

HERITAGE 2018

Proceedings of the 6th International Conference
on Heritage and Sustainable Development
10th Anniversary Edition

VOLUME 1

Edited by

Rogério Amoêda

Sérgio Lira

Cristina Pinheiro

Juan M. Santiago Zaragoza

Julio Calvo Serrano

Fabián García Carrillo



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*Granada, Spain
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Foreword

Heritage 2018 - 6th International Conference on Heritage and Sustainable Development celebrates the 10th anniversary of Heritage Conferences. As the previous editions *HERITAGE 2018* aimed at maintaining a state of the art event regarding the relationships between forms and kinds of heritage and the framework of sustainable development concepts, namely the framework of the 2030 Agenda for Sustainable Development.

However, the four dimensions of sustainable development (environment, economics, society and culture) are, as in the past, the pillars of this event defining an approach on how to deal with the specific subject of heritage sustainability. Furthermore, beyond the traditional aspects of heritage preservation and safeguarding the relevance and significance of the sustainable development concept was to be discussed and scrutinised by some of the most eminent worldwide experts.

For a long time now, heritage is no longer considered as a mere memory or a cultural reference, or even a place or an object. As the previous editions of “Heritage” (2008, 2010, 2012, 2014 and 2016) have proven, heritage is moving towards broader and wider scenarios, where it often becomes the driven forces for commerce, business, leisure and politics. The Proceedings of the previous editions of this conference are the "living" proof of this trend.

As stated by some the Sustainable Development Goals of the 2030 Agenda, the role of cultural and social issues keeps enlarging the statement where environment and economics had initial the main role. The environmentalist approach (conceiving the world as an ecological system) enhanced the idea of a globalised world, where different geographic dimensions of actions, both local and global, emerged as the main relationships between producers, consumers and cultural specificities of peoples, philosophies and religions. In such a global context heritage became one of the key aspects for the enlargement of sustainable development concepts. Heritage is often seen through its cultural definition and no further discussion seems to be appropriate. However, sustainable development brings heritage concepts to another dimension, as it establishes profound relationships with economics, environment, and social aspects.

Nowadays, heritage preservation and safeguarding is constantly facing new and complex problems. Degradation of Heritage sites is not any more just a result of materials ageing or environmental actions. Factors such as global and local pollution, climate change, poverty, religion, tourism, commodification, ideologies and war (among others) are now in the cutting edge for the emerging of new approaches, concerns and visions about heritage. Recent events in the Middle-East and other parts of the World are saddling proving the rightness of these assertions and deserve our attention.

Thus, *HERITAGE 2018 - 6th International Conference on Heritage and Sustainable Development* proposed a global view on how heritage is being contextualised in relation with the four dimensions of sustainable development. What is being done in terms of research, future directions, methodologies, working tools and other significant aspects of both theoretical and field-work approaches were the aims of this International Conference. Furthermore, heritage governance, and education were brought into discussion as key factors for enlightenment of future global strategies for heritage preservation and safeguarding.

A special chapter on Preservation of Muslim heritage was included in this edition because of its singular and utmost significance and because the Venue of this edition was the city of Granada, one of the most extraordinary places to understand and feel the merging of cultures, arts and traditions. When religious and cultural issues are raising significant misunderstandings Heritage 2018 aimed at contributing to a valid, peaceful and fruitful discussion under the broad umbrella of sustainable development goals.

Authors submitting papers to Heritage 2018 were encouraged to address one of the topics of the Conference by providing evidence on past experience and ongoing research work. As a result, Heritage 2018 welcomed a significant number of papers and presentations addressing field work and case studies but also theoretical approaches on a diversity of thematic. As in the previous editions Early Stage Researchers were welcome to share the results of their research projects, namely post-graduation projects and doctoral projects, among others.

The Organising Committee also expresses its gratitude to all Members of the Scientific Committee who reviewed the papers and made suggestions that improved the quality of individual work and the over-all quality of the event.

The editors would like to express their gratefulness to all the partners and sponsors of this edition of Heritage who joined the effort to make a significant Conference. Our special word or recognition to the University of Granada that joined efforts with Green Lines Institute to make this event. Also to the Municipality of Granada, to the Bureau of Tourism of Granada and to the Council of the Alhambra and Generalife our recognition for their participation.

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Cinque Terre: terraced landscape preservation and tourism sustainability

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ABSTRACT: Cinque Terre terraced landscape represents an extraordinary example of the peculiar relation between humankind and nature. For centuries its inhabitants shaped the territory, building a farmed terraced system that has characterized the image and identity of this land until today. This territory, extremely vulnerable to natural disaster and anthropic degradation, has been involved in several actions aimed at its protection and safeguard since the 1980s, through regional laws supporting local agriculture and terraces preservation. The site was inscribed in the World Heritage List as a cultural landscape in 1997 and Cinque Terre National Park was established in 1999. Through the analysis of the existing regulations context and related requirements, touristic data, promotion and strategies, this paper aims to explore the relationship between mass tourism effects and landscape vulnerability, focusing on the conflict existing between sustainability declared, or sought, by the authorities and the risks related to land consumption.

