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## MADE IN NAPLES AND CAMPANIA WORLD HERITAGE REGION

**PH.D. ARCH. ALESSANDRO CIAMBRONE**

Direttore Museo Internazionale Arte Contemporanea Euro-Mediterraneo  
Fulbright Thomas Foglietta 2003-04 / UNESCO Vocations Patrimoine 2007-09

## **ALESSANDRO CIAMBRONE\_brief biography**

Since 2016. Director of the International Contemporary Art Museum Euro - Mediterranean

Since 2015. Professor in the Team of Prof. Carmine Gambardella at the Research Centre of Excellence of the Campania Region for Cultural Heritage, Ecology and Economy (BENECON) – Unesco Chair on Landscape, Cultural Heritage and Territorial Governance – Pegaso University

Since 2016\_Secretary at the UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance (Chairholder Prof. Carmine Gambardella) at the BENECON Research Centre of the Campania Region for Cultural Heritage, Ecology and Economy (consortium of five Italian Universities: Second University of Naples, University of Naples ‘Federico II’, Pegaso University, University of Salerno, University of Sannio).

2014 / 2015. Research scholar (two years). Award winner of the international public call (qualifications and interview) for one research fellowship at the Department of Architecture and Industrial Design SUN. Title of the research project “Study of the innovative and technological components for the complex representations of architecture with reference to the multi-criteria methodology in relation to cultural heritage”, scientific sector ICAR/17, Scientific referee (Tutor): Prof. Arch. Carmine Gambardella.

2013 / 2014. Research scholar (two years). Award winner of the international public call (qualifications and interview) for one research fellowship at the Department of Architecture and Industrial Design SUN. Title of the research project “Study of the innovative and technological components for the complex representations of architecture with reference to the multi-criteria methodology in relation to cultural heritage”, scientific sector ICAR/17, Scientific referee (Tutor): Prof. Arch. Carmine Gambardella.

2015. AWARD WINNER OF INTERNATIONAL COMPETITION: Tutor and Professor at the Master Science in INNOVATION AND ENVIRONMENTAL SUSTAINABILITY FOR INTERNATIONAL DEVELOPMENT – JEAN MONNET SCHOLARSHIP PROGRAMME (Director of the Master Programme: Prof. Arch. Carmine Gambardella). Awarded by: Jean Monnet Committee – Ministry for EU Affairs of Turkey.

2010/2013. PhD in international co-supervision in “Representation, Preservation and Security of Environment, Structures, and Territorial Governance” University of Campania and Université Paris Ouest Nanterre La Defense

2007-2009. One out of the five award winner worldwide of the UNESCO Vocation Patrimoine Fellowship for a two yaers Master Science in World Heritage Management at the University College Dublin and at the UNESCO World Heritage Centre in Paris

2003-04. Only award Winner in Italy of the Fulbright Thomas Foglietta Fellowshic, University California Losa Angeles

1999. Degree in Architecture 110/100 cum summa Laude, University of Naples Federico II

## **Monographies:**

Alessandro Ciambrone (2017). Complex representation of Cultural Heritage: case studies in Campania and France. Napoli, La scuola di Pitagora. Prefazione di Carmine Gambardella. Napoli, La scuola di

Jolanda Capriglione, Alessandro Ciambrone (2014). La rappresentazione complessa del Paesaggio: casi studio in Campania. Napoli, La scuola di Pitagora. Prefazione di Carmine Gambardella. Numero 50 della collana “Fabbrica della Conoscenza”, pp. 216, ISBN 978-88-6542-390-5

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CIAMBRONE A. (2012). Integrated management and cultural districts. The French experience for the Campania Region. Napoli, La scuola di Pitagora. Prefaces by Carmine Gambardella and Bernard Haumont, postface by Jolanda Capriglione. Numero 36 della collana “Fabbrica della Conoscenza” (Pubblicazione della PhD research in co-supervision 2009-2012), pp. 302. ISBN 978-88-6542-174-1

## **A Classe paper**

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CIAMBRONE A. (2016). Istanbul World Heritage property: representing the complexity of its Management Plan. In: (a cura di): GAMBARDELLA C, World Heritage and Degradation. Smart Design, Planning and Technologies. FABBRICA DELLA CONOSCENZA, p. 1806-1815, Napoli: La scuola di Pitagora editrice, ISBN: 978-88-6542-257-1

# The network of World Heritage properties in Campania: analysis and projects.

## The cultural network of World Heritage properties in Campania, the law 77 of 2006 on Italian UNESCO sites and circulars of the Ministry of Culture.

This research is part of the project, directed and coordinated by professor Carmine Gambardella,<sup>1</sup> for the establishment of a network that will provide unified management of the World Heritage properties in Campania [Naples, Pompeii, Caserta, Amalfi, Cilento, Benevento (*Italia Langobardorum*)]. The project is the base of a Memorandum of Understanding signed on May 28<sup>th</sup>, 2009, between the Centre of Excellence of the Campania Region for Cultural Heritage, Ecology and Economy (BENECON),<sup>2</sup> the Department of Architecture at the Second University of Naples and the UNESCO World Heritage Centre. The proposal aims to define an integrated management system for the natural, cultural and intangible in different spatial scales (regional, provincial, municipal) by a multidisciplinary methodological criteria. It includes: relief and design, representation, protection of natural and built assets, local governance, urban sociology, management of landscape, natural and cultural heritage, cultural economics, history of architecture and planning legislation.

The analysis and design phases, closely related and consequential, are linked to the principles of multidisciplinary methodology.<sup>3</sup> The proposed management plan is designed as a historical social and economic inventory of the area under study, updated to date, and achievable through a Geographic Information System (GIS) platform, which illustrates the current situation and future scenarios of modification of the area through the critical study of all material and intangible components of the natural and built heritage.

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<sup>1</sup> Director of the Department of Architecture at the Second University of Naples, and President Centre of Excellence of the Campania Region for Cultural Heritage, Ecology, Economy and Design of Services (BENECON).

<sup>2</sup> The BENECON is a consortium of four Universities of the Campania Region (Second University of Naples, University of Naples Federico II, University of Salerno, University of Sannio). The BENECON is an institutional member of the Forum UNESCO University and Heritage.

<sup>3</sup> GAMBARDELLA Carmine. *Ecogeometria in Venafro, identità e trasparenze*. Napoli, Edizioni Scientifiche Italiane, 2001.

This methodology finds in Campania an ideal laboratory and location for experimentation due to the richness and diversity of natural and historical heritage. In the Region are located six UNESCO World Heritage properties. This makes the area one of the administrative jurisdictions with the largest number of such sites in the world. The properties are included for different typological characteristics in the World Heritage list:

- the 18th-Century Royal Palace at Caserta with the Park, the Aqueduct of Vanvitelli, and the San Leucio Complex;
- the Historic Centre of Naples;
- the Archaeological Areas of Pompeii, Herculaneum and Torre Annunziata;
- the Costiera Amalfitana
- the Cilento and Vallo di Diano National Park with the Archeological sites of Paestum and Velia, and the Certosa di Padula;
- the Church of Santa Sofia in Benevento, part of the network Longobards in Italy. Places of the power (568-774 A.D.)

We should also mention the two UNESCO Man and Biosphere of the National Park of Cilento and Vesuvius, and the beautiful islands of the gulf: Procida, Ischia and Capri.

However, this huge heritage is in danger and undervalued. Indeed, although the Campania Region is one of the richest in the world for natural and artistic heritage (and Italy with forty-seven UNESCO sites is the Country with the highest number of such sites inscribed on the World Heritage list), the number of visitors associated to cultural tourism in the Region is limited when compared with other Italian Regions, as well as cultural tourism is weak on a national scale. In addition, tourism is concentrated for a percentage of ninety percent on the coastal provinces of Naples and Salerno in the summer. The Province of Caserta receives only four percent of these flows, while the Provinces of Avellino and Benevento receive even one percent, respectively. This leads to an inevitable human pressure on the coast of the Region. Thus, the discriminating distribution of tourism-related economic income among the five Provinces of Campania.<sup>4</sup>

On a regional scale, the project expects to achieve a unified management system for the six UNESCO sites located in the Region. This proposal aims to coordinate the flow of tourism, to promote more effectively the immense cultural, natural and intangible heritage, and to propose an operational plan for the unified management of UNESCO sites in Campania.

The project would, in the planning intention, rebalance the tourist flows and economic incomes among the five Provinces, and promote their unique cultural, landscape and intangible assets, through the brand UNESCO and its international recognition.

On a provincial scale, the project proposes the establishment of six "cultural districts" or "local tourist", one for each World Heritage property, included in the regional network of UNESCO sites, in a network structure that links the local heritage, the so-called "minor", to the sites of

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<sup>4</sup> ROSSLER Machtild, MENETREY-MONCHAU C. *Periodic report and action plan, Europe 2005-06*. World Heritage Series N. 20. Paris, World Heritage Centre, 2007 ; DE LUCIA Vezio. *L'Italia non può perdere Napoli*. In *Siti*. Anno IV n. II/2008. Ferrara, Associazione Città e Siti Italiani Patrimonio Mondiale UNESCO, 2008, pp.12-15.

excellence. UNESCO sites and properties of the network then become the reference elements for the management of the territory and landscape. They acquire the value of "nodes and junctions of permutation of the cultural network", which expand at the entire Region (Author's drawing).

## CAMPANIA, WORLD HERITAGE REGION



The idea of linking the Management Plan of UNESCO sites and include it in a larger geographical area is also encouraged by the strategies of the Italian Ministry for Cultural Heritage and Activities.<sup>5</sup> The UNESCO sites in Campania, as important and popular in the world, can not be separated from the integration into a cultural network that transcends their geographic boundaries and extends, then, to the provincial and regional levels. We believe that, thanks to this project, the regional heritage can be promoted- through a message of historical and cultural identity - to the attention of the international tourism market, increasingly competitive and looking for authentic experiences.

<sup>5</sup> GUIDO Manuel Roberto, PALOMBI Maria Rosaria. *I siti italiani nella Lista del Patrimonio Mondiale UNESCO. Dai Piani di Gestione ai Sistemi Turistici Locali*. Roma, Ministero per i Beni e le attività Culturali, Ufficio UNESCO, 2007.

In this proposal, each provincial "cultural district", corresponding to the physical limitations of the administrative perimeter of reference, is ideally constructed around its World Heritage property, which becomes the principal node and junction of permutation of the "local tourist system".

In fact, for the project, architectures, monuments and cultural landscapes are included in the "cultural district" of each property. At the moment they are not promoted, but because of the reputation of the UNESCO brand,<sup>6</sup> can be rehabilitated and valorized in a network of "excellence", which will return to the territory its Outstanding Universal Value currently lost.

The creation of a "cultural district" involves, in the planning and management process, institutional bodies at different territorial levels and the main stakeholders of the territory, which may play an advisory and consulting role, as advised, both by international conventions and declarations as well as by national and regional legislation on the protection and enhancement of heritage.

