



3rd IRT INTERNATIONAL SCIENTIFIC CONFERENCE

INTEGRATED RELATIONAL TOURISM
TERRITORIES AND DEVELOPMENT IN THE MEDITERRANEAN AREA

Helwan - Egypt 24 | 25 | 26 October 2009

CONFERENCE PROCEEDINGS

edited by
Ferdinando Trapani
Giovanni Ruggieri



IL TERRITORIO DELLE RELAZIONI UMANE
Book series directed by Leonardo Urbani



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3rd IRT INTERNATIONAL
SCIENTIFIC CONFERENCE

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3rd IRT INTERNATIONAL
SCIENTIFIC CONFERENCE

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Scientific Commitee

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MOTRIS PROJECT

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

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

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

The Conference

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

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

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

The Main Theme Of The Conference

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

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

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

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

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

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

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

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

Topics of Interest

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

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

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

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

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

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

The Mediterranean agricultural production and the tourism linked to rural areas

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

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

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

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

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

The Challenge For A Multi-Disciplinary Approach

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

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

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

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

Foreward. Topics of the third IRT Conference

Ferdinando Trapani

The tourism in the relational dimension of territories must be in keeping with its surroundings. The voyager shouldn't realize that he is a visitor when he is out of his working context or usual life.

It's a difficult goal to reach but wanted. The *accidental tourist* (by Anne Tyler) even if he has to move, is who doesn't want to get into the spirit and atmospheres where he is and wants to come back home.

The relational tourism keeps into account the possibilities of the voyager, who doesn't want to be a visitor, but means to mix up completely with cultural, economic, social and environmental contexts where he is. The voyage as a vital experience is for ages a trace relevant in the new generation tourism. The IRT wants to offer and draws the line at the typical activities and not bounded to the tourism, taken in their approaching to the other human productive activity not only related to the other activities of tertiary but also of those of agriculture and industry. In IRT, the voyager and the host are two actors of the same scene caught at the moment of the meeting of their existence: they could follow their own direction or depart together taking the same path for a continuous or intermittent time, impossible to foresee. To come a phenomenon like this true, the destiny is not enough, on the contrary, a strong organization which make the actors' behaviors understandable of new and unpredictable meaning connections.

IRT district foundations

The concept of local district, established in Italy even with a law, somehow comes from the original concept of Marshall district, which from a scientific point of view, has been used for the knowledge of the phenomenon made in Italy by Becattini and from a point of view of policies of social and economic development, because of the push of global economies of delocalization has subdued a crisis at the beginning of the '2000s. But today in top of the financial crisis of the international finance, the territorial dimension of the economies is again as sphere of anti-crisis strategies.

The globalization of the economy put in crisis the theories of local development for the objective difficulties which the small productive phenomenon have and can resist to possible pressures of big multinational entrepreneur groups strictly bounded to the financial speculation. The new economic crisis forced to intervene using large input of public funds, in big western states especially in the United States after the failure of one of Roosevelt political pillars (Fannie Mae), to equilibrate again trends of world financial markets.

The tendency of upswing is slow and there are sufficient reasons to think which a sort of selection of the industries occurred, which have been able to survive to the crisis pointing to the qualities of the products, to the technological innovation and to the capacity to individuate new amounts of markets not more based on claims of mass consumption but bounded to the capillary but durable needs of selected users who express, in the whole, a demand of new offer of individualized goods and services (user driven). This tendential transformation of the claim and offer has involved all the sectors of the production and above all the creation of an adding value and has also involved the tourism always more bounded to the progress of data transmission technologies.

The district phenomenon is somehow joined to the processes of economy of the knowledge and in this sense, the phenomenon of spontaneous destructuralization (not involved in specific sectorial public policies), imply both the technological innovation and their application to solve problems of accessibility to the decisive information, and that they contribution to rise the levels of transparency and participation which, in turn, contributes to reinforce the relationships among citizens, workers and individual firms on the one hand and PA on the other hand. In the local productive districts, the sharing of the decisions is fundamental for the social cohesion, for the defense of cultural identity and the base of the phenomenon

of active citizenship. In the districts, the tension between urban poles and not urban areas (rural, park, inaccessible, etc.) is a sphere of positive subsidiary and cooperative synergies. Where, on the contrary, the destructuralization lacks and the cooperation is not promoted among:

- PA,
- universities – cultural agencies and
- companies and it's more difficult that the level of existent development could be ameliorated without innovative policies and the help of external forces.

When we think which a strong synergy could exist in a specific territory among PA, University/Culture and companies, we can see a sort of shared administration of complex territories whose advantages are shown, in terms of efficiency of the tools and efficacy of experimental policies of mobilization of the social funds, distributed among the territorial components.

The IRT keeps into account, at least in this long starting phase, both of the district principles and of the tendencies of transformation of the individual and personalized goods demand and services. From a long time, a life experience request emerges, which influences the self nature of the products and the latter can't be no more proposed as "packages", but just personal facts, occasions to ameliorate of the quality of own life. The product mustn't be artificial but witness of authenticity.

Heritage Tourism

The Heritage Tourism is different from the historical and cultural tourism, it's not the same thing; it would be a mistake and depends on the connected places to the history, but not all the countries have this kind of places.

The heritage tourism can't be everywhere, but only where the culture is and survives, and:

- it must be a segment with the past culture, capacity of connection between past and present.
- The museums are thought for scholars.
- The interdisciplinary is useless, the trans-disciplinary is necessary.
- An operation of translation is useful: it's necessary to draw the tourist's attention.
- The economies of scale must go towards the aimed ones. Foreign funds are not sufficient.
- From interdisciplinary to the trans-disciplinary is not enough to have many experts but we need to point to the voluntary communication (let understand).
- Presence of relational goods like an expression of identity values. Reevaluate the "genius loci".
- There are new segments and Italy goes on thinking of industrialized tourism and we loose always many more meaningful amounts of the tourist offer.
- Foreseeing a possibility within the luxury, is there a way to qualify the tourist offer in this meaning? There is no risk. Few people can permit the consumption of scarce resources which, on the contrary, many people can't. To own goods scarcely available means a manifestation of power reached and exhibited. In past times, on the contrary, the luxury consisted on the availability of a large amount of goods.
- Today, what can scarce defined? Communicability (relational goods), beauty, security. Today the luxury is owned by these three things. A popular luxury, virtually the luxury is for everyone.
- The relational goods challenge the economic theory: the more I consume the friendship, the more is generated. It's different from the environmental goods (If I consume water, tomorrow there won't be anymore).
- Do the territories can be considered as companies? They compete both and can fail at the same way. Just the companies failed before.

Today Motris can be useful beyond Sicily. The typical mechanisms in the negotiated planning consists in the approach for equal criticality infrastructural gap, demographic, ignorance etc. this approach is wrong. The residents become "clients". the culture is spread and the help delegated. There is a tendency to break

what the local civil society builds. Social psychology records the social envy which brings to the social hate. The approach based on the evidence of the criticality tends to last long the difficulties and the subjects feel fault in inferior beings to someone else. Auto perception to be in condition of criticality, inferior people. Motris breaks in this tradition and is accorded with Asset Based Community Development (ABCD Illinois)¹. We go to an area without describing the criticality. We don't say what is not good in Sicily.

We are looking for the tourism, experiences not services. There's no more tourism as escape from the urban chaotic reality in Post-Fordist period. Today is not more in this way; it isn't necessary to escape anymore but we desperately need relational goods. It's a new concept of good.

