

of good heritage by UNESCO<sup>9</sup> (the World Heritage List, as well as the Cinque Terre, were Porto Venere and included the islands of Palmaria, Tino and Tinetto).

In 1998, facing the coast, introduce the "Cinque Terre Marine Protected Area" for the protection and exploitation of biological resources, given the shape of the rocky coast, already have a low depth characteristics uncommon in the rest of the Mediterranean.

In 1999, it established the "Cinque Terre National Park" in order to preserve the ecological balance, preservation of the landscape and the protection anthropological site.

This process of protection, initially, not be expected to just set up a national park. This is, in fact, not of the areas 'wilderness' but heavily populated, in which nature has been profoundly shaped by human intervention. In fact, the Park of the Cinque Terre has the distinction of being the only one in Italy aimed at the protection of a man-made environment, as one of its aims is the protection of the terraces and dry stone walls that sustains them.

Despite these interventions today terraced area of the Cinque Terre is a risk for economic reasons, technical, cultural, etc.. The recovery and enhancement of this extraordinary "artificial landscape" has aroused and is attracting increasing interest, especially at the local population. It requires a physiological process of maintenance, resulting from the natural instability of the system of terraces, which involves the continuous remaking of successive portions of masonry.

And here comes in the innovative policy adopted by the National Park: manages the park with a business perspective (although this is a public good) protection initiatives have been undertaken in accordance with the local (private businesses and local residents). In 2000 he launched the "Project for Recovery of vacant lands," which launched a real appeal to people concerned, giving the opportunity to contribute concretely to the preservation of the area: who has requested it, he attributed "run" for a period of at least twenty years, a plot of land, up to a maximum of 3000 m<sup>2</sup>, used for planting a vineyard, arranged in terraces supported by dry stone walls, according to a plan prepared by the agricultural of the park.

This initiative has helped to preserve the landscape and gave new impetus to agricultural production quality, with particular attention to the wine production. In addition to the rediscovery of indigenous grapes<sup>10</sup>, at present, the supply of products is diverse thanks to increased investment by young entrepreneurs. In fact, on the terraces has returned to care for the olive groves from which is derived an extra virgin oil obtained by pressing of the olives at the mill that the Park has custom-built, moreover, are grown herbs, tomatoes, lemon and basil. So, the park gets products that are marketed under its "brand of quality".

With a view to promoting tourism in relation to agriculture, has revived the local cuisine, through a policy aimed at enhancing the quality of local products, which envisaged the establishment of an "Environmental Seal of Quality" which serves to certify the accommodation facilities in the territory, working to promote local products.

In the villages that were depopulated, were born catering facilities, farmhouses, Bed & Breakfast, contributing to the revitalization of the area throughout the year and not only in the summer months.

<sup>9</sup> Justification for Inscription: "The Committee decided to inscribe this site on the basis of criteria (iii), (iv) and (v), considering that the eastern Ligurian Riviera between Cinque Terre and Portovenere is a cultural site of outstanding value, representing the harmonious interaction between people and nature to produce a landscape of exceptional scenic quality that illustrates a traditional way of life that has existed for a thousand years and continues to play an important socio-economic role in the life of the community".

<sup>10</sup> The "Sciacchetrà", the traditional sweet wine produced in the area that boasts "Denomination of origin" (Denominazione D'origine Controllata - DOC), has become the symbol of the park and the rebirth of the area.

## CONCLUSIONS

The recovery of the terraced landscape has been a remarkable added value of tourism in the composition of the image of that territories: combining the purely aesthetic point of view, with hidden meaning inherent in this landscape, which is a kind of historical memory usage the farmland in the past and ways of life of the peasant culture of the area in question was drawn up, a mix of elements that fascinate the visitor. These factors will combine the production of typical or "niche" that today are a valuable support to the choices of tourists, more and more interested in food and wine sector.

In this context, it moves the Cinque Terre National Park, created with the intent to jointly promote all possible shops and services deemed to be "sustainable" from the context sensitive area, with an offer that will attract visitors looking for new experiences, suggesting routes and vacation full of places of historical and cultural interest, certified farms and high quality services, farm stays and catering excellence.

The recovery of the terraces was not only the merit of reviving an entire production system, but has changed over time is also a strong symbolic significance, becoming emblematic of a local development model.

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**FROM THE PLANNING TO THE ENVIRONMENTAL GUARDIANSHIP  
“THE URBANISTIC PLANNING IN SICILY AND THE GUARDIANSHIP OF THE ENVIRONMENT  
TO THE LIGHT OF THE STRATEGIC (VAS) ENVIRONMENTAL EVALUATION”.**

**Cesare Capitti\***

*\*Architetto Dirigente Assessorato Regionale Territorio e Ambiente  
Dipartimento Urbanistica Regione Siciliana  
via Ugo La Malfa n°169 - 90129 Palermo*

**Key word:** the environment, human's house.

## INTRODUCTION

The legislation in the context of environmental impact assessment (dir. EEC 3 March 1997.11; law of 8 July 1986, n. 349 and s.m.i.; L. R. 14 December 1998.40), namely on the evaluation of positive and negative effects caused environment by design, execution and implementation of certain categories of works (refineries, steel plants, power stations, ports, power lines, pipelines, plants for the disposal of waste, etc.).

It defines the environment as that whole factors, that interacts among them, constituted by the man, from the flora and from the fauna, from the ground, from the water, from the air, from the climate and from the landscape, from the material goods and from the cultural patrimony, historical, artistic.

And' this a complete definition rather of "environment" but the environment is also a juridical good because it is never today "object of care and guardianship", according to one consolidated jurisprudence of the Court of Cassation (Sent. 30/12/1987, n. 641).

To follow the ecology her word "ecology" it derives from the Greek oikos that means "house" or "sets for living" and logos that means "talked." Literally the ecology is therefore the discourse on her "house", understood house not as place of residence but in more general sense as "environment of life."

In substance the ecology is the subject that studies her/it "life in the environment", the relationships intervening among the animal and vegetable organisms and the environment in which you/they live.

The term "ecology" it is of recent origin having been introduced for the first one turned by the biologist Ernst Haeckel in the 1869.

The ecology begins to be a scientific discipline well list around 1900, but only in the last trentennio this term has entered to belong to our common language.

The fundamental unity of base in the ecology is the ecosystem or ecological system, that he/she understands all the living organisms in a determined environment and the interactions among them intervening, through the exchanges of subject and energy, that allow the maintenance of the life as we observe her/it to us on the Earth.

The ecosystems are therefore the oceans, the seas, the rivers, the lakes, the ponds, the grasslands, the woods, the forests, the mountains, the deserts, etc., all those portions of territory that are found on the Earth, characterized that is by particular climatic and geographical conditions, in which the most varied kinds of living beings live.

If we consider as ecosystems, a lake, a forest or others any recognizable unities in nature, can notice that all how much they are constituted by two components: a living (animals and vegetables) and one not living (abiotica) represented by the physical environment in which you/they live.

## THEREFORE I HAVE HELD SUCH ESSENTIAL INTRODUCTION TO ASSEVERATE THAT

The guardianship of the environment imposes a duty obligatory, common and universal, to respect a collective good destined to everybody and in front of such perspective, the development of the territory cannot economically put aside from the development and socially sustainable, considered that the

territory is a non renewable resource and that the interventions of transformation from the man and of exploitation of such good have become so predominant and invade you to threaten the same hospitable ability of the environment.

The urbanistic reform in Sicily better defined "of the government of the territory" you/he/she must dictate clear rules, comprehensible and you essentially direct to promote the quality of the human life, to favor the equilibrium between the productivity and the exploitation "sustainable" of the natural resources, the maintenance and the protection of the nature from the environmental impoverishment, assuring the guardianship of the landscape and the natural harmony to avoid irreversible damages and territorial consumptions "inconsiderate."

A correct conception of the environmental guardianship, "on one side you/he/she cannot reduce utilitarianly the nature to mere object of manipulation and exploitation, from the other it doesn't owe assolutizzarla and to overlap her/it in dignity to the same human person. (Abridged edition of the social doctrine of the church).

Probably the juridical norms won't be enough alone to protect the environment and for this, it will be necessary to make to mature a strong sense of responsibility, as well as a real change in the mentality and in the styles of life; beginning from the schools of the obligation a conscience must be formed for the search of the truth, of the beautiful one and of the good one to guarantee a growth inspired to the sobriety of the consumptions, to the temperance and the self-discipline on the personal and social plan.

*"The way humanity treats the environment influences the way it treats itself, and vice versa. This invites contemporary society to a serious review of its life-style, which, in many parts of the world, is prone to hedonism and consumerism, regardless of their harmful consequences[122]. What is needed is an effective shift in mentality which can lead to the adoption of new life-styles "in which the quest for truth, beauty, goodness and communion with others for the sake of common growth are the factors which determine consumer choices, savings and investments". Every violation of solidarity and civic friendship harms the environment, just as environmental deterioration in turn upsets relations in society. Nature, especially in our time, is so integrated into the dynamics of society and culture that by now it hardly constitutes an independent variable. Desertification and the decline in productivity in some agricultural areas are also the result of impoverishment and underdevelopment among their inhabitants. When incentives are offered for their economic and cultural development, nature itself is protected. Moreover, how many natural resources are squandered by wars! Peace in and among peoples would also provide greater protection for nature". ("Caritas in Veritate")*

#### **THE APPROACH IS THE METHODOLOGY OF JOB ON THE LEGISLATIVE PLAN**

The territory in how much natural and environmental reality, has own rules of maintenance and reproduction that, if ignored, they would bring to an inevitable alteration. With this he/she is not wanted to consider what ghost of a maintenance the imposition of ties, nevertheless it also goes said with steadiness that they are held essential and priority, to the goals of the guardianship, considered that the landscape, transmits and you contains the culture of the places (traditions, local saperi, rituality, symbols) of the preceding generations in a place, that you/they must have defended and protected.

The considerations involve that today we must think and to look at the territory in terms of maintenance, restauration, and because no also of embellishment.

To preserve means to hold near of itself (to cum-put aside), to preserve in the care, protecting therefore what is had to heart that must be protected avoiding to introduce all of this that passes for post-modern with pure cosmetic finality.

Probably the juridical norms won't be enough alone to protect the environment and for this, it will be necessary to make to mature a strong sense of responsibility, as well as a real change in the mentality and in the styles of life; beginning from the schools of the obligation a conscience must be formed for

the search of the truth, of the beautiful one and of the good one to guarantee a growth inspired to the sobriety of the consumptions, to the temperance and the self-discipline on the personal and social plan.

**TO EDUCATE AND TO FORM THEREFORE**, and this is a great urgent necessity :

And then all how much we should question us on the state of health of the contemporary society, that apparent a strong loss of the founding values, a crisis of social cohabitation and a continuous and unacceptable conflict among the institutions, with negative effects on the territory.

The objective difficulties in which it pours the system of the urbanistic planning, of the environmental guardianship and of the economic crisis, you/they cannot accomplishedly be faced and disgiuntamente if they are not understood that the reasons for such crisis must be sought in a society in which it seems to have abandoned every strong and binding project of formation and education of the young people, with negative repercussions in the environment and in the civil society.

Such matters are directly tied to others fundamental and this makes difficult more and more to the employees to find functional solutions.

The environment is inseparable from correlated matters to the energy, to the economy, to the justice, to the ethic, and the guardianship of the environment is inextricably tied to the models of development and social equity.

**A society that doesn't keep in mind of the solidarity, of the justice, of the equitable distribution of the goods and the services, it produces foolish environmental.**

A constructive attitude toward the nature can be gotten and to maintain through an education and a permanent country of sensitization beginning from the primary schools.

Over twenty years ago the Pontiff Giovanni Paul II underlined to a Group of study of the Pontifical Academy of the Sciences that:

*"A lot of people have contributed to the efforts of protection of the environment, but the ability and the good wish of the experts and the scientists are not able to resolve the complex problem. You/they must be faces deep and vast economic and moral changes to level of groups of community and governments, that include exchanges and accords among various regions and international. Fundamental for this action it is the to educate the people to the environment and to create an attitude of understanding, in comparison to mutual and genuine good wish."*

*If such circumstances are not fully included, it won't be possible to transmit a culture of the guardianship of the environment, inside which you/they interact among them, the man, the flora, the fauna, the ground, the water, the air, the climate, the landscape, the material goods, the cultural, historical and artistic patrimony.*

The Pontiff Benedict XVI in the encyclical one "Caritas in Veritate" it underlines that:

**The nature is expression of a sketch of love and truth.**

*Nature is at our disposal not as "a heap of scattered refuse" but as a gift of the Creator who has given it an inbuilt order, enabling man to draw from it the principles needed in order "to till it and keep it" (Gen 2:15). But it should also be stressed that it is contrary to authentic development to view nature as something more important than the human person. This position leads to attitudes of neo-paganism or a new pantheism — human salvation cannot come from nature alone, understood in a purely naturalistic sense. This having been said, it is also necessary to reject the opposite position, which aims at total technical dominion over nature, because the natural environment is more than raw material to be manipulated at our pleasure; it is a wondrous work of the Creator containing a "grammar" which sets forth ends and criteria for its wise use, not its reckless exploitation. Today much harm is done to development precisely as a result of these distorted notions. Reducing nature merely to a collection of contingent data ends up doing violence to the environment and even*

*encouraging activity that fails to respect human nature itself. Our nature, constituted not only by matter but also by spirit, and as such, endowed with transcendent meaning and aspirations, is also normative for culture. Human beings interpret and shape the natural environment through culture, which in turn is given direction by the responsible use of freedom, in accordance with the dictates of the moral law. Consequently, projects for integral human development cannot ignore coming generations, but need to be marked by solidarity and inter-generational justice, while taking into account a variety of contexts: ecological, juridical, economic, political and cultural.*

*In order to protect nature, it is not enough to intervene with economic incentives or deterrents; not even an apposite education is sufficient. These are important steps, but the decisive issue is the overall moral tenor of society. If there is a lack of respect for the right to life and to a natural death, if human conception, gestation and birth are made artificial, if human embryos are sacrificed to research, the conscience of society ends up losing the concept of human ecology and, along with it, that of environmental ecology. It is contradictory to insist that future generations respect the natural environment when our educational systems and laws do not help them to respect themselves. The book of nature is one and indivisible: it takes in not only the environment but also life, sexuality, marriage, the family, social relations: in a word, integral human development. Our duties towards the environment are linked to our duties towards the human person, considered in himself and in relation to others. It would be wrong to uphold one set of duties while trampling on the other. Herein lies a grave contradiction in our mentality and practice today: one which demeans the person, disrupts the environment and damages society. (Caritas in Veritate")*

The urbanistic reform, must keep in mind of these fundamental considerations, and to have present therefore that the man is to the center of the nature and person responsible of the activity that you/he/she develops.

The urbanism won't be able not to follow nevertheless the dynamics of the global economic market, and you/he/she must answer in real time to the demands and the applications of the economic operators, for legitimately to compete and to practice his/her own initiatives.

