The technological innovation of the knowledge areas: The Tourist Board of the City of Peastum

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Introduction
The increased awareness of the importance of knowledge and traditional knowledge has led to a redefinition of the content and objectives of the planning policies of the area and the introduction of new models of sustainable planning and design, participatory and socially shared, with the aim of enhance the identity of places, to develop new markets and stimulating local economies to counter the phenomenon of the internal territory and excessive urbanization of the city and coastline. In Italy there are various smaller urban centers, often abandoned, with significant features of historical, artistic, social, cultural and environmental. Ecological and sustainable by nature and vocation could be a remarkable heritage to be converted, riadeguandoli to contemporary needs, limiting the construction of new settlements and helping to reduce the process of desertification and depletion of human resources.

Objectives
The innovative aspect of this intervention, it depends from having adopted an approach based on the recovery on the promotion of sustainable forms of tourism and on a model of land management that has encouraged the development of a new local business. Crucial says D.Kihlgren promoter, was also the role played by the resident community, involved in the development process of the project at an early stage, especially the elderly true custodians and guardians of historical memory, knowledge and traditional knowledge local. The promotion of a responsible and sustainable tourism is not of secondary importance. Over the past two decades, the phenomenon of mass tourism has seen a very large increase. This enormous expansion was not without consequences on the environment, to accommodate such a flow were built several cubic meters of concrete and infrastructure, resulting in a depletion of local resources and an imbalance of natural habitats, not to mention the pollution and the production of waste generated by the services related to the tourism phenomenon. According to the World Tourism Organization that stream will be expected to grow with catastrophic consequences both on the environment, both on the already delicate balance between internal territory, urban areas and coastal areas where some of the tourist activities. Do not underestimate the fact that the trend of the tourism market requires the adoption of models or outsourced services, which have replaced all or part of the local management models, and created an industry of entertainment that rarely tends to enhance and protect the cultural identity and the genius loci of which every place is the guardian.

The scenario of the Cilento Area
For a careful analysis of the factors and the potential for development of an
area, you must take into account the characteristics of the resources, products and production processes.

The parks in Italy are 1,144 (national, regional and other). In them live 4 million and a half people, and there are 70% of the municipalities with less than 5,000 inhabitants, a sign that the parks are not only nature, but also cityscapes. But the protected surface is low, 3 million and a half acres, only 11, 69% of the national territory: we are behind the EU average (18.4), far behind Germany (59.4) but also to Estonia (36.3), Poland (29.2) and the Czech Republic (25.9). Public funding is scarce: 241 million in 2008 (0.015% of GDP). And in 2009 there is a cut to the national parks of 10%. Some parks gets resources from their own activities, but on average only 12%. With one notable exception, that of Parks of Val di Cornia, Tuscany, a virtuous example: here in 2007 has achieved a draw, with tickets and other activities. These six parks (among others, the archaeological Populonia and the San Silvestro archaeological) are managed by a company for 90% controlled by the municipalities, to 10% from individuals. Many hoteliers, restaurateurs, managers of factories have become shareholders and there were new activities.

Relative to the area of Cilento, diversification and flexibility of production processes and the importance of the factors of tradition and innovation also feasible on a small scale, they seem to fit in naturally with the new economic theories of development based on an approach of economics geographical and concepts of small business, system of local development and industrial district. In fact, from the end of the seventies, in all industrialized countries of Europe, and Italy in a particularly striking fashion models of economic success have been characterized by a precise territorial logic, which sees businesses join geographically into homogeneous groups in relation the type of production realized. The ideal models of reference for the study of this phenomenon are the Local Development Systems and Industrial Districts in which it is again enhanced an ancient craft tradition, characterized by the coexistence within a production agglomeration of a multitude of small enterprises linked by a complex system of competition and cooperation, as a rule specialized in the production of consumer goods for the house and for the person (such as footwear, furniture, clothing products, etc.) together with its machinery to produce them.

The criteria that guided the definition of the relevant territory of the ASL, are in essence are three. The first concerns the coincidence of this area with an area of a mountain community, the second concerns the geo-topography of the area, the third critical of the territory.

Compared to the first point that should be noted is that the choice to do these 17 municipalities was dictated dall’antecedente testimony of this area as an area with a high environmental value.

This recognition both inside and outside for the same proponents justify the choice to identify as the reference area of the Covenant and that of the 17 municipalities of the ASL.

Compared to the second point, what you want to highlight is that the territory in question was defined as the area of the Montana primarily for its geo-topographical and historical culture. These made him a homogeneous territory and
endowed with its physical and social continuity. In relation to the introduction of the Integrated Territorial Projects reads “Cilento is a hilly area held together by strong historical, cultural, social, and economic factors that affect the 17 local governments.”

Finally, with respect to the third point, what you want to emphasize is that the territory in question not only presents elements of continuity dictated by geo-topographical and social history, but to make this homogeneous territory are also critical. The territory of Cilento is, in fact, marked by problems of unemployment, the block of the economy, the social problems that are common across the 17 municipalities that make sense and taking action involving the whole area covered by the case study, through the Local Development Agency.

