

Properties of the accommodates area for the local glass industry:

Conditions for selecting the accommodates area:

- Close to the area of tourism concentration in Egypt and Giza
- Location in an uninhabited area because of the easy transport from and to it.
- Availability of natural gas as a main source of fuel
- Availability of water and sanitary services and means of extinction required with a general sewage\ industrial drainage network and guarantee of safe recycling and utilization of wastes.

Proposals for the place of accommodates area in Egypt:

The researcher proposes several areas to establish the accommodates area for such heritage industries, including, for example: Al Fustat Area (Cairo Governorate) next to the ceramic area- area of Kafr El Jabal beyond sphinx (Giza Governorate)- area of Badrashin (Giza Governorate)- Hadabet El Haram (Giza Governorate) - ..etc.

Area of the accommodates zone: between 10:20 km².

Buildings and departments to be established and effected in the area:

- Main office building: This contains total management (for the place, activities, tourist services and material and human resources "for each corporation there are separate specialists").
- Small office building for reservation and marketing: This contains the marketing department to increase the number of tourists to the place (foreign marketing to the Mediterranean countries and Arab countries- and domestic marketing for the schools, organizations and companies).
- Small office building to market the products: department of products marketing and opening new outlets since the export of products is mainly made to France, Belgium, Italy and some Arab countries, while the target is all the Mediterranean countries and Arab countries.
- Office building for technical and technological training and human development: development department and training to the new and old technicians and workers, administrators and providers of tourist services.
- Building to prepare and store the material: managing the receipt, cleaning, sorting, classifying, grinding and storing glass.
- Many factory buildings: Where many buildings inside are established to include a multiple mix of melting and cooling furnaces and places of products ornamentation. They are gradually increased according to the stages of factory transport from their places and the possibility of finance.
- General exhibition building: Where the finished products are exhibited as a sale outlet to the accommodates area.
- Building for exhibiting the technicians skills: Where a round theater is established to have a furnace in the middle as a live exhibition tool for the skills of workers before tourists.
- Building of "design and we can make what you design": Since the tourist makes a simple design and the artist or technician makes it⁽³⁾.
- Museum building: Building that includes some glass monuments which are imitated by craftsmen.
- Technical office building: department the function of which is to make a technical office for the place to design and develop the products, and its methodology depends on the design of independent products like cups, urns, and products with constructive structural nature like the lighting units.

The function of this department is to improve the image of the Egyptian tourist product on the international level, and working to achieve the highest level of quality in the services that the tourist receives.

³ "There is in the corning museum a department similar to this one ("Design and we can make what you design")

- General parks
- Restaurants and cafeterias
- Services buildings, communication services and ATMs
- Car parks

Considerations for the establishment and rehabilitation of a specialized area that accommodates the local glass industry as one of the main heritage industries for the integrated Relational tourism in Egypt.

There shall be an Egyptian tourist plan for the area that accommodates the local glass industries since the following shall be taken into account:

Environmental Considerations of the place:

- Selection of proper and suitable architectural planning of the selected area .
- Leaving a proper green area of no less than 60% of the total area around the places of industry to absorb noise and gases emitted from the combustion process.
- Making tracks lines for the manufacturing processes (transporting the fuel, products, materials and storage) so that they do not contradict the track of tourists.
- Providing the safe clothes to the technicians and workers including the fire resistant clothes and gloves and eye protector.
- Inviting the regional and international organizations to cooperate with the local apparatuses to develop and maintain the green areas.

Finance Considerations:-

Trying to secure the required finance from the public and private sectors. This can be adopted by the Egyptian government as a supporter, so it will be commissioned to financiers from the private sector while adopting the sponsors' policy (to the quality and quantity) of the advertisements required for the project.

Establishing special projects that supplement the tourist activity in the field of service provision (nutrition and beverages- transport- health insurance- advertising and publicity in the festivals and parties...etc.)

Marketing considerations (Mediterranean countries- Arab countries):

Marketing shall include the areas of the Mediterranean Area and Arab countries by opening specialized sale outlets in the airports and in the tourist areas in every country, by following the strategy of development through the following of one of the two suitable methods or integrating them:

- **Means of concentrated development.** This is done by (controlling the market through the outlets of the accommodates areas and market development) (penetrating new markets so that they become affiliate to the accommodates area), and product development (development of the current commodity in addition to new properties- change of forms and sizes).
- **Means of development through diversity.** This is made by concentrated diversification (addition of new products related to the products to be produced), and horizontal diversification (production of a new commodity to the current consumers using new technology in this regard), and compound and massed diversification (addition of new products to new layers of consumers).
- Need to more agencies of tourist attraction in the Mediterranean countries
- Establishing specialized sale website for the finished products, while exhibiting them and the like from the heritage of the old Egyptian glass to confirm the Egyptian culture through the product marketing.
- Establishing specialized media company that shall present television programs to be aired on the international channels in Arabic and different foreign languages.

Considerations of tourist safety:

Approving proper measures to secure the safety of visitors with the aim of ensuring the growth and prosperity of tourism (especially the measures of tourists security with the protective tools during the field visits to the manufacturing processes).

Considerations of Manpower:

- Invitation to establish a regional center in the **accommodates** area to train and educate the technicians
- Establishing a specialized technical office to design and develop the glass products
- Establishing specialized department (glass, furnaces and moulds specialists) for scientific research in the industry problems.
- Teaching the methodology of glass local glass industry on the technical secondary to graduate qualified technicians for efficient practical training.
- Establishing a specialized institute for high studies to develop the local glass industry as one of the main heritage industries for the integrated Relational tourism in Egypt to solve the production problems.
- Establishing an institute to train and teach the providers of tourist service on the cultural tourism of the specialized heritage industries.
- Establishing many departments (marketing- sales- purchases- stores- planning- production- customer service- technical office) to follow up every activity separately according to the concept of international quality system for the industrial.

Design and production considerations:

It shall be taken into account that the design of units and products be made through:

- Design of product of one item
- Design of product of many items and compound glass units
- Design of single models with variable sizes (family size- medium size- single size)
- Design of many (variable family) models (number of family units- single number)
- Design of models with variable colors (many colors)

The following considerations of production shall be taken into account:

- Design of furnaces similar to the old Egyptian furnace to be able to confirm the integrated of the tourist with the industry (like the imitation of glass industry in the ancient Egyptian)
- Designing proper and suitable tools to the technicians according to the modern systems (ergonomically and environmentally)
- Applying the international quality systems for the industrial on the factories of the **accommodates** area

Results of the Research:

- **A** preliminary study was prepared on the establishment of a specialize accommodates area to the local glass industry while confirming its importance as one of the heritage crafts industry with cultural and tourist outcome to the civil heritage as an important source to develop the integrated Relational tourism in Egypt.
- **The** research contributes to establish a unique pattern in integrated Relational tourism in Egypt for one of the main heritage crafts industries in Egypt and the Mediterranean countries, which is the local glass industry (through the tourist integrated with these small industries) to maintain the pattern of region and population and to exploit its resources.

Recommendations

- This study can be utilized in establishing specialized **accommodates** areas to many heritage industries with tourist outcome as a main source for integrated Relational tourism development in Egypt like the (local ceramic, arabesque,etc) industries.
- The research recommends to establish a specialized **accommodates** village for the heritage industries in Egypt to accommodate many of such heritage industries so that they are integrated in the international tourism map to maintain the pattern of the region and population, and to exploit its resources for the development of the integrated Relational tourism (through the tourist integrated with the small industries).

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**DAILY LIFE PHRAONIC PRODUCTS & CIVILIZATION NEGOTIATION AND ITS ROLE IN INTER
TOURISM DEVELOPMENT**

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SUBJECT OF THE RESEARCH

In the few recent years globalization is trying to unify the style of consumption and the behaviour of individuals, that came always against the identities of nations , that also have its impact on the traditional values & original cultures in many of countries. With the beginning of the third millennium, also with the spreading of many contemporary concepts such as crash of civilizations, Integrated Relational Tourism (IRT), and Cultural heritageetc.

That leads to changes in ideas and new philosophical point of views to integrate civil communities through establishing partnership in the human, culture and social affairs.

We are in agreeing with the idea that cultures and identities are considered the basic factor for integration and partnership among nations.. The eye of the cultural heritage is on the sustainable development of the humanity, and protection of the common culture memory. That through field activities of people all over the world .also it aims at the commutation, cooperation & coordination among the Mediterranean Nations.

Deeping the common understanding came through supporting cultural heritages, which can offer new opportunities to nations to be aware of the importance of their cultural heritage, so many sustainable efforts have to be done to listen and to learn from others with respect and honor in one hand, and search for common backgrounds of dialogue on the other hand an, in this respect we find in the Holy Quran:

*"You who believe! Keep your duty to Allah and fear Him, and speak (always) the truth"
(Surah 33 Al-Ahzab 70)*

We have to start participation in a positive way through the emphasizing role of ancient Egyptian outputs on the Mediterranean tourism and working hardly to support it through the Integrated Relational Tourism (IRT). That can give us as Egyptians the motives and opportunities to put great investments in the cultural & tourism sectors, but that is in need of the desire & willingness to put this new millstones. the Holy Quran says:

*"O mankind! Have We created you from a male and a female
and made you into nations and tribes that you may know one another."
(Surah 49, Al-Hujurat)*

The power of western societies has to encourage us to reactivate our original identity cultural heritage to explore its relation with the third millennium concepts.

OBJECTIVE OF THE RESEARCH

This research discusses the necessity of looking at the Ancient Egyptian Civilization and its outcomes mainly the daily life products in a contemporary philosophical perspective to give the Mediterranean tourist the opportunities to insight the embodied features in the Ancient Egyptian day life product to prove for himself that it had been

created & designed according to what he knows as modern Sciences & Technologies created and developed by the western culture. On the other hand it emphasizes on that idea of supporting the integration Mediterranean people to reduce possibility of the civilizations crash and supporting a new cultural dialogue through a group of Case Studies of the ancient Egyptian day life products analysis. The participation in the civilization heritage for sure will lead to the participation & grate process of socio\ economic development of the Mediterranean nations.

INTRODUCTION

From a tiny rivulet east of Lake Tanganyika, the Nile flows through mountains and desert, then fans out in a marshy delta at the threshold of the Mediterranean sea. Within a narrow valley flanked by fringes of the Sahara, the land blooms with life.

Beyond, the seemingly endless sands being. This slender lifetime nurtured one of the first of humankind's great civilizations.

In such a setting even crude implements and a modicum of work could produce an abundance of food. Thus, among the stone knives, scrapers, and arrowheads found at riverside campsites of 13,000 to 10,000 B.C., archaeologists have found sickle blades that hint of harvests and grinding stones that might have been used to make flour out of wild grains.

LIFE ALONG THE NILE

For centuries, little change for the farmer who plied his ancient track, dipping up the Nile with a wells weep called a "Shadoof". Kings might rise or fall. But each year he planted his seeds to the rhythm of the river.

"So plow the fields, and you will find whatever you need, and recive the breed from your own threshing floor,..." a homily from a new kingdom text characterized the rural life of egyption civilization. As soon as the floodwater receded in septemper farmers hitched oxen to wooden plows that took only a shallow bite of the soile least it dry out in the sun. sowers showered the newly turned earth with seeds of wheat, then turned herds loose in the field to trample them in. As the seedlings matured, farmhands tended the crops with wooden hoes. for thousands of years, throughout the centuries of the old and middle kingdome, the farmers watered the sunscorched fields by means of grids of shallow ditches and mud levees. During the new kingdome, as we mentiond before, the Shadoof figure (1) – a simple bucket and sweep lifted Nile water to fields high above the river. But even with this innovation, a man might labore all day and water less acre.



Figure. 1: The Shadoof

Local Economies and Rural Development

At harvest, woden sickles with flint blade bite into ripened stalks of grain. Wooden pilchforks tossed the heads of wheat onto the threshing floor as farmhands celebrated the bounty with spirited worksongs. Round and round the oxen plodded, loosening stalks from grains so that winnowing could separate the two, "tread it for your own good," a drover consoles the beasts in an ancient text. "your masters get the grain and you can eat the straw". The fruits of field, vine, pasture, and orchard supported a pyramidal economy: farmers at the bottom, the traders and skilled craftsmen – carpenters with their metal saws and drills, sculptors wielding chisels (2), jewelers (3) and goldsmiths (4), and finally the gentry. For centuries the Egyptians had not actively sought dominion over lands beyond Egypt itself and mineral – rich hills of Nubia.

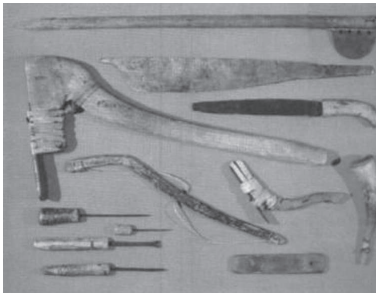


Figure 2: Carpenter's Tools



Figure 3: Jewelers

When the Hyksos, a southwest Asian people, arose in the eastern delta in the 17th Century B.C., even the pharaohs upriver at least, later known as the 18th Dynasty, had to pay them homage. But about a century later the tide turned. Egyptian armies under Ahmose I (5, 6) came surging down the Nile in warships to wreak vengeance on the foreigners. Later, armed with the innovative weapons, Egyptians struck hardward into Syria. He was a young king, barely 18 at his untimely death in the 14th Century B.C.. a small tomb was hastily decorated, its contents hurriedly improvised. Not long after death, his name was chiseled off his colonnade at Luxor. Deprived of his name, he "who spent his life making image of gods" faced eternity as if he had never existed.

