PROPOSAL FOR SUSTAINABLE DEVELOPMENT FOR SMALL ITALIAN MUNICIPALITIES FOR THE BENEFIT OF CULTURAL AND ARCHITECTURAL HERITAGE

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Abstract - The paper presents a proposal aims to maintenance and disseminate knowledge of the huge cultural and architectonical Heritage of the small Villages in Italy. Due to the current economic and demographic situation, a lot of these small Villages are progressive leaved. In the small municipalities there is a substantial part of cultural and architectural heritage: there are many historical buildings and operas that risk to decay. The methodology research used is an holistic approach to the all cultural, technical, economic and social aspects of the current situation. The European integrated transport system and the international tourism market have developed the country's most important rail routes and caused the rationalization of the number of stations railways: 1700 have been abandoned. Consequently a important part of the Country was disconnected with all its cultural heritage. The answer to the problem could be to understand and develope the small Villages (and their territories) like nodes of a bigger net. On the one hand the Art Cities with their logic, on the other hand the system of the small Villages with their caractheristics; and the two scenarios must be combained. A slow or open-air tourism, that is a sustainable activity, can become a sustainable engine of development for the promotion of the heritage of small Italian towns. Sustainability becomes a development strategy: with the aim of protecting human, artistic, environment. The concept of cultural and architectural heritage includes all the characteristics of the tradition of the places, which over the centuries give shape not only to the architectural emergency but also to the art, to the craftsmanship, to the enogastronomic tradition; a rediscovery of local territory and its added value: to be at kilometer zero. The research project can fit into the objectives of the European Community strategy

Keywords - Architecture, Development, Heritage, Small Villages, Sustainability.

I. INTRODUCTION

Due to the current economic and demographic situation, a lot of Italian small Villages are progressive leaved: in these territories there is a substantial part of cultural and architectural heritage and many historical buildings and architectural operas risk to decay. Sustainability becomes a development strategy: with the aim of protecting human, artistic, environment.
The answer to the problem could be to understand and develope the small Villages - and their territories - like nodes of a bigger net of new form of sustainable tuorism. According the European Community strategy, i.e., tourism plen air, "is the engine of economic growth, development and employment, and the strengthening of social and territorial cohesion".

II. PROCEDURE INTEGRATED STRATEGY FOR SUSTAINABLE DEVELOPMENT OF THE TERRITORY

The touristic flows is the engine: it is a real flow that laps, flows and falls on the riverbed of the territory visited and never remains indifferent to it. Tourism can irrigate it, leave it arid or flood it. It becomes necessary to support a dynamic of mobility that proves to be as suitable and useful as possible for the territories. Since the concept of tourism has always implied that of mobility, sustainable tourism implies that of sustainable mobility. The choice of the means of transport is therefore an integral part of the tourist mode (format): travel and stay, in fact, are not two independent phases, but can be combined at different levels. Not only the type of stay but also of travel, constitutes a choice that characterizes the way of wanting to be tourists.

A. International Trend

The international tourism market greatly changes the concept of mobility of the tourist flow towards accessibility to travel arrangements: choice of location based on low-cost flights, choice of cruise based on the characteristics of the ship, choice of location based on its accessibility. Sustainable mobility does not only concern the specific consumption of the tourist vehicle but also its impact on the visited environment.
A territory, in fact, is not composed only of natural places and artefacts but also, and above all, of the people who live there.In the last twenty years the transformation of the means of transport has contributed to characterize the tourist modalities: from those respectful of the places, to the more invasive ones up to those that determine a real overcrowding of the territory.
The choice of the type of mobility therefore represents the first real impact of tourism on the territory. The type of mobility that makes it possible always affects the assessment of the tourist impact on a territory. In fact, making a place "accessible" means exposing it, in its entirety and complexity, to different forms of interaction with the users who access it.

The extension of the possibility of traveling and the accessibility of places, even without reaching the forms of mass tourism, has often caused the sudden and incongruent exploitation of areas that have long remained well preserved.

