The cultural places' valorization through new models of tourism

Sandra Leonardi

Special Issue

Between History, Archaeology and Cultural Heritage. Some results of the ASRT / CNR Bilateral Project 'History of Peace-building: peaceful relations between Est and West (11th - 15th Centuries)'

Luciano Gallinari - Ali Ahmed El-Sayed
- Heba Mahmoud Saad (eds.)

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Luciano Gallinari
(CNR - Istituto di Storia dell'Europa Mediterranea)

This Issue of the Journal *RiMe* celebrates its (first) 10 years of existence. In fact, the first volume was published in December 2008. Since then a lot of things have changed in *RiMe*.

Looking at its various volumes in a diachronic manner, we note that, alongside several more typically historical topics, the Journal has hosted several *Special Issues* with a monographic nature concerning other Humanities, such as Literature, or Disciplines at the boundary between Human Sciences and Exact Sciences, such as Architecture, for example.

Not to mention several incursions into the wide and interesting world of Social Networks or, again, Gamification and Public History.

The Journal has always paid great attention to a reliable and accurate dissemination of the results of Research in the civil society and, of course, in the Schools of all types and levels.

All this also in order to raise in the contemporary society the level of the debate on History and other Humanities, in the face of an ever-increasing risk of "presentification", and to make as many readers as

Con il presente numero la rivista *RiMe* festeggia i suoi (primi) 10 anni di esistenza. Infatti il primo volume uscì nel dicembre del 2008. Da allora molte cose sono cambiate in *RiMe*.

Osservando diacronicamente i suoi diversi volumi, si nota che accanto a numerosi temi più tipicamente storici la Rivista ha ospitato diverse *Special Issues* con carattere monografico riguardanti altre Scienze umanistiche quali la Letteratura, o discipline al confine tra Scienze Umane e Scienze esatte quali l'Architettura per esempio.

Per non parlare poi di diverse incursioni effettuate nel vasto e interessante mondo dei *Social Networks* o, ancora, della *Gamification* e della *Public History*.

La Rivista ha prestato sempre una grande attenzione anche a un'attendibile e accurata disseminazione dei risultati delle ricerche nella società civile e, ovviamente, nelle Scuole di ogni ordine e grado.

Tutto ciò anche al fine di innalzare nella società contemporanea il livello del dibattito sulla Storia e le altre Scienze Umane, dinanzi a un

possible can reach every content of *RiMe*, now accessible totally free of charge.

Precisely in accordance with the aims pursued since the the creation of the Journal 10 years ago.

In order to celebrate this first important Journal's anniversary in an even more appropriate way, we decided to adopt the Content Management System (CMS) "OJS". This choice is due to two of our objectives: 1) to adapt *RiMe*'s contents to parameters now very common at international level with regard to scientific Journals, and 2) to further increase the indexing and visibility of the essays hosted in it.

Currently, the last three issues have been uploaded to the new CMS, those marked "n.s.", i.e. "New Series" published in the last year, starting from December 2017.

Progressively all the previous 18 Issues will be uploaded in the new CMS, thus reaching a total of 27 Booklets.

rischio sempre crescente di "presentificazione", e di far raggiungere al maggior numero possibile di lettori ogni contenuto di *RiMe*, ormai accessibile in maniera totalmente gratuita. Proprio in ottemperanza delle finalità perseguite dalla creazione di questa rivista ormai 10 anni fa.

Per festeggiare in maniera ancora più adeguata questa prima importante ricorrenza della rivista, abbiamo deciso di adottare il Content Management System (CMS) "OJS". Tale scelta è dovuta a due nostri obiettivi: 1) adeguare così i contenuti di *RiMe* a parametri ormai molto diffusi a livello internazionale in riviste di carattere scientifico e 2) incrementare ulteriormente l'indicizzazione e la visibilità dei saggi ospitati in essa.