*"For these forms of management, the most widely used instrument for cooperation, in Italy, is the agreement between public authorities (Article 15 National Law 241/1990). In particular, in relation to public actions intended to affect the local level (Article 34 Legislative Decree n. 267/2000, Testo Unico Enti Locali), there are the so-called framework agreements, aimed at creating and implementing works, interventions or programs intervention that require, for their full implementation, the integrated and coordinated action by municipalities, provinces, regions, government authorities and other public entities. The peculiarity of this type of agreement is that its approval comports the change of planning instruments which may conflict with the decisions made in the agreement. Also, the framework agreements comports the declaration of public utility and urgency of the works to be carried out. Well, the cited reference standards form the basis for the implementation of coordinated actions among institutions (municipal, State, Provincial Tourism Authorities, Superintendent Region) in charge to draw up and implement the Plan of Management of World Heritage properties."<sup>7</sup>*

For the realization of the cultural network of the Campania Region and the inclusion of the resource 'UNESCO site' within the state and regional economic strategies, even with the provision of services for the enhancement of the area, there are specific sources of funding foreseen by Italian institutions, international bodies and organizations. The status of World Heritage property attributed to these specific sites a recognition on a global scale that favors the development of cultural tourism. Furthermore, this condition facilitates access to public funds and catalyzes private investment more easily, because of the resonance and the international publicity that an intervention, for example, of rehabilitation on the World Heritage may comport. There are many projects funded by various bodies, including the World Bank and the World Heritage Fund. In fact, the inclusion in the World Heritage list and the Outstanding Universal Value give to the site a special meaning not only for the State in which it is located, but for the entire international community. The site then, ideally, transcends the territorial limits of the State in which is located, and becomes a common asset

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<sup>6</sup> PUGLISI Giovanni. *Il valore del Brand UNESCO*. In *Siti*, anno III numero VIII, gennaio/marzo 2012, pp. 10-14.

<sup>7</sup> CALABRÒ Marco. Professor of Administrative Law at the Department of Architecture of the Second University of Naples. Interview, June 2012.

for all peoples. Just to cite a few examples of the Campania Region, we remember the plans for the historic center of Naples and the archaeological site of Pompeii, which have attracted the attention and received funding from both government agencies and the European Community.<sup>8</sup>

The realization of the cultural network among UNESCO sites in Campania, would encourage funding and forms of economic support from international bodies and organizations, as evidenced, among other things, by the Memorandum of Understanding signed between BENECON, the Department of Architecture SUN, and the UNESCO World Heritage Centre.

Specifically, the Italian law (Law 20 February 2006, n. 77 "Special measures of preservation and fruition of the Italian sites of cultural interest in the 'World Heritage List' under the protection of UNESCO"), the Circular of the General Secretary of the Ministry of Heritage and Cultural Activities of 2007 specifies in Article 3 paragraph 2, that "*any individual project approved can be financed at the expense of the law 77/2006, for an amount not exceeding one hundred thousand euro, if it regards only one UNESCO site, not exceeding one hundred and fifty thousand euro for each of the UNESCO sites involved in a joint project by a consortium or a temporary association that represents from two to five sites, or not more than two hundred thousand euro for each of the sites involved in a UNESCO joint project presented by an association or a consortium that represents at least six sites.*"<sup>9</sup>

The creation of a network among the UNESCO sites of Campania, in addition to being innovative and respectful of national and international guidelines on the management of assets, therefore, imply a greater per capita contribution for each site in a cooperative project elaborated by the agencies delegated to manage the regional properties.

The Circular of the General Director for the Promotion of Cultural Heritage of the Ministry of Heritage and Culture (MiBAC) n. 6 of 2012, article 3, paragraph 3, specifies "*any individual project financed may receive funding up to a hundred thousand euro in the case of single UNESCO site, two hundred and fifty thousand euro in the case of a single site part of a "serial UNESCO site", or cultural landscape; eighty thousand euro for each of UNESCO sites involved in a joint project*" [...]. Furthermore, Article 6, paragraph 2, states that the Evaluation Commission, among other things, encourages "*the projects submitted by associations or groupings of UNESCO sites; projects involving all UNESCO sites or involving more sites; and the ability of the proposed project to develop or arise the level of structural integration among the sites involved.*"<sup>10</sup>

Even this updated circular of the Ministry provides major sources of funding for the establishment of networks among World Heritage properties of the Campania Region, in consideration that the Benevento site is part of a "serial site", and the Amalfi Coast is included in the World Heritage list in the category of "cultural landscapes". In this category, for typological and specific territorial characteristics, could also be included the properties of Caserta and Cilento.

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<sup>8</sup> GAMBARDELLA Carmine. *Napoli Porta del Mediterraneo: Città Fabbrica della Conoscenza*. In proceedings of the IX International Forum of Studies "Le Vie dei Mercanti". Napoli, la Scuola di Pitagora, 2010.

<sup>9</sup> "Criteria and methods for providing the funds for the measures of support provided by article 4 of Law 20 February 2006, n. 77" (protocol n. 24098 of May 30, 2007).

<sup>10</sup> "Criteria and methods for providing the funds for the measures of support provided by article 4 of Law 20 February 2006, n. 77" (protocol MiBAC – DG Val n. 987 CL 28.07.00 of 08 March 2012).

In any case, regardless of the level of contribution, once again, a circular of the Ministry of Culture, implementing Act 77 of 2006, suggests the creation of networks among World Heritage properties and facilitates its establishment through appropriate forms of financing.

The project of establishing a management network among the World Heritage properties of Campania, interests even the academic research and international cooperation as a source of economic, social and cultural development of the territory. BENECON and the Department of Architecture SUN, also because of institutional membership with the Forum UNESCO University and Heritage (which has about three thousand members in one hundred thirty countries) - achieved through the signing of the Memorandum of Understanding with the World Heritage Centre - has launched a major program of research and international cooperation. This program is identifying the area of Campania, the SUN and BENECON, as an international reference on issues and policies for the management of cultural heritage and landscape.

## **The 18th-Century Royal Palace at Caserta with the Park, the Aqueduct of Vanvitelli, and the San Leucio Complex.**

The World Heritage Committee decided to include the property in the UNESCO World Heritage list in 1997 based on criteria (i), (ii), (iii) and (iv),<sup>11</sup> and the following assessment:

*“the monumental complex at Caserta, whilst cast in the same mould as other 18th century royal establishments, is exceptional for the broad sweep of its design, incorporating not only an imposing palace and park, but also much of the surrounding natural landscape and an ambitious new town laid out according to the urban planning precepts of its time. The industrial complex of the Belvedere, designed to produce silk, is also of outstanding interest because of the idealistic principles that underlay its original conception and management.”<sup>12</sup>*

*“The monumental complex at Caserta, created by the Bourbon king Charles III in the mid-18th century to rival Versailles and the Royal Palace in Madrid, is exceptional for the way in which it brings together a magnificent palace with its park and gardens, as well as natural woodland, hunting*

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<sup>11</sup> (i) to represent a masterpiece of human creative genius; (ii) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design; (iii) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared; (iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.

<sup>12</sup> UNESCO. Report of the 21st Session of the Committee. World Heritage Centre, 1997.

*lodges and a silk factory. It is an eloquent expression of the Enlightenment in material form, integrated into, rather than imposed on, its natural setting.”<sup>13</sup>*

Regarding the major issues in the management of the property and in relation to aspects of the management of tourist flows, there is a constant decrease in the number of visitors of about forty per cent since the year of its inscription in the World Heritage List. This is in contrast with the general increase in the number of visitors registered by properties after their recognition in the UNESCO list.<sup>14</sup>

Tourists visit only the Royal Palace and its gardens and they are not interested in the Aqueduct and the Belvedere of San Leucio, which are part of the World Heritage property. They visit the Royal Palace of Caserta, in periods of high attendance. This creates some problems, such as vehicular traffic, noise and environmental pollution without, *inter alia*, providing any economic benefit to the local community. In fact, the visits to the Palace end within a few hours and the tourists do not seek accommodation in the area.<sup>15</sup>

In fact, visitors are not informed about the nature and composition of the UNESCO site of Caserta. There is not an interpretation center or explanatory panels, which clarify the original idea of the Bourbon great project of the axis that unites Naples and Caserta, in the intentions, representing the old and the new capital of the Kingdom of two *Sicilie*.

The logo on the information panels, which indicate the status of World Heritage site are inadequate both in quality and quantity. Rarely on advertising tourism and cultural catalogs appear the UNESCO brand and the label of the World Heritage Convention of 1972, which, in contrast, are used as a powerful tool for publicizing the identity values of the properties and for purposes of promotion by managers and tour operators.

Awareness about the Outstanding Universal Value of the site is not particularly diffused among residents and local business, although many cultural events were organized by the Superintendence to celebrate World Heritage status. The participation of local community to initiatives related to the complex, at the time, are limited due to the lack of a leading institution, which coordinates all activities associated to it. In fact, the administrative management of the entire property inscribed in the UNESCO list is divided among different institutions, which, with different titles, have jurisdictional and legal authorities on the site.<sup>16</sup>

The Management Plan of the property is being drafted thanks to a convention signed between the Superintendence for Architectural, Landscape, Historical, Artistic and ethno-anthropological assets for the Provinces of Caserta and Benevento, responsible for the site, the Department of Architecture at the Second University Naples and the Regional Centre of Excellence BENECON, under the scientific coordination of professor Carmine Gambardella. The project is aimed at building a computer system and a policy framework related to management actions possible within that institutional agreement.

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<sup>13</sup> UNESCO. Brief description of the property. World Heritage Centre, 2012.

<sup>14</sup> Unione degli Industriali di Caserta (2008). *Modello per la valorizzazione dei siti culturali della Provincia di Caserta*. Editore Sipi s.p.a.; CANESTRINI Francesco. *Quadro di riferimento generale dei piani di gestione. Unicità distinzione e specificità*. In *I Siti Italiani del Patrimonio Mondiale UNESCO. Le strategie per la gestione*. Roma, MiBAC, Ufficio UNESCO, 2006.

<sup>15</sup> CANESTRINI Francesco. *Problemi di gestione e pianificazione del sito UNESCO di Caserta*, in *Piano di Gestione e Rapporto Periodico*. Roma, Ministero per i Beni e le attività Culturali, Ufficio UNESCO, 2005.

<sup>16</sup> ROSSLER Machtild, MENETREY-MONCHAU C. *Periodic report and action plan, Europe 2005-06*. World Heritage Series N. 20. Paris, World Heritage Centre, 2007.

Figure 1. The 18th-Century Royal Palace at Caserta with the Park, the Aqueduct of Vanvitelli, and the San Leucio Complex: 1) te Province of Caserta; 2-3) the Royal Palace; 4) the Royal gardens; 5) Teatro di corte.



Figure 2. The 18th-Century Royal Palace at Caserta with the Park, the **Aqueduct of Vanvitelli**, and the San Leucio Complex: 1) plan of the inscribed property in the World Heritage list.

