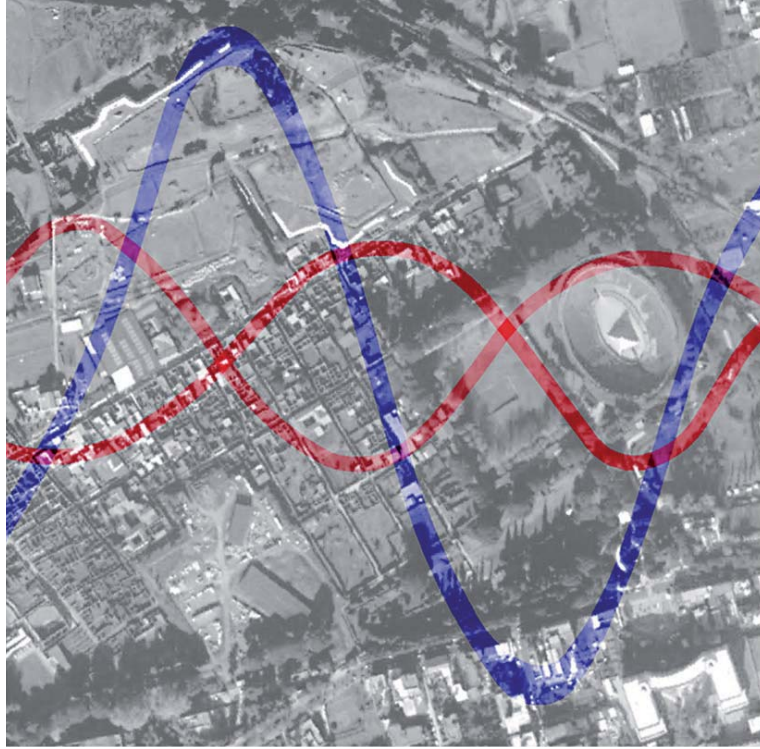


ARCHITECTURE HERITAGE and DESIGN

Carmine Gambardella

XVII INTERNATIONAL FORUM

Le Vie dei
Mercanti



WORLD HERITAGE and LEGACY

WORLD HERITAGE and LEGACY

Culture | Creativity | Contamination



GANGEMI EDITORE®
S.p.A.
INTERNATIONAL

ARCHITECTURE HERITAGE and DESIGN | 4
Collana fondata e diretta da Carmine Gambardella

ARCHITECTURE HERITAGE and DESIGN | 4

Collana fondata e diretta da Carmine Gambardella

Scientific Committee:

Carmine Gambardella

UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance

President and CEO of Benecon

Past-Director of the Department of Architecture and Industrial Design

University of Campania "Luigi Vanvitelli"

Federico Casalegno

Massachusetts Institute of Technology, Boston

Massimo Giovannini

Professor, Università "Mediterranea", Reggio Calabria

Bernard Haumont

Ecole Nationale Supérieure d'Architecture, Paris-Val de Seine

Alaattin Kanoglu

Head of the Department of Architecture, İstanbul Technical University

David Listokin

Professor, co-director of the Center for Urban Policy Research

of Rutgers University / Edward J. Bloustein School of Planning and Public Policy, USA

Paola Sartorio

Executive Director, The U.S.- Italy Fulbright Commission

Elena Shlienkov

Professor of Architecture and Construction

Institute of Samara State Technical University

Isabel Tort Ausina

Universitat Politècnica De València UPV, Spain

Nicola Pisacane

Professor of Drawing

Department of Architecture and Industrial Design_University of Studies of Campania

Head of the Master School of Architecture - Interior Design and for Autonomy Course

Pasquale Argenziano

Professor of Drawing

Department of Architecture and Industrial Design_University of Studies of Campania "Luigi Vanvitelli"

Alessandra Avella

Professor of Drawing

Department of Architecture and Industrial Design_University of Studies of Campania "Luigi Vanvitelli"

Alessandro Ciambrone

Ph.D. in Architecture (University of Campania) and Territorial Governance (Université Paris X)

UNESCO Vocations Patrimoine 2007-09 / FULBRIGHT Thomas Foglietta 2003-04

Rosaria Parente

Ph.D. in "Architecture, Industrial Design and Cultural Heritage"

at University of Studies of Campania "Luigi Vanvitelli"

Editorial Committee:

Pasquale Argenziano

Alessandra Avella

Alessandro Ciambrone

Nicola Pisacane

Rosaria Parente

Carmine Gambardella

WORLD HERITAGE and LEGACY
Culture, Creativity, Contamination
Le Vie dei Mercanti
XVII International Forum

Editing: Alessandro Ciambrone

Il volume è stato inserito nella collana Architecture, Heritage and Design, fondata e diretta da Carmine Gambardella, in seguito a a peer review anonimo da parte di due membri del Comitato Scientifico.

The volume has been included in the series Architecture, Heritage and Design, founded and directed by Carmine Gambardella, after an anonymous peer-review by two members of the Scientific Committee.

©

Proprietà letteraria riservata

Gangemi Editore spa

Via Giulia 142, Roma

www.gangemieditore.it

Nessuna parte di questa pubblicazione può essere memorizzata, fotocopiata o comunque riprodotta senza le dovute autorizzazioni.

Le nostre edizioni sono disponibili in Italia e all'estero anche in versione ebook.

Our publications, both as books and ebooks, are available in Italy and abroad.

ISBN 978-88-492-3752-8

Carmine Gambardella

**WORLD HERITAGE and LEGACY
Culture, Creativity, Contamination**

Le Vie dei Mercanti _ XVII International Forum

GANGEMI EDITORE[®]
SpA
INTERNATIONAL

Topics:

Heritage

Tangible and intangible dimensions

History

Culture

Collective Identity

Memory

Documentation

Management

Communication for Cultural Heritage

Architecture

Surveying

Representation

Modeling

Data Integration

Technology Platforms

Analysis

Diagnosis and Monitoring Techniques

Conservation

Restoration

Protection

Safety

Resilience

Transformation Projects

Technologies

Materials

Cultural landscapes

Territorial Surveying

Landscape Projects

Environmental Monitoring

Government of the Territory

Sustainable Development

**WORLD HERITAGE and LEGACY
Culture, Creativity, Contamination**

**Le Vie dei Mercanti
XVII International Forum**

Naples | Capri
6 - 7 - 8 June 2019

President of the Forum

Carmine Gambardella
President and CEO Benecon,
UNESCO Chair on Cultural Heritage,
Landscape and Territorial Governance

International Scientific Committee

Components:

Aygul Agir
Professor, Department of Architecture, Istanbul Technical University, Turkey

Ahmed Abu Al Haija
Professor and Head, Environmental Design,
Urban and Architectural Heritage,
Faculty of Engineering, Philadelphia University, Jordan

Ali Abu Ghanimeh
Vice president Al al-Bayt University Almafraa – Jordan

Pilar Garcia Almirall
Professor, UPC Ecole Tecnica Superior d'Arquitectura Barcelona, Spain

Harun Batirbaygil
Head, Department of Architecture, Okan University, Istanbul, Turkey

Artur Beu
Professor, University of Art, Tirana, Albania

Massimiliano Campi
Professor, University of Naples Federico II, Italy

Cevza Candan
Professor, Istanbul Technical University, Turkey

Federico Casalegno
Professor, Massachusetts Institute of Technology, USA

Alessandro Ciambrone
Benecon UNESCO Chair, UNESCO and Fulbright Former Fellow, Italy