1 INTRODUCTION

The place-name Cinque Terre, used for the first time in 1448, identifies a territory located in the eastern part of Liguria (Italy), around the villages of Monterosso al Mare, Vernazza, Corniglia, Manarola and Riomaggiore, distinguished by rugged and steep slopes. The closeness of the ridge to the coast entails a very mild climate, also due to the favorable exposure, but at the same time some isolation from the neighbouring region (Verbas, 1978). These factors determined the marked homogeneity of this area and the community bond, strengthened by the increasing relationships between villages after the annexation to the Republic of Genoa in the 13th century (Marengo, 1924).

Vine growing is the Cinque Terre distinctive feature: it defines its landscape, by means of farmed terraces built in a large part of this territory, and economy, with all the works related to wine production and distribution (Verbas, 1978). During the 19th century economic and societal changes, due to the railway construction, and the spread of grapevines devastating diseases (Gasparini, 2014), caused the decline of wine-producing industry in the area.

In the 20th century, the great value of Cinque Terre landscape and culture was acknowledged and protected. In 1959 the territory was listed according to the Italian law, and a regional (later national) park was instituted¹. In 1997 the site was inscribed in the UNESCO World Heritage List (WHL) as cultural landscape (Fig. 1). Moreover in 1973, Cinque Terre and Cinque Terre Sciacchetra DOC labels were established to protect the local wine production (Verbas, 1978).

The Park Authority, UNESCO, Region of Liguria (Regione Liguria) and other local authorities, beyond preparing their own government and management tools, undertook many actions (such as scientific studies and resolutions) aiming to support agriculture and regulate tourism, as well as to restore and preserve the environment and terraced system.

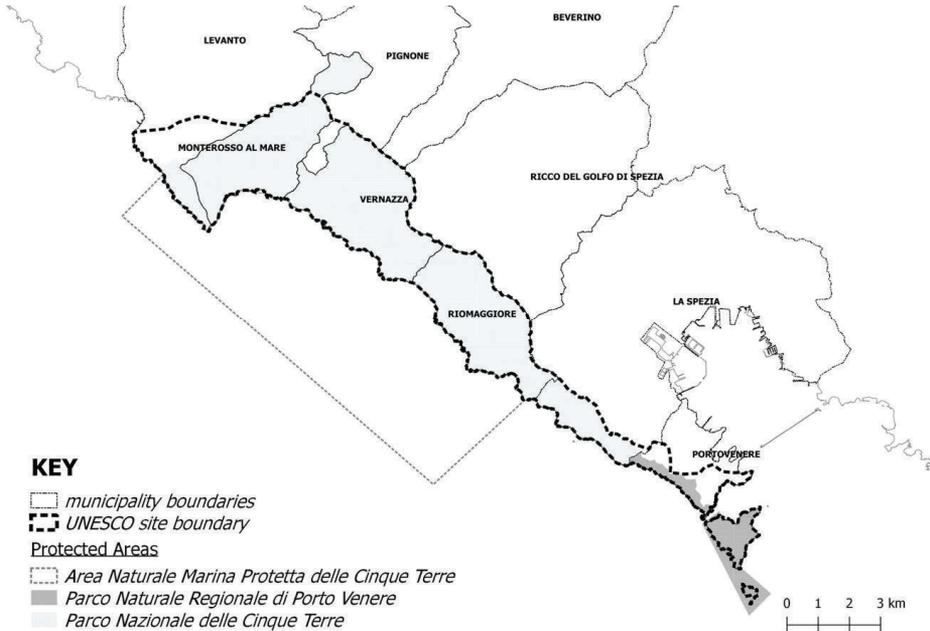


Figure 1. UNESCO site and Cinque Terre National Park have different extents; the first one also includes the Regional Natural Park of Portovenere.

2 HYDROGEOLOGICAL RISK AND TERRACINGS IN THE CINQUE TERRE AREA

From a geomorphological point of view, this area is prevalently mountainous and hilly, and the seaside is characterized by the presence of a high coast, mainly rocky and impervious. The rare small beaches, composed by deposits of pebbles and gravel, are made of landslide material or by shingle transported by watercourses. Furthermore, the coast is exposed to storms and permanent wave action, causing its erosion, especially where streams emerge into the sea (Cevasco, 2007). Even if mountains are not particularly high (with a maximum height of ca. 800m), the whole territory is extremely steep and sprinkled by waterways with a torrential regime. Many slopes are affected by detachments of blocks, landslides, and debris flow.