### POINTS OF STRENGTH | WEAK POINTS
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High connection with the coastal area. | Little cohesion between coastal and inland areas
Presence of well-preserved historical centers of great artistic interest | Lack of internal cohesion
Good numbers of associations | Depopulation trend in the interior
Many of the actions and policies of development | Partial state of neglect of some architectural
High availability of natural resources and landscapes | Lack of cohesion entrepreneurial
Large amounts of water resources | Low diversification of economic activities
Easy access to major centers via the arterial roads, road, motorway and rail | Unattractiveness in offering tour packages
Folk traditions with a large number of cultural events | Shortage of accommodation in the inner area

### OPPORTUNITIES | THREATS
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Presence of programs and funding. | Low level of public utility services
Interest of the Campania Region to the development of the area | Low presence of principals of public security
State commitment to the strengthening of existing infrastructure | Absence of differentiated collection of waste disposal
Sensitivity of Local Authorities for environmental policies | Slow decision making process for new ways of communication

Tab. 1 Swot Analysis of Cilento Area
Methodological guidelines and guidelines for knowledge at different scales
The cognitive system put in place in the priority phase of knowledge becomes indispensable to support the definition of the strategic lines of development. The latter are initiated from the definition of the parameters that enable you to detect the state of the natural environment and built. All studies and research depart from the need to recognize and protect the differences and local specificities, as a response to globalization processes, in order to collect a large number of interpreters and exegetes. Starting again from the territory, timely analysis of the link between the dissolvable in geo-morphological characteristics of places, settlement patterns, relations systems, production specializations, now seems a starting point for reviving development processes in which the “how” does not necessarily result in higher-level “where”, but is instead based on an original mix of both concepts. What is happening in the field of local products, especially where the concept of intrinsic quality - relative to the area of production, the production cycle and its outcome in terms of salable goods - certainly foreshadows an alternative to the universality of the production of undifferentiated mass, although at the moment seems to be winning only with reference to particular market niches. Niches probably destined to grow, rewarding, however, only those production areas, thanks to the availability of a particular material or cultural resources, have been able to assert itself on first. There are also, however, extrinsic risk determined by the presence in the neighborhood of the property or otherwise in connection with it, of disturbing elements that may interfere with the use and conservation of the asset. The evaluation of the presence of resources and disturbing elements (detractors) in fact defines specific areas, Problem Areas in which no longer sufficient a local development process, but we must put in field specific strategic projects aimed at the preservation and enhancement of resources tangible and intangible assets of the Park of Cilento and Vallo di Diano. The construction of strategic guidelines for any development and heritage conservation therefore requires the activation of the process of knowledge of local resources. The key step is the analysis of conservation, through the collection of data in the bodies of the instruments operating protection, conservation, planning and use of land resources. The control of such data, activated throughout the territory, returns a framework operations of these instruments. As mentioned though, because we strive for a comprehensive data at the regional level, it is necessary both to act widely to capture data related to individual local conditions and, secondly, to verify the operation and indications of the instruments of planning at all institutions that offered to the government of the territory. The critical operations of the instruments of protection and urban planning, crossed with risk and vulnerability data acquired in the phase of knowledge for the individual areas of interest placed in relation to categories or geographical areas, for example, allows you to identify the contexts in which it is necessary to build the remedies and the addresses strategic local development. It is clear that in the case of the National Park of Cilento and Vallo di Diano,
characterized by issues relating to the conservation and management ‘enrol-
ment in the Lists of World Heritage of UNESCO, it is particularly significant to
identify strategies for the conservation and how management, to be applied
through participatory processes. In this sense, it is appropriate that the body
responsible for the governance of the territory acquires priority vulnerability
data, damage and risk referring to specific areas, as well as data related to
planning instruments and protection, so that they can effectively address so
specific strategic interventions in relation to development.
Not surprisingly moved as the activities promoted in Guimaraes (Portugal),
whose entire historical center is entered in the WHL and whose enrollment
has been determined in a substantial way, beyond the values of relevance and
uniqueness recognized assets , dall’efficacissimo system put in place by the
local field for the activation of strategies and projects for the conservation and
enhancement of this heritage. A vast heritage management in writing, based
on the construction of an internal body of the municipality, which strives for
the preservation of the historic center activating, instead of individual owners,
the entire process of planning and execution of the works of conservation by
providing free the necessary technical support, following the administrative
procedures related to the acquisition of permits and funding, through the ac-
tivation of specific procedures for acquiring the necessary financial resources
to perform work on specific channels of European funding. Some data that
highlight the substantive issues of preservation of the cultural heritage of the
Park of Cilento and Vallo di Diano have emerged already in the study and de-
nition of strategic guidelines for local development, both in the identification of
elements of disorder, which in the operation of the instruments protection and
urban planning. In the following paragraphs, as well as outlining the strategic
lines of development, we recall some of the problems of the lack of develop-
ment of the subject of the research work.