Joaquín Díaz

Professor and Dean, Technische Hochschule Mittelhessen-University of Applied Sciences,
Department of Architecture and Civil Engineering, Germany

Yurdanur Dulgeroglu

Professor and Head of the Department of Architecture, İstanbul Technical University, Turkey

Yonca Erkan

Chairholder UNESCO Chair, Kadir Has University, Turkey

Kutgun Eyupgiller

Professor, Department of Architecture, İstanbul Technical University, Turkey

Yankel Fijalkow

Professor, Ecole Nationale Supérieure d'Architecture Paris Val de Seine, France

Xavier Greffe

Professor and Director, Centre d'Economie de la Sorbonne Paris, France

Manuel Roberto Guido

Director Enhancement of Cultural Heritage, Planning and Budget Department,
Italian Ministry of Heritage and Culture, Italy

Bernard Haumont

Professor, Ecole Nationale Supérieure d'Architecture Paris Val de Seine, France

Tatiana Kirova

Professor, Polytechnic of Turin, Italy

Alaattin Kanoglu

Professor, İstanbul Technical University, Turkey

Ilknur Kolay

Professor, Department of Architecture, İstanbul Technical University, Turkey

Mathias Kondolf

Professor, Landscape Architecture and Environmental Planning, University California Berkeley

David Listokin

Professor, Edward J. Bloustein School of Planning and Public Policy, Rutgers University, USA

Andrea Maliqari

Professor and Rector of the Polytechnic University of Tirana, Albania

Sabina Martusciello

Design and Communication Degree Course (President)
University of Campania 'Luigi Vanvitelli', Italy

Massimo Menenti

Department of Geoscience and Remote Sensing, Faculty of Civil Engineering
Delft University of Technology, The Netherlands

Rusudan Mirzikashvili

Ministry of Cultural Heritage, Georgia

Doe Morelli

Professor, University of Campania 'Luigi Vanvitelli', Italy

Louise Mazingo

Chair, Landscape Architecture and Environmental Planning, University California Berkeley, USA

Maria Dolores Munoz

Professor, UNESCO Chair, EULA Environmental Centre, University of Concepcion, Chile

Florian Nepravishta

Dean of the Faculty of Architecture and Urbanism, Polytechnic University of Tirana, Albania

Luis Palmero Iglesias

Politécnica de València UPV, Spain

Jorge Peña Díaz

Professor, Facultad de Arquitectura, Instituto Superior Politécnico José Antonio Echeverría, Cuba

Rosaria Parente

Ph.D. in "Architecture, Industrial Design and Heritage" at University of Studies of Campania "Luigi Vanvitelli", Benecon UNESCO Chair, Italy

Michelangelo Russo

Professor, University of Naples Federico II, Italy

Paola Sartorio

Executive Director, The U.S.- Italy Fulbright Commission, Italy

Lucio Alberto Savoia

Ambassador, Secretary General Emeritus, Italian National Commission for UNESCO, Italy

Maria Anita Stefanelli

Department of foreign languages, literature and Culture, Università degli studi RomaTRE, Italy

Elena Shlienкова

Professor of Architecture and Construction Institute of Samara State Technical University, Russia

Eusebio Leal Spengler

Professor, Historiador de la Ciudad de La Habana, Presidente de Honor del Comité Cubano del ICOMOS, Cuba

Isabel Tort

Professor, Universitat Politècnica de València UPV, Spain

Andrey V. Vasilyev

Head of Department, Samara State Technical University of Russian Federation

Yaliang Xiang

Professor, China Academy of Art, China

Yang XiuJing

Professor and Director, China Academy of Art, China

Natasa Zivaljevic-Luxor

Director, National Heritage Foundation, Belgrade, Serbia

*Scientific and Organizing Local Committee***Alessandro Ciambrone**

Coordinator of the scientific program and relationships with the International Scientific Committee

Rosaria Parente

Scientific Assistant of the International Committee President

Luciana Abate, Giuliana Chierchiello, Vincenzo Ferraro

Graphics and layout

Dario Martimucci

Web master

Peer review

Scholars has been invited to submit researches on theoretical and methodological aspects related to Smart Design, Planning and Technologies, and show real applications and experiences carried out on this themes. Based on blind peer review, abstracts has been accepted, conditionally accepted, or rejected. Authors of accepted and conditionally accepted papers has been invited to submit full papers. These has been again peer-reviewed and selected for the oral session and publication, or only for the publication in the conference proceedings.

Conference report 300 abstracts and 650 authors from 39 countries:

Albania, Australia, Benin, Belgium, Bosnia and Herzegovina, Brasil, Bulgaria, California, Chile, China, Cipro, Cuba, Egypt, France, Germany, India, Italy, Japan, Jordan, Kosovo, Lalaysia, Malta, Massachusetts, Michigan, Montserrat, New Jersey, New York, New Zealand, Poland, Portugal, Russia, Serbia, Slovakia, Spain, Switzerland, Texas, Tunisia, Turkey, United Kingdom.

Preface

The XVII Forum “World Heritage and Heritage” addresses the issue of the handed down in the sense of transmission over time of generation, at the state of knowledge, the material and immaterial heritage that comes from the past. A generational commitment to operate, in the cyclical temporal process, in order to preserve and protect the cultural heritage; a duty of the present generations to deliver to the future generations the legacy of the past at least in the same conditions in which it is received.

A commitment that takes on an even more meaningful significance in a historical moment that is crossed by destructive and iconoclastic wars and by great migration phenomena involving abandonment of territories undermining the identities of places, traditions, material and immaterial culture, which characterize the Cultural Landscapes. A re-appropriation by humanity of the value of a biological continuity that is traceable in its genetic complexity as a custodian and bearer of the memory of the past and, at the same time, belonging to those who live in the future by living the present. Moreover, “to the state of knowledge” should not be interpreted as a limitation but as an exhortation not to live on the position income and above all to remind men that they were not “made to live like brutes but to follow virtues and knowledge”.

Knowledge therefore contains an evolutionary value in the history of progress. Where knowledge is substituted by acts or policies conducted by brutal and unreasonable actions against Humanity and its Patrimony, a fracture on historical continuity is created, which produces a negative value due to the great expenditure of economic resources and loss of human values. Therefore, in the awareness that the value produced by the past generations, which have given us and above all entrusted as heritage to be transmitted to the future is not commensurable to the value of time to re-establish and restore continuity to the regenerative space of the common good, it is impossible to activate more and more moments of reflection and I would say to monitor the behavior of supranational cultural policies.

