the re-opening of a peace process that today seams to be hard to be achieved.

THEORETICAL AND METHODOLOGICAL APPROACH

The paper has been based on a multi-disciplinary scientific approach which has fully involved different scientific subjects, such as Anthropology, Geography, Economics, Modern History, Philosophy and Social Science, which are used to face the many topics and issues linked to the Globalization, the same conditioning the IRT development in the Mediterranean area, considering themselves in an exclusive and

Self-referenced way. Up from this multi-disciplinary, the same approach I was used to follow at the time of my research experience in the F. Braudel research Center of University of Catania, It has been possible to analyze in an "homogeneous framework" the complexity, all the issues and challenges that IRT have to face (see the Paper for further details) and, at the same way, the chances to develop new forms of tourism targeted on the values of the Mediterranean.

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TOURISM INTEGRATED RELATIONAL AND ENVIRONMENTALLY SUSTAINABLE IN THE MEDITERRANEAN: AN UTOPIA OR A NECESSARY STRATEGY FOR DEVELOPMENT?

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Abstract

A first question we can ask is this:
The European Community will be able, despite the diversity of cultural and religious traditions of various civilizations that make up the mosaic Euro-Mediterranean Partnership, to recover the values deep and genuine so well exposed by Fernand Braudel, in order to counter the current dominance of the processes of globalization and the effect of spatial concentration in accordance with the rules of the so-called free market (land, buildings, services and infrastructure for the mobility)?
New entry into the Community to bring greater security (only apparent) in investments for companies and families (which also affect tourism and the mainly residential on seasonal o the investment on brick), which is used to launch forms of speculation in marginal areas but especially with coastal environmental resources.
These initial concentrations are in need of infrastructure networks and therefore proposes the mechanism of traffic and vehicle contract which, if you manage to have a minimal economic and social return, leading inevitably to a congestion and pollution of the area, and to a diffuse spatial to depletion of environmental resources available. At this point there is a certain abandonment and speculative greed will find more beaches, and perhaps there will only groups of residents or desertification will return in time to dominate (maybe it was not possible to produce historical values).
On environmental resources and local communities which will be the effects? This is a model of sustainable tourism development? What is happening in Egypt and Morocco?
A second question is:
These processes undoubtedly involve, in addition to private operators including national and local governments and then the various systems of organization and management of the territory, the different types of plans and programs and procedures for evaluation and participation.

There is a creeping globalization that can influence the behavior of the different actors involved (unfortunately also the so-called cultural and professional circles) and in the name of profit and financial unifies the different cultural and religious traditions? The ultimate goal is improving the quality of life for all (or a few in different parts of the world) but what the environmental effects and irreversibility on free use of resources and real participatory democracy?

The European Community as it might encourage virtuous behavior inside and in the relationship? Should be the most developed countries to change their pattern of behavior and development, not statements of principle but with real effectiveness, and therefore propose the economic and financial partnership provided that the reference models are those of tourism integrated, relational and environmentally sustainable. If we see what is happening in Italy (including Sicily) we certainly can not say that we give an example.

A third question is:

If we consider tourism as a necessity of freedom, to nomadism, knowledge of people and different environments, then not locked it on the management company, in a hasty desire to offer more consumer can, in a new urban environments and building of poor quality or artificial, but help to spread freely in local communities and in nature (in security and knowledge) to become an integral and non-fictional superstructure, improving mobility and maritime railway in Euro-Mediterranean Basin, with their inter-nodes and places of rest and services, environmentally sustainable and capable of integration, retraining and catching, the architectural and urban contexts existing historic.

INTRODUCTION

Before wanting to supply some theoretical indications of method, in connection to three questions on the abstract, is necessary to do a general consideration on the development of the rural areas remote and particularly of those of the African continent provided of natural resources water, oil, of gas and mining.

The European new colonization, American and also Russian and Chinese, produced the exploitation of the abovementioned resources for the energy necessity and the development of the countries to capitalist development without some economical equalization, social and territorial for the interesting populations, to exception of the political patronage system and institutional local and/or of the dictator of shift. The politics of flaw-deliberate laissez-faire from the World Bank, plans on an economical structure-social marginal not in a position of to form a bourgeoisie spread even more emphasized the differences between a caste of profit and the rural population that went leaving the countries to create further marginalization in the large urban areas[1].

The central knot is therefore that of the distribution of the revenue being derived of the use of the natural resources energy and mining and of the democratic participation of the local governance to the planning and national planning, to do in manner that the benefits do not go only on the territories of extraction or of the utilization, but can also to fall on the areas rural remote, lacking nonrenewable resources to succeed to recuperate some lands and of the pastures and the irrigation agriculture commercial with the demographic growth.

Only eliminating this progressive imbalance of base is possible to pass to a successive development tenable that should carry the accessibility, the electrification, to the telecommunications, the education, the access to drinking water and to the health, maintaining the rural populations marginal in their territories of belonging and to increase the value of the role and the human function of ecology.

The infrastructuring of the territory should have orders of priority, of synergies and spread the space-temporal and <u>therefore ask for a</u> planning integrated and of public intervention[2].

1 The environmental fragility, the demographic growth and the meager sour productions-pastoral asked for more than programs of survival of real help to the development. In the cases in which this happened, like in the department of Keita in Niger, the local governance although provided of tools of planning and management lacking financial resources is re-mained and of strategies of coordination adapted.

2 Is not possible to entrust it to the rules of the market that it favors the areas of greater question for a mainly economical

The tourism integrated, environmentally tenable and capable of to exploit the different territorial identity spread, should contribute to a balancing development and not to have like priority objective it search for the capital on the economy globalized for give local profits and leave negative externalities on the cultural values and environmental attacked, exporting and spreading consumeristic models territorial, social and energy in name of a fake laissez-faire populism that in reality increases the differences Social.

It should research the cultural values, territorial and of social cohesion local, to coordinate in synergistic national and transnational multilevel founding manner, included the European Community, to collect the public and private capital available also locally, to optimize the use by means of a planning and planning integrated, participated democratically and environmentally tenable, that make positive externalities by means of the attraction of the question globalized and the enhancement of the local quality of life. The Egypt after the agricultural reform had not innovation of the private capital in the secondary area, forming a woven of small and middle enterprises, because the capitalists preferred to invest in the "brick" and in the financial markets international.

The large exploitation and control of the risen again Nile and of its channels, the precarious balance between market and Been, the large economical and social differences between the peasants of the River and of the delta (the Fellahin) and the public employees with respect to 17,000 billionaires of the metropolis (data of the end of the 80's) and the high state bureaucracy, have from always fed the strong presidential control, succeeding to make to take off a true shape of democracy with a local governance in a position of to contribute to a tenable development. To the cultural tourism of mass of the years ninety has added that seaside holidaymaker of the first years of the two thousand with the large interventions of the Resort and on the coastal urbanization for the vacation of high local bourgeoisie and above all of the entrepreneurial one and professional international interested to investments Property, that they will have put in movement the armature but that do not constitute lasting development and environmentally tenable[3].

The Mediterranean one, central scenery of the universal story, place of meeting of three continent Europe, Africa and Asia, like the spacious historiography shows it, survives to the story like a complex system and homogenous, in which human and natural elements melt themselves and blend to give us an historical image and contemporary with a strong identity. In function of the centrality that it has proposition and it takes on in the continuous one to spend some time as place of the exchange and of the social and cultural interactions, in which more than in every other place of the land, have intersected, mixed and integrated the complex and varied shapes of thought, of to know and of civility of the story of the man, the Mediterranean one is place of connections for[4].

The different territories of this "place" reveal, with their landscape is physical that human, continuance, similarities, assonances, like also criticality, variety, disruptions, all factors that contribute to constitute it the respective identity, that confront themselves, converse and meet themselves in the their one to belong the same dimension space - time of the "mediterranean continent". The space-mediterranean[5]

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return and/or of monopolistic revenue of profit. Only so in our west context it has spread the electrification, the postal communications, the road and railroad infrastructures (unfortunately then in Italy a lot unused), the compulsory education, the health and popular building and subsidized.

3 The civilized use some ground and particularly in natural presence of resources, having character of irreversibility, have to be in balance not only with respect to the values of the naturality but also to the actually human with reference to the future generations, that will be able to need of those risen again for uses and different end from those that today govern a chaotic development capitalist and globalized.

4 The development of the rural areas remote, Oil, uranium and local governance in Niger, of Mauritius Tiepolo, F. Angels 2009 to Know the world, New geographic Encyclopedia illustrated, Egypt, De Agostini 1993 For a deepening on the reading of the Mediterranean one you see F. Braudel, The Mediterranean one, the space, the story, the men the traditions, Bompiani, Milan 2007.

5 It is understood here for 'space – mediterranean' human and natural landscape that constitutes it in its together. The concept of landscape in the time is itself developed from a conception of type vedutistico, (like what emerges from the inher-

presenting itself therefore like a complex macrosystem and to the same sole time, in which live together territorial microsystems autonomous, but intimately connected between them, offers an immense field of study, project and action for the development and the exploitation of the actual territory.

It is in this context that introduces the study and the action of the Tourism relational [6] integrated that it is proposed like a means for the regeneration of economy of the territory and therefore of its development, working from a wide one directly on the territorial reality according to the starts of the of the ri-territoryalization of the local economies, of the ri-contextualization of the community in the territories of belonging, and to the "tourist" an alternate road for the real knowledge of the places, across *the dynamics of the journey-discovery and oh the meeting with "the other" understood like reciprocal and fertile exchange of cultures and identity*[7].

SOME THEORETICAL CONSIDERATION AND OF METHOD ON THE PLANNING AND PLANNING OF THE TOURISM RELAZIONATINAL INTEGRATED FOR THE ENVIRONMENTAL SUSTAINABILITY AND THE TERRITORIAL EXPLOITATION

The Tourism Relational Integrated (TRI) surpasses the traditional concept of offer and tourist question, privileging the interpersonal connections and environmental and stimulating the historical sensibility-cultural in the conversation between bidder and receiving. Across the integration between the productive areas of the micro and middle dimension, with the aid of the technologies advanced, pursues and encourages the tenable development.

The term "Integrated" indicates the objective of to support, across the tourism relational, not only the cultural activity but also the local productions (agricultural and handicraft), that become in elements manner such as you identified and characterizing of a territory and, to the same time, fundamental levers of marketing on that work strategically to prime and to maintain the virtuous circles that subtend the development. The human connection returns to be central in every phase of the trial, therein included the economical transactions that enrich themselves of elements been based on the meeting between cultures, persons, values and variety that often reveal themselves complementary between them[8].

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ent notion of landscape in the law of 1939), to a more spacious one that field of interaction between structural components sees it today and partner-cultural, economical and symbolic-iconiche. Already the law 431 of the 85 - the law Galasso - in the to confirm the protection of the landscape, introduced a complete sight of the same one. The interest towards the landscape today is sanctioned from an international series of documents like it "European Convention of the Landscape" of the european Council, the Card of the restoration of Cracow of 2000, the protection of the "cultural Landscapes" like Property of the Humanity operated from the Unesco, etc… The European Convention sees today in the Landscape a cultural resource and economical and that answers to You finish decades is had like starts:
- the protection of the landscape behaves the pursuit of a tenable development been based on on stable and harmonious connections between social needs, economical activity and environment;
- the landscape has an important role of public interest in the cultural areas, ecological, environmental and social and can constitute a favorable resource to the economical activity, contributing to the work creation of places; the Convention expects general measures actions to realize objective of pastoral quality, And accommodation of the landscape.
6 AA. VV., Motris, microcentralità relazionali nel Mediterraneo, a search for the mapping of the offer of tourism relazionale integrated in Sicily, Gulotta Publisher, Palermo, 2004.
7 The tourism integrated, relational and environmentally sustainability, more than to to be marginalized for the small cultural fringes of question, arranged to travel in the precariousness and on the insecurity, should become a real alternative to that of consumeristic mass, holiday and marine, with a synergistic strategy of development with the small and spread local economies and with an infrastructurization of the territory that can use to improve the quality of life of the villages, it hit the center of some marginal areas agricultural and of the sheep-farming.
8 The tourism relational, in other limits, agrees to recover the real resources of the territory and of to replace them in game for a development car-hit the center of, across a trial on the innovation that goes from the new technologies (ICT), from the reorganization og the offer of the territorial resources, from the recover some ability relational of man, without to omit an adequate trial of formation/information aimed, for the different levels and actors. A new manner to approach the tourism that represents an occasion to be about the territorial development local of those much areas that today result excluded from the proceeded productive currents and from the logics of market dominating.

The perspectives of the tourism relational, as tourism alternative, are those of to maintain in the territory the greater quantity of the tourist surplus, with further contributions being derived from the activity that we could define of armature. The tourism relational is, in fact, "integrated" with the activity and the resources of the territory, that is to say acquits to a role of stimulus on the economy draft, following a widespread trial, actual to leave from the sour areas-to feed, productive-handicraft and historian-cultural. For good part, the hospitality offer from the tourism relational integrated is an hospitality of the same typology of the rural tourism (villages, beams, farms, villas, etc.) calling in also some cause parts historical of the town, of the villages and of the countries, stretching the offer of assets and services to all the environment, urbanized and not, to its products, to its story and to its culture[9].

Who it operates the direct management the alive offer in the places, develops traditional activity and root incomes in the territory. Besides, with the tourism relational integrated build themselves widespread relations. Across the use of the technologies data transmission the host directly is reached at home (face-to-face) from the ones which offer the hospitality, so also the times of permanence prolong themselves, likewise to how much happened for the ancient vacation, most of the hosts are carried to return usually in a climate of "friendship" and "familiarity".

Five typologies of elementary sustainability are individualized from the studies on the tourism relational integrated like territorial project of development and they are:

- Environmental Sustainability, to safeguard the natural features and human of the territory in harmony with quell' balance handed down from the story;
- Social Sustainability, to give again the just value in the development partner-economical to the human connections between individuals and between society in an optical news of knowledge and reciprocal respect;
- Human Sustainability, to restore people to the center of the politics and of the initiatives of the proceeded of production and consumption;
- Economical Sustainability- financial, to rethink the relation save-credit supporting to the national banks the institutes of the local bank and of the micro-credit, the alone interested to an investment in the "small";
- Technological Sustainability, stimulate the employment in manner "network" of four micro technologies in the field of the alternate energies, of the recycle some litter, of the control of the cycle of the waters and of the technologies data transmission for the information and the communication.

We see now more in detail as they would be able to be the references for a comprehensive evaluation of the components offer's, of the question, of the different shapes of environmental sustainability and of territorial exploitation.

The tourist offer[10]

The Prevailing Question Tourist Potential

- Environmental and Cultural tourism, Traveling, Cognitive, Formative and Associative[11].

The territorial Contexts, the Infrastructures and the conditions for the sustainable development to correlate at the tourist Offer existing and potential.

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9 The typology of the entity accommodating than coincides with an offer draft and spread of familiar residences, conveniently supplied, agrees the host of to ripen a real consciousness on the historical environment-natural and of the territorial vocations in a context that involves the normal style of life of the local community.

10 Tourism spread rural, ascend and coastal with the restyling of villages, farmhouses, beams, small centers and historical contexts, even if integrated in a recent development chaotic and spread. Recover and reorganization of the historical building present and eventual broadenings also for services integrated the tourist offer and for the operating that decid to reside on rent. Recover and exploitation, by means of integration, of structures present extrahotel on the longed for some district areas individualized (hostels for the youth, farm holidays, shelters, you stand out, bed and breakfast, houses-hotel, monasteries..)

11 Formative Stages, linguistic, visits of schoolchildren, exchanges between professional associations, cultural, artistic, researchers, conventioneers, social groups organized, motorcyclists, naturalists for the knowledge of the places and of the territories, of the story and of the traditions and local use, sets to music, dances, theater, religious shows, eno-gastronomic, of custom.

Environmental Sustainability

- Natural areas earthlings and navies Proteus and bound[12];
- Environmental areas of protection, of the water resources and energy and of the prevention geological idro[13];
- Areas and biological productions Eno-Sour-silvo-pastoral and of the fishing[14];
- Urban areas with Infrastructures for the Reduction of the Solid Litter Urban, Collected differentiated and recycling of the same and with sustainable Mobility[15];
- Pastoral areas of value natural and human (Human Ecology of the Quality of the Landscape);
- Territorial areas with Infrastructures of transportation intermodal for an sustainable accessibility to the greater centers and with infastructure for the digital telecommunications and from satellit[16];
- Tourist districts of functional integration with the armatures and of cooperation fot the offer with the construction of itineraries and the innovative transportation sustainable and inter modal[17];
- Areas and relevant services to cultural Assets and historian-architectural materials and virtual (Civility of the Quality of the preservation of the historical memory);
- In agreement construction of Community, environmentally sustainable, in Islands and rural Contexts and mountains in conditions of geographic border and of environmental fragility.

Sustainability Social- Economics Institutional

- Role of the governance of the regional Province with function of planning and planning integrated[18] ;
- Regional Governance (competent Councillorships and Regional Direction of the Planning) and Local Interested and public subsidiary-deprived in the shapes of participation and of decisively;
- It forms structural and strategic of territorial planning, planning space-temporal and planning-accomplishment of the coordinated interventions for tenable areas of development (districts of tourism integrated);
- Organizational and administrative support aside of the town local Boards and of the other public founding interesting[19];
- Procedures of rewarding or exclusiveness, to the until supply's of the public contributions, to the associative shapes economical-social of the operating tourist and of those armature's (youthful cooperatives with feminine majority, associations and/either you associate between small enterprises and/or craftsmen) and of the operating partner-cultural in the shapes with the associationism not profit and of the voluntary service directed to the to realize itself of the shapes of management integrated.

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12 Parks, Reserves, Ecosystems and Ecotoni, Ecological Nets, SIC and ZPS.
13 Forests, Stains, Invaded, Rinaturalizzazione of the hydrographic net, renewable Energies-Solar and Wind (Human Ecology of the Natural Resources and of the prevention from the environmental risks)
14 Human ecology of the Work and of the Leading Production.
15 Public Transport and Railroad for goods and passengers (I recover also of the discusses fallen into disuse from the RFI and entrusted in regional management public-deprived, cycling tracks urban and intercity and intermodality and logistics integrated (Human Ecology of the Quality of the life).
16 Nets Internet, local Infranet and public service center multimedia-Television-Services (Society of the material and virtual Communications-ITC)
17 Railroad also to gauge reduced with cars read, carts for bicycles, movement, car, vans, camper, truck with goods and/or by means of ferries for coastal transportation maritime, places of halt supplied for camper and roulottes, you handle and equestrian tourism also with carriages, cycling tracks and cycle-tourism, catches-tourism. (Society of the Cohesion, of the Economical Solidarity and of the tenable transportation)
18 Horizontal subsidiary of coordination between provinces and vertical with the other regional and local founding interested
19 Regional councillorships to the tourism, communications and transportations, to the cultural Assets and environmental, to the Territory and to the Environment, University, CCIAA and the cooperative shapes for territorial areas of integration-Agencies for the Development, Programs Integrated Territorial-PIT, Plans Integrated for the territorial development-PIST.

Economical-financial
- Planning of the environmental interventions and infrastructural in synergy joined with those national and publics;
- Economies of staircase and of agglomeration because of the synergies and of the associative shapes of solidarity between the armature of the leading one (small and middle businesses and/or associative craftsmanship for the biological productions Eno-Sour-silvo-pastoral and of the fishing), of the secondary[20] one and of the tertiary[21] one;
- Access to the in agreement finances or to the financial market beneficiary in the initial phase of take-off aside of the small businesses, craftsmanship, of tenable tourism and of all armature's integrated, joined for areas by means of associative shapes.

Social
- It forms co-operative, associative and of in agreement aggregation between operating tourist and of those dell'armature of spinner and of the integration and of the operating partner-cultural in the shapes of the associationism not profit and of the voluntary service directed to the tertiary management of services supplementary to the different shapes of Environmental and Cultural tourism, Traveling, Cognitive, Formative and Associative to youthful predominance;
- Forms of participation and social cohesion for the knowledge and the consolidation of the cultural identity of the interesting community.

The territorial Exploitation
Effects direct
- Public and private interventions integrated for district areas between operating tourist and of the different armatures;
- Culture of the planning, planning and planning integrated in the operating institutional and in the professionalism deprived;
- Territorial marketing integrated;
- Meeting Question and Offer with the aid of the associative shapes between operating private citizens and between users and the synergies with the official structures;
- Increase the attraction to the private investments and on the youthful occupation local;
- Social cohesion, forms of participation of the operating interested and institutional subsidiary;
- Integration with the public programs for the Rural Development and of the Mountain;
- Develop territorial tenable.

Indirect Effects
- Accomplishment d infrastructures and services that can be used also from the populations residents in the district fields;
- Interventions of protection, environmental renaturalization, management of the litter and of renewable energies;
- Recover of present building and of historical interest in conditions of abandonment either of not utilization to increase and/or to diversify the tourist offer spread existing, of the armature in spinner and of integration and for the potential residents managers;

20 *Small and middle businesses and/or associative craftsmanship for the food and agriculture production and the manufacturing craftsmanship typical, in spinner with the precedent*
21 *Small and middle businesses and/or craftsmanship/associative professionistico for tertiary services in spinner with the precedents (refreshment, you convey and logistics, sporty, ITC, services of marketing, of operating consultancy, of formation of the personal one, intersectorial cooperation and management integrated some services and of the cultural shows, planning space-temporal of "events" integrated, hit the center of multimedia cultural information and formation..)*

- Exploitation and/or new librarians structures of accomplishment, museum, theatrical, climbs multimedia, for teleconferencings, run of formation and stages;
- Formative activity specialized for young graduated and degrees and not specialized for unemployed youngsters and unemployed, immigrated and marginal for their insertion in the tourist activity and armature of spinner and integration

Exploitation of the social cohesion and of the cultural identity of the interesting community.

Public
Institutional
- Formation of the personal one on the planning, planning and planning integrated and on the shapes of participation and of public management-deprived.

Infrastructural transportistic and communications
- Recover, and new accomplishment of infrastructures and of coastal railroad and maritime means of transportation, to use integrated for tourism-residents-goods[22];
- Management of the mobility and of the comprehensive logistics of tourist inside of every District and in the individual provinces;
- Enhancement and/or new interventions for the accomplishment of the infastrutture data transmission for the communication in marginal areas done not adequately serve.

Instrumentations and Services
- Functionalization and new public accomplishment of services sporty, libraries and multimedia salt information technology and for environmental requalifications, to use integrated for tourism and resident[23]

Private
Productive activity tourist and of the armatures
- Participation to the investments publics programmed with the ENPI in examination and with the other projects of the European Community, included those of the FESR-regional POR 2007-2013 and checking new accomplishment, restore, reorganization and broadenings of the existing inclusive on the offer of the tourist districts:
- all of the interventions about the tourist offer with obligation of to present the proposals, in the co-operative shape or associative choice, between operating about offer integrated on longed for some district of tourism integrated tenable;
- The tourist armatures laws, feasible by means of specific itineraries on the base of the typology of question, collocabili in the following spinners inside on the districts of tourism integrated tenable:
- of the bio-ecological, with the exploitation of the eno-sour-to feed or of the eno-agro-silvo-pastoral, included the management integrated some transportation towards the direct places of sale[24];
- of the environmental protection and landscaping, with the exploitation of the cultural assets, with the management integrated some transportation in the itineraries towards the places of the historical memory (centers, villages, beams, museums, archeological zones.), of typical

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22 To entrust in management to railway employees and maritime in pension in shape associated unemployed youngsters and/or unemployed adequately formed
23 To entrust in management to co-operative shapes of youngsters unemployed and/or unemployed, adequately formed, with integration of operating in pension.
24 Tourist offers, places of services and centers included in the itineraries, for allow fall of the prices and therefore the competition with the not biological products and of the renewable energies (solar and wind integrated)

craftsmanship of the natural areas proteus and of those with pastoral tie still recoverable to a collective use and of the renewable energies;

- of the intangible civility, with the exploitation of the public and private libraries, of the salt and multimedial files and of the telecommunications, film libraries and theaters, of the university and scholastic center, of search, of the innovative polo of technology, to the until of professional stages, cultural and formative, for the knowledge of the places and local traditions, integrated with the tourist and recreational offer and of the renewable energies;
- The tourist armatures indirect:
- of the management of the different tenable systems of transportation, of their intermodality, of the Knots-Places of services center[25];
- of the management of the communication and of the territorial marketing for it search for financial investments (from Foundations, public and private Authorities, Enterprises..), for the attraction of the inside question and outside, national and international, of the diversification space-temporal of the same one in connection to the different typologies and to the construction of the itineraries in the districts of tourism integrated;
- of the management of the communication and of the participation, real and virtual at inside of the districts, of the local community interested to the cognitive trial and appraised of their cultural identity and of the structural and strategic trial of the planning, planning and accomplishment of the interventions of tourism integrated and sustainable

THE MEDITERRANEAN ONE IN THE PROGRAMS OF THE TRANSPORTATIONS OF THE EUROPEAN COMMUNITY

For how much pertains the area of the transportations, introduction that for a total integration in the markets and in the society of the E.U. are necessary infrastructures and compatible nets and connected, beyond to a normative painting matched, already were traced for large lines the main directors of connection and we individualize three priority objectives:

- the extension of the highways of the sea to the mediterranean Countries, including one or two ports for Country of the South bank;
- the conjunction of the Iberian peninsula with the Morocco until Agadir, on the coast Atlantic;
- the extension of the halls in the Southeast dell'Europe, across the Turkey and along the coast Syrian, until to arrive the Jordan and the Egypt.

In a perspective to longer limit, the Countries signers retain besides important the development dell' multimodal board South-South from Alexandria of the Egypt to Rabat and of the aces from Haifa (Israel) to Saudi Arabia, from the port of Tartus (Syria) to Iraq, from Beirut to Damask, from Damietta to Aswan in the Valley of the Nile. The analysis of the European Halls, actions to promote the regional integration and the coherence of the nets of the partner of the Mediterranean one with the net trans-europea, to activate a system integrated of transportations and to realize a net intermodal and transcontinental in all the Mediterranean one that go to connect itself with the nets TEN-T (Trans European Network), relevant to the connections between Countries EU, and PEC (Pan European Corridors), relevant.

- The multimodal hall transmagreby includes a railroad component (train transmaghreby) and a highway component (highway of the UMA-Union of the Arabic Maghreb) that connects the main town of Morocco, Algeria and Tunisia, can integrate the maritime connections and airplanes towards the main economical centers of the north shore of the field of the Mediterranean one (Latin Arch);

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25 *You handle, Areas of halt supplied, sporty Areas, Areas of the multimedia knowledge and of the virtual reconstructions with spaces for meeting and the entertainment, itineraries of equiturism, touring by bicycle, trekking, catches-tourism, nautical tourism, underwater immersions, of the productions eno-gastronomic local, of cultural the sites, historian-architectural, archeological, environmental, rivers, costs, geological relief, natural areas Proteus*

- The double hall of the Mediterranean eastern leaves from the Bulgaria, go through the Turkey's costs across Syria, Lebanon, Israel and therefore Egypt, the other across the Syrian and jordanian highlands.
- The midday hall east-west (Cyprus-Seville) extended from a side until the Morocco and dall' other to the coasts eastern.

THE CASE STUDY: THE EGYPT THE TOURISM OF MASS AND ITS TERRITORIAL EFFECTS

In Egypt itself meeting place a dual civility, an of traditional type and conservative, make harsher from the poverty, the other a social reality totally different between innovation and consumerism. Most of the egyptian population is placed between these two extreme[26].

The demographic density that it is registered in the cultivable areas of the Valley of the Nile is an of the highest of the world, the little grounds done not build, there are subdivided in lots of just 0.6 hectares, that do not offer the maintenance of a middle family. Actual for these motive, the last census carried out revealed that numerous persons choose to live in the urban centers, about a million every nine months.

Cairo, included the suburban districts, accommodates almost 20 in person and some millions zones of the capital record the most high density of the world, its governorship one of 28 present in all of theEgypt, has the most high percentage reported to the demographic growth about 10.7%[27]. In the meanwhile, the governorships with the lowest rates always in 2006 have immediately an increase of population like the south of the Sinai, the new valley and the red sea.

This part of the Egypt is become in the last years for the European and particularly for the Italians, a sort of coast for economical vacations, specially in the relation you cost/benefits holding account that the distance from Italy is of about 3-4 hours of flight[28].

The egyptian lecterns agree to the foreigners to buy property assets in all of the Country, with a limit of ten thousand square meters of ground and the necessity of to choose an egyptian lawyer to follow the procedures I press the tribunal of the capital. If it is wanted to surpass the tie of the managers meters ten thousand will be, instead, necessary to work in society with an egyptian citizen.

In the Sinai Peninsula on the area where is possible construct, those for which there is an interest, in Dahab, and especially in Sharm el Sheik, over the last 20 years have become saturated because of speculation, the government itself has sought to put constraints for contain the phenomenon. In Sinai , the land is not sold but granted, the limit is three thousand square meters, beyond which again serves society with a national of that country[29].

On the east coast, however, the first place to arouse the interest of Italian investors was Hurghada, also those saturated from years, although new constructions grow up behind the coast. Other hand, sales are flourishing in the south, from Marsa Alam to Berenice. We are about 100 km south of Hurghada and these are the areas present state of tourism development. [30]

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26 The typical family small town lives in suburbs crowded, in condominiums to 6 plans built with cement and shoddy materials, the family countrywoman instead, that lives long the river where resides beyond the half of the population, instead is undergoing a large transformation.

27 According to what they restore given of 2006 from the Central Agency for Mobilization and Statistics (CAPMAS); continue from Giza (8,64%) and from Sharqiya (7,36%).

28 The first Italian investments go back to the half of the years 90, when apartments in residential villages bought themselves/tourist or true and actual villas profiting some heavy burdens you cost, a successive boom has had in 2004 and another one still in 2007 estimating besides that within 2010 the residences gained from foreigners should reach the twenty thousand unity. The crisis make review rapidly the esteem, but the residences that already had been begun or, also finished, in wait of the buyers are on the market to interesting prices and with good opportunity that revalue themselves in the years to come.

29 The ground comes however given in concession for a 99-year-old period of time (the so typical leasehold of a lot of countries said among which the Great Britain), less than legal stratagems that agree to introduce it in a hereditary board, going around so obstacle but serves always local lawyer for the records.

The low excessive cost of land, and not to put some constraints or controls by the Egyptian government has led to an overbuilding of the coast with architecture quite far from the Arabic. These resorts offer a vacation in an environment as high quality,like the services offered, but completely aseptic, so that a tourist could probably spend their holidays in a resort of Egypt as one of the Canary Islands,without noticing the difference cultural and landscape. [31]

Figure 1 - Port Galib today image from google earth

Figure 2 - Port Galib tommow image from port ghalib site

30 A recent article of the 8 August of 2009 of the Sole24 hours puts in obviousness like, to the European investors, the first in the speculation of Sharm el Sheik and Hurgada, now are replaced from those local. Actual here 3 different player will build in the next 2-3 years, tourist installations to spacious breath. Here to difference of the Sinai, note the ground can be sold (freehold) the cost of this, second note how much described in such article is of derisory everything, if consider themselves the earnings that the investors have in the to retail the resort. In fact the price of the ground comes estimated from 2 to 15 euro to the mq to second from the neighborhood or distance from the sea, the same is then retailed to 2000 euro to the mq. Although, the experience of Sharm el Sheik, where the effects of the building speculation known to all, Marsa Alam with the new resort seems to want to become a Sharm of the south of the coast of the Red Sea, riproducendo precisely the same typologies building, other example of that happens along the coast of the Mediterranean one, to El Alamein of whom we restore subsequently an example.