Policy making and IRT

We take in examination the concept of cultural district and that of tourist one: both the phenomenon are bounded to the consume of cultural products. There are strategic complementarities in cultural districts and cultural tourism as it isn't sufficient to develop just a cultural component (museum, archaeological areas, etc.) because all the cultural offer must be put in a close connection. The market shouldn't express anymore the demand of homogeneous cultural products: you do business, if you make a net. The numerous actors involved in the district must cooperate to keep it alive putting together the various aspects and productive competences which complete themselves each other: in the past, the cooperative competition was an apparent oxymoron if we consider, for example, the phenomenon of the street where the same product is worked in the old towns which are on the Mediterranean ,which shows how the productive organization in liable way contributes to create a competitive local system which is able to react to the markets' changes. Today, we should be able to create something similar with IRT. It is no more the positional competition "ad escludendum" which can help the qualitative development of tourism and economy in general. The current financial crisis on one side and the knowledge of the economic growth without any social advantages of China and India on the other side, for example, highlights the importance of the social control even in the financial activities. The control of the economic growth still exists limited to the defense of the environment thanks to the concept of capacity of environmental load (carrying capacity) using the tools of evaluation of environmental impact for the strategic environmental evaluation works for the processes of programming territorial and local transformation. The tourist exploitation of a place is equal to the creation of presuppositions to its ruin.

Often in the developing countries, the intensive construction of tourist settings according to the only logics of housing speculation has provoked damages without any solution. But beyond the control of factors of degrade of physical environments is necessary that the people who take a decision take care of the effects of policies, above all those liberal, respect to the weak populations and their culture that, paradoxically, drags along imagines and emotions which attract tourist demand. The tourism, not only that of mass, can be element of commodification and corruption of entire civil bases. It should also exist an evaluation of the capacity of tourist burden changing the evaluating technical tools from the physical dimension to the cultural one of the human places.

The territory is an answer to the financial world crisis: it's an antidote of local concreteness (to territorialize the policies of development) to the global abstraction poison (de-territorialization of the action of production compared with the places of capitalization of the value added. Possible analogies with the birth in 1993 of Joint Silicon Valley Network, as an answer of growth aggressiveness of Asiatic tigers (then upside down by a serious financial crisis) and points, even today, to the defense and valorization of the role of world leadership in ICT working as an organized and relational support of human and infrastructural resources in the region of California which is at the highest rate of technological development in the U.S.A.

¹ Vedi <http://www.abcdinstitute.org/>

This net starts as a no profit and has grown thanks to its third party respect to the competitive subjects. Generally, in the fields of company competitiveness, even if there is the necessity to organize as rivals of a territory to win the challenges with groups of companies of other territories, none of the competitors propose solutions to avoid crashing of further losses and to give advantage to the others. Only a not-competitor can propose organized solutions and win the global challenge. Supportive competition centered on the belonging to the same territory and culture. In the territorial and local development programs are necessary that the subjects act, that haven't interests to compete and can have interests on other valued fields. These policies are not entrusted to the regional institutional authorities, for example, but directly to the entrepreneurs taking care that the latter are at PMI levels and not of big companies. The subsidiarity has to be circular because that vertical tends to decentralize the governance from local sphere to the central one, while the horizontal one permits to the public companies to improve the autonomy of citizens and groups of the civil society. According to IRT the horizontal and vertical subsidiarity aren't enough, because without the circular one would lack the convergence towards the only goal of development in a precise area of a region where the public administrations and the citizens share the local resources and the responsibility of their use and management. In this kind of circular subsidiarity is possible to individuate and share costs and benefits for citizens and public administration which somehow is already in act in Italy: if the policy gives up some funds of power, it tends to last longer. But the political presumed vision of IRT tries to get through this condition of capital compromise to the status quo of power consolidated shapes and tries to transform the planning vision in act and local policies of development based on the creation of service structures to the local actors able to be aside and contemporarily to be "third" to them, helping them to compete outside the territorial unity without substituting to them. The experience of Motris initiative in Sicily and in Egypt, thanks to the two organized Masters, above all, has thought that we can play in advance, because Sicily is already ready to manage the crisis of financial economies with policies without any interest charges based on the innovation of behaviors and on the role awareness and possibilities of local resources by the actors which these resources own. The promoter of policies of local tourist development mustn't belong to the sphere of competitors' interests and can act without losing anything.

The Proceedings Volume

This work, published with the help of Egyptian partner, starts from the collection of the abstracts edited in Palermo. The interventions of the authors have been included, authors who held the conference in Cairo and those that have sent their works previously to it. The interventions have been inserted in the thematic areas which correspond to those used in the parallel sections of the Conference:

1. Tourism Supply
2. Cultural and International Tourism
3. New Trends in Tourism
4. Sustainable Tourism
5. Rural Tourism
6. Cultural Heritage
7. Local Communities
8. Governance
9. Planning and Territorial Use
10. Habitat
11. Environment and Agriculture
12. Local Economies and Rural Development
13. Policies

At the beginning of the volume, the contributions by Leonardo Urbani are inserted (scientific responsible of the research on IRT), by Carla Quartarone (responsible for the Master IRT) and by Nicola Giuliano Leone (scientific coordinator of IRT for the sector for the disciplines of territorial planning). All together the three initial contributions give back, positively, the themes, the goals, the experiences and the views of IRT from a point of view of the territorial planning that, somehow, has been the disciplinary sector which started the IRT reflection and proposal as research-action.

The fundamental points which discuss the Leonardo Urbani position sustain the hypothesis of IRT and characterize, to the publishing date of the Proceedings, the proposed lines of research during the three conferences held in Cairo, which can be synthesized in the following list:

the IRT is an action of system to sustain the local policies orientated by the qualification of the offer to guide the demand of the sustainable tourism and that: a) involves all the institutional levels according the principles of subsidiarity; b) it is priority direct to the mobilization of the actors and to the valorisation of the resources of local sphere; c) it is founded on the centrality and the unavoidable importance of the qualities of the relationships among people out of the commercial implications which usually characterize the traditional tourism; the IRT has these global goals:

- re-territorialize the economies which, due to the push of the global finance and the new liberal logics of profit, loose the territorial links with the places and systems of traditional production;
- reconstitute the social body subjected to pushes of molecularization and separation towards the individualism and the competition among social groups always more incapable to build communitarian and sympathetic projects;
- re contextualize the identity policies in an opened free and tolerant comparison of the diversities among cultures.

The IRT, from a point of view of strategies, is articulated in lines of actions:

- of concrete application in the field of the micro and small companies of different sectors joined directly to the tourist offer,
- of training to different levels for the qualification and valorisation of the local human resources and to promote the entwining of the competences and of the concrete experiences in the sphere of the social disciplines, of techniques and tools of analysis and project putting at the centre of the training attentions, the territories and people that live there;
- of research to work on the remarks and themes and practices of IRT according to the trans disciplinary scientific model (cfr. E. Morin);
- the IRT promotes a logics of capillarity with an explicit reference to the concept of "Small is Beautiful" by Ernst Friedrich Schumacher (1973) and to the *intermediary technologies*, as a model of socio-economic planning, environmental sustainability and cultural animation;
- the IRT born and proposes itself as planning vision based on principles of territorial and town planning by Giuseppe Samonà (from whom derived the concept of "city in extension") and planning for social communitarian dimension by Carlo Doglio and Adriano Olivetti;
- the IRT wants to thwart the consumer of human resources, historical, art and witness, environmental and natural policies which are always presumed to the mercification of the tourist industry (today in crisis);
- the IRT generally proposes the maintenance of the traditional landscapes for delicacy and frailty of the existent identitary and eco-systemic balances;
- the IRT finds the possibility of empowerment and enabling of micro companies and generally in the settled environments of cultural heritages (for ex. In old towns) and in the rural areas;
- the IRT promotes the use of web technologies (changed by the social network, by the concepts of "smart cities" and of "user driven"), of energy conservation technologies restoring those Mediterranean traditional ones and of waste and water processing; it is in fact convenient to create networks based on the economy of the knowledge able to arise the critical mass of the unities of local production

starting from family and micro level to operate the necessary connections to the networks of the global economies (chains of value) without being overwhelmed in turn.

The volume finishes by the text of the final report of the conference by Luigi Mazza who is a counter attraction to the hypothesis of planning proposals of IRT.

Mazza thinks that to carry out or value an IRT experience, we must take into account of some critical aspects. Without the right attentions "it will be difficult to orientate ourselves towards the construction of policies which can transform the relationship between demand and offer in relational and integrated direction".