Finality
The important issue that is often neglected in spatial development plans con-
cerning the connection between the sites, as a reference unit of local develop-
ment, and the more general regional development policies.
Economic development, today, can not overlook the reference to local identi-
ties, and these metaphors can not not find in new projects shared their points
of reference for the possible metamorphosis of these identities.
In other words, the multiplicity of signs left by the events of accumulation ter-
ritorial and organizational structures, economic, productive and cultural refe-
rences must be able to evolve towards configurations best suited to participate
in the processes of economic and social integration that the new international
context offers no lose the characters to endogenous reference.
The construction of strategic directions for the development of the Cilento
area involves both the identification of the state of conservation of resources,
on the other hand the evaluation of the factors that interfere with the deve-
lopment of the area, but also the establishment of a database flexible and
consistently implemented is a prerequisite for the definition of tools and imple-
mentation programs for the conservation and enhancement of the resources
of the territory, as well as tools for monitoring and control of the phases of implementation of the plan. It is very important the strategic approach of evaluation which shall then become the de facto realization in a summary of origin, for a ring that must melt in a shared vision of sustainability, policy running to the local scale and the large scale for the implementation of networks, with the aim of supporting growth by enhancing the quality of economic returns and visibility on the local system.

The problems are focused in this paper concern the implications of unequal distribution in the localization of certain goods and services to the territorial nature and methods of treatment in the processes of public decision-making and planning of local governments.

If we refer to the territorial context of Cilento, traversed by intense dynamics of territorial transformation, the issue of equalization invites you to think about models that address the development of dynamic areas in an integrated way with the development of the territories “slow”, working to reduce imbalances (center-periphery, mountain-valley). The issue of local development appears to be of primary importance in the world of spatial transformations of the past two decades, the establishment of polarity trade has led to problems with insertion planning - environmental opportunities and revitalization of local areas involved. The action, which is the process that leads to the realization of a project, either individually or collectively, can be described with different types of behavior. a) Draft action that the training activities of the intention to do. A set of anticipatory and preparatory elements. It is direct entrepreneurial activity, of those who wish to activate a laboratory (project). An initial attempt to relate purposes and accessibility of resources.

b) Departure from the structural situation: the availability of resources (physical and social) is selected to become aware of the “constraints” that must be seen as a starting point to new opportunities.

c) Realization of the project (action): This is to activate the sequence of actions that begin to structure the organization implementing the project; overall objectives, through the activation of the behaviors of the agents of local development, become specific and project reveals its strategic force.

d) Effect of the action on the territory: the intended and unintended effects of fielded are perceived as change, new skills, new resources and new bonds are formed; reports produced and resources can be re-activated by the “planning network “.

References

Abstract
Besides representing a strategic variable, the preservation, conservation and enhancement of specific sites constitutes a tool for long-term and sustainable development. Indeed, an economic process based on local resources ensures a higher multiplicative effect on income; in their turn, wealth and well-being create the conditions for further growth and preservation. From this point of view, tourism is an industry undergoing constant growth as well as a significant share of world trade. In recent years, the increased focus on the theme of sustainable development has provided new strategic opportunities for places which, until only a few years ago, played a marginal, if not inexistent, role in the tourism market. This has naturally attracted the interest of scholars and economic operators to the relationship between the decisions regarding local governance and the mechanisms of competition. As a result, it is necessary to identify the means by which an economic sector as complex as the local tourist industry can be run, so that the resource represented by the tourist attraction can provide adequate long-term returns in economic, environmental and social terms for the local population. These are the objectives of urban ecotourism and heritage tourism in the sectors of sustainable tourism which are currently the most advanced. It is worth emphasising that both currents of thought underline the importance of a return to nature and the authenticity of human existence. From the point of view of promoting sustainability, this means giving up those sources of income which restrict the capacity to ensure that there will be a demand for tourism in the future. More importantly, in order to be sustainable, tourism should be compatible with the identity of the local community, encouraging mechanisms of integration between the symbolic and cognitive aspects that a local area is capable of evoking with more strictly social and economic ones. For tourism, competition involves creating an image: the image of a tourist resort is strongly influenced by the existence of a local identity and that of the individuals that identify with it. It is the result of a specific combination of social, cultural, human and environmental capital and institutions which give value to a local area. This combination gives rise to a chain of influence which can be defined as the perceived attractiveness of local identity: identification with a specific group is motivated by the need to strengthen self-esteem through positive feedback which membership of a group is capable of reflecting upon the individual’s concept of self. The representative symbols of identity, its foundations, its emblems (heritage, history, memory) should be defined and conditioned according to procedures designed to enhance local businesses which are capable of re-establishing and maintaining a social link between archaic cultural values and new technologies for sustainability. In this historic moment in the areas of environmental and cultural merit, in addition to the objectives of conservation and enhancement of natural and environmental resources, more and more, the finalities of promotion of the sustainable development are pursued through a harmonious human relationship with the natural environment.