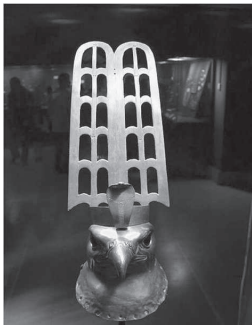


Figure 4: Goldsmiths



Figure 5: Ahmose I

Some 33 centuries later, Tutankhamun figures (7, 8) burst from oblivion to eclipse the fame of any other Pharaoh of Egypt. In the Valley of Kings, scattered objects from his funeral, stashed in a nearly pit, provided archaeologists with clues to his era. Inside were examples of the magnificent and the mundane: gilded chariots of wood depicting Tutankhamun's fethered enemies a gilt... Shrine containing the dead king's mummified internal organs... statuary, weapons, furniture, tools... as well as a chest of the king's baby clothes, a strainer for making beer, and garland of flowers.



Figure 8: Tutankhamun's Mask



Figure 6: Ahmose's Axe



Figure 7: Tutankhamun's coffin

RESULTS OF THE STUDY

1. INNOVATION AND DESIGN IN PHARAOHIC AGES

Along the old Egyptian history the ancient Egyptian had created every thing can help him in his life. If we have a close and analytical look at these objects we can see very easily that these innovations have characteristics and specifications indicate that these people had a very highly and advanced creative and design thinking, specially if we recognize the huge development in design and manufacture happened during and after the 2nd. World war in the 40 th. Of the 20 th. Century the word Design here means to give the thing its proper form in which can satisfy and fit its purpose in one hand, and to fulfill its manufacturing requirements on the other hand.

In these ancient times it is very hard to imagin that all these developments in the field of design and manufacture could be found on that high level and even were absolutely existed. But we can see it very clearly in the design of pharaohic products.

One of the most famous examples are the pyramids of giza, and all its advanced design and building. This subject took the main effort of the researchers in the field of architectural design to clarify the aspects of glory in these buildings.

2. DAILY LIFE PHRAONIC PRODUCTS

In this study we concentrate light on some other smaller products which have, also, in their design the same glory of the pyramids design if not more. The following case studies shall be discussed from the view point of the specialization of contemporary Industrial Design, which gives a great attention to the interaction relation between the human being and the product he uses. This analytical discussion of each ancient Egyptian design will utilize the recent ways of creative thinking and types of sciences which govern design today, specially with the help of the science of Ergonomics which is interested in the interference between man and machine within the circumstances of the environment in one hand and, the industrial design philosophy on the other hand.

During the following discussion we have to notice that those people, perhaps, had the experience of practicing Industrial Design through the process of accumulation in which design could be developed through trial and error, in other opinion they had an advanced theory of design, or both together. The most important thing that the ancient Egyptian had the ability to build his civilization in a way makes any body to raise his hat for its achievements.

3. CASE STUDIES

On the following pages we shall demonstrate some cases studies of these achievements with short notes about the features of each design and leave the rest to the observer to discover more and more which make him respect and appreciate that human being from the past.

CASE STUDY 1: THE SANDEL

In the old kingdom sandals figure (9) were really used, and nobles were accompanied by sandals carrying slaves. However, from the new kingdom they became more useful as a sort of status-symbol. But the shape of the sandal hardly ever changed. The sandal had a sole of papyrus, palm-bark or leather, it had two straps of the same material as the sole, one of these held the instep and the other passed between the big and second toes. Sometimes a third strap held the heel so as to hold the sandal in place more easily. Sometimes, sandals had a sort of anklet attached to them.

For religious ceremonies white sandals were worn. For some occasions, the pharaohs wore curious sandals with the toes turned right back, with image of foreign captives engraved on the sole.

According to the design of the sandal, we can see that they had complete data about what we call the anthropometry of the foot, the way can hold the sandal in place, in that respect the strap between toes has a round section and took its proper position to keep them safe, while the other strap which contacts the back of the foot is flat and wide, this strap has the decoration give the sandal its aesthetical appearance. The sides of the sandal are made to protect the foot and help in keeping it in place, the designer did not forget to decorate them also. The designer utilized available materials in a way can help in manufacturing each part of the sandal and gave it its own character. He had designed the sole to be manufactured from papyrus or palm-bark in a corrugated pattern perpendicular on the direction of walking to prevent slippage of the foot.... And so on.

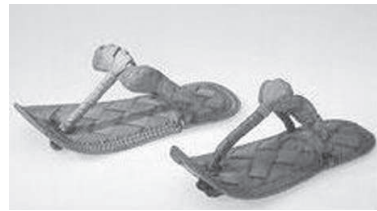
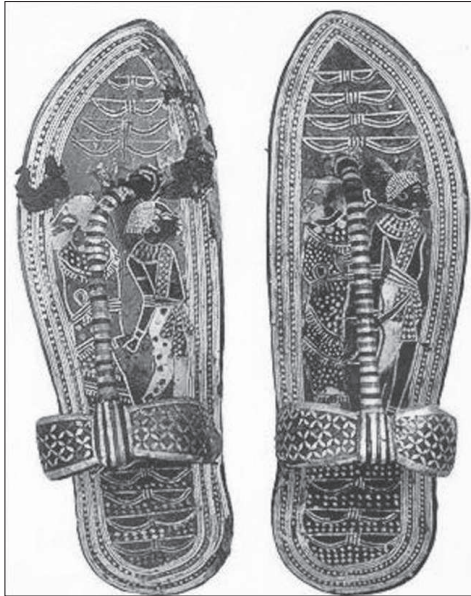


Figure 9: Pharaohic Sandal

CASE STUDY 2 : AHMOSIS'S ARMY WAGON (figure 10)

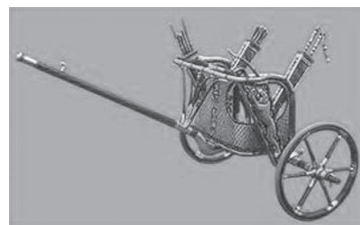
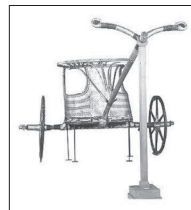


Figure 10: Ahmosis's Army Wagon

If we have a good look at the design of the Ahmosis's army wagon, we can see clearly the following features:

- It has a streamlining shape with round edges to prevent air blocking which can reduce its speed,
- The wheels are apart to secure balance during running,
- The hubs of the wheels are projected to give them clear area without any obstructions from the two sides,
- The pulling bar is fixed into its place of the cart through a pivot connection which gives easy movement in turning to right or left,
- It has a railing on a proper height to give the soldier the opportunity to catch well and keep in position during running and fighting,
- It has two openings to make the body more lighter and decrease the obstruction of air,
- The wagon is made of light material to decrease the load on the pulling horses,
- The ancient Egyptian designer did not forget to decorate the cart and treat the whole form in an aesthetical way.

CASE STUDY 3: CHAIR (figure 11)



Figure 11: Chairs

Furniture had taken great interest of ancient Egyptian designer , the chair is one of the items which took several shapes to fit different purposes. But in all these types we can see clearly the following features:

- The onset application of what we call now the anthropometric data, which concern the dimensions of the human body and its reaches such as : the curves of the base and the back of the chair which fit the human body curvature in a proper way, the height of the back and its inclination on the vertical plan, the height of the base, the clearance made for the feet and so many dilates which indicate that behind these designs a creator who had a well organized mind,
- The different ways of supporting the base on its height from the floor, either in a fixed way or to be folded,
- As usual the designer did not forget the artistic appearance of the chair specially it had been designed for the pharaoh.

CASE STUDY 4: FOLDED BED (figure 12)

One of the most interesting items of the pharaohnic design achievements is the bed we did find in tutankhamun burial chamber. It is a wooden bed could be folded to occupy smaller area either to suit the available space in the chamber of els.



Figure 12: Folded Bed

So you can not overlook this ideal we see to day as a usual design, but if you recognize dsfthat this idea had been born in the 14 th. Century B.C.,you will find it very interesting with its tenology of hinging , wood carving and papyrus of palm-park oif the mattress which help the bed to be folded and expanded in a safe way,

- All these furniture had been designed within the rules of the ergonomics science, beside the easy of manufacturing, folding, storing.....etc

CASE STUDY 5: TOOLS (figure 13)

The farmer of those ages also had a creative ability to design his own tools for agriculture such as the shadoof, the plow, the wooden hoas, the wooden sickles with flint blade, the wooden pitchforks, ...etc.

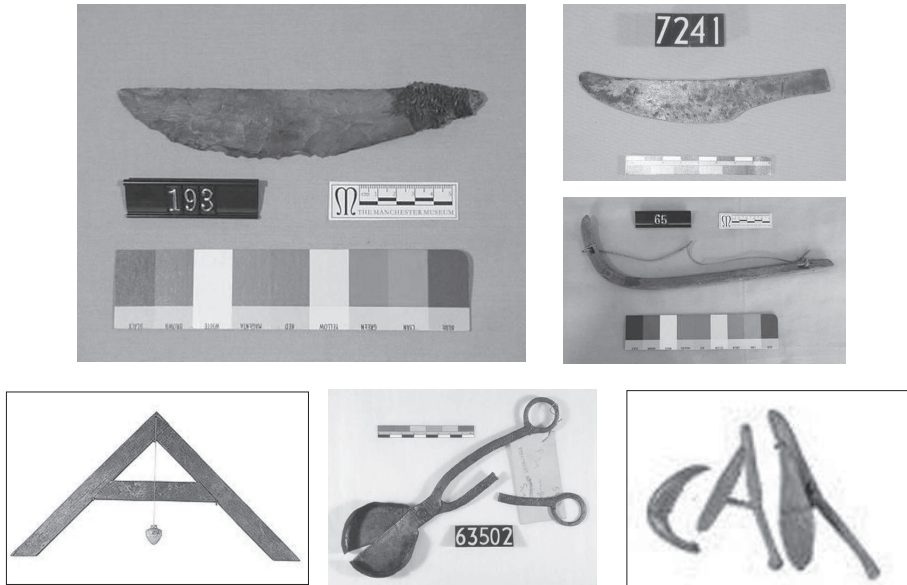


Figure13: Tools

In design of these tools we can see:

- The proper dimensions and weight of the tool which are suitable for the capability of the user or the animal used to help in the work,
- The selection of materials for accuracy of fitting and assembly of parts in accordance with the function of the tool,
- The ease of maintenance which the farmer can manufacture a spare part and fit it into place by himself.

CASE STUDY 6: CHILDREN'S TOYS

The oldest toys ever found in Egypt, little toy boats carved from wood, came from a child's tomb dating to the Predynastic Period. From the same period baked clay animals and rattles have been discovered.

Lovely toys were made by the ancient Egyptians from wood, bone, ivory, ceramics and stone. Little children played with dolls of Nubians, toy animals, spinning tops and mechanical toys like crocodiles with moving jaws and Jumping Jacks. At el Last a toy made up of three carved ivory dancers was found. The figures were set in an ivory stand and could be made to spin by pulling strings figure 14. Ancient Egyptian children played with many toys. One of the more popular ones was balls made of hollow painted clay and filled with seeds. They played ball games standing, jumping high in the air, or even piggyback. These games were popular, especially with girls.

Dolls were made out of wood, with twine threaded with clay beads for hair. These were called paddle dolls. They may have been for children, or they also may have been to accompany the deceased in the afterlife.

Toy animals with moving parts were very popular. A wooden toy mouse had a pull string to make the tail go up and down. Toy horses were popular in Roman Egypt because horses were used for hunting and in battle. A carved cat or lion was popular for its movable lower jaw on a string. Toys were almost always made of wood and/or clay. Tops, though, were made of powdered quartz that was shaped in a mold. Paddle dolls were made of wood and had a paddle-like shape that was decorated with paint and with hair made out of clay beads strung on twine.

Tops were made of powdered quartz put in a mold and then glazed. These were inexpensive and therefore could be found in most poor homes. They spun by pulling a string or twisting fingers. Popular games for children were leapfrog and tug-of-war.

Children in poor families could play with tops because they were very cheap to buy. A ball or rattle could probably be made of clay from the Nile. Wooden dolls or animals were more expensive.

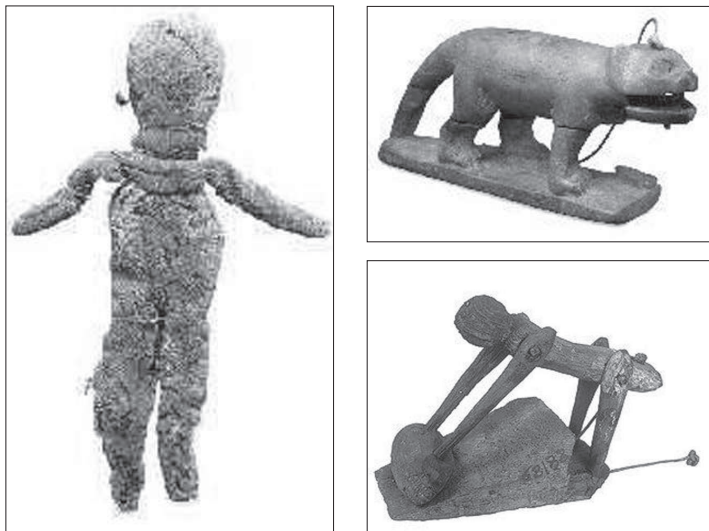


Figure 14: Children's Toys

CASE STUDY 7: PAINTED WOODEN MODELS

Painted wooden models reveal fascinating glimpses of everyday life along the Nile: granaries, carpenter's shops, weaving houses, boats, and slaughterhouses figure 15. The largest numbers of models ever found were discovered in a single tomb at Dear el-Bersheh: the Middle Kingdom burial of the provincial governor Djehuty-nakht (about 2000 BC)



Model carpenters



Model Granary



Model of weavers



Model boat



Model yacht

Figure 15: Painted Wooden Models

CONCLUSION:

The same notes and more we can say about other pharonic products if they had been used for fighting in the war, or in the workshops or other daily life purpose, every time the ancient egyptian designer create the proper shape, select the proper materials and way of manufacture to fit the required functions and facilities available.