31 he Marsa Alam Beach Resort is extended on an area of 252,000 mq and offers 1434 apartments, among which 966 suite of luxury and 468 apartments with two rooms from bed, the costs access for a Junior Suite I am to leave from 37,500 € and for the apartments the costs is to leave from 58,950 €. The Italians that second some awkward data to the egyptian tourism place themselves between the first 4 countries like number of visitors, with an annual development of about 25% I am between the potential buyers. The building typology installation, is in colonial style, while the gardens in style balinese, the lodgings d are provided' elevators, internet, air conditioning. The resort offers 10 pools, a school immersion's, you live from game, a center well-being of 6000 mq, a shopping center with 40 shops and 9 restaurants. The resort is however built to low environmental impact installed in 252,000 mq has a density edificativa of 18%, electric energy comes in part supplied from panels solariums placed on the roofs of the buildings and developed from the generators of the shopping center, in more the resort is provided of an installation of desalination for the supply of water destined the irrigation, to the services of laundry, to the Waters reflue.

The investment allows the owner two different opportunities, if you buy the Junior Suite has flexibility in the management of the property used or for the entire year or for several months while the owners of apartments can not contract for more than 6 weeks year. The rent of the Junior Suite is based on the «system of shared rental», guaranteeing that owners always receive a rental income even when not hired because they are based on rent income derived from all suites and from the single, with a conservative estimate of the return on investment of 10% for year, of course, the higher the level of employment of all the higher the rent that the owner will derive. The owners of the apartments was to receive a rental income guaranteed for five years at a rate that varies from 6% to 14% of the first year, upon expiry of the five or may renew the contract or exclude the apartment of the overall management to freely dispose of or resell the property[32].
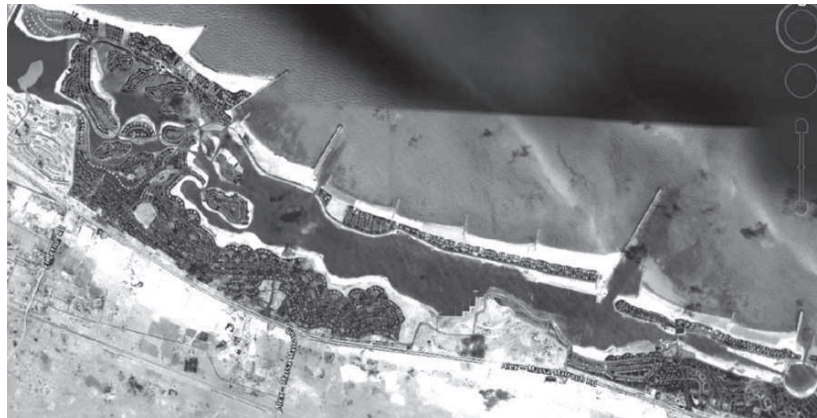
Figure 3 - An image of El Alamein from google earth

Along the Mediterranean coast there was a further example of not sustainable development, from Alexandria to El Alamein through the analysis of images collected from Google Earth to June 26, 2003 at a height of 3.82 km and a length of 80 km and an average depth of 1 km, it was possible to make the following considerations:
- The subdivisions made at that time appear to have occupied 57% of the total area of 80Kmq, excluding the residual stretch of beach which, together with those from visual examination of the frames were in the pipeline and the incidence reached 74%. Also lots landlocked residues are about 4% of the total area.
- The naturality with a due trial of fragmentation to the presence of building vanished result to be the 1% of the total, while those residuali done not subdivide, always to the date of the survey, resulted to be just 5% that, added to the stroke of beach left to the seaside use equal to 20%, carry the comprehensive quantity to 25% dell'total area taken in examination.
- The surface destined to the seaside use results to have a middle distance from the waterline of 100 meters, with a minimum of 30 and an utmost of 150.

The final consideration that if can draw is of it that the territorial model of planning was of considerable consumption of the risen again beach, being able reasonable to expect that the areas already subdivided

32 The property market sees the present Italians to Sharm el Sheik, to Hurghada instead I am more English presents and Russians.

will be able further already to to be been built and to carry therefore the comprehensive percentage of the urbanization on the incidence of 75% and if unfortunately not any tie will be post on those of the naturality residues could stay the alone strip of beach Meters and therefore of comprehensive 8 million mq.

Considering than it dates the extension of the resource would have been awaited us a vital space of motion of at least 10 mq to wet, in correspondence of the waterline and for a greatest thickness of use of 10 meters, easily extracts a demographic pressure saying acceptable of about 100 users for every 100 meters of coast[33]. If for case be hung that the egyptian government desire to discourage such investments by means of taxes or plans is itself absolutely in as actual mistake the State encourages them[34]. The planning and territorial planning and the control of these investments not is carried out of the Egypt not the less from the European Community; the tourism on the meaning of exchange and intercultural conversation is not place between the objectives of the international cooperation but entrusted at the politics of the individuals been interested[35].
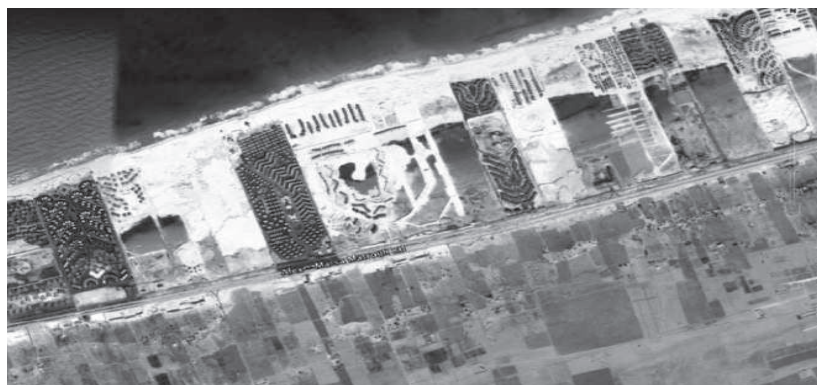
Figure 4 - An image of El Alamein from google earth

Besides between the Egypt and the European Community the right of establishment is established and of the free service of the services that the reason of these explains also uncontrolled investments. All that really it got some benefits to the Egypt? Likely no[36]. Surely who it benefits they are of it the property investors and the small contribution of egyptians that work in the circuit of the resort.

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33 It will be necessary to verify if the load in the periods of point, being derived from the cubic capacities realized and from the rates of occupation, risks of sovraffollare a coast with a resource that seemed boundless. An other check would go made on the noise pollution and into the air because of a prevailing mobility on means deprived.

34 The assets appraised to the of under of about 60,000 €, as well as those with an income from annual renting inferior of about 750 € are tax-free.

35 These agreements signed for the first time with the Barcelona Declaration of 1995 signed between Tunisia, Egypt, PNA, Israel, Lebanon, Syria, Jordan, Turkey, Cyprus and Malta which in May 2004 with the addition of Cyprus and Malta and Turkey set as their goal reciprocity, solidarity and co-development, aims to build cooperation in political, economic and social development. The main objectives are placed on the opening of political dialogue between countries, creating a free trade area with the liberalization of movement of goods between the European and Mediterranean countries.

36 If it is considered that the cost of the sale of the ground is very low, that the Egypt does not impose taxes or plans and that likely who chooses this typology of vacation, does not want to visit the country but alone the resort that chose, is considering the large loss to environmental level, the water consumption and energy and the costs of infrastrutturazione and of management of the territory.

THE TOURISM RELAZIONALE INTEGRATED AND THE OASIS OF THE FAYOUM: A POSSIBLE HYPOTHESIS OF DEVELOPMENT TERRITORIAL

Has seen like at present, on the longed for some tourist market, the egyptian territory is subject mainly to exogenous investments that create a type of economy not rigenerativa for the territory, less than a derisory armature with respect to the real capacity that the egyptian territory has, and that would be able to be moved in action in case us Same territory; also has seen like such models of investment besides not to create a real type of economy prime some mechanisms of "colonialization" of the territory to the margin boosting the abandonment of the inside territories and of result the congestion of the town of the Cairo and of the coastal zones apparently more rich of attractions for the tourist market. Itself carryover the case study of the Oasis De Fayoum[37] what deposition of the existence of a territory, in Egypt, from the high capacity for a tenable development according to the logics of the T.R.I.

Going towards south - west of the Cairo for about 100 km, it it is found the field, food from the Nile, on the oasis or perhaps better seeds – oasis of the Fayoum. The landscape along the banks of the Nile and along the canals that branch as a network through the territory of the oasis itself, is characterized by the alternating of lush green fields and plantations, with the skyline of pristine desert landscape, which drawing the external boundaries of the oasis itself, which has the only interruption along the shores of Lake Qarun[38].

Despite the richness of the territory as sets of natural and human resources, today the oasis of Fayoum is not a very popular tourist destination and is also subject to a type of tourism hiker who does not wear the real economy in the territory, which has experienced "the margin "in both time and space, and therefore is not known in its entirety and in its many faces that constitute its identity[39].

The development project of the Oasis of Fayoum thus had to be resolved as early critics to back a real image of the Territory, through a development system and its components, through the instrument of the network of relationships and resources, and By targeting to return to visit the temple for living space in a free and not conditioned to allow to have direct contact "unmediated" with the reality of the place and then a discovery independently of them. Considered the tightly potential human and of resources of the Fayoum has decided to intervene on the local staircase across the creation of "Events – Appointment" on the same territory with the purpose of to create a net integrated between the local actors - understanding for these last is publishes it administration, the ONG that the individual entrepreneurs like also the rural community - and all the territorial resources.

A net, that was able to constitute a tourist offer structures specific for the Oasis of the Fayoum, for the development of a tourism of quality, and that was "common space of connection", knowledge, sharing, and collective management of the resources, for then to associate to be a "brand of quality" that was able to be across the logo a distinctive mark, of safety and guarantee for the tourist and, to the same time, a tool of The locality.

37 The experience and the hypothesis progettuale here restored was conduct inside on of the international Master of TWO level in Tourism relazionale integrated and territorial development, TO. TO. 2007-2009, (University of the Studies of Palermo Faculty of Architecture and Helwan University De The Cairo- Faculty of Tourism and Hotel –Management and College Arces Palermo) during the second annuality on the Cairo, on the occasion of the Project Work that had like subject of study for one of the groups the territory of the Oasis of the Fayoum. The group that lead the searches and produced the hypothesis progettuale "to Live the Fayoum" was composed from: Ahmed Atef, Ahmed Bahgat, Francesca Malleo, Marisa Salerno, Sara El Namany.

38 On this physical landscape overlaps and merges the human landscape that presents a network of roads that run parallel to the channels, linking the central city of Medinat El Fayoum and many rural villages, among them survive the archaeological sites evidence of the value and of the importance in the history of the oasis.

39 The loss of identity of imaginary collective, of a fake perception of the territory and of a homogenization of the places

The constitution of this net of material and intangible assets held in some consideration elements key for the development of the territory:
- The exploitation of the historical property-cultural and artistic;
- The protection dell' environment;
- The concept of the culture of hospitality;
- The access and fruibilità of the resources;
- The quality of the ricettività, of the catering industry and of the typical products;
- Such concepts were considered necessary to achieve the specific objectives of the project on local staircase that are bushels we individualize in the following points:
- to promote the birth of a net of connections on the territory between local actors and public authorities to exploit the material and intangible property spread on the territory;
- to contribute the support of the social creativity local exploiting the collaborative culture and of the profitable participation of the territory sharing tools and risen again for a collective growth;
- to promote together the image of the Fayoum supporting and increasing the consciousness of the community Territory has in every area to introduce the local actions inside on of the global market;
- to constitute a tourist offer structures real and to create for this a brand of quality that it is carried out in the accomplishment of a logo of the territory of the Fayoum.

The experience on described therefore constitutes a deposition of like on the egyptian territory hesitate some bases on that be able to think of to carry out some politics of development territorial alternatives and tenable, tight join and depending from the local actors and from the actual resources of the territory in such manner to clash the loss of identity and the exploitation of the same territory and the consequent one "de- territorialization" of the economy factor Countries of the Mediterranean system.

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"TOURISM, EDUCATION AND RESEARCH: INDISSOLUBLE FACTORS OF SUCCESS"

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Abstract

The defining point of this paper is that training is key to the development of the tourism sector in each land, either in economic, cultural or social terms.

Training is necessary to identify, advertise, commercialize and manage an up-to-date tourism product, to be developed along well-defined standards, such as to meet the changing needs of the demand in the market of tourism products.

The relevance of professional training of locals is – at the same time – a key condition as well as a competitive factor in the success of a complex product as in the supply of a place for tourism, typically made of individual elements which must become complementary in a complex planning.

Professional training is important as well as a pre-condition in developing micro-entrepreneurial capacities which, in particular in the tourism sector, made the key element for any good use of a particular place, especially so when lacking other important resources.

Analysis and assessment of the concrete economic value for investment and ensuing yields; reckoning of "intangible assets" as direct or indirect outcome of training.

The need of a "non-hetero-directed" development, that is that could own the added value of the tourism supply of a place and does not alienate it to external players.

The usefulness to promote Observatories and Research Centers to appraise and define data as well as information allowing to qualify as well as quantify tourism data.

Observatories and Research Centers would decidedly contribute to define and refine territorial marketing strategies, updating them to the never-ending changes, diversification as well as segmentation of demand and supply of tourism products; it is fair to stress the further added value deriving from the web-linkage of all Observatories and Research Centers within a macro-territory (e.g. : the Mediterranean Basin).

The centrality as well as importance of territories in defining tourism demand and supply, analysis of inter-relations amongst various subjects involves as "point-to-point", "packaged", "networking".

The growing, defining importance of "point-to-point" relations in planning tourism development of a territory, with particular reference to the use of information & communication technologies.

The need for a cohesion/alliance of the territory to extol, from individual supply of territorial micro-centralities, a plural homogenous offer of specific segments/niches within the demand market.

The need to communicate the cultural wealth still hidden within the territories and potentially generating added value through "learning by cooperating": the value of tourism districts is correlated to the added joint capacity of internal cooperation and competitive external capacity.

Key word: Territories, Marketing, Education, Research, Tourism

INTRODUCTION

Education is necessary to identify, advertise, commercialize and manage an up-to-date tourism product, to be developed along well-defined standards, such as to meet the changing needs of the demand in the market of tourism products.

The need for a cohesion/alliance of the territory to extol, from individual supply of territorial micro-centralities, a plural homogenous offer of specific segments/niches within the demand market.

The need to communicate the cultural wealth still hidden within the territories and potentially generating added value through "learning by cooperating": the value of tourism districts is correlated to the added joint capacity of internal cooperation and competitive external capacity.

The defining point of this paper is that education is key to the development of the tourism sector in each land, either in economic, cultural or social terms.

Marketing research are the key to understand how to manage the operative action to develop the territorial tourism.

TOURISM, TERRITORIES AND MARKETING

The contribution of marketing research to destination marketing is one main of the key of success: marketing research should not be limited to before visitation investigations. As tourism demand is extremely dynamic, marketing research needs to follow constant developments to ensure that all elements of the destination marketing mix evolve continuously. Surveys during and after visitation enable destinations to identify weaknesses and concentrate their corrective action.

Developing a marketing strategy and mix for destinations is a complex process, mainly because there are many independent stakeholders and principals involved. Destinations cannot be managed or marketed as enterprises, due to the dynamics of interests by stakeholders. Destinations are some of the most difficult entities to manage and market, due to the complexity of the relationships of local stakeholders. Managing and marketing destinations is also challenging because of the variety of stakeholders involved in the development and production of tourism products.

The ubiquity of the destination concept effectively means that the tourism product for each prospective traveller is very subjective and depends heavily on his/her image and expectations of the place. Nevertheless, the tourism product for a region consists of the entire range of facilities and services offered locally, plus all socio-cultural, environmental resources and public goods. Understanding the core product as well as the facilitating, supportive and augmented products for each target market is of paramount importance for destination marketing. The augmented environment will include intangible elements such as interaction and customer participation as well as accessibility and physical environment facilitate the development of products, which is desirable from the demand side, and at the same time does not focused on local resources. However, throughout the world tourism services are offered by small and medium tourism enterprises tend to be family managed. The challenge for destination management organizations is therefore to provide leadership in the development of innovative products and create local partnerships for the delivery of seamless experiences.

However unless carefully managed any increase of visitors may deteriorate local resources further and push destinations in greater decline, which can force to further price reductions and further quality decrease. This is a vicious circle which eventually makes the purpose and benefit of the entire tourism activity at the destination questionable. Clearly, therefore resorts will need to take into consideration the phase of development there are in as well as the patterns of destination life cycle experienced in competing destinations and adopt their strategic marketing accordingly.

Competitive strategy is the search for a favourable competitive position in an industry . Michel Porter proposed three main strategies aimed to outperform other forms in an industry : overall cost leadership,

where organizations are required to minimize their costs, based on mass production and strict cost control of the main business functions; differentiation of products or services offered by creating something that is perceived industry-wide as being unique focus on a particular buyer group, segment of the product line or geographical market a and achieve their cost leadership or product differentiation.

Approaching the right target market and providing the most appropriate combination of local tourism products and services is the secret for successful destinations. As tourism bundles are formulated ad-hoc to satisfy specific consumer requests, a dynamic marketing research process will enable destinations to provide unique products initiating local partnerships between all suppliers to address the needs of demand. Destination image is also developed through marketing research, which guides promotional activities towards branding and amending the brand values of the region.

Hence, local resources become a central asset for destination sand tourism suppliers and their sustainability a core function of tourism marketing. Naturally, each stakeholder aims to maximize the benefits emerging for themselves. Inevitably, the interests of some stakeholders may be conflicting with others and thus some of the strategic objectives may be reached. This is often a result of some stakeholder trying to enhance its benefit that the expense of others. For example, a tour operator may try to reduce the prices paid to local suppliers in order to increase its profit margin and remain competitive in the marketplace. Failure to ensure and main a in a balance effectively reached relationships between stakeholders, and threatens the achievement of the strategic objectives and the long-term competitiveness and prosperity of destinations. Hence, tourism marketing should not only be regarded as a tool for attracting more visitors to a region, as it has been the case for most destinations.

The effectiveness of promotional campaigns can be assessed so that the most cost-effective media is used to approach and persuade target markets to visit the destination. The international tourist industry is becoming an increasingly competitive marketplace where only the best-managed destinations are likely to prosper. Comprehensive strategic business plans therefore need to address all factors that have an impact on the product. Tourism strategies should not only concentrate on visitation, but also include the entire range of impacts such as overcrowding, environmental problems, visitor safety and security, seasonality problems, and sensitivity to local culture   . Perhaps one additional complication to tourism marketing is that in most cases destinations have already a rich history, image and legacy development which need to be taken into consideration when developing tourism marketing strategies. Not only consumers develop certain images and views about places, but also previous development often provides several limits for marketing to address as well as stakeholders who need to be respected and consulted. Understanding therefore the stage and tourism development is critical for development a strategy. One of the most widely used tools for undertaking this task is the destination life cycle .

As a result they need to use marketing to encourage sustainable practices for both consumers and industry as well as to communicate their environmental and socio-cultural policies. It is evident, therefore, that different destinations area in a dissimilar pattern on each stage of their lifecycle and as a consequence they require specific marketing action. Established mass tourism destinations, use a high-volume low-profit margin strategy to ensure their profitability and they are successful in increasing their visitors. They also reinvest on their facilities and introduce quality standards mechanisms.

MARKETING RESEARCH

Identifying market segments for destination products in one of the most important point of the Marketing research; this is used extensively by destination marketers to identify the types of customers that can be attracted (active demand), as well as the prospective visitors (suppressed demand) who do not visit for a variety of reasons.

The main utility of the destination life cycle is to facilitate the understanding the evolution of tourist

products and destinations and it to provide guidance for strategic decision , in fact the life cycle concept illustrates that destinations experience a `birth to death a cycle and that the life cycle model has gained attention in tourism and hospitality as an explanatory tool. Although in tourism, life cycle analysis is often seen as a useful tool for destination area development, in hospitality management it is beginning to be used as a guide for strategic planning. However, the main problems relate to identifying turning points, stages, length of stages and level of aggregation. Despite the many criticisms of the life cycle concept, it is quite critical for marketers to appreciate the stage of development of resort areas A number of researchers have used the cycle as a framework for analyzing changing destinations .

Destinations are amalgams of individually produced: destination marketing is becoming more complex as tourists consume regions as experiences, often ignoring that tourism products consist of a great number of individually produced products and services. Global competition and industry concentration develop new challenges. In this sense, destination marketer shave to achieve the strategic objectives set through stakeholders' analysis and match the appropriate demand with supply, by using the entire range of marketing tools for communicating with consumers and suppliers. Global competition and the new, experienced, demanding and sophisticated travellers reposition destination marketing to be the main interface between consumers and local principals. Consumers are increasingly following special interests and regard their trips as both recreational and educational experiences. Therefore, destination themes and their interpretation become more important for the future. Training of human resources as well as co-operation between competing and complementary destinations enable regions to learn from other and adapt to demand requirements. Innovative marketing led by research and using new technologies, will be the only way to manage and market competitive destinations in the future for the benefits of their stakeholders.

This is well-developed generic model, which is widely used to all industries. It provides clear guidance for decision makers to position their products in order to maximize profitability and improve their competitiveness. However, this model fails to address the specific needs of tourism and in particular the scarcity of resources at the destination level. Therefore, similarly with commodities this model suggests unlimited resources are available to reproduce endless number of products. This is particularly the case for the cost leadership strategy where organizations are urged to increase their volume and to reduce their profit margin. Unfortunately, environmental resources, both natural (e.g. coral reefs or mountain landscapes) and man-made (e.g. archaeological sites or architectural structures) have a limited capacity which they can accommodate. Resources in tourism are irreplaceable once destroyed and therefore a strategy should ensure that their use is limited to the degree that does not threat their sustainability in the long term. Once this is understood and appreciated, Porter's model enables tourism marketers to focus on differentiation strategies and to develop their mix accordingly. However, several destinations, which are on the consolidation phase of their life cycle, have exceeded the maximum capacity which would have enabled them to sustain their resources. Their ability to promote differentiated tourism products has also been , as over-development has exploited and damaged their resources.

Providing innovative and well coordinated tourism products is therefore exceedingly important for tourism regions. Consumers assess their travel experience as a whole and they associate destinations with the entire range of local producers and suppliers. Producing innovative and specialized tourism products will enable destinations to attract intentional demand and to differentiate their products. Flexibles specialization will also support local suppliers and the region as a whole to evolve with consumer trends and support the requirements of the emerging sophisticated clientele as well as compete globally. Destinations, which appreciate these principles, can develop and maintain competitive advantage and as a result achieve their strategic objectives. Partnerships between the public and private sector and close co-operation between all local suppliers is key to the ability of destinations to offer quality products.

REASERCHING AND USING THE INFORMATION AND COMMUNICATION TECHNOLOGY

An important key is based on information and communications technology (ICT) systems, which integrate the power of the Internet, customer relationship management and supply chain management in a seamless, one-source destination site, allow a variety of operations – product selection, ordering, tracking, payment and reporting – to be performed with one easy-to-use tool. By cutting out one or more layers of the purchasing structure, these systems yield cost savings by putting the buyer in some instances into direct contact with the producer. They also have employment implications, as intermediaries find that their share of the market is shrinking, with inevitable reductions in labour requirements upstream of the tourist sector. Technology which facilitates on-line hotel, restaurant and theatre reservations or travel arrangements will have an impact in terms of staff reductions on the front-desk hotel staff who used to perform those functions. This technology also calls for a different range of skills from employees. Although systems designers, aware of the rapid turnover among front-desk staff, are working on products that are easier to operate and thus reduce training time for new recruits, the technology is changing so fast that knowledge becomes obsolete ever more quickly. Training will therefore become a continuous need and the remaining jobs will require greater skills.

More importantly the new ITC tools enable even smaller and peripheral players to compete on equal footage with larger and more central ones and therefore provide an unprecedented opportunity to enhance their competitiveness. One of the major benefits is the reduction dependency on intermediaries for the distribution of tourism products. As a consequence, tourism suppliers are able to improve their negotiation power with power operators and can develop a healthier peripheral and insular destinations where local principals and authorities have a great dependency on tourism for their life hood but lack expertise and resources to undertake comprehensive marketing campaigns. Although marketing has often been regarded as an enemy of sustainability, managers and planers to identify appropriate target markets and to maximize economic benefits locally without focusing on the local resources. A suitable communication strategy should support destination authorities to convey their message and promote environmentally friendly practices locally. .

Taking advantage of new technologies and the Internet can also enable destinations to enhance their competitiveness. Technology can improve the increase of a local suppliers and also provide tools for the development and delivery of differentiated tourism products. Provision of information on local facilities and attractions and the ability to reserve the whole range of tourism products determines the ability to attract the new and sophisticated types of tourism demand. The recent evolution of destination management systems enables destinations to co-ordinate the entire range of products and services offered locally and to promote them globally. The provision of differentiated and tailor-made products becomes much easier as consumers an assemble specialized products and construct their own itinerary. The availability of information on travel and enables destinations to offer mass-customized services.

The new ITC tools enable even the destination management, because of the necessary research about how to comprise the regions, resources and amalgams of tourism facilities and services, which often do not belong to individuals. Instead they represent a collection of both professional and personal interests of all the people who live and work in the area. Hence, generic characteristics of destinations are frequently emphasized in all marketing campaigns as they attempt to attract too many target markets. Sun and sea dominate the promotion of Mediterranean destinations; exotic surroundings are emphasized for long haul destinations and skiing is offered by Alpine resorts. However, it is increasingly evident that new-sophisticated consumers seek authentic and unique experiences. They are also willing to pay a premium, but only if the products significantly better than that of competitors. Hence, destinations will need to re-assess the entire range of their particular target market segment. The med or alternative tourism enables destinations to provide unique experiences and achieve their status area.

A compromise encompassing all these interests is extremely difficult if not impossible, but is the key to long-term success: the development and implementation of strategic objectives at destinations depends on relationships between stakeholders and thus the implementation of the key generic strategic objectives.

As a consequence there is much overlapping between strategic marketing of the destination as a whole and of each individual supplier at the region. Hence, the competitiveness of each player is often interrelated and almost indistinguishable from one another. As consumers increasingly value environmental resources they are prepared to pay for them premium prices .

ICT equipment installed in hotels also requires maintenance and planning departments, making this a new field with job creation potential, although such work may largely be subcontracted to outside operators. . Computer-based coaches will soon be available to guide employees through all stages of customer relations. Companies will invest in these new techniques to fulfill their training needs. Hotel managements are studying technologies which will reduce the attention which guests require from hotel staff. These include: electronic key cards which will open doors and act as credit cards for all on-site purchases; management systems which record the time guests are likely to check out, so that room service may be programmed more efficiently; and cleaning staff equipped with hand-held computers, linked to the hotel's property management system (PMS), so that information can be centralized and constantly updated in real time.

CONCLUSION

Globalization leads to processes involving a change in the perception of distance (the stretching of all kinds of social, cultural, political and economic relations across space and time), and time-spaced compression(the apparent annihilation of space by time as a result of a wide variety of media and communication technologies) as speed-distance reconfigures many of assumed correspondences between social space and physical distance The global economy is an increasingly symbolic space-economy. On the other hand, the added competition within the European Union boundaries, among cities and regions, creates a dispute for visibility and for recognition of the quality, differentiation and competitiveness of their territorial economic specialization and institutional density. Due to the growing competition between local and regional territories at different territorial scales many regions and cities, around the world, constantly try to successfully compete for attractive partnerships between the public and private sector and close co-operation between all local suppliers is key to the ability of destinations to offer quality products. Exceeding consumers' expectations is instrumental for the ability of both suppliers and destinations to attract visitors in the long term. Hence the competitiveness of each supplier locally as well as their distributors determines the competitiveness of destinations. Local suppliers should co-operate rather than compete.

Instead they should join forces and pool resources to develop and implement comprehensive marketing strategies which enable them to compete with other destinations. The rapid development of new destinations, especially in third-world countries generates an unprecedented level of competition. They can offer unspoiled natural landscapes and authentic socio-cultural resources in expensively. In contrast, most traditional destinations suffer from their own success and the lack of a strict rational planning and management system. Having gone through most of the stages of their life cycle they have reached maturity or saturation and this has for them to rely mass tourism for their operations. Often facilities require urgent renovation, but lack of financial resources and the unwillingness of consumers to pay the competitiveness of destinations further. Initiatives at the local level facilitated by both private and public sectors can improve the tourism product by investment in resources, as well as the implementation of a comprehensive marketing strategy and mix which supports the competitiveness of the destination.

This is particularly important for small and medium-sized tourism enterprises, which traditionally dominate local supply but lack management and marketing expertise to operate their business professionally and financial resources to approach their target markets. tourism amenities and services (accommodation, transportation, catering, entertainment, etc.) and a wide range of public goods (such as landscape, scenery, sea, lakes, socio-cultural surroundings, atmosphere, etc.). All the settlements are branded together under the name of the destination.

These partnerships should bring together both private and public sector and should ensure that the long-term competitiveness of the tourism product prevails all decision making processes ,also need to enhance and differentiate their products by emphasizing their uniqueness. Destination marketers often adopt a mass tourism orientation, because they falsely believe that tourism products can grow indefinitely. the reduction of seasonality, as special theme offerings, well as festivals and events should enable destinations to Increase their demand during the low season. Destination marketing is increasingly becoming extremely competitive worldwide.

Hence the competitiveness of each supplier locally as well as their distributors determines the competitiveness of destinations. Local suppliers should cooperate rather than compete argue that tourism suppliers at destinations need to mature and 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. The rapid development of new destinations, especially in third-world countries generates an unprecedented level of competition.

Finally, the principal way to obtain success in developing tourism sector in the different territories is in educating and researching what they need to serve the market of demand and offer: understanding this points means to develop project of education and research together with many territories. The melting learning that will derive from this actions may constitute the only way to cooperate to develop new projects.

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**THE RELATIONAL TOURISM IN VAL D'ANAPO.
OPERATIONAL EVOLUTION OF THE PILOT PROJECT FOR THE LOCAL DEVELOPMENT**

Giuseppe & Sebastiano Di Mauro

Abstract

Policies implementation process of local development in Val d'Anapo, cultural and agricultural internal area (Unesco) in the south eastern Sicily, has involved several social actors and local and territorial institutions and it has been multidisciplinary scientific approaches. The partnership of Val D'Anapo, active in all phases of the local development process, tried to implement the European principles of cooperation, the participation to the subsidiarity as a democratic model of participation of construction of programming choices.

The relationship between local actors of the Val d'Anapo and national and international scientists, particularly those who are starting a new discipline of IRT, has allowed to carry out some experiments of local development focused on the sustainable tourism.

In Val d'Anapo, the IRT is characterized as a theoretical model for the qualification of people daily problems.

Some members of the Scientific Committee IRT Conference are so part of the Anapo Valley Partnership from its beginning of the development path.

Key words: local development, integrated policies of tourism

The context of the pilot project inVal d'Anapo
The Val d'Anapo is a geographical area of high concentration of natural and cultural resources of the Sicilian Region which offers "uniqueness" and differentiated itself from the rest of the regions bordering the Mediterranean.

The Val d'Anapo:
- belongs to the geo-morphological unit of the "plateau ibleo", Pliocene period, different from the geo-morphological structure of Sicily;
- is an area of natural preservation and procreation of micro-river ecosystems protected by deep cuts in the land (called "cave degli Iblei") rich of sources;
- place of development of rural culture ibleo plateau, strongly differentiated from the urban culture of the coast;
- strong rooting of the community to the stone, a basic element of the man-environment (the rock as a dwelling, means of defence, construction and expression of art, and Neolithic cemeteries);
- area of cereal production, animal husbandry, arboreal, protected by carob and olive trees, often surrounded by crops of wheat;
- level of atavistic isolation and abandoned, forgotten, economic marginalization; but this is still full of traditional values and identity.

The Anapo valley contains evidences of Mediterranean human history, but the important natural heritage and cultural history, until recently were hidden and unused by weeds.

The residents have been in danger of getting lost in the social patterns of ephemeral modernity and above all be driven out from their land to be expropriated of their future.

