

ALESSANDRO CIAMBRONE

CULTURAL TOURISM AND SUSTAIABLE DEVELOPMENT

A MANAGEMENT NETWORK FOR THE CAMPANIA
WORLD HERITAGE PROPERTIES

Preface by

CARMINE GAMBARDELLA



La Scuola di Pitagora

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PREFACE

BY CARMINE GAMBARDILLA

The project of architect Alessandro Ciambrone “Cultural Tourism and Sustainable Development. A Management Network for the Campania World Heritage properties” immediately found my support as well as that of the scientific Community of the institutions that I am proud to direct and preside: The Department of Architecture and Industrial Design “Luigi Vanvitelli” at the Second University of Naples, and the Centre of Excellence of the Campania Region on Cultural Heritage, Ecology and Economy (BENECON), institutional member of the Forum UNESCO University and Heritage.

Alessandro’s project, supported by my reference letter addressed to the Director of the UNESCO World Heritage Centre was evaluated by a Commission of international experts and awarded one out of five worldwide fellowships for a two years Master Science in World Heritage Management, from 2007 to 2009, at the prestigious School of Ecology and Environmental Science at the University College Dublin (UCD). Alessandro’s research proposal is part of larger project, which I direct and coordinate, for the establishment of a cultural network among the World Heritage properties of Campania.

The study extended, through a comparative analysis, to the Loire Valley World Heritage property in France and, in particular, to its innovative management system. In fact, I believe that the methodology linked to the activity of modification and governance of the territory, through international comparative analysis, can be understood as an activity of measurement and representation, which focuses on the transformation of the environmental assets in sectors of an economic account as sources of eco-sustainable development.

This not only refers to the knowledge and potentials of the entire territory but also to the enhancement of the competitiveness of values among territories. In

this sense, the international comparison is fundamental in order to share virtuous examples of preservation and management of monuments, historical properties, in which conservation and development coexist in positive models to be exported in other contexts.

Architect Ciambrone, after his first year at the University College Dublin – where he followed courses – moved, for the second year, to France in order to visit sites and carry out interviews in the area of study. Furthermore, Alessandro, as my delegate, took part in an internship at the UNESCO World Heritage Centre in Paris, where every day he collaborated with experts and received precious suggestions for the development of his research. With the support of the University, he organized the World Forum of the UNESCO Federations, Centre and Clubs at the Alexandrina Library in Egypt in July 2009.

Finally, during his internship, Alessandro worked on the project of cooperation between BENECON and the World Heritage Centre and, on 28th May 2008, I signed a Memorandum of Understanding with architect Francesco Bandarin, Director of the Centre and, currently, Director of the Culture Sector at UNESCO. Thus, BENECON joined the international network Form UNESCO University and Heritage and became, after two years, an institutional member due to the high profile of the studies and projects carried out in the fields of World Heritage preservation and enhancement.

The UNESCO Forum, thanks to this partnership, sponsored the IX, X and XI International Forum of Studies “Le Vie dei Mercanti”, which each year hosts at the Department of Architecture SUN in Aversa and on the island of Capri, distinguished professors, researchers and representatives of international organizations who operate in the disciplines of architecture, design and landscape as well as have relationships with our Scientific Institutions. Furthermore, this event involves architect Ciambrone who, due to his organizational skills and scientific merits,

was appointed referent for the International Scientific Committee that evaluates the full papers of the participants through the procedure of blind peer review. Alessandro has continued to develop his research on the UNESCO properties of Campania through an international doctorate in co-supervision, which I directed with professor Bernard Haumont of the Ecole Nationale Supérieure d'Architecture Paris-Val de Seine.

PREFAZIONE

DI CARMINE GAMBARDILLA

Il progetto di ricerca dell'architetto Alessandro Ciabrone "Cultural Tourism and Sustainable Development. A Management Network for the Campania World Heritage properties" ha subito trovato il mio sostegno e quello della Comunità scientifica delle istituzioni che mi onoro di dirigere e presiedere: il Dipartimento di Architettura e Disegno Industriale Luigi Vanvitelli della Seconda Università di Napoli e il Centro di Eccellenza della Regione Campania sui Beni Culturali, Ecologia ed Economia (BENECON), membro istituzionale del Forum UNESCO University and Heritage.

Il progetto di Alessandro, supportato da una mia lettera di referenza indirizzata al Direttore del Centro del Patrimonio Mondiale dell'UNESCO, è stato valutato da una Commissione di esperti internazionali e si è aggiudicato una delle cinque borse di studio al mondo per un Master Science in World Heritage Management della durata di due anni, dal 2007 al 2009, alla prestigiosissima School of Ecology and Environmental Science at the University College Dublin (UCD). La proposta di ricerca di Alessandro si inquadra in un progetto più ampio, diretto e coordinato dal sottoscritto, per la realizzazione di un network culturale fra i siti del Patrimonio Mondiale della Campania.