RECOMMENDATIONS:

1. This study may be considered as a modest step towards a comprehensive study on this subject, from the view point of industrial design specializations as made in the field of architectural design.
2. We hope that this subject may take the opportunity to be continued on large scale to analyze hundreds of thouthands of ancient Egyptian innovations which could not be covered in a limited study like this one.

RECONSIDERATION OF ETNA PARK'S TOURISTIC ITINERARIES

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Abstract

Mass tourism in a modern and postindustrial society has become a synonym of economic growth as it is an index of a high level well-being and quality of life. However this standard of living pays a high price. The wounds inflicted to territory and to the original characters of local communities could testify this situation. Often tourism is associated with a high pressure on natural areas, an higher soil degradation and a disruption of identity structures of a place. Today there is a great difficulty to combine mass tourism and sustainable development, but the aim to ensure a balance between touristic activities, ecosystems and various human activities has become imperative; therefore it is necessary to identify new instruments to understand new and disruptive socio-environmental dynamics produced by the new phase of tourism development. At the same time it is necessary to identify compatible strategies for touristic growth with the human and natural heritage avoiding to exceed the vulnerability limits of the ecosystem considered. Among the many areas at risk today (coastal areas, mountain areas, wetlands, inland, etc..) the paper will consider the touristic itineraries which are attractive for several historical and local values but where at the same time entire ecosystems risk a partial or total disappearance. In particular the paper will concentrate on Tourist-natural itineraries in the natural park of Etna (Sicily). First an investigation on the current condition of the Etnean paths will be conducted, changes and touristic contribution after years of the establishment of the great Sicilian park will be evaluated. By focusing on the theme of paths it is important to consider some essential details: landscapes and ecosystems will be considered as the main attraction factors whose aim is to appreciate and study the environment in accordance with a conception that treats sustainable tourism under an ecological, social and economic point of view. The methodology will aim to draw specific itineraries using the Geographical Information Systems (GIS) considering some important key concepts that have to do with a sustainable tourism. Thanks to an analysis of landscape that allows to identify an established place, but as well ecosystem's elasticity and fragility, it is possible then to build a mathematical model that could develop these potential paths with their limits of use. This mathematical model will consider many other important factors such as: resources vulnerability, security need, climatic comfort need, physical space need for activities, visitors flow, load capacity, specific needs of some resources attributes etc. This work, at the end, will try to provide some practical suggestions to realize sustainable itineraries in the specific field of study (Etna), but at the same time it aims at reaching a theoretical definition of a model, with a great capacity to be generalized, according to the concept of sustainable development and integrated relational tourism, which is the theme of the conference.

Key words: tourism, GIS, protected areas

INTRODUCTION

The contribution presented here constitutes research into a subject that is today of scientific and social importance: human pressure exerted on natural spaces. In recent times a question that has been much studied is the capacity of a given portion of space to take the pressure exerted by the growth of mass tourism. With this aim in mind we have examined some specially selected nature itineraries of the well-

defined territorial space that is the Etna Park, studying in synthesis their historical and environmental heritage, elements that run the risk of being compromised. Our attention has been directed towards the paths in a territory that is much safeguarded because traditionally these paths are considered to be immune from the destructive influence of mass tourism. This is not the case, however, because modern tourism now invades spaces that in the past were held to be uncontaminated, causing damage that risks, in the absence of corrective measures, to become irreparable. The approach adopted will give rise to arguments that we feel are useful and productive from the methodological and cultural point of view. It goes without saying that the organization outlined briefly here suffers limits linked to the available space.

THE ETNA PARK AND SOME OF ITS PATHWAYS

Etna is a territorial unit that is both complex and original. Various geomorphological and footpath situations exist together in these volcanic lands. Among the factors that condition the landscape and the vegetation are the climate and the altitude (0–3350 m asl).

Over time scholars have studied the stratification of vegetation on the volcanic cone, breaking the Etnean landscape up into clear cut vegetation units. These strata and the elements that make them up are continually developing, not only due to the frequent changes imposed by the volcano's activity, but also due to the continuous transformations deriving from anthropic action that inevitably impacts on the ecosystems. Starting from the coastline there is a very narrow band of very sparse halophile vegetation. Immediately above the band closest to the sea, the landscape consists almost entirely of crops, of which citrus groves are the most important. The upper horizon, once characterized by holm-oak forests, now appears to have been profoundly transformed by man who has introduced numerous cultivations including, vines, olives, almonds, pistachios on the western slopes, hazelnut on the northeastern slopes. Higher up, the supraMediterranean horizon (from approximately 1000 to 1500 metres) is generally characterized by woods of deciduous oak. Above the wooded vegetation, at about 1800 metres, the high-Mediterranean plain begins, characterized by low vegetation, pulviform and very discontinuous: this is a formation that covers vast extents of cinders and ash and is continually windblown. This formation of plants becomes suddenly very sparse at about 2400 metres where only broom manages to survive. The last plants are to be found at 3000 metres, beyond which point there extends the volcanic desert, where the intense volcanic activity prevents the existence of any form of plant life.

The fauna population of Etna involuntarily finds itself at the centre of continuous and dramatic adventures: destruction, exoduses, new colonizations, all these things occur in an unpredictable way. Indeed, the animal life on Etna has changed very much over recent centuries. It is enough to consider that over a century ago wolves, wild boar and deer as well as other species roamed throughout the wooded band of Bronte and Maletto. Fortunately even today Etna's wildlife is extraordinarily heterogenous: the larger mammals have disappeared, but there are still many species (porcupine, fox, wildcat, marten, rabbit, hare and still others); it is still possible to see many species of bird of prey or songbirds in the skies (whitethroats, tits, orioles, cuckoos, crows, rooks and even exceptionally the golden eagle); among the smaller species there are the weasel, hedgehog, dormouse, and many species of mice and bats.

But on Etna, as well as the challenges set by nature, the growing human presence has also appeared. Once this was an unattractive area, but for some time now it has become an attractive one. Man's need to cultivate vines and fruit has meant that many of the woods have been destroyed over time, causing the disappearance of many species. To these factors must be added ruthless hunting and, in the period following the war, the opening of roads that have brought motorized traffic and destructive forms of tourism into the heart of the most unspoiled areas, causing a further serious impoverishment of Etnean fauna.

Finally the unbridled growth of holidaymakers and excursionists must also be remarked upon, given

that they have literally invaded Etna, exploiting its enormous tourist potential both in the winter and the summer periods. The special nature of the volcanic environment compared to the surrounding territory, together with Etna's great height, mean that its living organisms have the need to adapt specifically and to create an adequate biocenosis for the extreme climatic and microclimatic variations. It must also be added that the greater vulnerability of mountain landscapes in the modern era results in greater exposure to the risk of irreversible destruction and damage.

The above rapid synthesis clearly shows that for such a vast, rich and heterogeneous territory it is very important to preserve natural spaces in terms of vegetation, fauna and historical anthropic presences. The setting up of the Park has increased such protection, but even more than this it has increased the creation of various itineraries designed to be sustainable that seek to promote a tourism that does not cause damage to the original character of the territory and the identity of local communities. One of the first initiatives undertaken by the Park Board as an institution, was the creation of several nature footpaths and itineraries, in the hope of allowing visitors to observe the sights and other features of interest on the volcano's foothills but also to be able to make use of the places in an ordered and controlled way, avoiding the crossing of boundaries and spreading crowds of tourists through safeguarded spaces. Among the many itineraries now present in the Etnean territory, we have chosen three that warrant particular attention because of their attractiveness and the fact that they are much used and are therefore functional for our reasoning.

The footpaths considered are:

- MONTE ZOCCOLARO Nature path
- MONTE NERO DEGLI ZAPPINI Nature path
- MONTE GALLO-RIFUGIO DELLA GALVARINA Route

MONTE ZOCCOLARO

The path in question, which is on the eastern slopes of the volcano, starts at a height of 1472 metres, is approximately 1 km long and has a gradient of 266 m and takes approximately 2 hours and 30 minutes to cover. This path is very interesting because it allows us to cover the evolution of the Etnean complex. It is a steep path that indeed offers views of the most important points in the geological evolution of the volcano. The Etna Park Board has arranged 5 main observation points along the path that allow people to admire the various forms of vegetation present in such a very limited area. At the very first observation point there is a poplar wood, a crop-bearing field and an orchard of *cola* apples. Just beyond this observation point the path passes through a chestnut wood and then travels under a vault of enormous beeches whose branches and leaves prevent the sun from penetrating. Thus we have reached the second observation point, marked by another splendid beech tree. So the first two observation points are distinguished by the heterogeneous vegetation they consist of. Wildlife is also very present – foxes, hedgehogs, weasels and rabbits are often to be seen along the path. Continuing along we come to a small grassy clearing rich in grass and broom. This is where the third observation point is and the main theme now is geological. A wide view across the Val Calanna allows us to see the effects of the long eruption that began on 14 December 1992, emphasizing the particular mutability of Etnean morphology (in truth this lava lies on top of the products of eruptions of the 1950s, recognizable because of their lighter colouring). At this stage we are no longer in the midst of the thicker vegetation – the lava on which we stand has been colonized by broom. The next observation point affords a clear view of the Valle Del Bove, which represents another fundamental stage in the evolution of Etna, formed later than Mount Calanna. The geological journey naturally concludes on the top of Monte Zoccolaro at the end of the path. There is a cross and an altar on the summit, set up by the faithful, and from this fantastic position it is possible to admire the Valle del Bove, as well as Mount Centenari and Mount Rittman.

MONTE NERO DEGLI ZAPPINI

This nature path is to be found on the southern slopes of Etna (near the summit craters) and begins at a height of 1740 m. It is some 4 km long, with a gradient of 200 m and takes some 2 hours and 30 minutes to complete. The itinerary, which begins on Piano Vetore, not far from the Park's Grande Albergo [Grand Hotel], is equipped with 11 main observation points that afford views of some of the most interesting natural environments in the area: old and more recent lava fields, natural and artificial woods. The start of the path is a dirt track that travels up lavaflows of both the "AA" and "Pahoehoe" types. Thus we come to a small volcanic cone with a very particular structure (observation point 3), made up of melded clinker hollowed out laterally by a drainage canal. The following observation point (4) consists of a "cannon": a lava mass that originally had wrapped itself around the trunk of a tree and is now completely hollow. At this point the main path leads first to a natural balcony, from which can be seen a sheepfold (5), and then, alongside some beech trees, it leads to a torrent beyond which can be seen the shadow of the Mount Danza pine wood. Beyond this pine wood, and a further wood of larch pine, we reach observation point 9, which coincides with the Nuova Gussonea botanic garden, an important study centre where all of the main environments that are to be found on Etnean territory are being recreated and where it is possible to see vegetation that has not been met along the path. Beyond the garden we turn left and continue for some further 200 metres to another fork from which it is possible to take a detour by travelling down through a mixed wood of larch pine and downy oak. The final observation point (11) is located near the quarries created in 1983 with the aim of altering the course of a lavaflow away from this point. This makes it possible to observe the internal structure of a lavaflow.

MONTE GALLO–RIFUGIO DELLA GALVARINA ROUTE

This route is also to be found on the southern slopes of Etna. It is not one of the nature paths created by the Park, but it represents another valid example of how man's intervention can be in favour of the wood, or in any case of the Park. In order to appreciate this, it is enough to take a look at the patient work done to prevent erosion by building small dry stone walls. The route, which passes through high plants of broom, is initially level but suddenly rises steeply when we enter a shady pine wood. Over the course of this itinerary it is possible to follow the progression of the altitude plains of the vegetation that characterizes the landscape of Etna. The route skirts round Mount Testa and then the it turns quickly into a thick pine wood. After skirting Mount Albano, the itinerary leads us without any great difficulty, still in the wood, to the point where it joins a road that leads up to Mount Gallo as well, but from a different direction, skirting the old craters of Mount Nespole and Mount Leporello. It only takes 10 minutes from here to reach the Galvarina Refuge, the highest point of the route (1871 m). The Rifugio Galvarina, restored in 1991, is equipped with a large cistern; all around there are many specimens of larch pine, a tree that is a very effective colonizer of Etna's lavaflows.

THE PARK AND ITS JEOPARDIZED PATHWAYS: THE URGENT NEED TO UPDATE OUR METHODOLOGICAL INSTRUMENTS

This brief description has served to provide a picture, albeit succinct, of the value, naturalistic above all else, that is present here and which risks being compromised. The territorial situation as described represents an excellent example of an ecosystem jeopardized by the strong impact of modern tourism. The risks are connected with the quantitative increase in tourists, confirmed by the statistics we have available, by the indiscriminate use of new forms of tourism (rock climbing, mountain bike excursions, paragliding, etc.) by picnicking, trespassing, by a lack of respect for nature (wood clearance, cultivation of fields, etc.) and by prescriptions, by the move towards unauthorized building, pollution, etc.

The progressive deterioration of the naturalistic picture, the continuous violation of norms, the impotence and at times the lack of interest on the part of public authorities, the difficulties of local communities and the violence exerted on local activities from the historical-identity point of view, all this requires a reconsideration of the question. It is obvious that all involved must accept their responsibilities and competences. Public authorities must be rigorous and operate with strong control over the safeguarded natural spaces, our responsibility as scholars is to contribute with suggestions and indications for better use of the Park. In the context of a study aimed at preserving these systems, the theme of respect for nature has been for some decades now at the centre of a profound theoretical reflection to the point where, as has been stated, "The only choice is between further sustainable evolution of life on earth, and its further exponential degradation until its final extinction" (Lazlo 1994). This theme, as is now well known, is felt more acutely now, adding political and social elements to a theoretical and practical reflection. The Rio conference and the increased difficulties caused by mass tourism have emphasized the need to make this precious and widespread activity in modern societies compatible with the environment. However, transferring the concept of sustainable development to the sphere of tourism cannot be carried out in a mechanical way. Indeed, in the theoretical context it is difficult to provide a definition of sustainable tourism that is concise and understandable for everyone. And yet the paramount need now is to ensure an equilibrium among tourism activity, ecosystems and man means there is now an urgency in identifying new instruments of understanding for the new and burgeoning social-environmental dynamics. In the context of a study regarding the nature tourism itineraries present in the Etna Park it becomes important to outline the strategies compatible with human and natural heritage, bearing in mind that we must not go beyond the limits of the vulnerability of the ecosystem in question.