Throughout the centuries, human intervention interacted with the structural vulnerability of the soil, modifying the slope shape and the water flow, by means of a vast terraced system allowing farming (Besio, 2004): terraces are supported by dry-stone walls that need a constant maintenance. Nowadays cultivation abandonment (and subsequent lack of maintenance) mainly occurs in those areas that are high, far from the seaside, or hillside villages².

Regardless of the quality of constructive technique and employed materials, the lack of maintenance causes dry-stone walls degradation, including collapse of upper course of stones, with the consequent confluence of surface water, and wall deformation (Martini et al., 2004).

Due to its conformation and man-made alterations, most part of the area is naturally subjected to a high hydrogeological risk. According to the 2016 update of Cinque Terre Piano di Bacino³, a great part of the territory is classified with high and very high hydrogeological risk⁴, further increased by the so-called land consumption phenomenon (DiAP et al., 1997). Land

consumption is caused not only by buildings and infrastructure construction, but also by mass tourism, significantly grown after the inclusion of the site in the UNESCO WHL. The presence of tourists affects the territory with demand of facilities and intense use of the trails (Martini, et al., 2004), that follow ancient itineraries beside the ridge, coast or hillside, and the diagonal paths joining them (De Marco, 2006).

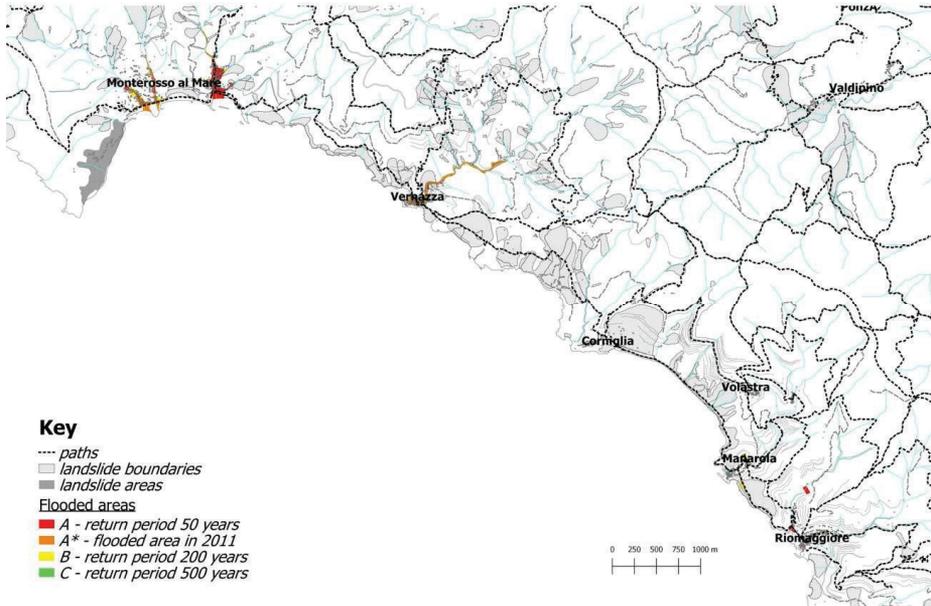


Figure 2. Map of paths and landslide areas.

In the area there are more than eighty-eight active landslides⁵, and, in the last decades, the territory was devastated by two floods (in 2000 and 2011) and two landslides. The first landslide caused the closure of the so-called Via dell'Amore path in 2012⁶, while the second one determined the closure of Sentiero Azzurro path, between the villages of Manarola and Corniglia, in 2014. Following further landslides, the entire coastal itinerary is now not accessible. Its reopening, scheduled for 2021, is linked to the implementation of the safety measures in the territory (Fig. 2). Most part of landslides corresponds to abandoned terraces, whereas flows are related to neglect, lack of maintenance of forests and terraces, and cementification of the territory (in addition to heavy rains and huge debris falls).

The return to a natural state of the slope is the inevitable future for abandoned and faraway terraces: in fact the restoration of the whole Cinque Terre terraced system is not sustainable from the economic point of view. However, the recovery of the natural slope can be an additional risk, if it is not properly managed until the achievement of a new balance (Besio, 2004).

3 TOURIST GROWTH: PROMOTION AND SUSTAINABILITY

A distinctive aspect of Cinque Terre is its economy nowadays mainly based on tourism. While generating positive outcomes for the economy of the area, tourism has also a strong impact on its landscape and population. Cinque Terre tourist tradition dates back to the period after the World War I, when a lodging, a small hotel and two bath facilities were opened in Monterosso (Verbas, 1978). During the 1930s there were around eight-hundred visitors per year, including

about fifty foreigners, with an average stay of twenty days each (Consiglio Provinciale Economia Corporativa, 1934). After 1955 tourism expanded, with more than 50% of foreign visitors. Excluding Monterosso, tourism is a quite recent phenomenon for the Cinque Terre hamlets: given the features of their territory, they could not develop large hotel facilities, but rather small non-hotel properties. As for other touristic destinations marked by a fragile environment, the tourism infrastructure growth had a strong impact on the territory, causing the increase of urban settlements, and the continuing turistification of territorial resources (Tizzoni, 2014). At least, however, it did not degenerate into the massive urban growth characterizing other Ligurian coastal areas.

