

Fabbrica della Conoscenza

ALESSANDRO CIAMBRONE

INTEGRATED MANAGEMENT AND CULTURAL DISTRICTS

THE FRENCH EXPERIENCE FOR THE CAMPANIA REGION

Prefaces by

CARMINE GAMBARDILLA

BERNARD HAUMONT

Postface by

JOLANDA CAPRIGLIONE

La scuola di Pitagora

Cilento *Oliver*

Fabbrica della Conoscenza numero 36
Collana fondata e diretta da Carmine Gambardella

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PREFACE

CARMINE GAMBARDELLA

Director of the Department of Architecture and Industrial Design SUN
President of the Centre for Cultural Heritage of the Campania Region BENECON

Architect Alessandro Ciambrone's research project focuses on the issues of heritage management in Campania through a comparative analysis with some sites of excellence in France, which are considered international best practices by the scientific literature of reference. The research is part of a larger project, which I direct and coordinate, for the establishment of a cultural network among the World Heritage properties of Campania. This is at the basis of a Memorandum of Understanding signed on 28th May 2009 between the Centre of Excellence of the Campania Region for Cultural Heritage, Ecology and Economy (BENECON) – institutional member of Forum UNESCO University and Heritage – which I am honored to lead, and the UNESCO World Heritage Centre. The analysis phases were developed during a research doctorate under international co-supervision, from November 2009 to October 2012, which I directed with professor Bernard Haumont of the Ecole Nationale Supérieure d'Architecture Paris-Val de Seine.

The research analyses six case studies in both Campania and France. The cases of the Region focus on its World Heritage properties, which are Caserta, Naples, Pompeii, Amalfi, Cilento and Benevento (within the network Italia Langobardorum). The case studies in France analyze issues and examples of success among the emblematic sites of the French heritage included in the World Heritage list as well as the Grand Sites de France network. These are: Montpellier, the Loire Valley, Saint Guilhem le Désert et Gorges de l'Hérault, Pont du Gard, the site and Archeological European Centre of Bibracte, and the Seine in Paris. The study is part of an international perspective due to the author believing that the analysis of best practices in different territorial contexts could suggest proposals and strategies to be adopted in Campania. Thus, Alessandro tries to understand whether positive outcomes in the field of heritage management, in specific regions of France, cannot only be adapted to the cultural, social and economic contexts of Campania but also supported by the main territorial stakeholders. He meaningfully highlighted the phases of the project that put in relation, in a logic of system, the patrimony of Humanity with the ordinary, minor and intangible heritage of the territory of reference.

In fact, Alessandro proposes to extend the concept of Outstanding Universal Value of each single World Heritage property to the ordinary heritage in order to promote tourism, which is seen as an engine for the social, cultural and economic development of the Campania Region. The methodological approach appears to be innovative because, along with it being the subject of the PhD in “Representation, Preservation and Security of Environment and Structures, and Territorial Governance” at the Second University of Naples, linked to the principles of the multi-criteria and multidisciplinary analysis for the knowledge of natural and built heritage in all their material and intangible heritage, it also added a critical approach which takes in consideration the disciplines belonging to the Ecole Doctorale “Milieux, Culture et Société du Passé et du Présent” of the Université de Paris Ouest Nanterre La Défense. In fact, the French Board of professors followed the development of the research in France.

It is within this multidisciplinary criteria that the best outcomes of the research can be found. Basically, it is evident that through an accurate bibliographic analysis, the interviews with the thesis supervisors, the principal persons and managers of the sites in Campania and France as well as the representatives of international and national institutions in charge of heritage and landscape management, architect Ciambone faced the issues related to the disciplines of representation, sociology and urban planning, economy of culture, history of architecture as well as enhancement of the built and natural assets. Moreover, in the framework of the project, Alessandro collaborated in the construction phase of the database of the Management Plan of the Caserta World Heritage property, of which I am the scientific responsible, relating to the section “Knowledge Plan”. He completely understood the methodological approach of a project which has concrete cultural, scientific, social and economic impacts on the entire territory of the Province of Caserta.

Within the proposed cultural network, which extends to different territorial scales (local, provincial, regional), it is highlighted how it is possible to foresee local development linked both to the rehabilitation of minor heritage as well as the enhancement of that of excellence. From local to world represents a strategic vision that, if developed in a logic of system among university, institutions, enterprises and local communities, can give back to Campania its cultural role of World Heritage Region.