This in the spirit of inducing to avoid the disastrous temporal intervals that involve serious losses of the human heritage, which break the glue that binds the generations. Architecture, Cities, Infrastructures and Landscape not only represent the form of time but all the disciplines that have contributed to and contribute to their characterization. The form of time is the body of a cultural program of society and the modification project makes use of the knowledge at the date. Economics, mathematics, physics, in one the sciences are always traceable in the construction of man’s works, from the simple artifact to monumental architectures, to cities, to large infrastructures. In fact, with

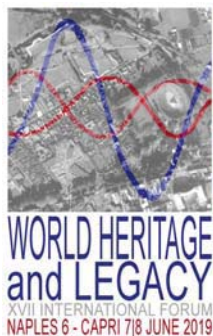
the previous sixteen editions of the International Forum “Le Vie dei Mercanti” an interdisciplinary community has been created of about 6000 scholars and researchers, coming from over 50 Countries of the World. These have presented realized projects, theoretical research, good practices, technological innovations, which are recognized in the principles and actions to be carried out so that the Planet with its species can always adapt itself to the needs of humanity in a sustainable reciprocal relationship for the salvation of the same Planet. And if Beauty will save the world, the principles and actions shared in these sixteen previous years will find with the seventeenth Forum a moment of evaluation of the state of art so that they can increasingly reach, interest and belong to as many people as possible such as Governments, Institutions, Universities, and Enterprises.

This is to create and disseminate a new Humanism that acts as a generational glue through a review of the inheritance concept, or of an ongoing heritage formed by resources intended as lot, which, declined as an income statement, create solidarity, peace, trust, work with art and quality of life.

For these reasons and for the history of the Forum, I am sure that the scientific community will establish a debate in Naples and Capri on 6th, 7th and 8th of June which will bring further richness to the discussion among researchers who have faced the protection and safeguard of heritage handed down to us and the researchers who through their works will be the bearers of the future legacy.

Carmine Gambardella

President and Founder of the Forum



Le Vie dei
Mercanti

XVII INTERNATIONAL FORUM

WORLD HERITAGE and LEGACY

CULTURE | CREATIVITY | CONTAMINATION

Naples 6 - Capri 7/8 June 2019

The Creativity of Cultural Heritages and Landscapes. Redevelopment Experiences Compared

Teresa CILONA

Dipartimento di Architettura, Scuola Politecnica, Università degli Studi di Palermo, Italia
teresa.cilona@unipa.it

Abstract

Italian cultural heritage – both material and immaterial – represents an extraordinary resource of economic growth, production, cohesion and social inclusion for the country. This priceless heritage, recognized around the world, is not adequately valued, understood or shared. It is often unutilized and left in a state of total abandonment and degradation. Enhancement and protection of the cultural heritage and landscape could instead feed the development potential of the territories, activate a sustainable economy, improve the quality of life of communities, create wealth that is not only economic but also beautiful; the same beauty that makes the country among the most loved and visited in the world. This study – beginning from the link that exists in Italy between culture, landscape, environmental assets and the productive fabric – intends to present some Sicilian realities in which the good practices of protection and the enhancement of material and immaterial heritage have been applied: these enchanting places of the Agrigento area, of great interest and beauty, are a destination for many travelers. They are sites where art, history, culture and traditions are inextricably combined, which have become engines of local economic development and promoters of a new form of tourism that is both experiential and emotional.

Keywords: Creativity, cultural heritage, experiential and emotional tourism

1. Introduction

Italy, known to many as the “*Bel Paese*” (1) – thanks to its mild climate, its natural landscapes, its culture and its past – is often described as an “*open-air museum*”, full of natural and artistic attractions. It is a country that stands out from other nations in terms of history, traditions, elegance, styles and quality of life and is a place where creativity, tourism and culture represent the true great national heritage. It is also a country where the “*cultural vocation and attractiveness of the places*” is determined by the presence of historical, monumental, and landscape assets, as well as the agro-food resources, artistic crafts, and the cultural and creative industries. Italy is a country, characterized by a variegated set of elements that all combine to build its image, prestige, authority and influence at an international level – beyond the merely financial and political levels – as evoked by the concept of *potere morbido* or *potere dolce*, better known by the term *soft-power* (2). In this scenario, it is important to understand the link between the territory and the cultural resources, between the local context and the identity of the places (beauty, traditions, knowledge, products).

2. Cultural values: traditions, creativity, landscapes

The complex of cultural resources linked to the territories, which contribute to defining the attractiveness and competitiveness – actual or potential – of the local systems, is divided into two main dimensions. The first dimension is the *cultural and landscape heritage*, accessible through direct participation. This dimension refers to the physical presence in the territory of material assets, structures, institutions and other resources (of historical, artistic, architectural and environmental interest) [1]. This heritage constitutes a factor in the attractiveness of the territory and is a competitive element of success in the development of local systems (3). The second dimension is that of the

productive-cultural fabric and concerns the set of activities of production, distribution and training with regard to cultural interest and includes within it (4):

- a) businesses of the *cultural industry* in a strict sense, as defined by the ATECO classification (ECONomic AcTivities, national economic statistical surveys from the ISTAT);
- b) the "*creative industries*" sector and related supply chains, that bring together economic and productive activities with a high knowledge and innovation content with a strong contamination between creativity and know-how (in the sectors of architecture, design, fashion, advertising, etc.);
- c) companies that *produce quality local traditional products*, that is, farms with DOP and IGP products and artistic craft businesses that reflect and express the local and national cultural tradition;
- d) *cultural training activities*, limited to institutions of higher artistic and musical education, courses of university faculties with a specific artistic and cultural interest and private courses in the form of business (music and dance courses, etc.);
- e) *non-profit cultural and artistic institutions*, which operate in the management of libraries, museums, monuments, archaeological or landscape sites, in the performance of guided tours, conservation, the enhancement and promotion of cultural heritage, etc.

Thanks to a group of indicators (tables 1, 2, 3, 4), appropriately selected (5) and summarized for each of the dimensions, it is possible to describe the extent of resources that express the cultural vocation (Fig. 1) and attractiveness of the Italian territory and classify each local system with respect to this measure (6).

The indicators divide the local systems into five groups [2].

The first grouping, called *great beauty*, includes local systems that manage to combine different expressions of art, culture, craft and entrepreneurial traditions in an optimal way.

The second is called *heritage potential*; in this grouping local systems are characterized by high values for consistency in the cultural and landscape heritage.

The third group concerns *cultural entrepreneurship* in which local systems have high values with reference to the characteristics of the productive-cultural fabric. The fourth concerns *the flywheel of tourism*. In this grouping, local systems contain within them some areas where tourism is an important factor of attractiveness. Finally, the fifth group is defined as the *cultural periphery*, in which local systems present levels of endowment and cultural production systematically lower than the standard.

Table 1

CHARACTERISTICS OF TERRITORY

INDICATORS	THE GREAT BEAUTY	POTENTIAL OF THE HERITAGE	CULTURAL ENTREPRENEURSHIP	THE FLYWHEEL OF TOURISM	CULTURAL PERIPHERALITY
Number of local systems	70	138	138	194	71
% of local systems	11,5	22,6	22,6	31,8	11,6
Number of municipalities	1.474	1.368	2.057	2.651	542
% of municipalities	18,2	16,9	25,4	32,8	6,7
Surface area in sq km	54.726	72.681	56.202	94.108	24.356
% surface	18,1	24,1	18,6	31,2	8,1
population	23.128	6.002	17.713	11.571	2.354
% population	38,1	9,9	29,1	19,1	3,9
Population density	422,6	82,6	315,2	123,0	96,7