B. Art Cities And Small Villages

Soustanible Tourism implies, certainly, a conscious mobility, a tourism that respects the places and therefore a tourism that not only wants to explore them but, above all, to know them, penetrate them and relate to them in their entirety and completeness. These are the characteristics of slow tourism, different from the "hit and run" one, now, in particular from many cities of art.

On the one hand the Art Cities with their logic, on the other hand the system of the small Villages with their caractheristics; and the two scenarios must be combained. While it is true that without an adequate form of mobility tourism cannot exist, it is also true that it is the form of mobility that can develop, more or less adequately, tourism in a territory and, therefore, its economy.

This topic becomes essential about rediscovering the cultural and architectural Heritage in the small Italian Municipalities In Italy there are 5,532 municipalities under 5,000 inhabitants, which represent 69.99% of the total number of Italian Municipalities. In these Municipalities there is a huge sprawled architectonical and cultural heritage, often so important (Fig. 1).



Fig. 1 - Tuscany Small Village of Sorano (a). Grosseto and Certosa di Padula, Salerno (b).

III. RECOVERY, REUSE AND ENHANCEMENT

There is a strong link between sustainable tourism and cultural and environmental heritage. As written in the document "The Italian strategy for sustainable tourism", by MIBACT: Ministry for Cultural Heritage and Activities and for Tourism recently formulated by the Ministry for Cultural Heritage and Activities and for Tourism - MIBACT: "Cultural heritage is a fundamental factor in contributing to promoting and enhancing the territory, attracting talents and - indeed – tourism". Tourism, therefore, through its sustainable and balanced development, enhances the territory which, in this way, becomes in turn capable of generating more tourism.

A virtuous circle is established capable of generating the development of new potential, so much so that "culture in general and its heritage, in particular, play an increasingly important role in national development policies". The new system of “Albergo diffuso” (Sprowled Hotel) is an opportunity to re-use part of the historical village as a hospitatlity system for the tourists. (Fig. 2) Homes and villas are the rooms and the central services are in others buildings: all is connected using pedestrian ways.



Fig. 2 – A Sprowled Hotel: Il borgo di Sempronio, Grosseto, Toscana (a). A room of the Hotel (b).

The protection of the environmental and cultural heritage of our country cannot take place in a "precautionary" way, through a flow control strategy to avoid environmental degradation, but actions and best practices must be implemented to make the places accessible to the visitors. The albergo diffuso is a sedentary (some days) tourism and cannot be the only answer for the small Villages.

It is necessary to think more strategic resources in order to attract more typologies of turism. An importante resource can be the so named Tourism in freedom: due to its characteristics, is already concretely able to implement this type of model, allowing experiences of an "emotional" nature, which

require precise models of mobility, times and interaction with places.

In addition by its own physiology, allows, in fact, a high level of interaction with the natural and man-made environment. In fact, the tourist in freedom presents the peculiarity of a social availability towards places and people, matured in a real, direct way and often strengthened by belonging to a community. The human factor, therefore, becomes a central factor, open to reality out of curiosity, eager to meet and willing to interact with others, capable of solidarity and attention.

It is the attitude of slow tourism that wants to become aware of the culture of the places. The movement of turists therefore becomes a real resource in the territory and becomes the social protection of the territory, capable of producing concrete effects for the territory Heritage. Therefore, human potential is the real resource to trigger the virtuous dynamics aimed at the conservation, enhancement and development of the territories, which asks to be activated as a system.

Sustainable tourism has the peculiarities of an effective tool for the protection of environmental and cultural assets: some methods are already operational and many others could be activated with increasing advantage, up to a "preventive" action model capable of alerting the degradation of places and stem it.

It is urgent to develop sustainable projects around places of culture that produce well-being and economic development for the entire community, while at the same time preserving it. To obtain these results it is necessary to implement an integrated strategy for the sustainable development of the territory.

A system vision between administrative bodies, user associations, local communities, producers, public and private entities. In fact, the territory is a good for everyone and is the main resource of our country: therefore, it becomes a priority to encourage those forms of sustainable tourism that are able to increase the value of the territory rather than impoverish it.