Attualmente sono stati caricati nel nuovo CMS gli ultimi tre numeri, quelli caratterizzati dalla dicitura "n.s.", ossia "nuova serie" pubblicati nell'ultimo anno dal dicembre 2017.

Progressivamente saranno inseriti nel nuovo CMS tutti i precedenti 18 numeri, arrivando così a un totale di 27 fascicoli.

Ad Maiora
Cagliari, 31 Dicembre 2018

Introduction

Luciano Gallinari
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Ali Ahmed El-Sayed
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Heba Mahmoud Saad
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This issue of *RiMe*, with which the Journal celebrates its (first) 10 years of existence, is once again, a *Special Issue*. In this case, it is dedicated to the topic of relations between Italy and Egypt and, more generally, between the Western World and the Islamic one in a chronological span that goes from the High Middle Ages to the beginning of the Modern Age, a theme at the heart of the Bilateral Project ASRT (Egypt) / CNR (Italy) "*History of Peace-building: peaceful relations between East and West (11th - 15th Century)*", financed for the years 2016 - 2017, whose scientific managers were, for the Egyptian side, Prof. Ali Ahmed Mohamed El-Sayed, from the University of Damanhour, and Dr. Luciano Gallinari, from the CNR-Istituto di Storia dell'Europa Mediterranea, for the Italian one.

The same historical and historiographic themes were discussed by Egyptian and Italian researchers in the context of three other workshops, two of which were organized in Rome in February and December 2017 ("Historiographic reflections on the medieval relations between Muslims and Christians"), and the third and last one in Alexandria ("Egypt and Italy: Cultural Heritage for Sustainable Tourism and Peaceful Relations") always in December 2017.

The volume contains some articles by Italian and Egyptian researchers of the above mentioned Bilateral Project that fit in the wake of themes already examined at the International Conference *Peace Building between East and West (XI-XVI c.)*, held in Cairo on 27 October 2016.

Alongside an essay dedicated to the important theme of the profound change recorded in the settlement policies in the Late Ancient and Early Medieval Mediterranean, strongly affected by the rapid and large expansion of Islam, there is another text that examines the stimulating figure of the Priest John in relation to the Crusades, from the dual Christian and Muslim perspective.

The third essay is dedicated to a theme of great importance: the relationship between the Roman Curia and the Mamluk Sultanate at the time of Innocent

VIII (1484-1492). A pope who played an anything but a secondary role also in the setting up of Christopher Columbus' "discovery" enterprise, also aimed at breaking that sort of "encirclement" sensation on the part of the Islamic World that Christianity felt at the end of the Middle Ages.

This volume also includes six other scientific essays, three by Italian researchers and three by Egyptian researchers dedicated to the theme of Cultural Heritage and its management for cultural tourism purposes in Italy and Egypt. I will not talk about them because it will be done by Prof. Heba Mahmoud Saad in her pages of this Introduction, but I will just say that the idea of this booklet and other initiatives that will take place in the next two years of the aforementioned Bilateral Project (2019 - 2020) came to me during a stay in Alexandria, Egypt, in October 2016 after meeting the aforementioned Prof. Saad who very kindly accompanied me on a tour of that beautiful Egyptian city.

On that occasion, we talked for a long time about the rich cultural heritage of our two countries and the idea of increasing scientific collaboration between us was born. This volume is a first, small piece of this collaboration, which confirms how this Journal can be a forum for discussion and debate on the important issue of Dissemination of Tangible and Intangible Cultural Heritage, which is one of the main aims of *RiMe* since its creation.

Finally, the volume contains an interesting archaeological essay dedicated to the medieval *villa* of Santa Gilla (or Santa Igia, in other sources) probably located within the lagoon of the same name a few kilometers from the Roman and Byzantine city of *Karales* located below a part of the centre of the current city of Cagliari. The author of this essay presents an interesting and stimulating proposal for the identification of this *villa*, attested in the sources from 1070 and seat of the judges of Calari, who were from an institutional point of view the most direct heirs of the previous Arconti / Giudici di Sardegna mentioned in the Byzantine and papal sources of the 9th and 10th centuries A.D.