MEASURING ENVIRONMENTAL IMPACT

"The maximum number of people who can visit a tourism resource at any one time, without causing damage to the physical-ecological, socio-cultural and economic environment and without causing an unacceptable diminishment of the tourist's satisfaction." (PAP/RAC 1997). In general and in particular terms measuring environmental impact has been widely discussed. General parameters such as EIE (Environmental Impact Evaluation), SEV (Strategic Environmental Assessment) and above all the "carrying capacity" that is normally defined as the capacity of a region to accept tourists without causing irreparable damage to the environment. This is divided into "ecological", "tourist social" and "host socials" according to whether the factor under consideration is the impact on the environmental equilibrium, the satisfaction of the tourist, or the wellbeing of the local community. More particular parameters are added, parameters that can be easily applied to tourism regions with varying purposes (such as for example the extent of tourist load, indicators regarding the capacity for expansion, etc.).

Many scholars (Botti et Van Wagtendonk 1984) have developed the concept of carrying capacity in tourism areas. But if it is easy in the theoretical context to identify the most important aspects that have to be considered, in the practical context it is much more difficult to establish a methodology that is as rigorous and as precise as possible. The concept of carrying capacity on its own is not enough to achieve a whole series of actions aimed towards the maintenance, the planning and the safeguarding of these tourism itineraries. Various other concepts come into play in the context of adequate territorial planning. These concepts regard both the point of view of the tourist and the point of view of the ecosystem to be preserved. We would like to underline some here:

Zonification: the space has to be zonified and the use made of each zone must be known.

Fragility and elasticity: it is very important to know the fragility and the resistance of the ecosystems given that this allows us to know the limits beyond which these ecosystems are no longer able to regenerate themselves.

Vulnerability of resources: the physical elements of the ecosystem condition the spatial distribution of the recreational activities.

Safety requirements: the recreational activity may be incompatible with an elevated risk of natural catastrophes.

Climatic comfort requirements: a territory may impose conditions deriving from the climate with regard to wellbeing.

Requirements regarding physical space for activities: for example the pathways must have a minimum width of 1.5 m to allow their use.

Visitor flow: tourist mobility considered over various periods (daily, monthly, annually).

Specific requirements of some of the attributes of the resources in question: the only constant that is worth mentioning is the gradient of the roads or paths that must not be above a given maximum (generally 5%). In order to be able to consider these factors together it is important to use an interdisciplinary approach, holistic in nature, without undervaluing the importance of the participative processes. Regarding questions relative to the safeguarding of the Etna Park, it is necessary to listen to the local communities, to the associations that look after the Park, and this without neglecting the contribution that can be made by the natural sciences. Indeed, although landscapes are defined in biophysical terms, it is now commonly accepted that ecosystems cannot be reduced simply to the natural elements and their interconnections. Up until now scientific research on the landscape in the context of natural sciences has been focalized on research in the biotic sphere (flora and fauna) and in the abiotic sphere (geosphere – soil, rivers, lakes, etc.). This type of investigation concentrates on the mainly physical aspects of the landscape, such as climatic, pedological, hydrological and geomorphological processes. According to Lazlo (1972) natural systems are, "A random accumulation of matters/energy, in a region of physical space-time, organized into co-acting interrelated subsystems or components." As a form of enrichment of studies proposed by natural sciences, social sciences are geared towards the study of economic and cultural values that derive from the experience, the perception, the attitudes, the emotions and the behaviour of individuals (Tress 2001). This approach views the landscape as a product of the human mind and demonstrates how each individual perceives the environment in a different way. It is precisely for this reason that environmental planning must be developed in a participative process. The social approach indeed, "Recognises that problem solving is essentially an iterative process; that we discover more about a problem as we attempt to solve it; that problems are continually refined as we discover more about the issues and complexities at stake" (Fish et al. 2003). Given these aspects, the territorial planning of a natural environment such as the Etna Park can be considered an activity that reaches a double result: guiding the landscape towards an equilibrium with the requirements of resources and services on the part of the communities, and on the other hand to be able to preserve the natural elements that constitute it over the long term.

THE IMPORTANCE OF GIS IN THE PLANNING WORK

The ecological elements presented thus far therefore require an explicit spatial planning orientated towards mapping problems and respective solutions deriving from the participative processes previously mentioned. A methodology presented in this way, i.e. fruit of an approach that combines natural and social sciences, therefore finds an excellent "ally" in the implementation of procedures through GIS. Geographical Information Systems are very useful in the study of ecosystems, in that they possess the capacity to incorporate easily the complexities that derive from the various spatial dimensions involved. Indeed they allow us to use the various spatial data in models within the same graphical environment. They are furthermore useful in mountain regions where a complex topography and various environmental elements call for a special use of various spatial models (Heywood et al. 1994). A further advantage, probably the most important, derives from "GIS-based modelling", and is

the possibility to verify the actions of planning in a simple analysis laboratory. Indeed the prototype allows for the simulation, the testing and experimentation phases with the advantage of being able to easily alternate various planning actions. Thanks to the organization of the various parameters in the database, transparency and reproducibility are guaranteed. Each parameter (land coverage, observation points, water sources, presence of wildlife, presence of flora, etc.) must therefore be defined clearly in the database. By means of instruments such as questionnaires or research carried out by experts, these parameters can be augmented by elements that interface the preferences and the needs of the various communities involved (from tourists to the protection board of the Park itself). The objective therefore is to imagine the space as a large grid in which each cell represents a portion of the space to which an index is assigned, fruit of all the considerations made up till now and the value of which represents the suitability of that space for the realization of the path in question. This type of methodology therefore allows for various solutions, not only the study of paths that have already been created from a preservation point of view, but also the creation of new paths and the possible reapplication of these principles to various ecosystems.

A mathematical equation that “ponders” all the physical elements present on the territory, together with research on the requirements of the various users, could lead to the creation of a powerful instrument for the study of these tourism itineraries. With the eventual aim of building a database of this kind, various techniques of study should be considered: remote sensing control, aerial photography (comparing for example historical orthorectified photographs to see the changes on the land), thematic cartography and work in the field using GPS instruments. These techniques provide additional information regarding the accessibility and the risks of each zone. It must be said, however (Xiang 1996), that the realization of such a database involves some difficulty: managing to integrate data coming from various sources and processed to various degrees of accuracy and precision; operations of spatial association, overly and graphic connection that are very painstaking; the possibility of considerable errors if there is not considerable precision in the data processing. But it is precisely in this context that GIS succeeds in dealing with these potential technical difficulties.

CONCLUSION

Naturally the indications, the suggestions and the corrections that have been proposed here constitute a topic for theoretical and practical discussion among scholars, as well as with those operating in the sector and with local communities. Everyone involved must commit to ensuring for coming generations a future for our ecosystem that is not damaged and above all must be liveable on a human scale and must fully respect nature. The themes proposed naturally present advantages (graphical output of the possible scenarios for realization that is easily managed, ease in processing and analyses by means of tables, diagrams and maps, the possibility of comparing various scenarios, promotion of communication among various disciplines, enrichment of the concept of environmental impact, etc.), but they also present considerable disadvantages (greater study of environmental and ecological sciences means considerable time resources in creating the database and the GIS procedures, requiring time and effort directed towards learning, interaction and communication with the various communities involved, difficulties in managing dynamically the variables involved, involvement and participation of the local communities, extended timescales for new environmental education, etc.). If we were to manage to capitalize on new advantage that improve the forms of an integrated relational tourism and a better environmental sustainability and if the disadvantages that inevitably arise were the result of new scientific advances and a new and increased social demand for mass tourism, then this could be considered positive. As to whether we have authoritative contexts in which we can respond to all this quickly and competently, that is another question.

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COMMERCE, CITIES AND IRT NORTH AND SOUTH OF THE MEDITERRANEAN

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INTRODUCTION

This paper has a twofold objective. On the one hand, to study the situation of commerce as an indicator related to Integrated Relational Tourism (IRT), both on the northern and southern sides of the Mediterranean. On the other hand, and taking into account that IRT is to a large degree established on the Northern side, to explore in the case of the southern side different possibilities in diverse spheres, the greatest variety and potential of which are found in Morocco: urban historical centers, tourism in mountain, desert and interior areas, as well as conventional tourism or "coastal spas". In view of the possibilities which this country offers, while not forgetting the other nations of the Maghreb - and of course Egypt - we will pay more attention to Morocco. Along with official promotion, local initiative is already a fact, at least on a small scale, at least in the interior, in spite of the pressure exerted by the all-powerful "tour operators" who operate in the important focal points of tourist activity.

Finally, in the face of the lack of balance between the north and south of the Mediterranean, we will suggest the possibility of integration in the south, concretely in the historical centers of large and medium-sized cities in interior zones and in certain activities in mountain areas and in the desert, especially in oases, where IRT could serve to polarize population settlement and prevent the advance of the desert.

I. SMALL-SCALE COMMERCE AS THE BASIS OF SUSTAINABLE DEVELOPMENT AND IRT

A. Interaction between commerce and IRT

A priori, it can be pointed out that on the Northern side of the Mediterranean urban and rural commerce has suffered less than the middle and upper levels within the present-day context of economic uncertainty and commercial recession. In some medium-sized cities, environmental quality (patrimony, integrating and intelligent proposals, public services), accessibility (above all in terms of pedestrian zones and peripheral parking lots), and of course the attraction provided by monuments and improvements in the quality of well rehabilitated urban web (Bullardo, Emmanuel, 2007) have had a positive influence at the lower levels and, in part, in the middle levels. The passage from commercial "Shopping centers" to recreational centers has contributed, in the latter, to help maintain commercial activity (Bowling alleys, children's playgrounds, zoos), as well as the rehabilitation of the urban web and the restoration of large palaces and villas in order to dedicate them to cultural, sports or personalized uses.

However, on the southern side of the Mediterranean, the most important commerce, located in historic centers, has hardly suffered from the ups and downs of the economic crisis, within the context of an urban web of commercial streets characterized by the singularity and particularities of an Arab commercial legacy. For strangers and tourists, commercial streets, dense with socialization, personal exchanges, picturesque and exotic settings, provide a peculiar attraction, along with the tall and pointed towers of the mosques.

This interest for the southern side of the Mediterranean is obviously due to the different degrees of development of IRT between the north and the south. Two examples will suffice: the pre-coastal fringe of the northern side of the Mediterranean, with its piedmont areas and sierras close to the coastal axis of mass tourism. There are also two fluvial axes: the Ebro river valley in Spain and the Garonne in southern France, with their inland courses and their surrounding piedmonts and mountains. In the southern Mediterranean, it does not seem that IRT can be a possibility in rural areas on the short and medium term.

A different case is that of historical centers having not only commercial transcendence but also tourist potential. This would be the case of Cairo, Luxor and the imperial cities of Morocco, including Marrakesh, to cite just a few significant examples. Maybe here it would be easier to promote IRT than in the cases of tourism related to oasis, mountains, natural parks or desert treks, which are to a large degree in the hands of tour operators. Even so, the function carried out by certain independent mountain and deserts guides could spell out hope for the development of IRT in those areas. In interior zones, cultural underdevelopment and the lack of settlements having the virtualities of those existing in the north could perhaps be compensated by leadership provided by some migrant returnees who come back to their country of origin with experience and newly acquired capacities, instead of relying on leadership influenced or affected by the memory of a history that entails nostalgia, frustration, hope or vengeance (Trom, Jean François, 2004). This new leadership could be considered as a ray of hope in order to commence the strengthening of civil society, with the creation of new and important identities imported from elsewhere and adapted to the original territory, thus amplifying its economic and social referential points. "The Moroccan identity is based at the same time on Islam, Arab culture - Berber in the ultimate instance -, African roots, its belonging to the Maghreb, and the European model", that is, forms of opening and leadership as opposed to rigor and lagging behind" (Hal, C. M. and Lew, A. A. [eds.], 1998). In a word, it would seem that the task could be undertaken by families or individuals endowed with a greater capacity of control and development over certain resources. The application of Western technology, cultural exchanges, the advent of new entrepreneurs or new university graduates make up possible bases upon which IRT can be mobilized.

Diversity of North-south IRT. The dilemma of the southern Mediterranean

This is not the place to expound upon the fracture or "interface" between the northern and southern sides of the Mediterranean: industrialized and rich in the north, poor and poorly equipped or industrialized in the south (Hugonie, G., 2006). It is obvious that all the cities in the north are undergoing retrocession in their consumer capacity, and that many merchants are experiencing lower gains and even have to shut down their businesses, above all where the economic recession and crisis is more acute, in Spain, concretely. It is obvious, furthermore, that the commercial situation is not uniform, but selective and very diverse from one city to another, usually with negative tendencies in the historic centers of the northern cities; this aggravates their contribution to economic, social and cultural sustainable development. In the historical centers of the south, on the contrary, popular centralities have followed a trend that is mostly positive.