IV. HERITAGE AND SUSTAINABLITY

In Italy around 17,5% of Museums are in the Municipalities with less than 2,000 inhabitants, almost a third of the structures (30.7%) are distributed in 1,027 municipalities with a number of inhabitants between 2,001 and 10,000 The country is characterized by a highly polycentric museum offer and attraction potential evenly distributed throughout the territory, even in marginal areas since geographical, socio-economic or infrastructural point of view. In fact, 40.0% of the museums are located in the so-called "internal areas", consisting of "intermediate", "peripheral" and "ultra" municipalities peripheral".

Considering for example the integrated transport system, the international tourism market has led to the indispensable strengthening of the country's most important rail routes (frequency of carriers and load capacity). The consequence, equally inevitable, was the rationalization of the number of railway stations (1700 have been decommissioned) and the percentage reduction in the coverage of the territory.

This inevitable necessity has caused a greater degree of isolation especially of the smaller municipalities, which however have fundamental characterizations at the national level1, including a substantial part of the heritage of cultural and architectural heritage, so widespread2 in our country. Their reachability by autonomous means has therefore become an indispensable requirement, now also necessary for a large and significant portion of the national territory.

A. Integrated System

A first practical foundation that makes tourism in freedom (or slow turism) a resources capable of constituting an integrated strategy for the sustainable development of the territory is its ability to reach every place. Since the reduction of accessibility to places causes a reduction in their knowability before their usability, the new turistic idea realize a new “protection” of cultural heritage.

The need for alternative means becomes even more evident as the scale of the territory decreases and the types of cultural and environmental assets: monuments, natural parks, archaeological sites, museums ... In the Fig. 3 the two maps of West-central Italy indicate the diffusion of the Museums in the territory (A) and the concentration of railway stations (B).

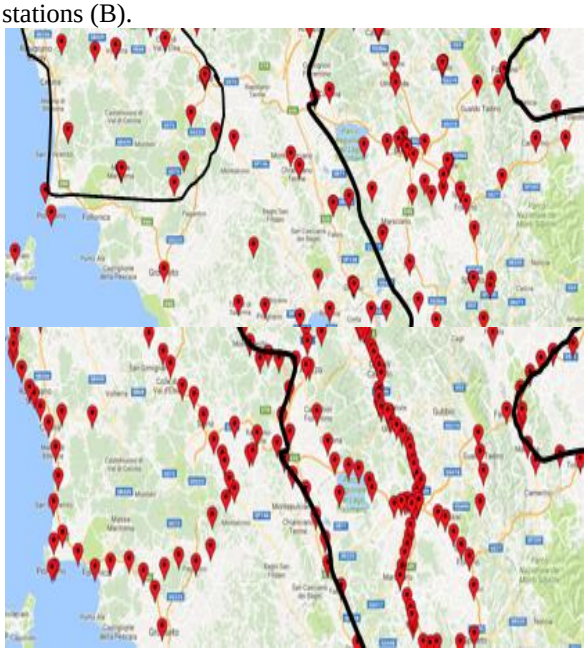


Figure 3 - by Italian National Open data. West-central Italy: location of Museum (a) and of Train Stations (b).

V. SLOW KNOWLEDGE OF THE PLACES

It is important to highlight the pedagogical aspect of making places known according to a modality typical of slow tourism which also constitutes a fundamental

added value. The knowledge of places, in the slow itinerant dynamics of travel, is experiential, direct, through the dynamics of discovery. This type of knowledge is not linked to a mechanism for acquiring knowledge of a symbolic - reconstructive nature (we read) but to that of a perceptive - motor character (it is touched.)

Today, moreover, one of the most pressing educational emergencies for the younger generations is to recover the importance of a knowledge linked to the phenomenon of the fact (experiential primogeniture) compared to that linked to its representation (new technologies). This 360-degree interactive knowledge of the Heritage and of the territories tends to be less influenced by fashions or purely commercial reasons. It is a founding concept, to be recovered, since it is aimed at the appreciation of places.