Table 2

CULTURAL AND LANDSCAPE HERITAGE

INDICATORS	THE GREAT BEAUTY	POTENTIAL OF THE HERITAGE	CULTURAL ENTREPRENEURSHIP	THE FLYWHEEL OF TOURISM	CULTURAL PERIPHERALITY
Museums, archaeological sites, monuments per sq km	2,8	1,1	1,9	1,1	0,6
Visitors to museums, archaeological sites, monuments for 100 inhabitants	321,9	147,6	90,0	63,0	17,6
Archives and libraries	1,6	0,5	0,6	0,2	0,0
Users and readers of Archives and Libraries for 100 inhabitants	6,9	2,2	0,4	0,4	0,0
Villages and municipalities belonging to associations of food and wine identity environmental and cultural identity	28,2	37,5	18,4	20,1	15,3
Number of events of national importance	18,6	29,5	12,1	18,7	13
Landscape conservation index (natural and urban)	0,6	0,7	0,5	0,6	0,6

Table 3**CULTURAL PRODUCTIVE TISSUE**

INDICATORS	THE GREAT BEAUTY	POTENTIAL OF THE HERITAGE	CULTURAL ENTREPRENEURSHIP	THE FLYWHEEL OF TOURISM	CULTURAL PERIPHERALITY
Students of higher education musical and artistic institutions per 100 inhabitants	2,2	1,1	1,5	0,5	0,0
Local Units of cultural enterprises for 100 sq km	216,0	22,1	117,6	31,9	17,9
Share of employees of local units of cultural enterprises for 100 inhabitants	1,2	0,5	0,8	0,5	0,3
Local units of artistic handicraft enterprises	12,0	2,0	10,4	2,8	1,7
Area dedicated to typical cultivations of quality for 100 sq km	2,2	0,7	3,6	0,8	0,5
Farms with quality crops and livestock for 100 sq km	69,8	32,6	138,6	39,0	27,6

Table 4**TOURISM RESOURCES**

INDICATORS	THE GREAT BEAUTY	POTENTIAL OF THE HERITAGE	CULTURAL ENTREPRENEURSHIP	THE FLYWHEEL OF TOURISM	CULTURAL PERIPHERALITY
Local units of tourism enterprises per 100 sq. km.	94,3	20,7	71,1	26,9	19,6
Share of employees in local tourist units per 100 inhabitants	3,3	3,9	3,3	3,4	3,6
Number of beds in hotels and extra-hotel establishments per 100 inhabitants	4,8	12,1	8,3	11,3	9,1
Presence in the receptive exercises for 100 inhabitants	524,1	699,5	752,7	700,1	452,0
Farms carrying out related activities for 100 square kilometres	9,8	6,0	15,5	5,5	4,1

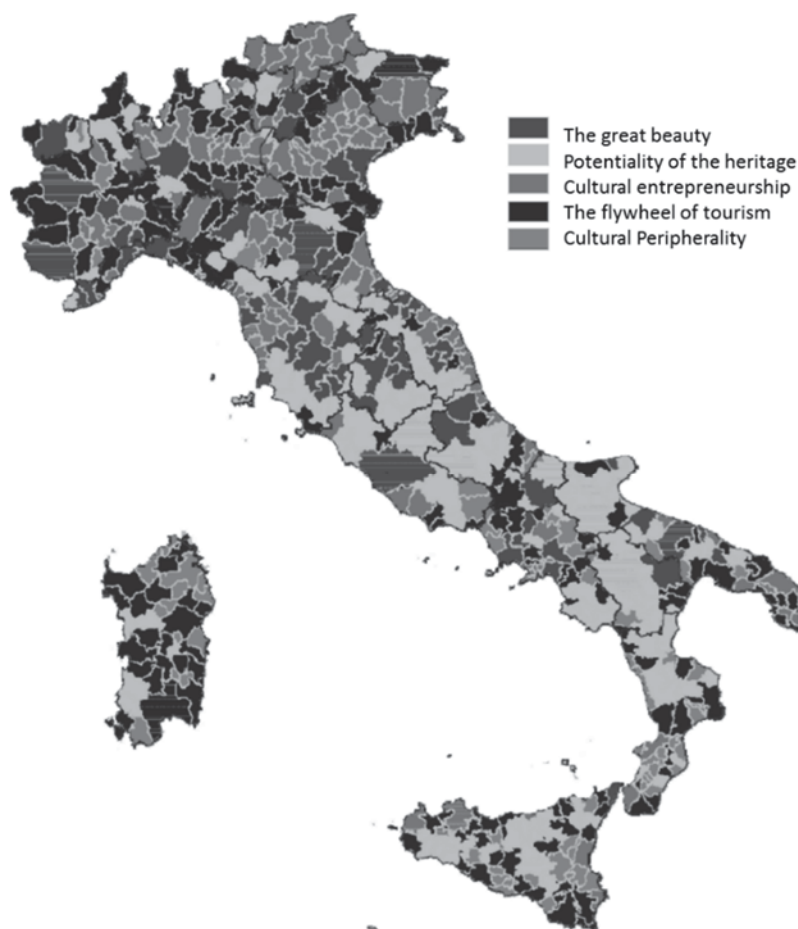


Fig. 1: Italy, the local systems based on the cultural vocation - Elaboration by Istat, Miur, MiBACT, Anci, Association "Most beautiful villages in Italy" and Italian Touring Club.

A graphical representation of the territorial cultural vocation (Fig.1) can be compared with the level of tourist attractiveness, measured both in terms of accommodation capacity of the local systems (7), and in terms of effective demand (8). The information collected allows us to trace a detailed profile. The group of 70 Italian local systems that claim to have great beauty are made up of 1,474 municipalities and represent 18.1% of the national surface area. 41.4% of these local systems are located in central Italy - principally in Tuscany (22.9%) and Umbria (10.0%) - and are characterized by a significant cultural and material capital, as well as an appropriate cultural infrastructure system. The cities of Florence and Rome alone attract, for example, over 33 million visitors to museums, which become 50 million visitors if we also consider Turin, Milan, Venice and Pompeii. The local systems belonging to the great beauty group also host 38.1% of the Italian population and are densely populated (over 400 inhabitants per square kilometer, more than twice the national average). This is also due to the presence, within the group, of local systems that gravitate around metropolitan areas (9) characterized by high population density and a centralization of the population in the provincial capitals. Most of the local systems (41 out of 70) contain within them a provincial capital city. Furthermore, about half of these systems include UNESCO sites, including 11 of the 16 Italian sites that are qualified as such for the historic-artistic value of the entire city or historic center. Excellence in the endowment of cultural heritage resources stands out in particular for a concentration (10) of museums, libraries and archives about two times higher than the national average. The second group identifies areas that are qualified for their heritage potential. It houses 138 local systems (22.6%) comprised of 1,368 municipalities (16.9% of the total), which represent about one tenth of the population and a quarter of the national surface area (24.1%). The local systems of this aggregate have a lower population density than the other groups (less than half of the national average). More than half of them are in the regions of Southern Italy: Sicily and Puglia contain only a quarter (15.9% and 10.1% respectively) and only a minority share (16.7%) are located in northern Italy. This group is characterized above all by its natural and urban landscape features: the amount of surface area subjected to a protection regime and the presence of historic buildings, in good or excellent condition, exceeds the national value by 50%. Almost a third of the territory is located in parks and nature reserves, sites of community importance and special protection. These local systems are also characterized by the presence of characteristic boroughs and a strong cultural identity linked to enogastronomic traditions. Residing within this category are a quarter of the municipalities that host boroughs known to be some of the most beautiful in Italy or that belong to wine and food associations. The opportunities offered by the territory correspond with an optimum capacity for the development of tourism, documented by indicator values that are above the national average (24 local systems are systems with tourist specialization). The third group, cultural entrepreneurship, describes territorial realities capable of expressing important investment capacities in the cultural sector. Within this category there are 2,057 municipalities (a quarter of the total), which occupy 18.6% of the national surface area and host 29.1% of the resident population, which is also characterized by a density higher than the national average. Nearly two thirds are located in northern Italy between Veneto, Trentino-Alto Adige and Lombardy. The fourth group, the tourism driver, is by far the most relevant from a quantitative point of view: it represents almost a third of the national reality, both in terms of surface area and in the number of local systems (194) and municipalities (2,651) in which 19.0% of the population resides. More than half of the local systems are located in the South and, in particular, a quarter are concentrated in the Islands. These are areas that generally do not express cultural vocations, but have a significant attractiveness on the tourism front that could represent an opportunity for growth and a driving force for development of the cultural sector as well.