Local communities had to take awareness of their own rights and possibilities of development. The people

reacted to the trend of social, economic and cultural declining of their territory and have opposed the project of the local territorial, and institutional forms that despite various difficulties, has begun the process of local re-identification. This process was started and based on a specific local plan of development which has defined itself in two decades thanks to public-private institution (the Development Agency and the Local Action Group of the Valley Anapo) which has been integrated to the municipalities and Province and represents the Region, the European Community and other Mediterranean countries.

The development process Hyblon-Tukles
The main stages of the process of local development ibleo plateau are:
- Construction of public-private partnership responsible for the local development formed by the LAG, Anapo Valley Development Agency and the collective interests of groups of active local partnership;
- Sustainable Integrated Development Plan Anapo Cassibile;
- The institutional recognition by some Ministries and Regional Councils;
- The successful implementation of various programming tools such as: Leader II, Leader+, Territorial Pact, Integrated Territorial Project Hiblon Tukles;
- Technical and administrative innovation implemented to integrate the civil service and private law function of interest;
- Activation of the relational system of participatory, to promote projects among different public and private companies.

The Anapo Valley Development Agency is trying to build an integrated manufacturing district, with a strong environmental and cultural history by an integrated plan for sustainable development shared by the community and validated by the public authorities.

We can now re-build the social squares by IRT local agencies and give consistency to the new community of Ibleo region. In fact the new setting of the principles of living, comes from the new tourism based on the concept of hospitality: a "rural tourist district" of high environmental and historical-cultural value directly managed by the local population without mediation of external tour operators.

The local human resources are rich in knowledge, as genius loci, privileged cultural intermediaries among history, nature, culture, local products and new voyagers, who should be considered as friends and will contribute to the process of local identity, bringing new knowledge and contacts with external expertise creative networks.

The operative faced problems:
Even if the IRT has no opportunity in the global market to overturn the current global economic system, IRT can support it attracting voyagers, who have understood the negative values of the industrial tourism (though it is destructive to the real world economy), supporting it, it can attract visitors who understand the negative values of tourism industry and are eager to experience the reality of human values visited, to share them each other. In fact this spontaneous ambition is a new form of silent revolution, which by a new way to accommodate, it can re-located the value of labour and human inter-relationships and create a market segment based on high ethical values (and qualitative ones) of IRT supply.

So the Relational Supply carries on the above-mentioned assistance policy and covers a virtuous and driving role of guidance to improve the global quality of the territorial supply.

The current experience in the Anapo Valley is testing the governance tools necessary to ensure the scientific application of this complex strategy in the territories, which causes highly integrated issues related to the environment, historical and cultural values and, above all, local humanity.

Criticality of the tourism sector:
- few infrastructures are allocated in a few urban centres and partly scattered in the territory (farm, rural tourism, etc.), many of them are starting-up in what has recently been undertaken;
- are not categorized in a single system that relates them, compared to the overall character of the typological structure (a summation of various characteristics: type of building, furnishings, complementary structures, etc.);

are not monitored (and valued) in comparison with the different qualities of services and additional features (refreshments, escorts, transport, etc.);

Criticality of quality food products and fine crafts:
- productions are without ground monitoring systems according to the quality, concentration and promotion of supply;
- the quality of lower rank are not controlled and explained in relation to the real value;
- there is no link of image between product and territory Criticality of cultural and environmental heritage
- it has never been planned and implemented a comprehensive plan for sustainable use of such values, valued together and weighted to the system local production facilities, in order to face an exceptional concentration of local cultural and environmental heritage of public ownership, except for some recent experiences with leaders in the past,.

The system measures occurred in the years 2007, 2008 and part of 2009, were used to achieve the following objectives:
- Co-locate and refine, by the active interaction of responsible public and private institutions, management plans for complex public goods enhancing the local system of the undertaking;

networking, classified, and promote by foreign qualified
- Co-locate and refine, through the active interaction of public and private institutions responsible management plans for complex public goods enhancing local system of the undertaking;

networking, classified, and encourage by foreign qualified operators, the products, goods and public-private services of the area, with the purpose to certify qualitatively the area global product in tune with their related specificities (according to the concept of area identification);
- enable innovative forms of local and foreign representation, about their specific product / territory, able to promote it and reach particular segments of domestic and foreign markets which appreciate and make attractive the specific quality of supply and, consequently, are willing to pay the right value;
- provide legal instruments for regional partnership and trans-national cooperation in order to create a privileged sphere (and protected against the operational modalities of globalization) for active interaction, including trans-national network of certified supplies of local systems of Euro-Mediterranean development which share the mission about the creation of this innovative market ethic segment (fair compensation for products and transactions).

Other good practice achieved:
- Constitution of the second level Consortium of club organization to network and classify the different qualities, industry sectors, products, goods and services that share the governance rules of the existing process
- Activation of the operative data transmission model to promote and market the Integrated Relational territorial supply, by creating a product Club (tourism, food and crafts) by a certified quality;

- System of the regional brands
- Identifying international target;
- Communication and marketing plans
- management events of the area and networking;
- inter-territorial actions – Educational;
- Design of Services Card of Integrated Regional supply;
- Re-use of facilities and infrastructures in areas of environmental public property and preparation of participatory management plans by members of the new Club of excellence;
- Reorganization and incorporation of local knowledge on environmental, historical and cultural areas;
- Implementation of educational information campaigns against children in the area.

This action has provided several elements of experimental remark useful to define and activate the model of the relational territorial supply in South-East of Sicily (in the reference to the euro-Mediterranean regional system).

The relational supply requires a strong relational governance activities aimed to grant the different qualitative levels of the territorial integrated supply.

In order to make these systems operative, it is essential to standardize (and in progress at the regional and Euro-Mediterranean level) the assessment criteria of quality products, goods and services part of the supply:

- I.R.O. Specification - Integrated & Relational supply;
- fine crafts Disciplinary;
- Specification quality food products;
- Disciplinary relational tourist supply;
- Records of Survey;
- Evaluation form.

The operational testing phase

The complex system of relationships (institutional, economic, social, cultural, etc.) rises trans-nationally, the action development and establishes a new form of local and foreign representation, as an expression of the territory and of the general interests of the area.

This innovative method of connection between "local supply and potential external concerned market" is a necessary tool to identify common trans-national interests (for the local productive system and for particular segments of foreign markets) and by the Integrated Service Centre, to ensure the scientific monitoring of improvement process and strengthening of local products, goods and quality services (through brands, control systems, adequate training and promotion, etc.), the virtuous cycle of this process, organically oriented towards concrete new business horizons located through the active interaction of new systems of local and foreign representation, can speed the growth of individual companies and generally, the local integrated productive system to engage in concrete and positive market activities.

The new system of representation, then, grants the territory against the risk of expropriation by strong external economies (tour operators, investors, etc. who do not share the purpose and rules of the IRT) as it is the local system of development which innovates its own organizational and representative system, to undertake the functions and roles of high rank (tour operators, etc.), for the local people interests.

The internationalization activities of the integrated product-Hyblon Tukles area are:

- The promotion of market products, goods and services of the area;
- To qualify better those products, goods and services;
- To locate the target of national and international markets to local certified products;
- To report the set of integrated products of the area with the "system Sicily";
- To organize a network management and tourism products typical of the areas of local development systems and of the related areas of relevant environmental and cultural importance;

- To support the enrichment of tourism and revitalization of old towns and rural-mountain contexts scarcely populated;
- Managing the environmental and anthrop heritage of rural Mediterranean areas, highlighting the specific identity of the places, history and cultures;
- To promote forms of collaboration and integration among commercial enterprises, tourism, farms and small businesses;
- Create a network of neighbourhood businesses for the marketing of quality local products;
- To connect the economies of the coast with the economies of rural areas by a subsidiary and seasonal supply;
- Improving the local decision-making and planning capacity to promote the territory and to ameliorate the position on the domestic and foreign market of the local integrated product;
- The application of a regional marketing to take an active and proactive approach, of the local supply;
- The spread of an image due to the peculiarities of the territory, to typical local production and network of shops where you can buy them by providing appropriate assurances of quality and reliability.

Recent emerging issues - The new operative emergencies

There are some dangers. It's already happening, in fact, that players in the global market, often carrying strong organizational and economic powers; they are using and applying, in more or less improper forms, the guidelines of the Integrated Relational Tourism.

Resulting dangers in terms of:

- Communication to the Territories of operating procedures strongly distorting the principles of the IRT;
- expropriation of the possibility to make actors, active protagonists of the territory;
- ushering into the territory, till now saved by its remoteness and diversity, as Trojan horses carrying players and destructive principles of globalization on local culture, that will be able to 'eat forever' within few years, the waste land values, and after having been depleted, they will move to new areas to occupy them.

This new complex concern has involved the economic and social fabric of the experimental model of Anapo Valley IRT to follow new paths of local development.

An important opportunity has been offered by a fund project of positive results by the experience PRISMA, financed by the Special Office to the Decentralized Cooperation of the Sicilian Region, by which the agencies of Anapo Valley and Malta (Acts of June 10 2009), jointly and legitimately constituted the following public-private legal instruments recognized by the European Union:

1) "G.A.T. EuroMed "(Transnational Action Group), as the core constituent instrument of public-private meeting, listening and consultation on local development processes whose objective is social integration, economic growth and sustainable use and integrated capabilities of Euro-Mediterranean area;

2) the company "Euro-Mediterranean cooperation" as an instrument of cooperation between private social forces, cultural and productive context of the Euro-Mediterranean Partnership, which immediately activates a first area of defence mechanisms to the negative effects of globalization to those who adopt the principles of new economy, ethics, equity and solidarity.

The Association GAT EuroMed promotes the public-private "Transnational Permanent Negotiating Table", of immediate meeting, dialogue and cooperation among people and institutions of the Euro-Mediterranean context, to implement, particularly, the operational strategies of the strategic guidelines European Union

Community for Cohesion Policy (CSOs) and the transnational European Neighbourhood Policy (ENP) of the new programming cycle of public expenditure 2007/2013 Community and by which, in generally wants:

- To make immediately interactive, at a trans-national level, the institutional and socio-economic context of the Euro-Mediterranean GAT constituents to encourage the participation of other relevant actors shared the stage of permanent consultation and governance needed to start cooperative action based on the participation of different levels of government and the plurality of local development actors in the Mediterranean sphere, however, operate on an international legal system, by the use of different European legal instruments of development policies and cooperation between territorial infra-state authorities (EGCC , EUROREGION, etc.)
- To ensure the contribution and participation of local development actors and social forces, cultural and productive context of the Euro-Mediterranean partnership and enhance and taking into account the actors, organized by European legal instruments of cooperation from the - European Cooperative Society (ECS) Euro-med Cooperation;
- To implement studies previously undertaken in the complex issue of territorial cooperation and the neighbourhood policy, from IRT, identifying and proposing co-sharing by public institutions and representation of local development actors, a first set of structural and infrastructural actions of breath-Mediterranean cooperation for sustainable and integrated use of a common pot of different environmental values, historical, cultural, traditional food production and quality and fine craftsmanship, enhanced operative criteria in a new economy ethics.

The GAT and the ECS (European Cooperative Society) "Euro-Mediterranean cooperation" are public / private cells appointed to develop this public / private trans-national structure, EGCC, Euro-region and / or other legal instruments recognized by European Union and increasingly useful to associate at the Euro-Mediterranean economic and social integration of the Territories and its people.

The new field of institutional actors may activate the government of the process of enlargement of the IRT operational sphere and make "real stars" more and more manager subjects of interacting territories online, by involving more extensive local systems development in the Mediterranean basin to operate in a protected area municipality, on the basis of new relations and new ethical rules drawn from ancient , rediscovered and re-shared values.

This "new sense of Euro-Mediterranean community" can contribute to improve the quality of life in the territories and activate trans-national system actions ethically governed for overcoming of the present conditions of remoteness.

CAIRO'S HISTORIC CENTER – RESTORATION AND REHABILITATION: PRINCIPLES AND EXPERIENCES

Guido Meli
Regione Siciliana Italy

INTRODUCTION

Il Centro Regionale per la Progettazione e il Restauro (C.R.P.R.) is the Research Institute which has been entrusted by the Sicilian Region for the responsibility related to the research and activity on the field, which is specifically aimed at the conservation and proper use of the Cultural and Environmental Heritage located within the boundaries of the Sicilian territory. The research activity as well as the investigations which have been carried out by the Institute, have simultaneously involved both the diagnostics and the monitoring phases which, in turn, have been tailored for each single specific cultural property and were also conveniently adjusted and fitted according to each range of risk and consistent process of deterioration which had been involved. Any planning stage and any subsequent realization of restoration interventions, throughout the Institute activity, has been supported by the definition and realization of planned conservation procedures. A similar task and engagement has been offered by the C.R.P.R. along the past few years, in the field related to the promotion and realization of educational and training activities focused on the various aspects connected to restoration and conservation; It has also involved another important aspect regarding the dissemination of results achieved in this field, undertaking the task of spreading the awareness and attention on such issues which are shared on a regional, national and international scale.

It is within this framework that we can refer the Protocol of Agreement that the Governorate of Cairo has drawn up with the Sicilian Region on the issues regarding the Conservation of the Cultural Heritage present in the Historic Center of Cairo, and that involves the C.R.P.R. for its technical and scientific realization.

The activity that has been carried out, so far or that is to be provided by the Sicilian Institute, can be summarized in some research areas:

1. Expedition investigation methodology to understand the urban features of the historic Cairo. Criteria and tools and definition of guidelines for the upgrading of the historic buildings in Cairo.
2. A possible city plan for the urban rearrangement of *Ataba Square*
3. Criteria and ways for the restoration of the Governor Palace.
4. Rehabilitation patterns to relive and restore the city Markets.
5. Sharing training courses addressed to the restoration and conservation of historic architectures.
6. Strategies for the realization of what is stated in article 4 of the Agreement drawn up between the Sicilian Region and the Cairo Governorate:
- Planning the establishment of a **Center for the Urban Heritage Management** in Cairo for *the purpose of creating archives regarding suitable areas and architectures which make up the architectonic and urban heritage in the territory of Cairo, while, at the same time, it should be arranged and supplied in order to act as a permanent Training Center.*
- *Planning a Training Center for Restoration and Rehabilitation in Cairo, addressed to workers, architects, and engineers specialized in methodologies and techniques of restoration as well as on social and cultural regeneration of the Historical and Cultural Heritage;*
1. *Planning a Restoration/ Rehabilitation project for a building of particular historic, urban and architectonic value, relying also on the specific technical and scientific expertise of the Sicilian Region, as a pilot-project for any future restoration work.*

Expedition investigation Methodology to understand the urban features of Cairo.

The technical staff of the C.R.P.R. has developed the initial phase of observation and interpretation of some areas that had been selected within the context of the city historical framework by the local technical staff. This initial work can be regarded as a preliminary step which is essential in order to define properly the following phases which have to deal with strategies that will enable us to get an exact understanding of the complex nature of the historic built up area of Cairo so as to propose the best way for the rehabilitation intervention. It is necessary that this activity should answer to some efficiency criteria, terms of execution at high rates and an accurate cost assessment, so that this approach could be regarded as a standard intervention criterion to be employed for the management policy for the historic built up area of Cairo.

It is with such a standpoint that we have to consider our preliminary activity carried out by the C.R.P.R. In order to determine the consistency and the conservation conditions of each building, its destination and use and possible typological and constructive alterations. All this information has been data-banked inside a certain number of first-reconnaissance summary file-cards whose lay-out was previously arranged by the C.R.P.R. Institute , on the basis of experiences made some time ago.

This has enabled us to analyse the existing buildings, with regard to their morphological and architectonic perspective, taking into account quantitative data, such as the storeys number, and also qualitative data, such as structural and finish materials and their conservation conditions. The file-cards that have been produced, have been integrated with an accurate digital photographic documentation in high resolution, which was the outcome of an extensive photographic campaign made on the areas that had been selected, this work has mainly involved the facade of the buildings. Right after the practical phase carried out on the ground, then the data processing phase followed; at this stage, we have managed to organize and file all the data collected on computer software support, connecting all this data to various thematic maps. The result we have reached, which is strictly related to the area taken into account, takes shape in the form of a document which is capable of providing a clear and immediate reference for all the necessary data regarding a given territory; and this represents a fundamental propaedeutic stage in order to address the successive strategies of the project.

Criteria and means for the rehabilitation of the historic built-up area in Cairo

The **C.R.P.R.** has drawn up "The Territorial Rehabilitation Plan" for the Sicilian Region. This Plan is defined with *Guide Lines* and *Technical Directions provided for its application;* this instrument determines the criteria to be used for the preservation of the historic Cairo, highlighting its characteristics and identification values, while, at the same time, defining sustainable additions in terms of new architectures. Therefore this plan is a flexible tool and its application can be extended well beyond the Sicilian territorial boundaries, fitting this methodology of observations, analysis and interventions to other territorial identities, taking into account a careful understanding and a correct interpretation of the new specific constructive features of the areas involved.

The Sicilian and Egyptian technical staff have reached an agreement on the opportunity of applying this Rehabilitation Plan to the historic urban context of Cairo, thus interpreting this instrument for the section regarding its historical buildings, which is based on their specific identification values.

In a second phase and with the help of previous experiences which have been made, the "Centro del Restauro" has started a methodological application of the Plan on some areas, within the ancient urban texture, which have been selected by the Egyptian contact technical group, namely :

- the *Clean Alley*, stretching from *Mohammed Ali Street* to the Citadel Square; its identification as a case study is linked to the presence of buildings with typologies that are characteristic of the widespread historical housing;
- the *Prince Alley*; this area has been chosen for the presence of residential units in it, which are characteristic of the settlements of the historical urban unit;
- *Abdeen Square (Chareh Kochlax Abdine)*, was selected for its strong urban peculiarity due to the presence of important public buildings, such as the Governor's Palace. In this square the application

of the Territorial Rehabilitation Plan has meant to give special attention to the architectures of the urban landscape.

Some investigations have been carried out on the selected areas which are necessary to meet the goals of the propaedeutic phase to get a good understanding of the matter. A careful observation on the field has enabled us to identify various typological elements, the constructive characteristics and the peculiar ways in which the materials were used. This data has been recorded by means of an extended photographic documentation, which has allowed us to read the consistency and the preservation conditions of the buildings, their current use, and also any possible unsuitable use; furthermore we have spotted any typological and constructive alterations which have been introduced, in time.

The series of data were recorded inside the first recognition files of the same buildings, which has enabled us to plan their constant updating and capacity of integration, following the physiological process of transformation of the buildings.

From the joint work of the two technical groups both the Sicilian and the Egyptian, and from the analysis of the cartographic and photographic material, has stemmed the methodological approach for a pilot-project addressed at the Rehabilitation Plan for Cairo's Territory. Thus for that purpose we have worked out an abacus of typological and morphological elements which characterize the historic urban texture, based on the contribution of knowledge of the Egyptian technical team.

From the understanding phase we have turned to the definition of criteria and means to implement the idea of the Plan in relation to the urban reality of the historic Cairo. In this way we have outlined *Guidelines and Technical directions* to be applied considering the territorial specificity of the historic center, which are based on the expertise of the Egyptian technical team.

Some thematic maps have been worked out, which have registered and interpreted the consistency level, any deterioration process or typological alteration and so on. The development of the project in its initial stage, provides for the graphic rendering (outlook) of the reinstatement of the urban screen (building facades) which have been identified and then the exact implementation of the Territorial Rehabilitation Plan on the selected buildings, supplied with graphic tables. These results can be reached if a preliminary joint control is made together with the Egyptian technical partners on the methodological accuracy and contents during the investigation phase carried out so far.

Hypothesis for the rearrangement of the layout of Ataba Square
The transformation processes of the historic built up area of Cairo, in some cases have altered the equilibrium, distorting the perceptive views, altering the relationship between the pedestrian routes and vehicular roads. The indication of criteria and strategies to interfere and cope with such transformation processes, makes up an essential completion to the implementation of the Rehabilitation Plan.

From the talks occurred between the Egyptian and Sicilian teams and from the direct survey made on the field, has come out the indication of the area of *Midan et Ataba*, center of the eighteenth century expansion of the city, as the privileged objective of the analysis for a subsequent morphological and architectonic recovery of the elements that make up the square. Its choice is linked to its peculiar conditions and at the same time, is due to the chance that it could have an essential role in an hopeful general rehabilitation of this part of the historic built-up area of Cairo. The observation on the field has in fact highlighted how the appreciation for the architectonic features which distinguish this area of the city, is highly jeopardized by the incongruous addition of road infrastructures on multiple levels with an heavy traffic flow (elevated expressway), and facilities buildings (multi-storey car park) characterized by formal, typological and volumetric options which have negatively affected the city balance and the privileged perceptive relationships..

The impact that both of these intervention have determined, has resulted in a substantial division of the square in two parts apart one another both at a visual level and for the different use of the two spaces.

The aspects linked to the city traffic issue are beyond the research target that the C.R.P.R. is carrying out on

this area, but it is quite clear that any solution to be made cannot avoid to take seriously into account the option of dismantling the elevated road and operating a thorough reinstatement of the multi-storey car-park.

The morphological analysis of the building screen outlining the perimeter of the square has enabled us to underline that some of the building fronts are still showing various typical features of the late nineteenth century architecture which undoubtedly attributes to the facies of the square significant fragments of its original monumentality.

A systematic survey of this area has pointed out rather frequent changes in the original use of some buildings, which has determined their substantial neglect, or otherwise the other critical action of a new reuse carried out in such a way to result unsuitable for their architectonic features; in particular we have noticed that the interventions in progress for the restoration of the facades of the nineteenth century city are completely incompatible with the principles for the conservation of cultural heritage, since, rather than removing the superfetation (several overlapping) layers on the decorations and proceed to the reinstatement of the original parts of the building through the integration of compatible materials. Actually the intervention is going on by the superimposition of layers which conceal the original façade details altering their colour and their ornamental geometry. The actual city conditions can be summarized with a substantial diagnosis of degradation condition, highlighted, by annex buildings included within the continuous built-up screen, having anonymous characteristics, because they are totally deprived of the peculiar identity building-features of the city and also of any valuable formal and constructive characteristics.

The systematic analysis of this built-up area has in particular allowed us to assess the conservation conditions of the external building surfaces where it is rather common and widespread to notice the evidence of advanced degradation of plasters. Our observation on the field has stressed a particular r recurrence, among the aspects of the progressive loss of the building identity, of inexperienced reinstatement of ornamental elements in the aulic architectures and also the incompatible use of technological equipment, such as the outdoor units of the heating system , the satellite antennae, wiring and appliances connected to the technological equipment. A consistent methodological approach which could make up for such contradictions, will have to apply the indications of the Territorial Rehabilitation Plan. However the priority will be the removal of incongruous parts and the implementation of a project which will have an overall approach to the urban aspect of the square in order to give regularity to the various range of technical appliances present in the area.

This initial stage of our research has enabled us to survey the socio-economic context at the ground floor levels of these buildings, which are typical residential houses, with a special outlook   to trade and craftsmanship activities. Furthermore an analysis of the perceptive alterations determined by inappropriate additions has been carried out, and a we have outlined our first proposal of reinstatement of the volumetric and visual balance of the selected urban areas.

A similar critical analysis could be extended to one of the main street branches of Ataba Square, the *Mohammed-Alì Street*. Even in this case we can report a widespread presence of severe alterations on external surfaces and on the architectonic volumetry which outline the long linear lay-out. From a brief survey of the site and from a first critical examination of the actual condition, we can deduce that this situation has been determined by town-planning decisions which have totally ignored some of the typological features that most strongly characterize its urban identity, starting from the heavy upset of the original street lay-out which are hardly recognizable.

On both cases we propose a joint reflection of the two technical teams in order to come up with clear and suitable methodological indications and project guidelines, adequate to carry out an efficient town plan rehabilitation project of the area, capable, at the same time, to give indications to address the strategic decisions for the road system.

Criteria and means for the restoration process of the Governor's Palace.

The implementation of the restoration intervention executed on an historical building, reaches a double objective, on the one hand it recovers architectural buildings, which have a high historic and cultural value, to their full function, while on the other hand, it is useful to test and implement the technical and specialistic capacity of technicians and workers in this field. Its accomplishment consequently represents an important sample within the entire project which is the basis of the Protocol that has been drawn up. The technical meetings occurred and considerations made on the field, have also involved the *Governor's Palace*, overlooking *Abdeen Square (Chareh Kochlax Abdine)*; its undisputed symbolic importance and its current conservation conditions are the main reasons which stand at the very core of the need, expressed by the Arab technical team, to carry out a restoration intervention which covers the building in its integrity. The C.R.P.R. has been asked to define the criteria of intervention and its specific operative stages.

The activity of the Sicilian Institute on this issue has started from a general outlook of the situation of the interventions already made on the historic built-up area of Cairo, and from this observations we have attempted to make our assessment on the restoration workshops in progress and also on the interventions already carried out within the historic urban framework. Going more into details, the C.R.P.R. technical team, during this investigation on the field, has observed substantial differences on the standards of the interventions, with special reference to the finish work; in that regard, we have identified incongruous superimposition of color layers altering the original appearance and also a widespread presence of finish works not duly carried out.

It is to this kind of result that we can generally refer with regard to the current conservation conditions of the Governor's Palace. Based on these reflections, we have supposed a series of articulated indications regarding the restoration of its facades. the cleaning stage should be carried out by using atomized and de-mineralized water with vegetable hair brushes, then synthetic paintings must be avoided, and finally periodic maintenance procedures must be strictly followed. The series of indications has been rearranged inside a document which determines the strategic guidelines and sets out in detail the main items of the intervention upon which it is possible to lay down a complete restoration project, on a following stage. In fact a descriptive and service set of Specifications has been drawn up, with an item list; in this document you have all the detailed descriptions of the working stages, quality, characteristics and ways to employ materials, tools, equipments and execution time schedule.

Examples for the recovery and rehabilitation of the City Markets.

The Meat Market of *Midan et Ataba* makes up the second stage of the observations carried out by the C.R.P.R. at the scale of each single building. Even in this case the choice is linked to the undelayable need for an intervention of restoration, with regard to its preservation conditions heavily jeopardized; in detail the intervention should cope with the technological aspects and technical equipment, the removal of the superimposition of incongruous parts, the reinstatement of the missing details, the disinfestation and repainting of the elevated structures, the recovery and integration of the covering system.

The project should develop, in the months to come, the idea of a plan for the rehabilitation of such a site, and this could only happen if some assumptions will occur, that is a joined decision with the Governorate and its technical team, within the framework of a project that involves the global area and the network of the historic markets. At this stage the C.R.P.R. after its initial assessment of its current use and its conservation conditions, has started a survey on the experiences and practices of good interventions on this issues within the context of the Mediterranean area, The first account of this research have indicated and analysed some experiences carried out in very different cultural contexts, in the Mediterranean area: from the Market of St. Joseph in Barcelona, to the Market of Tunis, and the Andalusian Markets of Seville and Granada, to the Sicilian Market of Trapani. We have analysed the restoration methods used and their specific technological interventions employed for their proper use in a contemporary manner.

The idea of a full recovery of the *Midan et Ataba* Meat Market assumes an essential meaning toward the more complex rehabilitation policy of the area. Its location next to Ataba Square, makes it necessary to define both the idea of the restoration of the historic market complex and the reinstatement of its original role which cannot be accomplished without the implementation of the new project and a new role assigned to the adjoining square.

The restoration of the Meat Market, according to the project provisions, has to become an important experience of practical planning, to be shared and employed extensively throughout the entire historic urban territory framework. This must be regarded as the first step of a more complex intervention that the Egyptian technical team, with the cooperation of the C.R.P.R. should apply to all the historical market network which is present in the built-up area of Cairo, because they represent some of the most important cultural heritage evidence. Their recovery must combine the formal point of view with the practical location in the actual areas, their materials conservation together with the maintenance of their original function, taking particularly into account the good quality handicraft experiences which are fortunately still present. If this accomplishment is properly carried out, it may become a good practical experience within the framework of the strategic solutions for the conservation of spaces, functions, and handicraft identity of the historic markets in Cairo.

Training Routes for the restoration and the conservation of historical architectures

The implementation of the Territorial Rehabilitation Plan and the subsequent restoration interventions require the presence, inside the territory, of specialists in this field, technicians and workers. The C.R.P.R. offers its experience in the educational field in order to meet those objectives determined by the governorate. The technical meetings which have been organized in this initial stage both in Sicily and in Egypt, have stressed some critical aspect, for the training processes carried out in Egypt on the issue of cultural heritage and the consequent need to define suitable strategies to organize shared training routes. Further technical meetings have enabled us to determine steps, strategies and subjects to start training courses agreed upon, addressed toward the following issues:

- Workshops for Training building workers
- Training exchanges through periodical training Stage in Sicily and Egypt
- Methodological directions and studies of practicability to start undergraduate studies and graduate courses on restoration in agreement with the University of Palermo.

Strategies for the realization of the Center for the Knowledge, the Rehabilitation and Restoration of the Ancient Center and the tangible and intangible Cultural Heritage of Cairo.

The recovery and upgrading of the historic built-up area, and the restoration of its buildings, more strongly characterized by their cultural identity, must be the outcome of a joint activity which entails not only the research aspect, but also the rules regulation to be enacted, with regard to the protection and the planning stage. The Sicilian experience is referred to this objectives and strategies, that combined with the experience carried out by the C.R.P.R. in the Mediterranean context, represents a good starting point to meet the goals which we have predetermined with the establishment of the Historic Center of Cairo.

The technical meetings that have taken place so far, have been centred for the definition of strategies and determine the objectives and priorities to start the establishment of a Center for the Knowledge, *the Rehabilitation and Restoration of the Ancient Center in Cairo*, with the technical and scientific support of the C.R.P.R. and C.R.U.E.C..

In the months ahead the documentation research will continue analyzing similar experiences made in an international context, with a special attention to the conditions linked to the territory on a regional scale. On these basis we want to define a specific project that becomes a practicability study to create an Office in Cairo provided with technical and scientific personnel. It should deal with activities regarding knowledge

and research; inside this Office training courses will be given, and research activities will be carried out with regard to this field. It will also have the authority for the protection and control of the territory , releasing authorizations for the interventions to be made and promoting rewards if a good intervention has been realized; furthermore it also should take care of the aspects concerning the awareness and dissemination on the subject of conservation of the historic heritage.

Within the scope of this research of feasibility, the definition of criteria and parameters are provided , which are suitable for the realization of a database for the knowledge, consistency, the value, the conservation conditions of the cultural heritage and traditional activities and also to work out technical directions for the implementation of a Town Planning Scheme for homogeneous areas.

MEDITERRANEAN DIMENSION OF EUROPEAN UNION POLICIES FOR TOURISM SECTOR

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Abstract

Mediterranean countries have natural, environmental and cultural factors, that are basic elements for the motivation of the tourists who travel there. In recent years, the flow of tourists into Mediterranean countries has been characterized by a large increase of tourists choosing short to medium range destinations for their holidays. The Mediterranean area represents a safe harbour for European tourists who book these places for their vacations. Overall, the most relevant feature of the tourism sector remains the strong concentration of tourists in seaside areas and in cities that offer art and culture. This is counterbalanced by the persistent backwardness - qualitative as well as quantitative – of tourist services offered in the marginal areas and islands.

The conflicting intertwine of demographic tensions, food deficit and environmental degradation pervade a large part of the Mediterranean area: an area therefore particularly suited as a "laboratory" to analyse the gap between the North and South that increasingly characterizes international relationships.

The "fragility" of the Mediterranean resources makes this region particularly sensitive to the imbalances and conflicts resulting from the phenomena of congestion caused by tourists, especially in coastal regions.

The growth of tourism flows – together with other forms of mobility, of goods, services and capital - is an important factor in accelerating the integration of the different regions of the Mediterranean. Maximum results for integrating tourism development into the area are achieved, in fact, only with new targets and new tools of "governance" of the mobility of tourists - that is, with appropriate measures to encourage a better distribution of tourism with respect to time and space. Otherwise attempts to limit environmental degradation and to improve the living conditions of the local populations will be in vain.

