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Digital Cultural Heritage And Tourism. Valle Dell'amaseno Web Portal

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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.)

RiMe 3 n.s. (December 2018)

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Editorial

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

(CNR - Istituto di Storia dell'Europa Mediterranea)

Ali Ahmed El-Sayed

(Damanhour University, Egypt)

Heba Mahmoud Saad

(Alexandria University, Egypt)

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

* * *

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)"

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' Amaseo 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

Digital Cultural Heritage and Tourism. Valle dell'Amaseno web portal

Sara Carallo
(Università degli studi di Roma Tre)

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Abstract

This project aims to promote the sustainable use of the rich cultural heritage of the Valle dell'Amaseno (Southern Lazio) and to encourage processes of participation and co-planning among the local community.

A specific methodology of ecotourism was developed in the field of ecotourism, a form of different tourism, a concrete and forward-looking alternative to mass tourism, according to the principles of sustainable development in respect of the physical, cultural and ethnic environment.

The strategy pursued focuses on the census of cultural and environmental Heritage and on the creation of tourist travel routes aimed at promoting sustainable mobility and improving accessibility through the proposal of alternative routes.

Keywords

Cultural Heritage; Tourism; Valle dell'Amaseno; Ecotourism; Sustainable Development.

Riassunto

Il progetto mira a promuovere la fruizione sostenibile del ricco patrimonio culturale della Valle dell'Amaseno (Lazio meridionale) e a favorire processi di partecipazione, co-progettazione e consapevolezza tra la comunità locale.

È stata elaborata una specifica metodologia nell'ambito dell'ecoturismo, una forma di turismo diverso, un'alternativa concreta e lungimirante al turismo di massa, secondo i principi dello sviluppo sostenibile nel rispetto dell'ambiente fisico, culturale ed etnico.

La strategia perseguita è incentrata sul censimento dei beni culturali e di quelli ambientali e sulla creazione di percorsi di fruizione turistica orientati a promuovere la mobilità sostenibile e a migliorare l'accessibilità attraverso la proposta di itinerari di percorrenza alternativi.

Parole chiave

Cultural Heritage; Turismo; Valle dell'Amaseno; Ecoturismo; Sviluppo sostenibile.

1. *Cultural heritage, a strategic resource for local development*

Cultural heritage represents a strategic resource for society, it defines the landscape and determines its value, it can be defined as the DNA of a community (Mazzetti, 2010, p. 192). If appropriately managed, cultural heritage is able to generate virtuous processes of economic, social and environmental growth, interacting actively in global dynamics and producing competitive advantages for the territory.

Assuming that the concept of heritage protection is closely linked to the concept of knowledge, and that an organic preservation of heritage could not develop if the complex of tangible and intangible sediments deposited in a territory over the centuries is not fully known, it is necessary not only to promote projects for the conservation of material heritage, but also to focus on immaterial protection, or on the defense of the capacity of an asset to generate knowledge and at the same time pass it on to future generations. The risk of a mere preservation could determine the definitive loss of the entire patrimony, even if it remains perfectly preserved (Montanari, 2014).

Alongside the governance and general planning policies promoted by national and international bodies, the role of local communities becomes indispensable for the protection and restoration of material and immaterial heritage. The role of the company is relevant, especially when it assigns to the patrimony “a symbolic value constituting its own identity” (Caldo - Guarrasi, 1994, p. 10).

There is, indeed, a growing need to spread a greater and deeply rooted awareness and sensibility in society, especially among younger generations, regarding the relevance of cultural heritage and the “historical memory” of a territory.

The *milieu*¹ - interpreted as economic, social and environmental “capital”, a complex of resources and potentials linked to the development, to be invested through capitalization processes and animated by the participation of a local community activated by the attribution of its identity and cultural values - is thus transformed into a dynamic and strategic resource for the future development of a territory, whose “features and local characteristics no longer enter the economic game, or rather not only, as a set of passive resources, but rather as a matrix of organization and social interaction” (Governa, 1997, p. 28).

The cultural assets, interpreted from the perspective of the milieu, present a dual nature, objective and subjective. They constitute the outcome of a process of historical stratification, whose value is attributed through a territorially given process when they are recognized and interpreted by the territorial actors,

¹ The *milieu* is defined by Dematteis as “endowment of physical and cultural resources that permanently characterize the places of a community” (Governa, 1997, p. 9).

expression of social subjectivity, in shared projects of sustainable development and transformation.