But the urbanism must still favor the role of the free market, that is socially an important institution for its ability to obviously guarantee efficient results in the production of goods and services and the assignment of the Regions you/he/she must be that to define a picture juridical action to regulate the relationships of planning to great staircase, with the purpose to safeguard the naturalistic resources and everything how much landscape other object of guardianship. naturalistic. architectural and to contextually assure the liberty to plan his/her own territory in the respect of the variegated range of beauties natural presents in the territory.

The urbanism in Sicily won't be able not to keep in mind that, through the structural funds, you/he/she has promoted the balanced and lasting development of the economic activities, the development of the human resources, the guardianship and the improvement of the environment, to give realization to the general principle of the contained economic and social cohesion in the paper in Amsterdam and particularly in the article 1 of the rule on the structural funds of which to the rule Us n.1260 of the 1999.

The reform of the government of the territory must relaunch with special economic resources the recovery of the existing building patrimony within the smaller Historical Centers, reverting especially in the inside areas and the expansion of the territorial and urban resources, object besides of the strategy of the interventions and global objectives of the regional operational program.

### **CONCRETE EXAMPLE OF ECONOMIC RAISING OF INSIDE AREA**

The Jubilee granted by the Saint Center to the city of Ficarra (ME) in the year 2007, on the occasion of the centenary V of the arrival of the announced one carved by Antonello Gagini you/he/she has contributed in conclusive way to not only relaunch the cultural identity some Commune of Ficarra, but of the whole Diocese of Patti.



An area characterized by a territorial system that leans out on the Tyrrhenian sea to the border with the Park of the Nebrodis, whose inhabited centers preserve important archaeological rests of installations siculi, Greek, Romans: Halaesa (Tusa), Amestrata (Mistretta), Cove-Acte (Caronia), Apollonia (S.Fratello), Aluntium (S.Marco D'Alunzio), Agathyrno (near Head Of hemming) and with the alone exception of the city of Mistretta, all the centers are lined up behind the coast, along the street to Console Valeria. The numerous urban centers and the numerous shed nucleuses of the country, been born following ancient Byzantine hamlets, of monastic complexes Basiliani, or of castles characterize this splendid territory, and in these earths numerous artists are found; wood carvers and of the stone, painters, sculptors and architects that with their works they embellish the beautiful churches.

**The works are centinaia, I quote only some of it:**

- 1) Marmoreal bas-reliefs of Francis of the Small one (1567) in the Sanctuary of the SS Annunziata to Ficarra;
- 2) The statues of the Gagini you introduce in almost all the centers of the districts of the nebrodis and Aurelio Basilicata;
- 3) Representing cloth The immaculate one of Gaetano Mercurio, preserved in the mother church of Galati Mamertino;
- 4) Representing cloth S.Girolamo in the desert (1626) of Gaspare Camarda, preserved in the church of S. Salvatore to Naso and so street, of the same author some cloths are preserved in the Sanctuary of Maria SS. of Capo D'Orlando;
- 5) Representing cloth a Madonna (1578) of Joseph Gagini, preserved in the church of S. The Jesus' Maria to Mirtò;
- 6) Marmoreal statue gagesca of S.Caterina from preserved Siena in the mother church of Castell'Umberto;
- 7) Ceiling wooden painting of the church of S.Nicolò to Tortorici;

The urbanistic planning and the guardianship of the historical centers you/he/she cannot be thought as a phase to if in the complex of the activities of government of the territory, owing himself/herself/ itself to intend with this all that economic trials and of transformation finalized to the most general increase of the quality of the residences and the quality of the life. The smaller centers and the agricultural territories introduce potentiality of exploitation for which you/they must activate him concrete actions of improvement, of cultural initiatives, especially in the system of the infrastructures and the viabilità of connection with the coastal territory, with the purpose to reach a double advantage:

- the inhabitants' maintenance in the center of origin;
- the improvement of the quality of the housing lodgings to favor the to maintain;

The urbanistic reform, today more correctly agreement as reform of the government of the territory, must assume a decisive role in the process of growth and social development of the inhabited centers and the environment, and to submit sovraordinate to the Administrations to the local (Region and Province) corporate body the assignment to equip him with tools and rules that favor the processes of planning, preserving the initiative and the responsibility of the single ones and the societies, so that to favor projects and concrete interventions and economically sustainable for the installed communities e/o that will install him. To govern the territory will mean, therefore, to put to the service of the people norms essentially finalized to pursue the "well common", to assure to all the best conditions of life..

The necessity of the I rearrange some legislative picture in urbanistic subject it is by now don't be able to do less to the light of the Strategic Environmental Evaluation introduced with the directive 2001/42/CE, of the Parliament of the European Suggestion, pertaining to the evaluation of the effects of determined plans and programs on the environment.

With the introduction of the VAS, a concrete opportunity can be gathered for engraving instead on the way

to conceive the government of the territory, being able himself/herself/itself to start therefore a concrete run to activate the phases of guardianship of the resource ground and to promote one orchestrated environmental urbanistic planning.

The accord is understood what share of the population in the initial phase of construction of the project of urbanistic plan, to usefully compete to the process of formation of the strategic choices and to be able to come to a wider sharing of the choices.

A strategy common based on the contents and on the local meetings, following the principles of the "community planning" of Anglo-Saxon origin.

Besides the objective of the procedure of VAS it is well explained to the art.1 of the directive 2001/42/CE; "to guarantee an elevated level of protection of the environment and to contribute to the integration of environmental considerations to the action of the elaboration and the adoption of plans and programs with the purpose to promote the sustainable development, assuring that, to the senses of the present directive, the environmental evaluation is effected of determined plans and programs that can have meaningful effects on the environment.

The auspice is that the new plans can favor as fundamental objective the harmonious growth of the inhabited centers and to stimulate the processes of economic development, the equity or the distributive justice of goods and services of which all the citizens have the right.

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## IRT AND THE CHALLENGES OF GLOBALIZATION. DECODING THE MEDITERRANEAN RICHNESS

**Francesco Caudullo**

*University of Catania, Catania, Italy*

*e-mail: f.caudullo@unict.it*

### Abstract

IRT (Integrated Relational Tourism) represents for the whole Mediterranean region, considered in the terms of undeveloped and marginal area, an extraordinary chance of real balanced local development and, at the same time, of environmental and cultural compatibility.

At the time of Globalization, phenomenon which exasperates a longtime trend, started with the European colonialism, of homologation, exploitation and dependence to the most powerful economic and financial actors of the "Triadic Western" (USA, EU and Japan), China and India, the whole Mediterranean have to face the consequences of the EU's economic and spatial development which does not imply it. From this point of view the failure of the Barcelona process, the EU widening to East and all the "suspensions" and "ambiguousness" which are characterizing the Sarkozy's project of Union for the Mediterranean have shown the disinterest to the realization of a "shared" Mediterranean development perspective and the strong will to continue the unilateral relationship which are, for all practical purposes, "unequal exchanges" favorable only to the richest actors. More recently the re-launch of the "Lisbon strategy" (2005), firstly defined in the spring of 2000 to make of the EU the "strongest global competitor" in the chessboard of Globalization, has oriented the European management and using of the Structural funds exclusively to orient the researches to the achievement of the World leadership in the fields of "new technologies" and of "communications", and to the development of a "Knowledge Society" which should include only the EU Member-States. At the same time programs like INTERREG IV or MED, which could improve the projects involvement of "Third countries", are starving actions, like the development of infrastructures, urban interventions, environmental and energetic strategies, that are privileging mainly the East Europe brand new Members-States. From this point of view the Fourth report on economic and social cohesion (2007), remarking that EU widening to East shall imply a stronger financial effort to help those countries to reduce the GDP gap, did not hide the European disinterest to the Mediterranean. For the same reason, when at the end of the Parisian Conference the President Nicolas Sarkozy proclaimed the birth of the *Union for the Mediterranean* the European Commission and the European Bank declared their difficulty in financing this Mediterranean initiative because all the economic resources have been starved to support with the European Structural Funds 2008-2013 the cohesion in the Eastern Europe.

This worrisome scenario, beyond the economic and financial aspect, draws the attention to two issues which should be the core many future proposals:

- The lack of a cohesive project for the whole Mediterranean Area;
- The lack of a policy which could re-launch the cultural and historic unexpressed richness of the Mediterranean region.

Improving the development of IRT projects is the only way to fill the gaps and emptiness of the official strategies and, at the same time, to realize real full cohesive actions (at the different levels of Social, economic and Territorial) involving in a the logic of "sharing" and of "partnership" different Mediterranean subjects which are excluded from the Globalization action-plans. That implies a preliminary effort of research of all those specific and unique characteristics which could be found exclusively in the Mediterranean context and, above all, at the "local level", heritage of the rich and complex history of the Mediterranean

We could consider, according to Fernand Braudel, "Material Culture". Avoiding to fall into the trap of the homologation and of the commonplace considering the Mediterranean as a compound made of homogeneous elements, the preliminary research effort have to be directed towards the decoding of all the distinguishing features which represent the potential attractions for the qualitative tourist flows.

**Key words:** Globalization, local development, Mediterranean region, history, culture.

## INTRODUCTION

Globalization represents the main transformation in the world happened in the last decades. Arose from the economic sphere, this world-wide process has revealed itself extraordinarily "meddling" in regard to the other societal spheres as culture, policy, society and techno-scientific. Its impact has been so devastating to change in a very short time the anthropological status of human race and the longtime relationships between the territories and their populations. From this last point of view Globalization has determined the separation of the productive activities from territory and society, trend that has been defined as "de-territorialisation", the acceleration of the process of *dissolution of the social relationships* and standardization *in the consumptions and the behaviours of individuals*. At the time of Globalization people found themselves living anonymously and solitarily their social-lives, divided, or better "split", between the immateriality of the net and the ordinariness of the "Non-Places" (Augè 1993). In relation to these worrying issues of Globalization an efficacious remedy has been found in the application of a new innovative approach of local development: the Integrated Relational Tourism (IRT).

Going in the opposite direction of the standard exploitation which characterizes mass-form of tourism-resort like "Disney World" or the various "Club Méditerranée" (Club Med), Integrated Relational Tourism is based on the "uniqueness" and on the "high quality" of products (food and craft), culture, history, social relations and environment of each specific territory. All those "uniqueness", summed in its paradigm "Integration + Relation + Territory", can satisfy the more and more exigent requests of a growing Targeted tourism, implying a proportional increasing of the earnings, and offers an important chance to get a job and, at the same time, to recover the relations, material and immaterial, with the territory. Improving the development of IRT projects is the only way to fill the gaps and emptiness of the official strategies and, at the same time, to realize real full cohesive actions (at the different levels of Social, economic and Territorial) involving in a the logic of "sharing" and of "partnership" different Mediterranean subjects which are excluded from the Globalization action-plans. That implies a preliminary effort of research of all those specific and unique characteristics which could be found exclusively in the Mediterranean context and, above all, at the "local level", heritage of the rich and complex history of the Mediterranean. We could consider, according to Fernand Braudel, "Material Culture". Avoiding to fall into the trap of the homologation and of the commonplace considering the Mediterranean as a compound made of homogeneous elements, the preliminary research effort have to be directed towards the decoding of all the distinguishing features which represent the potential attractions for the qualitative tourist flows.

To give a form and a substance to this analysis, the paper has been structured in three paragraphs. A first paragraph which analyses the process of Globalization and underlines its impact on the Mediterranean area (Global apartheid, the exacerbation of local conflicts and economic marginality, the environmental problems etc.). The second paragraph emphasises on two issues that represents an hard obstacle in the development of IRT projects: 1) *the miss of the Mediterranean in the European project*, which traduces itself in the lack of a cohesive project for the whole Mediterranean and in the lack of a policy of re-launching the cultural and historic unexpressed richness of the region; 2) *standardization in the consumption and the behaviour of individuals*. Also it analyses the IRT in relation to the European indifference to all the

Mediterranean issues (Poverty, economic marginality, regional conflicts, terrorism and so on) and how as from the end of 1999, when the European Commission started to elaborate the first version of the Lisbon strategy to make of EU a strong competitor in the chessboard of Globalization, the EU has progressively taken away from the Third Mediterranean countries, revealing itself completely disinterested to the achievement of all kind of Euro-Mediterranean initiatives. To the European lack of any cohesive project for the whole Mediterranean Area, the MENA countries (Middle-East and North Africa) have increased their suspiciousness on every purposes coming from Europe, from the shy attempt to re-launch the declaration of Barcelona for the 2010 Euro-Mediterranean Free Trade Zone to the more recent Sarkozy's Union for the Mediterranean.

In the third Paragraph faces the *standardization in the consumption and the behaviour of individuals*, and, rethinking Fernand Braudel's concept of "Material Civilization", it's underlined the role of Integrated Relational Tourism, considered the closest model of development to the "Material Civilization", in the preservation of the Identity, Memory and multimillennial Mediterranean knowledge.

### GLOBALIZATION AND MEDITERRAN AREA

Globalization has revealed itself a very complex phenomenon, a process, linked to the fall of the Berlin Wall and USSR implosion (1989), which has caused changes deeper than the "visible" new geographical configuration or than the "new technologic revolution" that involved the whole World as from early 90's. In its the post Cold-war phase, the process of Globalization has been misunderstood and, though the world was witness of the *First War of the Gulf* (1990) and to the Yugoslavian civil-war tragedy, among people prevailed the strong conviction that the whole humanity's perspective was the never-ending peace.

This mix of neo-Kantian thinking and Francis Fukuyama's *"End of the History"*, adding to the Worldwide development of new technologies involving the communication and the transports systems, put the imminent prosperity basis on the fully triumph of freedom and on the Knocking down of all barriers. In a deepest meaning, this was much close to the Neo-liberalism of Reagan and Thatcher than people could imagine. The process put together the worldwide affirmation of Democracy and Human rights, the realization of Free Trade Areas, just like the NAFTA, the MERCOSUR and the EU, the affirmation of transnational monetary and economic institutions like WORLD BANK and WORLD TRADE ORGANIZATION and the triumph of the WORLD WIDE WEB. But this "kind" and "peaceful" interpretation of the *"Globalization"*, which mixed the McLuhan's definition of *"Global Village"* with the latest form of the Capitalism, the international one, did not considered the real face of this phenomenon.

Examining it in its depths, the process of Globalization revealed how it was more complex than the "Global Village" and how its mechanisms were completely linked to logics coming from the Economics and financial spheres of interests, logics targeted to the creation of a "brand new world" dominated by the prominence of strong global financial flows concerning an exclusive élite of countries called by Bruno Amoroso the "Triadic West" (Amoroso 1998)<sup>1</sup>. The sociologist Zygmunt Bauman has well defined the Globalization as the Capital liberation from the both bonds of "time" and "space" (Bauman 1998), a liberation that needs the *decline of the National State* inside the global world, in the meaning used by Pietro Barcellona (Barcellona 1998), letting the rest of the planet, the poor and hungry one (but often angry too) that's condemned to the "localization", out of all benefits. Even the technological development and innovation at the time of Globalization has taken on double negative sense, being an important element of division and segregation, and the fundament of a *"brand new anthropological statute of human race"* as Pietro Barcellona's recent researches have clearly shown (Barcellona 2007; Barcellona 2007b. See also Barcellona and Garufi 2008).

