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
Sergi Mattana Tajani
Giovanni Bregni
IL TERRITORIO DELLE RELAZIONI UMANIC

Book series directed by Leonardo Urbani
3rd IRT INTERNATIONAL
SCIENTIFIC CONFERENCE
INTEGRATED RELATIONAL TOURISM
TERRITORIES AND DEVELOPMENT IN THE MEDITERRANEAN AREA

Helwan - Egypt 24 / 25 / 26 October 2009

CONFERENCE PROCEEDINGS
VOLUME I

edited by
Ferdinando Trapani
Giovanni Ruggieri

MDRTDS is a research project financed by Sicilian Region Presidency (L.L. n. 10/2005 Art. 16)
Organizing Committee
Mohida Abdelwahab, Helwan University
Nurhalatina Battaglia, ARCES
Fadwa Bini, University of Palermo
Khaled Elzany, Helwan University
Daniele Guaita, CRUIC
Mona Hagag, Helwan University
Mohamed Hany Moussa, Helwan University
Gamal Mousa, CRUIC
Fabio Masselli, CRUIC
Franco Pervelli, Embassy of Italy in Egypt
Nicoletta Purpora, ARCES
Manuela Renna, ARCES
Croz Monica Secretario, ARCES
Antonio Sciacchitano, CRUIC
Graziana Soria, Embassy of Italy in Egypt
Vincenzo Todaro, University of Palermo
Roberto Volpe, University of Palermo

International Secretariat
Nurhalatina Battaglia, ARCES
Croz Monica Secretario, ARCES
Manuela Renna, ARCES
Edited by
Ferdinando Tepera
Giovanni Roggieri

Scientific Supervisor
Leonardo Urbani

General Coordination
Ahmed Abdelkarim Salama

Thanks for your cooperation and the contribution methodology.
the Scientific Committee and
the Organizing Committee

Graphic Setting
Andrea Manno

Paper Coordinators
Daniele Gulotta
Gamal Mousa

Translated by
Prof. Daniela Cuffaro
Index of proceedings

Tourism Supply

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

Vincenzo Avero
THE INTEGRATED RELATIONAL TOURISM

Galiana Campanella
WEB AND SOCIAL NETWORK SITES FOR RURAL DEVELOPMENT: A CASE STUDY IN MARCHE REGION (ITALY)

Davide Crimi
EOS - EUROPA OPEN SOURCE

Luciano De Bonis
THE RELATIONAL ENVIRONMENTS OF RELATIONAL TOURISM

Mohamed Hany Moussa - Gamal Moussa
MULTIPLIER DIFFERENTIATION BETWEEN SMALL AND LARGE TOURISM AND HOSPITALITY BUSINESS: A CASE STUDY ON EGYPT

Ayman Moulti Raasem - Hassan Sadik Sarad - Tarek Sayed Abdel Azim
ILLEGAL TOUR GUIDANCE IN EGYPT: TOWARDS DEVELOPING A SCALE FOR EVALUATING THE PERFORMANCE

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

Michèle Ippolito
THE CONTRADA SCALEARI: AN EXAMPLE OF NATURALISTIC ITINERARY IN THE HEART OF SICILY

Antonella Ittali - Antonino Panarelli - Maddalena Scannallato
THE RELATIONSHIP AS AN 'ADULT' IN BUILDING UP THE TERRITORIAL THEMATIC ITINERARY OF DEVELOPMENT "THE KNIGHTS AND PILGRAM IN SICILY"

Salvatore La Rosa - Graziella Maria Adriana Santillo
SEARCHING FOR A MODEL OF QUALITY OF THE WORLD HERITAGE PROPERTIES OF SICILY
Cultural and International Tourism

Davit Dzaravlidze
CULTURE-BASED TOURISM CLUSTER: THE CASE OF THESSALONIKI

Yıldırım Yılmaz
A CO-OPERATION BASED MODEL FOR MEDITERRANEAN TOURISM DESTINATIONS

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

You-Tea Ma & Andreas Cretlan
AWARENESS OF ISLAMIC TOURISM IN A NON-MUSLIM SOCIETY

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

Gaetano Trupiano & Rosa Cipollone
TOURISM AND CULTURE: ALEXANDRIA AND CULTURE INSTITUTIONS TO IMPLEMENT TOURISM AND ECONOMIC DEVELOPMENT

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

New Trends in Tourism

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

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

Sabina D'Alessandro
"PASSAGES" TO EGYPT BY AHDAF SQUEF
Ester Gendusa
CROSS-CULTURAL POST-COLONIAL SYNCRONOSES IN BERNARDINE EVARISTO'S NOVELS
AND LITERARY TOURISM: TOWARDS A NON EUROCENTRIC REDEFINITION OF LOCALITY