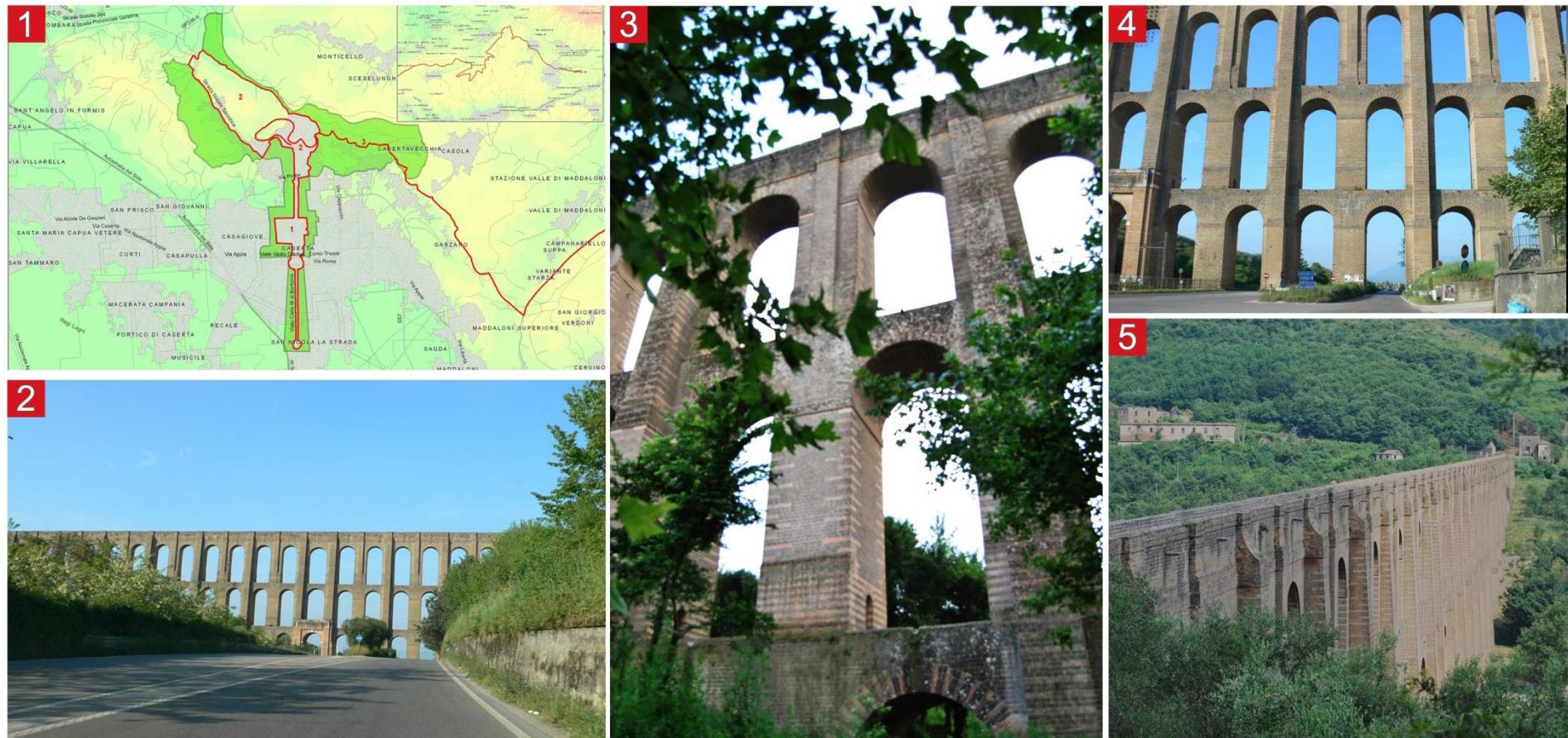


Figure 3. The 18th-Century Royal Palace at Caserta with the Park, the Aqueduct of Vanvitelli, and the **San Leucio Complex**.



The methodological premises of the Plan in progress are linked to the principles of multi-criteria and multidisciplinary methodology.<sup>17</sup> The proposed Management Plan is designed as a historical, social and economic inventory of the area under study, updated to the data, and continuously implementable through a Geographic Information System (GIS) platform, which illustrates the current situation and future scenarios of modification of the area through the critical study of all material and intangible components of the natural and built environment.

*"The activity of modification and territorial governance can be intended as the activity of measurement and representation focused on the transformation of environmental resources in lots of income as a source of environmentally sustainable development not only in relation to the knowledge of the potentials inside the territory but also in stimulating the competitiveness of values among territories. The underlying scientific mission is to use all the technological opportunities that allow us to enter in the own body of the natural and built environment in order to discretize it, to measure and assess it multidimensionally associating to each dimension, the scientific dimension, which identify it."*<sup>18</sup>

In the more specific field of the research and in defining the "cultural district" of the Province of Caserta" around its UNESCO property - the main node and junction of permutation of the cultural network at the provincial level - the project foresees the development of its rural landscape as a experiment laboratory, in reference to the historical signs that have characterized so prodigiously the territory.

It is therefore expected to include in the "cultural district" so designed, properties, such as the Real site of Carditello or the network of provincial museums,<sup>19</sup> thanks to the reputation of the UNESCO brand,<sup>20</sup> which can be restored and promoted into a system of "excellences" that returns to the territory its Outstanding Universal Value, actually lost, but inherent in its historical matrix. In the Management Plan are analyzed all the territorial's issues, which may become opportunities for projects to be realized aimed at the restoration and renovation of assets in poor condition. In this sense, Carmine Gambardella, project leader of the Plan, proposed to realize, for example, the anaerobic digester in the provincial municipality of San Tammaro, in which is also located the Real site of Carditello. At the same time, the choice of San Tammaro, will result in another fundamental consequence for the territory, that is, the acquisition and the restoration of Carditello by the Region, as a form of compensation for the construction of the digester. *"The Real site would return to its former glory, and somewhat to its original vocation, hosting a center of research and innovation of international level, in the fields of environment, biotechnology and agriculture. Maybe part of the building could also be transformed into a residence for the researchers. While the Faculty of Architecture and BENECON<sup>21</sup> would provide for the necessary know-how for its restoration and redevelopment."*<sup>22</sup>

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<sup>17</sup> GAMBARDELLA Carmine, PISCITELLI Manuela. *Geometry and measurement between tradition and innovation*. In: Proceedings of the 14th International Conference on geometry and graphics. Kyoto, 5-9 August 2010, International Society for geometry and graphics.

<sup>18</sup> GAMBARDELLA Carmine. *Altante del Cilento*. Napoli, Edizioni Scientifiche Italiane, 2009.

<sup>19</sup> CAPRIGLIONE Jolanda. *I Musei della Provincia di Caserta*. Camera di Commercio di Caserta, 2005.

<sup>20</sup> PUGLISI Giovanni. *Il valore del brand UNESCO*. In *Siti*, anno III numero VIII, gennaio/marzo 2012, pp. 10-14.

<sup>21</sup> Centro di Competenza della Regione Campania sui Beni Culturali, Ecologia, Economia e Design dei Servizi.

<sup>22</sup> GAMBARDELLA Carmine. In Pietro Falco. Scartata Santa Maria Capua Vetere, si va verso l'ufficializzazione. Gambardella: Carditello andrà alla Regione. La Repubblica, 17 aprile 2012; Pietro Falco (2012). Digestore, la Regione conferma la decisione: andrà a San Tammaro. Recupero di Carditello, servono 30 milioni. In La Repubblica del 18 aprile 2012.

## The Historic Centre of Naples.

The World Heritage Committee decided to include the property in the UNESCO World Heritage list in 1995 based on criteria (ii) and (iv),<sup>23</sup> and the following assessment:

*“It is one of the most ancient cities in Europe, whose contemporary urban fabric preserves the elements of its long and eventful history. Its setting on the Bay of Naples gives it an outstanding universal value which has had a profound influence in many parts of Europe and beyond.”*<sup>24</sup>

*“From the Neapolis founded by Greek settlers in 470 B.C. to the city of today, Naples has retained the imprint of the successive cultures that emerged in Europe and the Mediterranean basin. This makes it a unique site, with a wealth of outstanding monuments such as the Church of Santa Chiara and the Castel Nuovo.”*<sup>25</sup>

Regarding the major issues in the management of the property and in relation to aspects of the management of tourist flows, we find out that tourist arrivals in the city center, at the date, amount to about two million eight hundred thousand. Thus there is an increase of approximately one hundred percent since the year of inscription of the site (1995) in the UNESCO list.<sup>26</sup>

No special events were organized to highlight the value of the site and its World Heritage status. It was found, after interviews in the old center commissioned by the municipality, that the inscription on the World Heritage list has definitely influenced the choice of Naples as a prime destination for foreign tourists. In contrast, the Italian tourists, residents and local entrepreneurs are not aware of the meaning of the Outstanding Universal Value of Naples, as considered by the World Heritage Committee.<sup>27</sup>

The Management Plan of the UNESCO site came into force in 2011 and the main innovation, according to the Service Enhancement of the Historic City of Naples, that draw it, is the introduction of the concept of Historic Urban Landscape as a tool for reflection on criteria and methods of preservation and enhancement of the historic center.<sup>28</sup>

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<sup>23</sup> (ii) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design; (iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.

<sup>24</sup> UNESCO. Report of the 19th Session of the Committee. World Heritage Centre, 1995.

<sup>25</sup> UNESCO. Brief description of the property. World Heritage Centre, 2012.

<sup>26</sup> Quaderno del Turismo Della Regione Campania (2009) - PromuovItalia - Supporto per l'occupazione e lo sviluppo dell'industria turistica; cfr. UNESCO. Periodic Report. Paris, World Heritage Centre, 2006.

<sup>27</sup> ROSSLER Machtild, MENETREY-MONCHAU C. *Periodic report and action plan, Europe 2005-06*. World Heritage Series N. 20. Paris, World Heritage Centre, 2007.

<sup>28</sup> Comune di Napoli. Sistema di Gestione del Centro Storico di Napoli Patrimonio UNESCO. Servizio Valorizzazione della Città Storica, 2011.

The Plan expresses the need for a wider territorial, extended to the entire city, as the Vesuvius and Campi Flegrei area, in order to address the issues to a higher territorial levels (municipal, provincial, regional) according to the themes and axes of intervention as provided in the Plan, including, services, roads, transportation, and tourism.<sup>29</sup>

Having acknowledged the existence of a management tool, we question about the possibility to translate strategies of the Plan into concrete actions, and ensure that it becomes operational in a City that has almost lost its prestigious World Heritage *status* for its state of conservation and management.