<sup>1</sup> With the term of *Triadic West*, in his book titled *On globalization*, Amoroso has defined the three forces leading the globalization process in the Nineties, USA, European Union (France and German) and Japan, the same forces that were part of the "Western".

Moreover, it's important to bear in mind the combined action of two further issues coming out of Globalization: the privatisation of the World and the process of standardization.

In regard to the privatization of the world it must be clarified that it means a twofold spoliation, the dissolution of the Social cohesion and the destruction of "Social individual" and of "Public space".

Going back to Jürgen Habermas (Habermas 1999), Jean Ziegler has described its consequences in terms of dissolution of the Social cohesion inside the weaker and weaker national States. The privatization of the World debilitates the power and the national sovereignty, it stops the political institutions and put a strong limitation to the legislative activities of the Parliaments. But above all the privatization of the World has brought about a dangerous capital flight which has leaded each State to the "deregulation". The citizens often find themselves to face directly the hard impact of the deregulation: lower wages, increasing unemployment, poverty-stricken (Ziegler 2003, 95-96). But the privatization of the world implies, according to Pietro Barcellona, the destroying of both the concepts of "*social individual*" and "*public space*" which were the mainstays of the anthropological statute as the human beings have experienced until now. The "social individual" has been disconnected from its own "public space", in other terms it has lost its linking to its own social context and it has become a "single". Each human being, stripped of its historical, social and cultural foundations, has been reduced to its "singleness" by a Worldwide System needing them not as "social individuals" but as "bodies without souls", in a relationship very close to the Michel Foucault's theory of bio-politic (Foucault, 2004). Depriving the men of their own "medium", the "public sphere" which could help them to be related to the ambient, Globalization annuls the relationship between the men and the World that are the outcome of infinite mediations, education, friendship, reading, work and of all the other experiences presupposing their belonging to a tradition, to a community of language (Barcellona 2005, 131-135).

With reference to the Standardization, one of the most analyzed consequence of the process of Globalization, It's important to remark that It's more complex than the thesis of "*McDonaldization*" of Society (Ritzer 1996), because the Standardization operates at the various and different levels of Economy (Standardization of production), Society and anthropology (Standardization of behaviours and of consumptions), Politics and International rights (Standardization based on Human rights). The standardization is firmly tied to the development process, imposed by Globalization, of the standard economic levels of production and consumption and of the diffusion and imposing of Worldwide rights and principles which are coincident with the Global West. So the standardization tends to the strengthen of the "*monoculture*" which is indeed, as Serge Latouche has clearly explained, the latest form of the Westernization of the World (Latouche 1989. About the standardization see also Shiva 1995).

In regarding to the Mediterranean, Globalization did not change the dualistic form of the Mediterranean region, in part a colonial legacy that still remarks the deep split between the northern countries and the southern ones. The efforts to diversify the economies and the productions have been extremely exiguous. With some very few exceptions, a North which is the southern Europe, specialized in high-developed and technological industrial sector (electronic, mechanical, electromechanical, chemistry, pharmacologic etc.), is opposed to the South, the ones which follow the line from Africa to the Middle-East, where the economy is strongly linked to the production-extraction of raw materials (Oil, gas and phosphates). In the Southern Mediterranean countries, called Third Mediterranean Countries to distinguish them from the European countries, the incomes are strongly tied to the price fluctuation of the Global world (Gallina 2005, 46).

Focusing on the Mediterranean region, the spatial context of our analysis on IRT development, the outlined picture of Globalization has taken the following specific dangerous significances which must be considered the real challenges that IRT have to face in the Area:

- Growing economic marginality;
- Worsening of its peripheral condition and infrastructural insufficiency;

- Low level of Governance capability;
- Increasing of the level of unemployment;
- Aggravation of long-time environmental problems (dearth of Water, Desertification, Pollution, etc.);
- Immigration;
- Overcrowded cities and abandonment of rural areas.

Regard to the above-listed “criticalities” the Integrated Relational tourism could not be considered in terms of “panacea” or infallible cure because most of these criticalities need to be put in a specific political agenda to be solved. That’s the case of issues like the “economic marginality”, the “peripheral location”, the “infrastructural insufficiency”, the “governance capability” or “Immigration”. But it could be a mistake not considering the IRT as very efficacious instruments which could mitigate, and in some cases heal, the risks coming from the worsening of some of them. Just before the analysing of these IRT potentialities, it must be faced the question of the European estrangement to the Mediterranean.

#### **IRT AND THE EUROPEAN ESTRANGEMENT TO THE MEDITERRANEAN**

During the Nineties of 20<sup>th</sup> century the process of construction of the European Union has progressively lifted it from the Mediterranean area, thwarting the engagements that Eu has taken in the Conference of Barcelona (November 1995) to contribute to the realization of an Euro-Mediterranean Free Trade Zone, and thwarting all the bilateral efforts to share projects of balanced development, solidarity and conflict resolution between single Eu’s member-states and Third Mediterranean countries.

Faster than ever, the development of the process of Globalization and the strong presence of American interests in the region, either economic or military, have been decisive in order of the European suspension of its own Mediterranean strategy. The process of Globalization has presupposed the onset of a deep caesura between the Ue and the “Third countries”, the so called MENA (Middle-East and North Africa), and so, according to Bruno Amoroso, just few years later the fall of the Berlin Wall it has been built a new wall which has split the whole Mediterranean in two sides: the European one which was fully involved in the neoliberal globalization process and the rest of the Mediterranean, the wider area which, with some few exceptions, has been condemned to an Economic marginality and a dangerous growing social poverty (Amoroso 2000). How has been clearly explained by other authors, indeed this *Mediterranean wall* was a “globalization border”, an invisible border characterized for its extraordinary gatekeeper capability in stopping the hard flows (above all Immigration) and letting in the Soft flows composed of Economic and financial business transactions from the Triadic Western (USA, Japan and Eu) and the latest strong global competitors: China and India (Mezzadra 2004; See also Caudullo 2009).

This scenario became openly manifest in the spring of 2000, just two years later the deep crisis of the “four Asian tigers” (Hong Kong, Singapore, South Korea and Taiwan), when the European Union launched the “Lisbon strategy” to make of itself a stronger competitor in the chessboard of Globalization. Just a year later the definition of “Lisbon strategy” the caesura that split the Mediterranean area has became “definitive” by the consequences of 9/11 tragedy. The American military reaction, re-launching the Samuel Huntington’s thesis of “*Clash civilizations*” (Huntington 1996) which has taken the place of the Francis Fukuyama’s “*End of History*” (Fukuyama 1992), had the negative effect to fuelled and to exasperate the conflicts in the region, above all the unsolvable Israeli-Palestinian conflict. This direct consequence of the Us War on Terrorism has determined the Change of European spatial interests which passed from the Mediterranean to the Eastern borders. That’s explains the Eu widening to Eastern countries, the ones that once were under the control of U<sub>SSR</sub>) and, at the same time, all the “suspicions” and “ambiguousness” which are characterizing the European approach to the latter Sarkozy’s project of *Union for the Mediterranean* (Caudullo 2009).

This growing European disinterest to the realization of a “shared” Mediterranean development perspective is traducing for the IRT in economic-financial problems. Since the re-launch of the “Lisbon strategy” (2005), the Eu has oriented the management and using of the European Structural funds exclusively the researches in those scientific sectors which could increase the development of a “Knowledge Society” or permit the achievement of the World leadership in the fields like “new technologies” and of “communications”. At the same time for the Season 2007-2013 of European Structural Funds, programs like INTERREG IV or MED, which could improve the projects involvement of “Third countries”, are starving actions, like the development of infrastructures, urban interventions, environmental and energetic strategies, that are privileging mainly the East Europe brand new Members-States. From this point of view the Fourth report on economic and social cohesion published in the May 2007, remarking that the widening to East of the European Union had to imply a stronger financial effort targeted to the reduce of GDP gap in those countries to reduce the GDP gap, did not hide the European disinterest to the Mediterranean. For the same reason, when at the end of the Parisian Conference the President Nicolas Sarkozy proclaimed the birth of the *Union for the Mediterranean* the European Commission and the European Bank declared their difficult in financing this Mediterranean initiative because all the economic resources have been starved to support with the European Structural Funds 2008-2013 the cohesion in the Eastern Europe. All this means, firstly, that very few European initiatives and projects of local development shared with Third countries from Mediterranean could be financed, secondly that implies to the IRT the need to look for alternative forms of funding and an augment of self-financing.

#### **IRT AND THE GLOBAL STANDARDIZATION CHALLENGE. A LESSON FROM THE PAST**

The history of the Mediterranean helps us to understand how the Integrated Relational Tourism IRT could represent an extraordinary instrument for the preservation of a multimillennial and high quality *knowledge*. And the concept “Material Civilization” elaborated by great historian Fernand Braudel give us the key to understand at its best the significance of the idea of Integrated Relational Tourism as an alternative to the development imposed by the Globalization (Braudel 1977 and Braudel, 1981). Braudel has taught us that the Mediterranean “Material Civilization” had its own origins in the Community, indeed the Mediterranean society, and it was not rooted, as Karl Polany’s *The Livelihood of Man* demonstrated us, in the Market. which was a form of organization, Just like the Education, the Justice and the Health, the Market was a form of organization of the Community (Polany 1977) which was not able to influenced the “Material Civilization” that was the result of the very slow course of “Material Life”. Being the course of the Material Civilization similar to the slow evolution of natural phenomena which take centuries and millenniums, it was too far from the faster bearing of the Capitalistic dynamics (Braudel 1988).

Until the Empires and the Civilizations have been respecting of their Communitarian foundations the whole Mediterranean region has been a powerful and rich “World-Economy” in the position to resist to the Atlantic widening of North Europe. Fernand Braudel has remarked how the Mediterranean supremacy lasted to the discovery of the America till the end of the 16<sup>th</sup> century, being able to impose its culture and style of life, production and architecture in the North of Europe and even in the “New World” (Braudel 1997 and Braudel 2002).

The definitive decline has coincided with the full prevailing of Atlantic Capitalism on the Mediterranean region which followed the end of all its Empires and Civilizations, with the exception of the Ottoman empire, and the deep crisis of high quality products of Mediterranean manufactory and craftwork replaced by the cheapest and much more competitive low quality products from the North of Europe. Eventually the dynamics of the Capitalism and Industrial development headed the Mediterranean to a progressive economic marginality and poverty while in the 18<sup>th</sup> century the European empires, the British one and the French empire, placed the wide open spaces over the Atlantic before it.



But economic marginality and poverty neither implied the end of the Mediterranean Material Civilization nor the dissolution of the “community”. Material Civilization and Community, even if they have been strongly penalized and considered in terms of “archaic” and “primitive” expressions of a knowledge, diametrically opposed to the paradigms of Modernity which were the expression of a presumptive superiority of Anglo-Saxon world, that continued to exist. And they should have resisted to homologation imposed by the European colonialism in the 19<sup>th</sup> century. When in the 19<sup>th</sup> the French empire put under its colonial power the whole southern coast, except for the Egypt (under the British protectorate) and Libya, the Mediterranean region experienced the homologation to the core of the conquering Empires. The consequence of this homologation process has been the cultural redefinition of all the southern strand of the Mediterranean Sea, the one where the differences were strong and deep in comparison to the imperial power, the muslim one too. The colonial homologation was based on an ideology called “Mediterranealism” which, presuming a common Mediterranean culture, was mainly a Northern side perception or better, how authors like Michael Herzfeld or Edward Said have underlined, an ideological northern (western) representation of “otherness” (Herzfeld 1987; Said 1991). The Mediterraneanism could be found an expression of its own in the *voyages*, the research of the ancient prints of a “classicality” that denied a multiplicity of succeeding cultures, or it could work better in the imposing the classicality in the educational programs or in a radical and deep rethinking of spaces and architectures. From this last aspect it was very interesting what happened in the “French” Algeria during the 30’s of XX century. As Sherry McKay have clearly explained in her essay about the link between the “Mediterranealism” and Architecture, the imperial power found in the imposing the concept of Mediterranean architecture an extraordinary tool of subjugation to the France (McKay 2000), something as efficacious as educating the youngest with school programs extolling the acts of their “improbable” gaulish forefathers. The *maison indigène* which was a characteristic of muslim Maghreb was knocked it down, while the cities and towns were re-built like the European ones. But, in spite of the new urban shape imposed by the colonial power, the *maison indigène* did not come to its definitive end and it last to the French presence in Algeria because, aside from its continuity in the inland, it was a strongly implanted “idea”, part of the Algerian “Material Civilization”. The example of the *maison indigène* let us understanding the importance of the “Material Civilization” and, at the same time, it represents an encouragement to IRT in developing its action at the time of Globalization.

Integrated Relational Tourism is the closest form to the Braudel’s concepts of “Material Civilization” and Mediterranean “Community”. Acting at the territorial level, the Integrated Relational Tourism could guarantee the preservation of all the original characteristics and traditions which, otherwise, could be washed away by the strong action of global standardization, thwarting the sacrifices and resistances that permitted to pass by the colonial homologation. Moreover, preserving the “Material Civilization”, decoding the Mediterranean richness, IRT can be able in acting to contribute to the preservation of the local “Memory” and “Identity”. In an area which is on the centre of global conflicts, where the opposition to “Western Globalization” fuels the fundamentalisms and the terrorisms, the contribute of IRT to the preservation of “Identity” could deliver people to the ones which take advantage of the *Clash of civilization*. So, the development of Integrated Relational Tourism could reveal a remarkable and “unexpected” added value in the re-opening of a peace process that today seems to be hard to be achieved.

## THEORETICAL AND METHODOLOGICAL APPROACH

The paper has been based on a multi-disciplinary scientific approach which has fully involved different scientific subjects, such as Anthropology, Geography, Economics, Modern History, Philosophy and Social Science, which are used to face the many topics and issues linked to the Globalization, the same conditioning the IRT development in the Mediterranean area, considering themselves in an exclusive and

Self-referenced way. Up from this multi-disciplinary, the same approach I was used to follow at the time of my research experience in the F. Braudel research Center of University of Catania, It has been possible to analyze in an "homogeneous framework" the complexity, all the issues and challenges that IRT have to face (see the Paper for further details) and, at the same way, the chances to develop new forms of tourism targeted on the values of the Mediterranean.

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## **TOURISM INTEGRATED RELATIONAL AND ENVIRONMENTALLY SUSTAINABLE IN THE MEDITERRANEAN: AN UTOPIA OR A NECESSARY STRATEGY FOR DEVELOPMENT?**

**Valeria Cardaci**

*PHD, Department of Transport - University of Palermo, Viale delle Scienze, Edificio 8, 9012, Palermo, Italy  
e-mail: cardaci@ditra.unipa.it*

**Gustavo Cecchini**

*Professor associated of territorial Planning and of analysis and environmental evaluation at Faculty of Engineering of Palermo, President of Asiter, Department of Transport - University of Palermo  
Viale delle Scienze, Edificio 8, 9012, Palermo, Italy  
e-mail: gustavoc@unipa.it*

**Francesca Malleo**

*Architect, via A. Barbarigo 71  
e-mail: francescamalleo@hotmail.com*

**Maria Pagano**

*Architect, via D. Cimarosa 5/c, Palermo, Italy*

**Virruso Sabrina**

*PHD, Department of Transport - University of Palermo, Viale delle Scienze, Edificio 8, 9012, Palermo, Italy  
e-mail: virruso@ditra.unipa.it*

### **Abstract**

#### **A first question we can ask is this:**

The European Community will be able, despite the diversity of cultural and religious traditions of various civilizations that make up the mosaic Euro-Mediterranean Partnership, to recover the values deep and genuine so well exposed by Fernand Braudel, in order to counter the current dominance of the processes of globalization and the effect of spatial concentration in accordance with the rules of the so-called free market (land, buildings, services and infrastructure for the mobility)?