Angeole Giorgio - Giovanna Spinelli
SPORTS TOURISM ROLE IN IRT THEORY: A CONCEPTUAL FRAMEWORK

Nahla Osmaan Nassar
BACKSTAGE: A NEW FORM TO INTRODUCE TOURISM IN ALEXANDRIA

Ana Maria Navarro
REGARDING INTEGRATED RELATIONAL TOURISM (IRT) AND THE EXAMPLE OF A RURAL HOTEL

Denis Pardus - Christian Colognola - Imed Ben Mahmoud
INNOVATION FOR SUSTAINABLE TOURISM: THE MARATHON OF NICE AND ITS FUTURE "UMBRELLA" STRATEGY

Gabriella Pelizzari
TRAVELLING WITH DISABILITY, WELCOMING DISABILITY: DESTINATION MANAGEMENT FOR ACCESSIBLE TOURISM

Sustainable Tourism

Hassam Fawad Arafa
TARGETING A TOURISM GOVERNANCE STRATEGY BASED ON SUSTAINABILITY
FOR ENHANCING LOCAL DEVELOPMENT OUTLETS IN MEDITERRANEAN DESTINATIONS
(APPLIED STUDY ON EGYPT)

Fabrizio Ferrari - Ramona Elena Sadea
SOME REMARKS ON THE ACTUALITY OF "TOURISM AREA LIFE CYCLE" (TALC) THEORY: THE CASE OF ITALY

Mona Garrah
HOW TO PROMOTE TOURISM IN THE MEDITERRANEAN SEA AREA
(YOUTH TOURISM)

Luca Mannocchi - Francesco Senia
TOWARDS A WELLBEING CENTRED APPROACH FOR ENHANCED TOURISM SUSTAINABILITY

Pablo Pollice
TOURISM COMPETITIVENESS IN THE MEDITERRANEAN REGION

Samantha Denise Santonocito
SUSTAINABLE TOURISM AND CARRYING CAPACITY IN THE MEDITERRANEAN AREA
FOCUS ON SICILY
CRITERIA TO DEVELOP THE HYSTORICAL CENTRE OF MALTA: OPEN AIR MUSEUM

Simona Colajanni (1), Antonio De Vecchi (2)
(1) Researcher, (2) Professor
Dipartimento di Progetto e Costruzione Edilizia – Università di Palermo
Viale delle Scienze 90128 Palermo
s.colajanni; devecchi@unipa.it.

Abstract:

The paper shows the results achieved during a research developed during the Community Program called INTERREG IIIA ITALIA-MALTA (2004-2006) - METIC – Mediterranean Trading and Innovation Centre. The research has been organized around the theme of a new kind of tourism were the tourists won't become part of the daily life of the places they visit, and want their journey to be an occasion of knowledge of new place, new culture but, in particular, of the common life of the local people. Malta and its Historical centre have a tourist vocation, this aspect is very important to put in action new development strategies to recover a Mediterranean landscape destined to a slow decay. Malta is one of the strategic island of the Mediterranean Basin: the characteristics of the historical centres of Malta called Cottonera have induced us to develop a recovery methodology called “Open Air Museum” for the existing urban structure. Therefore the Cottonera area needs the exploitations of its symbolic connotative characteristics that are essentially:
- the close contact with the sea;
- the wide and articulated presence of integrated fortifications in the urban structure;
- the persistence of a good minor house building structure;
- the morphological places;
- the presence of historical buildings;
- an interwoven and diversified whole of urban environments with vernacular characteristic;
- the presence of a native culture conditioned by the influence of different domination and so representative of the southern Mediterranean.

This elements are a presupposition to develop the planning of “open air” museum that doesn't constitute only a net between points and buildings important only for their history but a space continuous of stimulating occasions that can be valorized in two directions:
1) for the tourist, involving the visitor for permanence time longer than the time employed for the visit of a specific interest point. Recent developments in tourism seek to integrate the social life of the place, in order to better understand the local culture and tradition.
2) Rebalancing the urban quality of the people that live there, through services development bringing improvements in social, cultural and economic growth of the local community. The search has been developed according to the followings points:
- Definition of the concept of “open air” museum as methodology to recover the building patrimony;
- Analysis of similar urban recovery examples;
- Synthesis of the historical stories that characterized the urban system of the Cottonera and have determined the actual condition of the area;
- Individualization of guide lines for a “open air museum”;
- Individualization of possible economic development.
At the end, this planning could stimulate a process of conservation and maintenance of the historical and cultural patrimony and bring over a new economic development.