A complete tourism experience, interested in the territory in all its entirety, therefore a reasonable experience that tends to capture all the factors at play in reality, even if the constructed environment is ruined and needs to be restored (Fig. 4): a photograph of the state of the places and their culture, not sweetened by operations marketing or make-up to make them more commercially appealing.



Figure 4 - Morano Calabro, Cosenza, Ruins of the castle (a). Ghost Small Villag,e Villa Saletta, Tuscany (b).

The identity of the places is the first object and the first source of knowledge. This is a fundamental concept to be recovered, without limiting it or reducing it to one of its epiphenomena, as - for example - occurs in the emphatic approaches to the so-called "emotional" tourism.

This definition, which has often become a tourist formula, too often has an meaning linked to the extraordinary and surprising event, for which the reality of the places is reduced only to a scenic backdrop or a pretext. Instead, for sustainable tourism, the territory is always the subject of integral interaction.

VI. COMMON SOCIAL COMMITMENT

To attract tourism in the small historical Villages means allow a participatory and social experience for everyone. People arrived in this kind of territory develop a sense of belonging to a community: what they feel is a shared life choice. To discover this architectonic and cultural heritage is therefore to be considered as a non-collective form of tourism, but aggregated in the physiology of the local community.

There is a value of a social nature, internal to the community: this value becomes a way of interaction with the tourists too. Thw slow knowledge of a local system can generate a solidarity economic impact in the territories. In fact, the induced generated by this tourist flow is distributed in favor of a wide range of local activities, contributing to the maintenance of the integral richness of the territory, especially for those traditions that do not consist far from the sources.

In fact, the concept of cultural heritage includes all the characteristics of the tradition of the places, which over the centuries give shape not only to the architectural emergence, but also to specific forms of craftsmanship, up to the typical food and wine, which offers the rediscovery of local cuisine with the green added value of being zero km.

It is important to highlight how: the recognition of the importance of social aggregation and its potential is considered a strategic resource of the Horizon 2020 European development program itself, which provides for specific support actions.

VII. CONCLUSION

The architectonic and cultural heritage of Small Villages are today at risk of decady. It is necessary to develope more attractive in terms of turistic mobility. Public transportation are more and more less, therefore it is necessary to think new ideas like the tourism in freedom or the slow turism.

To combine sedentary approach and mobile approach, means an added value. A condition of immersive stay in the places visited, allows an experience of identification with their true characteristics. It is necesaary to think at a tourism of relationship with the inhabitants and interaction with the local Heritage, that allows to metabolize the identity of the territories.

Important consequence are the respect of the places visited and the knowledge of the current state, first step for an action to protect the built heritage. Slow tourism, (in freedom. cultural itineraries, cycle paths, paths ...), sistem of territories, local economy these aspects all together can become a new opportunity to

maintaine, in the Small Villages, a huge treasure of buildings, operas, museums, historical places. There are new conditions for a new activities, new specialized professionals and new entrepreneurship.

To preserve the cultural Heritage is a consequence of "initiate development policies that minimize the depopulation of inland areas and indeed initiate processes virtuous of repopulation..." Small cities should try to develope intermodal user networks, combining soft mobility and public transport, allocating requests for itinerant mobility, achieving complete integration in the accommodation offer of the territories.

A system of small Villages must be conceived as a only one cultural, architectural and historical environment. This objective is fundamental to favor a longer and seasonally adjusted stay of the flow of visitors. Indeed, the diversification of ways of life and work and climate change indicate the need to implement more flexible forms of tourist accommodation. In order to realize the proposal, presented in this paper - for a sustainable development of the cultural and architectural Heritage in the small Italian Municipalities - it looks like urgent to optimize the resources already present and enhance the still unexpressed potential of the minor or internal territory of the country.

Small cities and village are new locations where it is possible to promote a tourism model capable of enhancing a wide cultural offer and enriching the travel experience, placing the person, his context and his needs at the center.

In the post pandemia age the italian Recovering Plan could be the opportunity to achieve "that integrated and synergistic approach between tourism and the enhancement of cultural heritage" that the Ministry has indicated as central in its policies.

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