In this way, cultural heritage does not lose its complexity over time, but is induced to produce and reproduce Territorial Added Value (VAT), determining processes of sustainable development and recovering historical memory understood as active knowledge, compared to new lifestyles² (Magnaghi, 1990).

By the way, to give a new dynamism to the cultural heritage and make it an active part of the life of a society, overcoming the obsolete conception that reduces the heritage to a mere object of conservation, it is above all necessary “to take inspiration from the Renaissance lesson and go back to conceiving the findings from the past. not as objects of worship but as promoters of new forms of creativity”(Caldo - Guarrasi, 1994, p.10).

The relational component and the participation of local communities are indispensable so that the territories are not confused with “simulacra, theatrical or museum representations of the past identity” but are perceived “as potential producers of new identity” (Magnaghi, 2010). It is not a question of imposed and artificial museification, but of a more structured process of capitalization, conceived in the perspective of continuous and inexhaustible production of assets for the achievement of territorial added value.



Figure 1. *Emergenze particolari lungo la costa del Lazio desunte dal Catasto Gregoriano*, Colandrea O., Ruggieri A., XX century, Archivio di Stato di Roma. This historical map highlights the cultural heritage of Lazio and shows the toponyms of the archaeological emergencies taken from the “Catasto Gregoriano” (XIX century)

² Dematteis underlines that “f, on the other hand, the valorization takes place through the activation of local systems, that is, if there is local development, whatever happens afterwards, the process can not be considered reversible” (Dematteis, 1995, p. 102).

In this sense, the concept of enhancement proceeds together with the knowledge of the components of cultural heritage in their evolutionary-historical complexity in order to ensure their “reactivation” (Cevasco, 2007), it is to say the sustainable reproduction and usability of the patrimonial complex. It is not just a matter of safeguarding the individual resources of the territory, but of a more complex process, which embraces the entire territorial complexity in a systemic perspective, aimed at shifting the attention from the single product to the deep-rooted relational link between the components which constitute the territorial and landscape framework (fig. 1). Reference is made to the articulated settlement dynamics, to the systems of social relations, in which identity values take place and are expressed, and not least in terms of importance, to the landscape, shape and size of the same territory (Dematteis, 1985).

It is clear, therefore, that heritage, in terms of strategic resources of the future and in the light of a systemic approach, is capable of generating virtuous processes of development and economic, social and environmental growth, interacting actively with global dynamics and producing competitive advantages for the territory. In the perspective of a competitive renewal and of a process of tourism and cultural development, planning-oriented governance of strategies and actions related to local specificities, structural certainties of the territorial system, must certainly be planned. Therefore, it is appropriate to identify the local network already active in the promotion of endogenous resources exploitation projects, which give a new innovative impulse to the diffusion of identity fragments. Vallega states that the culture of a community can be identified “in the patrimony of symbols built throughout its history”, allowing it to explore its cultural identity

which is expressed by the difference between its patrimony of symbols and the patrimony of symbols of other communities. This is a theoretical hinge, which from a geographical perspective leads to represent culture as a history of symbols attributed to the places and spaces of life of a given human community. Places, symbols and existential conditions constitute the conceptual triad around which the geographical representation of culture revolves (Vallega, 2003, pp. 66-67).