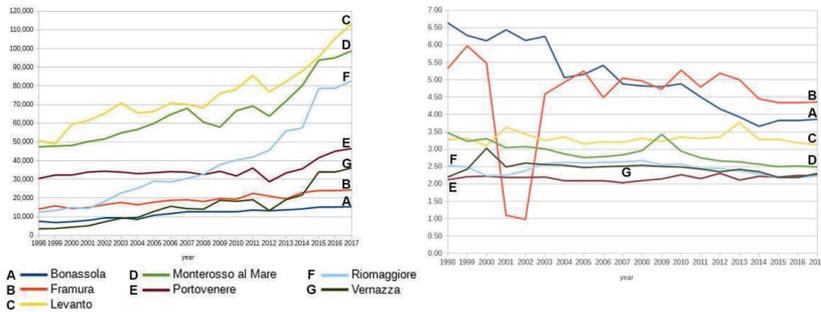


Figure 3. Visitors arrivals (left) and average stay (right) for the analysed municipalities between 1998 and 2017. The average stay changed remarkably over time, suffering an ongoing decrease until present.

The analysis of data regarding number of visitors and length of stay between 1998 and 2017 (Fig. 3) reveals an evident increase of arrivals, both for the municipalities included in the UNESCO site and for neighbouring municipalities displaying similar characteristics (Bonassola, Framura, and Levanto). Riomaggiore has the most significant increase (from 12.333 to 82.672 visitors). Instead, Bonassola and Framura display the smallest increase. The length of stay decreases or is almost unchanged for the analysed timeframe: 2-3 days for the municipalities of the UNESCO site, with a peak of 3,5 days for Monterosso al Mare in 2009. Foreign tourists represent 76% of the total arrivals and 77% of total stays between 2010 and 2015, this emphasizing the international vocation of Cinque Terre. These values are above the Italian, regional, and also provincial average (MiBACT et al., 2016).

In addition to visitors staying overnight in the UNESCO site, the ones visiting on a day trip must be considered for their strong impact on landscape and population. Most of these visitors come from cruise ships docked at La Spezia harbour, the most important in the area. In 2017, one hundred sixty-three cruise ships reached this harbour, with 426.024 passengers total, 80% arriving from May to October⁷: for example, eight thousand cruisers arrived in a single day in August, because of a lack of planning. In 2015 the excursions in Cinque Terre offered by cruise ships were mainly by boat, and included a visit to Portovenere and Monterosso, and lunch in a traditional restaurant.

Although tourism is usually an important factor for the revitalization of an area, its increase can dangerously affect the natural and cultural features of the territory (Musso, 2014). Thus, a concrete and conscious tourism strategy, addressed to the development of sustainable tourism activities, can play a key-role in the preservation of the outstanding values of Cinque Terre site.

Sustainable tourism takes into account current and future impacts on economy, society and environment, considering demands from visitors, industry, and local communities (UNEP & UNWTO, 2005). In 2014, the Cinque Terre Park Authority complied to the European Charter for Sustainable Tourism in Protected Areas (CETS). The Strategy and Action Plan 2014 objectives are not limited to the preservation of Cinque Terre peculiarities, but includes calibrated actions addressing a continuous life quality improvement and sustainable development. The declared goal is to restore a harmonious balance between the human element and environment, starting from current conditions (PNCT, 2014).

The document identifies several weaknesses, and among them the disorganized tourist offer, suffering from the lack of overall coordinated management. In fact local institutions do not cooperate with each other in the efficient promotion of the UNESCO site: none of their official institutional websites directly refers to the UNESCO website.

Excluding the phenomenon of mass tourism, especially aroused by cruise traffic, the main type of visitors is certainly the one interested in outdoor, cultural, wine and gastronomic activities, aimed to experience the local culture and traditions (PNCT, 2014).

Local institutions' main websites are analysed focusing on the promotion of seaside/mountain trekking itineraries. To obtain an effective web publicity of a tourism product, as the Cinque Terre trails and related cultural activities, a strong horizontal cooperation is necessary, in order to develop a common strategy between the various local institutions. In fact, only a conscious promotion considering both the fragilities (among them, the high hydrogeological risk) and strengths of the territory, could live up to the CETS commitments. This strategy should improve the influence on the market of the offered tourist products, trying to widen their degree of coverage (ratio between current and potential visitors).