Taking an extract from the text by Mazza, I have briefed the outline of a possible list of condition to put IRT into practice:

- it's always necessary to distinguish when, in the tourism, we speak of seeing or knowing places and resources because they are kinds of tourism completely different;
- in every kind of form and voyage should always be possible to become aware of the differences of meaning, of mechanisms of representation as well as the organized ways;
- it's necessary that, in addition to the qualification of the proposed offer from IRT, a training of the demand must be guided, knowing well that it is a problem as "To aim, to educate the tourists is equal to aim to reform our society in its most rooted ways to work, especially the consumes".
- the tourism is by now an industry (...) and this produces some not easily surmountable obligations from a cultural point of view; it can be added that the cultural weight of tourism in the hosting country can provoke also hostile reactions of some residents and the tendency of tour operators to isolate the offer in "villages" to reduce at the minimum, the relationships with the local context.
- Different kind of tourisms and experiences exist to keep into account, so we must face and solve a possible paradox between actions of IRT and already known actions spread and acquired under another name: it's necessary establish or create ad hoc tools and ways to evaluate the social effects of such policies before acting them as a waste of public resources.
- Surely in the IRT policies, there are components of cultural tourism; about these latter, we must pay careful attention to safeguard the identity dimension and authenticity of places and qualified environments rather to the more probable mercification of them for the effect of a traditional tourism: the offer of knowledge of residents' local goods towards the voyagers, should be natural (based on the will to communicate with foreigners) and not procedural (bureaucratic, planned, homologated).
- Even it seems difficult, if not impossible, for the IRT is necessary "to orientate the relations of consume to increase their participative value"; in IRT is necessary to pay attention to the fact that "integration between culture and production appears unbalanced to promote the production, as both are dominated by an industrial character common to the different parts of tourism".
- The IRT shows apparent similes and analogies with the tools of local development but it's necessary to underline the substantial differences, because the IRT is concentrated to be efficient by the relationality, that is the possibility of comprehension and increase of the voyagers' knowledge after the conclusion of the voyage (as it occurred in the Grand Tour): in fact the IRT is "an intentionally relational tourism, which becomes integrated into experience, thanks to the tourist's intention to seize the different aspects of the visited reality, to understand "It's the tourism of a cultured and motivated minority, a completely different condition from that contemporary one, however a condition which is equally instructed".
- To avoid that the IRT became commercial, it's necessary to fight a present tendency to propose stereotyped schemes which checks the will, the curiosity and the desire of vital sharing in IRT voyagers.
- The IRT could propose "a restoring of visitor's autonomy and the urging to let the tourism change back to a voyage, so to transform what it is usually an evasion in a classic form of training and

knowledge”; in this meaning, it’s obvious that the IRT interests “just a minority (...) because, in some way, this project is different from that promoted by the tourist industry, different from that wanted and required by most of tourists.

- “To turn tourists into visitors to let them back initiative and intentionality and turn the residents into hosts, require a great pedagogic action on two sides, able to produce a new demand which can in turn urge to new modalities of offer”.
- “The relational rhetoric can be the spring of this pedagogy which is indifferently directed to all the actors on the market to isolate gradually the most sensible and available visitors to undertake a voyage with new ambitions”.
- “The relational rhetoric can be inserted between the mass of the real consumers and the minorities of elite tourism to create a new group of aware and curious visitors”.
- In the more coherent hypothesis of IRT tourism, as we know it, would identify with the voluntary work because the voyagers and guests stay together somewhat united at the internal of existential condition very similar or identical, based on the reciprocal cooperation as it was just a unique community; this is quite improbable in the logics which moves on today most tourists in the world.

All Mazza remarks which summarize all or almost all the observations which scholars, operators and delegates of the institutions asked in the different occasions of debate, clarify the questions from which the research of IRT can start again in a dialectic way.

The same operators have answered spontaneously to these questions showing as solution spheres those of the definition of IRT as a “non tourism” and in any way as a non alternative tourism but always in some measure complementary to the traditional one. But more than all, Urbani tried to propose the IRT not as a particular type and other tourism among many tourisms, but as a model of social organization alternative to the dominant one, and for this reason, it is directed to the residents, that are those who express the offer and the integrated project of the territory, first of all promoting ourselves rather than the voyagers. The “residents” become in this way, naturally and spontaneously, “hosts” because simply it’s an advantage for them to attract voyagers, who bring other knowledge which ameliorate their level of acquired life expectancy. This sole cultural position of Urbani could answer to many questions, but it’s clear that many other elaborations are necessary also to answer to the questions, still different from those shortly quoted here, which come from each of the thematic trans-disciplines areas and which are turned towards other thematic sectors still to develop (psychological aspect of travelling, health problems derived from the keeping in touch and/or concentration in placed firstly precluded to the traditional tourism of genetically varieties geographically far, institutional conflicts in comparison among different traditions etc.).

Since this was the first international conference on IRT, the Referees Committee showed reduced criticism towards the contributions proposed by the scholars or local experts, also considering their different disciplines, areas of interest and approaches.

As the conference has shown in its interstitial works, that are meetings held among the coordinators among a session and another, it will be necessary to find the ways and resources to catch the thought to some case studies in different geographical contexts starting from 26 countries which have held the third Conference and, above all, starting from the Mediterranean area. From this agreement among the participants starts the hope to meet to the next Conference and above all, the bases for the creation of a new network of experts and scholars in the world have been created, who intend to realize an united field of knowing how to act in the human sciences; It goes without saying that this goal has been hoped many times and realized by other scholars in the more or less recent past times as it is happened in the case of Schumacher or in the “new alliance” of Prigogine and Stengers.

The next Conference, if we or others will be able to realize it, it will contribute to those observations which affirm the trans-disciplines as a method to face the questions of the contemporary world and attempt, through the

limited resources available from the sciences, to solve learning by mistakes and, to use Urbani words, to the continuous comparison with the concrete realities of cities and human habitats.

Opening lecture for 3rd IRT CONFERENCE

Leonardo Urbani

An anecdote and two predispositions

In Italy, in these days, the “Banca del Sud” has been instituted and a friend of mine has noticed: “First they dismantle, then reassemble”.

The allusion is to the “dismantling” of Banco di Sicilia happened in the years 80s – 90s of the last century and to the current “re-assembling” of the “Banca del Sud”. This bank episode, paltry on the international field, is however the reflection and sign of events which are more spread than national and regional ones. The “Banco di Sicilia dismantling” occurred when the world aimed to realized the Globalization by strategies of a very dynamic “financial economy” which spread the exigency of more decisive concentrations for the Lending Institutions absorbing the smallest ones in the biggest systems, as the structure of financial economies wherever more vigorous and if it can say so, more “in a vertical system” and suitable to the great strategies of development.

The “re-assembling” is about a Leading Institution in service of “Macro-region” and the southern Italy is an answer to the present financial crisis. It’s an attempt to lead the Lending closer, more appropriate to the regions like the Italian southern ones are, which have an intrinsic tendency, even if it has never well supported and managed to the small-micro-medium enterprise. So that, by the provision, we hope that the little productive network takes force again so to sustain more generally also the employment. The provision should be useful both to sustain the “real economies” of the different regional spheres and to get the enforcement or, in the present case, the creation of a strategic institution bounded to the territory placing it in the saving-lending cycle which so can also be of support to the ethnic, micro, agricultural, bank system, which are going to renew spread in the territories of the South of Italy. A lending Institution with these features should become support and source of new energy to enforce that production-employment relation which will be slightly worried for the planet in the next months, and emerges also in significant characters of the world policy as Barack Obama, reminding also other historical moments of the USA, such as the beginning of the ‘30s, the first New Deal action, which F.D. Roosevelt signed for the institution of the Tennessee valley Authority: a consistent example which aimed to revive the “real economies” along the path of the Tennessee river which involves about ten of the Union States.