New entry into the Community to bring greater security (only apparent) in investments for companies and families (which also affect tourism and the mainly residential on seasonal o the investment on brick), which is used to launch forms of speculation in marginal areas but especially with coastal environmental resources.

These initial concentrations are in need of infrastructure networks and therefore proposes the mechanism of traffic and vehicle contract which, if you manage to have a minimal economic and social return, leading inevitably to a congestion and pollution of the area, and to a diffuse spatial to depletion of environmental resources available. At this point there is a certain abandonment and speculative greed will find more beaches, and perhaps there will only groups of residents or desertification will return in time to dominate (maybe it was not possible to produce historical values).

On environmental resources and local communities which will be the effects? This is a model of sustainable tourism development? What is happening in Egypt and Morocco?

#### **A second question is:**

These processes undoubtedly involve, in addition to private operators including national and local governments and then the various systems of organization and management of the territory, the different types of plans and programs and procedures for evaluation and participation.

There is a creeping globalization that can influence the behavior of the different actors involved (unfortunately also the so-called cultural and professional circles) and in the name of profit and financial unifies the different cultural and religious traditions? The ultimate goal is improving the quality of life for all (or a few in different parts of the world) but what the environmental effects and irreversibility on free use of resources and real participatory democracy?

The European Community as it might encourage virtuous behavior inside and in the relationship? Should be the most developed countries to change their pattern of behavior and development, not statements of principle but with real effectiveness, and therefore propose the economic and financial partnership provided that the reference models are those of tourism integrated, relational and environmentally sustainable. If we see what is happening in Italy (including Sicily) we certainly can not say that we give an example.

### **A third question is:**

If we consider tourism as a necessity of freedom, to nomadism, knowledge of people and different environments, then not locked it on the management company, in a hasty desire to offer more consumer can, in a new urban environments and building of poor quality or artificial, but help to spread freely in local communities and in nature (in security and knowledge) to become an integral and non-fictional superstructure, improving mobility and maritime railway in Euro-Mediterranean Basin, with their inter-nodes and places of rest and services, environmentally sustainable and capable of integration, retraining and catching, the architectural and urban contexts existing historic.

## **INTRODUCTION**

Before wanting to supply some theoretical indications of method, in connection to three questions on the abstract, is necessary to do a general consideration on the development of the rural areas remote and particularly of those of the African continent provided of natural resources water, oil, of gas and mining.

The European new colonization, American and also Russian and Chinese, produced the exploitation of the abovementioned resources for the energy necessity and the development of the countries to capitalist development without some economical equalization, social and territorial for the interesting populations, to exception of the political patronage system and institutional local and/or of the dictator of shift. The politics of flaw-deliberate laissez-faire from the World Bank, plans on an economical structure-social marginal not in a position of to form a bourgeoisie spread even more emphasized the differences between a caste of profit and the rural population that went leaving the countries to create further marginalization in the large urban areas<sup>1</sup>.

The central knot is therefore that of the distribution of the revenue being derived of the use of the natural resources energy and mining and of the democratic participation of the local governance to the planning and national planning, to do in manner that the benefits do not go only on the territories of extraction or of the utilization, but can also to fall on the areas rural remote, lacking nonrenewable resources to succeed to recuperate some lands and of the pastures and the irrigation agriculture commercial with the demographic growth.

Only eliminating this progressive imbalance of base is possible to pass to a successive development tenable that should carry the accessibility, the electrification, to the telecommunications, the education, the access to drinking water and to the health, maintaining the rural populations marginal in their territories of belonging and to increase the value of the role and the human function of ecology.

The infrastructuring of the territory should have orders of priority, of synergies and spread the space-temporal and therefore ask for a planning integrated and of public intervention<sup>2</sup>.

*1 The environmental fragility, the demographic growth and the meager sour productions-pastoral asked for more than programs of survival of real help to the development. In the cases in which this happened, like in the department of Keita in Niger, the local governance although provided of tools of planning and management lacking financial resources is remained and of strategies of coordination adapted.*

*2 Is not possible to entrust it to the rules of the market that it favors the areas of greater question for a mainly economical*

The tourism integrated, environmentally tenable and capable of to exploit the different territorial identity spread, should contribute to a balancing development and not to have like priority objective it search for the capital on the economy globalized for give local profits and leave negative externalities on the cultural values and environmental attacked, exporting and spreading consumeristic models territorial, social and energy in name of a fake laissez-faire populism that in reality increases the differences Social.

It should research the cultural values, territorial and of social cohesion local, to coordinate in synergistic national and transnational multilevel founding manner, included the European Community, to collect the public and private capital available also locally, to optimize the use by means of a planning and planning integrated, participated democratically and environmentally tenable, that make positive externalities by means of the attraction of the question globalized and the enhancement of the local quality of life. The Egypt after the agricultural reform had not innovation of the private capital in the secondary area, forming a woven of small and middle enterprises, because the capitalists preferred to invest in the "brick" and in the financial markets international.

The large exploitation and control of the risen again Nile and of its channels, the precarious balance between market and Been, the large economical and social differences between the peasants of the River and of the delta (the Fellahin) and the public employees with respect to 17,000 billionaires of the metropolis (data of the end of the 80's) and the high state bureaucracy, have from always fed the strong presidential control, succeeding to make to take off a true shape of democracy with a local governance in a position of to contribute to a tenable development. To the cultural tourism of mass of the years ninety has added that seaside holidaymaker of the first years of the two thousand with the large interventions of the Resort and on the coastal urbanization for the vacation of high local bourgeoisie and above all of the entrepreneurial one and professional international interested to investments Property, that they will have put in movement the armature but that do not constitute lasting development and environmentally tenable<sup>3</sup>.

The Mediterranean one, central scenery of the universal story, place of meeting of three continent Europe, Africa and Asia, like the spacious historiography shows it, survives to the story like a complex system and homogenous, in which human and natural elements melt themselves and blend to give us an historical image and contemporary with a strong identity. In function of the centrality that it has proposition and it takes on in the continuous one to spend some time as place of the exchange and of the social and cultural interactions, in which more than in every other place of the land, have intersected, mixed and integrated the complex and varied shapes of thought, of to know and of civility of the story of the man, the Mediterranean one is place of connections for<sup>4</sup>.

The different territories of this "place" reveal, with their landscape is physical that human, continuance, similarities, assonances, like also criticality, variety, disruptions, all factors that contribute to constitute it the respective identity, that confront themselves, converse and meet themselves in the their one to belong the same dimension space - time of the "mediterranean continent". The space-mediterranean<sup>5</sup>

*return and/or of monopolistic revenue of profit. Only so in our west context it has spread the electrification, the postal communications, the road and railroad infrastructures (unfortunately then in Italy a lot unused), the compulsory education, the health and popular building and subsidized.*

*3 The civilized use some ground and particularly in natural presence of resources, having character of irreversibility, have to be in balance not only with respect to the values of the naturality but also to the actually human with reference to the future generations, that will be able to need of those risen again for uses and different end from those that today govern a chaotic development capitalist and globalized.*

*4 The development of the rural areas remote, Oil, uranium and local governance in Niger, of Mauritius Tiepolo, F. Angels 2009 to Know the world, New geographic Encyclopedia illustrated, Egypt, De Agostini 1993 For a deepening on the reading of the Mediterranean one you see F. Braudel, The Mediterranean one, the space, the story, the men the traditions, Bompiani, Milan 2007.*

*5 It is understood here for 'space - mediterranean' human and natural landscape that constitutes it in its together. The concept of landscape in the time is itself developed from a conception of type vedutistico, (like what emerges from the inher-*

presenting itself therefore like a complex macrosystem and to the same sole time, in which live together territorial microsystems autonomous, but intimately connected between them, offers an immense field of study, project and action for the development and the exploitation of the actual territory.

It is in this context that introduces the study and the action of the Tourism relational<sup>6</sup> integrated that it is proposed like a means for the regeneration of economy of the territory and therefore of its development, working from a wide one directly on the territorial reality according to the starts of the of the ri-territorialization of the local economies, of the ri-contextualization of the community in the territories of belonging, and to the "tourist" an alternate road for the real knowledge of the places, across *the dynamics of the journey-discovery and oh the meeting with "the other" understood like reciprocal and fertile exchange of cultures and identity*<sup>7</sup>.

### **SOME THEORETICAL CONSIDERATION AND OF METHOD ON THE PLANNING AND PLANNING OF THE TOURISM RELAZIONATINAL INTEGRATED FOR THE ENVIRONMENTAL SUSTAINABILITY AND THE TERRITORIAL EXPLOITATION**

The Tourism Relational Integrated (TRI) surpasses the traditional concept of offer and tourist question, privileging the interpersonal connections and environmental and stimulating the historical sensibility-cultural in the conversation between bidder and receiving. Across the integration between the productive areas of the micro and middle dimension, with the aid of the technologies advanced, pursues and encourages the tenable development.

The term "Integrated" indicates the objective of to support, across the tourism relational, not only the cultural activity but also the local productions (agricultural and handicraft), that become in elements manner such as you identified and characterizing of a territory and, to the same time, fundamental levers of marketing on that work strategically to prime and to maintain the virtuous circles that subtend the development. The human connection returns to be central in every phase of the trial, therein included the economical transactions that enrich themselves of elements been based on the meeting between cultures, persons, values and variety that often reveal themselves complementary between them<sup>8</sup>.

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*ent notion of landscape in the law of 1939), to a more spacious one that field of interaction between structural components sees it today and partner-cultural, economical and symbolic-iconiche. Already the law 431 of the 85 - the law Galasso - in the to confirm the protection of the landscape, introduced a complete sight of the same one. The interest towards the landscape today is sanctioned from an international series of documents like it "European Convention of the Landscape" of the european Council, the Card of the restoration of Cracow of 2000, the protection of the "cultural Landscapes" like Property of the Humanity operated from the Unesco, etc... The European Convention sees today in the Landscape a cultural resource and economical and that answers to You finish decades is had like starts:*

*- the protection of the landscape behaves the pursuit of a tenable development been based on on stable and harmonious connections between social needs, economical activity and environment;*

*- the landscape has an important role of public interest in the cultural areas, ecological, environmental and social and can constitute a favorable resource to the economical activity, contributing to the work creation of places; the Convention expects general measures actions to realize objective of pastoral quality, And accommodation of the landscape.*

*6 AA. VV., Motris, microcentralità relazionali nel Mediterraneo, a search for the mapping of the offer of tourism relazionale integrated in Sicily, Gulotta Publisher, Palermo, 2004.*

*7 The tourism integrated, relational and environmentally sustainability, more than to to be marginalized for the small cultural fringes of question, arranged to travel in the precariousness and on the insecurity, should become a real alternative to that of consumeristic mass, holiday and marine, with a synergistic strategy of development with the small and spread local economies and with an infrastrutturization of the territory that can use to improve the quality of life of the villages, it hit the center of some marginal areas agricultural and of the sheep-farming.*

*8 The tourism relational, in other limits, agrees to recover the real resources of the territory and of to replace them in game for a development car-hit the center of, across a trial on the innovation that goes from the new technologies (ICT), from the reorganization og the offer of the territorial resources, from the recover some ability relational of man, without to omit an adequate trial of formation/information aimed, for the different levels and actors. A new manner to approach the tourism that represents an occasion to be about the territorial development local of those much areas that today result excluded from the proceeded productive currents and from the logics of market dominating.*



The perspectives of the tourism relational, as tourism alternative, are those of to maintain in the territory the greater quantity of the tourist surplus, with further contributions being derived from the activity that we could define of armature. The tourism relational is, in fact, "integrated" with the activity and the resources of the territory, that is to say acquits to a role of stimulus on the economy draft, following a widespread trial, actual to leave from the sour areas-to feed, productive-handicraft and historian-cultural. For good part, the hospitality offer from the tourism relational integrated is an hospitality of the same typology of the rural tourism (villages, beams, farms, villas, etc.) calling in also some cause parts historical of the town, of the villages and of the countries, stretching the offer of assets and services to all the environment, urbanized and not, to its products, to its story and to its culture<sup>9</sup>.

Who it operates the direct management the alive offer in the places, develops traditional activity and root incomes in the territory. Besides, with the tourism relational integrated build themselves widespread relations. Across the use of the technologies data transmission the host directly is reached at home (face-to-face) from the ones which offer the hospitality, so also the times of permanence prolong themselves, likewise to how much happened for the ancient vacation, most of the hosts are carried to return usually in a climate of "friendship" and "familiarity".

Five typologies of elementary sustainability are individualized from the studies on the tourism relational integrated like territorial project of development and they are:

- Environmental Sustainability, to safeguard the natural features and human of the territory in harmony with quell' balance handed down from the story;
- Social Sustainability, to give again the just value in the development partner-economical to the human connections between individuals and between society in an optical news of knowledge and reciprocal respect;
- Human Sustainability, to restore people to the center of the politics and of the initiatives of the proceeded of production and consumption;
- Economical Sustainability- financial, to rethink the relation save-credit supporting to the national banks the institutes of the local bank and of the micro-credit, the alone interested to an investment in the "small";
- Technological Sustainability, stimulate the employment in manner "network" of four micro technologies in the field of the alternate energies, of the recycle some litter, of the control of the cycle of the waters and of the technologies data transmission for the information and the communication.

We see now more in detail as they would be able to be the references for a comprehensive evaluation of the components offer's, of the question, of the different shapes of environmental sustainability and of territorial exploitation.

The tourist offer<sup>10</sup>

The Prevailing Question Tourist Potential

- Environmental and Cultural tourism, Traveling, Cognitive, Formative and Associative<sup>11</sup>.

The territorial Contexts, the Infrastructures and the conditions for the sustainable development to correlate at the tourist Offer existing and potential.