Thus, in the European areas of the Mediterranean, in selected large or medium-sized cities, behavior has been diverse: negative in Bilbao and Pamplona, with the particularity that not only have historical centers been affected, but also outlying zones, including large commercial surfaces. It has been positive or at least stationary in Bordeaux and Syracuse. Small cities such as Agen in the Garonne river valley in France and Tudela in the Ebro river valley of Spain are indicative examples. Agen is head of its prefecture and therefore a commercial hub located between the metropolitan areas of Toulouse and Bordeaux, and thus it is maintaining its commercial vitality. Tudela tends to maintain its commerce in spite of the proliferation of more than twenty small commercial settlements along the upper reaches of the Ebro river axis.

One last mention has to be made in relation with ethnic commerce, concretely Islamic. In all the northern cities studied, and in many others visited by this author, small retailing outlets are very much alive in historical centers, regardless of the size of the city although related to the volume of Muslim population in the surroundings.

The Ebro and the Garonne

The middle and upper reaches of the Ebro river valley are better served than in the Garonne area, if we consider as examples of high quality IRT the renovation of exceptionally diversified traditional wine cellars from an architectural and enological point of view in the Rioja regions of Logroño and Álava.

These wine cellars have diversified their activity by means of avant-garde architects and have supplemented their agricultural function with uses such as hotels or recreation, or different types of meeting places for congresses and reunions. Among different cases, it is necessary to mention the international resonance of a wine cellar in Elciego which is a small-scale replica of Bilbao's Guggenheim Museum, or the wine cellar designed by Calatrava in Laguardia, in Alava's Rioja district, as well as the excellent patrimony of settlements in this region, among others Logroño and Haro. In the middle reaches of the Garonne river valley, IRT is absent.

In both valleys - Ebro and Garonne - piedmont areas and mountain slopes -French and Spanish Pyrenees in the Garonne, Cantabrian and Iberian mountains in the Ebro- ecological and environmental values are added to quality settlements and valuable rehabilitated historical centers.

The Levantine Axis

In the interior of the Valencia Community we can distinguish several IRT typologies. Rural tourist houses come up to almost one thousand, with seven thousand rooms available. Castellón is the province having the greatest number of such houses (454 in 2007, followed by the province of Valencia with 276, whereas in the province of Alicante they are practically absent). As per hospices and small hotels, in 207 Valencia had 17 hospices with 1168 rooms, Castellón had 59 and Alicante 575, probably related to housing for industry. In any case, it is interesting to add that the supply of IRT is less than that derived from secondary residence.

All in all, the supply of rural housing in the Valencia Community occupies the fourth place in this ranking in Spain, after Castilla-León, Cataluña and Andalucía (López Olivares, D., 2009). Evidently, IRT in this Community is faced with several problems: first of all, the great confidence and hope placed in its development -as understood within the present-day context of advantage over mass tourism- and also the structural limitations that exist in order to design a competitive and sustained model which presents questions such as a greater appraisal and improvement of patrimony, the structuring of higher quality tourism, inter-municipal and territorial cooperation in policies to "promote and design the product", priority placed on planning versus spontaneous activity, "public and private agreement, or coordination between administrations" (Vera Rebollo, J. F., Díez Santo, D. and Ivars Baidal, J. A., 2009).

II. HISTORICAL CENTERS OF NORTHERN AFRICA IN TYPICAL CITIES

The Historical Centers of Cairo and Palermo

Cairo and Palermo are chosen as typical examples because they are two metropolises which in spite of size difference possess evident similitude in their traditional historical centers. We will simply recall, since this is well known and studied, that like most African cities, in Cairo population has accumulated since the 1960s, thereby increasing economic, social, environmental and political problems within the framework structural unemployment and a high supply of jobs (Mahmoud Yourry and Tarrek A. About Atta, 1997). Cairo suffers "a situation of explosive urban emergency for a Westerner" (Raymond, A., 1992).

Regarding the extraordinary historic center of Palermo, we will restrict ourselves to recalling its similitude with Cairo, according to Daniele Gulotta. On the whole, this very ample metropolis is in need of "flexibility, mobility, freedom of movement, election, networks and global connections, commercial flows, knowledge and information, recreation and consumption" (Kupinger, Petra, 2005). Palermo's "planning" has been characterized by its frequent changes in vision, something that has harmed the city in general, and, to a smaller degree, its historical center, above all in the area further removed from the port. At the present moment there is a certain amount of revitalization by means of converting public housing into households and the in-migration of ethnic groups which have revived commerce in the district close to the port (Capursi, V., 2006).

As per Cairo, it is interesting to underline that the main street of the “Cité musulmane” which stems from the large and splendid citadel, ends in a district that is beginning to be rehabilitated, after traversing an interesting Coptic district. Also, in its situation as an Arabic city, there is the extreme care of water and landscaping that has distinguished Cairo during centuries, to which a typical Disney complex is added (Gillot, Goëlle, 2006). This mere allusion to these two metropolises is especially useful to underline the fact that in a difficult metropolitan ambiance, commercial activity is still buoyant and dynamic.

Other cities

In the cities of Northern Africa –and not only in the great metropolis of Cairo- small-scale commerce is abundant at the middle echelons of the urban network and in medium and small centers. Here retailers not only offer their goods throughout the day and well into the night, but also there is the tradition of commerce with an abundance of outlets on the street, under the typical canopy which provides shade. Commerce in historical centers is a fundamental factor within daily life, and also a tourist factor in this type of city, which is dense and dispersed, above all in Morocco.

This commerce preserves its vitality in a much more efficient manner - in spite of its environmental vulnerability, which nonetheless is very attractive for Westerners who appreciate Arab urban culture - than on the northern side of the Mediterranean. This is a factor which differentiates and changes the opinion of those who consider that there is a doubtless unity in the entire Mediterranean basin, the unifying factors being more important than those that tend to separate.

Luxor is a special case. During the last two decades, it has undergone a process of modernization and has experienced important mutations (Smits, Florence, 2007). Its recent evolution, especially of small-scale commerce, reveals a strong depression as a result of this modernization: the conversion of the city into a great tourist focal point, improvements in the road network, stopovers by cruise ships and the proliferation of hotels.

Thus, the program to develop the south of Luxor under the auspices of the United Nations has led to several actions, among which stands out the construction of a new city between Luxor and Karnak on a meseta –El Toad- giving rise to the advent of new commerce in several streets and commercial axes, as well as small-density retailing—which is contrary to the Arabic commercial identity-reaching out to the geographical center (souvenirs, Egyptian jewelry, services, food, bazaars, personal items, restaurants and bars, warehouses, cafés, sale of cell phones and an abundance of cybercafés, and a huge plaza.

This commerce can increasingly be defined as an elitist type of commerce destined to tourists and of difficult accessibility to the local population, and which has done great harm to the old commercial outlets in Luxor’s historic center, something that “begins to multiply empty spaces”.

We offer the following as examples of significant modern realities of a process of functional and social discrimination: boutiques have replaced sewing centers, handicrafts have practically disappeared, as have spices; working with kafos (the nerve of the palm leaf) or blown glass have fallen in favor of standardized furniture; plastic, metal or wooden utensils are now imported from India or China; artisan papyrus and hand-polished goods have been replaced by manufactured items.

In a word, the present-day development of commerce does not correspond to the economic and social development of the local populace.

III. THE CASE OF MOROCCO

Morocco stands out in the very first place for two cities of great tourist attractiveness. Agadir, reconstructed after an earthquake, and Marrakesh (patrimony, monuments and business, the latter also shared by Casablanca). It also possesses the development of mass tourism along its coastline, which is much less speculative than the Spanish case and therefore it is better cared for, although much less extensive.

The attraction of the diversity of activities is growing among a European clientele - especially French and German, and also Scandinavian and Spanish, Italian and Portuguese to a lesser degree, within the framework of tourism that transcends the summer season. There are resources of environmental, landscape and patrimonial value, with three elements par excellence: palm gardens and oasis in particular, and mountains and deserts in general (Berriane, Mohammed, 1999 and 2002). Interior tourism, in its international mode (high class hotels) and tourism destined to the natives has given rise to small and medium-sized cities which can double or triple their population in the summer, this being one of the most hopeful tendencies regarding the future (Berriane, Mohamed, 2002).

Regarding the use of mountain resources, it would seem logical to begin with Morocco's Natural Parks. During the colonial period there already existed the tradition of visits by the middle and popular classes, for example in the Tizgit Valley, located next to a natural park in the mountain area of the mid-Atlas range. Afterwards, there came a moment of protection, at the same time that the public forces converted the Natural Parks into a tourist resource which allowed territorial development by means of "Programs of Integrated Rural Development".

Nonetheless, this development will be difficult - perhaps impossible - due to difficulties stemming from accessibility and the poor structure of the villages that surround one of the two parks that are located in the mid-Atlas (Sfrou, Azrou, Tara), which are lacking adequate formation or access to networks (Abdelouahab Reddam and López Olivares, D., 2007). Furthermore, there is an important lack, namely the lack of guides which are being formed in a school in the high Atlas (Héritier, S., 2007). Some NGOs try to foster mountain tourism in the high Atlas for foreigners, by using villages as places to concentrate visitors, although within the local populace there is nobody qualified professionally. Exceptionally, people with economic and spatial capacity -that is landowners- have shown interest in the integration of the upper Atlas within the framework of tourism. This is the case of the "Association Andrax" of the high oriental Atlas, which carries out activities of professional formation destined to owners of hospices and hotels, and are the managers of associations of mountain guides (Gaeury, David, 2007).

Another area which seems vetoed as per IRT is the palm forest of more than 6000 hectares to the north of the Atlas mountain range, which has traditionally been the recreational area of Marrakesh, as a very ample continuation of the Medina and its landscaped gardens. More than forty hectares (6% of the whole) are already a tourist zone, filled with boardwalks. To give an idea of its relevance, it is considered the second tourist zone of all of Morocco. However, the exploitation of the palm forest on the part of the rich cannot continue forever. IRT could be a feasible element if it were incorporated in the oasis where the population diminishes, well administered by persons or families that would have passed formation courses, and if there were housing adequate for the surroundings, excursion centers for desert and mountain zones. An oasis is a legacy that has to be protected and administered if it is not to disappear. Could meditation tours, Berber festivals, Arab language courses, climbing circuits of the great "Erg Chebli" not be offered by means of IRT that would intervene in dune areas, either in Morocco or in other Maghreb countries? In the Great Fez of the 1000 "kasbash", first class cultural focal point and place of reunion, the Medina is the prime commercial, crafts, religious, and scientific commercial space. With luxury or small sized hotels in the Medina, the new city (Said Bromptouf, 1996), which possesses a district for winter tourists, seems to face greater difficulties regarding IRT than does the historical center of Marrakesh.

Finally, we will insist upon three matters which we have thought to be pertinent regarding the opportunities of IRT, whose implementation naturally presents problems that require solutions creating synergies such as those derived and related to what has been said about Palermo and Cairo. One of these refers to the dichotomy Luxor-Meknes as symbols of opposite actions related to historical centers. Another places emphasis on oasis. And, lastly, we will refer to the leadership of migrant returnees as possible participants in the endogenous development of cities and oasis.

Luxor represents a policy which is contrary to the traditional historical center which is in need of salient actions in order to prevent further decadence. Meknes represents the permanence of the Traditional historical center, or cupola of the souk, which is the name of the historical center. As opposed to Marrakesh, a typical example of the tourist? industry? Meknes conserves a long tradition related to the Alauit Royal Family. Thus us how we can explain the implementation of the promotion of the ?riad? or palaces which are used as hotels and which have been promoted by the private sector (French, Moroccan, German and to a certain degree Spanish). These palaces have be rehabilitated with services of eight to ten rooms surrounding a central patio, making it possible that they can be converted in IRT. Apart from the renewal of a plaza, the historical center of Meknes is crisscrossed by a central axis which is designed in such a way that bothe pedestrians and vehicles can circulate. To give an idea of the traditional part of Meknes, let it suffice to say that it possesses forty kilometers of defensive walls.

With regards to oasis, a salient role is played by travel agencies that offer guided visits, by motor vehicle and even by balloon or airplane from which tourists jump by parachute and are subsequently picked up at an appointed spot. These agencies have signed contracts so that by mutual accord the native populace offer room and board (with women in charge of food and men in charge of infrastructures). In fact, in the houses of the oasis interior structures have been improved in such a way that they can operate as hotels with indispensable and comfortable services. It can be inferred that associations could be created in certain oasis which are not dominated by agencies and therefore useful endogenous development can be created for IRT.

Institutional cooperation, either on the part of regional governments or above all university institutions, could be a necessary factor. It would be necessary, in collaboration with the latter, the participation of returnee migrants endowed with leadership qualities which constitute the most important human factor within this process.

IV. CONCLUSION

After this brief rundown of commercial and tourist experiences, our proposals for the development of IRT on the southern side of the Mediterranean would be the following:

1. Historical centers of cities of different sizes, concretely in those in which the historical center already has partially rehabilitated streets.
2. Resources offered by mountainous zones, overcoming accessibility difficulties in such ideal places such as the surroundings of natural parks, or resources offered by the landscape of the middle and upper Atlas with the provision of formed guides.
3. Promotion of oasis, initially more favored due to their accessibility and more permeable vis-à-vis the action of local leaders returning from out-migration.

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BETWEEN COAST AND INLAND: THE CINQUE TERRE NATIONAL PARK AND VAL DI VARA IN LIGURIA¹

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Abstract

The abandonment of some traditional and cultural values causes not only a loss for the local population, but can also cause complex repercussions for the territory. As a consequence, the (territory) characteristic elements lose their social and economic importance.

The territories identity catalysing issue, during the last years of local development planning, saw an increasing interest towards the acknowledgement of those values that, while characterising for the social aspect, progressively gave the territories an economic worth which is tightly connected to attractiveness and competitiveness.

The first relation due to it is the connection between the seacoast and hinterland regions, sometimes adversarial, sometimes analysed for its integrations and complementarity.