The cultural periphery group contains the local systems with low endowments in both dimensions and is characterized as residual. It contains 71 local systems which include 542 municipalities (6.7% of the total). These territories concentrate only 3.9% of the population and 8.1% of the surface area and correspond to areas of the country which are sparsely populated and tend to be abandoned. Almost all local systems (83.1%) are located in the South and two thirds belong to only three regions: Calabria 26.8%, Sicily 21.1% and Sardinia 19.3%. Almost half do not show any economic specialization, confirming the inability of these territories to activate development processes. Moreover, 84.7% of the municipalities in this group are located in inland areas - of which more than half are peripheral and ultra-peripheral - identified by the Ministry of Economic Development as specific targets for local development policies, in that they are distant from large centers of agglomeration and services and have unstable development trajectories.

In summary, the tables, apart from the critical points highlighted by the cultural periphery group, describe a positive picture on the whole. The results confirm that the cultural resources spread over the national territory involve a plurality of economic and productive sectors that are very important for the development of the country. This is why it is increasingly necessary to educate the community in the knowledge, protection and preservation of cultural heritage through behaviors that are characterized by a high sense of civics. Protecting historical and artistic heritage, as sanctioned by art. 9 of the Italian Constitution means, in fact, safeguarding essential goods for present and future

generations. Such goods not only narrate the history of the Italian people but also constitute the beauty and attractiveness of the nation. In this study, particular attention is paid to some Sicilian realities in which good practices of protection and stewardship of the material and immaterial heritage have been applied. In recent years, thanks to actions of stewardship, recovery and enhancement, there are enchanting places in the Agrigento countryside that are among the most visited and appreciated sites by travelers who have chosen a new form of tourism characterized by spatiality (where to go), activities (what to do) and relationships (who to meet).

3. A new creative model of knowing places

Today, there is a different way of doing tourism where the word "experience" is changing the approach to travel. It is a model that has given birth to *startups* all over the world, including in Italy, by creating a new slice of the market that defines itself as "experiential". In this type of vacation the tourist learns something, broadens their horizons, returns home not only with photos taken but with the memory and emotions of an experience and an enriched cultural understanding [3]. Among cultural tours, gastronomic experiences, naturalistic or sports activities, discovery of one's roots, artisan workshops, one travels to learn, immerse oneself in moments of daily life and participate in activities. At the core of the idea is the person who becomes the protagonist and no longer the spectator.

But what is experiential tourism?

The term derives from the English "*experiential travel*" or "*immersive travel*." These are travel experiences, cultural and gastronomic activities carried out in the open air during a predetermined route or itinerary. The important aspect to underline is the ability to arouse emotions, to establish a relationship with the locals, with the culture and its traditions. In fact, when we talk about experiential tourism we often associate it with emotional and relational tourism. Emotions, experiences and relationships are the parts of a new tourism trend that, in recent years, is also spreading to other parts of Italy. Recent studies have shown that feeling at home, living in an authentic way the everyday life of the place you are visiting, creates a network of contacts with the inhabitants met. Relationships are established that go far beyond the use of goods and services offered. It is not just an exchange of information, as happens with traditional guides, but it is about being part of the true and authentic life of the people who offer the service. A visit to an historic center, for example, will be more interesting and authentic if it is organized with someone from the place who has lived in the city for years, crosses it every day and knows its past. Moreover, when emotions come into play the journey becomes richer and more real.

Currently, in our country, it is possible to experience five different types of emotional tourism called: tracks, the Via Francigena, cultural itineraries, hands in dough, the rhythms of the seasons. Specifically, the *Old Railway Tracks* allow tourists to discover unforgettable landscapes on historic trains that travel on old abandoned lines of the State Railways (11). The *Via Francigena*, is an ancient pilgrimage route that crosses villages and cities that are part of Italian history and tradition. Along this route, thanks to a special pass, you have the opportunity to stay with the locals and experience unique emotions and relationships. Another experience is that of the *cultural itineraries* of the city of Venice that allow you to learn about the history of art directly in museums, in period residences, in the islands of the lagoon, in the old inns of Venice, in the secret gardens of the Serenissima. Another still is the *hands in dough* that allows you to visit places where, for centuries, pizza has been prepared in order to learn the art of mixing. Lastly, it is also possible to do experiential tourism in Sicily following the *rhythms of the seasons*. It begins in spring with the almond trees in bloom, continues into the summer with the wheat fields and the vineyards, and then is followed by the harvest in autumn with the new wine, and is followed up by the winter, the ideal season to taste the local food and wine products. This type of experiential tourism, along a series of routes, involves the entire island and allows you to cross numerous municipalities in order to get to know the tradition and the farmers who still work the land.

4. The Sicilian landscape of experiences, emotions and relationships

Sicily boasts the record for the greatest number of sites and assets registered on the UNESCO list. Seven in material heritage, two in intangible heritage and two in Geoparks, in addition to being the representative region of the "*Mediterranean Diet*". This vast and complex patrimony of sites and cultural and environmental assets linked to the specific historical identity of the local communities, acquires even more importance now that they have been identified in European programming as great cultural attractors of national and international value for the tourism sector. Sicily is the destination of a wider and more diversified tourism across the entire regional territory whose destinations – archaeological sites, ancient villages, museums, nature reserves, parks etc. - deserve to be valued by an integrated and coordinated promotion. For some time on the island, experiential and emotional tourism has been practiced (12) where the traveler - considered an "*experience seeker*" - is guaranteed a uniqueness of experience, as well as the authenticity of the traditions and activities, entertainment and involvement he or she experiences, as the main protagonist. The goal, in fact, is to put those who come to Sicily in contact with those who live there, making them the protagonist, as if