The volume is closed by some Book Reviews of recent publications on Medieval and Modern History.

Luciano Gallinari

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It is an honor to participate in the introduction of the special issue of *RiMe* journal which is dedicated to publish part of the results of the Egyptian-Italian (ASRT/CNR) research project entitled "History of Peace-Building: peaceful relations between East and West (XIth – XVth Century)"

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The project focuses on the significance of the relations between Western Europe and the Islamic East and the efforts which were made towards peace-building from the eleventh to the fifteenth century, although that period was considered as the most serious stage in the conflict between the East and West, Islam and Christianity in the Middle Ages.

During the two-years of cooperation many activities and events were organized between the Egyptian and Italian partners: In October 2016, an international conference was organized by the Egyptian partners and was hosted by the Supreme Council of Culture aiming to compare the results of our research. It was followed by a workshop held in the Bibliotheca Alexandrina, in collaboration with the Italian Principal Investigator; Dr. Luciano Gallinari.

In February 2017, Prof. Aly El-Sayed and Dr. Abdallah Al-Naggar, two members of the Egyptian research team, visited Rome and participated in a workshop hosted by Istituto Storico Italiano per l'Età Moderna e Contemporanea. Another workshop was also organized by the Italian team headed by Dr. Luciano Gallinari between 10-15 December. During that workshop which was held in Rome, the Egyptian participation was represented by Prof. Aly Al-Sayed, Dr. Abdallah Al-Naggar and Mr. Ahmed Sheir.

Considering the international interest in heritage and the common heritage shared by Egypt and Italy; a special workshop was devoted for that topic in 17 December, 2017. During the workshop, which was held in Alexandria and organized by Prof. Heba Saad together with Dr. Luciano Gallinari, Egyptian and Italian researchers presented papers, focusing on heritage as an aspect of peace-building and potential for sustainable development.

The results of the Bilateral Project were disseminated by various publications. The first is a multilingual (English-Arabic-Italian-Hungarian) book, entitled *Relations between East and West - Various Studies: Medieval and Contemporary Ages*, which contains all papers compiled by both research teams. This volume contains 11 papers in addition to a preface. The papers were prepared by 6 Egyptian researchers, 4 Italians, and 1 Hungarian. The current issue of *RiMe* is the second publication containing 3 papers on history (2 Italian researchers and 1 Egyptian), 6 papers on heritage (3 Italian researchers and 3 Egyptians) in addition to 1 focus and 3 book reviews.

Within the next few weeks, the third publication will be issued in the form of a book which presents histories of peaceful coexistence between various people, empires, cultures and religions from the Middle Ages to the end of the 20th century. The authors examined the contact points of different cultures from the Byzantine Empire, through the Trebizond Empire period and into the Seljuk Sultanate. The book also presents insights into the peaceful coexistence between

Egyptian Copts and Muslims in the period from 1882 to 1952. Researchers from Egypt, Italy, Germany, and Hungary participated in this work.

Ali Ahmed El-Sayed

Peaceful relation between East and West is an important topic that attracted the attention of both Egyptian and Italian researchers to work on. Thus; a formal research project was established between CNR and ASRT entitled "History of Peace-building: peaceful relations between East and West (11th-15th Century). The current issue of *RiMe* is dedicated to publish some results of that project.

Leaving aside the first part of the Issue, already presented by Luciano Gallinari, I will focus on the second part of it which is dedicated to heritage since the Egyptian and Italian partners of the project believe that this wide and yet diverse aspect insures the deep relations between Egypt and Italy. The Italian contribution in the creation of the modern Egyptian heritage is unquestionable and the Egyptian heritage presented in Italy is irreplaceable; thus, heritage can provide a common ground for planning for the future. It ensures sustainable development of tourism and can strengthen the future relations between the two countries. Due to that importance of heritage a special seminar was organized in Alexandria in December 2017 to discuss Egyptian-Italian heritage and how it can be another aspect of peace-building between the two countries.