This risk in fact materialized in practice in 2008 when, on solicitation of illuminated merchants, academics, representative of scientific academia, trade associations and local committees, experts of the World Heritage Centre came visit to Naples.<sup>30</sup> They observed the inefficiency of the management measures and of the conservation state of the historical center. The experts from UNESCO, in their report, among other things, elaborated a document, addressed to the institutions responsible for preparing the Plan, which contained suggestions and strategies to assess and take in the drafting tool of management.<sup>31</sup>

The involvement of the local community remains an indispensable element for the realization of a collective project that is not possible without a strategic vision. This is to avoid that funding for the historic city center are yet utilized for superficial and ephemeral work of restyling. Among the positions that we share in the scientific and cultural debate on the future of the City, Carmine Gambardella suggests Naples as the "Gate of the Mediterranean" and especially "City of Knowledge Factory."<sup>32</sup>

The strategy highlights the central function - today, as in the past – of the main city of Campania as crucial pole of social, economic and commercial exchanges in the area of the *Mare Nostrum*. In this vision, the City has to regain its role of scientific, cultural and productive centre of world level, and must be perceived as a mine of raw materials of the of Knowledge Factory.

*"Raw materials, cultural heritage, landscape, sea and coast, buildings' heritage , energy and water, training in all its grades, waste, research, consolidated and innovative business activities must be placed in a position to transform or to encourage virtuous path already undertaken because the public investment, with adequate monitoring and aware of the community, produce value for which we can not and the market will not allow us to renounce. The aim is to create products made with "work with Art", which more they are crossed by knowledge in the production cycle much more they are attractive and competitive in the global market. Thus the voice cost of labor becomes marginal in the declination of the income statement both for the business activities that for the Public Administration, including, also, Universities and Research Centers."*<sup>33</sup>

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<sup>29</sup> FERULANO Giancarlo. *Gli elementi innovativi del Piano di gestione del centro storico di Napoli*. In *Siti*. Ferrara, Associazione Italiana Città e Siti Patrimonio Mondiale UNESCO, anno II numero V, gennaio/marzo 2011, pp. 26-33.

<sup>30</sup> Consorzio Napoli Centro Antico, comitato Centro Storico UNESCO, comitato giuridico di Difesa Ecologica, Italia Nostra e Istituto Nazionale di Architettura.

<sup>31</sup> TESSITORE Fulvio. Servono risposte sul centro storico. In *La Repubblica* del 07 marzo 2010, sezione di Napoli.

<sup>32</sup> GAMBARDELLA Carmine. Centro storico oltre gli slogan. In *La Repubblica* del 27 maggio 2010, sezione di Napoli.

<sup>33</sup> GAMBARDELLA Carmine. *Napoli Porta del Mediterraneo: Città Fabbrica della Conoscenza*. In proceedings of the VII International Forum of Studies "Le Vie dei Mercanti". Pompeii and Capri, 4,5,6 June 2009. Napoli. La Scuola di Pitagora, 2010, pp.21-38.

Figure 4. The Historic Centre of Naples: 1) plan of the Historic Centre of Naples; 2) the port; 3) via San Biagio dei Librai; 4) Chiesa di Capodimonte; 5) Certosa di San Martino; 6) Piazza del Gesù.



The idea of the city of Knowledge Factory, and place of knowledge, finds a strong motivation in the fact that in the historic city are located five Universities. The natural inclination of Naples is therefore to accommodate functions of higher education. Thus it could be created, among other things, students and guest houses. The pole of studies and researches is an innovative idea, implicit in the historic urban layout. In other words it should be develop a network system and give a sense of unity to what already exists since centuries: a widespread net of monuments, new and old buildings, cloisters and gardens, areas, all devoted, in various ways, to the study and training functions. The old town (and within it, the old center) does not have lost centrality because it is here that still continues to concentrate the active and institutional life of the city. Examples of this are just the Universities, alive and vital, which thousands of users (students, teachers, employees) reach each day. These contribute to let the area alive, crowded of shops and, in many cases, of property of great and historical value in which the same Universities are located.

Also, the idea of "Knowledge Factory" and the concept of "Work with Art" inspire many associations that represent the heart of the local artisan products. The main objective of these associations is to revive the ancient center in a tourist and cultural key, enhancing the pole of hospitality that combines tradition and innovation through two strategic actions:

- a - developing a link between the secular know-how belonging to them and the potential that new technologies offer by creating an integrated low-impact system of equipment and infrastructure;
- b - encouraging the pole of craft, taking together the traditional and the innovative one, so that new generations of craftsmen-artists can contribute to the determination of "new signs" of Naples for the third millennium.

All this is possible if a network of partnerships is established between entrepreneurs, artisans, users, government institutions, trade associations, with one common goal: to improve the livability, increase the sense of security, create new jobs and foster a renewed sense of civic duty.<sup>34</sup>

Another important aspect for the effective implementation of the provisions of the Management Plan is related to obtaining the necessary funding for the works of protection and enhancement in the historic center of Naples.

*"The Government's commitment towards the UNESCO in front of the requested and received recognition, is above the availability of the availability of funds. Thus it is necessary appeal to private funds, promoting the greater use of their resources through a special tax of advantages that will result, for them and for companies involved in the work, in appropriate tax and social contribution [...] the desired tax of advantages could be activated by introducing an income tax deduction even greater than the expected 55% for green building: a deduction equal to 66% (two thirds of expenditure) as prospected by Article 151 of the EU treaty, which requires Member States to safeguard the cultural heritage of European significance."<sup>35</sup>*

As part of the research objectives and in defining the "cultural district" of the Province of Naples around its UNESCO site - main node and junction of permutation of the cultural network at the provincial level - the project foresees the establishment of a net that links it to archaeological sites of Pompeii, Herculaneum and Torre Annunziata, the Vesuvius National Park - Man and Biosphere protected by UNESCO - the islands of the Gulf

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<sup>34</sup> COLONNESE Edgar. Trasformare il centro storico. In La Repubblica del 27 marzo 2010, sezione di Napoli.

<sup>35</sup> RAIMONDI Raffaele. Centro storico, sgravi fiscali. In La Repubblica del 18 marzo 2010, sezione di Napoli.

(Capri, Ischia and Procida), the *Campi Flegrei* and minor heritage, consisting not only of cultural and landscape heritage, but also the immense intangible heritage of which the territory is exceptionally rich.

## The Archaeological Areas of Pompeii, Herculaneum and Torre Annunziata.

The World Heritage Committee decided to include the property in the UNESCO World Heritage list in 1997 based on criteria (iii), (iv) and (v)<sup>36</sup> and the following assessment:

*“The impressive remains of the towns of Pompeii and Herculaneum and their associated villas, buried by the eruption of Vesuvius in AD 79, provide a complete and vivid picture of society and daily life at a specific moment in the past that is without parallel anywhere in the world.”<sup>37</sup>*

*“When Vesuvius erupted on 24 August AD 79, it engulfed the two flourishing Roman towns of Pompeii and Herculaneum, as well as the many wealthy villas in the area. These have been progressively excavated and made accessible to the public since the mid-18th century. The vast expanse of the commercial town of Pompeii contrasts with the smaller but better-preserved remains of the holiday resort of Herculaneum, while the superb wall paintings of the Villa Oplontis at Torre Annunziata give a vivid impression of the opulent lifestyle enjoyed by the wealthier citizens of the Early Roman Empire.”<sup>38</sup>*

Regarding the major issues in the management of the property, and in relation to aspects of the management of tourist flows, we observe that the number of visitors, from the year of the site's inscription in the World Heritage List to today, is virtually unchanged and is about 2.5 million visitors a year. Indeed, the inscription on the World Heritage list of the archaeological site does not result in an increase of tourists, in contrast with the increase in the number of visitors that register sites after their inscription in the UNESCO list, and with the increase of international cultural tourism in the last fifteen years.<sup>39</sup>

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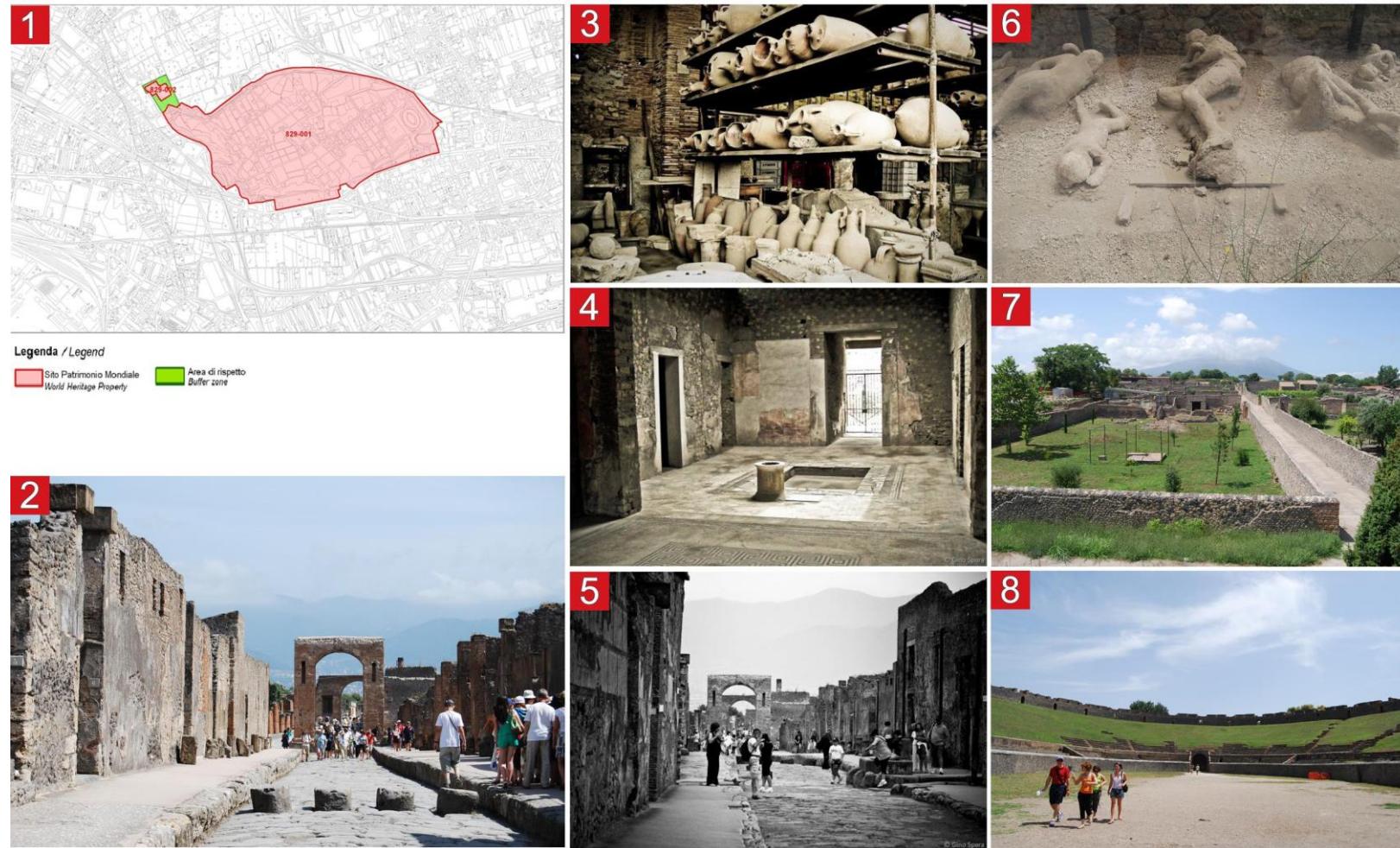
<sup>36</sup> (iii) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared; (iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history; (v) to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change.