PREFAZIONE

CARMINE GAMBARDELLA

Direttore del Dipartimento di Architettura e Disegno Industriale SUN
Presidente del Centro di Competenza sui Beni Culturali della Regione Campania BENECON

Il progetto di ricerca dell'architetto Alessandro Ciambrone analizza le problematiche della gestione del patrimonio in Campania attraverso un'analisi comparativa con alcuni siti di eccellenza in Francia considerati best practices internazionali dalla letteratura scientifica di riferimento. La ricerca 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, alla base di un Memorandum of Understanding siglato il 28 maggio 2009 fra il Centro di Eccellenza della Regione Campania sui Beni Culturali, Ecologia ed Economia (BENECON) - membro istituzionale del Forum UNESCO University and Heritage – che mi onoro di presiedere, e il Centro del Patrimonio Mondiale dell'UNESCO. Le fasi di analisi si sono sviluppate nel corso di un dottorato di ricerca in co-tutela internazionale, da novembre 2009 a ottobre 2012, che ho diretto con il professor Bernard Haumont della Ecole Nationale Supérieure d'Architecture Paris-Val de Seine.

La ricerca analizza sei casi studio in Campania e altrettanti in Francia. I casi relativi alla Regione riguardano i siti del Patrimonio Mondiale protetti dall'UNESCO, ovvero Caserta, Napoli, Pompei, Amalfi, il Cilento e Benevento (nel network Italia Langobardorum). I sei casi studio in Francia analizzano problematiche ed esempi di successo fra i siti emblematici del patrimonio francese inclusi nella lista del Patrimonio Mondiale e nel network Grand Sites de France. Essi sono Montpellier, la Valle della Loira, Saint Guilhem le Désert et Gorges de l'Hérault, Pont du Gard, il sito e centro archeologico europeo di Bibracte e la Senna a Parigi. Lo studio si inserisce in una prospettiva internazionale perché l'autore reputa che l'analisi di "buone pratiche" in differenti contesti territoriali, possa suggerire proposte e strategie da adottare in Campania. Alessandro, pertanto, cerca di comprendere se i risultati positivi nel campo del management del patrimonio, in particolar modo in specifiche regioni della Francia, possano essere adattati al contesto culturale, sociale ed economico campano e sostenuti dai principali stakeholders del territorio. Egli ha significativamente evidenziato le fasi di progetto che mettono in relazione, in una logica di sistema, il patrimonio dell'Umanità con il patrimonio ordinario, minore e immateriale del territorio di riferimento. Alessandro propone, infatti, partendo dal concetto di Valore Universale Eccezionale dei singoli siti e dall'estensione di tale

valore al patrimonio ordinario, una promozione indirizzata al turismo culturale, inteso come motore per la rinascita sociale, culturale ed economica del territorio campano. L'approccio metodologico appare innovativo in quanto alle tematiche del dottorato di ricerca in "Rappresentazione, Tutela e Sicurezza dell'Ambiente e delle Strutture e Governo del Territorio" della Seconda Università di Napoli, legate ai principi dell'analisi multidisciplinare e multicriteria tesa alla conoscenza del patrimonio naturale e costruito in tutte le sue componenti materiali e intangibili, si affianca un approccio critico che prende in considerazione le discipline proprie di competenza della Ecole Doctorale "Milieux, Culture et Société du Passé et du Présent" della Université de Paris Ouest Nanterre La Défense, il cui Collegio dei docenti ha verificato gli sviluppi della ricerca in Francia.

È proprio in questo criterio pluridisciplinare che si riscontrano i migliori risultati raggiunti dalla ricerca. Infatti appare chiaro che attraverso un'accurata analisi bibliografica, le interviste ai direttori di tesi, ai referenti e ai manager dei siti in Campania e in Francia, e ai rappresentanti di istituzioni nazionali e internazionali che operano nel campo della gestione del patrimonio e del paesaggio, le problematiche investono le discipline della rappresentazione, della sociologia e della pianificazione urbana, dell'economia della cultura, della storia dell'architettura e della valorizzazione dei beni costruiti e naturali. Nell'ambito del progetto, Alessandro, inoltre, ha collaborato alla fase di costruzione dei data base del Piano di Gestione del sito UNESCO di Caserta, di cui sono il responsabile scientifico, per quanto riguarda la sezione della "Piano della conoscenza", comprendendo completamente l'approccio metodologico e misurandosi con un progetto che ha concrete ricadute culturali, scientifiche, sociali ed economiche sul territorio dell'intera Provincia casertana.