Many papers were presented in the seminar and 6 of them were chosen to be published in the current issue of *RiMe.* Sandra Leonardi's paper is entitled "*The cultural places' valorization through new models of tourism*" and it focuses on the sustainable tourism as one of the principles of economic development. The paper sheds light on new forms of tourism aiming at enhancing, integrating environmental sustainability of the landscape, cultural heritage and environmental resources by identifying their potential value and making them attractive.

Sara Carallo's paper which is about "*Digital Cultural Heritage and Tourism: Valle dell'Amaseno Web Portal*" presented a cultural heritage project executed in Valle dell' Amaseo to encourage the local community participate in the development of the cultural heritage. The project focuses on the census of cultural and environmental heritage and on the creation of tourist travel routes aiming at promoting sustainable mobility and improving accessibility through the proposal of alternative routes.

An innovative approach of using cultural heritage was presented by Luisa Spagnoli - Lucia Grazia Varasano in their paper "*Unused railways for a planning idea- A Tangible and Intangible Cultural Heritage*". They proposed the idea of the

transformation of two railways of Basilicata Region – the Lagonegro-Spezzano Albanese and the Matera-Montalbano Jonico, – which have a historical, cultural and environmental important value. The paper suggests that the reusing of these abandoned railways can have effects on the territory crossed, on the places, on the historical settlements, activating a special type of "experiential" tourism and other innovative forms of it. Such an experience can also represent an extraordinary Intangible and Tangible Cultural Heritage experience.

Another idea of using the tangible and intangible heritage for the benefit of tourism is proposed by Heba Saad in her paper "*Thematic walking tours in Alexandria as a way to discover its heritage: Case study of Italian heritage in Alexandria*". The paper sheds light on the role of the Italian community in the creation of both the tangible and intangible heritage of the cosmopolitan city; Alexandria. The paper presented thematic walking tours as a way to discover the vivid Italian heritage of Alexandria; proposing a wide range of themes to present that heritage and the different routes of such tours.

Heba Said and Sherine Hamid in their paper "*Community participation in heritage sites tourism planning: Case study Dahshur mobilization plan*" explained the essential role of community participation in the planning, development and conservation of heritage sites. They applied their study on one of the sites in Egypt; "Dahshur World Heritage Site" to investigate the local community participation. The study proved that the residents had a positive perception of the participation experience which empowered them to influence the decision making process, enhanced their quality of life, created job opportunities and improved their skills.

In her paper "*Italian Egyptologists through the Ages*" Reham El-Shiwy looked at heritage from a different prospective focusing on how part of the Egyptian heritage was discovered in the past by Italian archaeologists, explorers and missionaries. The paper sheds light on the efforts of famous Italians such as Ippolito Rosellini, Giovanni Battista Caviglia, Belzoni, Ernesto Schiaparelli, Silvio Curto and others; highlighting their findings in Egypt and discussing their participation in the field of Egyptology.

Heba Mahmoud Saad

The cultural places' valorization
through new models of tourism

Sandra Leonardi
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Abstract

Tourism is one of the country's main productive activities and sustainable tourism is one of the driving forces of new models of economic development based on the principles of Green Economy. The paper aims to focus the attention on new forms of tourism aimed at enhancing, integrating environmental sustainability of the landscape, cultural heritage and environmental resources by identifying their potential value and making them attractive.

Keywords

Sustainable Tourism; Hospitality; Scattered Hotel; Sustainable Accommodation.

Riassunto

Il turismo è una delle attività maggiormente produttive e il turismo sostenibile è una delle nuove leve per lo sviluppo di forme innovative di sviluppo economico basate sulla Green Economy. Attraverso un'analisi on desk relativa a casi di studio prevalentemente italiani, si intende illustrare alcune degli strumenti innovativi di turismo sostenibile nell'ambito dell'accoglienza e della ricettività.