<sup>37</sup> UNESCO. Report of the 21st Session of the Committee. World Heritage Centre, 1997.

<sup>38</sup> UNESCO. Brief description of the property. World Heritage Centre, 2012.

<sup>39</sup> UNESCO. Periodic report. Paris, World Heritage Centre, 2006.

Figure 5. The Archaeological Areas of Pompeii, Herculaneum and Torre Annunziata: 1) plan of the inscribed property in the World Heritage list.



The logo on the information panels that indicate the status of World Heritage site are inadequate both in quality and quantity. Rarely in catalogs of tourism and cultural heritage appear the UNESCO brands or that of the World Heritage Convention of 1972 which, in contrast, are used as a powerful tool for publicizing the identity values of the site and for the purpose of promoting cultural tourism by managers and tour operators. No special events were organized to highlight the status of World Heritage Site, although there is a widespread sense of awareness among citizens, businesses and local administrators about the meaning of the Outstanding Universal Value of the property, as considered by the World Heritage Committee.<sup>40</sup>

The Management Plan of the site is not yet operational because the company commissioned by the Superintendence for Archaeological Heritage of Naples and Pompeii, in 2012, was put into liquidation.<sup>41</sup>

The recent collapse of the House of Gladiators, the *Schola Armaturarum* and the House of the Moralist in Pompeii, the world's most famous archaeological site, brought back to international attention the deficiencies of the maintenance and management of the area.<sup>42</sup>

The complex of the UNESCO site, consisting of the three archaeological sites, is not fruitfully and perceived as a single system and the properties live independently, without a single management system that protects them and enhances their potential. In Pompeii, the archaeological area is completely unrelated to the urban settlement. The visitors, about 6.5 million a year,<sup>43</sup> arriving in town for a visit to the excavations or for the Sanctuary of the Madonna, which, with four million visitors a year, ranks fifth place of religious pilgrimage in the world. Of these people very few stay or benefit from tourist facilities and accommodation in the area. At this enormous flow of visitors has been accompanied in the towns of Pompeii, Herculaneum and Torre Annunziata (also including Boscoreale), a limited number of people (about 200 thousand) who have stayed overnight in the territory. Except for a significant proportion of school visits, it is therefore only daily flows and passage to or from other famous localities of the Region or Italy.

Several projects were presented, and sometimes realized, for the protection and enhancement of the archaeological area of Pompeii, but often these have not taken sufficient account of the priorities of the site consisting of "*protection of the archaeological area more important and in the worst state of preservation in the world.*"<sup>44</sup>

A further concern is the waste of public funds invested or planned for the protection of the site. For example, in the project of one hundred and five million euro approved by the High Council of Cultural Heritage, is foreseen an investment of eight million, which includes surveys, assessments

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<sup>40</sup> MiBAC (2009). Flussi turistici nei siti italiani; cfr. Machthilde Rossler, C. Menetrey-Monchau (2007). *Periodic report and action plan, Europe 2005-06*. World Heritage Series N. 20. Paris, World Heritage Centre.

<sup>41</sup> Corriere del Mezzogiorno online. Tess oggi chiude i battenti: lavoratori contro la messa in liquidazione della società. Corriere del Mezzogiorno del 30 gennaio 2012.

<sup>42</sup> RIDET Philippe. Silence, Pompéi s'éteint. In Le Monde del 10 giugno 2012.

<sup>43</sup> Quaderno del Turismo della Regione Campania - PromuovItalia - Supporto per l'occupazione e lo sviluppo dell'industria turistica, 2009.

<sup>44</sup> SETTIS Salvatore nell'articolo di FRANCO Carlo. Settis blocca il piano degli industriali "fermate altri scempi negli scavi". In La Repubblica del 10 giugno 2011, sezione di Napoli; GUIDA Giuseppe. Paesaggi da salvare. In La Repubblica del 9 giugno 2011, sezione di Napoli.

and hydro geological investigations which could instead be provided at no charge, because these were elaborate through a co-operation action that involved the Research Centre of Excellence BENECON and the *Guardia di Finanza*.<sup>45</sup>

In a logic of system that integrates the archaeological sites of the World Heritage property and the territories on which these are located, significant studies and projects have been developed over the years by the Department of Architecture Luigi Vanvitelli at the Second University of Naples and BENECON.<sup>46</sup>

In particular, the "Pompeii Knowledge Factory 0079 | 2013" project involved two hundred fifty researchers with different skills, able to cover many areas of investigation, who, with the help of a wealth of scientific equipment of advanced technology, made all surveys and analyzes on the material and intangible heritage of the entire Municipality.<sup>47</sup>

Since this experience has also had a strong educational value, graduate and research students were involved in activities with professors and senior researchers. Thus "Pompeii Knowledge Factory" becomes the overall design of the entire scientific community of the University.

*"The results of these analyzes have been allocated in a single technology platform, a geo-referenced information system capable of handling organically multidimensional aspects of the environment. This system of representation made possible to transfer information regarding geology, morphology, hydrology, vegetation, history, physics, chemistry, environment, structures, cultural assets, psycho-perceptual, socio-economic, administrative, and so on, in as many layers, which represent an open and dynamic system of knowledge. The information contained in the layers can indeed be linked together using multiple combinations, while also providing tools for assessment and evaluation. These concur to the representation of the reality and of its critical description, for the development of the area through choices made based on active, dynamic and multidimensional monitoring."*<sup>48</sup>

Additionally, the project regarded:

- a - historical and archives' researches, which have allowed the team to formulate inedited hypotheses on the evolution of the territory of Pompeii before its first archaeological excavations;
- b - monitoring of environmental and noise pollution, and the design of soundscapes;
- c - structural surveys on different building types to design environment and sustainable protocols for the recovery and rehabilitation of historic buildings;
- d - the investigation of levels of seismic safety;

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<sup>45</sup> FIGURATO Marisa. Misteri di Pompei da svelare. In *La Repubblica* del 9 novembre 2011, sezione di Napoli; ERBANI Francesco. Così l'UNESCO boccia gli interventi per Pompei "troppi progetti". In *La Repubblica* del 14 luglio 2011, sezione Cultura.

<sup>46</sup> GAMBARDELLA Carmine, project leader of the projects "Pompeii Fabbrica della Conoscenza 0079|2013", and "i-Pompeii: the innovative days for cultural heritage". Director of the Department of Architecture at the Second University of Naples, and President of the Centre of Excellence of the Campania Region for Cultural Heritage, Ecology and Economy (BENECON). Former vice-mayor of Pompeii.

<sup>47</sup> GAMBARDELLA Carmine, ZERLENGA Ornella. *Rilievo come piattaforma tecnologica della conoscenza: il paradigma di Pompei*. In proceedings of the X International Conference on Graphic Expression applied to Building, APAGEA 2010, pp. 305-314.

<sup>48</sup> GAMBARDELLA Carmine, PISCITELLI Manuela. *Geometry and measurement between tradition and innovation*. In: Proceedings of the 14th International Conference on geometry and graphics. Kyoto, 5-9 August 2010, International Society for geometry and graphics, pp. 273-282.

e - the study of an integrated sustainable transport system and the generation of electric energy (art greenhouses and photovoltaic parking) for a better use of the cultural and tourist area of the excavations.<sup>49</sup>

The final objective of the "Pompeii Knowledge Factory" project is to strengthen the competitiveness of the City and its UNESCO World Heritage property, not only in the sector associated with tourism and cultural heritage, such as hospitality and accommodation, but also other areas such as, for example, floriculture, historical excellence of the territory. In fact, even today in Pompeii the production and export of flowers is one of the most developed economic sector. In fact it was to survey ninety-seven hectares of greenhouses over an area of more than twelve hundred hectars. At the sacred Pompeii, and that of the archeological excavations, the project prospects to join the City of greenhouses, gardens and urban gardens, which become an ordering element of an urban and landscape environment, which at the moment is without heterogeneous and rarefied.<sup>50</sup>

Significant projects of system were also developed in the city of Herculaneum. A particular example of innovation is represented by the elaboration of the "Urban Herculaneum" program elaborated by the municipal administration. This is in progress through a partnership with various institutional bodies, such as the Campania Region, the National Park of Vesuvius and the Chamber of Commerce of Naples. The program, among other things, provides for the reorganization of the access road to the archaeological excavations and the harbor, and the establishment of new public-private entities delegated to the management of tourism and cultural heritage services.<sup>51</sup>

Also, in the logic of public-private partnerships moves the Herculaneum Conservation Project. The main objective of the sponsor is to support the activities of the Superintendence for Archaeological Heritage of Naples and Pompeii, to protect and conserve, enhance and promote knowledge, understanding and appreciation by the public of ancient city of Herculaneum and its archeological excavation, through the sustainable management in the long-term and the local communities involvement.<sup>52</sup>

Additionally, in Herculaneum was built the Virtual Archaeological Museum (MAV), through a partnership between the Foundation CIVES, the Province of Naples, which supported its design and construction, and the City that gave the availability of the spaces for the new building, just close to the archaeological site.<sup>53</sup>

In the more specific area of this research and in defining the "cultural district" of the Province of Naples", as mentioned, around the UNESCO sites of the city of Naples and of the archaeological sites of Pompeii, Herculaneum and Torre Annunziata - key nodes and junctions of permutation of the

<sup>49</sup> GAMBARDELLA Carmine. *S.A.V.E. Heritage*. In proceedings of the IX International Forum of Studies "Le Vie dei Mercanti": Safegard Architectural Visual Environmental Heritage. Aversa and Capri 9,10,11 June 2011. Napoli, La Scuola di Pitagora, 2011.

<sup>50</sup> GAMBARDELLA Carmine. *Less/More Architecture, Design, Landscape*. In proceedings of the X International Forum of Studies "Le Vie dei Mercanti", Aversa and Capri, 31 May, 1 e 2 June 2012. Napoli, La Scuola di Pitagora, 2012.

<sup>51</sup> DANIELE Nino. *Un eccezionale libro aperto sul passato*. In *Siti*, anno secondo, numero quarto, ottobre / dicembre 2006. Ferrara, Associazione Italiana Città e Siti Patrimonio Mondiale UNESCO.

<sup>52</sup> ERBANI Francesco. Così l'UNESCO boccia gli interventi per Pompei "troppi progetti". In *La Repubblica* del 14 luglio 2011, sezione Cultura.

<sup>53</sup> DANIELE Nino. *Ercolano sotto la lava! Ma questa volta è virtuale*. In *Siti*, anno quarto, numero quarto, ottobre / dicembre 2008. Ferrara, Associazione Italiana Città e Siti Patrimonio Mondiale UNESCO.

cultural network at the provincial level - the project involves the establishment of a net that connects the proposed ordering elements of the environment and landscape. These are the World Heritage properties, principal assets of tangible and intangible heritage of the territory. The network may include, among other assets, the beautiful eighteenth-century villas in the Golden Mile, intangible traditions such as the local wine and food tours of the National Park of Vesuvius, in addition to the routes already reported in the cultural network of the UNESCO site of the historic center of Naples.