Key words: Tourism, Sustainability, Mediterranean Basin, Heritage, Conservation

INTRODUCTION
Malta is an island characterized by the strong presence of the sea and the ancient harbour buildings neglected that will have notable potentialities in relationship with the area of the new port of Malta.
It represents a synthesis of analogous cultural and economic centres in Europe and in the Mediterranean. Its history has many points in common with Sicilian and English history because, like Sicily, it has a particular isolated geographic position. In this case the presence of some peculiarities makes possible to activate, with opportune actions, a fast process of rehabilitation of the ancient port of Malta located in the Cottonera area.

The study has essentially departed from the individualization in the city of Malta and in its historical centre of a tourist vocation that could do for incentive the exploitation and the recovery of a Mediterranean landscape otherwise destined to a slow decay. Such elements have constituted a start point to develop a open air museum that doesn't constitute only a net among museum points and meaningful manufactured articles for their history but a continuous space of stimulating occasions that can increase the tourist interest and that they induce the visitor to a long permanence that can be employed for the visit of the single museum or to the specific point of interest.

This project wants to contribute to the guardianship, the maintenance, the fruition and the promotion of the historical and cultural patrimony as point of departure of a new economic development induced by the tourism and as strategy of a politics of rebalancing and social and cultural growth of the local communities.

The point out lines drive to the realization of a open air museum in the area of the Cottonera articulated through the individualization of single sites and scattered by to valorise through the definition of criterions for the retraining of the smaller house building and of buildings and unusual manufactured articles with historical values of a certain interest (religious house building, civil, ecc.) to retrain through new uses that make vocation of museum or receptive places.

The different area will be connected with the organization of trails inside vernacular places, promenade landscape (foreshortenings, sea, fortifications, etc), places equipped that could have as a result the activation of a possible process of economic development induced
by the same urban recovering.

**MUSEO“OPEN AIR”: A RECOVERY METODOLOGY**

The idea of open air museum has assumed different connotations, initially it is developed more as integration of present places of cultural importance in a operation territory of their peculiarities to become the museum “open air” understood as a continuous space of stimulating occasions that can increase the tourist interest and involve the visitor for a longer permanence than that of visiting a specific point of interest.

This concept can be extended to large parts of the city giving an occasion for the rehabilitation and exploitation also of the smaller house buildings.

Such an approach would allow to preserve the buildings and to spread the knowledge of the architecture of the different period and the different cultures.

Another example of open air museum is the forerunner project of open air museum. The plane started in the middle of seventy years and would recovery the council housing.

This operation has resulted from the upgrading of a big area strongly characterized by smaller house building and it has represented a symbolic example of “ Open Air Museum ”. Many times this example has been employed to the recovery of urban areas with similar characteristics.

Other experience, that places within an important action of renewal, is the urban retraining of parts of city strongly influenced by the presence of the sea. The recovery of the waterfronts has the objective to upgrade large areas, obsolete and abandoned, strongly connected both to the sea and to the city.

The patrimony that characterizes these areas is often constituted by industrial building without any monumental value but they represent the testimony of an important moment of cultural and economic development of the urban system.

*Figure 3: View of the Marseille port and waterfront*
Particularly, in the areas of the north Mediterranean Basin, where the process of industrialization and consolidation of the port structures started, it is already possible to individualize numerous examples that had a driving value for the development of the city: in particular in Spain (Valenzia, Malaga, Cadiz, the Port Vell of Barcellona), in France (Marseille) and in Italy (Genoa, Venice, Naples).

These operations resulted as recovery for the community, not only intended as residents but, more extended, as users of an urban space, of a part of the city otherwise forgotten.

HISTORICAL DEVELOPMENT OF THE AREA

The area of Cottonera, also called of the Three Cities, is constituted by the housing nucleuses of Victoriosa, Conspicua and Senglea that occupies the peninsulas on the south-oriental side of the Great Port in front of Valletta. These nucleuses delimit some deep creeks that, in the past, were used as basin of carenage.

The Three Cities can be considered as the “cradle of the Maltese history” because they were used as safety and protection to people that lived in the island. The first town planning can be individualized in a small village of fishermen called Birgu, today Vittoriosa.

The three cities, together with Valletta are considered the founded nucleuses of the actual urban structure.

The buildings, the churches, the boundaries and the bastions of Vittoriosa are more ancient than Valletta and they were used by S. Giovanni’s knights.