The case of the *Cinque Terre National Park* and *Val di Vara* in Liguria is an example of two spheres characterised by strong identities, but with a peculiar mean of recognition and capability, regarding also the possible *forms of tourism*.

Through the analysis of both the contexts we will be able to understand how the anthropological and natural heritage has already made possible the development of new typologies of tourism: the *Cinque Terre National Park*, particularly, has been able to turn its major weak point (accessibility) into an attraction, also by means of development policies referred to the valorisation of human and traditional resources; the Val di Vara relied on the recognition of the identity in order to enhance the territory attractiveness, which was already firm, although often "hidden" by the outstanding popularity of the coast region.

This contribution's aim is to give the right *worth*, in the context of a possible territorial re-balancing, to these two territories, which are complex due to their socio-economic composition, and their need of relating with each other. The critical situations, the development chances and the identification of a territorial pilot strategy give "sense" to the identity feature (environmental, social, cultural and economic identity) and to its preservation.

This contribution starts from the *local development* theme, prioritises the co-operative or adversarial relations among the members of a local community for the structure characters' interpretation and the valorisation of the local resources.

Territory government

In un'ottica combinata di relazioni socio-economiche - considerati i tessuti sociali, produttivi, culturali ed ambientali - l'approccio relazionale passa necessariamente dalla analisi incrociata delle parti costitutive un territorio, per individuare obiettivi e strategie, modelli di gestione, vocazioni e potenzialità.

¹ *This contribution is the result of joint considerations made by the authors. Particularly, the main study subject for F. Marchese, Environmental Science Doctor, researcher for the department Polis, in the Faculty of Architecture of the University of Genova and environmental consultant, will be the case of the Cinque Terre National Park. Val di Vara will be the main study subject for A. Tanania, professional architect, local development expert; collaborates with the University of Palermo as town-planning expert, Department of History and Project in Architecture, Faculty of Architecture.*

In a combined view of socio-economic relations – regarded as the social, cultural, environmental and production fabric – the relation approach deals necessarily with a cross-analysis of the constitutive parts of a territory, to find out targets and strategies, management models, talents and capabilities.

The specific orientation of the research is confirmed, more focused on the emerging *local development* themes: interpretation and intervention on the territory when is itself recognised as articulated in local systems connected with each other but having different features.

This contribution deals with the analysis conducted on the *study's cases* to understand whether the cooperative relations between inland and coast, rather than the adversarial ones, tend to consolidate, in order to try to detect the possible economic imbalances, or the developing tendencies, either stationary or revolutionary, for an integrated relational offer.

Key words: Local development; Complementarity; Network policies; Partnership; Integrated Relational Tourism

INTRODUCTION²

The relation between coast and inland regions is a moot subject often debated in the context of urbanisation processes management, especially of the coastal areas.

«The territorial scale is the one that best tolerates the globalisation blows, and one of the most rife ways to fight the tendency of losing the meaning of places, cultures and traditions is to adopt strategies that establish territorial coalitions, inspired themselves by the mobilisation of the social capital» (Trapani 2006).

In the framework of the social development policies – an instrument to favour socio-economic growth – rural development strategies, often connected to the touristic system development, show the need to consolidate the relationship³ between coastal and inland regions. The touristic offer re-qualification must deal with the rural reception capability. It is clear that, within the confrontation of different spheres, it is necessary to give importance to the peculiarity and speak the needs of the local context. “Self expressing in order to try to connect the recognition of the resources to the planned development reasons, becomes a pattern to give certainty to the local economies growth reasons”⁴.

The *Val di Vara*, an inland valley in Liguria, is tightly connected to a well-characterised coastal region, identified with the Cinque Terre National Park area.

A chance for a confrontation, within an already launched dialogue, was the presentation of the guide lines for the project “Rural Tourism fruition in Val di Vara”⁵. The PTC (Coordination Territorial Plan) strategies acquire an orienting value and pick out some elements to consider and some critical issues, in the wider local development debate.

² This contribution is the result of joint considerations made by the authors. Particularly, A. Tanania edited the introduction paragraph, and the paragraph entitled “A territorial project for the Val di Vara fruition”; F. Marchese edited the paragraph entitled “Cinque Terre National Park: best practices for the success of a landscape”; conclusions were written by both the authors.

³ The issue regarding european coastal areas and their possible relation with the inland areas behind them has already been treated, in a scientific research context, through the “Urbacost” Community project - Interregional call for bid IIB-Medocc, December 2003, axis 2, measure 2.1. The project, promoted by an international partnership, allowed to put on trial the possibilities of a dialogue among different territorial re-balancing experiences, between coast and hinterland, on an interregional and international level. See the publication of Urbacost project (Trapani, 2006)

⁴ Leone N. G. (2006), “Dalla partecipazione al piano verso un modello di intervento”, in Trapani F. (2006) (edited by), URBA-COST, a pilot project for central Sicily, Franco Angeli, Milan, p. 21.

⁵ The project is provided for the implementation rules of the Coordination Territorial Plan of the La Spezia Province (approved by D.C.P. n° 127, 12/07/2005) and settled by the XI Title – Final Dispositions (point k), it is regarded as one of the territorial development strategic projects.

The VII Title identifies the most important strategies for the touristic system development and for the direction of the territory modification actions.

Immediately stands out the need of enhancing and re-qualifying this Province's coast touristic offer, finding new actions and strategies. Among these: the "integration between the Riviera and the hinterland of Val di Vara, as a hospitality and reception site" (art. 7.1, point c, first paragraph) and "the consolidation of the excellence in rural tourism and quality agriculture products achieved by Val di Vara" (art. 7.1, point d). The Val di Vara territory, considered in its composition of two 'Comunità Montana', took advantage of this moment to strengthen and share a common identity. In this frame it was decided to proceed through common and partaken visions. The project has a double worthiness: creating an instrument to carry out a significant PTC issue, for the pragmatic and convinced support of local development; creating an instrument to work in synergy with the Integrated Territorial Project provided by the Rural Development Plan.

Taking Val di Vara territory as a single proposing subject, it must—in its distinct components—find the elective strength for competitiveness. There is no doubt that Val di Vara has remarkable features of opportunity, for internal and external territorial relations; in the inland context it is characterised by a high-level socio-cultural and environmental offer, having a great potential.

Starting from these elements, the connection with the coastal area is one of the priorities both to improve the infrastructural level, and to complete the activities already started, or that must be started on the coast.

In the last fifteen years in the coastal area of *Cinque Terre* occurred a rapid process of touristic development, mainly due to the inscription in the UNESCO World Heritage List of the area that goes from Levanto to the islands Palmaria, Tino and Tinetto, in 1997, as a cultural landscape especially because the presence of the terraced system for the cultivation of the vineyards.

Two years later there was the institution of the Cinque Terre National Park: this introduced several changes for the socio economic conditions of the villages: Riomaggiore, Manarola, Corniglia, Vernazza and Monterosso al Mare.

Besides in the last years there was also an increasing phase of great interest in landscape and local products that can bring into the global market the natural, cultural and historical values of a region or a particular area. In this way also little areas can become worldwide known as it happened in the case of Cinque Terre. Today the success of the politics of territorial marketing entrusted by the National Park has to be balanced by the attention of the potential risks represented by the overload of visitors, especially in some periods and by the needling of agricultural activities, fundamental for the surviving of the terraced landscape.

The accommodation possibilities in the area could find new solutions thanks to the Val di Vara system which could also offer to visitors different and interesting rural values, that could integrate the ones proper of Cinque Terre. In fact in Val di Vara the situation developed just recently and it is still in evolution: this process should be governed with an integrated approach not only locally but also taking into account the presence of a neighbouring so famous and attractive area

A TERRITORIAL PROJECT FOR THE VAL DI VARA FRUITION

The "Territorial Project - Val di Vara Rural Tourism fruition", aiming to define the strategic patterns for an integrated planning of the interventions, has also among its targets the possibility to increase the territory reception capability through some actions, giving a role to the abandoned or unexploited building stock, connecting some study cases into a system of integrated actions, in order to define the territorial or touristic model.

Promotion and assistance for enterprises dealing with hotel and extra-hotel, sport and freetime touristic development within the territory must also support integrated offer enhancing activities, in order to increase touristic occupancy.

The most important aim of the territorial and socio-economic analysis we undertook was to come to a delineation of the actual development frame in the area of the municipalities joining the initiative –Comunità Montana of the Middle and Low Val di Vara⁶, Comunità of High Val di Vara⁷ – to outline a configuration of the territorial settings.

The territory position emphasises the localisation features that contribute to increase the touristic offer value. A first division in territory belts allows to draw some considerations: it is possible to identify a mountain rural belt and a middle rural belt besides the urbanised coast belt; we can considerate the nearest urban center, La Spezia, as principal attraction; the Val di Vara municipalities network can acquire the function of territorial connection, starting from the geographic one (based on the contiguity and proximity), that could give life to unexpected relation networks; the high naturalness of these sites must be related to the presence of the river natural park; the closeness to the Cinque Terre National Park has a strategic importance not only for the reception capability linked to the coast, but also for its intrinsic appeal towards specific touristic fluxes (green tourism, sport tourism, eno-gastronomy tourism). This last feature – closeness to the Cinque Terre National Park – gives importance to the international renown and to the consistent number of tourists, especially a “daily” kind of tourism, that may find in the development of Val di Vara rural tourism a natural answer to the coast overcrowding.

Among the actions to be promoted: local partnerships reinforcing, public and private, local governance improvement, coherence in the planning and complementarity of the instruments.

The division between coastal belt and inland rural belt caused a loss of territorial definition in all the Val di Vara municipalities: a suitable territorial location would tend to redefine the geographic relations and rearrange the belts with a new pattern of connection among coastal belt, environmental sensitive belts, rural territories, historic towns.

The territory just behind the coast belt of the Cinque Terre National Park – important for the landscape aspect and highly attractive for tourists – spreads over a surface of about 566,5 Km². This territory must be considered not only for its rural landscape value, but it represents also geographic continuity between the territorial systems. The sites that constitute Val di Vara identity have different nature and must be, in their specificity, a common potential for the rural development of the territory: agriculture production systems, touristic sport activities and hiking tourism experiences, towns with features of excellence, social and historical resources, environmental and natural resources. Among these high values prominent factors, there is the Montemarcello-Magra Park, strategic to find chances of development and improvement of the typical production, agricultural activities, wine and food traditions, touristic and recreational activities.

The coastal region already shows the first signs of human pressure, and sharing a project for the rural visiting of Val di Vara points out the possible alternative chances for the location of tourism infrastructures and facilities, points out the possible territorial connections, allows to identify new offers of sustainable accessibility to the actual territorial resources, contributes to (partially) stop the abandonment of towns, cultivated territories, sensitive natural sites.

We can recognise a trend frame that has some outstanding tensional components, such as the possible ecosystem connections between the park’s sensitive natural areas (Cinque Terre and Montemarcello) and the urban center (La Spezia). Moreover, the five Val di Vara municipalities are regarded as nodes of a network that is still to set up, connected to the internal and external territorial forces (both actual and potential); a connection with the coast – regarded as a dynamic external component of the system – is also possible.

The trend frame shows, in general, a condition of remarkable territorial imbalance between the coastal belt and the inland area behind it. Thus, the middle belt was set up without any expectation, without a shared project vision, and the network left undrawn highlighted the nodes strong individuality.

⁶ *Municipalities of Middle and Low Val di Vara: Beverino, Bolano, Borghetto, Brugnato, Calice al Cornoviglio, Follo, Pignone, Riccò del Golfo.*

⁷ *Municipalities of High Val di Vara: Carrodano, Carro, Maissana, Rocchetta Vara, Sesta Godano, Varese Ligure, Zignago.*

The Municipalities and their territories register the presence of precise elements of excellence that, if not related with each other or without network integrations, cannot set up new strategic frames.

Tightly connected, and functional to the cognitive model⁸ is the attempt to recognise and read the different projects that can allow to draw a set of “socio economic networks”, aimed not only at improving the traditional production fields, but also at recovering and “giving and increasing the value” of a wider group of resources to be used in an integrated way.

This recognition process also supports local development hypothesis, in a regional and inter-provincial project level. The intervention field, due to the positive context conditions that might occur thanks to the potential local cohesion, achieved the general target of building the local conditions for the development of long, effective and lasting partnership networks, capable to encourage and support the territory openness towards a co-operation dimension.

The general aim of the operation is to enhance the Administration's capability – on various levels – of taking in the common goals, in a frame of integration among different scale policies and formation of partnerships with different actors, in accordance with a “network” system.

The project is directed to the territories promotion and its purpose is to help to organically develop the synergies among local resources (tourism, food and agriculture, local products, cultural heritage and environment, both natural and human)

CINQUE TERRE NATIONAL PARK: BEST PRACTICES FOR THE SUCCESS OF A LANDSCAPE

The reasons of the success of the Cinque Terre experience have to be found into different aspects mainly concerning the facilities to get the area with public transport, the enhancement of the local products prepared in little laboratories in the villages and the creation of a quality label for accommodations and restaurant.

The bond of people with their own places was also an endogenous strength point that played an important role for the conservation of the terraced landscape: the birth of the protected area was a rare example of landscape politics characterized by a spontaneous participation of the local community, continuing a collective project undertaken centuries before.

About accessibility it has to be underlined the creation of service cards for tourists. Different types of cards exist: Cinque Terre Card, Cinque Terre Card Treno (Train), Cinque Terre Card Battello (Ferry). The Cards provide several services: use of ecological Park buses and public elevators; access to the coastal path, the naturalistic observation centres and recreation areas; the entrance to the little ethnographic museums in the villages and other services. The Cinque Terre Card Treno allows unlimited train travel on the Levanto - La Spezia Centrale - Levanto line (on Direct Regional and Interregional trains in 2° class) in the period stated on the user's card. The Cinque Terre Card Battello allows unlimited ferry travel within the Marine Protected Area of the Cinque Terre. It also allows unlimited train travel on the Levanto-La Spezia Centrale – Levanto line (on Direct Regional and Interregional trains in 2° class).