## The Costiera Amalfitana.

The World Heritage Committee decided to include the property in the UNESCO World Heritage list in 1997 based on criteria (ii), (iv) e (v),<sup>54</sup> and the following assessment:

*“The Costiera Amalfitana is an outstanding example of a Mediterranean landscape, with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution.”<sup>55</sup>*

*“The Amalfi coast is an area of great physical beauty and natural diversity. It has been intensively settled by human communities since the early Middle Ages. There are a number of towns such as Amalfi and Ravello with architectural and artistic works of great significance. The rural areas show the versatility of the inhabitants in adapting their use of the land to the diverse nature of the terrain, which ranges from terraced vineyards and orchards on the lower slopes to wide upland pastures.”<sup>56</sup>*

Regarding the major issues concerning the management of property and in relation to aspects of the management of tourist flows, we observe that the number of visitors has doubled compared to year of entry of the coast in the UNESCO list.<sup>57</sup>

The logo on the information panels that indicate the status of World Heritage property are inadequate both in quantity and quality, although special events dedicated to its recognition as a UNESCO site were organized by the Superintendence.

<sup>54</sup> (ii) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design; (iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history; (v) to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change.

<sup>55</sup> UNESCO. Report of the 21st Session of the Committee. World Heritage Centre, 1997.

<sup>56</sup> UNESCO. Brief description of the property. World Heritage Centre, 2012.

<sup>57</sup> Quaderno del Turismo Della Regione Campania (2009) - Promuo Italia - Supporto per l'occupazione e lo sviluppo dell'industria turistica.

Figure 6. The Costiera Amalfitana.



There is not a widespread sense of awareness among citizens and local entrepreneurs on the significance and because the World Heritage Committee has attributed to the Coast its Outstanding Universal Values, although the local Research Centers and Administrations often organize conferences, workshops and seminars on the value and uniqueness of the property.<sup>58</sup>

Probably, the World Heritage property of the Amalfi Coast, with Pompeii, has a greater international recognition and, for this reason, does not avail itself and does not need of the UNESCO brand for its promotion on the global tourism scene.

Moreover, unlike Pompeii for arguments related to the management of the archaeological world famous, Amalfi has not been negatively affected by the national and international press, and its name has not been repeatedly linked to that of UNESCO. We can assume, therefore, that the increase in the number of visitors, mainly due to seaside tourism, is not directly linked to the status of World Heritage. In fact, some studies carried out on the value of the UNESCO brand suggest that it contributes to the increase in the number of visitors to a site, in opposite proportion to its international recognition.<sup>59</sup> According to this theory, properties such as Paris, Cairo, Rome or Pompeii, do not need to be included in the World Heritage list for enhancing its attractiveness and receive, consequently, a greater number of visitors.

The Management Plan of the property has been elaborated by the Superintendence for Architectural and Landscape of the Province of Salerno and Avellino in partnership with the Mountain Community of the Amalfi Peninsula.

The Plan indicates that one of the weaknesses of the site - included in the World Heritage list in the category of cultural landscapes - is the progressive abandonment of agriculture and traditional crops on its terraces, which have so greatly contributed to the identity of places. In fact, the terraces represent in the rural culture of the Coast a model of sustainable land management. In addition to the area used to grow, these include dry-stone walls - the *macere* - whose elements are derived from the crumbling stone of the rock. The *macere*, in addition to fulfilling the function of support, assure a natural drainage, uniform and continuous of the embankments.

The terraces, even today, are connected by long stairway that constitute the historic routes of communication through which everything was delivered. Currently, for the truth, in rare cases, some transfers from one terrace to another takes place by mule or human shoulder. The high costs of transport conducted in this way greatly affects the management of agricultural funds. Thus the farmers are forced, among other things, to abandon their crops.

*"In recent years the depopulation of the mountains resulted in negative consequences in the maintenance of the area with obvious effects in increasing fires, landslides and the increase in site covered by forests at the expense of cultivated soils. For this reason, the encouragement of agriculture along the backbone of Lattari mountains is essential to ensure the maintenance of the terraces, not only because these are the*

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<sup>58</sup> MiBAC. Flussi turistici nei siti italiani 2009; ROSSLER Machtild, MENETREY-MONCHAU C. *Periodic report and action plan, Europe 2005-06*. World Heritage Series N. 20. Paris, World Heritage Centre, 2007.

<sup>59</sup> BORCHI Alessandra. *L'Impatto dello statuto "Patrimonio Mondiale" sullo sviluppo turistico di un sito: il caso di Assisi*. Master in "Valorizzazione dei Siti Culturali". Università Paris 1, Pantheon Sorbonne, 2008.

*expression of a wonderful work of Man, but mainly because they represent a wise governance of soils which is useful for the conservation of the traditional crops (lemons, vines, etc.) and an undeniable feature that characterizes so much the landscape.”<sup>60</sup>*

A further difficulty which affects the Amalfi Coast is related to mobility. Most of the flow of visitors is concentrated on the coastline because of the attractiveness of places and of the tourism industry. Alternative strategies, focusing on the promotion of cultural heritage and landscape, as well as on tours and wine, could promote tourism capable of alleviating the human pressure on the coast which, during the summer period, becomes unsustainable.

To formulate hypothesis of projects really feasible, which respect the prerogatives of the natural and cultural sites, it is considered necessary to adopt a methodological criterion of knowledge open to multidisciplinary expertise that can provide a repertoire of appropriate solutions through regenerative protective action. That “*action can address the issue concerning the sustainable mobility that is not only one of the main problems facing the Amalfi Coast but also one of the priorities of the European Community under the Kyoto Protocol.*”<sup>61</sup>

In an increasingly competitive and consumerist market, the respect for the identity of places is of strategic importance, not only to preserve the historical origins of the territory, but also to speculate hypothesis of development that combine protection of assets and economic needs of the local communities. “*The only right tool to fight the consumerism that affects the Amalfi Coast is the deep multidisciplinary and multi-criteria knowledge of the individual municipal and territorial realities: accurate and thorough knowledge which is able to be transformed in a project of governance capable, first of all, to network the net of individual urban realities; moreover identifying the driving factor in urban quality that guarantees the proper level of livability for citizens and visitors of the coast; and, finally, ensuring a new idea of mobility and policy of flux that protect the natural scenic beauty determined by the simultaneous presence of sea and mountains.*”<sup>62</sup>

The cultural landscape is defined as a complex entity, formed by the synthesis of physical, environmental, historical, cultural, social, economic and political elements that characterize the identity of the place, as codified in its own definition coined during the seventeenth session of the World Heritage Committee, held in Paris in 1994.

The European Landscape Convention, signed in Florence in 2000, reinforces this idea and defines the landscape just as “*an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.*” It is, therefore, the involvement of local communities, through an action that starts from the bottom, so the process of complex knowledge of the territory, in all its tangible and intangible components, can stimulate planning really feasible in a spirit of sustainability, and born from the concerted desire among key local actors.<sup>63</sup>

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<sup>60</sup> VILLANI Giovanni. *Il ripristino dei terrazzamenti, il ripristino delle tradizioni culturali e la salvaguardia della biodiversità della Costiera Amalfitana*. In GUIDO Manuel, PALOMBI Maria Rosaria. *I siti italiani nella lista del Patrimonio Mondiale dell'UNESCO. Dai Piani di Gestione ai Sistemi Turistici Locali*. Roma, MiBAC, Ufficio UNESCO, 2007.

<sup>61</sup> GAMBARDELLA Carmine. *La conoscenza del territorio amalfitano*. In GIORDANO Paolo. *Il Disegno dell'Architettura Costiera. La costiera amalfitana, il territorio, la città e le architetture*. Napoli, La Scuola di Pitagora, 2012.

<sup>62</sup> GAMBARDELLA Carmine. *Conoscenza e modificazione: studi ed idee per la Costiera amalfitana*. In GIORDANO Paolo, CORNIELLO Luigi. *Atlante grafico e teorico amalfitano. La conoscenza e la modificazione del paesaggio costiero*. Napoli, La Scuola di Pitagora, 2012.

<sup>63</sup> GAMBARDELLA Carmine. *Molise. Usi civici e paesaggio*. Napoli, La Scuola di Pitagora, 2008.

In this sense then, just to cite one example in the field of sustainable mobility, may be realized monorails with low environmental impact in areas of difficult access such as in the mountains – on the model of those built in the Cinque Terre – which allow to overcome the unevenness of the terraces. This solution would facilitate the work of farmers and, consequently, the recovery of traditional agricultural products.<sup>64</sup>

In the more specific field of this research and proposing, finally, the "cultural district" of the Province of Salerno", around the UNESCO sites of the Amalfi Coast and Cilento - key nodes and junctions of permutation of the cultural network at the provincial level - the project foresees the definition of a net that connects the ordering elements of the environment and landscape, indeed the World Heritage properties, to the main and "minor" assets of the territory.

In particular for the Amalfi Coast, with the perspective of balancing the flow of tourists, we suggest alternative thematic routes that enhance the wine, food, rural heritage, the monumental and intangible assets, primarily, the famous local handicraft production. As mentioned, in fact, the Coast is remarkable for its beautiful scenery and urban settlements on the littoral in a way that is so strongly characterized . However, it is not sufficiently known for its cultural prerogatives that allowed its inclusion as a cultural landscape in the World Heritage list.

We believe that a deeper and shared ownership of the historical and identity values and of places by the local Administrations and communities, could encourage a strategic action plan for recovery and management of the immense material and intangible heritage still not very well known. This approach could allow - together with more effective interventions aimed at sustainable mobility - to reduce the excessive anthropogenic pressure on a part of the territory during the summer period, in a logic of protection and enhancement of cultural, landscape and intangible heritage.

## **The Cilento and Vallo di Diano National Park with the Archeological sites of Paestum and Velia, and the Certosa di Padula.**

The World Heritage Committee decided to include the property in the UNESCO World Heritage list in 1998 based on criteria (iii) and (iv),<sup>65</sup> and the following assessment:

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<sup>64</sup> VILLANI Giovanni. *I siti UNESCO in provincia di Salerno. L'attività della Soprintendenza*. In GUIDO Manuel, PALOMBI Maria Rosaria. *Tutela e conservazione dei beni culturali e del paesaggio*. In atti della V conferenza nazionale. Roma, MiBAC, Ufficio UNESCO, 2008.

<sup>65</sup> (iii) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared; (iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.