The tendency toward the severe and irreversible degradation of natural, cultural and environmental resources, in several critical areas, requires timely intervention of good governance - from local, national and international authorities - inspired to consolidate the "subsidiarity principle" . The European Union implements incentives and restraints for the efficient "governance" of sustainable tourism growth in the Mediterranean area.

Over the centuries, the interaction amongst socio-cultural transformations, migratory trends and technological innovations has shaped Mediterranean civilizations

Managing these phenomena, which currently tend to have accelerated with chaotic rhythms, is the substance of the "Mediterranean challenge" from which Europe cannot draw back.

With regard to the tourism industry on a global scale - but, especially in that microcosm of religious, ideological, racial, economic and social conflicts that is the Mediterranean area - the choices of technology and environmental protection are also becoming crucial factors in outlining future scenarios.

This process needs the application of a relational tourism approach for involving the tourists to solve the environmental, economic and social problems of local communities.

INTRODUCTION

Natural, environmental and cultural factors are essential reasons for tourists who arrive in Mediterranean Basin. The "fragility" of the Mediterranean resources makes this region particularly sensitive to imbalances and conflicts resulting from the phenomena of congestion caused by tourists, especially in coastal regions.

The tendency towards the severe and irreversible degradation of natural, cultural and environmental resources in several critical areas requires timely interventions of governance - from local, national and international authorities - inspired to consolidate the "subsidiarity principle" . This principle, which tends to enhance the cultural identity of local communities and the capability to interpret their interests and their values, cannot leave aside the opportunities offered by the so called "relational tourism": in fact meeting and dialogue between residents and tourists can reveal a lot of opportunities for enhancing the social resources as yet never used.

CHARACTERISTICS OF TOURIST FLOWS IN MEDITERRANEAN BASIN

The Mediterranean region is a vast reservoir of natural and cultural resources, already widely used for tourism activities. This exploitation of tourism depends on the geographical, social and economic features of different areas, but which is, under the common denominator, typically "Mediterranean".

The Mediterranean area is characterized, as in the past, from a high mobility of people, goods, and a variety of cultures and religions. In a lot of Mediterranean countries and regional tourism is a major source of income and employment for local people, given the low level of development of both agriculture and industry.

Moreover, tourist activities in those countries depends not only on the scarcity of the alternative lack of employment opportunities, or on positive, objective factors such as climate, beautiful landscapes, historical and archaeological heritage and folklore, but there are also negative factors in the Mediterranean such as the phenomena of serious pollution of water – seas and rivers - caused by urban discharges, agricultural and industrial, as well as general hydro geological problems which are found here and are more marked than in other parts of the world.

With regard to the quantitative dimension of tourist flows, the countries of the Mediterranean can be divided into two broad categories: one is the southern area, African and Asian countries (Algeria, Morocco, Syria, Egypt, the Occupied Territories of Palestine, Israel , Jordan, Lebanon, Turkey and Tunisia); the other is the Northern area, European Union countries, that is a rather homogeneous tourist region.

Tourism flows, which flooded the Mediterranean in the period 2000 - 2006 had an uneven growth because the number of tourists arriving annually at the borders of the MPC (Mediterranean Partners Countries) grew dramatically, from 33.4 million in 2000 to 57.6 million in 2006,with an average growth rate of 5.1% per year between 2000 and 2003, and 14.0% per year for the period 2003-2006, while in the EU-27 the arrivals of non-residents to hotels and similar establishments grew only by 2.1% per year on average, reaching 211.9 million arrivals in 2006.

Tourist flows in Mediterranean countries during the last decades has increased rapidly because a lot of tourists have chosen the short and medium haul destinations for their holidays. The Mediterranean area represents a safe harbour for European tourists, who book these places for their vacations.

The largest increase was registered in Turkey with an annual average growth rate of 14.0% between 2000 and 2006, followed by Syria (12.2%), Algeria (11.2%), Egypt (8.7%), Israel suffered a sharp drop in 2001(-50.5%), and, although tourists are returning, the level in 2006 was still well below 2000. In the EU-27, the number of non-resident tourists arriving at hotels and similar establishments fell by an average of 1.4% annually between 2000 and 2003. This was followed by a strong recovery between 2003 and 2006, with an annual average growth rate of 5.6%, reaching 211.9 million in 2006 compared to 187.4 million in 2000. Although the two variables (annual tourist arrivals at borders in the case of the MPC and to hotels and similar establishments for the EU-27) are not directly comparable, the contrast in the trends highlights the dynamics of tourism flows in the two regions. In both cases, 2003 represents a turning point at which both indicators improved. For the MPC, the average length of stay in the country remained relatively stable between 2000 and 2006, at 3.3 days in 2006. In the EU-27, the average length of stay in hotels and similar establishments in 2006 was 2.7 days, and was also relatively stable over the reference period.

In the MPC, the number of bed places in hotels and similar establishments grew by 6.1% per year on average, reaching 1.6 million in 2006; in the EU-27, the average annual rate of growth for this indicator was 1.8%, resulting in 11.5 million bed places in the same year. Furthermore, during the period 2000-2006, the total number of nights spent in hotels and similar establishments by non-residents in the MPC has grown much faster than the EU-27 (9.2% and 1.3% respectively per year on average).

If you look from a strictly economic issue, from 2002 to 2005, the tourism balance of payments surplus in the MPC grew steadily; in the EU-27 the tourism balance of payments fell during the period 2000-2003, recovering sharply by 2006.

The receipts arising from the expenditure of foreign tourists in the MPC, in absolute terms, are still much lower than the European countries (Turkey with 8000 million euro in 2006 is the country with the highest level of receipts among the Southern countries), because the MPC have not had an increase in investments for the improvement of tourism. For example, between 2000 and 2006 Morocco increased not only its tourism receipts (with an average annual growth rate of 13.6%, the highest amongst the MPC), but also its expenditure on tourism (3.2%).

It will be interesting to see, from the latest available data, the impact of the actual "global crisis" in tourist flows of Mediterranean region; in particular the hypothesis will be tested that - in front of the overall reduction in purchasing power of European families - Mediterranean destinations tend to acquire more "comparative advantages" than more remote and expensive "exotic" destinations.

IMBALANCES AND CONFLICTS IN THE USE OF NATURAL AND CULTURAL RESOURCES FOR TOURISM

The tortuous and often devious interweaving of demographic tensions, food deficit and environmental degradation pervades a large part of the Mediterranean area: this area is therefore considered a "laboratory" particularly suited to analysing the gap between the North and South which increasingly characterizes international relationships.

As for the tourism industry on a global scale - but especially in that microcosm of religious, ideological, racial, economic and social conflicts is the Mediterranean area - the choices of technology and environmental protection are also becoming a crucial factor in outlining future scenarios.

In recent years the European tourism sector was characterized by two phenomena: firstly, the loss of competitiveness of seaside destinations, hit by competition from tropical developing countries, and secondly, the rapid expansion of new market segments such as ecotourism and tourism related to cultural events in the "cities of arts".

Overall, the most notable feature of the tourism sector remains both the strong concentration of the tourism supply in seaside resort areas, in "cities of arts" and in the persistent backwardness – beside qualitative and quantitative - offered in the marginal areas and islands.

In the tourism areas of the Mediterranean, often particularly fragile and vulnerable to the negative impact of "mass tourism", environmental sustainability requires a fundamental restructuring of tourism activities and providing a wider variety (should be more differentiated in the variety) of destinations, in order to use tourism as a tool of policies for the economic and social development of marginal regions.

It should be noted that the environmental costs related to the mobility of tourists could be significantly reduced if a objective and comprehensive information spreads out to all tourists; this information should highlight the benefits in terms of actual enjoyment of cultural and environmental resources, staggering holidays throughout the year and avoiding concentration on the so-called "peak season".

The "short-sighted and rapacious" use of environmental and cultural resources for tourism often creates imbalances and conflicts of various kinds.

Economists have analysed, from many perspectives, the relationship between residents and tourists: recently they make use of the "theory of games". This theory has examined the two communities of tourists and residents, by examining their behaviour and their relationships. Furthermore, the conflict between two players is in fact set by the interests and preferences of each group. From the study of the behaviour of the two communities an analysis of resource use by each group is possible: the pressure on resources by either community exposes them to a conflict that is both inter-community and intra-community, that is within each community.

If it is true that the same flow of tourists has different effects in relation to the different communities that receive them (the so-called subjective element), it is also true that there are objective factors - the "carrying capacity", negative externalities (such as crowding and congestion) - that affect the relationship between residents and tourists. The latter for their way of doing and acting were generally treated like a player who plays once and leaves the game because he doesn't repeat it under the same conditions.

Tourist-players don't behave like players who respect the rules, such as reputation, which are specific to those who participate in any game. Even the tourist, who comes back to the same location, has difficulty in taking an interest in socio-environmental problems of the host territory, and for the brevity of his stay and for changes in social conditions which had occurred in the previous visit.

The drawing and use of resources for tourism activities generate a series of costs, and the various benefits are spread among the residents and tourists.

The contrast between the two communities comes out especially during the development phase of the "life cycle" of the tourist product, a phase in which tourism activities permeate the economic system of the territory, causing a "displacement effect" in comparison to other economic activities because of the high demand of resources necessary to meet the needs of the many inflowing tourists to the village.

What is more, it is essential to define the rules and objective criteria in order to limit, constrain and control the drawing of resources taking place in a given area, where local and private interests could outweigh the benefit of the community.

Therefore, the general criteria set a balance between the private marginal benefit and public marginal benefit in the use of public resources for tourism. It is possible to set the point of equilibrium using three different criteria.

With regard to the economic issue, it is necessary that the resource management criteria can satisfy:

   a) economic efficiency: this criterion requires a resource management which maximizes the production of services and minimize the use of those resources, for the same product, avoiding waste;
   b) the economic viability of investments: this criterion requires investments that create a sustainable heritage, leaving it to future generations and thus improving the initial situation;
   c) internationalization: when resource management is internationally competitive, it is possible not only to attract foreign capital but also provide a interesting model for new types of tourists.

Regarding the environment issue, resources must be used in respect of the following criteria:

a) minimizing the adverse environmental impact for new investments: the use of resources, while reducing the stock, should not make irreversible damage in the environment. The new investments will select only those resources whose use does not permanently diminish the environmental quality of the original land, but allows the establishment of new productive processes without changing the natural and cultural environment. The new investments, thus minimizing the adverse effects on resources, should not exceed the "tourist carrying capacity", namely the ability of land to accommodate a maximum number of people in a time unit, in one hand, without compromising the economic viability and environment and on the other hand, without reducing the satisfaction of tourists;

b) the rehabilitation of marginal areas: the use of new resources should not be concentrated in central areas, but should be spread in those marginal regions where resources are higher in quantity and quality than the areas already developed; this choice would not only develop the depressed areas, but mainly reduce the congested areas.

The social issue is another area where regulation is needed, in regards to social issues, because new investment has a positive and negative impact on community relations. To ensure the flow of benefits to the local community, it is important to apply the following criteria:

a) affirm the principle of solidarity between different groups in society comparing different needs and traditions. This criteria is applied, for example, in places where food is an element of tourist attraction. To ensure the success of this type of tourism, the employers in general and capital investors should interact with that part of the population which knows in detail the resources of the region;

b) ensure the development of local knowledge to improve, on a permanent basis, the use of existing resources and make more people aware of local resources like as potential of the territory. To this end, an important contribution can be provided from the enforcement of the "relational tourism". The normative interventions and the financial incentives of the European Union can give a substantial contribution in this direction: in particular the policies for transport, environmental protection and development of the marginal regions supply instruments for cross-sectional initiatives oriented to facilitate the intercultural exchanges and the comparison of "life styles " between residents and tourists. In some cases, the mix of activities among local and national authorities and international agreements can increase the reasons for conflict. In some European Countries the protection for the cultural and environmental goods of high value represents this difficult management system, above all if these goods are in the city centres of the "cities of arts". The needs of the residents - in particular mobility for the daily movements for working – frequently clash with the demands of tourist mobility. Tourists, in fact, round on the residents areas, but they have different times and rhythms. Generally the national authorities are highly sensitive to the protection of the cultural and environmental quality to the historical centres; on the contrary the "subsidiarity principle" can determine activities with short-sighted and greedy exploitation mostly for commercial and tourist aim of the territory. It has happened in the Southern and Northern coast of the Mediterranean for the tourist pressure not only in the "cities of arts", but also in the seaside locations: the strategies of the local authorities, has led to uninspired and "short-sighted" interpretation of the "subsidiarity principle" and contributed to the environmental destruction and "cultural genocide".

All the criteria can be more easily adopted when restrictions that affect the development of local communities are absent. The use of resources can happen in a sustainable manner not only by applying these criteria, but moreover by suppressing the constraints of the dominant culture and overcoming some limitations imposed by both man and nature.

The use of natural and environmental resources before tourism development, may also create restrictions on mobility and the growth of tourism. In one area, in fact, where the soil and air resources are intensively used for the carriage of goods by road the start and the subsequent increase in tourism demand overloaded road infrastructure with a consequent high level of congestion and pollution.

In many Mediterranean destinations the adoption of new management criteria is the right measure to take to improve and restructure the whole tourism supply: this is true both for it's public features - transportation, fees and training - and for private factors. In particular an important tool in a hospitality industry is an overall improvement in the skills of the hotel managers, the management of the e-booking system and the improvement of product marketing.

GOVERNANCE OF TOURIST FLOWS IN MEDITERRANEAN FROM EUROPEAN UNION

The European Union implements incentives and constraints for efficient "governance" and sustainable growth of tourism in the Mediterranean.

The interaction between socio-cultural, migratory pressures and technological innovations over the centuries has shaped Mediterranean civilizations: the management of these phenomena, which now take a quick and chaotic rhythm of growth, is the "Mediterranean challenge" from which Europe can not escape.

However, at this stage it should be noted that the " Mediterranean challenge " invests the vital interests not only of European countries that belong to this area, but across all Europe.

The growth of tourist flows – together with other forms of mobility, covering goods, services and capital - is an important factor which contribute to accelerating the integration between different regions of the Mediterranean.

The maximum results of integration of tourism development in the local area are achieved only with new targets and new tools of governance for improving the mobility of tourists - that is, with appropriate measures to encourage a better distribution of tourism in time and space. Otherwise, the attempts will be useless to limit environmental degradation and to improve the living conditions of local people. The application of the "subsidiarity principle", on an European scale, seems very important as it allows effective participation of local communities in achieving the objectives of economic policy.

With this in mind, tourism could be a real opportunity for the Mediterranean countries like an alternative development model instead of the industrialization model, pursued over the past two decades, so expensively and futilely.

In the European Union - most countries of the Mediterranean area - tourism is not just an economic and social factor, but always somewhat more complex because each year there are new destinations and new forms of tourism.

This strong differentiation, in both supply and demand, makes the market highly competitive in tourism services, both locally and globally. In some segments of the tourism market, many destinations encounter difficulties due to the high costs of production: this applies especially to seaside tourism, where the price-elasticity of demand is particularly high, moreover in this segment of the tourism, climatic and environmental conditions - as well as low-cost air travel - tend to favour ever more not only the destinations to the southern area of the Mediterranean, but especially more so new destinations in the tropical countries. The general tendency in most EU countries, therefore, is to favour other segments of the tourism market, particularly cultural tourism.

This is precisely the orientation shown in the Vienna Conference where it was highlighted that the large cultural heritage is a powerful attraction for tourists, especially for those who have a high spending power: it is to be noted that, in general, this category of tourists - often elderly, and tourists with high level of training and education - are more inclined to cultural tourism than the others.

In terms of infrastructural needs, cultural tourism, compared to other types of tourism - beach, mountains, cruise - has, in the Mediterranean, specific advantages and disadvantages. The regions, where "cities of arts" and cultural tourism prevail, in fact, are also those where the risk should be carefully assessed, and where the objectives of economic efficiency and environmental protection come into conflict with each other.

There are some grounds for optimism: cultural tourism has tended to concentrate in urban areas, therefore it has the advantage of not requiring the construction of new public works, since the cities are usually already well-equipped. Furthermore, cultural tourism is characterized by less seasonality, especially as regards the planning of exhibitions, festivals and other artistic events, so that environmental impacts are more easily contained within the "carrying capacity" of the existent infrastructure. However, it is a cause for pessimism - in the light of recent experience, particularly in the Mediterranean - that the influx of large numbers of tourists in the "cities of arts" may cause negative externalities to the many categories of citizens who do not benefit from tourism either in terms of income, or for the creation of additional jobs, but instead they must bear the costs of congestion, increasing exponentially. The optimistic outlook on cultural tourism emphasized by the Vienna Conference (2006) should be moderate, taking into account the "saturation limit" of the "cities of arts". In other words, one must keep in consideration not only the physical "carrying capacity" of existing infrastructures but also negative impacts - environmental, but also social and even cultural - that the "cultural curiosity" of travellers, often unprepared, could impose on fragile and already congested areas.

A strategy for growth of cultural tourism in the Mediterranean should seek to reconcile the demands of economic viability and environmental protection: in this sense a priority should be to "decentralize" the influx of tourists to places currently considered - very often unjustifiably, both artistic and landscape - of less interest. It would be appropriate to locate, in these unknown destinations, cultural events which currently tend to be concentrated in the largest and most celebrated "cities of arts".

The main criteria for identifying and evaluating the specific contributions of different cultural activities - which can be positive, but also negative - are: the involvement of local populations and the ability to produce the region's goods and services associated with that type of tourism; the interdependence between the various cultural activities in order to avail itself of the effects of "crowding-in".

The conflicting effects of the tourists arrivals in that "mobile habitat" today is represented by the Mediterranean cities, especially in the historic degraded city centres. The relation between residents and tourists is not exhaust to the conflicting phase, above just analysed. Other typologies of relations overlap to the conflicting relationships: like the mobility of the goods, of the services, of the capitals and of the tourists represents cultural models and life styles. The expenditure capacity of tourists addresses the strategies not only of the commercial activities that offer goods and services directly to the tourists: the entire productive system is progressively shaped in function of the current needs of which the tourists are often the forefront. This effect – known to the economists as "demonstration effect" - is not exhausted in the material consumption of goods, but it expands to cultural fashions, to aesthetic choices, to linguistic and gestural communication.

In this era of irreversible economical globalization the clearly visible advantages are highlighted and linked to the tourist mobility. Nevertheless, it is vital to establish a fruitful "common ground" where the needs and requirements of both residents and tourists can be met with mutual respect and understanding even if different cultural models are involved. Otherwise the cultural genocide ("abuse of cultures") of economical main models and of mass media is a strong risk as the complex historical experiences of the relationships among Mediterranean countries, and inside of each country have shown.

The guidelines of Vienna Conference are particularly relevant to the EU countries that border the Mediterranean. In these countries, in fact, although the seaside overload mass tourism seems to have been achieved in the traditional "carrying capacity", cultural tourism still has significant growth potential.

CONCLUSIONS

A significant improvement in the economic and social benefits derived by the influx of foreign tourists in the Mediterranean can only be achieved through "quality tourism". In this strategy, the market should be planned and segmented in order to keep the distinction between different types of tourists. On the one hand there are tourists who are willing to pay high prices for luxury services and claim privileged channels for access to transportation facilities, museums, cultural events and sports. On the other hand, the mass tourism – that are also recipients of "quality tourism", but in different segment – that could overcrowd and pollute the segments reserved to tourists of high spending capacity.

The reorganization of tourism - oriented to a specific demand and differentiation of supply - is framed in a EU cultural strategy which aims to have more ambitious goals of pure and simple "sustainable mobility". This is to outline new models of "lifestyle", in which the cultural, national and local diversity - preserved or even revitalized – may set new behaviour, no more homologous to the "American way of life", but highly differentiated and highly competitive between themselves: that is "European lifestyle" which differs from the present trend of cultural mass tourism, and at the same time meets the needs of society expressed via leisure and professional goals.

Now the public opinion is persuaded that the growth of "relational tourism" can counteract the social tensions and the environmental costs caused by traditional mass tourism. This is an attractive hypothesis checking by careful interdisciplinary analysis that takes into account the environmental and cultural characteristics of Mediterranean area.

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LOCAL COMMUNITIES AND TOURISM DEVELOPMENT.
THE TRIM PROJECT

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Abstract

One of the fundamental principles of sustainable development in a local perspective is the regard for territorial vocations and cultural identity of places, a target reachable by giving local communities a leading role in defining endogenous ways to development, so that the territory will be rescued from speculative and de-individualizing external forces or from marginalization caused by international competition.

This paper illustrates the TRIM project, aimed to promote rural tourism in the inland areas of three Mediterranean islands: Sardinia, Cyprus and Malta. It was carried out by CTS (a major Italian tourist and environmental association) on behalf of a consortium of Sardinian LAGs in the framework of the EC Initiative Leader+. It involved a multidisciplinary team of researchers and two operators dedicated to the promotion of sustainable tourist packages. The project aimed at safeguarding place identity while offering the local communities true opportunities for development, by designing and marketing a competitive tourist offer.

These rural areas are close to well known seaside resorts; however, they still retain prominent rural features, where traditional activities and products survive in a wonderful context with some points of excellence (eg. the Barumini Nuraghe, a World Heritage Site). From a tourist point of view, Sardinian inland areas shows some critical features which are common to most rural contexts:

- Inadequate infrastructures
- Enterprises unevenly distributed and far away from each other
- Small size facilities with few beds
- Poor offer of leisure and sports activities
- Individualism/no practice in cooperation
- Poor tourist and enterprise culture

Nevertheless, by starting from an in-depth analysis of the local areas, the production chains and the businesses to be involved, using a network approach it is possible to overcome the limits of this socio-economic fabric, thus:

- Increasing accommodation capacity and offering integrated tourism services
- Improving promotion and selling opportunities in a co-marketing perspective
- Exchanging experiences and know-how
- Offering a variety of products with common quality standards

The project aim is to override parochialisms and create a network between tourist operators looking at the market tendencies and respecting the environment and the local culture.

Key words: Rural tourism, sustainability, Mediterranean, community involvement

INTRODUCTION

One of the fundamental principles of sustainable development in a local perspective is the respect for the character of the local areas and the cultural identity of places, a target that can be achieved by giving local communities a leading role in defining endogenous ways to development, so that the territory will be rescued from speculative and de-individualizing external forces or from marginalization caused by international competition.

European Union policies are more and more focused on a conception of development that goes beyond separate actions in individual economic sectors, to embrace the different and more extensive dimensions of the local context. They also insist on the needs of policy proposals which involve a large number of actors at the local level. On this basis, Italy, too, has experienced public policies focused on the principles of integrated and sustainable development and methods of participation. For this reason new practices of governance, based on negotiated planning, were developed. They generated, even in rural areas, a large number of partnerships for local development. In particular, a pioneering role has been played by the EC Initiative Leader, which indicates the Local Action Groups (LAGs) as the expression of negotiation at a local level and a meeting place between public (local and regional) and private (collective stakeholders) partners. Partnerships for rural development in Italy have so far shown they have important strategic capabilities: knowledge of the area and its resources, professional competence of operators, the ability to develop and introduce innovative solutions in the area (Campennì 2003). This leads to the importance of measures undertaken by the LAGs for cooperation, for creating locally-based supply chains and, in general, for strengthening local identity and setting up new local networks, capable of delivering economic, social and cultural innovations to the area. In particular, LAGs have given a strong impetus to the growth and strengthening of the provisions for rural tourism, by providing technical and financial support to operators, aiming to diversify the activities of farms and support income and employment. Best of all, they have enabled local players to choose their own development policies by following a bottom-up approach.

The example in this paper concerns an experiment carried out by the tourist and environmental association CTS on behalf of a consortium of Sardinian LAGs in three Mediterranean islands – Sardinia, Cyprus and Malta – in the framework of the EC Initiative Leader+. The project, called TRIM (Rural Tourism in the internal areas of Mediterranean Islands) is a model for a participatory local approach to tourist development policies for areas such as those involved, with a strong identity but underenhanced because of their rural status and because of the stronger presence on the market of better-established coastal tourist destinations.

INVOLVING LOCAL COMMUNITIES IN RURAL DEVELOPMENT PROCESSES

For rural development policies the European Conference in Salzburg in 2003 identified the basic characteristics to respect to build governance, in line with the main trends in the definition and implementation of land policies and with the principles already set out by the OECD (2000), as summarized in the following points:

- coherence: governance must be acknowledged and recognizable by the community of citizens;
- holism: every system must reflect the strengths and needs of the territory and must adapt the policies to different circumstances;
- participation: the governance should be representative of different groups that are part of the community and are involved in territorial policies;
- coordination between local authorities, sectoral, territorial and functional agencies;
- flexibility: institutions must always be ready to adapt to economic and social changes;
- welfare and social equity: objectives must meet the needs of the community by ensuring a high level of fairness and equal opportunity;

- sustainability: strategies must be formulated to integrate economic, social and environmental targets, to ensure a strong and enduring social cohesion[1].

In this new vision, governance systems are effective when they manage to increase the number of public and private actors, to make them recognizable features of the territory – regardless of their social and economic importance – to encourage a system of agreements and extended participation in territorial policies. The so-called "internal coalition policy"[2] is the driving force to attract the resources needed to implement development projects.

These considerations are particularly appropriate for those rural areas where the policies have become increasingly spatially referred, and where participatory processes are often seen and, in some cases, taken as a leverage and opportunity for development. In these cases, it was noticed that the community, with its relatively homogeneous system of values, is a precondition for self-reproduction. The application of the principles listed above must therefore be in harmony with the preservation of the specificity of the territory, both in terms of resources and political, economic and social relationships, in order to "improve the local identities within the limits and the corresponding perimeters of natural and anthropic actions" (Prezioso 2003, 19).

In rural contexts, then, governance becomes more specific in relation to the following factors:

- ability to allocate limited and scattered resources among several actors (such as the management of landscape and environmental resources);
- opportunity to leverage public resources, not always belonging to specific subjects (such as the local culture and traditional products);
- need to create a common vision and a cohesion in contexts strongly influenced by abandonment and obsolescence phenomena;
- need to ensure the reproduction of collective intangible resources in a specific area;
- need to start new forms of dialogue, more equal, with urban contexts where centres of decision and power are polarised (Di Iacovo and Scarpellini 2003).

The key element of the positive dynamics of innovation is planning, that is, the ability of local actors to identify resources and opportunities and in particular to develop coalitions and durable decision-making structures that can respond to changing economic conditions. This approach does not necessarily require the creation of new organisms which might instead multiply the institutional levels (reducing their power) and create conflicts with the old settings (Prezioso 2003). The goal is rather to focus on local actors and their roles: they must be seen as actors of territorial dynamics, able to forge their own identity through the interactions between space and social practices. The local area is a function of the collective action and social relationships unfold in and on it (Lussault 2000). In this sense, governance entails a change in both policy objectives – designed to promote local development – and in forms of action, which involve a rejection of the authoritative imposition of decisions, in favour of a negotiated consensus built around specific projects (Governa and Salone 2002). Neither can the management of these transformations ignore the concept of integrated development, understood as a balanced growth of all the relevant dimensions in a specific context, avoiding strictly economic visions, and embracing the environmental, landscape and cultural sphere of local society. In fact this principle has an outcome in the involvement of all local stakeholder groups in policy-making, including those that have often been marginalized or excluded from decision-making.

The role of local government decreases in the transition from decision-making and regulatory functions to steering tasks and pilotage of cooperation among local actors, both in the form of public/private partnerships – designed to co-activate economic resources – and in public/public, to coordinate all institutions. Thus,

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1 For reference on criteria to be followed in defining the processes of governance, see also Prezioso 2003.
2 The term is used in Jonas, A. E. G. (1993), A place for politics in urban Theory: the organization and strategies of urban coalition, Urban Geography, (3):280, although referring to urban policies, it is appropriate for the rural system too.

another crucial aspect in local development policies of rural areas is identified in the connection – and not in the competition – among the various levels of government (multilevel governance), adopted to make knowledge and skills available and to strengthen existing planning capacities, by facilitating the introduction of "system skills" (INEA 2001). In this way the role of local governments becomes decisive in acting as a bridge to professionalism and best practices adopted in other areas. In contrast to forms of counterproductive competition among different areas, in fact, the idea of inter-regional cooperation becomes desirable: a comparison of experiences and the circulation of knowledge are crucial in raising awareness about opportunities of bottom-up development and competence in managing rural system transformations. The exchange and sharing of experience are the basis of the TRIM project, which works by building a network among Mediterranean islands, with the direct involvement of local actors in the leading role of rural development.

THE "TRIM" PROJECT

Thanks to the EU programme Leader+, Sardinia benefited from more than ten years of development policies that have deeply changed the face of the island's rural world. The local players, through the LAGs (Local Action Groups), were able to independently choose their own development policy, pursuing a bottom-up approach. Along the years, the LAGs have given a strong boost to the growth and strengthening of a rural tourist offer, lending technical and economic support with the aim of sustaining income and employment and diversifying the businesses. They helped create new tourist facilities and services such as holiday farms, B&B, teaching farms, pathways, etc., while at the same time encouraging a qualitative improvement of existing ones. Nevertheless, there was still much to be done to create a sustainable and competitive tourism offer able to enhance the common rural identity of Sardinian inland territories. In spring 2007, a wide debate on this topic took place among the LAGs, which led to the identification of the following main obstacles to tourism development:
- poor inclination of tourist operators as well as artisans and farmers to work as part of a network;
- poor understanding of tourist market's practices and demands;
- poor ability in promotion and marketing of tourism products.

The TRIM project originates from those reflections with the aim of finding appropriate solution to problems, in a networking perspective. A partnership was established among the eight LAGs to carry out the project, under the guidance of Monte Linas LAG. The partnership gradually set goals, procedures and actions to be undertaken. To exploit the common belonging to the wider Mediterranean context and culture, thus contributing to the "Barcelona process", two foreign organizations were invited to join the partnership: the National Rural Development Agency of Malta and the Larnaca District Development Agency of Cyprus. On the other hand, a public procedure was set to select a professional partner able to tackle the project specialised areas: technical assistance to enterprises and the marketing of tourist packages. The choice fell on CTS Viaggi, an important Italian tour operator with a strong qualification in nature tourism, backed by the CTS, a national environmental and tourist association having over 15 years experience in projects and studies about sustainable tourism. The working group was also supported by SL&A (a consulting society), Un'altracosatravel (a small tour operator specialized in short holidays) and ADDV Communications (a communication agency). The project proposal drawn up by the working group leaded by CTS and the Monte Linas LAG was awarded by the Sardinia Region with 400.000 Euro from the Leader + funds.

In the planning phase, the following general objectives, which were to guide project activities, were identified:
- integration of micro tourist systems in rural areas of Sardinia, Malta and Cyprus;
- involvement of micro and small enterprises in a process to improve quality standards;
- development of rural tourism packages and products;
- marketing of rural territories and their tourist products in the national and international market.

To reach these goals, the establishment of a network among local enterprises such as accommodation facilities, tourism services supply, commercial farms, handicraft businesses was envisaged as a fundamental step. In Sardinia nearly 90 enterprises were selected and subsequently audited on the basis of a set of quality criteria. They then had the opportunity to take part to training seminars and technical assistance aimed at improving their professional skills and helping them to comply with the standards required to enter the TRIM network. The standard definition process envisaged the identification and analysis of a number of "good practices" at the local, national and international levels concerning, in the first place, the organisation and management of tourism facilities. Issues addressed by the standard include:

- preservation of the landscape and the environment
- enhancement of artistic, cultural and archaeological resources
- exploitation of local typical production
- preservation of traditions and culture of the rural areas
- contribution to conservation and enhancement of the genetic heritage
- providing a genuine, traditional welcome for guests.

The project was carried out from January to December 2008. A crucial role was performed by the 10 local development agents (one for each LAG and Development Agency). They were local consultants selected and trained to act as "points of reference" on the spot, supporting the envisaged activities and also meant to promote the long-term sustainability of the project. A territorial analysis of all areas involved allowed highlighting the main features to be exploited considering the creation and marketing of rural tourism products. Packages and itineraries were designed in such a way as to link territories and businesses taking part in the project. Besides, an attempt was also made in order to provide reliable products with a standard quality base that may be attractive and competitive in the Italian and foreign tourist markets.