The crisis 2007-2008 is not over. A problem of hierarchy of values is above all in the field, as well as of opportunities and potentialities of economy. The risk level is characterized on the hand I) by the attentions and policies which advantage the “real economies” in a direct relation with the “real resources” of territories always in a vision which sets the “financial economies” to a fundamental role of service. On the other hand, the vision: II) advantage the leadership of financial economies and set them in guide collocation of the relations among real economies; and real resources practically are the financial economy which aims to adopt the necessary strategies for our “Planet”.

In its own way, the institution of Banca del Sud tends to the first type of policies, regarding that the southern Italy is anything but deprived of real resources, while it doesn’t play a role, differently from the north-centre of Italy, on the relation between financial economies – real economies. The real resources of the southern Italy are rich and have its own features, but appropriated with the great framework of the Mediterranean “real resources” which isn’t absolutely poor principally in some sectors which synthetically are both of a) “Nature” such as the agriculture and some mining sectors and b) “history” such as arts and crafts and cultural heritage.

There’s then a sector in which: c) two categories of resources are integrated, which is the tourist sector which must be considered in connection with the whole framework of the real resources and we hypothesize as a possible push among the utmost immediate ones for a cultural social economical regeneration in the Mediterranean.

A typology of “tourist offer” rooted in the territory

The deep observation which has to be revealed, is, still today, the management of the tourist sector in the Mediterranean, mostly, depends on the markets of “tourist demand” so that the markets of “tourist offer” (such as the Mediterranean is with its “real resources”, suitable in the sector) keep in its territories a very low part of the “added value”, which the sector produces. On the other hand, the typology which characterized the traditional tourism (such as the hotel chains for the “receptivity”, “means of transports” for travelling, and “mixed” great cruises which in the new and huge ships joined “receptivity” and “transport”) is a tourism which in its organized, managerial and ownership systems is consolidated by now in such a way that the competition is very difficult or practically impossible. The opportunity to appeal to other typologies is offered, in which the management can be mainly guided by the territory of “tourist offer”. In this meaning, we have been working for many years for the IRT (integrated relational tourism) which is part of a different typology of hospitality where it’s possible to list the aspects by now affirmed of the “rural tourism”, “sustainable tourism”, “people friendly tourism”, “socially responsible tourism”, etc.

The Integrated Relational Tourism is also based on a careful attention of the present or historical, architectural typology of places.

This tourist typology plays so its rooting to the territory urging a technological advanced supply referred both to the renewable energy, slag management, water science, and cultured and articulated use of computer science which, to be so, must count on cultural growth of the territory. We are in front of a refining of archaeological-historical conscience, traditional feeding, landscape, literature, arts and so on. To get many small receptive companies, they must decisively put into the network each other making easy their cultural and productive growth in symbiosis with the cultural heritage which passively and actively will be able to characterize the number of guests coming from other parts of the world in times of permanency which the same vitality of the territory, the capacity of communication, of enrichment, of human experience and reception will be able like that to transfer a first meeting in a reciprocal knowledge till, in some or many cases, can become friendship.

That is specifically for the tourist typology, which we are interested in, are the two terms of “relational” and “integrated”; they aren’t an apparatus, a complement which enrich the product, but they will have to be constitutive elements to re-launch in a world turned down by the “mobility”, some fundamental values for the human community, which are those of the periodic or permanent “stantiality”. The other contribution to offer quickly to the contemporary world is that of a modern conquest of many territories of the planet, abandoned from man. The fact is that without his spreading help, deserted effects are facilitated, easiness of fires and spread conditions which facilitate deforestation and consequently subsidence, landslides etc.

Urban Concentrations And Abandonment Of The Territory

In the XIX and XX centuries, the mass phenomenon of urban drift have determined, or have been provoked, from the progressive obscuration of the relation city-country which cannot be rehabilitated by the idea to bring back the industrial method applying it to the agriculture in a general way, when, on the contrary, it must be considered just for some conditions and products.

The XX century man should be lead to the *territory*, in an extensive way and a re-population of semi abandoned territories, or populated just seasonable, must get fundamental action of the ecological culture, both natural and entropic. But this is possible by an innovative cultural view, as that which is intrinsic to a meeting of Giuseppe Samonà who, in 1976, predicted a “city in extension”.

The *integrated* which in the IRT opportunities goes from agricultural sectors to the crafts ones, to the care and valorisation of cultural heritage, mineral wealth etc. must involve a differentiated effect which is different from the tendencies of *big* and *very big*, like in the present verticalization and commercialization of the different productive activities. Even the starting of a major presence in the territory, of a spread

rooting of average, small, micro cycles of “production-consume” (which nowadays it is possible thanks to the progress of very rich technologies) will help a lot the revival of values of spread stantiality.

It will so inspired the meaning of a new world which moves and grows capillary, even if it can build, by the help of spread stantiality, the values of small and medium sphere of community spread in the territory by the help of communication technologies and the discover of stable values.

The type of habitat today played between urban concentrations and territories and equipment will be deeply modified in its structure. On this view, in the “City in extension” inedited cultural stimulus are foreseen and will contribute to give back, in new terms, those people values lost in the last decades, in which the restoring is an urgent necessity for the man of the XXI century.

If we analyzed the framework of relationality and integration which IRT offer, we will see how to reinforce this ramification of people’s values, will join also the international capillary relations which will developed between host and guest on “micro centrality” systems spread in the territory, and joined each other by “squares” which together shall be of physical and web architecture.

The established relationships will be real: that is, relationships of men that will meet each other because they live stable in that territory, and men that will come to live as “periodical citizens” between countries and third party nations for a limited time in the studied place of IRT. But the *real relationships*, even if they remain the “new conquest” to carry out for the today world, they will be supported by the system of *virtual relations* possible with the modern computer science which keep the international links variably composed between individual local communities and international friendships.

This simplification of concentrations and intensifications of a spread habitat form in many countries and with graduality, will be able to carry out all over the planet. For example, with a careful progressiveness could (thanks to the possible technological play today) help the internal dyscrasias and territories like that Brazilian: its natural funds are today rather mishandled, the same is for the Amazonian forests. Or as it occurs for the territorial expanses which are in the north of Canada, which aren’t still the North Pole.

The Sprawl Town

This huge and together richly differentiated unique city is traced in that complex movement by the revision of the use of territory which we quoted and think that the IRT can give a contribution. And that, it was said, means to tend to the concentration, to the prospective of the diffusion and this is about the system in its foundations in cultural, institutional, judicial, economical spheres.

A diffusion in the territory which has its paradoxes: different time in the last months and some years ago, I went to the edified parts of the new Governorship of the 6th October and I had never expressed an evaluation.

I don’t know the data, and I think there are many problems perhaps unsolved and perhaps not faced; I affirm this hazarded evaluation because in these last days, going there, I have been stimulated to an equal hazarded evaluation but of contrary sign: it seemed to me, positively, in its ways, in its thousands threads which bound this new city (by now of about one million of inhabitants) to the other governorships, it shows visibly a certain kind of “Sprawl Town”.

A certain kind which has as a protagonist the deepness of the desert which, however aren’t an emptiness but part of that ecological system, with its life and balances which the Bedouins know well.

We can try to conclude here on a thematic which even if it gives a positive evaluation, and it seems to me that it can defines “admirer”, on this colossal work that is already advanced from few years from the beginning and that it reminds all us the complexity of the settlement of the man in the territory. We are obliged to evaluate, but also to be aware how much we are involved in these thematics to evoke the strict relation among different disciplines to think as the evaluations we formulate, because the “evaluations” are the premise to the “decisions”.

The times that will come, need a society able to decide.

We are at university and many attended people are at university work; it's necessary then a movement of this fundamental institution, which on one hand takes into account the big steps forward done by the individual disciplines as extraordinary results of the problems which have been faced by the interdisciplinary confluences. On the other hand, it's by now time to start decisively a path towards a deep trans-disciplinary practice.

The language, at this point, won't be possible anymore of this or that discipline, but without denying the importance of the logics and internal languages for each discipline, it will have to meet through a mainly cultural language.