Nel network culturale proposto, che si estende a diverse scale territoriali (locale, provinciale, regionale), viene proprio messo in evidenza come si possa prevedere uno sviluppo locale connesso sia al recupero dei siti del patrimonio minore che alla valorizzazione di quelli di eccellenza. Dal locale al mondiale rappresenta una visione strategica che, se sviluppata in una logica di sistema fra università, istituzioni, impresa e collettività locali, può restituire alla Campania il suo ruolo culturale di Regione Patrimonio del Mondo.

PRÉFACE

BERNARD HAUMONT

Ecole Nationale Supérieure d'Architecture Paris Val-de-Seine

Longtemps, les patrimoines naturels et bâtis ont entretenu avec le tourisme des relations complexes voire difficiles. Si au cours du 19^e siècle et au début du 20^e, les premiers touristes furent souvent des pionniers dans la reconnaissance culturelle et la considération patrimoniale de nombreux édifices et ensembles monumentaux ou paysagers, ils en furent également souvent des gardiens sourcilleux de leurs conditions de protection et de conservation. Au fur et à mesure que l'intérêt collectif pour les patrimoines s'est élargi, géographiquement et thématiquement, les regards se sont transformés. L'extension des monuments et des sites inscrits au Patrimoine mondial de l'humanité illustre assez parfaitement ces évolutions, y compris notamment dans les conditions de valorisation des bâtiments et des jardins, et de plus en plus fréquemment des ensembles urbains, des paysages et des sites remarquables. Le développement du tourisme, en particulier le tourisme de masse, durant la seconde partie du 20^e siècle a en quelque sorte inversé les rapports existants, puisqu'il est autant question maintenant de protection et de conservation que de mise en valeur touristique et économique, et parfois même de simulation ou de réplique pour mieux assurer l'exploitation des ressources que le patrimoine constitue.

Aujourd'hui le patrimoine, souvent associé au lien social et aux identités collectives qu'il conforte, est mobilisé dans presque toutes les sphères d'activités : de la mobilisation des instances et des corps politiques aux institutions et politiques culturelles. Les impératifs de conservation des héritages matériels, et depuis quelques temps immatériels, prennent chaque jour des caractères de plus en plus généraux (et contraignants), les uns concrétisés dans des dispositifs réglementaires qui ne cessent d'étendre leurs domaines d'application, les autres incarnés dans de larges mouvements d'opinion ou à l'inverse par des revendications fines et précises portées par des publics spécialisés.

Parallèlement, le tourisme, étant donné les enjeux économiques qu'il entraîne, tend à intégrer les patrimoines bâtis et paysagers dans ses dynamiques pour en faire fréquemment des instruments décisifs de développement local. Ainsi, au cours des trente ou quarante dernières années est-on passé d'une défense des monuments et des sites à des perspectives beaucoup plus ouvertes, cherchant à réconcilier protection, conservation et valorisation. Au nom de politiques de dévelop-

pement et de démocratie culturels, censées garantir à tous une jouissance élargie de la contemplation et de la fréquentation d'ensembles architecturaux, urbains et paysagers, et aussi au nom de politiques économiques (voire financières) devant non seulement assumer les coûts de la conservation, mais aussi favoriser la venue de touristes qui par leurs dépenses contribuent à la croissance des revenus locaux.

C'est à ces mouvements, à leurs convergences comme à leurs contradictions, que s'attache Alessandro Ciambrone dans son travail de doctorat, mené sous la direction de Carmine Gambardella et de moi-même. S'appuyant sur de nombreuses études de cas, choisies en France et présentant une assez grande variété de situations géographiques, culturelles et institutionnelles, Alessandro Ciambrone cherche à en tirer des leçons et des exemplarités qui seraient susceptibles de s'appliquer à la Campanie, et en particulier à la Province de Caserta et au littoral de Castel Volturno. Au-delà de l'analyse des best practices que l'auteur nous propose dans cette thèse, je souhaite m'arrêter sur trois points qui sont présents dans ce travail : explicitement ou plus implicitement d'ailleurs. Mais n'est-ce pas le résultat attendu de tout travail doctoral : avancer et proposer quelques résultats clairement formulés et argumentés, et aussi des pistes pour des recherches et des projets ultérieurs.