they were in their own home. In particular, some cultural tourist associations such as *Val di Kam* and *Fondazione Ferrovie Kaos* have been aiming for several years to rediscover a part of the Sicilian territory through routes, itineraries, and natural, relational and emotional walks, visits to archaeological sites and tasting of typical products. The areas involved are the Regional Park of the Sicani Mountains, the Archaeological Park of the Valley of the Temples, as well as the coast and the hinterland of the Agrigento area. In this regard we recall that on August 8, 2018, a protocol of understanding was signed between the Region of Sicily and the bodies and associations in order to identify tourist-cultural-naturalistic paths. The Regional Park of the Sicani Mountains (fig. 2), includes 12 municipalities in the provinces of Agrigento and Palermo (13), within the Tourist District of the Sicani Mountains and the Valle del Platani, and is a pleasant destination for a *green* holiday in lesser-known Sicily. The protected area includes four precious natural reserves in the Sosio valley - Palazzo Adriano, Monte Carcaci, Monte Genuardo and Monte Cammarata - one of the most important and unspoiled expanses of Sicily. Heterogeneous landscapes - characterized by rolling hills, rugged peaks, rivers, streams, narrow valleys, and large natural forests - range from the 300-meter heights of the Valle del Platani to the highest point of Monte Cammarata (1578 m). These areas are a real paradise for birdwatchers. There are numerous paths that cross the area, that pass fascinating places such as the suggestive “Listi d’u firriatu” gorges; the Pizzo Gallinaro (1220 m), the Rifesi and Buonanotte forests with ancient oaks, the small cave on Monte Quisquina. South of Cammarata, near San Giovanni Gemini, there are some thermal sites with sulfur-alkaline-jodurate water springs and the Acqua Fitusa cave. The Sanctuary of the Madonna del Balzo is suggestive, which rises in the upper part of the village of Bisacquino, as is the Abbey of Santa Maria del Bosco lying at the foot of Mount Genuardo and the remains of the Byzantine Castle of Calatamauro.

Among the inhabited centers, we should also mention Palazzo Adriano (with its castle built in the XVIII century on the hill of San Nicola), Sant’Angelo Muxaro (a small village built in the Iron Age on a solitary hill in the Valley of the Platani river), Burgio (famous for its production of artisan ceramics, with the Burgitana Ceramic School), Giuliana (with its Frederick II Castle, that stands at 736 m above sea level overlooking the valley of the Sosio river), Lucca Sicula and Villafranca Sicula (the production area of the Ribera Oranges DOP).

The *Val di Kam* association organizes tours - through archaeological and naturalistic walks, horseback riding, speleological excursions, mountain biking, trekking routes, visits to farmhouses and villages in the province - to introduce us to the lesser-known Sicily, linked to rural culture, where the landscapes are shaped by the work of man and life moves slowly and calmly. Unspoiled places in which history and legend merge into an exciting journey that leads us to admire archaeological areas, natural caves, magnificent natural landscapes, alleys and courtyards, but above all, characters that transmit the typical warmth of the Sicilian people.



Fig. 2: Sicily, the Park of the Sicani Mountains between the provinces of Palermo and Agrigento.

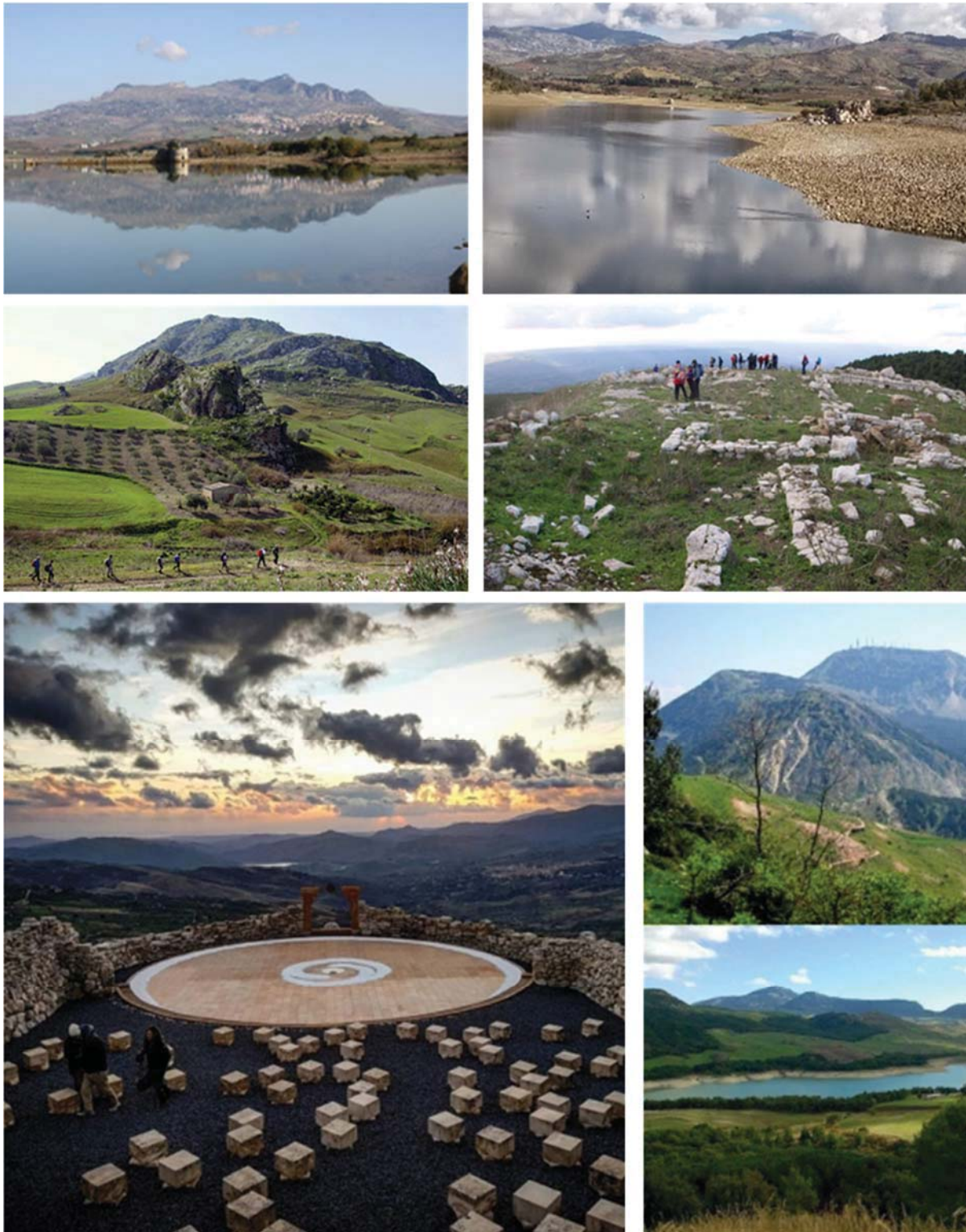


Fig. 3: The Parco dei Monti Sicani, panoramic views, the theater of Andromeda in Sant'Angelo Muxaro below left.

With a strong impact and spectacular landscape-environmental contents, it is the territory that explains and explores one of the stretches of coastline - one of the most fascinating on the island - between Porto Empedocle and Siculiana: the "*Vigata*" by Camilleri, mentioned in the stories of the famous Inspector Montalbano, the Scala dei Turchi in Realmonte, the promontory of Monterosso and the natural reserve of Torre Salsa in Siculiana.

On this predominantly naturalistic itinerary, the gaze opens up to scenarios and unique environments that are extraordinarily breathtaking. Visiting this part of the coast ranges from the observation and exploration of the white marl cliffs of the Scala dei Turchi and Torre Salsa, to that of the red limestone of Capo Monterosso (fig. 4).