In an age which has reached undisputable results but also dangerous by the "experience of the project" (we think to the ambiguity of the project which created "the atomic bomb") is urgent, practicing the level of trans-disciplines.

Nourish and spread an authoritative "culture of the project" of which we talk far back but in a shy and concealed way.

The Integrated Relational Tourism

The ITR (integrated relational tourism) bids to paths of new relation between man and territory. To enjoy places, catch silences, meet people with whom develop reciprocally values, suggest again in certain ways the atmosphere of discovery and enrichment which motivated the voyager who became guest and that carry out between XVIII and XIX the well-off families of the middle north Europe to the Mediterranean, are far echoes of that partly is IRT.

This is today, however, not to complete our own cultural training, but for a capillary integration of cultures. This, today, not for a fulfilment of our own cultural training, but for a capillary integration of cultures and to grow together, that in the past centuries was out of the visual field, but for us it has become an obligation in the moment which the "land" is "our unique city".

We tend to innovate the use of territory from the recent history and prospective of globalization which brings itself a reductive DNA because for better or for worse the project has been planned mainly in a economical financial vision and with objectives of development usually varied by the accounting. As it happens to the PIL.

It needs to perceive a wider vision of what the planet is and what the man who lives it. Surely to orientate ourselves in a "unique city" by now, but if we want it very rich of differences, more than any other age, based but not only on historical contents. It deals with redeeming the deep nature of each man in a double harmonic condition of individual and social being, making fully to grow his formidable identity. To this, the "sprawl town" can contribute very much.

It is quoted above that we are at University, we can't now advance an inductive aspect of our work, we'll do it in some part during these days. This aspect is about the "complex thematics" such as those of the development and territory which require a great effort to the knowledge of the XXI century and can be synthetically evoked into two phases:

- a) to add to the activities of the individual discipline and the inter-disciplines a spread atmosphere "trans-disciplinary";
- a) to enrich the "practice of the project" very active in each corner of the technique and knowledge as a deep "culture of the project".

The IRT will be able to be an occasion to elaborate these aspects. It could be said with a simplified expression that we are obliged to work to pass from Globalization to "Globalization".

Now we hope that these three days of our work can be useful to deepen the specific which is exactly that of the Integrated Relational Tourism.

Forms of Permanence and Permanence of Form

Nicola Giuliano Leone

The most incredible thing of our age is that by now societies move continuously for so many reasons and in so many ways, due to commuting, work, business, affection, memories and tourism. Any excuse, any form of attraction is good to move, while the territory is substantially fixed and rooted in its political regions, climate, history, cultures, cooking and products that in spite of everything are still agricultural. Sicily is Sicily, Egypt is Egypt, but who are the Egyptians and the Sicilians? The forms of permanence have increased in so many ways, whereas the permanence of form is more and more rooted in the lands to which it belongs, creating some inevitable entrenchment of traditions, stories and complex attractions that still manage to prop up these communities shaken by a mobility generated by some inertial uprooting, but where in the end everyone, even though moving, brings along that ancient permanence that the history of peoples has consolidated into forms.

Talking about permanence means debating about how the communities occupy space and time. The birth of tourism, starting from the first great opportunities for mass movements, confirms and highlights that the traditional way of intending the permanence as mostly connected to forms of agricultural society no longer exists. The model of urban society has changed the relationship with the territory. The urban modes, which at the origin of our contemporaneity were founded basically on industrial work and later on tertiary work in Western countries, took a more and more consistent form starting from the second half of the last century. The tourism, even if it represents a new form of enterprise among the modern human activities, fits in the new forms of permanence in a surprising way.

The conference of Cairo, outlining past and present relationships towards future perspectives, has demonstrated this argument by taking upon itself a particular dimension that emerges from the issue of tourism.

The issue concerns which form of permanence can be generated from the tourism considered as a new principle of exchange among communities where new economic and cultural dimensions are consolidating with respect to territories that tend to be more and more concerned about being identity and stable, whereas the populations tend more and more to move.

Any form of living the territory is characterized by widespread permanent urban settlements, and the city is considered as a great and powerful infrastructure of exchange rather than simply a place. This dimension actually generates an idea of centrality connected to the infrastructural dimension where the more services and consumer goods are offered, the more people are happily urbanized. Of course, in order to bear these dimensions, the large concentrations – that is to say the great dimension of population gathered or that may be gathered in a place – need to be enhanced. The threshold to generate these conditions is over 5 millions of inhabitants. In Italy, for instance, none of the cities has reached this threshold, but it can be reached if including the regional populations that are more or less movable as regards consumption. This way, a model of city founded on infrastructures that are for boosting the concentration emerges. Great lines of mobility and concentration of supermarkets in the interconnectable areas become the idea of a city founded on dimensions of services where permanence blends with mobility. This boosts forms of urbanization that are no longer permanent, but rather strictly connected to the possibility of making use of forms of mobility.

The tourism is part of these forms of mobility but at the same time it occupies forms of permanence that go beyond the measure of the concentration, because the demand for tourism actually opposes the current trend if compared to the consumerism typical of large concentrations.

In this context of widespread mobility it is not easy to say what riches the cities live on nowadays, also because the idea of cities enriched with the values of the country, that is to say the territory that was under their control, no longer exists. The old relationship between city and country, which was a characteristic of

classical economics and led to several considerations during the last two centuries, no longer exists. The urban living, thanks to the evolution in technology, has influenced the customs of the habitat, and the city plays a role of accumulation of functions as well as being the place of the official production of thought. It is a great turning point.

Not haphazardly, new interpretative forms enhance the principles of knowledge and the knowledge intends to overcome the worries caused by the mysteries of nature through the building of certainties that use scientific methods and results.

The complexity of the role played by the cities entirely emerges through the transformations that the society has undergone due to the changes in the techniques that are useful to produce wealth. The great commotion caused by the increase in production capacities is at the root of the new role played by the cities.

The reasons of this evolution have been numerous. The period of the great national and international exhibitions highlights this role and in a certain way it lays down the new rules of prestige of a city that are basically founded on the role it plays in bolstering the market. In fact, the city does not compromise itself with the production defined by the material work. Already in the 19th century the city tended to define its functions through the roles of management and market. This mechanism tends to change nowadays, because the administrative and political functions have reduced.

Today, three main factors seem to determine the wealth of the cities and thus of the territories and of the populations settled in the various habitats: the first factor is the capacity of setting up production processes that can be used to do research as well as elaborating productive formula with innovative potentialities. The second factor is the capacity of organizing in order to enable the city to shift the production also to places that are different from those where the research has been done. The third factor is the distribution of wellbeing depending on the consumption, thus on the concentration of population.

In this sense the role of the city tends to change in order not to belong only to a political administrative dimension, but rather to link itself to this capacity of closing the circle of relationships among the invention of a product, its realization, the exportation of the production and the concentration of large consumer markets.

Other targets are getting closer and so it is necessary to review the principles of reference of town planning. Town planning has never been a simple technique of planning. The general framework, where new considerations are required, leads towards the hypothesis of a radical change in the relationships that used to inspire the economies of some years ago. In these years the economical growth has made use of an articulation of work that has upset the old parameters through which people tried to comprehend reality. An increase in the mobility and a productive division on a planetary scale have stressed the differences between rich countries and poor countries, bringing about a different way of producing wealth. The city – not only that defined by a simple concentration of houses, goods and services, but rather that considered as a place where people inhabit with a new possibility of access to consumer goods and services that are widespread in the territory – has determined a new way of closing the circle of production and consumption by determining a general increase in the demand for technology.

Therefore, the city opens and closes the cycle. It opens the cycle because first of all it makes the production start off through the research of products justified by high technologies or however by some awareness helped by the technology. Moreover, it produces the accreditation of the products also through the guided creation of a demand for superior needs that correspond to a dimension of living that in every place is actually the result of the urban dimension. Finally, the city distributes and leads to the market the various goods in proportion to the critical mass defined by the potential demand for products. The material production of goods, which is the object of this process, takes shape in various ways and the secondary activities, which are the heaviest, spreads in the world representing the new real country.