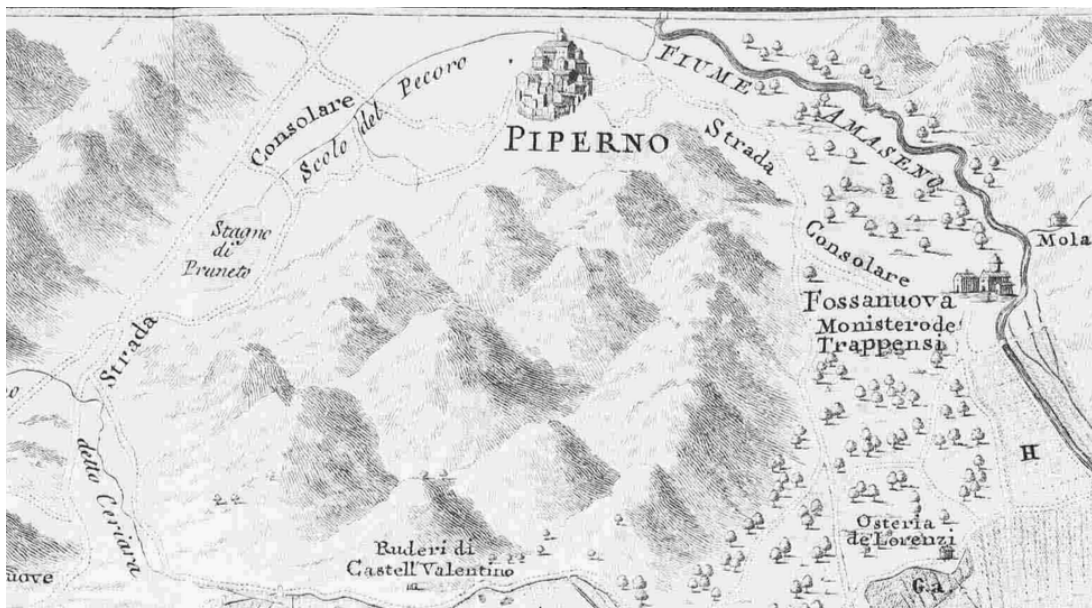


Figure 2. *Carta esprimente lo stato paludoso dell' Agro Pontino come fu trovato nella visita dell'anno 1777 prima che si mettesse mano alla bonificazione...* Serafino Salvati, 1795 (ASC, Stragr. 602, tavola I). The cultural heritage of the lower valley of the river Amaseno highlighted by eloquent graphic symbols and toponymy. Detail

It is the historical geography, as a critical tool of knowledge of the territorial process that has defined the identity of a place, which is revealed today, in the light of the epistemological debate, as a discipline able to analyze and recognize the cultural complexity of the territory with an eye for the patrimonial resources, communicative of historical memory (Fig. 2). The deep knowledge of the *genius loci* that distinguishes a place, allows, through the precise decomposition of the phases of historical sedimentation, to unveil the stratification process of the territory and its genealogy, tracing all the signs of the past that constitute its *imprinting*.

Each phase of territorialization, determined by the action of a social organization on the territory³, deposits materials and cognitive "sediments" that, stratifying over the centuries, compose the cultural heritage at the base of the local identity. It is a process of interaction between human action and the action of physical agents on the territory that produces the organization of the territory that we can see today (Raffestin, 1984).

From this point of view, the territory is conceived as a "deposit, storage of objects and signs that bear witness to the past and which bind us to it through the memory and the imaginary" (Secchi, 1989, p. 99).

³ This action is interpreted as a complex of relationships that "are born in a three-dimensional system society-space-time" (Raffestin, 1984, p. 164).

The complex of “sediments” stratified in the territory over the centuries refers to the past territorialization phases and delineates the identity characters⁴. Magnaghi divides the sediments into two categories: “cognitive sediments” and “material sediments” (Fig. 3).



Figure 3. The medieval tower of Pisterzo, a material sediment and symbol of the cultural heritage of the Amaseno Valley, which needs an urgent project of restoration, protection, enhancement and use of ecotourism. Photography by author.

The “material sediments”, on the other hand, refer to all the tangible elements that emerge in the cycles of territorialization and are translated into different categories of persistences (particular urban and building typologies, artefacts, infrastructures, agricultural textiles).

The cultural landscape⁵, in which material and immaterial sediments are mixed, allows us to interpret the history of a territory highlighting the sedimentation phases that have overlapped over the centuries and it is possible

⁴ As Pollice recalls “if, on the one hand, the territorial identity generates and drives the processes of territorialization, on the other hand the same acts of territorialization are the ones that strengthen the identification process between the community and its lived space” (Pollice, 2005, p. 76).

⁵ The cultural landscape is a concept, or as Sestini (1963) preferred to call it, a word with many meanings, very different from that of landscape tout court. It expresses the actions of man over the centuries, a palimpsest, a heritage of cultures that have become radicalized and tell the story of the territory.

to grasp the complex of symbols and identify the values that distinguish every territory. The cultural landscape can therefore be compared to a “deposit” of stories and events, each of which contributed to the formation and strengthening of the local identity⁶.