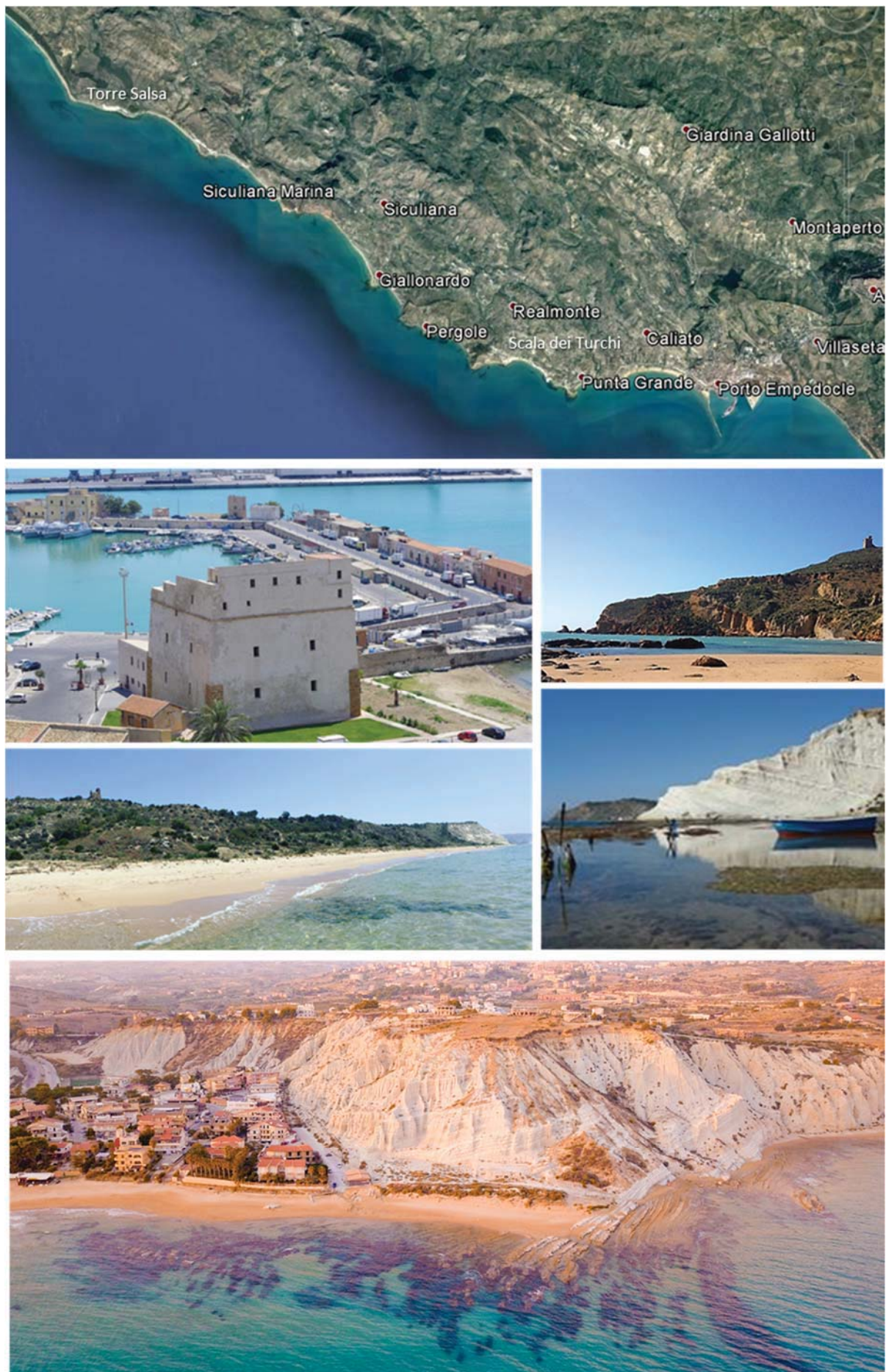


Fig.4: Section of the coast of Agrigento, Porto Empedocle, Monterosso, Torre Salsa, Scala dei Turchi.

Another way to rediscover the values and the variety of natural and cultural landscapes is through slow explorations and low-speed routes - following the abandoned lines of old railway tracks for example. Here, it is useful to recall the initiative born thanks to collaboration between the Region of Sicily, the State Railroad Foundation and Trenitalia: three tourist railway routes have been identified called the Cultural Tracks that allow us to admire and appreciate the historical, artistic, archaeological and natural beauty of the island.

The first is the path of Myth and Magna Graecia which, crossing the Ionian coast, between the sea and Etna, crosses the plain of Catania up to Taormina. The second is the Baroque path dedicated to the discovery of the landscapes and architecture of the Noto Valley between Syracuse, Donnafugata, Comiso, Scicli, Ragusa, Noto and Modica. The third itinerary, called *In Praise of Slowness*, starts from the Palermo train station and runs through the territories of Bagheria, Termini Imerese, Roccapalumba/Alia, Cammarata/San Giovanni Gemini, Acquaviva Platani, Comitini, Aragona, and reaches Agrigento crossing the heart of the Archaeological Park with the majestic Greek temples and the Kolymbethra Garden, until it arrives at Porto Empedocle and the evocative coastal town of Scala dei Turchi [4, 5] (Fig. 5).

In summary, these are excellent and virtuous examples of territorial enhancement with a great social, cultural and economic potential to be promoted and encouraged.



Fig. 5: Railway tourist route the Culture Tracks Palermo Agrigento. Details of the Kolymbethra Garden.

Conclusion

Sicily expresses a vast and stratified wealth that is the product of a succession of events in history that have transformed its material and immaterial heritage into a polychrome mosaic of shapes, colors, flavors and sounds among the richest in the world. The geographical location of the island, its climate, its natural riches, its flora and fauna, also express a rich and varied reality. The combination of these elements has exercised over time, and continues to exercise, a captivating charm in the eyes of those who land there and goes beyond the superficiality of a diffused rhetoric. The enhancement of cultural identity, the conservation of the landscape and the quality of the environment must not be limited to passive protection, even if those are also indispensable, but all require political, cultural and technical commitment as well as generators of creativity and development of the territory. Considering Sicily a World Heritage Site is therefore an opportunity to discuss and design a creative model that does not only look at great cultural attractors, but also includes the little-known neighboring territories, the historic centers and periphery, the woods, the rivers, the agrarian landscapes and above all the people. Innovative, creative and synergistic actions are therefore needed between organizations, administrations, associations and citizens. The examples described in this work are a small but clear demonstration of how this sharing process can be started.