The tourist proposal arranged were:

- Day trips, to be promoted by tourist operators on the coast
- Trans-LAG routes in Sardinia
- Malta and Cyprus routes

A Communication and Marketing Plan was devised in order to match the rural tourism supply and the demand; it exploited the idea that rural Sardinia is a real place with a strong sense of identity, rich in tradition and proud of it, with a magnificent countryside off the beaten track. A place where the effort of getting there is rewarded by the pleasure of being there. The value of tourist products offered by the TRIM network was identified as residing in:

- inner strength
- exterior branding;
- reliable quality;
- a form of guarantee and reliability;
- a capacity for "preservation";
- the open fabric of the territory and the restoration of sensation

The Network of Rural Tourism in Sardinia was formally established in November 2008 and officially announced on December 15th, 2008 during a convention and a press conference.

IMPLEMENTATION AND ACHIEVEMENTS

The network of rural tourism in Sardinia is now a reality, able to face the national and international tourism market. Hopefully, Cypriotes and Maltese operators will soon join the Network: this will be a first step towards the promotion of rural tourism in the Mediterranean region. A primary objective of the network is in fact to construct a meeting point between the demand and supply of rural tourism at the Mediterranean and European level.

The network, in fact, seeks to be an open space for all operators, aiming at promoting quality tourism and allowing tourists to experience the daily life of the rural areas, with their arts and crafts and ancient know-how, as part of the fabric of the nature and culture of the territory.

From now on, the work of the network will be aimed at reinforcing the first group of operators; activating new commercial channels; promoting the network, etc. In parallel, work will continue from the perspective of the constant improvement of the quality of the tourist offer, encouraging collaboration between those in the network and those outside it.

The network driving forces are the enterprises that compete against each other in the creation and offering of rural tourism products. However, in a start-up phase, to have technical and financial support form the institutions may prove crucial for the network surviving. In this regard, the eight LAGs of Sardinia have already expressed their intention to further cooperate. The LAGs, which will take advantage from the European Agricultural Fund for Rural Development (EAFRD) in 2007 – 2013, have included specific actions in their own Local Development Plans, previously agreed with the TRIM project partners. Furthermore, the actions envisaged by the new plan for rural development in the Sardinia region (Rural Development Plan 2007-2013) perfectly integrate with the network goals in so far, as they lean towards integration of the rank-and-file, the membership and the Producer Organisations, the diversification of the rural communities, the quality of the products and participatory governance for independent development.

Alongside the opportunities offered by the European Agricultural Fund for Rural Development, there are several funding programs made available by the European Union which can be drawn down to help the network reach its stated objectives. In the next few months, partners will be engaged in assessing the best opportunities for raising the profile of rural tourism which, beginning with the territory of Sardinia, can be extended to other rural areas in the regions of Italy and Europe.

CONCLUSION

The TRIM project experience demonstrates how to create proposals for fruition in rural areas that aim to understand the true meaning of places and people from a touristic point of view and that go beyond the typical clichés predominant in coastal areas. The project also shows that, through participatory self-focused planning, we can remove some of the main obstacles to the development of competitive provisions in rural areas, such as the reluctance of operators to network, the lack of orientation to the market and the insufficient capacity to promote and sell products. The constant close contact between all partners, the mutual exchange and the implementation of project activities in a transparent and participatory way, has enabled the development of a myriad of new relationships between actors belonging to different local realities, undoubtedly contributing to enhance the skills of each participant and the overall success of the project.

It is evident that the opportunity to benefit from a governance approach is heavily influenced by the real ability to manage the planning, the dialogue, the representation of multiple interests, and the negotiation both in local and global networks. Rural areas emerge as optimal for the production of models of governance; they allow mechanisms of cooperation and cohesion to be activated by "placing quality of life as a target, by going through a different concept of services" (Prezioso 2003, 216), so that economic development opportunities will be reconciled with the needs of environmental sustainability. The experiences of partnership can be extremely positive, not only because they bring the decisions on development near to the areas involved, but also due to leadership skills that can actually enable virtuous processes in rural areas, with spillover effects in terms of welfare on local population. In this perspective, the TRIM project is a first step towards the promotion and development of rural areas, a stimulus to the continuing improvement of the quality of the tourism product through constant dialogue and exchange of knowledge between the realities inside and outside the network and, above all, a model that other rural areas of the Mediterranean can use in planning policies for local development.

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INTO THE DEVELOPMENT OF RELATIONAL TOURISM:
OPPORTUNITIES AND THREATS[1]

Marcantonio Ruisi*

Abstract

These findings aim to investigate both on the opportunities and the related threats in developing and raising a different way of conceive the entire tourism industry by delving into its human content based on tourists' experiences and relationships thereof. Although the different opportunities, few threats arise accordingly. From this side, the effectiveness of the entrepreneurial governance assumes a relevant importance. In this scenario, this paper not only supports the top management by providing tools, but also offers a case-study on the Couscous fest that takes place every summer in San Vito Lo Capo, a very famous and recognized tourist destination of the north-west coast of Sicily.

INTRODUCTION

Since 1980s, the term "tourism development" has been abused by the overall politics and argued on many worldwide round-tables. Sociologists, economists, environmentalists, anthropologists and many other technicians studied the phenomenon according to their matter. Topics like the environmental sustainability, renewable resources, fair distribution of wealth, information symmetry, integrated logistics and so forth, encompassed the entire industry over the last two decades with a particular emphasis on the globalization strictly linked to the living matter of the "*business localism*".

The latter relationship between the globalization and the upcoming business localism becomes relevant in this context, above all if analyzed from a humanistic viewpoint. In this direction the focus is based on shared values and principles belonging to each human being rather than highlighting the homogenization and the generalization; principles that transcend differences in terms of languages, religions, ideologies, skin colour and so on. Indeed, one of the major aspects of the globalization from an anthropological perspective involves an interactive relationship as a result of active actions aiming to promote and propel altruist approaches rather than selfish ones[2]. An approach that outlines the purpose of the so-called "fair globalization" stuck on a planar communion and law of gift[3].

Given that, the proper combination of these shared values overlooked human development, flows into a network of social and economic operators. Promoting and sharing relational experiences may arise from real projects of local marketing, nowadays more than ever.

THE RELATIONAL PERSPECTIVE OF TOURISM INDUSTRY: FOR A SOCIO-ECONOMIC AND HUMAN DEVELOPMENT

Since several years, the emerging need to human relationships is shifting the entire tourism industry, both supply[4] and demand, towards a different scenario, called above as "**relational tourism**", in regard to the

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2 It being understood that among groups, people build deeper bonds.
3 For an in-depth examination it's suggested: Caillé A., Il terzo paradigma, Bollati Boringheri, Torino, 1998; Godbout J.T., Lo spirito del dono, Bollati Boringheri, Torino, 1993.
4 For an in-depth examination it's suggested Ibidem.

overall match point between supply and demand of tourist services and goods. This perspective is due to the combination of relationships in which on one hand suppliers develop a depth attitude of sincere and shared hospitality beyond a mere orientation to the sale, in order to retrieve the feeling to let customers rediscover the beauty and the peculiarity of historical, artistic folkloristic, gastronomic and especially human patrimony in terms of goods and traditions; on the other hand, users invert the usual role of final consumers to become protagonists, value-generators actively involved into the life-cycle of the tourist offer.

Whether tourism generates relationships that stimulate each actor to be itself rather than to have or to pretend, to enhance the *logos* rather than satisfy either curiosity or *patos*, then becomes clear the importance of investing and reshaping both supply and demand, in order to create and motivate tourist relations with consequent benefits in other social and economic fields. Indeed, the perspective adopted by the relational tourism encompasses the valorisation of a local and endemic tourist economy, given that the idea of vacation is now far from implying concepts like distance, escape from routine with the consequent anguish of return. Nowadays the idea of vacation symbolizes the possibility to break from habits and enjoy the own territory, that means changing habits and living the territory in a different way[5]. The success of this perspective also lies in a cultural change, at least across western societies, that is a rejection of the superficiality and banality of the current consumerist age, based on pressing technologies and industrial artefacts. This countertrend is allowed by the emerging desire of deeper intelligibility of the daily life without filters and mediations, a desire of genuine aspects and values. As stated by Mazzette[6], <<we are assisting at the creation of cultural assumptions through which people are enabled to develop the attitude to get astonished and surprised in front of a reality that deserves to be rediscovered and recognized>>. Following this approach, on the demand side we do interpret the enjoyment given by some tourism forms like the agro-tourism, the rural tourism or the naturalistic one, as high-potential forms of relations. All these forms let each individual discover itself and the surrounding world, in antithesis with the conventional recourse to theme parks where artificial experience are merged into a sort of science fiction. The character of the post-industrial society is apparently moving the emphasis and the core of tourist experiences from theme parks and packaged vacations to those complex human sites still able to preserve, generate and communicate own cultural resources, either original or as a result of interactive relationships with outer groups[7].

CURRENT DEBATE ON THE EFFECTIVENESS OF RELATIONAL PROPOSAL

Needless to remember that the purpose of the relational tourism lies directly in the socio-economic growth, as well as in the human development, especially for those territories pressed upon the massive tourist enterprise[8]. The effectiveness of the offer of relationships through a proper use of tourist initiatives is based on the implementation of a systemic effort aimed to find out the ideal combination of two pillars: on one hand the economic governance and on the other the socio-cultural animation within the territory and its networks.

The first and most important pillar concerns the definition of the complex system of product/service to produce and offer; i.e. the intrinsic definitions of strategy[9] and leadership (meta-management); below renamed as "business definition". Furthermore, the governance relies also on the definition of partnerships and on the implementation of communication plans.

5 Mazzette A. in "Reimmaginazione della società e turismo; Guidicini P. e Savelli A in "Strategie di comunità nel turismo mediterraneo", Franco Angeli, Milano, page 97.
6 Ibidem, page 98.
7 Savelli A., "Strategia di comunità nella relazione turistica", in Guidicini P. e Savelli A. (realized by), Strategie di comunità nel turismo mediterraneo, Franco Angeli, Milano, 1999, page 38.
8 Normally the rise of multinational companies is coupled with the current economic globalization phenomenon.
9 On the economic meaning of Strategy, we refer to Ruisi M., Analisi strategia. Per una ricerca delle determinanti del successo aziendale, Giuffré, Milano, 2005.

The second pillar regards two different dimensions: on the one hand the demand orientation (educational purpose); on the other hand the social awareness of the entire territory through the formulation of operational plans (pragmatic purpose).

Regarding the mentioned business definition, the management in charge of the network's governance should proceed step by step as follows. First and foremost, the process begins detecting the own resources of a territory, then mapping the real patrimony in terms of naturalistic, architectural, monumental, historical, literary, folkloristic and enogastronomic items. Secondly, obtaining information on the wide range of factors, both national and international, influencing the purchasing power and the overall demand, in view of their satisfaction through the proper combination of the detected local resources. Thirdly, the process continues considering the opportunity to fulfil the set of resources through the acquisition of external resources; obviously after a deep evaluation of how integrate those resources with the existing ones. The closing step foresees the planning of the tourist supply's implementation procedures.

Anyhow, the supply's definition must be addressed to the overall mission contained into the network's strategy, with reference to the final goal, but also to the short and medium-term scopes; the needed tools and the general network's plan, hence the necessary techno-organizational structures, the operational devices and the related communication plans. Besides, it must be also taken into account the several ways of conducting the leadership in regard to the institutional and organizational context encountered, as well as the ethical and behavioural code[10] to be formalized in order to suitably manage relations within the network.

The whole process should be worked out by a supporter/promoter business unit made by public economic operators also in accordance with those private stakeholders involved to[11]. The institutional organization, i.e. the selection of possible partnerships, is seen as one of the most relevant strategic step, hence hardly to face and manage.

If we do consider the network's constituent phase, the member selection must be conducted with responsibility, since the experience shows a general underestimation which pushes this phase toward the involvement of all the concerned operators within the referential territory. Beyond any considerations based upon the will to promote or attenuate the admittance of new partners, from time to time stands the evaluation of the convenience to broaden the network with new members.

The association requirements differ according to the complementary level pursued, which can be vertical or horizontal. The former is typical of wide general tourist networks, while the latter of specific hotel ones. Nevertheless, an essential requirement concerns the compatibility among the different structures, the numerous goals and also the several orientations adopted by each potential associate.

In this direction, an increasing role is assigned to some technical tools able to underline complementarity and compatibility statuses of the potential participants.

The following table highlights the different contribution given by each tourist operator involved into the network's constituent phase (Table 1[12]).

The above table reports the most relevant contributions in order to evaluate the level of complementarity achievable among the potential participants, in terms of resources, skills and services. Each contribution is split into different levels: high, medium and low for the monetary and physical resources and for skills, while we have innovative, updating and obsolete for the technological resources and wide and limited for the service range.

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10 *The ethical code should underline the role assigned to each relational value, such as the ability to listen, loyalty and compliance, fair play toward clients and partners and so on. For an in-depth examination it's suggested Ruisi, reference mentioned, 2004.*

11 *Through an effective communication plan.*

12 *Reprocessing of Depperu D., Economia dei consorzi tra imprese, EGEA, Milano, 1996.*

Contributions	Partner Level	Company A	Company B	Company C	Company D
Monetary Resource	High Medium Low				
Technological Resource	Innovative Updating Obsolete				
Physical Resource	High Medium Low				
Procurement Skills	High Medium Low				
Marketing Skills	High Medium Low				
Sales Skills	High Medium Low				
Service Range	Wide Limited				

Table 1 - Matrix of Partner's Complementarity upon contribution

Apart from the described complementarity, the related compatibility must be also evaluated as previously stated. For this purpose the next matrix shows the type of human resources' organization and management, of external reputation, of process motivation in defining the product/service, of total quality attention, of approach to the overall market and context and lastly of environmental sustainability. Even in this case, we encounter different levels of articulation according to the four hypothetic business realities taken in consideration. Thus the organizational structure may be bureaucratic, directive or participative; instead, the reputation, i.e. the perceived imagine, shifts from good/elevate, moderate/medium or bad/low; the motivation behind the so-called business definition is split into innovative and customer oriented. traditional/conservative or speculative (low quality and expensive price); the business processes orientation towards total quality or the mediocrity, that means respectively pursuing entrepreneurial excellence rather than medium qualitative standards; the market approach adopted as proactive, active or passive while the approach toward the surrounding social environment as collaborative, indifferent or hostile; the environmental sustainability as oriented toward the valorisation, compatibility or deterioration.

Although the business definition is the core of networking, there is a further dimension that needs a separate but brief deepening, in order to give effectiveness to the overall relational tourist offer. We refer to the second pillar and therefore to the socio-cultural animation on the referential territory.

Entrepreneurial Formula	Partner Level	Company A	Company B	Company C	Company D
Organizational structure	Bureaucratic Directive Participative				
Business reputation	Good/elevate Moderate/medium Bad/low				
Business definition motivation	Innov./cust.oriented Traditional Speculative				
Orientation	Total Quality Mediocrity				
Market Approach	Proactive Active Passive				
Social Context Approach	Collaborative Indifferent Hostile				
Environmental Sustainability	Valorisation Compatibility Deterioration				

Table 2- Matrix of compatibility between partners according to the different elements of the entrepreneurial formula

That means the organization of recreational meeting, debates and social moments where residents may share ideas on how increase that sense of hospitality at the base of both a individual and community's growth. In view of that, it arises the need of systemic actions aiming to pursue the same scope with synergy. It seems also evident the need to rely these contents to the means characteristics of the target[13] (age, instruction,…), not only in regard to the local community but also to those non-residents that use to spend their vacations on the site and in general to all the stakeholders. The cultural importance of the pursued mind-changing should derive from the continuity of these social initiatives that base their effectiveness also on the diffusion and the spread across the overall society. This means investing on educational programmes firstly addressed to kids through schools and then to adults through innovative approaches based on personal experiences and sharing best practices. So, editing and then following an ethical-relational code and/or a socio-relational balance sheet[14] becomes a prerogative.

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13 In some communities the average age is very high due to the scarce presence of young; in other communities the personal behavior is too introvert and so on.
14 For an in-depth examination it's still suggested Ruisi M., reference mentioned, 2004.

A SNAPSHOT ON A RELATIONAL TOURISM EXPERIENCE: COUSCOUS FEST IN SAN VITO LO CAPO (TP).

The event held in San Vito Lo Capo (TP), one of most coveted tourist destination of the north-west coast of Sicily, will be presented through the words of two protagonists as a clear example of relational tourism[15]. Indeed, the enogastronomic Festival of the entire Mediterranean, abbreviated as Couscous Fest, lies on the organization of an international gastronomic competition focused on the preparation of dishes containing couscous, which consists of spherical granules made by rolling and shaping moistened semolina wheat and then coating them with finely ground wheat flour. In the latest ten years the Festival hosted many Mediterranean delegations, such as Algeria, Egypt, France, Israel, Italy, Libya, Morocco, Palestine, Tunisia, Turkey followed by Brazil, Côte d'Ivoire, Mauritania and Senegal. This event, held immediately after the summer season, recovers a former local festival and represents a long range and strong local marketing initiative, hosting different thousands of visitors. Starting from 1998 until 2009, the ranking encounters in order: Tunisia, Israel, Tunisia, Palestine, Italy, Morocco, Tunisia, Algeria, Côte d'Ivoire, Israel, Côte d'Ivoire and Italy.

Although it's impossible to find out a close correlation between the event itself and the overall tourist flow, the tourism's growth is picked up since the event started in 1998, in terms of arrivals, stays and average length of stay. The aseptic statistical data is translated in the field of sensations, emotions and perceptions by the different protagonists, through the words of the first citizen:

> <<In these year we registered an exponential growth of tourists in San Vito Lo Capo. In 1998 official stays were less than 130 thousand, while in 2006 this number more than tripled in size arriving to 440.000. Clearly this outstanding growth is not only given by the Couscous fest, however it's undeniable that the Festival let the entire site be known all over the world. Behind the entire event, stands a very important message of peace. In fact, the Festival lets the various delegations sit around the same table for the same shared goal, like Palestine and Israel do each year. This is also acknowledged by the all population, no matter the belonging political party. Among the different merits, the Couscous fest allowed a fair distribution of tourist stays across all the swimming season, not only along July and August like it was in the past. Indeed, nowadays tourist operators work from May until October. Perhaps people know more the combination "Couscous Fest/San Vito Lo Capo" rather than "San Vito Lo Capo/Couscous Fest">>. (Prof. Giuseppe Peraino, Mayor of San Vito Lo Capo).

A further confirmation accordingly is provided by the event organizer:

> <<A statistical survey shows that tourist flows nearly quadrupled in the last ten years. This phenomenon arose from the efforts of the actual local administration, which aimed to deseasonalize tourism all over the summer season through the Couscous Fest and many other festivals to be held in September and October, seen the overcrowding experienced on July and August. On the other side, during September and October the demand becomes more qualified and hence requires higher standards than it normally does in high season>>. (Doctor Marcello Orlando Cascio, Managing Director of Feedback srl).

Such a success is mainly given by the synergy among all the actors involved within the organization; therefore we tried to identify all those players, the role covered by each of them and the related relations, given all the difficulties of an approach based on dynamic relations, like the network is.

> <<Behind the organization of the Couscous Fest stands a very complex organizational machine, since the event involves too many actors, starting from the Municipality, the tourist Association "Pro Loco", the organizer Feedback srl, plus other players like schools, restaurants and many other volunteers. It's clear that only a strong synergy between the different actors may generate an event that exceeds the skills of a small territory of 4000 inhabitants. The difficulties faced go from the design to the operative phases starting before and continuing during and after the event

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15 Mostly imbalanced toward public operators, rather than privates.

itself. There are other factors to take into account: a reporter that arrives in late asking for a transfer to the airport; the storage of oil, bran and many other typical products to be distributed to the various cous cous firms; etc…
Clearly each player involved into the realization of the event has a proper role. Apart from the mentioned players, we encounter also the press that is enrolled by the organizer and hosted for the final goal of writing articles on the event, then published on different newspapers paid by the Municipality. The benefit coming from the press review goes over the financial resources of the Municipality>>. (Prof. Giuseppe Peraino, Mayor of San Vito Lo Capo).

The following clarifications are provided by the organizer: Feedback srl.

<<The event's holder is the Municipality of San Vito Lo Capo that holds the brand e funds the initiative. Feedback srl is the organizer company. It plans and performs the entire initiative, as well as it is in charge of the communication e fundraising. The company is funded by the Municipality for the 5-10%, the rest is financed by regional, national and European programs and through private sponsorships. The local tourist association "Pro Loco" is in charge of various logistical aspects and in particular of the public food and wine tasting. Its contributor is free of charge. Furthermore other associations are involved, such as the "Tourist Operators Sanvitesi" and the "Caterina Cuochi Sanvitesi". The entire community is currently involved in many other forms.
Regarding the media, an important role is played by the Couscous people who travel and participate in various enogastronomic events. These friends are mainly VIP, showmen and reporters who give exposure to the event through the word-of-mouth or other editorial activities, driven not only by the event's worthiness, but also by the general interest around its local marketing implications. Nowadays, San Vito Lo Capo generates significant economic flows for the entire neighbouring area, bearing in mind for instance that during weekdays the average car traffic density is estimated at 30 to 50 thousands motor vehicles. The public relations and advertising activities require both a day-by-day engagement. The main jury's commitment is to drive the mass media interest toward the event and for this purpose jury is hardly selected in advance among many experts. This year we do hope to bring Rai 1 and Rai 2 indeed>>. (Doctor Marcello Orlando Cascio, Managing Director of Feedback srl).

The relational dimension of the entire festival is confirmed by further participations and initiatives between different economic actors indirectly involved into. In fact, the community becomes protagonist as a result of a relational tourism initiative.

<<In San Vito Lo Capo everyone is directly or indirectly involved and takes advantage of the event. If twenty-five years ago the residents were forced to emigrate, nowadays the entire hinterland is involved into the Couscous fest. Although tourists are the welcome, they are hardly tolerated. Clearly there are almost 18000 people within San Vito Lo Capo during the summer season and therefore this negatively impacts services in general, even if public operators are more affected by the overcrowding, in terms of slagheap, traffic control, security systems and so forth. Besides, the event affected also schools and its students by granting free stands and stimulating the realization of projects within the P.O.F. and then presented during the event. Among these projects, we mention the integration among different cultures, and so on.
The entire community is involved and willing. Nevertheless, on each of my fellow citizens I notice a well attitude to entertain relationships with tourists, whatever the level is: from hoteliers to restaurateurs, from shopkeepers to fishermen.
We have a sincere and diffuse sense of hospitality without any discriminations, unequal treatments in terms of selling price and service furniture. On the contrary we encounter solid attitudes, such as honesty towards customers, willingness to help, cooperate and provide any kind of information and assistance. Once, at the end of a meeting I met someone waiting more than a hours just to congratulate for the hospitality and cordiality provided to his family during a vacation in San Vito Lo Capo. Another time, a tourist shared a similar experience in which during the last day of his vacation the fisherman where he used to buy fish for the entire stay refused any sort of payment in view of his departure>>. (Prof. Giuseppe Peraino, Mayor of San Vito Lo Capo).

In brief

>   <<The local community responds well. The Couscous fest is expected; nowadays, even ten days before the
>   beginning, residents start to be interested in the organization, they ask for and look around… San Vito stills full,
>   we register stays until the event. During the hottest days, normally Friday and Saturday, shopkeepers earn more
>   than in mid-August holiday. Even common people wait for the event and wish to assist to the news of the year>>.
>   (Doctor Marcello Orlando Cascio, Managing Director of Feedback srl).

If further steps have to be implemented in San Vito Lo Capo concerning the Couscous fest in terms of relational tourism or broadly of relational entrepreneurship, those steps would regard the financial participation of private operators.

>   <<Among the operators there is not an active dialogue on some activities, like the sponsorship and the fundraising
>   for new initiatives within the Couscous fest. The dialogue could flow into the realization of concerts or many other
>   initiatives in order to release public resources that in this case would be addressed to finance further promotional
>   actions. Unfortunately this happens because of the general belief that the municipality itself may support the
>   entire festival, rather than for the lack of interest of those potential private operators>>. (Prof. Giuseppe Peraino,
>   Mayor of San Vito Lo Capo).

In brief

>   <<The recourse to new forms of self-taxation is absent, mostly because economic operators wrongly believe that
>   the Municipality may support the entire initiative itself>>. (Doctor Marcello Orlando Cascio, Managing Director
>   of Feedback srl).

CONCLUSION

Since several years we've been called to speak in public, to write or to plan and manage educational activities, moreover we've been called to sit around the same table with other colleagues, business operators and politicians on the theme of relational tourism. Beyond doubts, our interest is been and is still felt and active; from each of us we encountered the generous willingness to offer contributes and suggestions on the argument. In some contexts, however, we felt the impression that such stream of remarks and considerations arose, on one hand taking for granted the intuitive meaning of the terms in use and the effective understanding of those terms among the various interlocutors; on the other hand, underestimating the need of the implementation of concrete actions in order to let values, ideas and relations being seen on the activities of the numerous socio-economic players; activities aimed to confer the adjective "relational" to the word "tourism". Taking for granted the understanding of those meanings, the accent remains on how all that could be actualized. How could we maintain the same direction, based on a relational development, if we wrongly undertake degenerative itineraries?
In case of successful governance of tourist initiatives based on relationships, how could we broaden the quality and quantity of the various initiatives aimed to increase the participation of actual and potential interlocutors?
The notes reported in this finding, as the one formalized in the past, and the introduction of a real case-study that leaves margin of improvements, aim to offer a preliminary study on the argument, not only in terms of definitions, but also in terms of planning and governance; in this sense we recall the institutional structure, partnership, ethical and relational code and so on. These findings are launched under the auspices of actuate future roundtables starting from a shared and common terminological awareness and from the modest belief that an interdisciplinarity based on contents requires a pluralism of knowledge and skills.

TOURISM DEVELOPMENT BY COOPERATION BETWEEN TOURIST FIRMS AND BANKS

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Abstract

International tourism is considered one of the important aspects which has a great effect upon the economy of the nation. Tourism industry played a great role to develop the national Income. Tourism Sector is highly affected by the political, social and economical situations of the counties, as well as the high competition between the different nations to achieve the aim of attracting more tourists.

Therefore, Tourism Sector requests new ideas to help the Tourist cooperation to find new systems to ensure the increase of its selling services and profit, which assist in providing a stable situation in the market.

The study mainly aims that the tourist invest a "Certificate of Deposit" in any bank and the interest of that "Certificate of Deposit" will be given for the benefit of the "Tourist Firms" in return of obtaining different services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats…etc. Tourist Firms include travel agencies, airlines companies, transport companies ..etc.

The study discusses the value of that "Certificate of Deposit", maturity, interest rate and the different services which one can obtain in return of the interest of that "Certificate of Deposit".

This provides the "Tourist Firms" with a new system for selling its services, as well as having long term planning to ensure the great benefit for both the tourist and the "Tourist Firms". Furthermore, it provides the banks with more chances to increase its Certificate of Deposit which means more investment in the nation economy. This new system can be applied nation wide, as well as overseas among the different countries.

On the other hand the study is concerned with having a deal between the Tourist firms and the banks for issuing a special type of "Credit Cards" with the name of the company to allow the clients to pay for their services by installments (monthly payment). Moreover, this will increase the profit of the firms and at the same time allows the tourist to pay in a long term rather than paying cash.

Consequently, the Conclusion of this study will provide us with the great increase in the tourists number. In addition to the regulation of the profitable returns and the great planning to ensure the development of the Tourism Industry.

METHODOLOGY

The study depends on describing the requests of the Tourism Sector and mentions some new ideas to help the Tourist Firms to find new systems to ensure the increase of its selling services and profit .

Key words: Tourist Firms - Certificate of Deposit -Tourist Programs – Banks

INTRODUCTION

The study start with the Tourism development, then the importance of tourism market planning and represents the most receiving and exporting nations. It presents the main ideas of the study which might increase its selling services and profit.

1 Tourism Sector is highly affected by the political, social and economical situations of the countries.
2. There is high competition between the different nations to achieve the aim of attracting more tourists.
3. Tourism Sector requests new ideas to help the Tourist Firms to find new systems to ensure the increase of its selling services and profit.

Tourism development means the different programs aiming to achieve a continuous increase in the tourism resources for flourishing the economy of the nation. Consequently, there should be a scientific planning for the Tourism development to ensure the full organization between the different Sectors, as well as the perfect balance between the competitive demands upon the limited resources.

The aims of the tourism market planning:

There are several aims which can be acquired from the tourism market planning such as: (Dwyer , 2004)

1. Achieving the efficient control upon tourism market planning.
2. Achieving general goals on the economy of the nation and the tourism sectors.
3. The coordination between the different activities related to the tourism marketing.
4. The assistance in specifying the tourism marketing strategies according to the activity of each tourist cooperation whether it is a travel agency or hotel, …etc.

Tourism Marketing:

It is the intersecting point between the tourism demand and tourism supply, which means the exporting nation representing (tourism demand) and importing nation representing (tourism supply).

The Tourism Marketing is divided into two sections :

1. External market: It represents the exporting nation, where the expected tourists meet with the travel agencies to present its tourist programs through marketing and contracts.
2. Internal market: It represents the receiving nations where the tourists meet with the different tourism services in the archaeological sites.

Therefore, the next table represents the most receiving nations in 2008 all over the world. This allows us to keep an eye on that nations which can apply this idea to have tourism market planning and to increase the selling of the tourism programs.

The most receiving nations in 2008 (by million)

Nation	Rank	Tourist number	Nation	Rank	Tourist number
France	1	79.3	Turkey	8	25
U. S. A	2	58	Saudi Arabia	17	14.8
Spain	3	57.3	Egypt	21	12.3
Italy	5	42.7	Morocco	30	7.9
Ukraine	7	25.4	Tunisia	34	7

Report of the International tourism Committee.

From the table we can notice that the most receiving countries are France, Spain, Italy and Egypt . Therefore, these nations need new marketing strategies to increase the selling of its tourist services.

The most exporting nations in 2008 (by milliard Dollar $)

Nation	Rank	Expenditure	Nation	Rank	Expenditure
Germany	1	91.2	Russia	9	24.9
U S A	2	58	Spain	11	20.3
France	4	43.1	Austria	20	11.3
Italy	5	30.8	Egypt	49	2.9

Report of the International tourism Committee.

From the table we can see that the most exporting nations are France, Italy and Spain from Mediterranean area and Germany , U S A and Russia from the whole world. So our aim is to send our message to these countries which represent the (International tourism) as they are the most exporting nations, so they have highest expenditures in the tourism field .

There are three types of the market strategy: (Wahab ,1997)
1. General strategy : close, open , cost and shrink marketing.
2. Defines strategy : pricing , following , copying, opposite marketing.
3. Attack strategy ; expansion , domination , creation , competition.

From the Attack strategy the tourist firms can go to new market , a long term contracting and use many kinds of propaganda or can create marketing ideas to get a large amount of tourist, but it needs a very good management and reputation to lead the market .

Market Segmentation:

The tourism marketing can be divided into different categories according to various factors: (Wall , 2006)
1. Location:
   The neighboring exporting nations usually enjoy some common features so they are gathered in groups as for example: the Arab nations, Mediterranean area nations, European groups, South America, …etc.
2. Social Level:
   The social level of the tourists plays an important role as it divides the tourists into categories such as the wealthy people who will always travel on the first class, reside in five stars hotels, …etc. On the other hand appears the middle class and the poor people.
3. Cultural Level:
   It is an important aspect for the fact that it divides the society into categories according to their cultural interests as for example the doctors, engineers, professors, archaeologists, …etc.
4. Aim of visit:
   It differs from one person to the other as some tourists looks for Recreational tourism, some seeks Religious tourism, others look for Medical tourism, Adventure tourism, Cultural tourism, …etc.
5. Age and Sex:
   The tourists can be classified according to the their ages as the interests of the youth is quite different from the interests of the old aged people and certainly different from the attractions of the children. In addition, to the fact that the interests may vary from male to female.
   Kinds the Tourism of Market :
1. Main Market :which is the main resource for the tourist demand.
2. Secondary Market: It is less important mainly for the receiving country.
3. Active Market : which have a large efficiency and contracting.
4. Possibility Market: It is not a market now for some economic reasons.
5. Potential Market : It needs hard work in marketing.