*“During the prehistoric period, and again in the Middle Ages, the Cilento region served as a key route for cultural, political, and commercial communications in an exceptional manner, utilizing the crests of the mountain chains running east-west and thereby creating a cultural landscape of outstanding significance and quality. In two key episodes in the development of human societies in the Mediterranean region, the Cilento area provided the only viable means of communications between the Adriatic and the Tyrrhenian Seas, in the central Mediterranean region, and this is vividly illustrated by the relict cultural landscape of today.”<sup>66</sup>*

*“The Cilento is an outstanding cultural landscape. The dramatic groups of sanctuaries and settlements along its three east–west mountain ridges vividly portray the area's historical evolution: it was a major route not only for trade, but also for cultural and political interaction during the prehistoric and medieval periods. The Cilento was also the boundary between the Greek colonies of Magna Graecia and the indigenous Etruscan and Lucanian peoples. The remains of two major cities from classical times, Paestum and Velia, are found there.”<sup>67</sup>*

Regarding the major issues concerning the management of property and in relation to aspects of the management of tourist flows, we observe that the number of visitors has steadily increased since the inscription of the site in the World Heritage List. It is, in truth, however, that is mainly a bathing tourist in the summer period. In fact, tourism expenditure is concentrated to ninety percent on the coast.<sup>68</sup> The logo on the information panels that indicate the status of World Heritage property are inadequate both in quality and quantity. There is also not a widespread sense of awareness among citizens, local businesses and visitors about the meaning and the motives by which the World Heritage Committee included the site in the UNESCO list for its specific site Outstanding Universal Values, although local authorities often organize cultural activities to claim the uniqueness of places.<sup>69</sup>

The attractiveness of the area, however, as noted above, is mainly linked to the attendance of the coast in summer. The first operations of transformation of the coast, which resulted in further strong development of seaside tourism, initiated between the fifties and seventies, when many private homes were turned into reception facilities for visitors. Among the seventies and eighties, thanks to funding from the *Cassa per il Mezzogiorno*, the first tourist resorts and hotels were built but, in the absence of an overall and strategic planning. This contributed to a widespread built disorder along the littoral and the new construction are not integrated harmoniously with the stunning landscape values of the area.<sup>70</sup>

Although it was not adopted an operational Management Plan for the property, in a logic of territorial system that integrates the different components of architectural, archaeological and natural assets of the World Heritage site, significant studies and projects were developed by the Department of Architecture of Luigi Vanvitelli at the Second University of Naples and the Research Centre of Excellence of the Campania Region for Culture, Ecology and Economy (BENECON).

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<sup>66</sup> UNESCO. Report of the 22nd Session of the Committee. World Heritage Centre, 1998.

<sup>67</sup> UNESCO. Brief description of the property. World Heritage Centre, 2012.

<sup>68</sup> The data refers to the 1998 report on “rebuilding the structure of the indicators of demand in the Municipalities of Campania” prepared by the Institute G. Tagliacarne.

<sup>69</sup> ROSSLER Machtild, MENETREY-MONCHAUC. *Periodic report and action plan, Europe 2005-06*. World Heritage Series N. 20. Paris, World Heritage Centre, 2007.

<sup>70</sup> GENTILE Fabrizio. *La sostenibilità economica e finanziaria*. In GAMBARDELLA Carmine. *Le Vie dei Mulini*. Napoli, Edizioni Scientifiche Italiane, 2003.

Figure 7. The **Cilento and Vallo di Diano National Park** with the Archeological sites of Paestum and Velia, and the Certosa di Padula: 1) plan of the inscribed property in the World Heritage list.



Figure 8. The Cilento and Vallo di Diano National Park with the Archeological sites of Paestum and Velia, and the Certosa di Padula.



Figure 9. The Cilento and Vallo di Diano National Park with the Archeological sites of Paestum and Velia, and the **Certosa di Padula**.



Multidimensional and multidisciplinary investigations of the area allowed the deepen of all material and non material components of the natural and built environment, through innovative technologies and know-how made available by the scientific community of the University.

The methodological support to this finding phase is provided by the Eco- geometry.<sup>71</sup>

This model has allowed the scientific team to "*return the territory no longer as instrumental involucres to be described in the only geometric matrix of forms, but as dynamic constantly evolving. The innovation of the eco-geometric method is based on the production of a complex and dynamic system of knowledge, which allows the production of a wide range of thematic maps discretized by the obtained integral of the knowledge, and capable to be implemented with the possible transformations in progress.*"<sup>72</sup>

Each thematic map corresponds to a layer of knowledge, included into a Geographic Information System (GIS) platform on geo-referred map-based, which is possible to continuously implement over time. The summation of the layers allows to return all materials and intangible components of the area, at different dimensional scales, as a result of a campaign of acquisition and measurement of the survey data. The purpose of the analysis is to identify possible alternatives design in a complex management phase, which also includes the economic value of the property, in a perspective of sustainability.

The cognitive action was directed towards obtaining from a territory of considerable size (about one hundred and eighty hectares) all elements of the cultural, natural and intangible heritage able to provide a scientific base of documentation on which to set a development compatible with local resources. It were defined, for example, the layer "territory" that contains, among other things, the reference to the place names that characterize the entire area, the layer "accessibility" which was associated with the connection systems, divided by type and importance , the layer "public institutions", in which are geographically represented all the data of the Municipalities within the area of investigation, the layer "natural" which is associated with the base mapping information about the characterizations of the natural area, and the layer "anthropic" related to human activities and populations of the territory, also in reference to the temporal variations.<sup>73</sup>

In the census of human resources, special attention was paid to the inventory of over three hundred mills in the area, which represent a sign of the history and evolution of human processes related to natural resources and a scenic expression of the productive use of land in agricultural key.

Signs of the mills date back to the Hellenistic-Roman period and the number of such architecture become greater until the first half of 1800, when society pass from the predominantly rural use of the to a lifestyle oriented to opportunities offered by the introduction of tools for the industrial production.

The presence of so many mills in Cilento is inevitably due to the numerous water courses. In fact, it is thanks to water and windmills, seen as the driving force of local agricultural production, that the territory is enriched with cathedrals, castles, villages, urban centers and new ways of connections, which modified and characterized in a such a particular manner the landscape.<sup>74</sup>

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<sup>71</sup> GAMBARDELLA Carmine. *Le Vie dei Mulini*. Napoli, Edizioni Scientifiche Italiane, 2003, pp. 5-18.

<sup>72</sup> GAMBARDELLA Carmine. *Atlante del Cilento*. Napoli, Edizioni Scientifiche Italiane, 2009, pp.11-25.

<sup>73</sup> GAMBARDELLA Carmine, PISACANE Nicola, CARLOMAGNO Laura. *Un modello di cybergartography per il Parco Nazionale del Cilento e Vallo di Diano*. In proceedings of the X Graphic Expression applied to Building International conference APEGA 2010, pp. 525-534.

<sup>74</sup> GAMBARDELLA Carmine. *Le vie dei Mulini*. Napoli, Edizioni Scientifiche Italiane, 2003, pp. 5-18.

The possible way for the tourism and cultural enhancement of the Cilento, can then go to the rediscovery of the historical signs of the territory - like the network of mills - if data offered by the scientific research will be accepted by the authorities delegated to the land management, in a perspective of the synergic cooperation with the key local stakeholders.

Similarly, the recovery of traditional crops related to soil, climate, environment, community and local knowledge, can be positively integrated in the field of scientific research if, as anticipated, this will be linked to effective action taken by local institutions and communities. The synergistic action, as proposed, would result in a real socio-economic development, as advocated by the European Landscape Convention and the Budapest Declaration on World Heritage. It therefore supports the idea that "*scientific knowledge is not enough, it is necessary that this knowledge is disseminated and shared at all levels. A territory is defended and preserved when the values associated to it enter in the consciousness of all, thereby becoming historical values.*"<sup>75</sup>

As it with the Amalfi Coast, in proposing the "cultural district" of the Province of Salerno, around its two UNESCO sites - key nodes and junctions of permutation of the cultural network at the provincial level - the project foresees the definition of a net that connects the ordering elements of the environment and landscape, indeed the World Heritage properties, to the main and "minor" assets of the territory. For the Cilento in particular, we consider that this process should particularly regard the renaissance of the immense historical, monumental, artistic and intangible assets that characterized so strongly the area. The rediscovery of ancient routes through, for example, the itinerary related to the myths and legends, could allow to rediscover the settlements of Magna Graecia and the principal axes of penetration, which, in that time, represented the only way of crossing the Italian peninsula from the eastern to the western Mediterranean.<sup>76</sup>

## **2.7. The Church of Santa Sofia in Benevento, part of the network Longobards in Italy. Places of the power (568-774 A.D.)**

The World Heritage Committee decided to include the church of Santa Sofia in Benevento - part of the "serial sites" network Longobards in Italy. Places of the power - in the UNESCO World Heritage list in 2011 based on criteria (ii), (iii) e (vi),<sup>77</sup> and the following assessment:

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<sup>75</sup> GAMBARDELLA Carmine. *Atlante del Cilento*. Napoli, Edizioni Scientifiche Italiane, 2009.

<sup>76</sup> CAPRIGLIONE Jolanda. *Verso il Cilento*. In GAMBARDELLA Carmine. *Atlante del Cilento*. Napoli, Edizioni Scientifiche Italiane, 2009.

<sup>77</sup>(ii) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design; (iii) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has

*"Criterion (ii): The Lombard monuments are an exemplary testimony to the cultural and artistic synthesis that occurred in Italy in the 6th to the 8th centuries, between the Roman heritage, Christian spirituality, Byzantine influence and the values derived from the Germanic world. They paved the way for and heralded the flowering of Carolingian culture and artistry.*

*Criterion (iii): The Lombard places of the power express remarkable new artistic and monumental forms, testifying to a Lombard culture characteristic of the European High Middle Ages. It takes the form of a clearly identifiable and unique cultural ensemble, the many languages and objectives of which express the power of the Lombard elite.*

*Criterion (vi): The place of the Lombards and their heritage in the spiritual and cultural structures of medieval European Christianity is very important. They considerably reinforced the monastic movement and contributed to the establishment of a forerunner venue for the great pilgrimages, in Monte Sant'Angelo, with the spread of the worship of St Michael. They also played an important role in the transmission of literary, technical, architectural, scientific, historical and legal works from Antiquity to the nascent European world."<sup>78</sup>*

The seven properties selected in the "serial site" form a network that includes the most significant monuments and signs, which are also the best preserved and artistically rich in this historical period. These are: Cividale del Friuli (Udine), a typical expression of the settlements and the urban culture of the Lombards; Brescia, with its monastery; Castelseprio Torba (Varese), which is a military settlement; Spoleto with its basilica; the temple of Campello sul Clitunno (Perugia); the Church of Santa Sofia in Benevento; and Monte Sant'Angelo in the Province of Foggia.

The "serial site", having been included in World Heritage list after 2005, as contemplated by the UNESCO Guidelines Operational, has a management plan.<sup>79</sup>

All the referents of the management of the seven sites are grouped in the *Italia Langobardorum* associative network, which avails of the direct support of the Ministry of cultural heritage and activities. The main objective of the network is to coordinate and regularly update the management plan, to oversee all activities of protection, coordinate the scientific measures, check the common sources of funding, promoting and enhancing all the properties as "serial site" and develop relationship and projects of international cooperation.

The network operates through a working group consisting of a presidency, a scientific committee and a committee that deals with actions related to the executive management. Moreover, the team is concerned about the coordination of scientific-technical aspects for the conservation and sustainable socio-economic development of sites. Strategies are presented to the general meeting of members and their proposals for the management plan must be ratified by the representatives of public institutions involved (Ministry, Regions and Municipalities).