Le premier point à souligner tient à la nécessaire présence et à l'action conjointe de multiples acteurs, chacun porteur de ses raisons et de ses objectifs, mais prêts à coopérer pour des objectifs conjoints sinon communs. L'accent justement mis sur la notion de réseau permet en effet d'avancer différentes modalités d'analyse d'abord et de conduite de projet ensuite qui s'inscrivent dans des soucis de pluridisciplinarité, d'inter-territorialité et de systèmes complexes de décision et d'action. S'il s'agit de reconnaître la multidimensionnalité qu'aujourd'hui la notion même de patrimoine porte, il s'agit également de considérer la multiplicité des savoirs, des motivations et des désirs que des patrimoines singuliers sont susceptibles d'entraîner. Bien mettre à jour ces multidimensionnalités pour en faire des moteurs pour des projets et des aménagements, telle est une des leçons que l'auteur nous propose.

Alessandro Ciambrone, pour ce faire, est amené à valoriser des sites qui s'inscrivent dans des territoires complexes et variés, et surtout qui participent de différents modes de reconnaissance patrimoniale et de légitimation culturelle. Il nous invite de la sorte à considérer à nouveaux frais les classifications plus ou moins établies, voire traditionnelles, entre des patrimoines disposant de « qualités » différentes : du Patrimoine mondial tel que l'UNESCO le labellise et qui étincelle dans les

circuits touristiques au patrimoine ordinaire qui ne brille souvent que pour des communautés plus réduites, fréquemment résidentes. Et tout autant qu'à considérer les continuités et les discontinuités qui existent au sein de l'éventail des différents patrimoines, ce travail amène à devoir mieux appréhender comment peuvent se lier et s'articuler des patrimoines bâtis reconnus et célèbres et des patrimoines dont la banalité apparente tendrait à n'avoir de sens que dans des relations de voisinage. En développant des projets d'aménagement s'appuyant sur des réseaux de lieux, de sites et d'acteurs, et en inscrivant ces patrimoines jugés a priori ordinaires dans ces projets territoriaux, il s'agit d'accroître en quelque sorte la charge historique ou paysagère et donc patrimoniale de ces lieux et de leur reconnaître des valeurs propres. Non seulement dans l'ombre des grands sites et des grands monuments, mais pour ce qu'ils valent en tant que tels, et surtout lorsqu'ils prennent place dans des séries balisant des territoires partagés. Les valeurs strictement locales sont alors dépassées et surtout enrichies par leur participation à des ensembles plus vastes et plus diversifiés.

Sont élaborées de la sorte les prémices de ce qu'on peut qualifier, à la suite de quelques autres une économie patrimoniale, tenant compte et s'appuyant sur des ressources locales mais en les articulant à d'autres ressources, a priori externes, au sein d'un territoire plus vaste que celui du local lui-même. Cette économie patrimoniale qui a évidemment vocation à se réclamer du développement durable doit tout d'abord prendre place dans des solidarités sociales et géographiques : celles qui constituent au premier chef un territoire commun. Et si Alessandro Ciambrone ne détaille pas les caractéristiques strictement économétriques et financières de cette économie patrimoniale qui s'avance, il faut lui savoir gré, en faisant des réseaux et des territoires les pierres de touche de ses analyses et propositions, de mettre l'accent sur les échelles et les territorialités nécessaires pour son développement.

En conclusion, reconnaissons à Alessandro Ciambrone d'avoir partiellement renouvelé nos appréhensions et nos perceptions des territoires culturels et touristiques. Si son travail s'inscrit pleinement dans les courants des recherches et des réflexions en cours sur les interactions entre les échelles du développement local et celles des politiques patrimoniales, il est certain que nombre d'observations et d'analyses proposées sont innovantes, ne serait-ce que parce qu'elles sont tout à fait à même de nourrir des propositions projectuelles et d'aménagement, soucieuses des patrimoines comme des développements locaux. Ces apports importants feront oublier au lecteur, je l'espère, quelques faiblesses inhérentes à tout travail doctoral.

INTRODUCTION

The Campania Region, the Province of Caserta and the Domitian coast have a unique cultural, landscape and intangible heritage but is not sufficiently protected and enhanced. To this end, the research analyzes and proposes policies for managing assets through the study of international “best practices”, in particular in France, in the field of cultural tourism, seen as an engine for sustainable development of local communities.