The natural creeks have been used since the times of the Phoenicians. These creeks, if from one part could easily be populated, from the other one they left the local inhabitants to the attacks of the enemy when the Malta rulers wanted to participate in the war of the moment. For this reason in the XVII century was built, to their protection one double surrounded building composed by two defensive lines: one outside (Cottonera Lines) and one inside (Margherita Lines), organized to contain a large side of protected territory able to
shelter, in case of siege, 40,000 people with livestock and means of sustenance.

The morphological characterization of the Three Cities has strongly been conditioned by the fortifications system and by the economic development produced by the natural orography of the peninsulas. These conformations have allowed to shelter structures for the navigation in all historical periods.

The life of the arsenal between Bormla and Senglea is strongly tied to the history of Malta and with the naval industry evolution beginning from the end of the XVII century.

The construction of the sailing vessels went a long way at the end of the kingdom of the Order of Malta.

The English since the beginning of their domination understand the strategic importance of the location of the Malta’s port. From 1807, some islands of the Mediterranean Basin began to enjoy of special rules for the commerce.

It is one of the greatest creeks of the Mediterranean basin for that period, but during the XIX this space is not enough however to shelter the ships employed during the war of Crimea (1854).

With the inauguration of the Suez Canal, in 1869, the naval traffic was increased and Malta had a strong economic return, besides England increased its naval presence in the Mediterranean Basin and this pushed the English admiralty to pay more and more attention to the Maltese islands.

The XX century is characterized from a continuous decline alternated to brief moments of intense activity during the two world wars; but after the second world war the intense work of the naval sector brusquely stops, the English authority finished and the island fell in a deep economic crisis.

Beginning from the years ’70 Malta had a slow production recovery thanks to foreign investments especially in the field of the naval constructions. Since 1984 the Chinese government orders the building of merchant ships off-shores.

Only some docks are used; the other docks located in the area among Birgu-Bormla-Senglea are leaved to a slow decay.

Today the situation is desperate because the original destination is definitively lost and the buildings shows important decay pathology.

Also the people that worked here had left their houses and now is very difficult to recognize the local tradition.

GUIDE LINES FOR THE REALIZATION OF A OPEN AIR MUSEUM IN MALTA

This work wants to verify the possibility to recovery a big area of the historical centre of the Cottonera applying some principles that, recently, are addressed towards the realization of museums called “open air”. This operation typology has been experimented in other existing centres, this is often developed through spontaneous exploitation of some urban fabric peculiarities. In this particular case the presence of some factors (climate, position, historical buildings, ecc.) make us believe that with opportune action a fast development of
recovery can be activated.

The Cottonera centre is characterized by monumental buildings and from singular points of strong attraction, from the presence of smaller house building that are located in large areas of the neighbourhood.

The three agglomerations are still distinguishable: Vittoriosa, Cospicua and Senglea, and they also have a strong historical characterization (Figure 5).

Vittoriosa is the more important of the three centres, and its has the most greater concentration of historical buildings, very poor, instead, to Senglea.

For this reasons the Malta Government, in the last years, has improved a planning promotion to the recovery and development of the Cottonera area.

Vittoriosa, the ancient Birgu, is the most ancient area of Cottonera, it is a start point of this project, for which in 2004 a master plan has been drafted.

![Figure 5: Map of the three cities](image)

The plan was born from an existing partner-economic analysis of the situation; it doesn't have the purpose to resolve all the actual problems, but it is set to drive further punctual
The plan develops this principal aspects:
- The maintenance of the historical inheritance.
- The improvement of the quality of the inhabitants life.
- The organization of the road traffic and of the parking spaces.
- The tourist development with particular attention to the younger.
- The increase of the services, the opening of new shops and some information points.
- The economic development produced by the tourism.

In Senglea there are few historical buildings and so it is seem meaningless under the tourist aspect. However there is a smaller house building of residential agglomerations that are in good state of maintenance with an interesting preserved urban layout, where traditional characters, of the small urban agglomerations, are maintained.

There is a vernacular architecture built using local resources (materials and techniques) as expression of the traditional culture.

Cospicua district is a part of the city in front of Vittoriosa connected with Bormla. It is a continuous stream of fascinating and suggestive panoramic views that space from Malta to Vittoriosa.

This part of Senglea is inhabited but it seems, at every time of the day as a ghost city: without life, service, shop and of commercial activity.

This area is the ideal ground for the proposition of a open air museum according to the aspects exposed in the preceding paragraphs.

Particularly the proposal is focalized to the part of city in front of Vittoriosa and part of Bormla.

These are united by the presence of the abandoned basin of dry dock (Dock n°1) and the connected abandoned arsenals.