These different kinds of markets allows us to specify our target market. Consequently, Egypt has to direct its methods of marking for that different markets, as the main market (Italy- France), Active Market (Russia) and the Possibility Market (China – Arab nations)

Tourism in Egypt is considered as one of the important sources of the national income as it represents 40% of Gross export services. The Number of tourist in year 2008 is 12.8 million tourist and the revenue is 10.9 milliard dollar and it is always increasing .(Elahram, 2009)

Years	2008	2007	2006	2005
Number of tourist	12.8 million	11 million	9 million	7 million
Tourist revenue	10.9 billion$	9.5 billion$	7.6 billion $	6.9 billion$

Central bank report , Egypt 2008

The aims of the Tourism development:
There are several aims depending on the tourism development such as:
1. Achieving a continuous balanced increase in the tourism resources of the nation.
2. Strengthen the relationships between the different sectors.
3. Increasing the positive impact of tourism in relation with the cultural and social directions.
4. The contribution in developing and preserving the environment.

Moreover, one most important requirements for the development of tourism is the improvement of demand and supply. Therefore, appears the importance of the developing of the tourism demand. Additionally, it needs different marketing methods to attract more tourists and to increase the ability of the tourist firms in selling tourist services such as: tourist programs, tickets, …etc, which in turn will help in increasing the tourism demand.

Recently, in Egypt there was a great increase in the number of the travel agencies which led to a high competition between them and this made the hotels lower their rates. This table shows the increase in the number of the travel agencies in Egypt from year 2003 till year 2009.

Years	2003	2004	2005	2006
Number of travel agency	1083	1083	1191	1334

Resource : www.idsc.gov.eg

Therefore, the idea of the study can be applied in Egypt and other tourism nations depending on cooperation between the banks and the tourist firms by the usage of the interest rate of the Certificate of Deposit in that nation. For example the interest rate in Egypt according to most of the Egyptian banks is around 8 % to 10 % till October 2009.

The first idea : The Use of the Certificate of Deposit:
The study mainly aims that the tourist invest a "Certificate of Deposit" in any bank and the interest of that "Certificate of Deposit" will be given for the benefit of the "Tourist firms" in return of obtaining different services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats…etc. Tourist firms include travel agencies, airlines companies, transport companies ..etc.

The steps for applying the idea are as follows:
1. Advertisement of the new method for enjoying the tourist services including internal and external services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats…etc.
2. The only Tourist firm which can perform this activity should have experience and good repetition in the market.

3. The study mainly aims that the tourist invest a "Certificate of Deposit" in any bank and the interest of that "Certificate of Deposit" will be given for the benefit of the "Tourist cooperation" in return of obtaining different services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats…etc.
4. Tourist firms include travel agencies, airlines companies, transport companies ..etc.
5. Advertisement for the different tables by which the tourist can obtain variety of services, in return of the interest of his Certificate of Deposit::

No days	Room level	option	Certificate of Deposit	dates	Int. rate
1 day	5 Star	B&B	3000 L.E	1 year	10%
2 days	4 Star	B&B	5000 L.E	1 year	9%

6. The new client put a Certificate of Deposit in any bank or in the tourist Firms bank for 1 year or more .
7. Block the interest of that Certificate of Deposit to the benefit of the Tourist Firms in return of obtaining different services .
8. The client obtaining different services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats…etc, as well as the table which is advertised from the tourist Firms .

These are some examples :
- Tourist Programs (hotels)

This table shows the tourist program for the tourist if he desired to spend some nights in Sharm El-Sheikh or Hurgada and how much is the Certificate of Deposit which should be put in the bank and for how long.

program	No days	level	option	Cert of Deposit	dates	Int. rate
Sharm.S	3 days	5 Star	B&B	10000 L.E	1 year	10%
Hurgada	4 days	4 Star	F.B	8000 L.E	1 year	9%

For annual use of this tourist program for 5 years you can invest the Certificate of Deposit for 5 years at the best rate.
- Trains, Busses, Boats

This program is suitable for the client who needs a Train or Bus ticket to use it in the summer to go and return from the Beach .

Ticket	Ways	level	Cert of Deposit	No. Used	Int. rate
Cai/Alx	2 ways	1 class	1000 L.E	1 Time	8%
Cai/Alx	2 ways	1 class	5000 L.E	7 Times	9%

- Air-tickets, Sea-tickets

This program suits the client who wants to have an Annual Air or Sea ticket.

Ticket	Ways	level	Cert of Deposit	No. Used	Int. rate
Cai/Roma	2 way	1 class	17000 L.E	1 Time	10%
Cai/Madr	2 way	1 class	18000 L.E	1 Times	9%

The client put a Certificate of Deposit with the amount 17000 L.E and use an Air or Sea ticket every year to visit a different country.

- • Tourist Programs (International)

This program is suitable for the Egyptians who want to visit an International Country like Italy or France, and prefers to visit a new country every year, this customer has to put a Certificate of Deposit (C.D) around 25000 Egyptian pound(L.E.) to have an annual vacation in Europe.

Ticket	days	level	option	Cert of Deposit	dates	Int. rate
Italy	6 days	5 Star	B&B	30000 L.E	1 year	10%
France	5 days	4 Star	B&B	25000 L.E	1 year	9 %
Spain	5 days	4 Star	F.B	20000 L.E	1 year	9%

- • Islamic Programs (Omra - Hajj)

This program is suitable for Moslems who wants to visit Saudi Arabia to make (Omra or Hajj). These are some examples for the Islamic Programs.

program	No days	level	option	Cert of Deposit	dates	Int. rate
Omra	10 days	4 star	B&B	30000 L.E	annual	9%
Hajj	10 days	4 star	B&B	30000 L.E	10 year	10%
Omra	10 days	5 Star	B&B	10000 L.E	3 year	9%
Hajj	10 days	4 Star	F.B	60000 L.E	5 year	10%

- • International tourism in euro :

These programs are suitable for International tourists in Italy, Spain or Germany who want to visit Egypt every year and to visit each time a new part in Egypt like Sharm El-Sheikh– Hurgada – Luxor – Aswan - Cairo – and revisit it …….

program	No days	level	option	Cert of Deposit	dates	Int. rate
Sharm.S	3 days	5 Star	B&B	equal1250 euro	1 year	10%
Hurgada	4 days	4 Star	F.B	equal1000 euro	1 year	9%
Luxor	7 days	2 star	B7B	equal 2000 euro	annual	10%

And the deal will be with the Egyptian tourist firms or with his country tourist firms and then it makes a deal with the Egyptian tourist firms.

The expected results are :
1. The Increase in the selling of the Tourist cooperation services
2. Tourist Firms have long term planning to ensure the great benefit for it .
3. The tourist obtained the Tourist Firms services for free. (by using the interest of his Certificate of Deposit yearly).
4. The banks have good chances to increase its Certificate of Deposit which means more investments in the nation economy.
5. This new system can help Tourist cooperation to have a great planning to ensure the development of the Tourism Industry.

Figure (1) represents the steps :
A tourist opportunity

Invest a
"Certificate of Deposit"
in any bank

The client obtaining
Tourist Programs, Air-tickets,
Sea-tickets, Trains, Busses, Boats

the interest of "Certificate of Deposit"
for the benefit of the Tourist Services

Forward the interest of
Certificate of Deposit to the Tourist cooperation
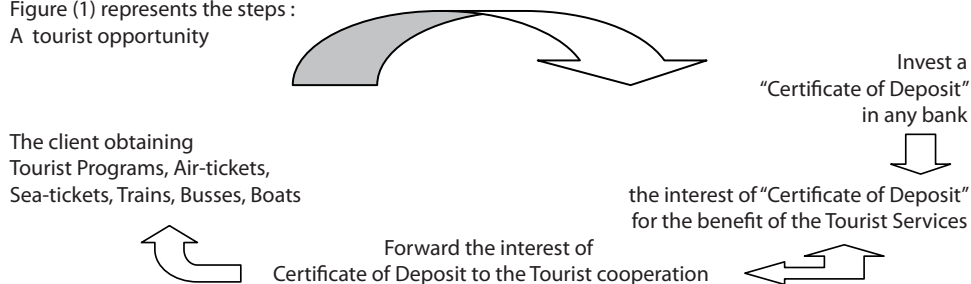
The Second idea : The Use of the Credit Card :

Having a deal between the Tourist firms and the banks for issuing a special type of "Credit Cards" with the name of the company to allow the clients to pay for their services by installments (monthly payment). Therefore, this will increase the profit of the firms and at the same time allows the tourist to pay in a long term rather than paying cash.

The steps of the idea are:

1. The tourist firms advertise that there is a tourist opportunity which is paying by installments for the tourist services such as: Tourist Programs, Air-tickets... etc.
2. The Tourist firms make a deal with any bank in the country for issuing a special type of "Credit Cards" with the name of the tourist company.
3. That Credit Cards allow the clients to pay their tourist services by installments (monthly payment).
4. The clients apply for a Credit Card in that bank to use it to pay the installments.
5. The bank study the client as a separate case for each customer by acquiring his income statement ,age ,work situation , Credit history…etc.
6. The client gets the approval from the bank to issue the Credit Card with the name of the company. The administration of the bank indicate the limit by which the customer can use this credit card. (For example 5000 L.E).
7. The client use the card to get the tourist services within the limit of the Credit card.
8. The client pay the amount by installments in a monthly payment for a year .
9. The client can use the card again in other tourist services from the same tourist firm .

For example if the client takes approval from the bank to issue a credit card with the limit of 5000 L.E , he can use tourist services (Tourist program , Air ticket,…etc.) from the tourist company within that limit and afterward he pays the amount used by installments in monthly payment (for 1 year) and so on for the next year or until the debt is completely paid.

The expected results are :

1. Tourist Firms will increase the selling of its services.
2. Tourist firms will have long term planning for its services to ensure the great benefit for it .
3. The tourist obtained the Tourist Firms services and pay for it by installments in monthly payment.
4. Revival of tourism in the nation by helping the people to get tourist services even if they do not have the liquid amount to pay for it and then paying it by installments.
5. The banks will issue more Credit Cards which is one of its important products.
6. The banks will get the interest of the installments which are paid in monthly payments and this will increase the banks benefits.
7. This new system can help Tourist Agency to increase the profit of the firms .

Figure (2) represents the steps:
A tourist opportunity

deal between
the Tourist firms and
any bank

then pay by installment
it in a monthly payment

issuing a special type
of "Credit Cards" with
the name of the company

The client use the card
to got the tourist services

The clients apply for a Credit Card
And got the approve

Conclusions

The conclusions of that study is that the tourist invest a "Certificate of Deposit" in any bank and the interest of that "Certificate of Deposit" will be given for the benefit of the "Tourist Firms" in return of obtaining different services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats…etc. Tourist Firms include travel agencies, airlines companies, transport companies ...etc.

Then, the study put the value of that "Certificate of Deposit", maturity and interest rate compared with the different services which one can obtain in return of the interest of that "Certificate of Deposit".

The second idea in the study is concerned with the deal between the Tourist firms and the banks for issuing a special type of "Credit Cards" with the name of the company to allow the clients to pay for their services by installments (monthly payment).

So we expect some results:
1. The "Tourist Firms" will use these new systems to increase the selling its services
2. Tourist Firms can make long term planning when they know the number of clients who had invested in its bank and the tourist program they required .
3. There will be a great benefit for both the tourist and the "Tourist Firms".
4. The tourist obtained the Tourist Firms services for free (by only using the interest of his Certificate of Deposit yearly).
5. The banks will be provided with more chances to increase its Certificate of Deposit which means more investments in the nation economy.
6. Great increase in the tourists number due to the new facilities.
7. The regulation of the profitable returns and the great planning to ensure the development of the Tourism Industry.

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MOTRIS
An History of Mediterranean cooperation

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Abstract

The Integrated Relational Tourism (IRT) arises as hypothesis of cautious using for tourist purposes of physical and immaterial resources of old towns and rural territories in Sicily. This hypothesis has been formulated during the town planning course by Leonardo Urbani at faculty of Architecture of Palermo in the '90s, focusing the attention to the Mediterranean cultural style old towns. In response to a meeting on the Mediterranean tourism in 1999 about the idea of a cultural tourism on cultural heritages, it has developed the idea to join to the material and immaterial cultural goods also the relational good developed subsequently by Stefano Zamagni. The testing of IRT has been financed by the Sicilian Region with the project Motris (Mapping of the Integrated Relational Tourism offer in Sicily[1]). The IRT, in collusion with the objectives of territorial common cohesion, wants to provide an answer for the territorial integration of policies and experiences about the objectives of qualification of offer and demand of a sustainable tourism and/or social, economic, cultural and environmental re-qualification, placing the human person to the centre of rationalization policies and valorisation of tourist offer of local relational resources. The IRT identifies itself as the border between the set of tourist activities taken in their drawing near the other productive human activities not only as regards to the other activities of the tertiary but also those of agriculture and industry.

In the reference frame of innovation of the concept of sustainable tourism which is present in many international documents (OMT 1985, 1997, 1999; Lanzarote 1995)[2], a research, application and training activity have been started over the last few years, which aims to refuse concretely in the insular territory, the qualification of the tourist offer of local systems by the reinforcement of approaches derived by town and country planning.

The IRT goals are: 1) the re-territorialization of local productive economies accepting the challenges of network with the global economy, 2) the re-contextualization of the cultural identity valuing the rooting

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1 *Motris is a project of the Sicilian Region Presidency (art. 16, l.r. n.10 2005) carried out from the University College Arces of Palermo. The Master of II level has been promoted by the university of Palermo together with the faculty of Architecture of Palermo and the Faculty of Tourism of Helwan, Cairo (Egypt).*
2 *Mauro D'Incecco (2007, p. 37) suggests this list of treatises and documents of international level: international meeting by Lanzarote (1995), international meeting by Calvià (1977); international congress by Sant Feliu de Guixols (1998); the Global code of Etics for the tourism of the World Tourism Organization (1999); the Mediterranean Action Plan on Tourism (1999); the Tour Operator Initiative by UNEP, WTO e UNESCO. In Italy , the Carta di Rimini of 2001 is certainly to consider as a thematic reference.*
3 *In "Modernità liquida" (2000, p.14), Barman defines the changing of society, in contraposition to the logic schemes by Marcuse about the liberation of the masses, making a comparison between it and the organization of a camping for caravans. «(…) we can say that " a critic to the consumers" has substituted the former critic of "producer". Contrarily to that, is a spreading habit, this decisive changing isn't simply possible to explain it as a changed state of mind of public opinion, a minor longing of social reform, doze off the interests for the common good and the ideals of good society (…) although all these phenomenon are prominent features of our age. The causes of the changing are deeper, rooted in the deep transformation of the public space, and generally, in the way as the modern society works and lasts itself ».*

phenomenon without giving up to the total openness to the other cultures, 3) the re-composition of the society counteracting the disruptive, standardized and alienated factors of the finalization of the existence to the profit logics.

The research way already fixed in a phase of methodological planning (Gulotta et. al. 2004) points to the places' qualification taking into account urban decay tendencies of local meaning (Augè, 2005) or in terms of communication (Baudrillard, 1996) or because of the changing of modernity (Harvey, 2002; Bauman[3], 2000), to the targeting of local resources perceptible to a well-respectable tourism to the people' values (Butcher, 2003), economically founded on the concept of relational good (Zamagni, 2007; Ruisi, 2004), socially sustainable even when it is evolved in terms of life experience (Zurick, 1995) and investigates the correlated terms of the responsible use of local territories according to the style of government and Mediterranean life (Cassano, 1996; Lo Piccolo et al., 1998).

The line of research is oriented to the gathering resources to promote a sustainable tourism "evolved" and a scientific improvement of correlated terms to the responsible use in the euro-Mediterranean area.

The enforcement deals with the promotion activities of local subjects of institutional and corporate area as well as of possible other types of subjects which bring to the spread interests, involved in the participation in active partnership to define strategies and territorial calendars to put in practice the IRT theoretical tasks. The activity of the training line have been started (even previously the nominal date of Motris beginning) and concentrated on high training level through the Master of 2nd level for the training of area operators in IRT (destination manager); the aim successively is going on with other training levels (superior and professional). The three lines of action are developed in an integrated way and their parallel development is marked by moments of seminaries comparison open to the research world and international, national and regional undertaking.

key words: local tourist systems, relational tourism

TERRITORIAL DISCIPLINES AND TOURISM

The contribution, about town planning which territorial disciplines can give, about the town planning, mainly consists of answering "where" determined interventions have to be realized and also qualifies in a physical sustainability all the issues of "how" realized determined actions and conditions of support for the enterprises. The tourism has been growing all over the world and also in the Italian territories, in which signs of a renew entropic pressure are clear, as soil consumption and growth of pollution and urban decay factors. In the approach of the economical studies, the tourist offer is analyzed according to a quadruple scanning of inescapable elements which represent the territorial categories which interest directly and indirectly both the town planning government and the territorial governance (Roma, 2004, p.16 e seg.).

If, (…), it's only from the territory that the tourist product acquires wealth and complexity, and the specific connotations which empower uniqueness and oneness, we can also say that the tourist offer includes four elements which are impossible to leave aside:

- accessibility, receptiveness, reception, the events. If the tourist product is an eminent territorial local product, the tourist experience or the fruition/use of this product implies the explicit or implicit, direct or indirect involvement of the four already quoted elements:
- the equipment of medium range infrastructures which allow an easy accessibility of localities and principal terminals of international junctions ;
- the presence of hotels of residential or complementary hospitable typology which ensures appropriate levels of reception;
- the organization of basic services from a territorial point of view (such as, the management of garbage

disposal, the viability and local transports, information services) to grant the place usability in terms of reception in the widest term meaning;
- the creation and promotion of cultural events and adequate leisure occasions.

As we can see, at least three on four, except for the organization of events, are about the components of territorial tourist offer which strongly influence the territorial governance and need of specific interventions in the ordinary and sectorial instrumentation. It's clear which both the accessibility and the reception are two aspects which more directly characterize the entropic pressure on the territory on the target of natural ecosystems.

If from an estimation point of view, for a lot of time, systematic and practical methodologies of impacts' control exist (above all caused by the effect of the application of the directive Uccelli which brought to the introduction of incidence estimations for the sites of communitarian interest and special protection areas), before by the estimation of environmental impact and then, recently, by the strategic environmental evaluation (VAS); it's in the construction of the provincial town planning which is the most important point of the local choices about the potential development of expansion manageress (accessibility) and the growth of the building trade (receptivity).

In a recent research of INU group of Abruzzo section (Radoccia, 2007, p. 29), some aspects of town planning of sustainable tourism have been studied.

The following considerations emerge from the research:
1. " the sustainability derives from the conciliation of value and knowledge, from defining objectives, adopting prudent and precautious rules";
2. the sustainability research "is addressed to the research of different solutions, which respect the territorial specificity, based on the capacity of local invention, which they know how to activate changes and work on the exigency to spread the relationships with external markets";
3. we changed from the enlargement of regional, territorial surfaces to embellish parks and reserves and from the valorisation of ethnic-folkloristic cultural resources " style tourist changing and diversification" (research of luxury goods and typical products, nightlife, qualification of traditional tourist activities such as not massive sea and thermal relax).

In addition to the modifications, in positive terms, of the regional image on the tourist markets, there's an undoubted awareness about the adaptation of strategies in the programs of different levels of government for " the transformation of cities, equipped areas or preserving villages and parks".

Quoting Mac Cannell (1974), it's underlined in this study, the importance to control the communicative and relational ways which establish each other among the external productions of cultural events so that the same tourists are actors and builders of the offer and not only the consumers or the final beneficiaries.

Taking cue from Fabietti (2007, p. 31), who has contributed to the same INU research, previously quoted, is possible to affirm that:

- "the primary tourist source points to understand, besides to the artistic-historical and environmental features (…) the equipments and infrastructures and services (transport, receptive, cultural means, etc.), which become themselves tourist resource" without them, it isn't possible to develop any tourist activities even if there is only a level of potential area as their lack is an actual deterrence which writes off the tourist attractions even those traditional already existent.

We can notice that in tourism "the gradual passage from a purely speculative logics bounded to differentials of natural/cultural resources, to an entrepreneurial logics bounded to tourist resources (equipments, services, infrastructures) now in an advanced phase", the natural resources don't constitute valid attractions but the equipments and the indication of local tourism specialization as they are become themselves a productive sector. Consequence of the preceding point is that territories of equal levels or even inferior in terms of supply of cultural/natural resources are competitive at the same way respect to their performance capacity in terms of equipments, services and above all organized, managerial and

communicative capacity (this explains, and not from now, why Rimini is a tourist district which has no equipment of absolute resources but the trade off, meaning organized trade off, has been conquered for ages).

- The tourist profile is of active enjoyment rather than contemplative as happened in the past. "In the different attempts achieved to regional and national level to individuate tourist attraction areas (districts, Stl), apart the meaningful role assigned to the receptive component, we often referred to the capacity to individuate areas of specialized offer where a fundamental role is played by the actors of local milieu and their positive actions of transformation".
- To grant the sustainability of processes of resources' valorisation in terms of equipment, management and services also in appreciable areas (mountain, coast areas, etc.) is necessary to activate protocols of tourist promotion based on the integration and involved and shared planning;
- It's necessary to avoid the fragmentation of competences and decisional subjects just for the reasons listed above, which give the priority to the managed and organized aspects; it's necessary then that the subjects safeguard the resources, act together to those that plan and realize necessary infrastructures to the valorisation of primary resources, to those that preserve the subsistence and spread the diffusion (etc.);

Generally: "the possibility to follow many objectives through individual interventions (always connected each other) represents without any doubt, a modification of the behaviour respect to the past, but mostly it is the passage from a market promotion point of view, of tourist areas, to a territorial promotion and better of tourist government".

Of all productive activities, that of tourism doesn't know failure and its rise, in terms of added produced value, appears always more unstoppable: every time that a country manages to develop, conditions of a strong push to mobilization of human resources are produced because of the reasons of context and personal, the most infinitely diversified. The race to the creation of tourist offers and demands is involving all the developed world and that of recent growth leaving the rest of the planet to a marginalisation always more evident. The tourism is becoming a strong element of discrimination between strong subjectivity and weak territories, and if we stop all this, the tourism can become the most lethal of the factors of the environment, bringing to the fight among civilities. Without the appeal to governmental tools and social and economical governance of territories characterized in a rational meaning, the approaches only based on the rational (absolute) organization of spaces and network of external and internal existing resources to the different systems taken from the different scales of representation, couldn't be sufficient anymore to stop, block and invert the tendencies to the decline. As the cities and the infrastructures, such as the nature and its processes can't be changed on the contrary of human action, they represent just the men and the dimension of concrete reality physically sensible that they represent to interfere with the course of events and contributing in an always less aware and gradual way to the change of territory of the innovation for deep discontinuities, for unseizable logical leaps and, at least apparently from a social point of view for space-temporal morphology, violent and marginalized.

Without a logics of programme, plan and project wisely orientated, the tendencies already acted of the diffusive cities (in the developed western) and dispersed (in the rest of the planet) will be crossed the hopes to keep logics of development. The IRT, in its declarations confirmed at the beginning of concrete experimentations and because of a quantity not indifferent of remarks around the theme, wants to furnish a contribute in the direction of re-balance between city and country supporting the latter, weaker between the two and today totally depending on the former.

SOME SPECIFIC GOALS

By Motris, the Region wants to qualify the tourism offer to guide the demand, till to reach a brand of territorial quality to protect the real resources. By the operative and management connection between points of landing and old towns (without necessarily building new tourist harbours or new infrastructures of road connection which however would have problems of impact on environmental and available economic resources) is possible to re-balance the relationship between weak and vulnerable coast territorial areas, densely built and submitted to strong push of further soil consume, with the internal areas progressively depopulated and productively sub utilized and valorising the agriculture and crafts enterprises in the historical urban, rural and mountain settings, are built areas of primary productive centrality (biological agriculture) and tertiary (cultural and destination tourisms) in the areas became marginal in social and economic terms, but they still save cultural values and remarkable (and sensible) environmental ecosystems.

The public intervention, where it is possible and however carried out in a gradual way and constant over time, must promote directly or with groups of investments from abroad of local contexts, the general improvement of life conditions of local communities, contrasting the processes of marginalization and abandonment already carried out since a long time in the internal areas, in those based on rural economies and mostly in the mountain territories.

THE RELATIONAL DIMENSION

The concept of relational good has been investigated in the economic sciences both from local development implications point of view (Rullani, 2005; Giaccaria and Governa, 2006) and economy of the third sector (Zamagni, 2007). With this term, we want to suggest the indistinguishable group of people and places; without them, today it would be too difficult the attempt to transform the use behaviours in natural, rural and urban spaces in relation with the vertical integration of localized productions of goods and services towards the junctions of the urban network of globalization. If the conception of the space is deeply changed, even that of place is enriched, probably of new interpretative apparatus. In fact from a conception of place (anthropological) as coincidence of three fundamental attributes: identity, relational and historical attributes, that is as principle of order "from which the elements are spread in relationships of coexistence" and as " instantaneous configuration of positions" (Michel de Certeau, cit. in Augè, pag.53), we pass to another concept in which "the intellectual status of anthropological place" reveals itself "ambiguous", that is "it is just the idea, partially materialized, that those who live it, have a personal relationship with the territory, with their neighbours and others"; (op. cit.,p.54). The centrality of the places, of men of power and the urban centers themselves are accompanied by thought and realized infrastructures to move around (ring roads, centers of inter modal exchange etc.) even if rethinks present and communicative tools are continuously set to help centers to remain in the framework of the traditional geographical geometries (lines, line crosses, cross points of such lines). The "non place" is then a particular kind of space which has to use in a different way, where it isn't possible to find the coincidence among the three fundamental tools of the place: the "non place" doesn't show any characteristics of identity, relationality and historicity, all this has to do with tourism and the possibility which a place becomes a "non place" through the mercification or, on the contrary, the possibility to find again other senses to "non places", hoping in new autonomous and local meanings given by local people: new places instead of "non places" (think to the term promo-commercialization so much used in the policies of local development). From the attribution of meaning to "Non places", the relationality is one of the three fundamental conditions together with the identity and history which keep to the preservation and knowledge.

Wim Wenders (1994, p. 391) seemed to confirm the difference between space concept and place and past and present in which emerges however a critical connotation of human existence: in other times, the

identity concept didn't exist: it wasn't necessary. People identify themselves each other or to their own setting. They belonged to a place and identity couldn't be brought into question: it existed. They only knew to belong to a kind of context, to themselves and their feelings. The dissociation is a XX century disease: we are dissociated from places, languages and our family. All this has to do with the solitude. It's been getting hard, in our times, to establish which place you belong to, who you are, what you would be. The relationality uses the interpretation of local territories in a prevalent way as interactive spheres, in which the communicative dimensions prevail among responsible and competent subjects about the innovative and management transformations. Place creations, where previously absolute spaces and networks have been already created, the result of constrictions and transformations of space-temporal relationships in modern times (Harvey, 2002).

CONTENTS AND ACTION MODALITIES IN THE THREE SPHERES OF MOTRIS INTERVENTION

Till the end of 2007, despite the experimental level of the initiative, the concrete results have been different and variously consistent. For the training, the reached goal consists in the conclusion of didactic activities of the first Master in IRT and the starting of the second one. Besides, during the Master, the stage activities and project works above all, have furnished useful indications to direct application activities and research. The resulting aspect more decisive of the training has been that of the preparation of different area operators who will be able to act in a competent way the role of local development agents using principles and methodologies of IRT starting from the concrete experiences lived both in Sicily and Egypt.

The application of Motris is the action on which the research line is reflected; it is reinforced by the didactic experiences of the Master. The application, then, is strictly integrated to the research and training. The IRT operators, in different fields of actions (directly in the Nebrodi, in the Calatino and Agro Ericino and indirectly in the provincial territory of Enna and Ragusa, but above all in the pilot case of Val d'Anapo) act as an organic structure of counselling regards to the local participation will. The modalities of involvement and selection of those who are proposed as actors (sometimes reluctant and other times open minded) are left to the free decision of auto-organized PA further to agreements ad hoc and that are coherent with IRT principles, drawn up with the same administrations and can lead to the involvement of subjects and/or agencies of local socio-economic development. The IRT external operators don't propose new planning from the external but they produce analysis of context and interpretative synthesis of the existing resources selecting those which present potential characteristics respect to IRT principles where, then, to the properties resources and local settings correspond or can concern some active, existing and available human resources which take care of the organized and management load.

Firstly, examining the products of the survey and filmed interviews, it's possible to observe that the local planning is not caused by the external but supported or, one might call it, "re-animated" by the area's operators who try to stay physically in the assigned territory for a long period of time.

The application, in this sense, experiments concretely the principle of training between external know-how and local protagonists which is the principal method to transfer and trans-active interacting of knowledge, competences, creative capacities and above all the will to build future visions (pointing to the innovation of model development which means not only the territorial competitiveness, often source of alienation, but also driving roots) among the involved subjects of IRT. Secondly, the application declines as process and not more only as finished and defined project-product (as an industrialized or traditional tourist "package"). The area operators propose a methodology of planning construction entrusted to local subjects which has as a starting point, an animation phase in which follows a concertial one and, finally, involving phase so it's possible to define or at least delineates some strategic lines and prospective vision based on sharing.

It comes out the importance of direct experience of the building of such visions in the conventions, meetings and organized events from the same local PA. A concrete possibility of continuation of the project is that, these produced visions are then put forward to financing in the foreseen modalities by the operative programs of

structural funds for Sicily (period 2007-2013). The animation is directed to local PA and to the institutionalized agencies in two types of action: a) the mapping of actual and potential resources of IRT based on the levels of already reached knowledge locally or the large area (in support of the synergy of regional administration); b) the sharing building of planning sceneries and visions by the use of tools of code policy making (as EASW or similar, modified according to the local context). The group of experts think that the experiments of a direct democracy are essential for the good result of the local initiatives.

Following the conclusion of the project will be possible to verify the efficiency of this choice which is a tendency against the local demand of external planning, which is believed, rightly or wrongly, good.

The main goal of the application is to prevent, at least, in a planning vision, an itinerary of experimental integrated relational tourism, which can contain important aspects for the environmental governance of the involved PA; these aspects are about the fields of the technological innovation: about data transmission (wireless nets in hardly reached settings in a traditional way by cable connections), waste management, compatible use of water resources and above all the experimentation of alternative energetic sources in rural and semi-rural spheres (biomass). The project, which is in a concertation sphere among PA, shows itself as a local development project; it is anticipated by a context analysis and a Swot one, both are the support for the guide – idea definition.

The animation is also for the private operators, all considered through the modalities of interesting manifestations which point to the auto-nomination of active participation to the project. The chosen tool of action, proposed and realized with success (un-hoped for) is that of the film interview. The interview is realized in the places where the subject works. If, during the interview, which has a type-questions scheme useful to define also the possible comparison to the answers, emerges the reference to a specific place, the operators carry out shots of those places which will be recorded in the next editing. The final filmed documentary is constituted by a selection of total materials and is shown in the public meetings after that all the realisings have been obtained. The material containing all the interviews in their wholeness, is a sort of saved knowledge for area operators where you can draw on some both analytic and planning arguments. The interviews are useful to join the matrixes of local actors' involvement. The goal is to let participate privates to the occasions of public concertation as quoted before, and to create the right conditions to: a) let to the involved operators be the main relational resources around which to build experimental itineraries of integrated relational tourism, b) to promote the creation of club of product when among private operators are agriculture products or traditional crafts or, generally, who is able to organize a cultural offer orientated to the defence of valorisation of local identity; c) to build experimental itineraries of IRT , the local operators can form IRT clubs and join actively to the auto-definition of a rule list of behaviour; so, it could think to a "Decalogue" which would have the functions to discipline to set as the basis of internal agreements for local partnerships. The IRT and product clubs can enjoy of granted subject to a regional level of different requests of union between local level and that of regional strategic coordination.