This model reaches its autonomy by exporting and guiding the work at a distance as well as taking it again within the limits of the market.

This way research and market meet each other in the city, determining more and more contradictions out of this circle and producing accumulations of wealth that once were unimaginable because founded on the shift of the dirty work out of the perimeter of wellbeing defined by the life in the city.

In brief, the model can be described through the following short sentences: a territory is made up of humans and things. The life of a territory is fostered by economies. These economies create one or more circles. These circles are composed of research, product and consumption. The development of communication and technologies has determined a dimension where the circle may act also at considerable distances. Also the control of the product is an effect of high technology. Technology is research. The circle originates from where the research develops and it tends to close on markets, producing economies through the same hands that have generated it. The flows determined by the circles vitalize the territories and let them survive. In the economies, that is to say in healthy territories, a particular dimension emerges, where every centre produces one or more circles, then takes part in other circles by means of the consumption or the production and lives on this. In degraded territories the economies are based only on the consumption of products generated by others or the territories participate to the creation of a product or of some of its components without controlling the final product and in particular the market.

When the agriculture used to impose a rootedness in the territories and every centre used to control a system of agricultural products, the circles were sometimes smaller but however they gave to each reality those reasons of economical centrality that let it maintain a centrality, that is the truth of a human settlement through an interdependence with other realities that had its own autonomy.

Nowadays not all the centres produce circles. The contradictions increase by bolstering forcedly a market that tends to run out in the profits of who has determined its nature.

In this framework the territories take the risk to become poles of a net to which they belong only as expressions of the consumption or as producers of a component whose position within the production process they do not control, thus strictly depending from strong systems. This way the territory, in its geographical collocation and in the composition of natural and anthropic elements that belong to it, may participate in a significant way to the determination of a system of potentialities that can be useful for the production of circles, bringing along flows that are more or less big and capable of bolstering local economies.

It is relevant that the issue of the three values linked to the circles is very particular because they actually express different conditions as concerns quality and nature of human settlements.

The first value is the research, which is strongly conditioned by the possession of instruments that bear the risk of the research and can be summarized in various aspects such as education, culture and science, which in the end are all based on the technology. Research and technology walk together by now and this dimension becomes more and more a factor of urbanity. Technology has been for a long time a synonymous of city. The city attracts because it expresses technology. The research produces and exports technology breaking it up in order to control its product. The second value is the product. If controlled at a distance, it can take advantage of technology, but, unlike the research, this technology is more exportable, more canalized to a single target. In a certain way the product can be object of a territorial organization. Its reproduction is more or less easily exportable. It meets separable technologies that, controlled at a distance by the research, in fact become new colonial operations. The possession of technology may determine the possession of sections of production without involving in every single place entire productive systems that instead are controlled by the urban polarities. The third value is the market, which is controlled by who has started the mechanism through the research. However, it brings along a value that is completely new compared to the past. The market has put in evidence the issue of the number, of the demographic weight. Large markets derive from large concentrations of population, from a high demography. The large metropolitan capital cities concentrate large markets and determine a more targeted economical organization. When a territory, due to historical reasons, does not own a single large urban concentration, the modern mobility manages to create these conditions by shifting the consumers up to reaching useful thresholds whose dimensions are suited to appropriate localizations.

In general, the cities and the territories of Southern Italy and of the South of the world suffer from conditions of significant marginality. In a certain way some agricultural productions and some agro-alimentary products still guarantee the capacity of creating larger or less large circles where also the dimension of the touristic activities fits in. Other productive factors, mainly not centred on local resources, contribute to sustain urban settlements, but in general a whole of geographical factors together with the reduced number of population influence in a negative way.

There are some cities, usually situated in the areas with the highest capacity of producing research and technology, where capacities that are able to start several processes of economical boost have emerged. Generally speaking, these cities express large centralities and tend to be great poles of attraction. Even if they do not produce goods materially, actually they produce everything they think indirectly, because they make it produce in other cities or other territories. There are some cities that produce and control a lot of circles and in general can export also the material construction of a product simply by transferring the technology that is able to produce parts of products that will be assembled later in another place. These cities determine also the markets, that is they control their effects, their modalities of management. They cannot lose the markets because otherwise they lose the returns of the economies that they have generated. Generally speaking, these can be defined "thinking cities".

There are other cities that, on the contrary, construct products or components of products. They can be defined "dependent cities" of first level, that is cities or territories that enter into a direct relationship with the dynamics of "thinking cities" but however they do not express autonomy in the production. These cities are usually situated in territories that are poorer not in natural resources but rather in technology, and where labour and work are generally cheaper. Nearly always these areas do not have large flows of consumption, because their inhabitants do not have great economic capacities.

Finally, there are some cities that are mainly destined to functions of consumption.

They are essentially "dependent cities" that live only on the various revenues that manage to bear functions of commercialization for several reasons, because they are connected to other urban areas or for reasons of survival and strength of weak territories. These settlements may be at risk of extinction and they often survive only thanks to forms of welfare interventions.

Some places maintain a dimension of centrality due to some significant roles mostly generated by presences that are not strictly linked to the dimension of the production or of the markets; they also create a whole series of values that are typical of very complex societies, which are based on various systems of values.

The settlement systems defined by poles that offer administrative centralities or by strong university settlement or by places with a particular touristic relevance demonstrate that this model uses attractive potentials that are different from the traditional system of producing objects. The production can be made of much more complex things, because the circuit of valorisation of flows through the mechanism of the circles that animate and sustain the new way of being and surviving of the city can generate countless settlement models that move and live at a larger territorial scale where also a net of little centres can produce on its own, as long as they have a kind of capacity of creating a large or a small circle that however closes; this way some economies that are entirely ruled through an original product go back to the original source.

This reality lives on the values expressed by the new urban dimension that is determined by the possession on the part of the city of a territorial scale that in the past was not so evident. This determines a necessity of communication that is unimaginable compared to a recent past. However, this necessity does not sustain the cities. They cannot live only on the communication, even if it is necessary for the survival of the new model.

This way two movements intertwine: the first is fostered by the circles and moves the material goods in a complex dependence among research, product and market, while the second requires linear relationships on which the relations of the communication that acts by means of poles and segments are founded.

The communication creates a net among the poles, while the economies vitalize by means of circuits.

Lines and circles define a new modernity in which nets of large cities, small centres and inhabited territories live a life that is more and more interconnected. In order to let all this survive, it is necessary that the circles reach a threshold of values in the exchanges that is able to bear, even though in the different dimensions that sometimes they influence, those capacities of concentration and interactions that only the urban dimension can express.

These days, the challenge consists in managing to create a city using this territorial dimension made of leaps, differences and separated aggregations, which are created by little events or by great opportunities. Maybe the cities should try to produce new opportunities of mending, and, instead of adding through the colonization of new territories, they should try to improve the use of what already exists but has been abandoned because of a craving for novelty that does not always exist. These dimensions of internal mending rather than external addition should aim at creating new opportunities in order to set in motion new circles or to restore already existing or announced circles that are able to vitalize the economies that the human settlement may express.

In this sense every settlement should and may aim at defining one or more circles also on bases that are founded on the analyzes of the resources that belong to the territory, on the basis of its geographical position, natural qualities and history, in order to play a role of bolstering the exchange capacities. In this system it is not relevant if each circle will break even; the most important thing is that it connects to wider dimensions in order to allow recognisability and a capacity of having relationships with others in a game that is both of autonomy and of interdependence.

This could allow to correct a system that tends to subdue countless cities and countries to its targets, concentrating the returns of the resources on few polarities. It is necessary to correct these excesses of egoism that export contradictions and eventually devour resources, generating self-destruction. Each centre needs to act as a driving force of a reason that can be useful for its own vitality.