Lo studio si è esteso, attraverso un'analisi comparativa, al sito UNESCO della Valle della Loira in Francia e, in particolare, al suo innovativo sistema di gestione. Reputo, infatti, che la metodologia connessa all'attività di modificazione e governo del territorio, attraverso analisi comparative internazionali, può essere intesa come attività di misura e rappresentazione incentrata sulla trasformazione delle risorse ambientali in partite di un conto economico come fonti dello sviluppo eco-sostenibile non solo in rapporto alla conoscenza delle potenzialità all'interno del territorio ma anche nella incentivazione della competitività dei valori tra territori. In tal senso, è

fondamentale il confronto internazionale per condividere esempi virtuosi di tutela e gestione di monumenti, siti e ambienti storici, in cui conservazione e sviluppo coesistano in modelli positivi ed esportabili ad altre realtà.

L'architetto Ciambrone, dopo il primo anno trascorso alla University College Dublin - dove ha seguito i corsi di formazione - si è trasferito per il secondo anno in Francia per effettuare numerosi sopralluoghi e interviste nell'area di studio. Alessandro, inoltre, con una mia delega, ha effettuato uno stage al Centro del Patrimonio Mondiale dell'UNESCO a Parigi, dove si è potuto confrontare tutti i giorni con esperti e ricevere preziosi consigli per lo sviluppo della sua ricerca. Con il supporto dell'Università, ha anche organizzato il Forum mondiale delle Federazioni, Club e Centri UNESCO che si è tenuto alla Biblioteca Alessandrina in Egitto nel luglio del 2009.

Durante il suo stage, Alessandro ha lavorato, infine, al progetto di cooperazione fra il BENECON e il Centro del Patrimonio Mondiale e, il 28 maggio 2009, è stato siglato un Memorandum of Understanding che ho firmato con il Direttore del Centro, l'architetto Francesco Bandarin, attuale Direttore del Settore Cultura dell'UNESCO. Il BENECON ha aderito così al network internazionale Form UNESCO University and Heritage, divenendone, dopo due anni, membro istituzionale per l'alto profilo delle ricerche e dei progetti realizzati nel campo della tutela e valorizzazione del Patrimonio Mondiale.

Il Forum UNESCO, in virtù di questa partnership, ha patrocinato il IX, il X e l'XI Forum Internazionale di Studi "Le Vie dei Mercanti", che annualmente ospita nella sede del Dipartimento di Architettura e Disegno Industriale SUN ad Aversa e nell'isola di Capri, distinguished professors, ricercatori e rappresentanti di organizzazioni internazionali che operano nel campo dell'architettura, del design e del paesaggio, e che hanno relazioni con le nostre Istituzioni Scientifiche. L'iniziativa coinvolge anche l'architetto Ciambrone che, per capacità organizzative e meriti

scientifici, è divenuto il referente della Commissione Scientifica Internazionale che valuta i full papers dei partecipanti attraverso la procedura del blind peer review. Alessandro ha continuato a sviluppare il progetto sul management dei siti UNESCO in Campania attraverso un dottorato di ricerca in co-tutela internazionale, che ho diretto con il professor Bernard Haumont della Ecole Nationale Supérieure d'Architecture Paris-Val de Seine.

INTRODUCTION

The Campania Region is one of the culturally richest territories in the world. This is reflected in its high concentration of World Heritage Sites (WHSs), with five out of forty-four such sites in Italy. This is the country with the highest number of natural and cultural sites recognized by UNESCO as being of Outstanding Universal Value (OUV).

The Campania WHSs have been inscribed in the World Heritage List (WHL) in the following chronologically order:

- The Historic Centre of Naples (1995);
- The 18th Century Royal Palace at Caserta, with the Park, the Aqueduct of Vanvitelli and the San Leucio Complex (1997);
- The Archaeological Area of Pompeii, Herculaneum, and Torre Annunziata (1997);
- The Costiera Amalfitana (1997);
- The Cilento and Vallo di Diano National Park with the Archaeological sites of Paestum and Velia, and the Certosa of Padula (1998).

Moreover, in 1997 the Somma – Vesuvius and Miglio d'Oro, and the Cilento and Vallo di Diano National Parks were included in the worldwide Reserves under the UNESCO – Man and Biosphere (MAB) program. In spite of this impressive cultural and natural heritage cultural tourism is limited both in Italy and Campania. Moreover, the flow of tourists is unbalanced at national and regional levels. Tourism is concentrated in Northern Italy and visitors interested in cultural heritage follow the route Venice-Florence-Rome, although 33 per cent of cultural and natural assets are located in the Mezzogiorno (Southern Italy). Consequently these cities suffer from tourism pressure. In Campania, 'mass tourism' is especially concentrated along the coastal areas from June to September, with the consequent degradation of cultural and natural assets. Ninety-four per cent of tourists visit and stay in only two provinces out of the five within the region.