Note

- (1) The name of Bel Paese is used by Dante Alighieri in canto XXXIII of *Inferno* - towards 80, and by Francesco Petrarca in *Canzoniere*, CXLVI, verses 13-14.
- (2) The term *soft-power*, conceived in the 1990s by the American political scientist Joseph Nye, is used in the theory of international relations to describe the ability of a political power - through intangible resources such as culture, values and institutions of politics - to persuade, convince, attract and aggregate. According to the British magazine *Monocle* Italy would have "*the spirit and the culture to become a soft-superpower*". Based on the 2017/18 Soft Power Survey, it was ranked in tenth place in the international ranking for its ability to export its cultural model and for the indirect influence it can have, politically, diplomatically and economically.
- (3) This includes museums, archaeological sites, monuments, places that host the most important exhibitions at national level and festivals with the sponsorship and / or contribution of the MiBACT (Ministry of Cultural Heritage and Activities and Tourism), the libraries and archives of national importance, the most beautiful ancient villages in Italy and the municipalities belonging to "associations of enogastronomic, environmental, cultural and tourist identity", the buildings of the urban fabric with a historical value, the areas with a high environmental quality as they are subject to a protection regime, with a low building and anthropic pressure, or with a high state of conservation of the natural and urban landscape.
- (4) In particular, the perimeter of economic activities of a cultural and creative nature was defined through an in-depth analysis and selection of the Ateco 2007 categories with five digits, starting from those identified by the framework for cultural statistics, proposed by Eurostat (ESSnet project Culture, 2012, European Statistical System Network on Culture, Final Report), as well as on the basis of further analyzes proposed by the Civita Foundation, 2012 and the Symbola-Unioncamere Foundation, 2014, to take into account the specificities of the national productive system.
- (5) For the purposes of analysis, both supply and demand indicators have been considered, which measure the density of cultural resources on the one hand in relation to the physical dimension of each local system and on the other hand their size, ie the volume of connected activities to each resource considered (share of service users, employees of companies, etc.) in proportion to the local dimension.
- (6) The statistical synthesis was carried out by applying the arithmetic mean of the standardized values of the key indicators. This approach implies the complete substitutability and equalization of the single components considered, for which the compensation of the different endowments of cultural resources is assumed.
- (7) Given by the endowment of hotel establishments and other complementary accommodation facilities: campsites, tourist villages, rented accommodation managed on an entrepreneurial basis, holiday farms, youth hostels, holiday homes, mountain shelters etc.
- (8) Number of accommodation facilities in the area, as well as business activities directly and indirectly related to tourism. Local units and employees are considered: travel agencies, tour operators, other tourist assistance facilities, management of bathing establishments and restaurants, organization of conventions and fairs, amusement parks and theme parks, other entertainment and fun activities, rental of sports and recreational facilities. These include farms that carry out activities related to agritourism, recreational and social activities, educational farms and handicrafts.
- (9) The metropolitan areas that are included are those of Turin, Milan, Venice, Genoa, Bologna, Florence, Rome, Naples, Bari. Exceptions are Cagliari, Catania and Palermo.
- (10) Expressed in terms of number per sq. Km.
- (11) At the moment 10 ancient railway lines are reused: the Ferrovia del Lago, Val d'Orcia, the Trans-Siberian of Italy, Valley of the Temples, Valsesia, the Tanaro, Irpinia, Sannio, Pedemontana and Monferrato
- (12) The Sicilian model has led the way and is now an example throughout the world.
- (13) The municipalities involved are: Bivona, Burgio, Cammarata, Castronovo di Sicilia, Chiusa Sclafani, Contessa Entellina, Giuliana, Palazzo Adriano, Prizzi, Sambuca di Sicilia, San Giovanni Gemini, Santo Stefano Quisquina.

Bibliographical References

- [1] *Patrimonio, paesaggio, tradizione e creatività: il valore culturale del territorio*. Rapporto annuale Istat 2018, consultabile in <http://www.istat.it>
- [2] *I sistemi locali e le basi territoriali*. Elaborazione dati Ministero dell'Ambiente 2018.
- [3] CILONA T., (2016) *Sustainability, territorial resources and social capital*. Proceedings of the 11th International Conference on Urban Regeneration and Sustainability held in Alicante, Spain. Published in *Urban Regeneration and sustainability*, Editors C.A. Brebbia - Wessex Institute, UK, A. Galiano-Garrigos - University of Alicante, Spain, WIT PRESS, Ashurst Lodge, Southampton, UK.
- [4] CILONA T., GRANATA M.F., (2017). *Paths and erratic emotions of natural and cultural landscapes: mobility slow fruition and exploration of economic potentiality*. Proceedings of the 20 th IPSAPA/ISPALEM International Scientific Conference Reggio Calabria (Italy) July 7nd – 8rd, 2016.
- [5] CILONA, T.; ALA, M. (2018). *Attractiveness and dynamism. Rediscovery of an enchanting Sicilian landscape between nature, myth and archeology*. Proceedings of the 21 st IPSAPA/ISPALEM, International Scientific Conference, Venice (Italy) July 6 th – 7 th, 2017.

Table of content

ID078_Page 565

Francesco CRUPI. Landscape planning. Issues and tools

ID079_Page 575

Alice BARRECA. Invisible modern residential heritage: spatial analyses in Turin real estate submarkets

ID080_Page 585

Irene PERON. Remediation shapes. Adriastica Malhouse, scenarios despite the neglect

ID081_Page 595

Arturo BECCHETTI, Fabrizio FELICI, Alessandra PUSCEDDU. Heritage built as enhancement opportunities to Contemporary City - Infrastructure Nodes and Railway Stations: three different case studies

ID082_Page 604

Fernanda CANTONE. The building heritage of the early Twentieth Century. A tourist project for the renovation of eclectic castles. The case of the Duke of Misterbianco castle (CT)

ID083_Page 614

Cesare VERDOSCIA, Antonella MUSICCO, Riccardo TAVOLARE. 3D data acquisition and processing for implementing cognitive systems. The school building "F. Corridoni" in the old town of Bari

ID084_Page 623

M. Teresa CAMPISI. Value networks' systems for integrated conservation. Proposals and reflections for inner areas in central Sicily

ID085_Page 633

Ludovica CAPPELLETTI. The construction of a monument. Palazzo Te in Mantua

ID086_Page 643

Filippo ANGELUCCI, Hanan ELFRAITES. Re-connective interfaces in the historical urban open spaces. A comparison between two small cities in Italy and Libya

ID088_Page 653

Tiziana FIRrone, Carmelo BUSTINTO, Davide CARELLA. The Sirocco's chamber of Micciulla manor in Palermo_ A bioclimatic archetype symbol of legality and civil redemption

ID089_Page 665

Massimo MALAGUGINI, Maria Elisabetta RUGGIERO, Ruggero TORTI. Narration of the visual identity of a city: reading of languages and perception of authorial signs

ID091_Page 674

Teresa CILONA. The Creativity of the Cultural Heritages and the Landscapes. Redevelopment experiences at compared

ID093_Page 684

Francesca FILIPPI, Elisabetta BENELLI, Laura GIRALDI. The design and the community map to preserve and pass on innovation

ID094_Page 688

Rossana NETTI. Leptis Magna: "a heritage in war uniform" to be protected

ID095_Page 696

Dominik LENGYEL, Catherine TOULOUSE. Visualized Hypotheses – Architectural Ideas as Intellectual Legacy



- UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance
- BENECON Research Centre of Competence of the Campania Region for Cultural Heritage, Ecology and Economy, Naples, Italy



PATRONED BY



**UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA
LUIGI VANVITELLI**

SCUOLA POLITECNICA E DELLE SCIENZE DI BASE

**DIPARTIMENTO DI ARCHITETTURA
E DISEGNO INDUSTRIALE**



Organisation
des Nations Unies
pour l'éducation,
science et la culture



UNESCO Chair
Forum University
and Heritage



UNIVERSITAT
POLITÀCNICA
DE VALÈNCIA



Organizzazione
delle Nazioni Unite
per l'Educazione,
la Scienza e la Cultura



Commissione Nazionale
Italiana per l'UNESCO



MINISTERO
PER I BENI E
LE ATTIVITÀ
CULTURALI



GANGEMI EDITORE®
SPA
INTERNATIONAL



THE US - ITALY FULBRIGHT COMMISSION
Linking Minds Across Cultures