For all the reasons mentioned above, it can be said that the tourism, considered as the construction of economical resources that are rooted in the territory and thus are relational, can become an opportunity to indicate how it is possible to make a change and take again that still-existing road that considers the permanence of the form - even if the forms of permanence generate mobility - as the base of real economies, as Leonardo Urbani states.

The basic issue is that in the future it will be necessary to make some effort in order to demonstrate that “weddings can be celebrated also with dried figs”¹ and not only with the “frills of the supermarkets”, and sometimes they come out better in this way. The conference of Cairo debates about it because, with regard to the tangible questions (the dried figs), it tries to find a future for the intangible issues (the weddings).

1 This is a common Italian saying. It means that things can turn out well even without spending a lot of money.

Tourism Supply

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

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Abstract

In the last 30 years tourism in Egypt has been always seen as mass tourism. Government has always planned to achieve millions of tourists a year. Success is meant by numbers of nights, flights, competitive prices. Tourism business has boomed developing new businesses, created new tourist settlements. Investments, of billions have been utilized to create artificial environment where a tourist can enjoy and get impressed in his stay. The image of Egypt is what tourism industry sells. Products of this industry has affected not only the growth of Egyptian economy, and the creation of jobs for youth, but also impacted our heritage. Heritage of ages; this are geological, natural, cultural, social, built environment and even the economic political inherited mechanisms.

Impacts have exceeded heritage towards violating the rights of this generation and the coming generations to sustain and maintain their natural and genuine inherited resources and assets. Violation of human rights can never be limited to how many people are sent to jails by Emergency Law, or how they are treated there. Governments are not the only one here accused of violating human rights with this limited perspective. Investors, business owners, and even all citizens are violating these rights, their rights, in many of their daily lives. They had been and still taking severe developmental actions violating the UN definition of sustainable development. Environmental Impact Assessments are part of our studies. Governments approve proposals, support and subsidize investments, then complain.

Civil Society Organizations (CSO's) including local and international organizations has acted smoothly to have a say in alternative approaches in tourism business. Years and decades of work, in the shade, silence away from the media. Mainly, they acted in the middle of no where, in villages no body knows. They also acted even in the centre of the metropolitan city of Cairo. Egypt as per its diverse natural heritage has a unique diversified magnets for its magic life where culture can be touched, and lived. It has always inspired people to sustain this magic heritage in every square inch of the undiscovered areas of Egypt. These were the mass tourism did not penetrate, yet.

This virgin Egypt needs approaches for Sustainable, Responsible, and Integrated Solidarity tourism. These are developmental approaches to sustain heritage in areas of marginalized people. Micro and small enterprises (MSE's) Up to Mega investments in tourism were created and supported by CSO's. These initiatives need to be highlighted, and analyzed. They need supportive actions to be recommended. This article aims to show cases from Cairo, Red Sea, the Oasis of Western Desert, Sinai, Upper Egypt, Delta, and the North Coast of Egypt. These cases were created individually. They have shared issues and values. Those are which we could build the Egyptian CSO's approach for integrated and sustainable tourism. That can maintain the Egyptian Sustainable Heritage within its diversified environments

Key words: Mass tourism Vs Violation of Human Rights, Egyptian Heritage Vs Diversified Environments, CSO's Initiative for Sustainable and Integrated tourism Vs Shared Values towards an Egyptian Approach

INTRODUCTION

Since the late 1970's tourism in Egypt has always been perceived as mass tourism. Governments of Egypt has always planned to achieve millions of tourists a year. Success is meant by numbers of nights, flights, competitive prices. Selling a night in Egypt all inclusive, flight, bed, food and beverage, visits and entertainments sometimes reached 9\$. Although, tourism business has boomed developing new businesses, created new tourist settlements, and it succeeded in the field of job creation. But it always affects the normal citizen negatively. This due to direct and indirect impacts: prices of food and services, distribution of basic social services, governmental investments in road networks and infrastructures. Investments, of billions Egyptian Pounds have been utilized to support mass tourism businesses and selling the cheap nights. On the other hand; security measures has been taken to guarantee safe trips to tourists. An Egyptian citizen started to feel as a citizen of the forth degree inside his country. His citizenship right has been violated. Obvious discrimination between Egyptians and tourists is seen every where in touristic zones.

Tourism facilities and touristic villages were created to host mass tourism. These facilities were created either through international architecture style or in a kitschy Nubian, Pharonic, or Islamic Architecture. To create artificial environment where a tourist can enjoy and get impressed in his stay could be done anywhere else. Artificial Egypt could be created in Vegas, Disney Land, or Dubai... these destinations can sell more than artificial heritage, but they capitalize on artificial heritage to get more tourists to their destination, buyers for their core businesses. Tourism can not be seen only as a core business, but also should be seen as a marketing tool for the core business. We should revisit our investment map in Egypt or plans to build and empower the economic assets those supports the core businesses, then investing in marketing or tourism will be more valuable.

If the image of Egypt is what tourism industry sells. Products of this industry has affected not only the growth of Egyptian economy, and the creation of jobs for youth, but also impacted our heritage. Heritage of ages; this are geological, natural, cultural, social, built environment and even the economic political inherited mechanisms.

THEORETICAL AND METHODOLOGICAL APPROACH

In the context of civil society an NGO was founded in 1996. It is »The Egyptian Earth Construction Association« EECA. This NGO was initiated by a group of young Architects and students of Architecture. The main streamed aim of EECA was the use of Building technologies as a tool for sustainable development of local communities. EECA claimed to serve the 95% of marginalized groups or those who can not reach the architectural and physical planning services. It also started to adopt an international approach of Appropriate / Sustainable building technologies and material as a core for its activities and services provided to local communities.

This paper aims to highlight some of this NGO's activities. Those activities in the light of the HRAD of Human Rights Approach for Development. But the focus of these activities exceeds the »Right to a standard of living adequate for the health and well-being of oneself and of one's family, including food, clothing, housing and medical care«¹ to right of sustaining resources to keep this right to the living generations without violation the rights of the coming generations.

Documentation of the NGO statements and efforts towards their vision for their role in sustainable tourism and serving their society.

MASS TOURISM AND THE VIOLATION OF HUMAN RIGHTS

Impacts of mass tourism have exceeded heritage towards violating the rights of this generation and the coming generations to sustain and maintain their natural and genuine inherited resources and assets. Violation of human rights can never be limited to how many people are sent to jails by Emergency Law, or how they are treated there. Governments are not the only one here accused of violating human rights with this limited perspective. Investors, business owners, and even all citizens are violating these rights, their rights, in many of their daily lives. When the core business is tourism the client is the tourist. Business gives the tourist all his rights but this can lead to neglecting the right of the society or local community or individuals. Sometimes a local citizen is considered second or third degree, while a tourist is in the first degree; Citizen Human Rights are violated.

Developers are utilizing and selling natural settings of touristic villages. Irreversible buildings and shelters for tourism activities are considered partially inappropriate solutions for tourism buildings and built environment. They had been and still taking severe developmental actions violating the UN definition of sustainable development. Environmental Impact Assessments are part of our studies. Governments approve proposals, support and subsidize investments, then complain.

Sustainable development is a pattern of resource use that aims to meet human needs while preserving the environment so these needs can be met not only in the present, but also for future generations. The term was used by the Brundtland Commission which coined what has become the most often-quoted definition of sustainable development as »development that meets the needs of the present without compromising the ability of future generations to meet their own needs.«

Sustainable development ties together concern for the carrying capacity of natural systems with the social challenges facing humanity. As early as the 1970s »sustainability« was employed to describe an economy »in equilibrium with basic ecological support systems.« Ecologists have pointed to The Limits to Growth, and presented the alternative of a »steady state economy« in order to address environmental concerns.