Proceeds from sale of the cards are used for the recovery and maintenance of the territory in order to prevent its widespread hydrogeological breakdown. Proceeds are also used to provide transport and information services, and develop the typical products of the Cinque Terre territory.

Today the terraces and the dry stone walls are still built by the hands of the farmers. The way in which the wine is produced is still traditional; in the pilot terraced area of Corniolo, in Riomaggiore, several vegetables and herbs are cultivated to produce different types of local products that are directly transformed in the laboratory of Monasteroli managed for the Park by a Cooperative. The Corniolo hill consists of a sort of farming laboratory to promote environmental biodiversity, where only biologic technique is used, capitalizing on the natural land fertility. No fertilizers are utilized.

⁸ *The territory model interpretation synthesis (SWOT) starts from the analysis process as modality of territory strategic analysis.*

The production (Limoncino, Extra Virgin Olive Oil, Pesto Sauce with Basil, 'Corniolo' Sauce, Green Sauce with Pine nuts, Organic Lemon Marmalade, etc) is very small but the action is important to make a larger public aware of the importance of agriculture for landscape surviving. Mechanism for sharing benefits and burdens associated with land use were introduced: people can sell their products (grapes, lemon, basil etc) to the cooperative with a higher price than in other neighbouring area.

The Environmental Quality Label, created by the Park in 2001, is a voluntary certification instrument based on an agreed gradual adjustment of tourist sector businesses (accommodation and restaurants) to environmental sustainability parameters. Adherence is voluntary and compliance to requirements enables participants to obtain the Environmental Quality Brand.

It helps to involve local people who works in tourist sector in sustainability issues, making them participate to public meeting and training programme. The method responds to general requirements of practicality and feasibility, so that the community may become sensitive to environmental themes and collaborate with the Park to promote Sustainable Tourism objectives.

In Riomaggiore, Manarola, Corniglia and Vernazza, accommodation is almost exclusively in the form of rooms for rent, apartments and holiday homes while the large part of hotel is located in Monterosso.

The project has been adapted to local peculiarities and has been particularly innovative in applying environmental certification to this type of accommodation. The project began by analysing local accommodation characteristics and examining previous Italian and foreign environmental certification procedures and quality brands. Shared aims were then established in partnership with local actors.

CONCLUSION

The new horizons of territory management promote the theory that resources conservation must be achieved in a frame of policies that improve their value and their accessibility. The structural components can define roles, or uses and functions of the territory areas; they can define the hierarchies, which delineate the power or formal values of the structural elements, arranged in systems of different scale and importance; they define the relations that single out the territory interacting areas; they define the subjects, which outline the complex system of actors working for the address, the decision and the accomplishment of the project and its actions. We can identify cultural assets, and the cultural heritage in general, as a possible unifying element, effective for the partnership relations, that can be an opportunity for the local development and, in the meantime can be capable to re-open the dialogue. In fact, dialogue has become more and more necessary in the existing geopolitical conditions, even for the definition of the intervention priorities, in order to have a sustainable touristic and cultural fruition to the areas under consideration.

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MINEO'S COUNTRYSIDE BETWEEN TRADITION AND MODERNITY

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Abstract

The use, in a tourist sense, of some traditional agricultural systems today could be a successful way for a new type of travel that takes into account the relationships between individuals, the recovery of traditions and the development of local products. These once very common but now rare realities should not be destinations for mass tourism because of the type of activities were and still are carried out there, activities which are strongly linked to past times and the silence of nature.

In this article we present a case study of the farmlands of Mineo, in the province of Catania. This is an ideal place for a research on Integrated Relational Tourism and in particular on the development of new types of tourism that are intended to enhance remote areas through the rediscovery of the authenticity, rhythms, values and production of past centuries. The aim is to go beyond the classic understanding of the supply/demand of tourism, in order to focus instead on interpersonal relations and environmental awareness and to stimulate cultural and historical imagination of the user, thus facilitating a tourism niche. In the small territory of Mineo there still exist systems of agriculture and farming that, except for some innovations such as the threshing machine, lead the visitor back in time. It is an area where there is the strength of traditional cultural practices: the value of one's word and the importance of gestures such as the handshake and the kiss. Modernity and technology have only marginally touched the farmlands of Mineo, which is so rich in humanity, generosity and purity.

The area deserves attention also as the home to some figures in the history of Italian literature: Luigi Capuana, Giuseppe Bonaviri and Croce Zimbone. Here it is easy to understand the influence of the surrounding environment on the writings of one of the major theorists of realism: Luigi Capuana (Mineo 1839-Catania 1915), and you are likely to meet characters that are typical of realistic novels. We think about Don Angelo, who spend their days collecting wild oregano and other herbs which, through his extraordinary abilities, are gathered in bunches that have nothing to envy of the most romantic bouquet of flowers. Finally, Mineo is an area where you can come in contact with abandoned rural buildings that are of deep historical and architectural value and, unlike those of the city, of a beauty that complements the unique nature of the landscape.

Key words: agriculture; landscape; local development; Sicily, sustainable tourism.

INTEGRATION

Geographic knowledge as pursued via systematic investigation has never been more profound, but these subfields largely remain philosophically, methodologically, and institutionally separate, and in their isolation are limited in their power to explain geographical phenomena and processes in all of their complexity.

The need to braid the subfields into a more interconnected form is currently well-recognized (Cloe and Johnson 2005, Harrison et al. 2004, Gober 2004) and has been an ongoing debate within the discipline (see Freeman 1986; Goudie 1986; Graham 1986; Johnston 1986 and Taylor 1986 for one exchange). With both a growing need to understand the world in its complexity and the development of geographic information science the call for geography to take an "integration turn" has never been clearer nor more answerable (Hoekstra 2005).

Systematic geographies that focus on culture or economics, on landforms or life-forms, are essential to the discipline and fascinating in their depth and detail, but they do not demonstrate the field's breadth and capacity for integration. The development of systematic investigation has moved the discipline from one primarily concerned with describing distinct geographic regions to one adept at theorizing distinct geographic processes. The idea of a distinct geographic process, however, is now recognized to be as problematic as the regional concept (Cloe, Johnson 2005). Economy, politics, society, and culture are perhaps more correctly understood as just aspects of human activity rather than as distinct activities in themselves. Buying a house, for example, has cultural, social and political dimensions as well as economic ones. As for the natural environment, the lithosphere, hydrosphere, atmosphere, and biosphere may be more accurately characterized as interactive components of the physical world rather than as independent processes (Wilkinson 2006). Additionally, all of these processes and interactions among them occur over time and are subject to technological intervention.

Geography has the capacity to contain these myriad functions and chart their mingling by virtue of its variegated structure with space as its milieu. Within the discourse on nature-culture it has begun to close the physical-human gap. Other epistemological gaps such as that between culture and economy need to be narrowed however (Barnes 2005), while others should be made wider such as that between culture and society (Gregson 1995). The practice of hyphenating these binaries into forms such as socio-cultural is more a surrender to the ambiguous or unknown relationship of the social to the cultural than it is a subtle expression of it. The intuition that produces these combinations is correct, but the hyphen needs to be both more informed and more informing, and wrought to fit the particular manifestations of the processes as they occur in specific periods and places (Serres 1995).

A common understanding of the creation of the European Union is that supranational integration is facilitated by each nation retaining its own distinct cultural and historical identity, secured in practices such as language, art and tradition and symbolized by sites and monuments. Once national identity is established and safeguarded connections and concessions can then be made concerning contemporary economic, political, and social activities (Dinan 2004). This is as hard to do since the processes are entangled, but it still seems possible to make useful and valid distinctions among them. Strong national cultures do complicate the process of building strong supranational cultures, however.

The project of integrating geography would benefit from similar distinctions being made among its subfields because only then can the bridges between them be accurately and usefully modulated. For this reason I prefer the word "integration" to that of "synthesis". An integration of geography calls for clear connections being made between distinct subfields to create an articulated epistemology whereas synthesis implies a blurring of these distinctions to form an amalgamation. The discourse that problematizes the relationship between two ontological and epistemological spheres, nature and culture for example, is enlightening and useful, but perhaps the discussion of these binaries would be better served by cleaving and then explicitly reconnecting them (Puleo 2007).

An integrated approach differs from four synthesizing discourses in geography: region, place, landscape and network, in its privileging of relations over phenomena or process. What follows is the briefest of commentaries on these four concepts which each have long embraced the task of synthesizing spatial data to give just a slight indication of some past approaches.

The region was a central unit in a number of geographic projects including chorology, exploration and colonization, *terroir*, spatial science and locational analysis. As such it was always conceived as an object that was both partitional and aggregative; they were building blocks that could be divided or put together to make larger or smaller units (Gregory 2000). The synthesis of phenomena and processes within them was the mode of creating them, making the project one more of amalgamating an object (Hart 1982) rather than striking an informed and informing relation among processes. The various approaches to formulating and representing regions have been criticized for being incomplete, reductive and biased but the model persists because, as murky and riddled as they are on the ground, regions retain a firm grasp on the geographic imagination. We may not know exactly where Appalachia is, but we know without a doubt that it exists and have at least some accurate ideas of what it is like, and describing it and other regions remains a valid and important project within the discipline (Gregory 2000).

A number of these difficulties found some resolution in the discourse on place in which subjective engagements with space (identity, attachment, meaning) were mated with more objective spatial understandings (Enrikin 1991), thereby pitching the concept somewhere in between the two poles. Other approaches to the concept posited a three part, multi-scalar model in which an intermediate realm of informal social interaction (*locale*) mediates the interaction between subjective engagement (sense of place) and geographical setting (location) (Agnew 1987).

Landscape interpretation underwent a similar expansion under the discipline's cultural turn. The standard approach of the 1950s developed by Carl Sauer relied upon the observation of surface artifacts to reconstruct histories of human impact. Innovative work on landscape conducted in the 1980s and 1990s revised this method by considering the social, cultural and political contexts of landscape representation as "as way of seeing" (Cosgrove 1984).

The network concept has been conceived as infrastructural, administrative, information, and social linkages. It has been central to the globalization and supranational regionalization discourses, and yet the strands have been kept largely separate because of the philosophical, methodological and institutional divides mentioned in the opening of this article. This separation is not without good reason since a study of just one type of network is a daunting task in itself; the braiding of the various streams overwhelms most theoretical approaches. Nevertheless, some theoretical gains have been made in hybridizing products and activities such as the cultural and the economic (Barnes 2005; Cresswell 1996). Conceptual binaries such as culture-economy offer some promise as dynamic units that can be further combined to form a larger complex. To do this, some kind of fertile structure is needed, some kind of matrix.

MATRIX

Matrix is a marvelous word that is a core concept in several academic disciplines: anatomy, biochemistry, botany, computer science, electronics, geomorphology, logic, mathematics, photography and recording, to name most of them. Originally it denoted a female domesticated animal to be used for breeding. I use it to mean not a theoretical framework but a way of holding multiple geographical processes in relation to each other. It does not provide content, only shape. Therefore it is compatible with any theoretical perspective and ideally calls for the use of multiple theories to explain each relationship between a pair of functions such as culture and politics, economy and land, water and biosphere, and so on. As a means of spatially organizing data, spreadsheets are useful but may be too rigid and constraining in the early stages of an investigation. Their use dampens the observer's intuition, curiosity and naiveté: faculties from which the most inventive and original insights spring (Serres 1995).

Brian Berry's seminal "geographical matrix" is one such spread sheet that uses rows to log places and columns to note phenomena. Once a matrix is complete, the area can be studied in two ways. Looking across a phenomenon row would indicate spatial variation; this could be mapped. Looking down a place

column would reveal a spatial association; this could be synthesized. Each spread sheet would represent a particular slice of time, so that a series of such spread sheets could be used to capture temporal variation to imbue the spatial variation with historicity (Berry 1964). This method was a response to the overwhelming task of organizing the massive amount of detail that is gathered even in a single glance. The synthesizing process was left unspecified and as with all spatial analytic methods, there was no accounting for subjectivity.

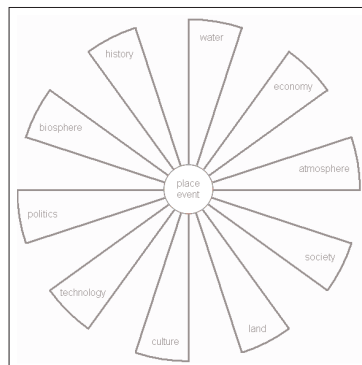
Spider diagrams are more flexible. The combination of circles, lines, and words is directional yet flexible. I start every investigation by using one, move later to spreadsheets and then later still to a word program to type out a more detailed outline. The geographical matrix is a more rigid kind of spider diagram that also has built in geographic prompts that facilitate a methodical approach. Without the prompts it would be possible to overlook a particular process that may not be immediately or strongly evident. Data and other thoughts about the place or event under investigation is not limited to onsite observation but can be derived from any source. Much of its design is derived from Nevin Fenneman's concept of geography cited earlier (Fenneman 1919).

By using the framework of matrix-spreadsheet-word program, the move from phenomena to observations to words is done gradually so that a clear focus is maintained on the relations among geographic functions. Bruno Latour describes the step-by-step practice of science in a similar way of transforming places into sentences and data sets, one which he describes as being characterized by doubts, difficulties, and compromises (Latour 1999).

The matrix proposed here contains ten functions that represent common disciplinary subfields: economy, politics, society, culture, history, land, water, atmosphere, biosphere, and technology (figure 1).

