



World Heritage / Patrimoine Mondial

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■ Please provide a 500 words abstract outlining your thesis; you may wish to attach a table of contents or any other relevant material:

This research project proposes to establish a management model for the five World Heritage Sites (WHSs) of the Campania Region in Italy (Naples, Amalfi, Caserta, Cilento, and Pompeii), in order to promote, coordinate, and diversify the tourism flow of the area. Moreover, Local Tourist Systems (LTSs) are developed for each WHS. These are defined as areas in which there is an integrated offer of cultural and natural assets and touristic attractions, including agricultural products and local handcrafts, with a large diffusion of single or associated touristic businesses. The establishment of the network among the WHSs together with the LTSs would reduce visitor pressure on the coastal areas, which are suffering of anthropic pressure, and consequently spread visitors among other destinations and sites. This would encourage the development of tourism economies in un-promoted localities.

Cultural tourism in Italy and the Campania Region is not effectively developed, even though, for number of WHSs, Italy is the first country in the world and Campania is among the richest administrative regions on the planet. In addition, the number of tourists is unevenly distributed on the national and regional scales. Tourism is concentrated in Northern Italy and visitors interested in cultural heritage follow the route Venice-Florence-Rome, although thirty three per cent of cultural and natural assets are located in the Mezzogiorno (Southern Italy). Consequently these cities suffer from tourism pressure. In Campania, ninety-four per cent of tourists visit and stay in only two provinces (Naples and Salerno) out of the five within the region, with the consequent degradation of cultural and natural assets in these territories.

International 'best practices' on cultural tourism management are analysed to suggest strategies to adopt for the realization of the network system and of the LTSs in the context of the Campania Region. This literature review focuses on the following topics: the importance of being a 'World Heritage Site' in the tourism market; the promotion of cultural tourism; the interactions between visitors and residents; the management of tourism flow; the involvement of stakeholders and local communities in the process to create an economy linked to cultural tourism; and the importance of raising local heritage awareness in order to protect WH.

Tourism flow management promoting cultural tourism and WHSs in France are studied since this is the country that receives and deals with the highest number of international visitors in the globe. This gives a general context for the case study of Val de Loire WHS. The main reason for choosing Val de Loire is due to an innovative management model established in 2002 for the WHS, which includes two regions, 160 cities and villages, and a national park. The Val de Loire WHS can be a model for the management network of Campania for the comparable territorial extension and the number of stakeholders involved.

Starting from the 'best practices' worldwide on cultural tourism management and the case study of Val de Loire, a model to manage the network among the Campania WHSs and the LTSs, in particular that of Caserta, is proposed. At national scale, a stronger promotion of cultural tourism for Southern Italy is suggested in order both to diversify the tourism flow and for the economic development of Mezzogiorno. The project focuses mainly on: the accessibility to the sites; the legal and financial aspects of WH management; the public participation; and the strategies and programmes to raise awareness among local communities on the importance to protect intangible, cultural and natural heritage.

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<input type="checkbox"/>	Archaeological Heritage	<input type="checkbox"/>	Cultural Routes and Itineraries, Linear Heritage (Routes, Canals, Railways, Rivers, etc.)
<input type="checkbox"/>	Built Heritage	<input checked="" type="checkbox"/>	Natural Heritage and Environment
<input type="checkbox"/>	Earthen Architecture	<input type="checkbox"/>	Geological Heritage
<input checked="" type="checkbox"/>	Historic Centres and Cities, Historic Urban Landscapes	<input type="checkbox"/>	Forests
<input type="checkbox"/>	Military / Defence & Maritime Heritage	<input type="checkbox"/>	Deserts

<input type="checkbox"/>	Industrial, Technological, Astronomical & Scientific Heritage	<input type="checkbox"/>	Biodiversity
<input type="checkbox"/>	Vernacular Heritage	<input type="checkbox"/>	Marine and Coastal Heritage
<input type="checkbox"/>	Modern and Contemporary Heritage	<input type="checkbox"/>	Mountain Heritage
<input checked="" type="checkbox"/>	Cultural Landscapes	<input type="checkbox"/>	Rock-Art
<input checked="" type="checkbox"/>	Underwater Heritage / Archaeology	<input type="checkbox"/>	Research on Materials Conservation and Mechanics
<input type="checkbox"/>	Museums, Museology & Moveable Heritage	<input type="checkbox"/>	Education, Training, Youth and Volunteers
<input type="checkbox"/>	Documentary	<input checked="" type="checkbox"/>	Cultural Tourism & Ecotourism
<input type="checkbox"/>	Oral & Intangible Heritage	<input type="checkbox"/>	Heritage Legislation (National and International), Conventions, Charters and Declarations
<input type="checkbox"/>	Languages and Toponymy	<input type="checkbox"/>	Climate Change Impacts on Heritage
<input type="checkbox"/>	Genealogy and Heraldry	<input type="checkbox"/>	Restoration
<input type="checkbox"/>	Other:		