These subjects can be individuate to an experimental level in the four spheres of delegation and governance followed all the regional level but strictly integrated to localized clubs territorially:

1. private operators: agriculture, arts and crafts, social and cultural identity associations;
2. groups of local action of leaders are the subjects who protect and value the policies and rural experiences development that in the new planning must orientate these actions to the international field;
3. provinces: competences, in terms of governance of social and economic development which, above all of concrete planning in strategic sectors of the environment, tourism, superior instruction and transports;
4. region: competences of direction and surveillance of local tourist systems.

The research work is till now concentrated on the reflection of scholars and data collectors.

Such a reflection of groups of scholar, in the whole, has produced the organization of several internal meetings to the work groups and different official services in institutional and academic services.

CONCLUSION

The IRT shows itself as activity characterized specifically to the organization of oriented excursions in environmental, social and cultural meaning and the diversity consists in the absolute uniqueness and above all the authenticity of experience and long sensorial perception and which bring to push the voyagers to come back.

They are organized and cultural and social meeting activities which cannot be reset in "packages" of tour operators and can be set just by particular local actors; the "characters" (simple citizens, promoters of development, intellectuals, restaurateurs, normal people, etc.) who have a different role of presence and, according to the residents, are able to produce a meaning to the different contexts (settings and urbanized contexts or primarily natural, rural, etc.) and without them or without the strict vital interaction between real estate resources and people who live it, would be exposed to the risk of identity value. The thought bounded to the necessity to point the actions of application (in this we should talk more completely about research-action) has made clear that IRT is certainly founded on planning contexts in which are present an itinerary, an excursion and a dominant theme, but it's decisive the concentration of the organized attention on single persons, which in their concrete living animate the places, the settings, the monuments, the landscapes and contribute to the interior production of unique, authentic and durable sensations. In some cases, thanks to the operators' stories and of some local "characters", during the interviews carried out thanks to the implementation of Motris in the pilot territory has been possible to verify and record real root principles both for the host and the voyagers themselves.

The task of the research is to inquire the possibilities to measure or think the intensity and value of positive experiences during the planning experimentation or in the cases of qualified offer already in progress which can be discarded in the good practices of IRT. There are analogies with the sustainable tourism, but in IRT, the emphasis of local development of policies seems to be based on the operative declination of territorial disciplines (town, territorial, environmental, country planning etc.) supported by social and economic sciences applied at tourism.

If the tourism in its classical meaning constitutes a careful sphere of economic sciences and if the attribute "sustainable" derives from details which imply the appeal to social competences (justice and distributed equity) and environmental compatibilities (carrying capacity) the IRT derives from the tradition of Italian town planning which is joined to the first two. As we already said, the basis of IRT is the recognition of the valued comparison among cultures and above all of the opening of a remark shared by the union among tour and cultural operators, administrations and all the other agents and agencies which are busy to found the increase of the quality level of life of residents and voyagers based on the safeguard and valorization of territorial resources. This is also different from the models of tourist districts and local systems because they are bounded to the theory of local development, while the IRT is oriented towards the inter-personal dimension and not to the simple territorial competitiveness.

The IRT points to appreciable levels of relational interaction among subjects who introduce the local tourist offer and those subjects who express a tourist demand strongly selected on resources of high level of specificity and show interests of creativity terms from which offers such resources and is able to make use of them, contributing to affirm from time to time a different value. If this is a reached goal, it should be possible to renew the terms used normally in reception policies, find again the reasons of new values of use of physical and immaterial resources and proposing words like voyager, guest, vacation in contraposition to tourist, client and lodging.

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RELATIONAL TOURISM:
CHALLENGES AND CAPABILITIES

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Abstract

The observed changes in the orientation of tourism demand, both in taste and in the needs and preferences of the tourist consumer, in the last three decades, have brought to the birth of new ways of interpreting the tourism phenomenon; among these we highlight Relational Tourism, a phenomenon that can be perceived as human-scale tourism, clearly based on territorial, cultural and environmental constraints that include travel formats such as rural tourism, cultural tourism, farm tourism, environmental tourism, outdoor activity tourism and many new ways, which have shown an important quantitative growth of Relational Tourism demand in Europe and internationally in the last decades, offering an alternative and increasingly more appreciated tourism to the traditional depersonalized and mass consumer oriented one.

In view of these potentials, the trees should let us see the forest, meaning that the peculiar characteristics which have led to the rise and triumph of the relational forms of tourism, could simultaneously lead to its decline and failure. Being a human-scale tourism, travel services depend heavily on both the benefits offered, usually from small size companies or SMEs, and also on the interaction with the context. Occurring in a particular territorial context and depending on the local culture and customs, Relational Tourism needs also shared infrastructure and equipment (communications, transport, health, safety, energy, water, etc..), land, public services and local suppliers, which imply a high demand for efficiency and quality. In this research, we perform a thematic overview of the previous topics. We begin from the characterization of Relational Tourism and its position within the Theory of Tourism. We then describe the changes and mutations of the orientation of tourist demand and its impact in view of Relational Tourism, later to go into the business and territorial challenges that Relational Tourism faces to reach maturity, taking into account the holistic view of current tourist areas and the difficulty of companies to meet some requirements.

The overview concludes with a reflection on the measures and mechanisms to respond to these challenges. In order to address these problems, the possible solution is to emphasize the relational dynamics among regional tourist operators, administrations and public institutions and local people, who play primary roles in Relational Tourism. It must respond to fragmentation with relatedness and cooperation, promoting a dynamic clustering of cooperation among the tourist SPWP, following the logic of shared destiny.

Nonetheless, it is essential that Public Authorities promote regional frameworks of cooperation between public and private land agents and are heavily involved in the improvement and efficiency of regional infrastructure and equipment.

At present, we can observe a certain euphoria about tourism in international media, many areas and territories in developing countries and their surrounding neighbors turn their attention to tourist phenomena, looking at the apparent ease of Relational Tourism response to growing socioeconomic demands. But Tourism now more than ever appears to be a complex phenomenon (and Relational Tourism is no exception) that seems to require a holistic view and complex mechanisms to be understood. Hence the need to focus on a topic of obvious actuality starting from a clear statement: Tourism should be a solution and not an added problem.

Key words: destination, relational tourism, medium-sized enterprises, development, rural development

CHARACTERIZATION OF RELATIONAL TOURISM

A conceptual and theoretical approach to Relational Tourism is essential to provide its proposals with more scientific content and insight. In the following chapters we will try to outline the identity of relational tourism starting from its most essential traits with a view to better conceptualizing the same.

Discovering the most fundamental and evident hallmarks entails outlining the essential characteristics of relational tourism. The first of them, that is derived from the innermost nature of this type of tourism, is *Relationality*: it is a tourism of encounter (Grolleau, 1987 and 1988) and sharing, where the tourist experience consists of fostering customized contact of tourists with the local hosting community by making tourists participate in the tasks, customs and way of life of the local community. In other words, the aim is to promote tourists' participation in the "culture" of the territory and its several manifestations through the knowledge of and coming into contact with its food and wine traditions, ethnocultural features, heritage, art, landscape, history and environment. This provides tourists with a number of feelings, emotions and distractions that will contribute to making their leisure time an all-engaging experience. Therefore, it seems quite clear that this travel format is characterized by sociability and relationship, whose overriding philosophy is to taste life by coming into contact with places and their inhabitants, enjoying the landscape, the local food products, their flavors and fragrances, etc.

When the aim is discovering a territory and sharing its "culture", in the broadest sense of the term, relational tourism implies a direct relationship with the territory and it is referred to as "territorial" or "local" tourism, directly related to the "genius loci"[1] or local "identity" and, it being peculiar and typical of a given place or territory, it is difficult to be imitated or reproduced in other locations.

This "local identity" is one of the main elements to attract tourist flows.

The relationality and local nature of relational tourism entail that tourist accommodation and restaurant services are mostly performed by local enterprises, usually small and medium-sized enterprises (SMEs) that are prevalently family-run enterprises, social economy enterprises, individual firms or self-employed entrepreneurs, all of them mainly based in the area. This is a fundamental feature in the identity of relational tourism since tourist services are offered by local SMEs providing accommodation and tourism basic complementary services.

Such tourism SMEs defined by Grolleau (1993) as "human-scale enterprises", although being able to offer flexible and customized tourism services (that is exactly what tourist consumers demand for), - due to their very own nature - show some evident structural limitations in the business field that may have an impact on both service quality and customer satisfaction.

This specificity makes relational tourism very different from other tourist products where supremacy of large companies and corporations is well-known.

When dealing with the territory and its culture, great attention must be paid to local people, since relational tourism is basically a kind of tourism based on *sociability*, where the reception of tourists by the hosting community, the care for them and the empathy towards them will have an impact on the tourism trend in that place. Thus, the local or territorial community itself becomes the fundamental active and passive agent in the development of relational tourism. In other words, the community participation

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1 The Genius Loci is used to refer to the ensemble of characteristics or particular elements that make a place extraordinary, peculiar and unique and thus distinguish it from the other places. This expression derives from ancient Greek and Latin aphorisms according to which places and locations have a sort of guardian protecting spirit (genius), who is peculiar and unique and gives life to that place and its inhabitants shaping their character and identity and manifesting itself in all their expressions, thereby constituting the soul and essence of the place. Since it was indissolubly linked to the place, the spirit watched over and protected life in that place. As a consequence, this household divinity becomes a unity with the place it protects, embodying the very essence of the same.

(De Kadt, 1979 A and B) is crucial in that local population shares and accepts both the benefits and the costs derived from the development of tourism activities in its territory: that is what Krippendorf (1982) considers as the fundamental "community involvement" for the functioning of tourism at a local level. This active participation by the community in the planning of tourism development is a common topic in the literature (Gunn, 1994; Hall, 2001; Inskeep 1991, 1994, 1999; Crosby 1996; Solsona Monsonis, 1999; Schulte, 2003). We should not neglect the enormous social impact of tourism since it carries social innovation and transformation (Murphy, 1983); thus, the consensus about tourism of the local population is of crucial importance for the social –and ultimately economic – profitability of tourism.

Finally, the territorial or local nature of relational tourism implies a rather accurate environmental protection and management for two fundamental reasons: on the one hand, the natural environment and the landscape are the pillars upon which the tourist activity is developed and, on the other hand, they are simultaneously one of the most important attractions for tourists. Therefore, the endeavor to achieve a balance between economic goals and the conservation of tourist resources becomes a priority in the agendas for the management of the territory involved. In turn, the observed evolution towards an ever-growing attention by the users to the conservation and quality of the surrounding environment prompts stakeholders to take this aspect in great consideration when implementing relational tourism activities.

It should also be pointed out that such concern for environmental conservation is "something new" for many territories. Although it has always been present in many western countries, this concern for the environment has begun to materialize over the last 20 years in the rest of the world: initially regarded as something without value and thus susceptible of appropriation and exploitation, the natural environment is now enhanced and considered as a heritage for present and future generations and therefore susceptible of protection, conservation and regeneration through the promotion of an eco-efficient use.

A theoretical approach to relational tourism could be performed within one of the main frameworks of tourism theory, i.e. the systems theory. Analyzing tourism as a systemic phenomenon (Sessa, 1988; Mill and Morrison, 1985; Guibilato 1983) implies an adaptation of the General System Theory (Von Bertalanffy, 1945) to the tourist phenomenon, thereby considering it as a complex one, a dynamic whole made up of several parts permanently interacting among themselves. Hence, travelers interact with the territory and its population, thereby triggering a number of interactions and interconnections among the activated parts. From an open system viewpoint, the tourist activity depends on the social, geographic and cultural context in which it is developed, it being affected by the changes that may occur in this context. According to Merinero and Pulido (2009) the systemic approach to tourism entails the supersession of fragmented views and the formulation of a holistic perspective that may help to better understand a complex activity.

THE EVOLUTION OF THE INTERNATIONAL TOURISM DEMAND: A FAVORABLE FRAMEWORK FOR RELATIONAL TOURISM

A common topic in the tourism literature of the last decades is the evident evolution observed both in the components of Tourism Demand (European Commission, 1990; WTO, 1991; WTO 1990) and in the changes of the tourist consumer's trends and preferences (Torres Bernier, 1996). This evolution implies that the present-day tourism industry steers for a product/service customization, a greater participation of the tourist in the design of the activities to be performed in the place of destination, the configuration of the travel product according to the consumer's preferences, the great abundance of tailor-made formulas for the tourism product sale, management and after-sales support, in which information and communication technologies play a key role, along with holiday deconcentration and seasonal adjustment.

Nevertheless, a marked emphasis is placed on the general service quality and in the strengthening of the new tourist motivations that would act as magnetic fields to attract tourist flows: the attention to

the environment and the environmental quality (Ehrlich and Mellado, 1993; Zimmer, 1990), sustainable development, the product "genuineness", the active role of the tourist, etc. These aspects are summarized in Table 2.

These new coordinates of the Demand are fully confirmed by the tourism marketing strategic plans of various official organizations and by scientific studies carried out in the major tourism outbound countries, such as Germany (Studenkreis fuer tourismus) or the Netherlands (Stichling Milieu Institut) where the new azimuths of tourism demand are "non-mass tourism", "greater contact with nature", "an acceptable level of environmental hygiene", and appealing complementary resources, and all that within a reasonable price range (García Lorca, 1994).

The observed consolidation of such trends over the last few years implies the transition from a typical "Fordist" model of the tourism economic structure, based on mass and rigidly seasonal tourism and pivoting on the concept of "all-inclusive package" juxtaposing all the basic services required by the tourist (travel + accommodation + stay) to a flexible production model, or "Toyotist" model, characterizing just-in-time production systems. It should be pointed out that the "holiday package" is the hard core of the Fordist tourism, a standardized and mass tourism model typical of the 1960s and the 1970s that is continuing until the present day, although with some changes and adjustments. The "Fordist Tourism" appears to be a rigidly seasonal model, subject to school holidays dates in the western world.

THE TRANSITION FROM MASS TOURISM TO INDIVIDUALIZED TOURISM.

The economies of scale and standardization represented the cornerstones of tourism management in the Fordist scheme: the aim was to reach high production and sales volumes and mass consumption was the means to achieve this goal. These schemes responded to the adaptation of the Taylorist or "assembly-line production" theory, typical of the manufacturing sector, to tourism activities: the end was merely to achieve high demand volumes and therefore high production and sales volumes with a simultaneous costs reduction, thereby producing "homogenized" services for undifferentiated groups of consumers (Fayos Solà, 1993).

So long as such was the case, tourism enterprises focused their attention on production cost minimization, without taking into account any other aspect. Certainly, this scheme could only be successful if consumers' motivations and experience - and thus their requirements and expectations - were very low or basic, such as the demand for beach resorts, or traveling to a place which was different from the place of living for a given period of time, or escaping from the everyday life, the quality of the consumed product not constituting a priority, and all that at a very low price.

In this framework, the consumer's satisfaction was derived from the mere fact that he could consume the product and not from the correlation between the product/service attributes and his expectations and requirements. Nevertheless, price was a fundamental factor in the differentiation of the destination. Since enterprises took these coordinates for granted, they opted for non-quality and low costs.

The conditions underlying mass tourism consumption phenomena underwent some structural changes that have implied a considerable evolution in the way to conceive and manage tourism products and destinations, starting from a fundamental consideration: the consumer's profile has changed considerably and the modern tourist is an experienced and "mature" consumer with a critical attitude in the choice of the holiday destination and is inclined to constantly select and change the same (Calderon Vazquez, 2005).

The modern tourist considers his holiday time as an "essential asset", since it is segmented into shorter periods, and active leisure as the guiding principle. This evolution has entailed a new configuration of the tourism consumer: an active tourist demanding for the quality, safety and understanding of the context. The present-day tourist moves to holiday destinations not only to "see", as in the past, but also to

"know" and, above all, to "do" (Avila and Barrado, 2005) and he needs to be informed beforehand about his activities during the holiday and how his time will be structured.

Additionally, it is evident that a key role in the new configuration of the tourism scenario is played by technology innovation (Werthner and Klein, 1999) and above all by the ICTs (Schertler and Berger, 1999) that have considerable impact on the tourism product/service production, in particular the marketing, sales, delivery, communication and promotion functions (Baker and Reinders, 1998).

Due to this transformation, we are now in a "New Tourism Era", to use the words of Eduardo Fayos (1993), an author who believes that the fundamental milestones of this stage are: the maximum segmentation of the Demand, the flexibility of the Supply and distribution, and the use of diagonal integration and the economies of system, instead of the economies of scale, as means to achieve profitability.

THE BUSINESS AND TERRITORIAL CHALLENGES FACED BY RELATIONAL TOURISM

It seems evident that the observed changes in the components and motivations of present-day tourist consumers represent a very favorable context for the development of a kind of tourism that may be alternative to the traditional beach tourism (archetype of the Fordist tourism), as shown in the last two decades, in which the demand for travel formats with high relational content - such as rural tourism, environmental tourism, outdoor activity tourism, etc. - has grown considerably.

Obviously, this considerable increase over the last decades in the Demand of recreational, cultural and leisure activities in spaces that only three decades ago were not considered appealing by tourists (such as rural contexts, villages and medium-sized towns) has become a driving factor in generating the Supply of relational tourism, a Supply that is increasing in quantitative terms (AEIDIL, 1997).

The growth of Relational Tourism Supply appears logical if we considers the effects generated by tourist activities in the territory where they are performed.

Generally, tourism-related transactions chains are triggered: they are mostly small or invisible (a coffee or a drink in a bar, a taxi to move around, a meal, a souvenir, a ticket for a museum, playing on a golf course, taking a train to move to a near town, renting a car, hiring a coach for a tour, etc.) but significant, when they are repeatedly performed within the boundaries of a given area, in view of generating income and wealth in that context.

Therefore, relational tourism prompts the territorial economic activity, from a microeconomics perspective, starting from a "drag and drop" effect. The former refers to tourism impact on certain production sectors (such as construction, local trade, restaurant activities, agricultural and cattle-breeding production, handicraft products, non-conventional outlet channels for the sale of local products, etc.) and the latter refers to the development of tourism-related activities (transport, travel operator services, personal services, etc.) and income-generating activities that are complementary to traditional activities.

Moreover, we should not disregard the driving effect of tourism on the local labor market through the creation of jobs and employment opportunities for the most disadvantaged groups (women, young people, etc.) and the reconversion of redundant labor force from the traditional sectors. It is worth mentioning also the opportunities for the creation and development of small and medium-sized enterprises. Equally significant is the impact of tourism on the enhancement, conservation and sustainable use of the territorial heritage in its different aspects: the natural and environmental heritage, the monumental and architectural heritage, the historical and artistic heritage, the food and wine, anthropological and cultural heritage, traditions, etc.

Furthermore, the socio-economic effects of tourism are even more evident, in terms of intensity and impact capacity, when they are generated on small-scale areas, i.e. locally or regionally (WTO, 2001). In these small areas, the transversality of tourism and its cross-sectoral inductive effects are especially evident if we consider the proliferation of productive linkages and the drag effect on the whole economic area.

Now, the impact potential of relational tourism will directly depend on the intensity of tourist demand and the consumption capacity and, indirectly, on the production structure of the interested local economy, which will be able or not – depending on its characteristics and the circumstances – to respond to such stimuli. Therefore, the attitude of local stakeholders (public authorities, institutions, entrepreneurs, population) is decisive because in the absence of reaction, great opportunities for socio-economic development will be missed, or, on the contrary, excessive expectations or enthusiasm around tourism and its inductive capacity could lead to business and social behaviors that may be reactive to Tourist Demand and its fluctuations.

In the latter case, a very strong pressure would be exerted on local tourist initiatives, thereby causing excessive boost of the tourism development process. Such pressure would lead to an exponential increase in the accommodation capacity of the area. The obsession with increasing the accommodation capacity (seeking higher profits at all costs) results in the proliferation of accommodation facilities, thereby reducing tourist Supply to a mere accommodation service. Even if, after all, mistaking the number of bed places for profitability would be anything but a "reactive" behavior, typical of a Fordist tourism, based on the economies of scale, that would be increasingly more incongruous with the present individualized tourism coordinates, consisting of quality and satisfaction of the tourist consumer's expectations.

An over-Supply, with an increasing response of the Demand in quantitative terms, could lead to mass tourism phenomena with consequent land speculation and environmental degradation. A mass consumer oriented tourism considerably decreases the general quality of the service and of the personalized service, that are exactly the genuine elements of relational tourism. This may result in the degradation of the hosting environment, both in natural and cultural terms, with, ultimately, a negative impact on the heart of relational tourism and its magnetic field, that is the local heritage and culture. In conclusion, a mass consumer approach entails the "industrialization" or standardization of relational tourism, thereby inevitably causing degradation of the context.

If the increase in the Demand does not offset the increase in the Supply, the consequence would be a serious Supply/Demand imbalance resulting in very low employment levels, a weak functioning of the facilities and stagnation, as well as the disappearance of economic profitability and the consequent difficulty to amortize the investments made and the impossibility to make new investments.

Besides reactive behaviors, another huge challenge for the good health of relational tourism consists of understanding the customer's taste and requirements, first, and then satisfying them, taking into account the fact that, like any other consumer, the tourist wants to maximize his profits or benefits, both in terms of price and general quality of the tourist service (Lounsbury and Hoopes 1985; Santos Arrebola, 1999) and also as regards the expectations generated in the customer (Parasunaman, Zeithaml and Berry, 1985, 1988, 1994). After all, tourist activities imply a discretional use of the tourist's holiday time and therefore an investment in terms of money and time; this time can be used in other ways and, thus, is increasingly more valued and cannot be swapped for whatever kind of tourist product. That is why the tourist consumer demands for high quality in the provision of the service, he being not willing to waste his time and money without receiving a high level of satisfaction in return, exactly like any other consumer, who, when buying a product, measures the benefit or utility that he may derive from that product and, accordingly, he makes the decision.

Besides the traditional concerns for matching the customer's expectations with the tourist service actually received or perceived by the consumer, in the new tourism era the tourist's holistic view should also be taken into account (Calderon Vazquez, 2005), since the consumer perceives the tourist service from a global perspective, beyond the individualized or partial view of each tourist service offerer/provider. Thus, if the tourist product for an accommodation services provider merely consists of the accommodation and the relevant board, for the consumer this is only a component of the global tourist product, which will also comprise a number of factors (landscape, care and attention to natural resources, level of care for the

heritage, time spent to arrive to the destination, directional marks, distance from a health center, safety, etc.); in relational tourism, such factors are absolutely decisive for the selection of the destination and the purchasing decision. This set of components constitutes what Fayós Solá (1993) defines as the "Integral Tourist Experience", which comprises a wide range of integral elements, from infrastructure and general services, the equipment, until natural and cultural resources. In short, the customer's expectations extend over the whole, or the product of the above-mentioned factors, since such factors interact each other and appear to the eyes of the tourist as a sort of tourist destination-system.

Obviously, the holistic perception of the tourist consumer complicates the management of the product on the part of the tourist services vendors, because in addition to quality in the provision of their services, they will also have to consider both the quality of other services and the quality of other elements (territorial infrastructure, communications, public services, equipment, energy supply, safety, etc.); these are elements that usually escape from their perception and control, but have a positive, or negative impact on the customer's global perception of the tourist product: his value judgments (positive or negative) on this product and the communication of the same to other potential customers (a simple conversation at home, with friends, in the work place or in a social meeting) could decisively affect the life of the tourist destination if, as Arturo Crosby argues, "The satisfaction of a visit to a given destination is derived from the result of a number of interrelated elements constituting an experience which is developed by the visitor before, during and after the visit. When one or more elements of this experience are negative, they break the experience-system *per se* and, as a consequence, the experience turns into a negative perception leading to subsequent frustration".

We should not forget that tourism is basically a service and, therefore, an intangible product which implies a human or mechanical service (Ureña López, 1998).

The "immateriality" of services entails a number of consequences: they cannot be consumed, tried or evaluated before they are bought. In the same way, the production, consumption and sale of the service occur simultaneously at the time of provision of the same; therefore, the interaction between the provider and the customer is so decisive for the performance of the service provision itself that most services could not be provided if the customer is not directly involved in their provision.

The immateriality of the service makes it impossible to store the same, as well as the production/consumption synchronism entails the impossibility to inventory, package or transport the service. Due to such constraints, it is imperative that the Tourist Services Supply be prepared and directed according to the Demand fluctuations or, if it is the case, that Demand be directed and oriented towards the Supply existing availabilities (Santesmases Mestre, 1996).

CONCLUSIONS AND REMARKS

From what has been stated in the previous chapters, relational tourism will have to face a number of fundamental challenges. The observed challenges entail a comprehensive approach of relational tourism, since the holistic view of the tourist implies a relational management of tourism, i.e. the creation of relational mechanisms linking the individual business units among themselves, thereby fostering their constant interaction. It seems clear that nowadays relational SMEs cannot survive if they act or compete as isolated units. They have necessarily to seek and promote interaction clustering dynamics as a way to achieve minimum levels of critical mass in terms of business, profitability and competitiveness. The Public Authorities involved in tourism development should, as far as possible, promote and stimulate entrepreneurial interaction and cooperation dynamics.

Moreover, such entrepreneurial interaction should be included within a framework of general territorial cooperation among all public and private stakeholders (organizations, associations, social leaders, etc.) involved in the development of tourist activities in the area.

Finally, since in the development of relational tourism, the "attitude" of the whole local population and their "receptivity" towards tourism are fundamental for tourism establishment and consolidation in the territory, it is extremely important for the success of tourism activities, to make people aware that the present and future of their territory depend on the implementation of a tourist development plan, in such a way that social consensus, acceptance of tourism, or at least non-belligerence against it, be the starting point of the tourist development in the territory.

At this very first stage, it is of paramount importance to stimulate tourism-supporting social behaviors, and in order to do so, a double approach is fundamental: this should include social awareness-raising and information campaigns molded on the culture and "*modus vivendi*" of the territory on the one hand, and on the other hand, demonstration actions of the potential of tourism as a driver of wealth and employment opportunities for the community.

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SOME PARTIAL COMMENTS ON THE CONFERENCE RESULTS

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1. The several contributions and participants have been the most direct successful sign of the conference and, I think, most relevant has been the debate which, explicitly or implicitly, has developed itself around the idea of "integrated relational tourism". Even if everybody agreed that this idea is the only direction to move toward, unsurprisingly difficulties arise when deciding which is the expected target and how to reach it. Many participants have established a link between "integrated relational tourism" and the local communities which are excluded by the big tour operator courses, other participants think that the link to the local context is crucial. Tomaselli suggested not to fret about attempting to reach a shared definition and to look for the "integrated relational tourism" in the practices which can be studied. There's a lot of good sense in this proposal and surely it is a proposal to follow to collect possible results; however, I think necessary for the research groups, involved in the conference, to find some linguistic agreements, even if a temporary one, to make possible a dialogue,

2. The debate gave me the impression that in some occasions the same term tourism covered different meanings and this certainly does not help. Again, in the common language the word tourism means very different intentions, wishes, plans which are in turn translated into different tourism experiences. By dealing them all together under one label may create a lot of confusion. The relationship between tourism and knowledge is a critical example. To 'see', often very rapidly – as some groups of tourists do visiting the Offices in Florence: just a picture for each hall, and then run towards other destinations – and to 'understand' are different experiences and between them there is a big gap: also because we often look without seeing, or just to confirm our own prejudices or to nourish new ones, which we have already. I'm not an expert, but I think that the number of tourists who travel for knowledge and education is not a big one. The Erasmus students often come back very satisfied from their stages abroad, but they are not able to report much on diversities which should emerge from behaviours, studies, organisational and institutional aspects of the school which hosted them; neither they are able to report about merits and demerits of the same school. In many years of teaching, it never happened to me to listen to a student saying "why don't we do what they do so successfully?" It is partly our fault, we do very little to inform them about their destination and to stimulate their curiosity and critical understanding. I mention the Erasmus case because it is linked to the key point raised by Pollice, and perhaps not just by him: how to educate the tourism demand. It seems to be a problem almost without a solution. Contemporary tourism is the concrete proof of the opportunities offered by the low cost transports and by the weakening of national borders, but it is also the occasion to show and act the less attractive characteristics of our collective and individual behaviours. To educate tourists is a quite ambitious aim, because it is like to reform the most settled behaviours of our society, particularly consumption habits. By this, we reach a key question: on one hand, tourism is by now an industry which contributes significantly to the gross national product of many countries and above all to the acquisition of foreign currency, on the other hand, a relevant part of the tourism demand chooses "exotic" destinations, because their cost is on the average inferior to that of comparable national ones, without considering the added value of the fine weather and of "seeing" new places.

3. As Semir observed, from a cultural point of view the industrial feature of tourism produces some not easily surmountable cultural constrains. It may be added that the "cultural weight" of tourism in the hosting country can also provoke hostile reactions by some residents and then the tendency of tour

operators to isolate the supply in "villages" to minimize the relationships between tourist and the local context. If we don't take into account these aspects, it will be difficult to orientate ourselves towards the construction of policies which can transform the relationship between demand and supply towards a relational and integrated tourism. Facing these difficulties, a paradox may arise: because whereas, the intuition of an integrated and relational approach as a different and innovative way, even if partial, to urge a transformation of tourism, is a good one; nevertheless, the impression may arise that nothing more can be invented, trying to devise new policies to develop the intuition, and everything useful has been already done.

4. Since at least twenty years, in many Italian regions have been experimented often successfully local policies aimed to develop small centres, usually set in rural areas and excluded by or situated at the edge of the tourist fluxes. These are integrated policies, as the ones suggested by Urbani, trying to link nature and history, production and culture. Gastronomic, landscape, religious, health, etc. itineraries and networks have been built to link and reinforce the activities of different communities, where feasts, literary prizes, museums, and exhibitions have been organised. Monumental and environmental projects of rehabilitation have been implemented to revive old towns attractiveness. Some tools have been invented such as the scattered hotels, which increase the value of the localities and facilitate the contact of the visitors with the hosting context. Is then everything all right? From an economic and a certain social point of view, the answer is probably positive. These policies, besides attracting tourists and money, have woke up an enterprise spirit and also a local pride which may have produced positive effects on the local communities. It would be interesting to know the real profitability of the implemented interventions, which have involved a lot of public funds, but it should be agreed that it is not easy to assess the social profitability: for instance, did the intervention produce a return of young people with consequent new productive initiatives? It is not easy to evaluate this kind of experiences and I have no competence to do it, I think however, that referring to them, the question is whether it is possible to design policies more favourable to a relational tourism.

5. Despite the described initiatives are characterized by a strong cultural character (which has been to some extent imposed by the supporting financial institutions), they risk to reproduce, even if with different measures and modalities, the commodification processes typical of tourism. In other words, the segmentation of the supply, which allows to insert in the circuits also the supply produced by the local communities settled in rural contexts, implies a segmentation of demand to meet the supply itself, but everything goes within the tourist industry and according to the rules of the system.

For example, once restored many house of the historic centre, taken away the asphalt and paved the roads as in ancient times, changed the public lightening and so on, in the beautiful village X the visitors, hosted in a scattered hotel, are greeted in a local association centre, and before being offered a dinner of local products, they have to attend for an hour or two the presentation of the local delicatessen and wines, of the local modes of production, and of the cooperatives of production, etc.

Even if personalized and friendly, it is a marketing operation anyway, and the sometimes bored expression of the visitors, is just a little less bored than the tourists' listening to the useless and dull comments made by their guides leading their visit to a museum or the pyramids. It is quite evident that there is a big difference between organizing and actively taking part in a procession, a commemorative parade or a feast for celebrating a memory or just for fun, or for the zest to do it, or just looking at it from a pavement's edge with a camera in the hands. The line dividing producers and consumers is not easily overcome, whatever may be the way the product is offered to consumers, even if it is right to recognize that different ways of consumption do exist, which, at a certain extent, may be closed to the use relationships and not to an exchange one. Would it be possible then to orientate the consumption relations in a way that might increase their participative value? It is clear that no matter as we operate within relational

forms characterized by an integration of culture and production, there is an unbalance in favour of the production, as culture and production are both dominated by the industrial character common to the different segments of tourism.