*9 The typology of the entity accommodating than coincides with an offer draft and spread of familiar residences, conveniently supplied, agrees the host of to ripen a real consciousness on the historical environment-natural and of the territorial vocations in a context that involves the normal style of life of the local community.*

*10 Tourism spread rural, ascend and coastal with the restyling of villages, farmhouses, beams, small centers and historical contexts, even if integrated in a recent development chaotic and spread. Recover and reorganization of the historical building present and eventual broadenings also for services integrated the tourist offer and for the operating that decid to reside on rent. Recover and exploitation, by means of integration, of structures present extrahotel on the longed for some district areas individualized (hostels for the youth, farm holidays, shelters, you stand out, bed and breakfast, houses-hotel, monasteries.)*

*11 Formative Stages, linguistic, visits of schoolchildren, exchanges between professional associations, cultural, artistic, researchers, conventioners, social groups organized, motorcyclists, naturalists for the knowledge of the places and of the territories, of the story and of the traditions and local use, sets to music, dances, theater, religious shows, eno-gastronomic, of custom.*

### Environmental Sustainability

- Natural areas earthlings and navies Proteus and bound<sup>12</sup>;
- Environmental areas of protection, of the water resources and energy and of the prevention geological idro<sup>13</sup>;
- Areas and biological productions Eno-Sour-silvo-pastoral and of the fishing<sup>14</sup>;
- Urban areas with Infrastructures for the Reduction of the Solid Litter Urban, Collected differentiated and recycling of the same and with sustainable Mobility<sup>15</sup>;
- Pastoral areas of value natural and human (Human Ecology of the Quality of the Landscape);
- Territorial areas with Infrastructures of transportation intermodal for an sustainable accessibility to the greater centers and with infastructure for the digital telecommunications and from satellit<sup>16</sup>;
- Tourist districts of functional integration with the armatures and of cooperation fot the offer with the construction of itineraries and the innovative transportation sustainable and inter modal<sup>17</sup>;
- Areas and relevant services to cultural Assets and historian-architectural materials and virtual (Civility of the Quality of the preservation of the historical memory);
- In agreement construction of Community, environmentally sustainable, in Islands and rural Contexts and mountains in conditions of geographic border and of environmental fragility.

### Sustainability Social- Economics Institutional

- Role of the governance of the regional Province with function of planning and planning integrated<sup>18</sup> ;
- Regional Governance (competent Councillorships and Regional Direction of the Planning) and Local Interested and public subsidiary-deprived in the shapes of participation and of decisively;
- It forms structural and strategic of territorial planning, planning space-temporal and planning-accomplishment of the coordinated interventions for tenable areas of development (districts of tourism integrated);
- Organizational and administrative support aside of the town local Boards and of the other public founding interesting<sup>19</sup>;
- Procedures of rewarding or exclusiveness, to the until supply's of the public contributions, to the associative shapes economical-social of the operating tourist and of those armature's (youthful cooperatives with feminine majority, associations and/either you associate between small enterprises and/or craftsmen) and of the operating partner-cultural in the shapes with the associationism not profit and of the voluntary service directed to the to realize itself of the shapes of management integrated.

12 Parks, Reserves, Ecosystems and Ecotoni, Ecological Nets, SIC and ZPS.

13 Forests, Stains, Invaded, Rinaturalizzazione of the hydrographic net, renewable Energies-Solar and Wind (Human Ecology of the Natural Resources and of the prevention from the environmental risks)

14 Human ecology of the Work and of the Leading Production.

15 Public Transport and Railroad for goods and passengers (I recover also of the discusses fallen into disuse from the RFI and entrusted in regional management public-deprived, cycling tracks urban and intercity and intermodality and logistics integrated (Human Ecology of the Quality of the life).

16 Nets Internet, local Infranet and public service center multimedia-Television-Services (Society of the material and virtual Communications-ITC)

17 Railroad also to gauge reduced with cars read, carts for bicycles, movement, car, vans, camper, truck with goods and/or by means of ferries for coastal transportation maritime, places of halt supplied for camper and roulottes, you handle and equestrian tourism also with carriages, cycling tracks and cycle-tourism, catches-tourism. (Society of the Cohesion, of the Economical Solidarity and of the tenable transportation)

18 Horizontal subsidiary of coordination between provinces and vertical with the other regional and local founding interested

19 Regional councillorships to the tourism, communications and transportations, to the cultural Assets and environmental, to the Territory and to the Environment, University, CCIAA and the cooperative shapes for territorial areas of integration-Agencies for the Development, Programs Integrated Territorial-PIT, Plans Integrated for the territorial development-PIST.

### Economical-financial

- Planning of the environmental interventions and infrastructural in synergy joined with those national and publics;
- Economies of staircase and of agglomeration because of the synergies and of the associative shapes of solidarity between the armature of the leading one (small and middle businesses and/or associative craftsmanship for the biological productions Eno-Sour-silvo-pastoral and of the fishing), of the secondary<sup>20</sup> one and of the tertiary<sup>21</sup> one;
- Access to the in agreement finances or to the financial market beneficiary in the initial phase of take-off aside of the small businesses, craftsmanship, of tenable tourism and of all armature's integrated, joined for areas by means of associative shapes.

### Social

- It forms co-operative, associative and of in agreement aggregation between operating tourist and of those dell'armature of spinner and of the integration and of the operating partner-cultural in the shapes of the associationism not profit and of the voluntary service directed to the tertiary management of services supplementary to the different shapes of Environmental and Cultural tourism, Traveling, Cognitive, Formative and Associative to youthful predominance;
- Forms of participation and social cohesion for the knowledge and the consolidation of the cultural identity of the interesting community.

### The territorial Exploitation

#### Effects direct

- Public and private interventions integrated for district areas between operating tourist and of the different armatures;
- Culture of the planning, planning and planning integrated in the operating institutional and in the professionalism deprived;
- Territorial marketing integrated;
- Meeting Question and Offer with the aid of the associative shapes between operating private citizens and between users and the synergies with the official structures;
- Increase the attraction to the private investments and on the youthful occupation local;
- Social cohesion, forms of participation of the operating interested and institutional subsidiary;
- Integration with the public programs for the Rural Development and of the Mountain;
- Develop territorial tenable.

#### Indirect Effects

- Accomplishment d infrastructures and services that can be used also from the populations residents in the district fields;
- Interventions of protection, environmental renaturalization, management of the litter and of renewable energies;
- Recover of present building and of historical interest in conditions of abandonment either of not utilization to increase and/or to diversify the tourist offer spread existing, of the armature in spinner and of integration and for the potential residents managers;

<sup>20</sup> Small and middle businesses and/or associative craftsmanship for the food and agriculture production and the manufacturing craftsmanship typical, in spinner with the precedent

<sup>21</sup> Small and middle businesses and/or craftsmanship/associative professionistico for tertiary services in spinner with the precedents (refreshment, you convey and logistics, sporty, ITC, services of marketing, of operating consultancy, of formation of the personal one, intersectorial cooperation and management integrated some services and of the cultural shows, planning space-temporal of "events" integrated, hit the center of multimedia cultural information and formation..)

- Exploitation and/or new librarians structures of accomplishment, museum, theatrical, climbs multimedia, for teleconferencings, run of formation and stages;
- Formative activity specialized for young graduated and degrees and not specialized for unemployed youngsters and unemployed, immigrated and marginal for their insertion in the tourist activity and armature of spinner and integration

Exploitation of the social cohesion and of the cultural identity of the interesting community.

#### **Public Institutional**

- Formation of the personal one on the planning, planning and planning integrated and on the shapes of participation and of public management-deprived.

Infrastructural transportistic and communications

- Recover, and new accomplishment of infrastructures and of coastal railroad and maritime means of transportation, to use integrated for tourism-residents-goods<sup>22</sup>;
- Management of the mobility and of the comprehensive logistics of tourist inside of every District and in the individual provinces;
- Enhancement and/or new interventions for the accomplishment of the infrastructure data transmission for the communication in marginal areas done not adequately serve.

#### **Instrumentations and Services**

- Functionalization and new public accomplishment of services sporty, libraries and multimedia salt information technology and for environmental requalifications, to use integrated for tourism and resident<sup>23</sup>

#### **Private**

##### **Productive activity tourist and of the armatures**

- Participation to the investments publics programmed with the ENPI in examination and with the other projects of the European Community, included those of the FESR-regional POR 2007-2013 and checking new accomplishment, restore, reorganization and broadenings of the existing inclusive on the offer of the tourist districts:
- all of the interventions about the tourist offer with obligation of to present the proposals, in the co-operative shape or associative choice, between operating about offer integrated on longed for some district of tourism integrated tenable;
- The tourist armatures laws, feasible by means of specific itineraries on the base of the typology of question, collocabili in the following spinners inside on the districts of tourism integrated tenable:
- of the bio-ecological, with the exploitation of the eno-sour-to feed or of the eno-agro-silvo-pastoral, included the management integrated some transportation towards the direct places of sale<sup>24</sup>;
- of the environmental protection and landscaping, with the exploitation of the cultural assets, with the management integrated some transportation in the itineraries towards the places of the historical memory (centers, villages, beams, museums, archeological zones.), of typical

*22 To entrust in management to railway employees and maritime in pension in shape associated unemployed youngsters and/or unemployed adequately formed*

*23 To entrust in management to co-operative shapes of youngsters unemployed and/or unemployed, adequately formed, with integration of operating in pension.*

*24 Tourist offers, places of services and centers included in the itineraries, for allow fall of the prices and therefore the competition with the not biological products and of the renewable energies (solar and wind integrated)*

craftsmanship of the natural areas proteus and of those with pastoral tie still recoverable to a collective use and of the renewable energies;

- of the intangible civility, with the exploitation of the public and private libraries, of the salt and multimedial files and of the telecommunications, film libraries and theaters, of the university and scholastic center, of search, of the innovative polo of technology, to the until of professional stages, cultural and formative, for the knowledge of the places and local traditions, integrated with the tourist and recreational offer and of the renewable energies;
- The tourist armatures indirect:
- of the management of the different tenable systems of transportation, of their intermodality, of the Knots-Places of services center<sup>25</sup>;
- of the management of the communication and of the territorial marketing for it search for financial investments (from Foundations, public and private Authorities, Enterprises..), for the attraction of the inside question and outside, national and international, of the diversification space-temporal of the same one in connection to the different typologies and to the construction of the itineraries in the districts of tourism integrated;
- of the management of the communication and of the participation, real and virtual at inside of the districts, of the local community interested to the cognitive trial and appraised of their cultural identity and of the structural and strategic trial of the planning, planning and accomplishment of the interventions of tourism integrated and sustainable

#### THE MEDITERRANEAN ONE IN THE PROGRAMS OF THE TRANSPORTATIONS OF THE EUROPEAN COMMUNITY

For how much pertains the area of the transportations, introduction that for a total integration in the markets and in the society of the E.U. are necessary infrastructures and compatible nets and connected, beyond to a normative painting matched, already were traced for large lines the main directors of connection and we individualize three priority objectives:

- the extension of the highways of the sea to the mediterranean Countries, including one or two ports for Country of the South bank;
- the conjunction of the Iberian peninsula with the Morocco until Agadir, on the coast Atlantic;
- the extension of the halls in the Southeast dell' Europe, across the Turkey and along the coast Syrian, until to arrive the Jordan and the Egypt.

In a perspective to longer limit, the Countries signers retain besides important the development dell' multimodal board South-South from Alexandria of the Egypt to Rabat and of the aces from Haifa (Israel) to Saudi Arabia, from the port of Tartus (Syria) to Iraq, from Beirut to Damask, from Damietta to Aswan in the Valley of the Nile. The analysis of the European Halls, actions to promote the regional integration and the coherence of the nets of the partner of the Mediterranean one with the net trans-europea, to activate a system integrated of transportations and to realize a net intermodal and transcontinental in all the Mediterranean one that go to connect itself with the nets TEN-T (Trans European Network), relevant to the connections between Countries EU, and PEC (Pan European Corridors), relevant.

- The multimodal hall transmagreby includes a railroad component (train transmaghreby) and a highway component (highway of the UMA-Union of the Arabic Maghreb) that connects the main town of Morocco, Algeria and Tunisia, can integrate the maritime connections and airplanes towards the main economical centers of the north shore of the field of the Mediterranean one (Latin Arch);

<sup>25</sup> You handle, Areas of halt supplied, sporty Areas, Areas of the multimedia knowledge and of the virtual reconstructions with spaces for meeting and the entertainment, itineraries of equiturism, touring by bicycle, trekking, catches-tourism, nautical tourism, underwater immersions, of the productions eno-gastronomic local, of cultural the sites, historian-architectural, archeological, environmental, rivers, costs, geological relief, natural areas Proteus

- The double hall of the Mediterranean eastern leaves from the Bulgaria, go through the Turkey's costs across Syria, Lebanon, Israel and therefore Egypt, the other across the Syrian and Jordanian highlands.
- The midday hall east-west (Cyprus-Seville) extended from a side until the Morocco and dall' other to the coasts eastern.

### THE CASE STUDY: THE EGYPT THE TOURISM OF MASS AND ITS TERRITORIAL EFFECTS

In Egypt itself meeting place a dual civility, an of traditional type and conservative, make harsher from the poverty, the other a social reality totally different between innovation and consumerism. Most of the Egyptian population is placed between these two extremes<sup>26</sup>.

The demographic density that it is registered in the cultivable areas of the Valley of the Nile is an of the highest of the world, the little grounds done not build, there are subdivided in lots of just 0.6 hectares, that do not offer the maintenance of a middle family. Actual for these motive, the last census carried out revealed that numerous persons choose to live in the urban centers, about a million every nine months.

Cairo, included the suburban districts, accommodates almost 20 in person and some millions zones of the capital record the most high density of the world, its governorship one of 28 present in all of the Egypt, has the most high percentage reported to the demographic growth about 10.7%<sup>27</sup>. In the meanwhile, the governorships with the lowest rates always in 2006 have immediately an increase of population like the south of the Sinai, the new valley and the red sea.

This part of the Egypt is become in the last years for the European and particularly for the Italians, a sort of coast for economical vacations, specially in the relation you cost/benefits holding account that the distance from Italy is of about 3-4 hours of flight<sup>28</sup>.

The Egyptian lecterns agree to the foreigners to buy property assets in all of the Country, with a limit of ten thousand square meters of ground and the necessity of to choose an Egyptian lawyer to follow the procedures I press the tribunal of the capital. If it is wanted to surpass the tie of the managers meters ten thousand will be, instead, necessary to work in society with an Egyptian citizen.

In the Sinai Peninsula on the area where is possible construct, those for which there is an interest, in Dahab, and especially in Sharm el Sheik, over the last 20 years have become saturated because of speculation, the government itself has sought to put constraints for contain the phenomenon. In Sinai, the land is not sold but granted, the limit is three thousand square meters, beyond which again serves society with a national of that country<sup>29</sup>.

On the east coast, however, the first place to arouse the interest of Italian investors was Hurghada, also those saturated from years, although new constructions grow up behind the coast. Other hand, sales are flourishing in the south, from Marsa Alam to Berenice. We are about 100 km south of Hurghada and these are the areas present state of tourism development.<sup>30</sup>

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26 The typical family small town lives in suburbs crowded, in condominiums to 6 plans built with cement and shoddy materials, the family countrywoman instead, that lives long the river where resides beyond the half of the population, instead is undergoing a large transformation.

27 According to what they restore given of 2006 from the Central Agency for Mobilization and Statistics (CAPMAS); continue from Giza (8,64%) and from Sharqiya (7,36%).

28 The first Italian investments go back to the half of the years 90, when apartments in residential villages bought themselves/tourist or true and actual villas profiting some heavy burdens you cost, a successive boom has had in 2004 and another one still in 2007 estimating besides that within 2010 the residences gained from foreigners should reach the twenty thousand unity. The crisis make review rapidly the esteem, but the residences that already had been begun or, also finished, in wait of the buyers are on the market to interesting prices and with good opportunity that revalue themselves in the years to come.