The main objective of this study is to demonstrate, in times of global economic crisis, how it is possible to combine economic growth needs and strategies for the protection and enhancement of the heritage in a sustainable way, starting from the assumption that tourism is one of possible areas for regional development, social integration and improvement of living conditions of local communities.

In this logic, the question arises: How does this cultural, landscape and intangible heritage allow for the development of tourism intended as a source of sustainable development of the area?

More is being added to this question, which can be interpreted, as a search of strategies for the equilibrium between protection and enhancement of cultural heritage and landscape. For example: Why do regions or cities with a rich built heritage and natural heritage, fail to protect their properties, unlike others, however, that through tourism, have also improved the living conditions of their population? And then: How much and how history, geography, culture and traditions of the place have to do with the actual ability to enhance the assets? And again: What is the real value of cultural and landscape heritage, and how this value can be related to real socio-economic development of local communities?

World Heritage properties of the Campania Region



SITI UNESCO CAMPANIA



Napoli 1995 ☉
Centro storico

Caserta 1997 ☉

Caserta - Reggia e Parco
Valle Di Maddaloni - Acquedotto di Vanvitelli
Complesso di San Leucio

Pompei 1997 ☉

Ercolano - Area Archeologica
Pompei - Area Archeologica
Torre Annunziata - Area Archeologica di Oplonti

Amalfi 1997 ☉

Salerno - Costiera Amalfitana

Cilento 1998 ☉

Ascea - Area archeologica di Vella
Capaccio - Area archeologica di Paestum
Padula - Certosa
Parco Nazionale del Cilento e Vallo di Diano

Benevento 2011 ☉

I Longobardi in Italia. I luoghi del potere (568-774 d.C.)

Knowledge as a premise of the project

The cognitive method, intended as a preparatory phase for each project activity proposed by the research is related to the principles of multidimensional (multi-criteria)¹ and multidisciplinary² approach, which “allows to investigate from the landscape – territorial scale to the architectural work, to the object minutes - regardless of the date of the object of study - the human and natural phenomena understood as complex and continuing realities through a careful process of discretization and measures. This process studies in the essence each of their individual connotative value.”³

The monuments, landscapes, architectural artifacts, through this methodological criterion, are analyzed, interpreted, discretized by the integral of knowledge - the different disciplines of study - not only to measure the formal and geometric aspects, but those intangibles too that can give signs about the history, the environmental, sociological, cultural context in which that monument, landscape and architectural artifact is born and has been configured.

The phases of analysis and multidimensional survey on heritage, in this sense, are directly related to the action plan that, in the case of the territory, culminated in the concept of the Knowledge Factory. “More knowledge you put in the transformation of raw material resources of the territory, more you will have two major outputs: competitive products and work with Art. This is the challenge because human capital can express the talent generated by a continuous training process, which is the innovative appropriate measure of heritage, identity and roots.”⁴

It is just in search of identity matrices of places and enhancing the human capital of the territories, which we investigate the possible actions for the protection and enhancement of heritage, designed as part of a collective process and project, coor-

1 GAMBARDELLA Carmine. *Ecogeometria in Venafrò, identità e trasparenze*. Napoli, Edizioni Scientifiche Italiane, 2001.

2 HAUMONT Bernard, MOREL Alain. *La Société des voisins: partager un habitat collectif*. Paris, Éditions de la MSH, 2005.

3 GAMBARDELLA Carmine. *Altante del Cilento*. Napoli, Edizioni scientifiche Italiane, 2009.

4 GAMBARDELLA Carmine, ZERLENGA Ornella. *Rilievo come piattaforma tecnologica della conoscenza: il paradigma di Pompei*. In proceeding of the X International Conference on Graphic Expression applied to Building, APAGEA 2010.

minated and concerted, among the institutions responsible - at different territorial levels - Universities, Research Centers and local communities, represented by the major players in the world of associations and enterprises.

History, understood as knowledge, is therefore memory. It is the basis of every project that respects the traditions and contemporary needs of local communities. Historians, philosophers and sociologists have shown that over the centuries, the concept of *historia magistra* has been abandoned, where the past feeds and provides models and examples for the present, with it being replaced by the concept of *historia memoria* that today explodes and branches on and off. The evolution of the doctrines and content of the World Heritage reflect these changes. The affirmation of a common humanity, which accepts and encourages cultural and biophysics diversity in the world, also supports the growing diversity of sites and landscapes worthy of being considered and protected. There is no longer a reason for the *historia magistra* to exist due to every territorial context bringing into itself new elements, which cannot only refer to past experience or knowledge that has already been acquired.⁵

5 HAUMONT Bernard. Le patrimoine mondial de l'humanité. Des monuments aux paysages : quels classements ? Pour quelles valeurs ? colloque « sur les paysages monumentaux, paysager et urbain », Université Lyon, février 2004 ; In MARCEL O. Paysages, modes d'emploi. Pour une théorie générale du paysage, à paraître aux PUL, 2006.