The organization and management of an effective tourist promotion turns to be important to attract a specific kind of visitors, directly involved in the sustainable development process stated and promoted in the Strategy and Action Plan 2014.

Also the analysis of the Cinque Terre trails network tourist promotion highlights a low degree of horizontal cooperation between local institutions. Their websites promote the Park's trails network incompletely, often offering ambiguous and complex web references, especially for foreign tourists (that are the most part, according to the Strategy and Action Plan 2014). On the other hand, the website of the Park Authority is very exhaustive, with a well-assorted web page of the entire hiking network and many references, for example, to local food and wine producers.

Finally, it has been observed that direct reference to the UNESCO Cinque Terre main page is lacking on the institutional websites, and the UNESCO logo is scarcely present (MiBACT et al., 2016). Thus, the need of a conscious and common promotional strategy should start through the creation of a unique or integrated web tourist promotion management (e.g. on the trails network and related activities), linking the efforts from the involved local institutions, while sharing a common sustainable long-term vision.

4 CINQUE TERRE NATIONAL PARK BETWEEN PLANNING AND ACTION⁸

First activities carried out for the conservation of Cinque Terre terraced landscape date back to the second half of the 20th century, with the national law for use of cultivated land (L. 440/1978) and the regional one on the protection of agricultural activity in the Cinque Terre area (L.R. 41/1985). In 1995 three protected areas, instituted in 1985 (L.R. 12/1985), were reunited in the Cinque Terre Natural Regional Park (L.R. 12/1995). In the wake of these actions and of the UNESCO nomination, the Municipalities of Monterosso, Vernazza and Riomaggiore asked the institution of the Cinque Terre National Park, that was granted in 1999 (D.P.R. October 6th, 1999). After the institution, while the Park Plan was approved, the area was subjected to *Disciplina di Tutela*, a document focused on protection of traditional agricultural, pastoral and craft activities (D.P.R. October 6th, 1999). In 2002 the Park Authority approved the new Park Plan: it was based on the principle that to preserve this landscape it was necessary to allow the permanence of dwellers and their agricultural activity, providing their oversight on the territory.

However, after judicial scandal of the Park Authority (2010), the Park Plan was revoked (D.G.R. 1482/2010) and required to be updated. Until the entry into force of a new Park Plan, the safeguard measures contained in the 1999 *Disciplina di Tutela* would be considered valid again. From that moment until today, the Park Authority has no longer adopted a management plan, despite the numerous environmental emergencies and the evidence of a precarious situation that requires a long-term planning, as soon as possible.

If, on the one hand, there is a deficiency by the Park Authority due to the absence of a plan, on the other hand the Park Authority itself promoted numerous initiatives for the protection of the territory that, in some way, suggest the idea of a long-term vision for the Cinque Terre area⁹. In December 2015, Europarc¹⁰ included the Cinque Terre National Park in the network of Parks

that obtained the CETS, activity that the Park has implemented with two paths it has already undertaken: the Environmental Certification ISO 14001 and Environmental Quality Label (MQA), with the aim of promoting sustainability policies that involve public and private subjects (PNCT, 2014). Starting from the analysis of dwellers' quality of life, pressure of tourism on natural resources, and tourist offer quality, the Action Plan identifies targets, intervention strategies, funding and required professional skills. On the analysis and comparison phase carried out, three work areas and relative activities were identified, reflecting the main underlined problems: original and innovative tourism offer, enhancement of local culture and know-how, territory and flows tourist management (PNCT, 2014). Among these activities, the Action Plan provides for the reinforcement of the tools adopted by the Park Authority in order to maintain a specific environmental quality standard (ISO 14001 and MQA), both in management and protection activities. Specifically, the MQA is based on voluntary participation by private subjects (restaurants, hotels, producers) who pledge to keep a certain services sustainability¹¹ in exchange for enrolment in a virtuous circle of private activities, ensuring them some visibility.

However, despite the numerous actions carried out for landscape protection and sustainability, in almost twenty years since the establishment of the National Park, there has been a lack of long-term management vision for this fragile heritage that can be compromised under the interests of various subjects and tourist pressure. The increase of institutions¹² who must (or voluntarily) produce a management or protection plan for the Cinque Terre landscape, creates a complex situation and documents overlapping¹³. In this framework, the UNESCO Site Management Plan (MP) could be one of the tools for their coordination.

5 WORLD HERITAGE LISTINSCRIPTION AND MANAGEMENT PLAN DEVELOPMENT

Starting from 2003, MP is required for UNESCO sites and was included in the Italian legislative framework in 2006 (L. 77/2006). Its scope is to define strategies to maintain Outstanding Universal Value (OUV), and increase positive outcomes for environment, society, and economy. Despite the introduction of MP as essential for UNESCO sites management, and several calls for its development from the UNESCO World Heritage Centre (WHC), it was only in 2016 (almost twenty years after its inscription on the WHL) that the site was provided with one.