29 The ground comes however given in concession for a 99-year-old period of time (the so typical leasehold of a lot of countries said among which the Great Britain), less than legal stratagems that agree to introduce it in a hereditary board, going around so obstacle but serves always local lawyer for the records.

The low excessive cost of land, and not to put some constraints or controls by the Egyptian government has led to an overbuilding of the coast with architecture quite far from the Arabic. These resorts offer a vacation in an environment as high quality, like the services offered, but completely aseptic, so that a tourist could probably spend their holidays in a resort of Egypt as one of the Canary Islands, without noticing the difference cultural and landscape.<sup>31</sup>



Figure 1 - Port Galib today image from google earth



Figure 2 - Port Galib tomorrow image from port ghalib site

30 A recent article of the 8 August of 2009 of the Sole24 hours puts in obviousness like, to the European investors, the first in the speculation of Sharm el Sheik and Hurgada, now are replaced from those local. Actual here 3 different player will build in the next 2-3 years, tourist installations to spacious breath. Here to difference of the Sinai, note the ground can be sold (freehold) the cost of this, second note how much described in such article is of derisory everything, if consider themselves the earnings that the investors have in the to retail the resort. In fact the price of the ground comes estimated from 2 to 15 euro to the mq to second from the neighborhood or distance from the sea, the same is then retailed to 2000 euro to the mq. Although, the experience of Sharm el Sheik, where the effects of the building speculation known to all, Marsa Alam with the new resort seems to want to become a Sharm of the south of the coast of the Red Sea, riproducendo precisely the same typologies building, other example of that happens along the coast of the Mediterranean one, to El Alamein of whom we restore subsequently an example.

31 The Marsa Alam Beach Resort is extended on an area of 252,000 mq and offers 1434 apartments, among which 966 suite of luxury and 468 apartments with two rooms from bed, the costs access for a Junior Suite I am to leave from 37,500 € and for the apartments the costs is to leave from 58,950 €. The Italians that second some awkward data to the Egyptian tourism place themselves between the first 4 countries like number of visitors, with an annual development of about 25% I am between the potential buyers. The building typology installation, is in colonial style, while the gardens in style balinese, the lodgings are provided' elevators, internet, air conditioning. The resort offers 10 pools, a school immersion's, you live from game, a center well-being of 6000 mq, a shopping center with 40 shops and 9 restaurants. The resort is however built to low environmental impact installed in 252,000 mq has a density edificativa of 18%, electric energy comes in part supplied from panels solariums placed on the roofs of the buildings and developed from the generators of the shopping center, in more the resort is provided of an installation of desalination for the supply of water destined the irrigation, to the services of laundry, to the Waters reflux.



The investment allows the owner two different opportunities, if you buy the Junior Suite has flexibility in the management of the property used or for the entire year or for several months while the owners of apartments can not contract for more than 6 weeks year. The rent of the Junior Suite is based on the «system of shared rental», guaranteeing that owners always receive a rental income even when not hired because they are based on rent income derived from all suites and from the single, with a conservative estimate of the return on investment of 10% for year, of course, the higher the level of employment of all the higher the rent that the owner will derive. The owners of the apartments was to receive a rental income guaranteed for five years at a rate that varies from 6% to 14% of the first year, upon expiry of the five or may renew the contract or exclude the apartment of the overall management to freely dispose of or resell the property<sup>32</sup>.



Figure 3 - An image of El Alamein from google earth

Along the Mediterranean coast there was a further example of not sustainable development, from Alexandria to El Alamein through the analysis of images collected from Google Earth to June 26, 2003 at a height of 3.82 km and a length of 80 km and an average depth of 1 km, it was possible to make the following considerations:

- The subdivisions made at that time appear to have occupied 57% of the total area of 80Kmq, excluding the residual stretch of beach which, together with those from visual examination of the frames were in the pipeline and the incidence reached 74%. Also lots landlocked residues are about 4% of the total area.
- The naturality with a due trial of fragmentation to the presence of building vanished result to be the 1% of the total, while those residuali done not subdivide, always to the date of the survey, resulted to be just 5% that, added to the stroke of beach left to the seaside use equal to 20%, carry the comprehensive quantity to 25% dell' total area taken in examination.
- The surface destined to the seaside use results to have a middle distance from the waterline of 100 meters, with a minimum of 30 and an utmost of 150.

The final consideration that if can draw is of it that the territorial model of planning was of considerable consumption of the risen again beach, being able reasonable to expect that the areas already subdivided

<sup>32</sup> *The property market sees the present Italians to Sharm el Sheik, to Hurghada instead I am more English presents and Russians.*



will be able further already to to be been built and to carry therefore the comprehensive percentage of the urbanization on the incidence of 75% and if unfortunately not any tie will be post on those of the naturality residues could stay the alone strip of beach Meters and therefore of comprehensive 8 million mq.

Considering than it dates the extension of the resource would have been awaited us a vital space of motion of at least 10 mq to wet, in correspondence of the waterline and for a greatest thickness of use of 10 meters, easily extracts a demographic pressure saying acceptable of about 100 users for every 100 meters of coast<sup>33</sup>. If for case be hung that the egyptian government desire to discourage such investments by means of taxes or plans is itself absolutely in as actual mistake the State encourages them<sup>34</sup>. The planning and territorial planning and the control of these investments not is carried out of the Egypt not the less from the European Community; the tourism on the meaning of exchange and intercultural conversation is not place between the objectives of the international cooperation but entrusted at the politics of the individuals been interested<sup>35</sup>.

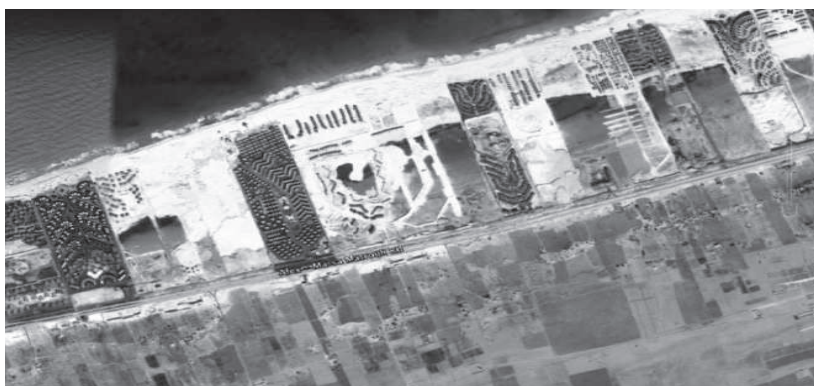


Figure 4 - An image of El Alamein from google earth

Besides between the Egypt and the European Community the right of establishment is established and of the free service of the services that the reason of these explains also uncontrolled investments. All that really it got some benefits to the Egypt? Likely no<sup>36</sup>. Surely who it benefits they are of it the property investors and the small contribution of egyptians that work in the circuit of the resort.

<sup>33</sup> It will be necessary to verify if the load in the periods of point, being derived from the cubic capacities realized and from the rates of occupation, risks of sovraccaricare a coast with a resource that seemed boundless. An other check would go made on the noise pollution and into the air because of a prevailing mobility on means deprived.

<sup>34</sup> The assets appraised to the of under of about 60,000 €, as well as those with an income from annual renting inferior of about 750 € are tax-free.

<sup>35</sup> These agreements signed for the first time with the Barcelona Declaration of 1995 signed between Tunisia, Egypt, PNA, Israel, Lebanon, Syria, Jordan, Turkey, Cyprus and Malta which in May 2004 with the addition of Cyprus and Malta and Turkey set as their goal reciprocity, solidarity and co-development, aims to build cooperation in political, economic and social development. The main objectives are placed on the opening of political dialogue between countries, creating a free trade area with the liberalization of movement of goods between the European and Mediterranean countries.

<sup>36</sup> If it is considered that the cost of the sale of the ground is very low, that the Egypt does not impose taxes or plans and that likely who chooses this typology of vacation, does not want to visit the country but alone the resort that chose, is considering the large loss to environmental level, the water consumption and energy and the costs of infrastrutturazione and of management of the territory.

### **THE TOURISM RELAZIONALE INTEGRATED AND THE OASIS OF THE FAYOUM: A POSSIBLE HYPOTHESIS OF DEVELOPMENT TERRITORIAL**

Has seen like at present, on the longed for some tourist market, the Egyptian territory is subject mainly to exogenous investments that create a type of economy not regenerative for the territory, less than a derisory armature with respect to the real capacity that the Egyptian territory has, and that would be able to be moved in action in case of the same territory; also has been seen like such models of investment besides not to create a real type of economy prime some mechanisms of "colonialization" of the territory to the margin boosting the abandonment of the inside territories and of result the congestion of the town of the Cairo and of the coastal zones apparently more rich of attractions for the tourist market. Itself carryover the case study of the Oasis De Fayoum<sup>37</sup> what deposition of the existence of a territory, in Egypt, from the high capacity for a tenable development according to the logics of the T.R.I.

Going towards south - west of the Cairo for about 100 km, it is found the field, food from the Nile, on the oasis or perhaps better seeds – oasis of the Fayoum. The landscape along the banks of the Nile and along the canals that branch as a network through the territory of the oasis itself, is characterized by the alternating of lush green fields and plantations, with the skyline of pristine desert landscape, which drawing the external boundaries of the oasis itself, which has the only interruption along the shores of Lake Qarun<sup>38</sup>.

Despite the richness of the territory as sets of natural and human resources, today the oasis of Fayoum is not a very popular tourist destination and is also subject to a type of tourism hiker who does not wear the real economy in the territory, which has experienced "the margin" in both time and space, and therefore is not known in its entirety and in its many faces that constitute its identity<sup>39</sup>.

The development project of the Oasis of Fayoum thus had to be resolved as early critics to back a real image of the Territory, through a development system and its components, through the instrument of the network of relationships and resources, and by targeting to return to visit the temple for living space in a free and not conditioned to allow to have direct contact "unmediated" with the reality of the place and then a discovery independently of them. Considered the tightly potential human and of resources of the Fayoum has decided to intervene on the local staircase across the creation of "Events – Appointment" on the same territory with the purpose of to create a net integrated between the local actors - understanding for these last is publishes its administration, the ONG that the individual entrepreneurs like also the rural community - and all the territorial resources.

A net, that was able to constitute a tourist offer structures specific for the Oasis of the Fayoum, for the development of a tourism of quality, and that was "common space of connection", knowledge, sharing, and collective management of the resources, for then to associate to be a "brand of quality" that was able to be across the logo a distinctive mark, of safety and guarantee for the tourist and, to the same time, a tool of The locality.

*37 The experience and the hypothesis progettuale here restored was conduct inside on of the international Master of TWO level in Turismo relazionale integrato and territorial development, TO. TO. 2007-2009, (University of the Studies of Palermo Faculty of Architecture and Helwan University De The Cairo- Faculty of Tourism and Hotel –Management and College Arces Palermo) during the second annuality on the Cairo, on the occasion of the Project Work that had like subject of study for one of the groups the territory of the Oasis of the Fayoum. The group that lead the searches and produced the hypothesis progettuale "to Live the Fayoum" was composed from: Ahmed Atef, Ahmed Bahgat, Francesca Malleo, Marisa Salerno, Sara El Namany.*

*38 On this the physical landscape overlaps and merges the human landscape that presents a network of roads that run parallel to the channels, linking the central city of Medinat El Fayoum and many rural villages, among them survive the archaeological sites evidence of the value and of the importance in the history of the oasis.*

*39 The loss of identity of imaginary collective, of a fake perception of the territory and of a homogenization of the places*

The constitution of this net of material and intangible assets held in some consideration elements key for the development of the territory:

- The exploitation of the historical property-cultural and artistic;
- The protection dell' environment;
- The concept of the culture of hospitality;
- The access and fruibilità of the resources;
- The quality of the ricettività, of the catering industry and of the typical products;
- Such concepts were considered necessary to achieve the specific objectives of the project on local staircase that are bushels we individualize in the following points:
  - to promote the birth of a net of connections on the territory between local actors and public authorities to exploit the material and intangible property spread on the territory;
  - to contribute the support of the social creativity local exploiting the collaborative culture and of the profitable participation of the territory sharing tools and risen again for a collective growth;
  - to promote together the image of the Fayoum supporting and increasing the consciousness of the community Territory has in every area to introduce the local actions inside on of the global market;
  - to constitute a tourist offer structures real and to create for this a brand of quality that it is carried out in the accomplishment of a logo of the territory of the Fayoum.

The experience on described therefore constitutes a deposition of like on the egyptian territory hesitate some bases on that be able to think of to carry out some politics of development territorial alternatives and tenable, tight join and depending from the local actors and from the actual resources of the territory in such manner to clash the loss of identity and the exploitation of the same territory and the consequent one "de- territorialization" of the economy factor Countries of the Mediterranean system.

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## **“TOURISM, EDUCATION AND RESEARCH: INDISSOLUBLE FACTORS OF SUCCESS”**

**Gustavo Alberto Dejak**

*Director, University Consortium of Ragusa; Ragusa, Italy*

*e-mail: dejak@unirg.it*

*Vice President, National Association of University Consortium (ANCUN); Roma, Italy*

*e-mail: vicepresidente@ancun.it*

### **Abstract**

The defining point of this paper is that training is key to the development of the tourism sector in each land, either in economic, cultural or social terms.

Training is necessary to identify, advertise, commercialize and manage an up-to-date tourism product, to be developed along well-defined standards, such as to meet the changing needs of the demand in the market of tourism products.

The relevance of professional training of locals is – at the same time – a key condition as well as a competitive factor in the success of a complex product as in the supply of a place for tourism, typically made of individual elements which must become complementary in a complex planning.

Professional training is important as well as a pre-condition in developing micro-entrepreneurial capacities which, in particular in the tourism sector, made the key element for any good use of a particular place, especially so when lacking other important resources.

Analysis and assessment of the concrete economic value for investment and ensuing yields; reckoning of “intangible assets” as direct or indirect outcome of training.

The need of a “non-hetero-directed” development, that is that could own the added value of the tourism supply of a place and does not alienate it to external players.

The usefulness to promote Observatories and Research Centers to appraise and define data as well as information allowing to qualify as well as quantify tourism data.

Observatories and Research Centers would decidedly contribute to define and refine territorial marketing strategies, updating them to the never-ending changes, diversification as well as segmentation of demand and supply of tourism products; it is fair to stress the further added value deriving from the web-linkage of all Observatories and Research Centers within a macro-territory (e.g. : the Mediterranean Basin).

The centrality as well as importance of territories in defining tourism demand and supply, analysis of inter-relations amongst various subjects involves as “point-to-point”, “packaged”, “networking”.

The growing, defining importance of “point-to-point” relations in planning tourism development of a territory, with particular reference to the use of information & communication technologies.

The need for a cohesion/alliance of the territory to extol, from individual supply of territorial micro-centralities, a plural homogenous offer of specific segments/niches within the demand market.

The need to communicate the cultural wealth still hidden within the territories and potentially generating added value through “learning by cooperating”: the value of tourism districts is correlated to the added joint capacity of internal cooperation and competitive external capacity.

**Key word:** Territories, Marketing, Education, Research, Tourism

## **INTRODUCTION**

Education is necessary to identify, advertise, commercialize and manage an up-to-date tourism product, to be developed along well-defined standards, such as to meet the changing needs of the demand in the market of tourism products.