The international perspective

The study is part of an international perspective because we believe that an analysis of “best practices” in different territorial contexts, may suggest proposals and strategies to be adopted. In this logic, we support the principle that “the historical centers, monuments, even the degraded landscapes, are the raw material of our investigation, the hardware on which the thinking and the integration of skills act as a software in order to define a repertoire of solutions appropriate to return these areas to the community through an action of regenerative protection. In this context it is vital the international confrontation to share virtuous examples of protection and management of monuments, sites and historic environment, in which conservation and development coexist in positive models, which can be exported to other contexts.”

We seek, therefore, to understand whether positive results in the field of heritage management, especially in specific regions of France, can be adapted to the cultural, social and economic context of Campania, and supported by major stakeholders of the territory. The importance of the concept of “site”, in fact, is of crucial importance in the disciplines of design, architecture, planning and management, and the way in which planners and designers have addressed this issue has changed dramatically over the years. Little has been written on this subject, and even less has been said on the characterization, richness and variety of the World Heritage in Campania following the criteria of evaluation established by UNESCO. The studies and comparative analyses are also limited to the World Heritage properties of the Region and the sites of excellence in other territorial contexts. Finally, it is interesting to deal with the themes that relate to, in a logic of system, the World Heritage properties with ordinary and intangible heritage. In fact, starting from the concept of Outstanding Universal Value for the sites of the Region, and extending that value to the ordinary heritage, we propose a promotion addressed at cultural tourism, defined as the engine for the social, cultural and economic rebirth of the area.

The historical, artistic, architectural, landscape and immaterial heritage of Campania is, in fact, the subject of a vast scientific literature reference. This is, however, only rarely translated into action for the integrated and sustainable management of sites. The cognitive base of departure is constituted from the research and projects on regional heritage elaborated by the Department of Architecture at the Second University in Naples and the BENECON Center. This is improved through the analysis of cases studies in France, suggested by professor Bernard Haumont, co-supervisor of the thesis.

Paris, Arche de la Défense (photograph by A. Ciambrone)



The case studies in France

Why the choice of critical analysis on systems management sites is felt right in France? Are the actions of management for the assets associated with the general cultural strategies in a particular geographic region? Can history, cultural politics, relationships and exchanges between France and Italy, facilitate the adoption of management strategies, regardless of local context in which they are applied? And finally, how these positive examples in France can stimulate strategies to be adopted for the heritage of Campania?

Management policies and cultural tourism in Italy and France are compared because these Countries involved themselves in very different ways over the last thirty years, by the explosion of mass tourism and cultural tourism, with inevitable consequences related to the number visitors and the economic income of two destinations.

France, first country in the world for the number of international visitors, developed a long-term government policy aimed at the protection and enhancement of heritage, through interventions on the assets, on the organizational structure of the institution responsible as well as on the promotion of all art forms of intellectual production.

In Italy, however, the management strategy has often shown to be inadequate in comparison to the international prestige that the country has for its cultural, landscape, gastronomic and immaterial heritage. A questionable management of the assets, in fact, has resulted in a limited growth of tourism and economy in comparison to the potentialities.

The critical analysis of case studies in France refers to emblematic sites of the French heritage included in World Heritage list and in the prestigious Réseau des Grands Sites de France. These examples have been universally recognized, by the French State and the relevant scientific literature, as models of sustainable management, able to mediate the needs of conservation and the economic development linked to tourism. These are:

- Le Schéma de Cohérence Territoriale (SCoT) de Montpellier, for the processes of planning and management on metropolitan level;
- The plan of tourism and identity promotion elaborated by Loire Valley;

Knowledge Factory: Touristic strategic Plan of the Domitio Coast in the Province of Caserta (source: Department of Architecture SUN – BENECON)



- The plan of tourist flux management of Saint-Guilhem-le-Désert et Gorges de l'Hérault;
- The new models of management, economic and sustainable development of Pont du Gard;
- The site and European archeological centre of Bibracte, for the aspect related to the scientific research and the rediscovery of identity matrices of places;
- The project for the Seine in Paris, for the transparence and public participation, which has characterized the planning process.