In 1997 the site of Portovenere, Cinque Terre, and the Islands (Palmaria, Tino and Tinetto) was inscribed in the WHL as a continuing cultural landscape based on criteria (ii), (iv) and (v). Created by the work of humankind and nature, its significance relies in the active relationship between the two factors (UNESCO WHC, 1997).

From the WHL inscription onwards, the WHC documents recognize that the traditional lifestyle has been preserved, despite pressures from social and economic developments. In 1997 economic and social crisis were identified as the biggest threats to the site, since the trend of speculative investments for mass tourism seemed adverted by then (UNESCO WHC, 1997). Nevertheless, even in 1997, ICOMOS recommendations highlighted the potential risks connected with the increase of tourism, possibly connected to the inscription on the WHL (UNESCO WHC, 1997). In fact, the inscription usually implies an average +30% increase in the number of visitors (Puglisi, 2012). Therefore, ICOMOS requested the State Party further information on tourist management and community involvement activities.

Problems connected to the lack of maintenance of terraced fields were already evident in 1999 and 2000, when the site was inscribed in the World Monument Watch of the World Heritage Fund, and received funding for the implementation of scientific studies concerning the terraced landscape (e.g. project PROSIT).

Concern related to an uncontrolled tourism development and lack of an overall planning grew over the years. The 2006 periodic report warned on the effect of tourism on the integrity and authenticity of the site (UNESCO WHC, 2006). Major threats were identified with the increase of visitors (mostly day-trippers), soil erosion, and the low coordination between the subject involved in protection and management.

At the time of 1997 inscription, MP was not mandatory, the protection of the site being ensured by the existing regulatory framework. At the same time, a buffer zone was not defined, in consideration of the features of the terrain, having a natural border on the landward side¹⁴. Among other planning instruments, the approval of 2002 Cinque Terre National Park Plan further regulated interventions in one area of the UNESCO site. However, the need for a MP was urged in the report by the advisory mission invited to the site after the 2011 flood and landslides (UNESCO WHC, 2012a)¹⁵ and stated again in 2013, alongside the development of tourism and risk management strategies (UNESCO WHC, 2013). According to the 2012 report, the degradation of the cultural landscape was due to social and economic pressure, rather than to natural disasters (UNESCO WHC, 2012b).

In 2014 an agreement between MiBACT Segretariato Regionale of Liguria and FILSE S.p.a. was signed for the elaboration of the MP for the site. The workgroup involved: MiBACT Segretariato Regionale of Liguria, Regione Liguria, Cinque Terre National Park, Porto Venere Municipality, and consultants. Finally, the buffer zone proposal (UNESCO, WHC 2015) and MP (MiBACT et al., 2016) were delivered to the World Heritage Centre in 2015 and 2016.

Preliminary studies were developed in three macro areas: analysis of the context including the cultural landscape, territory and safety, and tourism. The research involved study regarding landscape transformations, and residents' sense of identity.

The MP provides the site with an overall strategy, assuming the existence of a complex regulatory framework in place. Identifying the social capital of the territory as a priority, it envisions a site where there all dwellings are inhabited, and all terraced fields are cultivated. The MP goals include: increase of cohesion, identity and integration between the stakeholders, and improvement of management and administration¹⁶.

For the MP section about tourism management, the workgroup followed the methodology of UNESCO World Heritage and Sustainable Tourism Program, with the goal of making tourism contribute to the conservation of the site, and the territory belong primary to the inhabitants. The impact of mass tourism is worsened by landscape morphology, and lack of overall management strategies and coordination between tourism and agriculture.

Regarding tourism, the MP for the UNESCO site includes initiatives aimed at increasing awareness of the value and vulnerability of the site among residents and tourists. It encompasses several objectives and related actions. First, create an overall assessment of the flows of tourists making possible to control the carrying capacity of the site as a whole (with a specific focus on the impact of day-trippers). This includes the implementation of a unique system of reservation (bus, hotel, activities) and access to the site, allowing the harmonization of touristic services and the diversification of the offer (for high and low season). Second, link the seaside and the landward side: this means decreasing the number of tourists staying only in the coastal towns also through wine-tourism, fostering the transmission of knowledge between rural and touristic sector, involving tourists in agricultural activities and maintenance of the rural landscape (as an educational tool for visitors), connecting agriculture production and restaurants (widening the product marked of origin), thus increasing local entrepreneurship. Third, improve the social capital through educational activities aimed at different public and to address specific needs. Finally, the MP also suggests creating a single municipality, to better integrate and coordinate the governance for the site, and identifying a mediator between the various stakeholders and institutions¹⁷.