Parole Chiave

Turismo sostenibile; ospitalità; Hotel diffusi; Accoglienza sostenibile.

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1. *Introduction*. - 2. *Methodology*. - 3. *Widespread hospitality*. - 4. *Bibliography*. - 5. *Web page*. - 6. *Curriculum vitae*.

1. *Introduction*

Tourism is one of the main global productive activities. The growth at international level is confirmed by the data for 2016 and it is estimated that this trend will remain positive overall until 2030. In line with the international scenario, ISTAT data for the first quarter of 2018 confirm the positive trend in

relation to accommodation facilities, which an increase compared to the same quarter of the previous year by 4.5% and 3.9% respectively (Directorate General of Tourism, 2018).

The Bank of Italy reinforces this data by recording an increase in the spending of foreign tourists by 4% (around € 9 billion) and a positive balance of the tourism balance of payments of + 11% (Directorate General of Tourism, 2018). These data usually generate positive thoughts for the purely economic sectors that look exclusively at economic growth. For those who instead talk about tourism sustainability and overtourism (Butler - Dodds, 2018) they are on average alarming. The term overtourism was born in 2012 but until 2017, with the exception of experts in the field, it was not a phenomenon that had attracted attention. Suddenly the degree of sensitivity compared to the overcrowding of places like Venice, Barcelona, Iceland and many others, has had a surge, with a bottom up approach.

The local communities feel extraneous to their territories invaded by tourists. This is a first aspect that pushes towards a total revision of tourism processes. So to meet the expectations of economic growth respecting sustainability it is, therefore, necessary to move towards forms of tourism that fully respond to the principles of sustainable tourism, considered one of the driving forces of new economic development models based on the Green Economy.

In addition, we must pay particular attention to those that have been defined as fundamental levers such as technological and organizational innovation, the enhancement of skills and the quality of services (Franceschini, 2017, p. 3) in order to promote territories on their tourism enhancement. If the concern is the impact that this enhancement can have, it is important to know that it is possible to moderate the impacts of tourism on the environment thanks to a series of instruments which, however, do not enter into the normal territorial management policy.

It's important to stress that tourism is also an opportunity for environmental protection. This paper describes some of the instruments that protect the environment and enhance it (Brauer, 2000). The instruments can be distinguished in four geographical sectors (natural, urban, cultural, socio-economic) and each is related to a tool for the protection and enhancement of tourism (nature protection areas, urban policies, literary/cultural parks, ecomuseums) (Bagnoli, 2015).

So it intends to focus on what can be defined as new forms of tourism aimed at enhancing, integrating the environmental sustainability of the landscape, cultural heritage and environmental resources, identifying their potential value and making them even more attractive.

2. *Methodology*

Through an on-desk analysis concerning mainly Italian case studies, this paper intends to illustrate some of the innovative forms of sustainable tourism in the field of reception and receptivity.

Starting from the World Code of Ethics of Tourism adopted by Resolution A / RES / 406 (XII) to the Thirteenth General Assembly of the OMT (Santiago de Chile, September 27th - October 1st 1999) and focusing, at national level, on the Strategic Tourism Plan 2017-2022, at the center of the two editions of the General States of Tourism of Pietrarsa[1] and arriving at the memorandum of understanding "Great Italian Destinations for a Sustainable Tourism" during the forum "Five Italian cities struggling with overtourism?" held at the BTO in Florence 2017[2], the present article want to verify at what point some experiences have come from the European project and whose objective is the promotion of local development through sustainable tourism.

3. *Widespread hospitality*

The enhancement of the territory according to a sustainable perspective passes through a series of planning and programming processes that lead to the birth and stabilization of new forms of tourism which, in turn, include new ways of welcoming.