Actions taken at the sites of excellence in France suggest strategies for the implementation of the “cultural district” covering the entire territory of the Campania Region. The “cultural district” or “local tourist system”, as defined in Article 5 of the “National Tourism Reform” (Act 135 of 2001), has the objective to include, in a single homogeneous territorial context, cultural, artistic, landscape, gastronomic, intangible heritage as well as recreational-tourist and commercial activities.

The cultural district of Campania and the tourism systems of the Provinces

The research, starting from the analysis of the case studies in France, proposed to create a “cultural district” that can extend to the whole region – including the UNESCO as well as the ordinary heritage⁶ - to promote Campania as “World Heritage Region”.

The project starts from the idea of creating a network, through a single management system, among the UNESCO sites of the Region, both Man and Biospheres of the National Parks of Mount Vesuvius and Cilento, and “minor heritage” that, in line with the article 12 of the World Heritage Convention, encloses in it the Outstanding Universal Value, condition inseparable from the concept of World Heritage. The project of the network among the sites of excellence in Campania – at the base of a Memorandum of Understanding signed between the BENECON and the World Heritage Centre – would allow to coordinate the activities of integrated management and sustainable development for the World Heritage property of the Region. Moreover, it would extend to the “minor” and intangible heritage the actions for its management and valorization. We point out, therefore, the principal matters, in the promotion of the assets of excellence and in the management of the tourist flows, which prevent the properties of the World Heritage of Campania focusing on international cultural tourism. Similarly, we propose design solutions for each site, in the logic of protection and enhancement of the heritage.

In relation to the administrative boundaries of the five Provinces of Campania, we propose a structure of management, for each UNESCO site, which would allow for the realization of a “local tourist system.” This can allow the assets of the Province to be integrated within the “cultural district” of the Region. The analogous concepts of “cultural district” and “local tourist system” (valid into Italian law) are used, in reference to the territorial contexts of reference, respectively regional and provincial.

⁶ HAUMONT Bernard. *Le patrimoine ordinaire*. In GODET Olivier (dir.): *L'habitat social, un atout*. Paris, Hartmann Edition, 2006., pp. 11-17 ; HAUMONT Bernard. *Le patrimoine ordinaire: marqueur ou moteur ?* Seminario « Liex et enjeux ». Centre de Recherche sur l'Habitat (CRH). Laboratoire Architecture Ville Urbanisme Environnement (LAVUE). Ecole Nationale Supérieure d'Architecture Paris-Val de Seine, 20 novembre 2012.

In particular, the tourism system of Caserta is analyzed, focusing on the UNESCO site of the Royal Palace, its gardens, the Belvedere of San Leucio and the Carolino Aqueduct, whose management plan, in progress, has been designed by the Department of Architecture SUN and BENECON. The author is a member of the design team. The World Heritage site, within the “tourism system”, should be the main node and junction of permutation of the cultural network that is proposed for the Province, of which the “minor” and intangible heritage belongs to.

Finally, on a local scale, the research aims to evaluate past and progress experiences regarding the Domitia Coast and the City of Castel Volturno, within the Province of Caserta, in the logic to suggest proposals that might actually be feasible and sustainable in the future. In this perspective, are analyzed:

- The urban development of the City of Castel Volturno, from illegal construction to node and junction of permutation of the “tourism system” of the Province of Caserta;
- The area of the new port of Pinetamare for evaluations on project financing in the processes of urban planning;
- Public spaces, plazas, and waterfront, which were the objects of two competitions of architecture. This have highly involved the local and the international scientific community;
- The area of Lago Piatto through multidimensional survey that assesses conditions and quality of manufactured building and of landscape in their material and intangible components, in the perspective of a recovery and rehabilitation plan;
- The Oasis of Variconi and the “lake district”, by presenting “the tourist system of water’s landscapes” project to restore and promote the area.

In conclusion, through the critical analysis of case studies in Campania and in France, the research supports the belief that the multidimensional and multidisciplinary approach, linked to the analysis of international best practice, constitutes a new criterion of survey and design related to the management of cultural, landscape and intangible heritage of the Region, which historically have been handled by a local point of view, and a perspective that is not integrated.