6 FURTHER ACTIONS FOR THE CINQUE TERRE LANDSCAPE PROTECTION AND PROMOTION

In order to decrease the hydrogeological and territorial risk, the Region allocated funds to monitor landslides, implement anti-landslide mechanisms (such as laying of barriers, armed nets, rock fall), restore dry-stone walls and damaged trails¹⁸, and carry out some interventions on watercourses (as hydraulic checks and overflowing areas safety).

In addition, the Regional Authority and European Union assigned funds for the conservation of Cinque Terre terraced landscape, by means of Piano di Sviluppo Rurale (Rural Development Program), co-financed by the State, that provides grants to restore dry-stone walls, specifically in regional or national parks and areas with a high hydrological risk.

The Park Authority finances a centre for hydrological risk studies, coordinating actions regarding research and distribution of stones for terrace walls, and promoting educational programs on territory maintenance addressed to disadvantaged persons. Furthermore, the Park organizes and promotes initiatives related to agricultural activity support. Among them, recovery of abandoned farmland and planting of new vineyards following traditional techniques, such as the actions of TRA Monti project, the restoration of Case Lovara on behalf of the FAI (Italian Environment Fund) and the New Farmers initiative.

Other educational activities related to agricultural tradition includes: the agreement with the Building School of Spezia and Manarola Cinque Terre Foundation (2015) to teach dry-stone wall construction technique in schools, and the ones carried out by the National Park Environmental Education Centre. All these initiatives involve young generations and aim to increase awareness about landscape problems and sense of belonging.

In order to decrease mass tourism impact on the environment, MSC and Royal Caribbean cruise companies changed their excursion itineraries excluding the villages of Manarola, Riomaggiore and Vernazza, starting from 2015. In 2014 an agreement between the La Spezia Port Authority and National Park established an Info Point for cruisers to warn visitors on the fragility and features of Cinque Terre landscape¹⁹.

Another existing tool is the Cinque Terre Card for tourist access to the National Park area and its paths. Introduced in 2001, it encourages public transportation, reducing the number of private vehicles, and aims to generate resources for territory and local services maintenance.

Finally, numerous activities are organized to develop a new form of conscious and innovative tourism, such as the Sciacchettrail, a race through the vineyards to learn about traditional wines and Sciacchetrà liquor, or the training activities regarding Cinque Terre terraced landscape organized by *Tu quoque* organization.

7 CONCLUSIONS

Despite ICOMOS first warnings, it has been difficult to find effective tools to manage the increasing flow of visitors. In the last years, international media focused their attention on the issue of Cinque Terre tourism and on its effects on its fragile landscape²⁰. These recent events can be interpreted as the sign of a new consciousness about the negative effects of mass tourism on landscape preservation and tourism itself. Moreover, until now the increase of visitors does not have positive outcomes on the phenomenon of agricultural activities abandonment, but rather it has led workforce to move to the profitable tourist industry.

The critical situation of Cinque Terre landscape requests feasible strategies to avoid delisting from UNESCO WHL, and above all the loss of its identity. This landscape must find a new balance between mankind sustainable presence and natural environment preservation. Achieved and ongoing actions for a sustainable tourism offer should be supported by an effective rationalization of visitors, in the villages and on widely-known paths, and by a strict scheduling of cruisers' landing. Tourist flow should be controlled so it is adequate to Cinque Terre vulnerability and suitable for the enjoyment of the place identity.

Giving a unique body the responsibility of balancing tourist promotion and landscape preservation could foster the effectiveness of these strategies. The Park Authority seems to be the most appropriate one, since it already represents a mediator between UNESCO, State, Region, local institutions, associations, and private citizens.

This study demonstrates how the coordination between the various planning and management tools involving Cinque Terre territory can run into obstacles when put into action considering the regulatory framework. Therefore, the MP could offer an opportunity for a real change in the site management. This could happen only if local institutions incorporate its recommendations in their planning tools²¹ and recognize the inhabitants' role for landscape maintenance and implementation of actions aimed to preserve residents on site (Besio, 2004).

ENDNOTES

¹ See paragraph 4 Cinque Terre National Park between planning and action.