6. If the goal is to develop the rural communities and remove them from their isolation, to bring some wealth where needed, the local development integrated policies, till now experimented, are sufficient to pursue it. However, these policies are not immediately exportable from the context in which they have been applied, nad to some extent these policies must be personalized. But these policies grant very little to relationality, according to the meaning defined by Urbani and generally shared by the conference, while the critical element of an integrated and relational approach is the rationality itself. After all tourism originates as a relational activity. In the eighteenth century the obligation of the Grand Tour was aimed at giving to the future leading classes the ability of understanding different contexts, to be prepared to govern them and, more generally, to face any emergency. This is an intentionally relational tourism, which becomes integrated through the practical experience, thanks to the tourist's intention to seize the different aspects of the visited reality, to understand trends and habits, logics and styles. The tourism of a cultured and committed minority is a completely different condition from the contemporary one, however the contemporary condition is equally instructive. Even the most commercial today tourism is often integrated and somewhat relational, because it tends to sell a certain amount of local "culture" and to determine some sort of relation with the territorial context. The differences with the past are however significant: integration and relationality are no longer determined by the tourist's intention, they are mostly included in the supply package which tends to harness and limit its initiative, to lead its experience in poor, banal, and truly stereotyped schemes. Everything is organized not for discovering and understanding, but for confirming old prejudices and urging new ones.

7. A new relationality is aimed at the restoration of the visitor's autonomy and the effort that tourism be again a voyage, so that it would transform what it is usually an escape and distraction in a classic form of education and knowledge. In these conditions, just a minority can be involved in a project of new relationality, because, in some way, this project is different from that promoted by the tourist industry, different from that desired and required by most tourists. A project addressed to a minority which, differently from the past, has a varied social composition and an uniform will of "learning". To transform tourists in visitors, giving them back initiative and intentionality, and to transform the residents in hosts, requires a great bilateral pedagogic activity, capable to produce a new demand which can in turn drive new supplies. The relational rhetoric can be the spring of this pedagogy which is indifferently directed to all actors in the market, gradually isolating the most sensitive visitors towards undertaking a voyage with new ambitions. The relational rhetoric can intervene in between the mass of the pure consumers and the minorities of elite tourism to create a new group of conscious and curious visitors.

8. If the relational dimension is individuated in the attempt to arise the tourist activities to a pure relationship between producers and consumers, the question is how far is possible to deliver at least a segment of tourism – for example, tourism attracted by the local communities in a rural context – to the commodification processes which characterized almost all tourism. Without becoming too exigent and assuming as term of reference, for example, the audience in a concert, where different grades of musical knowledge correspond to different grades in participation, would it be possible to assign at least partly to the visitors an active role and to involve them in the local processes of production, reconstruction of the historical memory or preservation of the historical an environmental heritage? Those aiming at this goal, must be aware that in the real world, where we accept to live everyday, just to imagine new relationships different from the existent ones, requires not a little effort. Moreover, it is an effort which must be shared

by residents and visitors at the same time, and it is an effort which must someway locate itself in the internal mechanisms of the market ruling the tourist industry. Will the hosts be ready to exchange minor profits for a major protection of local cultures? And will the visitors be ready to accept to be someway involved in local problems and activities, and transform at least part of their holiday from an opportunity of escaping their own daily problems, to an opportunity of understanding and participating in their hosts' problems? Tourism is now becoming similar to the voluntary work. Persuasive answers to these questions are necessary to pursue a possible relational tourism, and anyhow without forgetting Naghib Mahfuz's words: "I never travelled because this city gave me all I needed. Cairo is the bazaar of history". I think it is possible to interpret these words not as a negation of the journey value, but as the belief that only a good knowledge of ourselves and of our own ambitions allows to meet other people and in some way to know them.

A FRAMEWORK OF STUDIES, OBSERVATIONS AND RESEARCHES FOR IRT

Carla Quartarone

It seems to me useful to take up some remarks and researches which come out from papers collected in this volume. The scientific community which has recognized and compared itself in the III international conference on IRT (as L. Mazza has emphasized) has shared reasons and analysis expressed in the theme underlined in the text by Trapani and Ruggeri; we are grateful to the latter ones and to all the organizational team for the good result of the initiative.

Among the goals of M.o.t.r.i.s. research, which has brought to the elaboration of the IRT statements, the most important one was and is that of re-set to the focus of attention of actors, rules and institutions which govern the tourism, the relationships among men, between men and territories, men and cultures. The Conference goal, directed mainly to the scientific world of research, was to focus the attention of disciplines which take care of tourism, and more generally of territories and development in the Mediterranean, values as the cultural growth of hosts and guests, the spreading and the permanence of economical benefits in the areas of destination, the reciprocity of relationships, the grade of relationality (supposing that it is measurable), a vision of harmonic development as integrated to its components to the territory and real resources. Even if the definition of relational and integrated tourism is little journalistic (as Antonello Cannarozzo observed), it is immediately ostensive of the complexity of the process of cultural mutation which we want to affirm, all based to give strength, visibility and opportunity of synergy of network to many initiatives and testing of niche which move themselves in the direction of social and environmental sustainability and above all in the centrality of human relationships in each activity.

The Conference theme started from remarks on risks of not only economical but also social, cultural emptying and of value of internal areas of Mediterranean territories far from the networks of globalization. The wealth of environmental, historical, artistic and cultural resources (also of hospitality) brings the local communities of such areas, made marginal, to count on the tourism to start processes of economical development (and to this the EU policies aim to). It comes out from the contributions collected in this volume that the internal, marginal or marginalized territories have their own centers, resources, cultures and different circuits even if these aren't perceived from the big centers and big fluxes, which also contribute to sustain (as N. G. Leone affirms). And it's better that they are not, at least individually. On the other hand, in fact, the capacity of the international tourist operators, bounded to the financial economies, to implement originality of products, contents, places, ways to advertise and supply them is infinite. "The tourism managed by the multinational operators – G. Piccinato says – is not stupid, take in the tendencies, listened to the criticisms and pressed by the market competition, is able to get any alternative proposal". Each place, each idea can become goods, each typology of tourism and tourist can become "package" to sell and buy. For this reason, it's important to put in relation scholars and researchers who make subject of scientific observation, experiences still isolated and so, weak which attempt innovative ways putting them in a more general remark on times, modalities and reasons of development of Mediterranean territories or of those peripheral places where better we can observe the risks of the dominant model and be the critical resources (the capacities of observation and critical thought) to influence a modification, according to P. Jedlowski affirms (Il senso delle periferie e le periferie del senso in «Parolechiave 36», Carocci, December 2006).

Other tourisms
Among the contributions of this volume, a certain number of examples are recorded which reveal local initiatives of "other" tourism in different geographical spheres and, also, far from the Mediterranean area, token of a spread research of alternatives to the industrial tourist development
(H. Fernando, J. Vu, L. Turner).

The tourism phenomenon has been studying from different points of view: as a group of behaviors, preferences and desired as agent of modification of urban and territorial assets, as a group of economical activities which bring to other activities, as institutional and organizational apparatus.

Not all these disciplinary attentions are represented in the contributions collected and in most of these, however, the tourism is perceived as phenomenon which requires a multidisciplinary vision. The attempt to underline some themes is purely subjective and certainly incomplete.

Examples of creative experiences to diversify the supply of fruition of Mediterranean territories come from the scientific sector of the human sciences: from eco-tourism, which responds to the demand of nature but also declines in a commensurate receptivity of the environment (F.A. Anselmi), to the demand of voyage and visit the places made attractive from the literature in a research key almost anthropological (S. D'Alessandro); to the proposal of itineraries through the carved cities, the rocky cities spread in the south of the Mediterranean (R. Varriale, A. Bertini), to the amplification of the urban cultural tourism dealing with educational-recreational activities in a mood of good competition like the urban or territorial orienteering (A. Giorgio, G. Spinelli, A. Italia, D. A. Panzarella, M. Scannaliato); from the organizational proposal of supply of a "offstage" tourism, to dip into the daily life in Alexandria, cosmopolitan metropolis (N.O. Nassar), to the demands founded on the triad sport/culture/body decoded as fun/freedom/fitness (D. Parisot, C. Coglievina), ending with the analysis of tourism for disabled people (G. Polizzi), specific field in which the relationality is what gives meaning to the voyage. It's interesting that they are all examples which are represented as changing of the demand, new needs of knowledge and use of the time, more than innovations of product which, managed the aim of profit, could produce in a long period, physical and social distortions.

Dealing with relations which exist among tourism, development and innovation, A. Purpura and F. J. Calderón Vasquez underline the necessary coexistence between social innovations and relational tourism. The use of advanced technologies is a necessary requirement for the IRT organization and this requires a spread cultural growth.

The tourism is a mechanism of spatial, economical and social changes with strong potentiality of real transformations. In this way, the social impact of the tourist development make tourism a big agent of social changing and a big factor of regional and national development. To open new territories to tourism can have negative and disappointing impacts if the complex aspects are not considered for its networks, links. To think the phenomenon tourism in all its organizational network implies the convergence of the studies of economics of tourism towards the recognition of the necessity of a planning which comes out from the dimension of sector to invest the complicated problem of the use of the resources for a coherent development, starting from a reconnaissance of limits and opportunities of the territory with the goal to enhance or organize an environment for a better quality of the habitat.

New measures, new points of view

M. Ferrer says that IRT is a great intuition (by L. Urbani) which deserves to be translated into "know-how".

There's a great deal of IRT in each of the collected experiences in this conference, (it's impossible to quote them all) but there's still much to deepen, above all about the relationality and its attitude to be measured. Again Ferrer says: "the more the local actors are, the thicker the relationships among local actors are, much more the local space can be said relational".

N.G. Leone invites us to re-examine the condition of living of the individuals. By now it's divided into many places. Indeed, the environment is an unfocused variable in the "city in extension", quoted by Urbani and someone tries to give to this word a measurable content. It's " the inhabitantes level" (C. Cannaos). There are many ways of living a territory and everybody contributes to the transformation of this in an environmental, cultural, social and as well as physical meaning.

To describe the negative impacts of the masses of tourists in certain areas of Campania, it has been used (G. Jalongo E. Buondonno, R. Crescenzo) a spreading model of touristic fluxes in the region distinguishing intentionality, interests and behaviors through two categories of tourists where the terms "trippers" and "travelers" are used.

The related fluxes produce different impacts which can reach for the first of these terms to the "stress" of local populations. Indeed, the formers are reduced to be nomads, the latter ones can be become inhabitants.

The inhabitant is who takes care of the city by his/her social action. The traveler who comes back is always more in touch with the local society; but that depends on society and environment which finds.

We can then say that a relational place is that where the single visitor can increase in relatively short time his own grade "to be inhabitant" of a territory because he gains many experiences of that place. Then the relationality of a territory can be measured from the capacity to turn travelers/visitors into inhabitants.

Another possible and intriguing measure, which is bound to this kind of declination of the voyager who becomes inhabitant, is that of "perception of uniqueness" suggested by Martin Lohmann, which reveals itself through the sentence of not replaced ability of a destination with others on the basis of the features perceived by the visitor.

Here, the attention to the projects which ameliorate the quality of life of the cities and, for the internal areas, the attention to the building of networks which can motivate the local institutions to undertake urban policies to reach the high levels of services and create actions turn to let emerge the authenticity and uniqueness of places: ecological brand of qualities (M. D'Aleo, M. Fiore, L. Giamo, G. Peri, G. Rizzo), urban design (J.M.O. Corsini), support to the local constructive traditions (G. Fatta, T. Campisi, C. Vinci), etc., some specific cases of policies agreed with the IRT principles, led in situations of total absence of tourist activity, are to keep under observation, as the case of Siwa Oasis (M.B. Hammad, M.A. Hosny).

They are points of view and innovative research:

- The observation on parameters, measures and values in the sphere of the scientific community engaged in the training of tourism; for example, the measures of the management quality of the protected cultural sites by Unesco and of the value of the cultural products related to the users expectances (S. La Rosa, G.A. Sanfilippo);
- The measurement of the advantage, in terms of rising of per capita income and employment to a national and regional level, about a policy turned to the development of small and medium companies rather than companies of international tourism (M. Hany, G. Moussa);
- The interpretation as "violation of human rights" of the dominant models taken out from the context of the natural resources which also used (sea, beaches, sun, thermal baths, etc.) and not fit together with the identity of territories, they block the future generation to enjoy of goods and territorial resources (the tourism must be responsible not only for the present populations but also for those future ones) (Z. A. Amer, EECA);
- The studies on the policies (particularly European ones) more efficient to reduce behaviors to respect and safeguard of the environment (particularly fragile in the Mediterranean) both in the enterprises and in the tourism's consumers (G. Querini, C. Bizzarri);
- The research of parameters able to measure the social sustainability of the tourism and the possibility which exists a socially sustainable tourism, as we don't think the economical parameters sufficient anymore (G. Onni).

Special contributions are almost inexistent (for example law disciplines) about the organization of the institutional apparatus of tourism or about law measures which could make easier and sustain the IRT setting-up as a system of training to the tourist industry and to its present forms.

Nevertheless thanks to the leading surveys by Motris research (particularly through the studied cases in the project work and in the happened stages, in the sphere of the same research, by the two editions of

the University Master of II level held equally between Sicily and Egypt), it has been revealed how much laws and rules are an obstacle for the development of IRT which refer to or impose standard requirements and classifications for the categories whose application is difficult if not incoherent with the goals and features of the activities of relational micro companies.

Just an example is useful to clarify questions which remain broadly unexplored and that open a large field of researches by now, essential. I refer to the contribution (of A. M. Kassem, H.S.Sanad, T.S.A. Azim) who faces the issue of legal defense of tour guide in Egypt for the necessity of a broader spectrum of possibilities "of tour guide services" related to always most cultural and linguistic heterogeneity of visitors.

In the future, it needs to deal with these structural aspects which prevent from the introduction in training to the existent institutional forms for the more sophisticated works.

In many contributions, we can find hints to the necessity of a directional action of the public institutions led through a planning to pursuit through the cooperation with territorial private actors. A planning concerted but also shared. For this reason, it needs an intermediate body which supplying the technical assistance, it also knows how to animate in the territories, the capacity of expression of "bringers" of knowledge, of small companies, weak individuals, young people, everybody. More than a governmental agency, as someone suggests (…), a body of voluntary association, similar to Ong model (N. Battaglia suggests), which acts as a "centre of services" with a multifunctional structure which put in relation experts of different disciplines, operators, institutions and local population about goals of careful social, cultural and economic growth. In the line of "changing of paradigm" which IRT wants to start is the urge (by S. Prodi) to deepen a tradition of planning from grassroots which has strong roots in Sicily in the experiences of Danilo Dolci and Carlo Doglio. It's not a case that the recall comes from
Bologna where Doglio has thought for a long period.

Contextually, others (G. Khairat, A. Maher) affirm necessary to deepen the strategic role of the tour operator to realize the implementation of criteria of sustainability in the management of tourist fluxes, analyzing the obstacles which occurs and hoping in a change in this direction of individuals who demand tourist services, despite the contradictions are evident with the same finalities of the big companies of tourism.

As Urbani affirms, in fact, there are always two positions for that that is happening in the economies: to try to change some goals working at the internal of present paradigms or look for other ways of training to the existent one. It needs perhaps to abandon each idea of competitiveness of IRT in the global market. To be competitive, the IRT should point to big numbers, to standardize the supply which would be then a "product".

The IRT, vice versa, needs and lives of much mental agility, it needs to put up with coming out from any idea of competitiveness with the tourism industry.

Serge Latouche in a article of 2006 says: «it's not the market sector which can make alive the alternative enterprise, but the "niche". The "niche" is an ecological concept, much closer to the ancient prudence (the phronèsis by Aristotele). The alternative enterprise lives or survives in an environment which is, or must be, different from the market environment; it's this environment which needs to be defined, protect, keep, reinforce and develop. Rather than fighting desperately to save own market sector, it needs to militate enlarging and deepening the "niche"».

Rural environment as an opportunity

From the other hand, as G. Cusimano remembers, it doesn't exist the mass tourism but masses of tourists. The tourist always aims to live a positive experience of cultural and human, unique, unrepeatable and memorable growth. The conditions of management of tourist masses, most of the time, are those that impede to get this result. The problem of the internal areas (and of IRT) is to convey a very small part of these fluxes towards other destinations not yet inserted in the big international business of tourists' "packages".

The tourist competitiveness of the Mediterranean area – says F. Pollice – is in the capacity to promote a sustainable tourism able to raise the wealth of the present population, to preserve the environment, the landscape and the cultural quality of the related territorial contexts.

Any evaluation about the competitiveness of the Mediterranean tourism cannot make abstract from a deep analysis of links which the respect of these circumstances imposes to the supply demand, from the local scale to the supranational one. It needs to evaluate the effects which the tourist promotion induces on local communities and to promote the political one which are efficient interpreters of the territory and preserve it from speculation and homologation.

In this direction, the inclusive and cooperative policy followed by the Puglia region is an example of good practices (proposed by J. Destito, A. Grasso, N. Mastrorocco) aimed to promote a regional brand as a group of tourist differentiated Microsystems which bound together coast and internal areas making the sea tourism one of the possible broadly option of attractiveness which are represented as "others" (direct, colloquial, opened for all the seasons and cooperatives with the bordering regions) in the dialogue with the best-established of the sea tourism of the Adriatic. A similar capacity of direction of a long period from administrations is that lack in cases as the Sicilian one, where a big international attraction, the Park of the temples of Agrigento hill, even if it is endowed of legislative and operative tools, is forced to act in defense, in a siege condition (T. Cannarozzo, G. Abbate). The effort which has been leading by a strategic plan (discussed by Salvatore Tomaselli) is that of bringing in being a policy which, at least, at a local level, knows how to underline and involve the framework of resources, activities, products able to compete to the spreading of benefits which the notoriety of the temples can produce.

Environment, agriculture and rural tourism take up a broad space among the published papers, researches of sector on environment and agriculture sustain that the economy of half-natural and rural environments finds opportunities of empowerment from the productive diversification, which also survives thanks to a cautious tourism.

Cultivations and mark guaranteeing quality of wine find reasons of re-launching by that kind of exportation which belongs to tourism, where the arrivals (attracted by other factors, such as the island sea/sun), exactly constitute the outgoings and abroad sales; it's the case of the Pantelleria vine studied by a group of researchers of ESAF University Department of Palermo (L. Altamore, S. Bacarella, C. Di Franco, G. Corona).

On the contrary, it's the revival of traditional cultivations as the olive from Messina (E. Donia, F. Sgroi, S. Tudisca) which allows the preservation of a traditional landscape and the production of a multi-functional environment where the receptive activity and the catering assume complementary forms to the company income. From DAAT (Department of territorial and environmental agronomy of the University of Palermo), it has been studying the importance of the medical and aromatic plants typical of the Mediterranean, of which cultivation is together environmental safeguard and resource for the environmental, social and economic development (A. Carruba). From the Pyrenean Institute of ecology (A. M. El Kenawy, J. I. Lopez Moreno e S. M. Vicente Serrano) comes a recall to the study of primary factors as the climate. The study of climate variability in the Egyptian coastal areas is aimed to the security of investments, however, the study on seasonality in the Mediterranean regions can help the setting up of cooperative and not competitive relationships among these.

We also highlight the value of the outlying urban areas (abandoned agricultural areas) for a revision of the urban environment as areas of socialization and autonomous harmonic development (S. Lentini).

Studies apparently internal only to a disciplinary sphere as the research led by the Department of horticulture of Benha University (M.H.M. Mohamed, F.A. Abo Sedera, N.S. Shafshak, S.M. Eid) which proves the best productivity of foliar fertilizers derived by the agricultural cultivations (R. Volpe) move in the same direction of safeguard of a rural environment where it's possible to invert the conditions of unfavorable economics restarting above all from the concrete territorial resources and building relational

communities where it's possible "to grow together" as the authoritative contribution of L. Di Marco shows (Department S.En.Fi.Mi.Zo of Palermo).

From the Greek experience derives an indication on advantages which small and medium, agricultural and not companies can gain from a cooperative environment which can be used by a strict collaboration between companies and institutions addressed to urge the creation of networks and clusters for the touristic supply (E. Wickens, M.T. Soteriades).

G. Cusimano, recalling the concept of landscape, recurring in the European policies, invites to face the issue of marginalized agricultural areas with a holistic method, so that both the scientific thought and the design one and planning combine together in an only space of action even if it is articulated in different levels.

Further influences come from studies which, starting from rural environmental tourism, come to a conception of planning which includes and incorporates external actors to the community in a slow auto-learning path (A. Tanania M. Germanà F. Marchese, M. Ruisi L. Di Matteo, V. Zamit). The territorial planning seems to be the only method to solve the conflicts among preservation of natural, farming cultural heritage and the valorization of it for a compatible growth. The same valorization, in fact, if not framed in a system of coherences among bonds, actions and goals bring to the realization of infrastructures which can ruin the same resources (F. Cutaia).

Heritage, cultural tourism and IRT: traces for new synergies.

Speaking of cultural heritage, solicitations coming from the Egyptian team are turned to face comparative studies on Art and Architecture of the Mediterranean regions (H. Youssef, S.M. Kamal, H. El Sady, H.T. Aiad El Hafeez), but also on popular productions bounded to the daily life (as the art of the potters studied by A.F.A. Aziz) to increase the exchange of knowledge and highlight the reciprocal historical influences (M. Zaki, M. Raafat El Sayed). Write or re-write the history of the Mediterranean cultures, according to unitary interpretations, is a big step forward in the bordering dialogue and it's not a simple goal to pursue. It's pleasant to record the appeal as a good result of more than a decade of cultural meetings of Caracciolo Chair with the Egyptian scientific community which has been possible thanks to the discreet and penetrating cultural mediation of prof. Alì Omar, archeologist and persuaded proposer of Motris research principles also through the didactic training and the scientific coordination of the two editions of the combined Master Italy-Egypt on IRT. To a more general level, this is a recall to produce literature to break down the stereotypes of European centrism (E. Gendusa, Ethos Pa). To overcome the Eurocentric vision is a necessary condition, as Salvo Andò finally observed to realize a real policy of cooperation in the Mediterranean area.

A prevailing interpretation in numerous contributions seems to be that that attributes to the IRT the capacity or potentiality to collect under an umbrella (as for instance a unique brand or perhaps a philosophy) different forms of activity in and for tourism and the local development which appeal now to criterions of sustainability (environmental, economical ones, etc..) now to criterions of respect, interest and safeguard of expressions of local cultures (from the traditional agricultural cultivation to the dialects of ethnic minorities). The concept of sustainability, as we have seen, it is enough transversal to be not identified with a particular niche of sector (of tourism). It encloses all the policies of tourism promotion.

On the contrary, it remains latent and sometimes explicit (G. Trupiano) the hypothesis that the IRT can completely or partly coincide with the cultural tourism.

The increasing development of this in the last years is undoubtedly due to the advantages which nations obtain from it: affirmation of a cultural imagine, increase of the employment, improvement of the environment. Raj Razaq, taking part in the final day of the meeting, has underlined these aspects, sustaining that the cultural tourism demands financial resources and a strong purchasers (or a leadership) to stand comparison with the global competition; generally however, the sites are valorized and people are neglected, and this can also have a negative impact on the local economies.

If the territorial relationality and the integration are attributes of "modality" which can be associated to the cultural reason as other reasons of tourism, the clearing divided line between IRT and TC is based on the centrality of the person in the organizational system.

However, it deals with two forms of tourism both based on the heritage which distinguish themselves for organized modalities but can enrich reciprocally through further organizational synergies.

According to Giuseppe De Rita (in an essay on Memorabilia: il futuro della memoria vol. 1, Tutela e valorizzazione oggi, edited by Francesco Perego, Laterza, 1987) at the basis of growing demand of fruition of the cultural heritage are: the growth of the immaterial dimension as essential element of life quality; the research of individual emotional experience where the memory which lives in each cultural asset offers the opportunity to give depth and words; the growth of the need of a common memory, the roots of ourselves and others which we can find in the long history of culture and diversity of populations; the research of stimulus in the fantasy, of "imaginable" thought which it is found in the diversity and which it is useful for many crafts of the present day times.

Those who use the cultural tourism are not always aware of these reasons and often run into the opposite of an answer to this demand: big numbers, inadequate communicators, times of industrial organization, divergent interests…

If the request of the cultural tourist is to have a conscious emotional experience, it's not said that the organization of the cultural tourism allows it; it's possible if the demand of fruition of the cultural heritage meets the integrated supply of a cultural territory, (as L. De Bonis affirms), which means what IRT tends to. Twenty years ago, but in all the most recent analysis on tourism is found this, necessary actions to enlarge the fruition of cultural heritage are indicated: restoring and ameliorate the fruition of contexts and connective networks; to advertise the heritage less known to re-equilibrate the pressure on the most known; to let emerge the groups of evolutionary phenomenon which characterize the socio-economical context of the cultural aim itself.

This aspect of the relationship between cultural asset and context must be deepen in its reciprocity.

The uprooted asset from the territorial system which has produced it, it becomes silent or tells little, vice versa, without a consciousness of that asset in the territorial context deteriorate the atmosphere of respect and the asset looses value. In the course of the time, the relationship of men with the territory is lost, it needs to reset it by specific actions. In the story, in the valorization, in the advertise promulgate of the cultural asset, it needs to underline the territory of context, to its link to the contemporary reality. In this, the town planners find a role whose work is just that of setting up the "story" of the human settlement in the territory and interpreting constants and variables, ties and evolutionary tendencies (many contributions in this volume follow the same path).

The territory is complex subject/object, to study it means going through many disciplines and languages; know it and let it know is a trans-disciplinary exclusively task.

For this reason, the valorization of the cultural plot which express a territory, is specific task which can't be entrusted to the historian, geographer, archeologist, town planner…alone, but to whom knows putting together the right knowledge. Then it comes back the necessity (which Motris research on IRT wanted to follow by a Master of second level) to train young graduates in different disciplines to one common "culture of the project" (as L. Urbani hopes). The application of Motris research for the IRT constitutes an innovative approach because it considers impossible to separate valorization of cultural assets, culture of territory and forms of hospitality, giving to the term hospitality broader meanings which employ the totality of the relationship between men and territories. The hospitality or receptiveness inspired to the IRT principles is complementary and is able to complete the supply for the cultural tourism.

We can synthetically say that it is itself a cultural experience; it prefers the slowness of the voyage and make accessible the most distant destination from the channels of fast mass transport; it can establish privileged relationships with the system of the cultural assets of the belonging territory.

This last aspect is all to define in the experience (and also in the Motris research) both in the institutional relationships and in the concrete modalities of realization.

We can suggest some lines of action, also on the basis of rare experiences which are reachable both in the Egyptian territories and in the Italian and Sicilian ones.

As regards to BBCC, big attractors (those of known importance and uniqueness who attract fluxes of visitors as, for example, in Sicily, Piazza Armerina) the relational micro centralities can have an important role if one can manage to define modalities of visit exclusive and reserved (to small groups, with notable guides, in established times…). Towards BBCC of small dimensions (which don't bear coaches' fluxes) or difficult to reach (I'm thinking of the labyrinth of Fiumara d'Arte or Forza d'Agro, Sperlinga and other sites in Sicily) becomes necessary a territorial organization of hospitable micro-centrality which have to their complement a service of small means of transport and times of guided tour arranged with the managers of the single destinations; or even the entrusting the management of single asset/destination.

Other interesting forms can be taken by local experiences and improve through processes of training, as for example the "neighborhood surveillance" of some archeological areas of Naples or some downtown monuments of Cairo. It's possible, and it can say almost, a task of the IRT to set up a privileged relation with the places of the cultural tourism, entertaining at the internal, a niche out of the market, as many people think, a further more refined and researched niche of the dedicated relation with the cultural asset, it's this another of the themes where research and application will have to develop.

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THE TERRITORY OF HUMAN RELATIONSHIPS
A book series directed by Leonardo Urbani
Edited by Gulotta to think and act together

After many occasions of discussion of a numerous work group of scholars and experts, the book series means to make homogeneous and more cohesive the contribution to the debate and to the advancement of the research on the themes of complexity of human relationships in the reflective, critical and decisional processes for the analysis and the governance of physical and not physical transformations of the city, territories and regions.

Despite the presence of several national and international publishing groups of research, from the base level to the luxury one, disciplinary boundaries are still existent which often contribute to the limits of the scientific remark, this makes difficult the correlation between academic world and real society.

The scientific publishing always more and more sectorial, is also necessary and irreplaceable for the disciplinary advancement, it seems wholly that it doesn't properly suit anymore to the demand of solutions of the deep crisis both economical and financial. The research world has to give the direction to what seems a way of escaping from bringing into question founding values of the western civilization on strong themes of economy, environment, society, identity and role of institutions. All themes which underline the central concept of territory and inhabitant.

To keep the human person as the focus of the trans-disciplinary remarks has become for some scholars a necessary way to go on, following and interpreting, in a positive way, the present tendencies of society and contemporary cultures.

The stronger and stronger feeling is that the analytical tools and the techniques of analysis and expectation have had till nowadays, an excessive importance to their abilities and suitability to produce good models and algorithms for any issue which have been believed sound in any occasion.

Objecting also to the affirmation of the principle of relationality as the only possibility of contrasting the excesses of liberal capitalism, a new or regained science based on a trans-disciplinary approach can help the scholars to find again the meaning of their role of critical and reflective training assistance to the managers of political decisions and actors of the social acting.

This type of science searches how it's possible to identify and valorize the res publica and how to promote the common good. It's about then of not new things and facts for the research but it's not possible anymore to keep to implicit axiom.

It needs to think on fundamental principles which inform and direct the ways of ruling the physical and not physical local and territorial space. If this is possible, then it's useful to give witness of the cognitive efforts which have attempt to use unitary approaches to the complexity of the reality.

By the correlation and critical interpretation of concrete experiences, the research group (the scientific committee of the book series) has shared the opinion that just the human dimension can constitute the real measure of unitariness of knowledge to contribute concretely to the common good. The centrality of man is a cornerstone of the spheres of thematic research of the book series pointing to underline the theme of capillarity, to the attention of minimum facts and possibilities of organization in weak economical and social contexts.

Referring to the work done by Leonardo Urbani, the recent experience of contributes on the integrated relational tourism and considering the interest and availability to the active involvement of many scholars and students on themes of integration and relationality, has come out the opportunity to organize such efforts in an unitary set, that is the book series, thought as a tool able to enforce and keep tight the several paths of meaning and experiences made in many disciplines joined to the goal of cultural, institutional, economical, social and environmental sustainability. Enlarging the scientific production already started from the editor, developing the interferences and hybridizations with the professional experiences of piano and planning, renovating the traces of remarks held in many seminaries and meetings, the initiative of the book series "the territory of the human relationships" moves towards the necessity to come back in a renewed way to an unitary approach to the sectorial knowledge; the aim is not to lose the complex dimension of the existence and human becoming in the territories and, keeping in mind the plural traditions of dwelling in the Mediterranean, to contribute to the dialogue among different cultures, ways of meaning the city and the territory.

list of book series

1. Lo stato della pianificazione comunale e l'immagine territoriale della Sicilia sud orientale Autore: Trapani Ferdinando. Palermo 2001

2. Motris, Microcentralità Relazionali nel Mediterraneo – una ricerca per la mappatura dell'offerta di turismo relazionale integrato in Sicilia. Autori: Gulotta Daniele, Fabio Naselli, Ferdinando Trapani. Palermo 2004

3. International Cooperation in the mediterranean basin – agricolture and relational tourism for development of in land areas "research, application and higher education. Autori vari. Palermo 2007

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