The need for a cohesion/alliance of the territory to extol, from individual supply of territorial micro-centralities, a plural homogenous offer of specific segments/niches within the demand market.

The need to communicate the cultural wealth still hidden within the territories and potentially generating added value through "learning by cooperating": the value of tourism districts is correlated to the added joint capacity of internal cooperation and competitive external capacity.

The defining point of this paper is that education is key to the development of the tourism sector in each land, either in economic, cultural or social terms.

Marketing research are the key to understand how to manage the operative action to develop the territorial tourism.

## **TOURISM, TERRITORIES AND MARKETING**

The contribution of marketing research to destination marketing is one main of the key of success: marketing research should not be limited to before visitation investigations. As tourism demand is extremely dynamic, marketing research needs to follow constant developments to ensure that all elements of the destination marketing mix evolve continuously. Surveys during and after visitation enable destinations to identify weaknesses and concentrate their corrective action.

Developing a marketing strategy and mix for destinations is a complex process, mainly because there are many independent stakeholders and principals involved. Destinations cannot be managed or marketed as enterprises, due to the dynamics of interests by stakeholders. Destinations are some of the most difficult entities to manage and market, due to the complexity of the relationships of local stakeholders. Managing and marketing destinations is also challenging because of the variety of stakeholders involved in the development and production of tourism products.

The ubiquity of the destination concept effectively means that the tourism product for each prospective traveller is very subjective and depends heavily on his/her image and expectations of the place. Nevertheless, the tourism product for a region consists of the entire range of facilities and services offered locally, plus all socio-cultural, environmental resources and public goods. Understanding the core product as well as the facilitating, supportive and augmented products for each target market is of paramount importance for destination marketing. The augmented environment will include intangible elements such as interaction and customer participation as well as accessibility and physical environment facilitate the development of products, which is desirable from the demand side, and at the same time does not focused on local resources. However, throughout the world tourism services are offered by small and medium tourism enterprises tend to be family managed. The challenge for destination management organizations is therefore to provide leadership in the development of innovative products and create local partnerships for the delivery of seamless experiences.

However unless carefully managed any increase of visitors may deteriorate local resources further and push destinations in greater decline, which can force to further price reductions and further quality decrease. This is a vicious circle which eventually makes the purpose and benefit of the entire tourism activity at the destination questionable. Clearly, therefore resorts will need to take into consideration the phase of development there are in as well as the patterns of destination life cycle experienced in competing destinations and adopt their strategic marketing accordingly.

Competitive strategy is the search for a favourable competitive position in an industry. Michel Porter proposed three main strategies aimed to outperform other forms in an industry: overall cost leadership,

where organizations are required to minimize their costs, based on mass production and strict cost control of the main business functions; differentiation of products or services offered by creating something that is perceived industry-wide as being unique focus on a particular buyer group, segment of the product line or geographical market and achieve their cost leadership or product differentiation.

Approaching the right target market and providing the most appropriate combination of local tourism products and services is the secret for successful destinations. As tourism bundles are formulated ad-hoc to satisfy specific consumer requests, a dynamic marketing research process will enable destinations to provide unique products initiating local partnerships between all suppliers to address the needs of demand. Destination image is also developed through marketing research, which guides promotional activities towards branding and amending the brand values of the region.

Hence, local resources become a central asset for destination and tourism suppliers and their sustainability a core function of tourism marketing. Naturally, each stakeholder aims to maximize the benefits emerging for themselves. Inevitably, the interests of some stakeholders may be conflicting with others and thus some of the strategic objectives may be reached. This is often a result of some stakeholder trying to enhance its benefit at the expense of others. For example, a tour operator may try to reduce the prices paid to local suppliers in order to increase its profit margin and remain competitive in the marketplace. Failure to ensure and maintain a balance effectively reached relationships between stakeholders, and threatens the achievement of the strategic objectives and the long-term competitiveness and prosperity of destinations. Hence, tourism marketing should not only be regarded as a tool for attracting more visitors to a region, as it has been the case for most destinations.

The effectiveness of promotional campaigns can be assessed so that the most cost-effective media is used to approach and persuade target markets to visit the destination. The international tourist industry is becoming an increasingly competitive marketplace where only the best-managed destinations are likely to prosper. Comprehensive strategic business plans therefore need to address all factors that have an impact on the product. Tourism strategies should not only concentrate on visitation, but also include the entire range of impacts such as overcrowding, environmental problems, visitor safety and security, seasonality problems, and sensitivity to local culture. Perhaps one additional complication to tourism marketing is that in most cases destinations have already a rich history, image and legacy development which need to be taken into consideration when developing tourism marketing strategies. Not only consumers develop certain images and views about places, but also previous development often provides several limits for marketing to address as well as stakeholders who need to be respected and consulted. Understanding therefore the stage and tourism development is critical for developing a strategy. One of the most widely used tools for undertaking this task is the destination life cycle.

As a result they need to use marketing to encourage sustainable practices for both consumers and industry as well as to communicate their environmental and socio-cultural policies. It is evident, therefore, that different destinations area in a dissimilar pattern on each stage of their lifecycle and as a consequence they require specific marketing action. Established mass tourism destinations, use a high-volume low-profit margin strategy to ensure their profitability and they are successful in increasing their visitors. They also reinvest on their facilities and introduce quality standards mechanisms.

## MARKETING RESEARCH

Identifying market segments for destination products is one of the most important point of the Marketing research; this is used extensively by destination marketers to identify the types of customers that can be attracted (active demand), as well as the prospective visitors (suppressed demand) who do not visit for a variety of reasons.

The main utility of the destination life cycle is to facilitate the understanding the evolution of tourist

products and destinations and it to provide guidance for strategic decision , in fact the life cycle concept illustrates that destinations experience a 'birth to death' cycle and that the life cycle model has gained attention in tourism and hospitality as an explanatory tool. Although in tourism, life cycle analysis is often seen as a useful tool for destination area development, in hospitality management it is beginning to be used as a guide for strategic planning. However, the main problems relate to identifying turning points, stages, length of stages and level of aggregation. Despite the many criticisms of the life cycle concept, it is quite critical for marketers to appreciate the stage of development of resort areas . A number of researchers have used the cycle as a framework for analyzing changing destinations .

Destinations are amalgams of individually produced: destination marketing is becoming more complex as tourists consume regions as experiences, often ignoring that tourism products consist of a great number of individually produced products and services. Global competition and industry concentration develop new challenges. In this sense, destination marketers have to achieve the strategic objectives set through stakeholders' analysis and match the appropriate demand with supply, by using the entire range of marketing tools for communicating with consumers and suppliers. Global competition and the new, experienced, demanding and sophisticated travellers reposition destination marketing to be the main interface between consumers and local principals. Consumers are increasingly following special interests and regard their trips as both recreational and educational experiences. Therefore, destination themes and their interpretation become more important for the future. Training of human resources as well as co-operation between competing and complementary destinations enable regions to learn from other and adapt to demand requirements. Innovative marketing led by research and using new technologies, will be the only way to manage and market competitive destinations in the future for the benefits of their stakeholders.

This is well-developed generic model, which is widely used to all industries. It provides clear guidance for decision makers to position their products in order to maximize profitability and improve their competitiveness. However, this model fails to address the specific needs of tourism and in particular the scarcity of resources at the destination level. Therefore, similarly with commodities this model suggests unlimited resources are available to reproduce endless number of products. This is particularly the case for the cost leadership strategy where organizations are urged to increase their volume and to reduce their profit margin. Unfortunately, environmental resources, both natural (e.g. coral reefs or mountain landscapes) and man-made (e.g. archaeological sites or architectural structures) have a limited capacity which they can accommodate. Resources in tourism are irreplaceable once destroyed and therefore a strategy should ensure that their use is limited to the degree that does not threaten their sustainability in the long term. Once this is understood and appreciated, Porter's model enables tourism marketers to focus on differentiation strategies and to develop their mix accordingly. However, several destinations, which are on the consolidation phase of their life cycle, have exceeded the maximum capacity which would have enabled them to sustain their resources. Their ability to promote differentiated tourism products has also been , as over-development has exploited and damaged their resources.

Providing innovative and well coordinated tourism products is therefore exceedingly important for tourism regions. Consumers assess their travel experience as a whole and they associate destinations with the entire range of local producers and suppliers. Producing innovative and specialized tourism products will enable destinations to attract intentional demand and to differentiate their products. Flexible specialization will also support local suppliers and the region as a whole to evolve with consumer trends and support the requirements of the emerging sophisticated clientele as well as compete globally. Destinations, which appreciate these principles, can develop and maintain competitive advantage and as a result achieve their strategic objectives. Partnerships between the public and private sector and close co-operation between all local suppliers is key to the ability of destinations to offer quality products.



### REASERCHING AND USING THE INFORMATION AND COMMUNICATION TECHNOLOGY

An important key is based on information and communications technology (ICT) systems, which integrate the power of the Internet, customer relationship management and supply chain management in a seamless, one-source destination site, allow a variety of operations – product selection, ordering, tracking, payment and reporting – to be performed with one easy-to-use tool. By cutting out one or more layers of the purchasing structure, these systems yield cost savings by putting the buyer in some instances into direct contact with the producer. They also have employment implications, as intermediaries find that their share of the market is shrinking, with inevitable reductions in labour requirements upstream of the tourist sector. Technology which facilitates on-line hotel, restaurant and theatre reservations or travel arrangements will have an impact in terms of staff reductions on the front-desk hotel staff who used to perform those functions. This technology also calls for a different range of skills from employees. Although systems designers, aware of the rapid turnover among front-desk staff, are working on products that are easier to operate and thus reduce training time for new recruits, the technology is changing so fast that knowledge becomes obsolete ever more quickly. Training will therefore become a continuous need and the remaining jobs will require greater skills.

More importantly the new ITC tools enable even smaller and peripheral players to compete on equal footing with larger and more central ones and therefore provide an unprecedented opportunity to enhance their competitiveness. One of the major benefits is the reduction dependency on intermediaries for the distribution of tourism products. As a consequence, tourism suppliers are able to improve their negotiation power with power operators and can develop a healthier peripheral and insular destinations where local principals and authorities have a great dependency on tourism for their life hood but lack expertise and resources to undertake comprehensive marketing campaigns. Although marketing has often been regarded as an enemy of sustainability, managers and planers to identify appropriate target markets and to maximize economic benefits locally without focusing on the local resources. A suitable communication strategy should support destination authorities to convey their message and promote environmentally friendly practices locally. .

Taking advantage of new technologies and the Internet can also enable destinations to enhance their competitiveness. Technology can improve the increase of a local suppliers and also provide tools for the development and delivery of differentiated tourism products. Provision of information on local facilities and attractions and the ability to reserve the whole range of tourism products determines the ability to attract the new and sophisticated types of tourism demand. The recent evolution of destination management systems enables destinations to co-ordinate the entire range of products and services offered locally and to promote them globally. The provision of differentiated and tailor-made products becomes much easier as consumers an assemble specialized products and construct their own itinerary. The availability of information on travel and enables destinations to offer mass-customized services.

The new ITC tools enable even the destination management, because of the necessary research about how to comprise the regions, resources and amalgams of tourism facilities and services, which often do not belong to individuals. Instead they represent a collection of both professional and personal interests of all the people who live and work in the area. Hence, generic characteristics of destinations are frequently emphasized in all marketing campaigns as they attempt to attract too many target markets. Sun and sea dominate the promotion of Mediterranean destinations; exotic surroundings are emphasized for long haul destinations and skiing is offered by Alpine resorts. However, it is increasingly evident that new-sophisticated consumers seek authentic and unique experiences. They are also willing to pay a premium, but only if the products significantly better than that of competitors. Hence, destinations will need to re-assess the entire range of their particular target market segment. The med or alternative tourism enables destinations to provide unique experiences and achieve their status area.

A compromise encompassing all these interests is extremely difficult if not impossible, but is the key to long-term success: the development and implementation of strategic objectives at destinations depends on relationships between stakeholders and thus the implementation of the key generic strategic objectives.

As a consequence there is much overlapping between strategic marketing of the destination as a whole and of each individual supplier at the region. Hence, the competitiveness of each player is often interrelated and almost indistinguishable from one another. As consumers increasingly value environmental resources they are prepared to pay for them premium prices .

ICT equipment installed in hotels also requires maintenance and planning departments, making this a new field with job creation potential, although such work may largely be subcontracted to outside operators. . Computer-based coaches will soon be available to guide employees through all stages of customer relations. Companies will invest in these new techniques to fulfill their training needs. Hotel managements are studying technologies which will reduce the attention which guests require from hotel staff. These include: electronic key cards which will open doors and act as credit cards for all on-site purchases; management systems which record the time guests are likely to check out, so that room service may be programmed more efficiently; and cleaning staff equipped with hand-held computers, linked to the hotel's property management system (PMS), so that information can be centralized and constantly updated in real time.

## CONCLUSION

Globalization leads to processes involving a change in the perception of distance (the stretching of all kinds of social, cultural, political and economic relations across space and time), and time-spaced compression (the apparent annihilation of space by time as a result of a wide variety of media and communication technologies) as speed-distance reconfigures many of assumed correspondences between social space and physical distance. The global economy is an increasingly symbolic space-economy. On the other hand, the added competition within the European Union boundaries, among cities and regions, creates a dispute for visibility and for recognition of the quality, differentiation and competitiveness of their territorial economic specialization and institutional density. Due to the growing competition between local and regional territories at different territorial scales many regions and cities, around the world, constantly try to successfully compete for attractive partnerships between the public and private sector and close co-operation between all local suppliers is key to the ability of destinations to offer quality products. Exceeding consumers' expectations is instrumental for the ability of both suppliers and destinations to attract visitors in the long term. Hence the competitiveness of each supplier locally as well as their distributors determines the competitiveness of destinations. Local suppliers should co-operate rather than compete.

Instead they should join forces and pool resources to develop and implement comprehensive marketing strategies which enable them to compete with other destinations. The rapid development of new destinations, especially in third-world countries generates an unprecedented level of competition. They can offer unspoiled natural landscapes and authentic socio-cultural resources in expensively. In contrast, most traditional destinations suffer from their own success and the lack of a strict rational planning and management system. Having gone through most of the stages of their life cycle they have reached maturity or saturation and this has for them to rely mass tourism for their operations. Often facilities require urgent renovation, but lack of financial resources and the unwillingness of consumers to pay the competitiveness of destinations further. Initiatives at the local level facilitated by both private and public sectors can improve the tourism product by investment in resources, as well as the implementation of a comprehensive marketing strategy and mix which supports the competitiveness of the destination.

This is particularly important for small and medium-sized tourism enterprises, which traditionally dominate local supply but lack management and marketing expertise to operate their business professionally and financial resources to approach their target markets. tourism amenities and services (accommodation, transportation, catering, entertainment, etc.) and a wide range of public goods (such as landscape, scenery, sea, lakes, socio-cultural surroundings, atmosphere, etc.). All the settlements are branded together under the name of the destination.