- ² Another factor causing abandonment is the extreme split of land property. The local custom wants each parcel to be equally divided among heirs, so that one person can eventually own little patches of cultivations very far from each other (Verbas, 1978).
- ³ Piano di Bacino is a Regional planning tool that controls the actions and rules about conservation, defence and valorisation of the soil and correct use of waters (L. 183/1989).
- ⁴ High risk (R3 class) corresponds to a high probability of phenomena such as landslides, soil erosion and river flooding. Very high hydrogeological risk (R4 class) corresponds to a higher damage degree that could involve injuries and loss of human lives.
- ⁵ Data available at <http://www.banchedati.ambienteinliguria.it> (February 2018).
- ⁶ Via dell'Amore is a pedestrian path overlooking the sea, about one kilometre long, connecting the villages of Riomaggiore and Manarola. It is a segment of Sentiero Azzurro, that crosses the whole Cinque Terre area. It was built in the 1930s (D.M. 2015), therefore it does not match with any historical path.
- ⁷ Data available at: www.crociereelaspezia.com (February 2018).
- ⁸ In this section references to laws and decrees are made using the following abbreviations: L. (law), L.R. (regional law), D.P.R.(decree by the President of the Italian Republic), D.G.R.(regional decree), D.M. (ministerial decree), D.Igs.(legislative decree).
- ⁹ The aim of the National Park is to encourage the development of a new balance between economic competitiveness and landscape protection, traditional know-how and development of responsible tourism, involving public and private subjects. (D.M. 22/2012).
- ¹⁰ Europarc is a federation for the protection of natural and cultural heritage in European protected areas with particular attention on sustainable tourism, economics and health issues.
- ¹¹ For example, for raw materials supply restaurants and accommodation facilities must choose from a list of local producers to obtain the MQA (PNCT, 2014).
- ¹² This territory is under the provisions not only of the Park Authority, but also of UNESCO, Ministry of Cultural Heritage and Tourism, Regione Liguria, local administrations, associations and foundations.
- ¹³ Among others, the Cinque Terre landscape and built heritage protection and management is defined by: D.Igs. 42/2004, L. 394/1991, D.Igs. 151/2006. Some of the protection and management tools active in the area are: landscape coordination plan according to L.R. 431/1985 (1990), town plans of Vernazza (1995), Monterosso (1977) and Riomaggiore (1997), Disciplina di Tutela (1999), Piano di Bacino (2016), UNESCO Management Plan (2016).
- ¹⁴ The buffer zone usually includes areas displaying similar values to that of the inscribed property, but with a minor degree of authenticity and integrity; the definition of a buffer zone can increase the level of protection to the site.
- ¹⁵ After the 2011 flood and landslides the State Party invited an advisory mission to assess the overall state of conservation of the property and provide technical advice on remedial measures and risk preparedness (UNESCO WHC, 2012a; UNESCO WHC, 2012b).
- ¹⁶ The MP envisions recovery of terraced fields still used and maintenance of dry-stone walls, modernization of agricultural sector, integration between farming and promotion of local products.
- ¹⁷ Besides, in 2017 Regione Liguria accepted the Mayors of the three municipalities proposal to compile an Inter-municipal Town Plan (Piano Urbanistico Intercomunale) that includes the entire Cinque Terre territory.
- ¹⁸ Funds were allocated for repair works on Via dell'Amore and the hillside path called Strada dei Santuari, reopened in 2017 after a six years closure.
- ¹⁹ An adequate planning and distribution of cruise arrivals are necessary to contain and reduce the impact of day-trippers.
- ²⁰ Cinque Terre and Venice were included by CNN in a list of twelve destinations to be avoided in 2018 because of tourist overcrowding.
- ²¹ An evaluation on MP results and its reception by local bodies, is hard due to its recent publication.

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HERITAGE 2018

6th International Conference on Heritage and Sustainable Development

Heritage 2018 - 6th International Conference on Heritage and Sustainable Development celebrates the 10th anniversary of Heritage Conferences. As the previous editions HERITAGE 2018 aimed at maintaining a state of the art event regarding the relationships between forms and kinds of heritage and the framework of sustainable development concepts, namely the framework of the 2030 Agenda for Sustainable Development.

However, the four dimensions of sustainable development (environment, economics, society and culture) are, as in the past, the pillars of this event defining an approach on how to deal with the specific subject of heritage sustainability. Furthermore, beyond the traditional aspects of heritage preservation and safeguarding the relevance and significance of the sustainable development concept was to be discussed and scrutinised by some of the most eminent worldwide experts.

For a long time now, heritage is no longer considered as a mere memory or a cultural reference, or even a place or an object.

As stated by some the Sustainable Development Goals of the 2030 Agenda, the role of cultural and social issues keeps enlarging the statement where environment and economics had initial the main role. The environmentalist approach (conceiving the world as an ecological system) enhanced the idea of a globalised world, where different geographic dimensions of actions, both local and global, emerged as the main relationships between producers, consumers and cultural specificities of peoples, philosophies and religions. In such a global context heritage became one of the key aspects for the enlargement of sustainable development concepts. Heritage is often seen through its cultural definition and no further discussion seems to be appropriate. However, sustainable development brings heritage concepts to another dimension, as it establishes profound relationships with economics, environment, and social aspects.

Nowadays, heritage preservation and safeguarding is constantly facing new and complex problems. Degradation of Heritage sites is not any more just a result of materials ageing or environmental actions. Factors such as global and local pollution, climate change, poverty, religion, tourism, commodification, ideologies and war (among others) are now in the cutting edge for the emerging of new approaches, concerns and visions about heritage.

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