Figure 6 – Four areas of Senglea e Bormla

Four zones are individualized that have different peculiarities where it is possible to use specific criterions of recovery (figure 6) inside a walk; that can call forth strong emotions,
It will be possible also to identify in the local traditions and in the domestic life according to the request of a different type of tourism; this aspect will have as result the increase of the time of permanence of the tourists.

Zone A (figure 7)

This zone includes the extreme part of Senglea characterized by the vision of a singular panorama of Malta. Over the sea, at a brief distance it is possible to see the fortifications of Valletta and the Sant’Angelo’s Fort. Crossing the long Triq sea l-Arkati, a walking street goes on along a gallery that makes more suggestive the panoramic sight toward Vittoriosa (photo 3). There is a stair that goes around the main bastion, across a suggestive underpass (photo 5). On the top of the bastion there is a place characterized by a small garden and by a famous look-out. It is an hexagonal building located at the entrance of the port (photo 6).

It is possible to see the docks, Marsa, La Valletta, the entrance of Grand Harbour and Fort St. Angelo.

On the top there is a hexagonal building with stone decorations of a pelican, of an ear and of an eye, symbols of the vigilance, to testify the constant attention turned by the knights toward the enemies and from Maltese towards the port activities (photo 7). San Filippo Neri’s church, built in 1662.

Zone B (figure 8)

This zone is characterized by the presence of a regular urban fabric organized with streets that are perpendicular to the sea.

The Triq Is sea - Siren is the parallel street to the sea, it is rich of vernacular architectures and is ideal for a spontaneous development of commercial activity of every typologies (from first necessity to the luxury objects sale).

The sea walk, characterized by the presence of street furniture and with large pavement, has great potentiality to be organized as place of stopover of relax and of refreshment.

Ideal the match of these connected activities structurally in a alternate in slopes and descents along the perpendicular staircases to the two streets that offer suggestive landscape foreshortenings (photo 1, 2, 3 and 4).

The building in the photo 5, for its conformation and architectural characteristic, is good to be destined to accommodating facilities.

Zona C (figure 9)

In this area there are some historical buildings as: the machina (photo 1 and 2), the remains fortification, the parish church of Saint Maria of the Victoria and the plaza in front of the descent Triq 31 Tas ‘ Marzu and the buildings located on the dry dock basin of (photo 5). Here it should be necessary few recovery action as the setup of the plaza, the recovery of the
Machina and the existing café. This operation could make this area a meeting point.
Zone D (figure 10)

Crossing the Triq San Pawl it is possible to arrive to St Paul’s church, built in 1741, that is the background of the typical Maltese hose, characterized by the presence of Bou-windows in wood (photo 1).

Particular attention has been employed, to the recovery of the “Dock n°1” and the near buildings (figure10 - photo 5 and figures 11 and 12).

We should plan an use for commercial activity, of accommodation facilities and of culture. Particularly it will be organized a museum for the diffusion of the Maltese and Mediterranean maritime heritage, not much known, with research laboratory destined to the
researchers and tourists.

Figure 9 – Zona C. 4) Senglea’s Parrisch church 5) Actual Situation at and after the recovery.
The Machina is a great building that was used to hoist the ships.

Figure 10 – Area D. 1) Triq San Pawl and the with the same name church, built in 1741. 2) Senglea’s
These activities are been individualized as the most adapt for our aims both to a tourist development in the area of Senglea and to the improvement of a best quality of social life for the inhabitants and to the economic development.
ECONOMIC DEVELOPMENTS

The tourism in Malta is one of the few primary economic resources. The tourists in transit in the month of April of 2008 have recorded a 5.5% increase in comparison to the same month of 2007.

In the same period has been valued an increase of the 7.9% of the tourist expense in comparison to the 2007 same period.

We believe that the transformation of a part of Senglea in museum open air is apt to realize a sensitive growth of the economy for the local people.

The consequential factors becoming from the tourism, linked among, that can determine the aforesaid growth are:
- transformation in tourist place with strong presence and duration of permanence of great number of visitors,
- creation of different commercial services as well as of receptive structures;
- indirect economic advantages determined by the increase of those services of first necessity that would have as effect a sensitive lowering of the expense for the residents if nothing else due to the diminution of the moving.

What has been stated must not be connected only to the above said data percentages but, in the case of Senglea, it assumes greater importance in economic terms the fact that the analyzed zone is almost entirely unknown to the tourism and also little lived by the residents and by the whole Maltese community.

This development could be able to constitute a strong attraction for the local community.
BIBLIOGRAPHY


Figure 13 – Port view