The patrimonial conception of the cultural landscape, through a semiotic approach that considers the landscape a system of signs that companies have impressed on the territory, is characterized by the

“taming” of the natural forces and the living reality, manifested by an orderly process in which man is a participant [...] in the cultural landscape, man “builds” the earth and makes its potential structure clear as a significant totality. A cultural landscape is based on “cultivation” and contains defined places, paths and domains, which concretise the intelligibility of the natural environment by man (Norbert Schulz, 2011 p. 52).

The preliminary operation at the base of any action to enhance and protect a geographical heritage, and which has characterized the present research, lies in the cognitive process of the heritage itself, which must be considered a promoter of development and engine of socio-economic cohesion. By attributing value to the heritage, the cultural, economic and social benefit that that good could produce is recognized. The profound knowledge of the landscape and the causes that determined it together with the diagnosis of all those elements that must be subjected to certain protective measures, are essential to avoid the loss of value of the connotative features of the landscape, a process of homogenization and impoverishment of the same and the risk of them being transformed into “utilitarian and consumerist economic expressions” (Rocca, 2013, p. 323)⁷.

⁶ Giuliana Andreotti defines the landscape as “elusive” because it can not be defined and understood as separate from the anthropic element, “from its soul, its imagination and perception. Man invented it to talk about himself through images. We ourselves are our landscape [...] but above all we have deposited in it our culture, namely our conception of the world (Weltanschauung), our way of thinking and living, our religious beliefs, our spiritual drives, our symbols and values” (Andreotti, 2010, p. 27).

⁷ Already with the tourism phenomenon affirming at the end of the nineteenth century, models and behaviors profoundly different from those of previous centuries are imposed. It is characterized by a competitive character and is oriented towards an economic conquest and no longer consisting of an adaptation to the natural characteristics of the place. For a complete and in-depth analysis on the evolution of the tourism phenomenon.

2. Valorisation and use of heritage through ecotourism

This research aims to investigate the evolutionary dynamics of the Amaseno River Valley, located in the Lazio Region, between the provinces of Latina and Frosinone, and to identify the complex of tangible and intangible sediments stratified in its territory (fig. 4). It is a research based on the reconstruction of the ancient anthropic and environmental paintings of long period, through an examination of the territorial phenomena and of all those specific social and territorial dynamics that have determined them.

Since ancient times the geographic position of the Valley has been a source of attention and particular interest for human settlement. It is a territorial reality characterized by a great geomorphological and landscape variety that ranges from the Agro (in which you can notice the characteristic features of the sharecropping system), to the mountain (consisting of extensive wooded areas dominated by the socio-economic organization based on agriculture and breeding), from the marsh to the fertile fields, surrounded by springs, from the valley bottom areas, crossed by the river Amaseno, to the urban centers in the hills of the Lepini and Ausoni mountains.



Figure 4. Pianta del territorio di Sonnino e confine con Terracina, autore anonimo, XVIII secolo (ASR, Coll.1, Cart. 104, n.178bis). The Valley of Amaseno river.

The Amaseno river, which crosses the vast alluvial plain, has been for centuries at the center of the social, economic and cultural life of the populations that have inhabited the Valley and of those who have crossed it. The water course as a complex territorial system, consisting of a network of hydraulic factories which, thanks to its waters, could be put into operation and contribute to territorial development, bridges, river navigation channels, sandways and many other hydraulic architectures, it has influenced the life of the people of the Valley together with the intangible heritage of local knowledge that enrich even more the geographical heritage.

We can read and interpret the cultural landscape of the Valley through the numerous signs and sediments that time and history have stratified and deposited on the territory. With this in mind, the Amaseno river expresses the synthesis of many stories and geographies, a conveyor belt of sediments, which end up delineating the morphological structure of the alluvial plain in which it flows.

The Amaseno valley is a perfect program to offer to local communities to allow them to trace the deep values inherent in their identity and to attract external visitors, through the richness of that immense work of art that is the landscape itself.