Among the new forms of tourism certainly to be mentioned now the widespread practice of slow tourism and among the different ways of organizing knowledge can be recalled to the ecomuseums[3] that borned to save

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[1] The general state was three days in the suggestive FS Foundation's Railway Museumfor the principal actors in the sector called for: hoteliers, trade associations, Institutions, Universities, local authorities, as well as directors of the main State Museums and ENIT took the opportunity of discussing on the structure, dynamics, relations and evolutionary trends of our Country's tourist supply chain, contributing to define the view and the strategies improving Italy's competitiveness in Tourism (MIBACT, 2017).

[2] Buy Tourism Online is a brand owned by the Tuscany Region / Tuscany Promotion and Chamber of Commerce of Florence created in 2008 with the aim of promoting an annual two-day international event aimed primarily at the economic operators of the long tourism supply chain, in particular the receptive one, on the themes of travel and innovation to be carried out in Tuscany, in Florence. Presenting tools, case studies and best practices, has been helping operators and territories for years to extricate themselves in the online tourism world, enhancing their resources and establishing new forms of communication with tourists and travelers (Piattelli R. in an interview on Sara Nocentini web page).

[3] One of the most effective ecomuseum definitions is that originally proposed by Henri Riviére and Hugues de Varine (1971) and which refers to the differences between traditional museums and ecomuseums and whose validity was also recently confirmed by de Varine. For their nature and history this particular kind of museums are linked to questions of the community; ensure

and revalue object but especially the cultural heritage, tradition, life style of specific land (Bencardino - Prezioso, 2007).

The ecomuseums are intended to protect the collective heritage through its conservation but, at the same time, promote local development through tourism activities. Born in the 70s in France, they have arisen in several European countries, in Italy there are several examples though, from a legislative point of view, there is no national legislation, each administrative region or autonomous province has regulated in this matter (Maggi - Faletti, 2000; Dall'Agnese, 2016).

> The creation of an ecomuseum is a living process that has a beginning, but which does not necessarily have an end. It is essentially a collective path, which is built identifying the elements that will be part of it, enhancing them, linking them together, perhaps transforming them. They can not define precise stages, but the tools are many: the word, the look, the debate, the excursion, the exhibition, the meeting between inhabitants and specialists, the invitation to visit external people, participation in the decisions of planning (what to destroy or build, how to reuse, etc.) (Caresio, 2004).

This is an untraditional form of touristic fruition but, when we talk about innovation in the tourism sector, we must necessarily refer, also, to the new forms of hospitality that are inspired by the ethical code of responsible tourism and then confirmed with the drafting of the World Code of Tourism Ethics (Bencardino - Prezioso, 2009). Among these innovations there is certainly a new model of receptivity made up of the diffused hotel, inserted at the national level in the category of non-hotel structures. In this regard we recall to mind one of the first forms of reception that can be defined as sustainable and that connects the territory and its resources to tourism, that is the farm that is channeled into the rural tourism sector (Cresta - Greco, 2010).

The agritouristic farms authorized in 2016 were 22.661, 423 more than the previous year (+ 1.9%).

> The number of customers in the farms amounted to € 12.1 million (+ 6.6% compared to 2015), as shown by the survey on the movement of customers in hospitality facilities. In 2016, the trend to diversify the type of agritourism activities offered was also proposed, offering integrated tourism packages: 8,264 companies simultaneously perform accommodation and catering activities, 10,390 offer besides accommodation other agritouristic activities and 1,917 they perform all four types of agritouristic activities authorized (accommodation, catering, tasting and other activities) (ISTAT, 2017).

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economic development in non-traditional sectors and in which to maintain an identity in the era of globalization. (De Varine, 2005)**.**

This form of reception is still practiced despite being born with a national law of 1985 (730/85), confirming that the user is well disposed with respect to a form of tourism in its principles of sustainability.

