



3rd IRT INTERNATIONAL SCIENTIFIC CONFERENCE

INTEGRATED RELATIONAL TOURISM
TERRITORIES AND DEVELOPMENT IN THE MEDITERRANEAN AREA

Helwan - Egypt 24 | 25 | 26 October 2009

CONFERENCE PROCEEDINGS

edited by
Ferdinando Trapani
Giovanni Ruggieri



IL TERRITORIO DELLE RELAZIONI UMANE
Book series directed by Leonardo Urbani



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3rd IRT INTERNATIONAL
SCIENTIFIC CONFERENCE

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3rd IRT INTERNATIONAL
SCIENTIFIC CONFERENCE

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A FRAMEWORK OF STUDIES, OBSERVATIONS AND RESEARCHES FOR IRT

The authors

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Scientific Committee

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MOTRIS PROJECT

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

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

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

The Conference

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

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

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

The Main Theme Of The Conference

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

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

Today this cultural heritage can lead to the development of new types of tourism, which can re-launch the inland areas, through the re-discovery of their authenticity and local identity. Today's tourists reveal a need to establish human relationships to counterbalance the isolation of the anonymity of big cities. In this way, in the silence of the "vast territory in the interior" human relationships between residing population and travellers are assuming, if adequately directed, an increasingly important role in tourism. Today's tourists prefer "to be" rather than "to have", and therefore they want to become part of the daily life of the places they visit, and want their journey to be a source

of knowledge and leisure. The tourist reclaims the old function of journey, intent on widening his knowledge of the surrounding territory, while respecting the social and cultural equality of other populations.

Tourist seem less interested in the traditional sites of mass tourism, which has damaged local identities. More and more tourists prefer less known sites and inland areas where outside influences have had little influence on local culture and folklore. The Mediterranean area is experiencing this change and with its culture lends itself to the realization of the Integrated Relational Tourism (IRT), a theory which intends to overcome the traditional concept of tourist demand and supply limited to the field of economic competition. IRT promotes a network of activities and services, based on shared qualitative criteria for the valorization and the creation of synergies of the resources of the territory, establishing a satisfactory relationship with the inhabitants and the areas visited.

IRT pertains to a particular economic area in which demand and supply meet through a balanced, combined management of interpersonal relations.

IRT proposes the territorial development of the Mediterranean while respecting the cultural and environmental sustainability and attempts to limit the economic divergences between the interior and coastal areas, which are usually more developed.

IRT attempts to restore rural architecture, by contributing to the environmental quality - often damaged by the presence of abandoned and unprotected buildings - and activities related to the primary sector. IRT can be realized through an active participation of all the key players of local development such as government offices, businesses and local communities.

Topics of Interest

The development of new forms of tourism targeted on the common values of the Mediterranean

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

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

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

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

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

The Mediterranean agricultural production and the tourism linked to rural areas

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

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

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

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

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

The Challenge For A Multi-Disciplinary Approach

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

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

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

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