These partnerships should bring together both private and public sector and should ensure that the long-term competitiveness of the tourism product prevails all decision making processes ,also need to enhance and differentiate their products by emphasizing their uniqueness. Destination marketers often adopt a mass tourism orientation, because they falsely believe that tourism products can grow indefinitely. the reduction of seasonality, as special theme offerings, well as festivals and events should enable destinations to Increase their demand during the low season. Destination marketing is increasingly becoming extremely competitive worldwide.

Hence the competitiveness of each supplier locally as well as their distributors determines the competitiveness of destinations. Local suppliers should cooperate rather than compete argue that tourism suppliers at destinations need to mature and understand that they should not compete with each other at the destination level. Instead they should join forces and pool resources to develop and implement comprehensive marketing strategies which enable them to compete with other destinations. The rapid development of new destinations, especially in third-world countries generates an unprecedented level of competition.

Finally, the principal way to obtain success in developing tourism sector in the different territories is in educating and researching what they need to serve the market of demand and offer: understanding this points means to develop project of education and research together with many territories. The melting learning that will derive from this actions may constitute the only way to cooperate to develop new projects.

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## THE RELATIONAL TOURISM IN VAL D'ANAPO. OPERATIONAL EVOLUTION OF THE PILOT PROJECT FOR THE LOCAL DEVELOPMENT

**Giuseppe & Sebastiano Di Mauro**

### **Abstract**

Policies implementation process of local development in Val d'Anapo, cultural and agricultural internal area (Unesco) in the south eastern Sicily, has involved several social actors and local and territorial institutions and it has been multidisciplinary scientific approaches. The partnership of Val D'Anapo, active in all phases of the local development process, tried to implement the European principles of cooperation, the participation to the subsidiarity as a democratic model of participation of construction of programming choices.

The relationship between local actors of the Val d'Anapo and national and international scientists, particularly those who are starting a new discipline of IRT, has allowed to carry out some experiments of local development focused on the sustainable tourism.

In Val d'Anapo, the IRT is characterized as a theoretical model for the qualification of people daily problems.

Some members of the Scientific Committee IRT Conference are so part of the Anapo Valley Partnership from its beginning of the development path.

**Key words:** local development, integrated policies of tourism

The context of the pilot project in Val d'Anapo

The Val d'Anapo is a geographical area of high concentration of natural and cultural resources of the Sicilian Region which offers "uniqueness" and differentiated itself from the rest of the regions bordering the Mediterranean.

### **The Val d'Anapo:**

- belongs to the geo-morphological unit of the "plateau ibleo", Pliocene period, different from the geo-morphological structure of Sicily;
- is an area of natural preservation and procreation of micro-river ecosystems protected by deep cuts in the land (called "cave degli Iblei") rich of sources;
- place of development of rural culture ibleo plateau, strongly differentiated from the urban culture of the coast;
- strong rooting of the community to the stone, a basic element of the man-environment (the rock as a dwelling, means of defence, construction and expression of art, and Neolithic cemeteries);
- area of cereal production, animal husbandry, arboreal, protected by carob and olive trees, often surrounded by crops of wheat;
- level of atavistic isolation and abandoned, forgotten, economic marginalization; but this is still full of traditional values and identity.

The Anapo valley contains evidences of Mediterranean human history, but the important natural heritage and cultural history, until recently were hidden and unused by weeds.

The residents have been in danger of getting lost in the social patterns of ephemeral modernity and above all be driven out from their land to be expropriated of their future.

Local communities had to take awareness of their own rights and possibilities of development. The people

reacted to the trend of social, economic and cultural declining of their territory and have opposed the project of the local territorial, and institutional forms that despite various difficulties, has begun the process of local re-identification. This process was started and based on a specific local plan of development which has defined itself in two decades thanks to public-private institution (the Development Agency and the Local Action Group of the Valley Anapo) which has been integrated to the municipalities and Province and represents the Region, the European Community and other Mediterranean countries.

#### **The development process Hyblon-Tukles**

##### **The main stages of the process of local development Ibleo plateau are:**

- Construction of public-private partnership responsible for the local development formed by the LAG, Anapo Valley Development Agency and the collective interests of groups of active local partnership;
- Sustainable Integrated Development Plan Anapo Cassibile;
- The institutional recognition by some Ministries and Regional Councils;
- The successful implementation of various programming tools such as: Leader II, Leader+, Territorial Pact, Integrated Territorial Project Hiblon Tukles;
- Technical and administrative innovation implemented to integrate the civil service and private law function of interest;
- Activation of the relational system of participatory, to promote projects among different public and private companies.

The Anapo Valley Development Agency is trying to build an integrated manufacturing district, with a strong environmental and cultural history by an integrated plan for sustainable development shared by the community and validated by the public authorities.

We can now re-build the social squares by IRT local agencies and give consistency to the new community of Ibleo region. In fact the new setting of the principles of living, comes from the new tourism based on the concept of hospitality: a "rural tourist district" of high environmental and historical-cultural value directly managed by the local population without mediation of external tour operators.

The local human resources are rich in knowledge, as genius loci, privileged cultural intermediaries among history, nature, culture, local products and new voyagers, who should be considered as friends and will contribute to the process of local identity, bringing new knowledge and contacts with external expertise creative networks.

##### **The operative faced problems:**

Even if the IRT has no opportunity in the global market to overturn the current global economic system, IRT can support it attracting voyagers, who have understood the negative values of the industrial tourism (though it is destructive to the real world economy), supporting it, it can attract visitors who understand the negative values of tourism industry and are eager to experience the reality of human values visited, to share them each other. In fact this spontaneous ambition is a new form of silent revolution, which by a new way to accommodate, it can re-located the value of labour and human inter-relationships and create a market segment based on high ethical values (and qualitative ones) of IRT supply.

So the Relational Supply carries on the above-mentioned assistance policy and covers a virtuous and driving role of guidance to improve the global quality of the territorial supply.

The current experience in the Anapo Valley is testing the governance tools necessary to ensure the scientific application of this complex strategy in the territories, which causes highly integrated issues related to the environment, historical and cultural values and, above all, local humanity.

**Criticality of the tourism sector:**

- few infrastructures are allocated in a few urban centres and partly scattered in the territory (farm, rural tourism, etc.), many of them are starting-up in what has recently been undertaken;
  - are not categorized in a single system that relates them, compared to the overall character of the typological structure (a summation of various characteristics: type of building, furnishings, complementary structures, etc.);
- are not monitored (and valued) in comparison with the different qualities of services and additional features (refreshments, escorts, transport, etc.);

**Criticality of quality food products and fine crafts:**

- productions are without ground monitoring systems according to the quality, concentration and promotion of supply;
- the quality of lower rank are not controlled and explained in relation to the real value;
- there is no link of image between product and territory Criticality of cultural and environmental heritage
- it has never been planned and implemented a comprehensive plan for sustainable use of such values, valued together and weighted to the system local production facilities, in order to face an exceptional concentration of local cultural and environmental heritage of public ownership, except for some recent experiences with leaders in the past,.

**The system measures occurred in the years 2007, 2008 and part of 2009, were used to achieve the following objectives:**

- Co-locate and refine, by the active interaction of responsible public and private institutions, management plans for complex public goods enhancing the local system of the undertaking; networking, classified, and promote by foreign qualified
- Co-locate and refine, through the active interaction of public and private institutions responsible management plans for complex public goods enhancing local system of the undertaking; networking, classified, and encourage by foreign qualified operators, the products, goods and public-private services of the area, with the purpose to certify qualitatively the area global product in tune with their related specificities (according to the concept of area identification);
- enable innovative forms of local and foreign representation, about their specific product / territory, able to promote it and reach particular segments of domestic and foreign markets which appreciate and make attractive the specific quality of supply and, consequently, are willing to pay the right value;
- provide legal instruments for regional partnership and trans-national cooperation in order to create a privileged sphere (and protected against the operational modalities of globalization) for active interaction, including trans-national network of certified supplies of local systems of Euro-Mediterranean development which share the mission about the creation of this innovative market ethic segment (fair compensation for products and transactions).

**Other good practice achieved:**

- Constitution of the second level Consortium of club organization to network and classify the different qualities, industry sectors, products, goods and services that share the governance rules of the existing process
- Activation of the operative data transmission model to promote and market the Integrated Relational territorial supply, by creating a product Club (tourism, food and crafts) by a certified quality;

- System of the regional brands
- Identifying international target;
- Communication and marketing plans
- management events of the area and networking;
- inter-territorial actions – Educational;
- Design of Services Card of Integrated Regional supply;
- Re-use of facilities and infrastructures in areas of environmental public property and preparation of participatory management plans by members of the new Club of excellence;
- Reorganization and incorporation of local knowledge on environmental, historical and cultural areas;
- Implementation of educational information campaigns against children in the area.

This action has provided several elements of experimental remark useful to define and activate the model of the relational territorial supply in South-East of Sicily (in the reference to the euro-Mediterranean regional system).

The relational supply requires a strong relational governance activities aimed to grant the different qualitative levels of the territorial integrated supply.

In order to make these systems operative, it is essential to standardize (and in progress at the regional and Euro-Mediterranean level) the assessment criteria of quality products, goods and services part of the supply:

- I.R.O. Specification - Integrated & Relational supply;
- fine crafts Disciplinary;
- Specification quality food products;
- Disciplinary relational tourist supply;
- Records of Survey;
- Evaluation form.

### **The operational testing phase**

The complex system of relationships (institutional, economic, social, cultural, etc.) rises trans-nationally, the action development and establishes a new form of local and foreign representation, as an expression of the territory and of the general interests of the area.

This innovative method of connection between “local supply and potential external concerned market” is a necessary tool to identify common trans-national interests (for the local productive system and for particular segments of foreign markets) and by the Integrated Service Centre, to ensure the scientific monitoring of improvement process and strengthening of local products, goods and quality services (through brands, control systems, adequate training and promotion, etc.), the virtuous cycle of this process, organically oriented towards concrete new business horizons located through the active interaction of new systems of local and foreign representation, can speed the growth of individual companies and generally, the local integrated productive system to engage in concrete and positive market activities.

The new system of representation, then, grants the territory against the risk of expropriation by strong external economies (tour operators, investors, etc. who do not share the purpose and rules of the IRT) as it is the local system of development which innovates its own organizational and representative system, to undertake the functions and roles of high rank (tour operators, etc.), for the local people interests.

The internationalization activities of the integrated product-Hyblon Tukles area are:

- The promotion of market products, goods and services of the area;
- To qualify better those products, goods and services;
- To locate the target of national and international markets to local certified products;
- To report the set of integrated products of the area with the “system Sicily”;
- To organize a network management and tourism products typical of the areas of local development systems and of the related areas of relevant environmental and cultural importance;



- To support the enrichment of tourism and revitalization of old towns and rural-mountain contexts scarcely populated;
- Managing the environmental and anthrop heritage of rural Mediterranean areas, highlighting the specific identity of the places, history and cultures;
- To promote forms of collaboration and integration among commercial enterprises, tourism, farms and small businesses;
- Create a network of neighbourhood businesses for the marketing of quality local products;
- To connect the economies of the coast with the economies of rural areas by a subsidiary and seasonal supply;
- Improving the local decision-making and planning capacity to promote the territory and to ameliorate the position on the domestic and foreign market of the local integrated product;
- The application of a regional marketing to take an active and proactive approach, of the local supply;
- The spread of an image due to the peculiarities of the territory, to typical local production and network of shops where you can buy them by providing appropriate assurances of quality and reliability.

### **Recent emerging issues - The new operative emergencies**

There are some dangers. It's already happening, in fact, that players in the global market, often carrying strong organizational and economic powers; they are using and applying, in more or less improper forms, the guidelines of the Integrated Relational Tourism.

### **Resulting dangers in terms of:**

- Communication to the Territories of operating procedures strongly distorting the principles of the IRT;
- expropriation of the possibility to make actors, active protagonists of the territory;
- ushering into the territory, till now saved by its remoteness and diversity, as Trojan horses carrying players and destructive principles of globalization on local culture, that will be able to 'eat forever' within few years, the waste land values, and after having been depleted, they will move to new areas to occupy them.

This new complex concern has involved the economic and social fabric of the experimental model of Anapo Valley IRT to follow new paths of local development.

An important opportunity has been offered by a fund project of positive results by the experience PRISMA, financed by the Special Office to the Decentralized Cooperation of the Sicilian Region, by which the agencies of Anapo Valley and Malta (Acts of June 10 2009), jointly and legitimately constituted the following public-private legal instruments recognized by the European Union:

- 1) "G.A.T. EuroMed "(Transnational Action Group), as the core constituent instrument of public-private meeting, listening and consultation on local development processes whose objective is social integration, economic growth and sustainable use and integrated capabilities of Euro-Mediterranean area;
- 2) the company "Euro-Mediterranean cooperation" as an instrument of cooperation between private social forces, cultural and productive context of the Euro-Mediterranean Partnership, which immediately activates a first area of defence mechanisms to the negative effects of globalization to those who adopt the principles of new economy, ethics, equity and solidarity.

The Association GAT EuroMed promotes the public-private "Transnational Permanent Negotiating Table", of immediate meeting, dialogue and cooperation among people and institutions of the Euro-Mediterranean context, to implement, particularly, the operational strategies of the strategic guidelines European Union

Community for Cohesion Policy (CSOs) and the transnational European Neighbourhood Policy (ENP) of the new programming cycle of public expenditure 2007/2013 Community and by which, in generally wants:

- To make immediately interactive, at a trans-national level, the institutional and socio-economic context of the Euro-Mediterranean GAT constituents to encourage the participation of other relevant actors shared the stage of permanent consultation and governance needed to start cooperative action based on the participation of different levels of government and the plurality of local development actors in the Mediterranean sphere, however, operate on an international legal system, by the use of different European legal instruments of development policies and cooperation between territorial infra-state authorities (EGCC , EUROREGION, etc.)
- To ensure the contribution and participation of local development actors and social forces, cultural and productive context of the Euro-Mediterranean partnership and enhance and taking into account the actors, organized by European legal instruments of cooperation from the - European Cooperative Society (ECS) Euro-med Cooperation;
- To implement studies previously undertaken in the complex issue of territorial cooperation and the neighbourhood policy, from IRT, identifying and proposing co-sharing by public institutions and representation of local development actors, a first set of structural and infrastructural actions of breath-Mediterranean cooperation for sustainable and integrated use of a common pot of different environmental values, historical, cultural, traditional food production and quality and fine craftsmanship, enhanced operative criteria in a new economy ethics.

The GAT and the ECS (European Cooperative Society) "Euro-Mediterranean cooperation" are public / private cells appointed to develop this public / private trans-national structure, EGCC, Euro-region and / or other legal instruments recognized by European Union and increasingly useful to associate at the Euro-Mediterranean economic and social integration of the Territories and its people.

The new field of institutional actors may activate the government of the process of enlargement of the IRT operational sphere and make "real stars" more and more manager subjects of interacting territories online, by involving more extensive local systems development in the Mediterranean basin to operate in a protected area municipality, on the basis of new relations and new ethical rules drawn from ancient , rediscovered and re-shared values.

This "new sense of Euro-Mediterranean community" can contribute to improve the quality of life in the territories and activate trans-national system actions ethically governed for overcoming of the present conditions of remoteness.