After the farms, after the rampant phenomenon of Bed and Breakfast and the global phenomenon of 'airbnb' is beginning to spread, although very slowly, a new model of hospitality: defined widespread hospitality. The first Italian region that has included in the legislative framework this form of receptivity was Sardinia defining its constitution:

> hotels can be considered widespread, characterized by centralization in a single building of the reception office, the rooms of common use and of the eventual restaurant and adjoining kitchen and from the dislocation of the housing units in one or more separate buildings, provided they are located in the historical center (zone A) of the Municipality and not more than 200 metres away. From the building where the main services are located» (Mirto - Norina, 2006).

In fact, as can also be read from the guidelines of the Lombardy Region: "Widespread hotel is a type of recent diffusion in Italy and Europe, born from the idea of use for tourist purposes of empty houses renovated with the funds of the post-earthquake of Friuli (1976)". The 'scattered hotel' (in Italian *albergo diffuso*) hospitality model was developed by Giancarlo Dall'Ara, a tourism marketing professor and was formally recognized for the first time in Sardinia with specific legislation dating back to 1998.

The progressive and constant diffusion of this so particular kind of hotels is mainly due to the attention of a part of the tourist demand to the contents of sustainability and respect for the environment proposed by some places of stay. It is in this context that the nature of this type of accommodation should be located.

> The natural location of the widespread hotel, referring to a broad and elastic model that can be defined as a 'country hotel', sees small towns and villages and core of ancient formation or rural or mountain settlements, while not excluding the validity of solutions linked to single significant presences in differently urbanized contexts (Regione Lombardia 2011).

Structurally it is composed of buildings located in different areas inside the same core.

> The adjective widespread, therefore, denotes a horizontal and not vertical structure like that of traditional hotels, which often resemble condominiums. The

Albergo Diffuso addresses a question interested in staying in a prestigious urban context, living in contact with the residents, more than with other tourists and to take advantage of normal hotel services, such as breakfast in the room or the restaurant service. The widespread hotel has proved particularly suitable for enhancing villages and towns with historic centers of artistic or architectural interest, which in this way can recover and enhance, old buildings that are closed and unused and at the same time can avoid solving the problems of receptivity tourist with new constructions (Dall'Ara, 2003).

The models of the widespread hospitality recognized are 'Country Hotel' (*Paese Albergo*) which involves the entire country or an inhabited historical center, through a network of hospitable offers, reception services, and common areas for guests. All this is made available to tourists through a centralized booking service, but without unitary management (Dall'Ara, 2015). In this specific case it is not possible to speak of a real hotel, but of a "hospitable network" that centralizes some services, leaving the independent operators. Observing a resolution of the Regional Council of Sardinia, n. 28 / 26 of July 26, 2007, the Country Hotel is defined in art. 30 as a

network of hospitable operators established through collaboration agreements between different subjects, whether or not they are entrepreneurs, for the operation of the accommodation in a coordinated form, without unitary management, in order to provide accommodation and other services in several accommodation facilities, which affect a significant part of a town, in possession of the requirements established by resolution of the Regional Council» (Regional Council of Sardinia, 2007).

A second typology is that of the 'Scattered Residence'

non-hotel accommodation facilities that provide accommodation in several residential units, together with the reception and assistance services, located within a single municipal territory, integrated with each other by the centralization of the office receipt (Dall'Ara, 2015).

Last typology is that 'Widespread Country Hotel', regulated by the Molise Region, on the recommendation of the National Association of Widespread Hotels, the widespread country hotel unlike the traditional work not in a village, but in a rural context.

So the widespread hotel responds to more needs, from the local point of view revives the historic centers and small villages abandoned by the population or in the process of depopulation. Although several initiatives have been initiated by local administrators to try to revive their abandoned centers, one of the first

entrepreneurial experiences related to this type of hospitality is that sort S. Stefano di Sessanio in Abruzzo region, where its creator has transformed a whole historic village in a receptive structure that traces the past in every smallest detail.