The field of sustainable development can be conceptually broken into three constituent parts:

- I Environmental sustainability
- II Economic sustainability
- III Sociopolitical sustainability

EGYPTIAN HERITAGE AND ITS DIVERSIFIED ENVIRONMENTS

The authenticity of Egypt is a reality that makes Egypt a real destination. It is what we should capitalize on for our tourism marketing plan. It is a fact that »No Egyptian environment can be outside Egypt and away of its people«. Egyptian heritage is accumulated since the creation mother earth. Geological heritage and prehistory archaeological sites are there, Egyptian built monuments for more than 7000 years of civilization: Pharonic, Coptic, Islamic, and even the Renaissance or the 20th century innovations. Built and non-built heritage are assets of this generation. Sustaining heritage is one of the core businesses that could be invested in. creation of sustainable heritage businesses is not an easy thing because it is multidimensional:

- I First we need to understand it
- II then digest it
- III Transfer it to act as guiding values for life

Sustaining heritage does not mean repeating or copying. It means that governing values, ways of problem solving and needs fulfillment are creative as the people are. Development by the people for the people to maintain community inherited values. Egypt has been always part of the human heritage sites and destinations. Its heritage is multidimensional. Inherited natural environment including climatic indicators is one of the main diversified resources that we need to invest in its sustainability:

- Deserts and sand dunes
- Mountains and hilly rock sides
- River valley and delta
- Mediterranean coastal East and West the Delta
- Red sea shores and coral reefs including south Sinai
- Lakes and oases

People of Egypt are also diversified routes but their values belong to their collective social mechanisms that show their locality and give them their unique identity:

- Nomads
- Desert islands
- Desert Oasis
- Villages
- Cities
- Informal settlements

This diversity makes the directions for touristic development go towards one direction than the others. Tourists are misled to know about Egypt. They just get one side. Or even not in-depth knowledge... he is misled.

Civil Society Organizations (CSOs) including local and international organizations have acted smoothly to have a say in alternative approaches for tourism business. Years and decades of work, in the shade, silence away from the media. Mainly, they acted in the middle of nowhere, in villages no body knows. They also acted even in the center of the metropolitan city of Cairo. Egypt as per its diverse natural heritage has a unique diversified magnets for its magic life where culture can be touched, and lived. It has always inspired people to sustain this magic of heritage in every square inch of the undiscovered areas of Egypt. These were the mass tourism did not penetrate, yet.

This virgin Egypt needs approaches for Sustainable, Responsible, and Integrated Solidarity tourism. These are developmental approaches to sustain heritage in areas of marginalized people. Micro and small enterprises (MSE's) Up to Mega investments in tourism were created and supported by CSOs. These initiatives need to be highlighted, and analyzed. They need supportive actions to be recommended. This article aims to show cases from Red Sea, and South Sinai. These cases were created individually. They have shared issues and values. Those are which we could build the Egyptian CSO's approach for integrated and sustainable tourism. That can maintain the Egyptian Sustainable Heritage within its diversified environments. They are both created by EECA as an NGO actively wants to have a share, with a building or with a building process.

THE NGO PROFILE (EECA):

EECA is a non-government, not-for-profit organization registered with the Ministry of Social Solidarity, and headquartered in Al-Darb Al-Ahmar, one of Historic Cairo's richest architectural heritage neighborhoods. Concerned with construction in general and appropriate building technology (ABT) in particular; EECA advocates ABT as a tool for sustainable development through community participation. It has succeeded, through its previously implemented projects, in disseminating this concept to its projects' community members, local officials and practitioners in a variety of locations to help play a constructive role in the development of local heritage and style. Also, EECA's senior members have had extensive experience in the fields of social development and government liaisoning in general with particular emphasis on participatory approaches, planning, architectural design, construction and site supervision.

EECA aims to create a built environment that harmonizes with its surroundings, respects nature's resources and complements cultural heritage; where all members of society participate in taking decisions that affect

its design and share in building it within a process that plays an integral part in the social development of local communities where women and children are active partners.

- Disseminate appropriate technologies and promote their role in preserving the environment and responding to cultural traditions and socio-economic needs
- Conduct and encourage research activities to develop innovative building techniques with local materials with respect to energy efficiency and economic self-sufficiency.
- Provide technical assistance and consultancy services on ABT for organizations, communities and individuals.
- Provide training for architects, engineers, technicians, and workers on ABT.
- Build a communication network with relevant organizations and professionals.

WADI EL-GEMAL NATIONAL PARK (WGNP):

The Egyptian Earth Construction Association (EECA) was awarded a contract on November 1st, 2007, based on a preliminary design submittal EECA conceptualized for the Wadi El-Gemal National Park (WGNP). The Project was funded by USAID through the LIFE Red Sea Project (LRS).

Project Overview: Support The Egyptian Environmental Affairs Agency in its efforts to secure a sustainable use of the natural and cultural assets of the South Red Sea (SRS) area with special focus on the Wadi El-Gemal National Park. The project was divided into two components:

The facility is located at the northern entrance to the park and is used as a focal point for WGNP. The proposed facility has the dual purpose of serving as a:

- Reception and Information Distribution Center
- WGNP Interpretation Center.

The Visitor Center is located at the north entrance of Wadi El Gemal National Park (N24 40 58.3; E35 04 51.0). The property where the facility was constructed is on the western side of the highway and on the top of a hill. The property built-up area is approximately 250 square meters.

The Project was Designed & Managed by Ramses Noshei and Directed by Hany Attalla.

The Ranger Residence and Operations Center is located at the heart of Wadi El Gemal National Park (N24 32 01.6; E35 08 19.1) in the area of Umm El Abas. The property where the facility was constructed is on the western side of the highway. The property built-up area is approximately 300 square meters.

Services include; but are not limited to; the construction of the access trail, utilities, ranger office space, and ranger residence, restrooms, and visitor information booth with public restroom.

The Project was Designed by Ashraf Botros, Managed by Ramses Noshei and Directed by Hany Attalla.

ARCHITECTURAL CHARACTER DEVELOPMENT FOR SINAI BEDOUINS:

EECA won a proposal competition for SSRDP “South Sinai Regional Development Program” www.eu-ssrdp.org which is funded by the European Community, in competition with 835 other participants. The project proposed by EECA and titled “Architectural Character Development for Sinaite Bedouins” was selected for funding and implementation on a two years duration with the overall objective of Contributing in the preservation and promotion of the unique cultural heritage of the region and its Bedouin population by empowering local communities of Sinaite Bedouins with their various localities and different cultures to implement an integrated building process.

The project is in its second year now achieving the following outcomes:

- Building centre is being built in Saint Catherine, operating as training and technical support center of EECA
- Number of local builders are being trained on different building systems appropriate for the context
- Building manual explaining the architectural qualities and recommended techniques is being developed based on actual building experience

OUTCOMES:

As EECA believes in its role it adopts initiatives. Those can help sustaining the environment, the resources, the heritage as a whole. Initiatives varies from a building like the Life Red Sea »Wadi El Gemal Buildings« extends to an entire process as what is happening in Saint Kathrine. But there is many rules are in common:

- Build with the natural resources from the site as far as you can keep their characteristics. This will help the recycling of these materials in the future. (All buildings)
- Build using materials which can easily be integrated with the surroundings, specially when you are building in a natural virgin setting. (All buildings)
- Even if you can not find skilled people in the adjacent community, get an external expert. But train the locals to gain the required skills. (South Sinai)
- Never exclude locals even if they have private mechanisms specially in gender sensitive issues, but women in the team can easily integrate with them (South Sinai)
- Dialog with locals about their building knowledge can give great clues from their heritage, but never say that they are poor, or naive. (All buildings)
- Live with the locals, in the site, the sustainable building process will naturally take place. (South Sinai)
- Always share issues, problems, successes, and all what you plan for. So, the locals will help, support an even share and care for your success. (South Sinai)
- Be transparent so the community will lead you to their inherited values and resources you will gain (South Sinai)
- Dream with the people, make your dream become true. The change will be a great success and it will become a pattern of life of their own (The chimney of Sheikh Mousa, South Sinai)
- Be a community architect, the entire world will appreciate your architecture. (All buildings)
- Nature is the mother, the father and even the kids...always build in nature using natural materials
- Act as a man or a woman but only be yourself among others, your buildings will be the same as you are.

BIBLIOGRAPHY

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