In the Management Plan of the *Italia Langobardorum* network, are proposed management strategies that encourage the integration and continuity of the sites among themselves and with other cultural routes that extend to the history of the Lombards in Europe, in order to stimulate an economy

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*disappeared; (vi) to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance.*

<sup>78</sup> UNESCO. Advisory body evaluation. World Heritage Centre, 2011.

<sup>79</sup> UNESCO. *Operational Guidelines*. World Heritage Centre, 2011.

linked to the logic of cultural tourism. In fact, since the beginning of the partnership among the Lombards' sites in northern Italy, has been identified the opportunity to define, by the "travel" taken by the Lombards during their history, a "European geographical and cultural corridor" that extended from Northern Scandinavia, through central and Eastern Europe, to Southern Italy. The four main routes of travel, through which it is suggested to promote the "serial site", have been identified through four routes named specifically: the duchies, European, the origins, and of San Michele.

The "route of ducats" aims to create a network among the remains of settlements, cemeteries, museums and collections of artifacts that can contribute to a better understanding of the culture of the Lombards with their monasteries - the main places of cult and centers of power at that time - representing the highest artistic and architectural expression of this culture. Many of the initiatives proposed in the Management Plan refers to programs aimed at promoting the knowledge and appreciation of the monasteries, which in some cases, include structures of similar importance in the territory to which they belong.

The "European route" tends to extend the Italian network to a continental dimension in order to rebuild, even ideally, the material traces and influences of the Lombard in Europe. Thus it is essential the coordination with institutions and bodies of the European countries concerned with the Lombard's history, and to establish scientific partnerships with institutions responsible for promotion of cultural routes. Among these, the European Institute of Cultural Routes, since 1998, ensures the continuity and development of the program of cultural routes initiated by the Council of Europe, to facilitate the process of integration between the different EU countries.

The "route of origins" refers to a thematic itinerary through those European countries (Germany, Czech Republic, Slovakia, Hungary, Austria, Slovenia) crossed by Lombards before their arrival in Italy.

Finally, the "route of San Michele", in the respect of the promotional initiatives and awareness of historical values and identity of sites, proposes an itinerary of the cult of *San Michele*, which extends from the Gargano area (Southern Italy) to the Central Western Europe and establishes its main locations in *Val di Susa* (Monte Pirchiriano) and Normandy (Mont Saint-Michel).

In the framework of the research and project that foresees the creation of a cultural network among the World Heritage properties in Campania, the inclusion of the site of Benevento, in addition to attribute greater importance to the international proposal for the quality and quantity of the regional heritage, would also allow further possible sources of funding, for example, through law 77 of 2006 "*special measures of protection and enjoyment of the Italian sites of cultural interest in the 'World Heritage List' under the protection of UNESCO.*"

As already indicated in the circular of the Ministry for the implementation of the law 77, it is specified that "any individual project financed may receive funding, [...] not exceeding two hundred thousand euro for each of UNESCO sites involved in a joint project by an association or a consortium that represents at least six sites."<sup>80</sup>

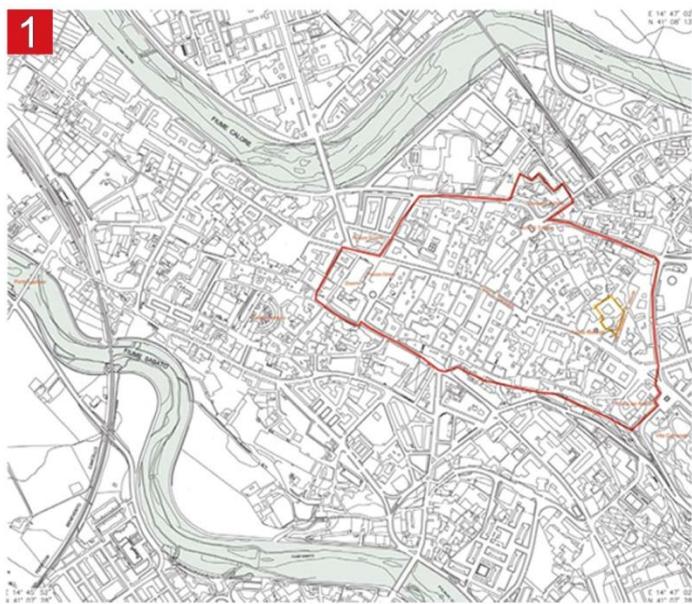
And yet that "*every single project financed may benefit of maximum funding of [...] two hundred and fifty thousand euro in the case of a single site belonging to UNESCO "serial site" or cultural landscape.*"<sup>81</sup>

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<sup>80</sup> Circular of the General Secretary of the Ministry of Cultural Heritage and Activities (MiBAC), protocol n. 24098 of 30 May 2007.

<sup>81</sup> Circular of the General Director for the Enhancement of cultural heritage of the Ministry of Cultural Heritage and Activities (MiBAC), n. 6 of 2012 (protocol n. 987 MIBAC DG\_VAL).

Figure 10. The **Church of Santa Sofia in Benevento**, part of the network Longobards in Italy. Places of the power (568-774 A.D.): 1) plan of the inscribed property in the World Heritage list.



These financial measures would, in fact, allow to receive more contributions than those provided by the same law for the elaboration of projects related to individual property, without considering that, in the aforesaid circular, for the allocation of funding, are encouraged "*the projects submitted by associations or group of UNESCO sites; projects involving all UNESCO sites or involving more sites; and the ability of the proposal to development or to raise the level of structural integration among the involved sites.*"

Finally, in defining the "cultural district" of the Province of Benevento around its UNESCO site - the main node and junction of permutation of the cultural network at the provincial level - the project proposes a close connection with the "cultural district" of the Province of Caserta, thanks to the presence of Vanvitelli Aqueduct, running from Taburno Mount, in the Province of Benevento, to cross part of the Province of Caserta and reach the San Leucio complex and the Royal Palace of Caserta. Along this important historical, cultural and functional axis, many mills were built for the transformation of agricultural products and processing of textile production. These amazing architectural landmarks in the area, thanks to restoration and reutilization could become part of an alternative touristic itinerary, able to evidence traces of the historic rural and water landscapes, which have so strongly characterized the identity of these places.

## **2.8. Limitations, potential and models of management for the World Heritage properties in Campania.**

The policy of planning and management of sites of excellence in Campania does not seem to give particular attention to the status of World Heritage for its heritage protected by UNESCO.

In the field of promotion and appropriation of the values of inclusion of sites on the World Heritage list, we find that for all the properties, the logo on the information panels that indicate the status of World Heritage property are inadequate in quality and quantity.

Moreover, for almost all properties included in the list, there is not a widespread sense of awareness among citizens, local businesses and visitors about the meaning and the motives by which the World Heritage Committee has assigned to the sites their specific Outstanding Universal Values. This even though the administrative institutions, the Research Centers, Universities, and local and national associations, often organize cultural activities to claim the uniqueness and authenticity of the places.

Only three out of six properties have a Management Plan, which is a required management tool for the UNESCO sites since 2005, as indicated by the World Heritage Centre in the operational guidelines. These are the Historical Center of Naples, the Amalfi Coast and the Church of Santa Sofia in Benevento, included in the *Italia Langobardorum* national network. The Management Plan for the others - Pompeii, Caserta and Cilento - is under preparation.

Regardless of the quality of the plans, it seems appropriate, because they can actually become operational and mediate the needs of economic development with those of protection and enhancement heritage in a perspective of sustainability, that the institutions responsible for the territorial

governance, the training and dissemination of knowledge centers, primarily Universities and Research Centers, and local communities can cooperate and act synergistically through acting in partnership. This seems to be an indispensable prerequisite, as highlighted in the international conventions and into Italian law, to ensure that the choices of planning and management of the heritage can be shared and reflect the needs of citizens while respecting the area's resources. We believe that only through a careful restoration of the values that identify the natural and built heritage as well as thorough search of the historical background of the places, shared by the major stakeholders of the territory, is it possible to define the basis for a process of planning and management starting from the "bottom". The desired result is the social, economic and cultural development able to improve the living conditions of the communities involved, respecting the protection and enhancement of heritage. Because of the extraordinary qualitative and quantitative assets wealth, and the specificity of their typological characteristics, then it is proposed to establish a management network among the UNESCO regional sites, so that they become the organizers poles of the territorial and landscape development. Thus, Campania could be defined and promoted as a "World Heritage Region", reversing the negative image that the international media have transmitted for the social and environmental issues related to this territory in recent decades. Also, we propose for each Province the establishment of a "cultural district", focused on the UNESCO site or sites within their respective geographical boundaries, which also includes the assets described as "minor", but no less significant for the development and rediscovery of territorial identity. All the poles of the net, at the local, provincial and regional levels, become therefore in the project, nodes and junctions of permutation of the cultural network.

In order for the project to be realized, we wonder whether the study of best practices on planning and management of excellence in France, a Country very close to Italy for references and cultural exchanges, will help to stimulate sustainable strategies also to be adopted for World Heritage properties in Campania.

We therefore take as a reference - after careful critical investigation based on scientific literature reference, continuous interviews with professor Bernard Haumont,<sup>82</sup> director of the doctoral research in France as well as through interviews with referents and experts from international organizations and Universities<sup>83</sup> - cases study that are considered best practices in the field of heritage management and sustainable development. The choice felt on aspects related to planning and management of those properties that have been characterized for particular actions, which appear to be fundamental for the success of the proposed project on the property of Campania.

These are:

- the *Schéma de Cohérence Territoriale (SCoT) de Montpellier*, for planning and management strategies at metropolitan scale;
- the cultural *network* of the Loire Valley, for the processes related to revaluation of the territorial and promotional;

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<sup>82</sup> Professor of Urban sociology. Ecole Doctorale "Milieux, Culture et Société du Passé et du Présent", Centre de Recherche sur l'Habitat (CRH), Laboratoire Architecture Ville Urbanisme Environnement (LAVUE), Ecole Nationale Supérieure d'Architecture Paris Val de Seine, Université de Paris Ouest Nanterre La Défense.

<sup>83</sup> PEDERSEN Arthur. UNESCO, WHC, Heritage and Sustainable Tourism, Programme Specialist; GRAVARI-BARBAS Maria, UNESCO Chair in Cultural Tourism, La Sorbonne, Director; DURINGHELLO Regina. ICOMOS, World Heritage Programme, Director; RICHON Marielle. UNESCO, WHC, Culture Sector, Programme Specialist, focal person for universities. Interviews from January 2009 to June 2012.

- *Saint Guillelm le Désert et la Communauté de commune Vallée de l'Hérault* , for the aspects related to the authenticity, integrity and promotion of cultural tourism;
- *Pont du Gard*, for new models of management, economic and sustainable development ;
- The site and European archeological centre of *Bibracte*, for the aspects related to the interpretation and scientific research;
- *la rive gauche de la Seine*, for the transparency and the public participation in the planning processes.

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