The project focused on economic sustainability, concretely demonstrating the possibility of producing wealth while respecting the environment and local culture, and a conservative restoration was carried out with the main objective of keeping intact the history of the place and the resources of the territory. The widespread hotel is based on aspects of both environmental and tourism sustainability. The model is based on the use of environmental, cultural and economic resources of the territory in which it is carried out in a sustainable manner respecting local identities to achieve socio-economic objectives for an increase in local employment in the tourism sector and the increase income and tourist spending. So this form of hospitality produces an effect and positive externalities through the use of existing assets, fully responding to the criteria of eco-sustainability.

In the same way, the reality realized in Matera in Basilicata was conceived, where a diffused hotel was born in one of the oldest areas of the 'Sassi' with an exclusive rock character characterized almost exclusively by caves with very few architectural emergencies.

If the speech is widened by placing it in a planning context managed by the public administration in its implementation, the widespread hotel finds positive feedback also in the local governance with the active involvement of the local communities, with the redistribution of the benefits deriving from the activity and tourism sector to the affected community.

Negative externalities are transformed into positive aspects and tourism development that focuses on the local community, in order to enhance the local culture, in order to enhance the local culture that becomes the core of the activity.

In Italy the realities that are being based on the principles of widespread hospitality are different. The data are not uniform, in fact according to the Association of Widespread Hotels are 110. According to an analysis of the company JFC, to date the official ones are 82. "In addition to these there are 77 that are declared widespread hotels and it is estimated that at national level, another 254 procedures are active". Of these, according to the analysis, there will be no more than 15-20% of those that will be transformed into concrete projects. Among the regions with the highest number of certified hotels in April 2014 Umbria and Lazio stand out, with 9 structures, followed by Sardinia (8), Tuscany (7), Marche (7) and Sicily (6). With the exception of Calabria (only one common hotel), the Northern Regions are the poorest of this type of structure:

Lombardy, Trentino Alto Adige and Veneto offer only one example (Il Sole 24 Ore, 2015, p.16).

At the international level there is ferment. In fact, in Japan in Yakage, in a small village located in Okayama Prefecture, in 2012, a private entrepreneur, he decided to resume the ancient tradition of the locality, developing a form of widespread hospitality. From Italy to France, to Cyprus, to Switzerland, to Japan, there are more and more sustainable projects that support the villages to be reborn. Obviously for all it is fundamental the local community that is the first user of the territory and its resources. Therefore it is itself charged with a strong sense of responsibility towards its cultural and environmental heritage.

In short, the community is a user, producer, promoter, bearer of material and immaterial attracting values at the base of the system of widespread hospitality. In this context and within the framework of the ENPI CBC MED 2014-2017 program, a project for the construction of a 'community hotel' was funded in Bethlehem in Palestine. The project in its complexity was aimed at encouraging sustainable tourism towards the small historic villages of the Mediterranean countries, becoming a prototype that can be reproduced for all those realities that want to try their hand at tourism development in their territories.

> The community hotel starts from the assumption that the setting up of the heritage of historical centers can be achieved and maintained if the properties of the inhabitants of these contexts are respected and promoted, through an organizational form that equanimously distributes the advantages of hospitality, not altering the urban fabric or rather protecting it (Bozzato, 2017 p. 81).

More in detail, the realization of a first tangible example of widespread hospitality can be a new response so as not to impoverish these assets as to create integrated economies, where hospitality in these realities of the historic center can reduce depopulation and gradually create communities that promote innovative and sustainable forms of tourism (Pollice, 2016, p. 86).

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6. *Curriculum vitae*

Sandra Leonardi graduated in Literature and Philosophy at the Sapienza University of Rome. Obtained in 2002 the title of research doctor in Historical Geography (XIV cycle - University of Cassino), from 2012 to 2017 was research fellow (Department of Modern Literature and Culture), taught Political Economic Geography at the Tuscia - University of Viterbo. At the same University held courses in 'Geography' and 'Landscape as a cultural asset' for the Faculty of Cultural Heritage. I taught six years in the second grade school and collaborates with geographic magazines and is a consultant for the geography, cultural heritage and landscape component in design studies and environmental protection.

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