Fig.1: A ten-function integrating geographical matrix for place/event investigation. The naturally aggregated place or event is at the center. As the investigator moves outwards along the radiating arms representing various place/event-building systems, the engagement with the phenomenon or process becomes more theoretical. This movement from the experiencing/participating realm of aggregated place/event to the observing/analyzing realm of separated theoretical process entails the building of ever-greater bridges to cross the gaps among systems. These bridges are the conduits of translation among systematic geographies, the relations must be addressed theoretically. The closer one moves toward the aggregated center, these relations are shorter, less obscure, less complicated and less needed.

Fig.1: A ten-function integrating geographical matrix for place/event investigation.



Geographic phenomena and processes such as cities and agriculture are compounds of these functions. An investigator selects the functions needed to investigate a particular place or event and connects them in a way that leads to the best explanation of and story about the thing in question. A total of 45 functional pairs are possible: economy and water, economy and politics and so on, eliminating the identical (economy and economy) and repeating (economy and politics, politics and economy) pairs. Not all of the components have to be used, only those that are relevant to the study. Function definitions are variable according to the philosophical, methodological, and theoretical formation and needs of the investigator.

It is not only the multiplicity of functions that allows for a fuller and more accurate investigation, but also the multiplicity of ways that these different functions can be held in relationship to each other. The arrangement of the functional data in the circular format of the matrix allows for the random movements made by the observer in response to the complex demands of geographic integration (Serres 1995). A place or event does not unfold linearly; functions must be visited repeatedly and intermittently as one function responds to another.

The ordering of the functions is determined not only by the observed features of the place or event but also by the subjectivity of the observer. The sequence can be constructed chronologically, listing the function that had initial impact, followed by subsequent functional reactions and interventions. Or it can be designed hierarchically, with the strongest function listed first with weaker or dependent functions following. Sometimes, within the sequence, it is impossible, undesirable or unjustifiable to fix an exact sequence of functions. This ambiguity is expressed in the non-hierarchical grouping of the functions in the sequence and in the analysis and discussion about it. These decisions rely at least partly upon the independent judgment of the observer.

MINEO, SICILY

Under investigation is the town of Mineo in southeastern Sicily (figure 2). Mineo is a town in the province of Catania - one of the nine administrative divisions of Sicily - located in the extreme northwestern foothills of the mountains called "Iblei". The town is situated on a lonely and sunny mount (photo 1). Destroyed by an earthquake in 1693, Mineo, like many other towns in the southeastern Sicily, is distinguished by the wealth of buildings in baroque style.

Its population, after decades of migrations caused by the abandonment of the countryside for the cities by the coast or by the search of new opportunities in the industrial north, had decreased from nearly 12,000 in 1921 to about 5,300 inhabitants today (ISTAT 2009). Its territory (244 km²) is constituted in the north by the southern part of the vast plain of Catania, planted with citrus and vegetables; in the northwest by a hilly area where wheat has grown mainly; in the south by an altitude area between 500 and 650 m asl (Iblei) rich in olive trees, almond trees and Mediterranean scrub. The territory of Mineo is crossed by streams Caltagirone (or Margi), Pietrarossa and Calfaro, all tributaries of Gornalunga, itself a tributary of the river Simeto, in whose catchment area lies Mineo.

Mineo probably lies on the ruins of Menaë, founded in 448 BC by Ducezio. The local economy is based on a good production of grain and vegetables, almonds and prickly pears, citrus fruits, grapes and olive oil.

Fig. 2: Location of the territory of Mineo



Source: author's elaboration

Photo 1: Mineo and the surrounding area



Source: Diego Barucco, 2008 - www.siciliafotografica.it

The region is rich in archaeological ruins, including the remains of at least four cities of the Greek period:

1. *Menae*, which coincides with the town of Mineo. There are visible remnants of the wall dates from the sixth century BC;
2. *Piano Casazze*, which occupies the central area of the Algar Mountains, was a village which became a city at the end of the seventh century BC and reached its heyday in the next two centuries due to the reception of the massive influence of Greek civilization;
3. *Monte Catalfaro*, near the homonymous stream, where remains of a large settlement extending over two hills (photo 2) - between prehistoric and medieval times - can be found. On the west side ruins of a medieval castle are visible;
4. *Rocchicella-Palikè*, situated on a large volcanic rock emerged approximately five million years ago. The acropolis of the city located on Rocchicella is probably the old Palikè founded by Ducezio according to Diodorus Siculus. The acropolis of the city consists of the remains of the foundations of a temple and the eastern boundary wall (McConnell, Maniscalco 2003).

Photo 2: Ancient ruins on the plateau



Source: Diego Barucco, 2008

Other remains dating between Paleolithic and medieval age appear to be of great interest. These include the town *Camuti* in the southern part of the area of Mineo, where there are visible remains of a prehistoric village. In this area there are necropoleis (photo 3).

Photo 3: The Necropolis Porrazzelle



Source: Diego Barucco, 2008

Very interesting is *Lake Naftia* in the district of *Rocca*, the only manifestation of geyser in Sicily, formed by emanations of sulphurous water coming out of small craters. In the country of Mineo there are also rare examples of rock art of the fifth century BC, as in the caves of *Caratabia*, with scenes of hunting and family life (photo 4).

Photo 4: Caves of Caratabia



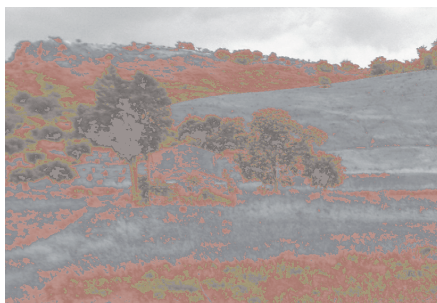
Source: Diego Barucco, 2008

At first glance Mineo looks like many other places in Sicily, but instead it represents a wealth for island culture. In addition to features already mentioned above, not less important is literature, "visible" in the territory. In Mineo was born and lived Luigi Capuana (1839-1915), the main theorist of *verismo* (italian realism) and whose works were certainly influenced by the surrounding environment: it is still possible to meet the picturesque characters of his novels and to identify some traditional trades considered no longer practiced. Mineo was also the birthplace of two important contemporary writers: Giuseppe Bonaviri (1924-2009) and Croce Zimbone (1912-1998). The latter, with his collection of short stories *La favola di Villadoro* (The tale of Villadoro), focuses his attention, with affection and cutting irony, on his Mineo (Zimbone 1959). The country gets to life ideally through weird characters and strange scenes. Zimbone speaks about a Sicilian province of the early twentieth century with a taste for paradox similar to that of Luigi Pirandello.

The landscapes of Mineo seduce any visitor, stimulating his imagination and his mind. These are timeless landscapes. *Nature* is the instrument through which spaces speak about life; the *landscape* is the stage with an expressive value for its pictorial effects. The landscape is also the stage of human activity, in which any artificial action rebounds immediately on the perception.

From its origins to the present, therefore, Sicily is not a space of modernity. It is rather like the memory of past ages, ruins, archaeological sites, ancient crafts, archaic techniques, colors and silences (photo 5).

Photo 5: The countryside of Mineo (Santa Margherita)



Source: L. Mercatanti, 2009

A place where myth and reality coexist in total harmony. The time spent in the area by tourists to deepen the knowledge of this world should not be the classic time of travel, but it must respect the rhythms of tradition, nature, crafts practiced, seasons. The aim is to demonstrate that the ability to evoke cultural heritage and material culture in such areas is the basis on which to build the necessary knowledge, skills and projects of modern usage.

This geographical area defines a new agreement between nature and culture: it is the place where you can find a new landscape synthesis. It is a habitat that inspires not only nostalgia, but also desire of a place of perspective, image, concept, form, feeling and themes quite innovative and modern.

It is however an area that has suffered - in the XX century - the abandonment of the countryside. The socio-economic backwardness of the area of Mineo has been well documented in the late 80s of last century in a study of the National Research Council-CNR (Chiron, Crescimanno, Gino 1989). Today, these marginal areas benefit the support of the European Union in the construction of local development programs in environmental matters (Terrana 2009, 15). New opportunities, not only from the economic point of view, but also concerning experience and new skills, are useful for the competition of different territories in order to help tourists increasingly sensitive to local values.

The creation of alternative and additional tourism offer, which includes the exploitation of local agricultural production and traditional crafts, is one of the tools to support local development in a rural economy. It is crucial to the construction of a suitable compatibility among the different activities in order to establish a profitable virtuous circle (Di Carlo, Moretti 2004; Fucci 2006, 175). We assume a type of tourism that has its own characteristics in an attempt to “live” some aspects of the past, in touch with the territories, work practices, players who have changed little over the past centuries. Time, in the countryside of Mineo, seems to have stopped. In this context, the lack of services becomes a point of strength: in the past there were no services. The country is still pure with several centuries-old houses, old guards who protect the land. Customs and habits have not changed over time, against the concept of evolution (in some respects “stasis”, which means to stay the same in time).

We don't want to bring mass tourism to Mineo: there is the danger that these experiences might well be reversed, with problems already identified by Jean Pierre Lozato-Giotart (2006): if the tourist purpose no longer coincides with that area, a tourism development “can fundamentally alter the territorial organization of the host environment, including not only the traditional image. [...] The ancient landscape may disappear” (Lozato-Giotart 2006, 15).

The path followed by the authors of this paper is divided into three phases (table 1). Only the first phase was completed. From June to July 2009 through a field study, we sought to experience the agricultural tradition of Mineo, especially in the countryside of Santa Margherita, where Capuana, born in a very wealthy family of landowners, came in contact with an environment of great inspiration. In Santa Margherita there is a very interesting ruin belonging to the Capuana family (photo 6). Here Luigi Capuana had the pleasure of hosting his friend Giovanni Verga, who wrote in 1880 *Vita dei campi* (Life in the country), a story collection¹.

Table 1: Our three-year project

Phase	Period	Action
1	June-October 2009	Practical experience of the authors; collection of materials (audio, video, photo); interviews; assessment of a questionnaire which will permit researchers to evaluate a positive or negative attitude to tourism.
2	2010	Test of IRT made by a group of Sicilian and American students (no more than ten students per session). Interviews and questionnaires. Definition and creation of a touristic “product”.
3	2011	Performance of a test on the tourist and analysis of results.

Photo 6: Ruins of Capuana's house in Santa Margherita



Source: Diego Barucco, 2008

¹ See in particular the story *La Lupa* (The She-Wolf).

Survey work - based on the matrix proposed in figure 1 and with a focus on social, geographical, cultural and historical issue - has highlighted high potential for IRT features. This is a perceptive and non-statistical approach, therefore without the calculation of indices. Could be misleading the limited infrastructural facilities and the lack of services and hotels (there is only one small Bed&Breakfast in the town). These "gaps" would give a low value to any index of tourist attraction but we believe that the attraction is given by the presence of a territory as well as it should be in past centuries (Cusimano *et alii* 2007). Traditional technologies provide a wealth of knowledge that for centuries has led to sustainable land management (Fraiese 2006, 180). The landscaping and environment has remained intact thanks to the perfect and respectful relationship between man and nature (Marsh 1867; Reynolds 2009). In a place where mobile phones do not work and are therefore unnecessary, where there aren't billboards, cars or electricity and gas networks, it is possible to experience an ancient way of life with a complete contact with nature. The area offers ample opportunity to discuss about literature or archeology, to take bicycle rides, nature walks and hiking. These new approaches to tourism revisit some of the features of *Grand Tour*, "a highly developed and purposeful act of educational travel by an elite social group organised around the quest for knowledge, culture and cross-cultural intermingling" (Crang 1997, 119).

It is a microcosm of the whole Sicily. Pure, genuine and not artificially created and "this" is extraordinary. The protagonists of the area are mainly farmers, shepherds, pastors, millers and artisans. They look curiously at each new person, shake hands and give a kiss on each cheek as a greeting. This is their natural and best way of developing intimacy with people. They are widely available for a conversation, quietly performing their job and using dialect words often incomprehensible even for a Sicilian.

They "don't have" surname or age, but their name (Don Angelo or Angelino, Don Peppino, Santino, Tano, Turi...) is typically well-known and well-respected in the communities they serve. Don Angelo - a good candidate for protagonist in a novel of the nineteenth century - collects oregano patiently for hours. He assembles it creating something more beautiful than a flower bouquet and, short after our first meeting, he wants to give it all to us freely. Then he takes us to a small farm and gives us ten eggs. Don Peppe, called "Peppe Ricotta", is a shepherd leading his goats, sheep and mules to pasture with special authority. Peppe takes care of his sheep full-time and all year long. The concept of "holiday" doesn't exist for him: this is his life, his whole world. The products of his work (milk, cheese and ricotta, hence his nickname) and the income he makes from his work is enough to live happily. Don Peppe gives us two large pieces of cheese and an entire lamb, but we politely declined.

A three-day visit is more than enough time to experience everything Mineo has to offer. It could be interesting to extend the route to Caltagirone, which is renowned for its ancient tradition of ceramic production and for its baroque style (in 2002 was inscribed in the World Heritage List UNESCO "Late Baroque Towns of the Val di Noto").

Our ideal tourist is environmentally and culturally sensitive, he gets involved with the locals and wants to experience the feeling of living amongst the locals and being part of the little community. This "dream" will probably be disturbed only by the noise and smoke emitted by the combine harvester FIAT. Nevertheless this machine, so wisely used by the combine driver to take pictures of contemporary art in the fields of wheat, becomes a carousel when the visitor gets in it, breathing the smells of plants influencing positively his feelings and brain.

Our first phase of research gave us a certainty about the precious world discovered, as well as feelings and doubts about the future to realize what we are doing; so any ideas and thoughts are welcome. Some of the questions to be asked may include:

- How a new tourism (IRT) can be relevant and helpful to these economies?
- Why should the protagonists collaborate regularly?
- What kind of route is actually needed or wanted today?
- Which are the risks to the resource, environmental assets and existing users from further development of tourism?