The cultural heritage of the Amaseno valley should be understood as an “artefact capable of communicating”; however, more and more frequently it is conceived as a raw material in the service of a deleterious tourism process for the territory. Cultural assets, as Giuliana Andreotti claims, are

too often neglected, devalued, left to die. Yet they belong to us, they narrate our landscape which, being vital, should be defended in its entirety. Instead it is forgotten, destroyed and devastated, even through aggressive and disfiguring building works, because it lacks a sensitivity, an ethical and aesthetic education that teaches to recognize the testimonies of the past, to identify beauty and to respect it (Andreotti, 2010, p. 34).

In the study area examined, important territorial testimonies of the religiosity of the local community emerge (Fossanova Abbey or the Sanctuary of the Auricola, just to mention the most important places of worship); castles, fortresses, hydraulic factories and towers, tangible iconems that restore the historical memory of socio-economic flows; historical centers that still preserve their original structure and transmit a strong rooting and a mutual belonging between individual and society. The heritage is also made up of a series of goods that could be defined as “atypical” which includes all those cultural events closely linked to the religious tradition (as the cult of San Lorenzo spread

among the population of Amaseno, of which we find traces in the documents from the seventeenth century), folkloristic (as cultural events and initiatives concerning brigandage, one of the phenomena that most marked the entire valley in the nineteenth century) and artistic. They express a cultural function, the protection of which is essential for preserving historical permanencies.

With the aim of research being the centrality of the territory in a multi-disciplinary and interdisciplinary perspective, the first design phase of the research concerned the identification of the milieu through an understanding of the capitalization processes of the past. The study of the territorialisation phases allowed to recognize the historical and cultural values of the identified heritage and to establish the terms of its protection. The goal was to identify the lines along the cultural heritage that should be used to start a process of future local tourism development.

After this first phase of geo-historical analysis, the research involved the development of a series of ecotourism itineraries and the identification of the main sites of historical, cultural, archaeological and naturalistic interest, which have the aim of rediscovering the potential attractions of the territory and to contribute to the enhancement of the entire context in which the cultural and historical heritage of the Valley is inserted.

The research focused on the development of a system architecture capable of satisfying various surveys with the help of Geographic Information Systems: from historical to geomorphological analysis, to an archaeological analysis and toponymy, through the comparison between different levels of information on a general or detailed scale, in order to provide a working tool aimed at the diachronic reading of the landscape, archiving and fruition of cartographic and archive data and finally the protection and enhancement of a wealth of particular and cultural historical value.

Tourism is an excellent tool for knowledge, promotion and use of heritage, provided that it is managed and planned in a sustainable perspective, it is to say interpreting the territory as a complex system, a source of innovation and development, but at the same time a depositary of multiple meanings and testimonies of the past. The boundary between an enhancement of heritage and a mere conservation is very fleeting, and the risk of a mass tourism process, which is detrimental to the protection of heritage, is a direct result. This mechanism, closely linked to the double paradigm “protect” but at the same time “degrade”, consumption and preservation without enhancement, triggers

processes of simple enhancement and can produce degenerative effects both on physical and social level⁸.

The goal is to restore momentum and dynamism to local development⁹ and to traditional tourism that has been in sharp decline in recent years¹⁰. The creation of another form of tourism in the hilly and mountain hinterland of the valley would represent a complementary alternative to the most famous seaside activity of the nearby Pontine coast. The creation of permanent itineraries, which can be traveled at any time of the year, would in fact make it possible to consolidate the tourist activities of the provinces of Frosinone and especially of Latina, even in the low season, starting a process of de-seasonalization of provincial tourism.

The hypothetical ecotourism paths are intended to make accessible and accessible to the local population not only the sites of historical and archaeological interest but also the natural heritage of the territory, re-creating that contact and symbiosis with nature once very strong (fig. 5).

⁸ The term “valorisation” appears for the first time in a normative text of Law 310/1964, the founding law of the Franceschini Commission, and is intended as the natural completion of the protection and it is also an integration aimed at promoting the knowledge and use of an asset.

⁹ In this case it is understood in terms of development of places, a cultural approach and a dynamic process that guarantees economic growth but at the same time social equity and environmental protection.

¹⁰ The dual objective of this research is to apply the principles of local development to the tourism sector and promote the development of places through sustainable tourism based on the principle that local development creates mobility and mobility contributes to generating or increasing local development.

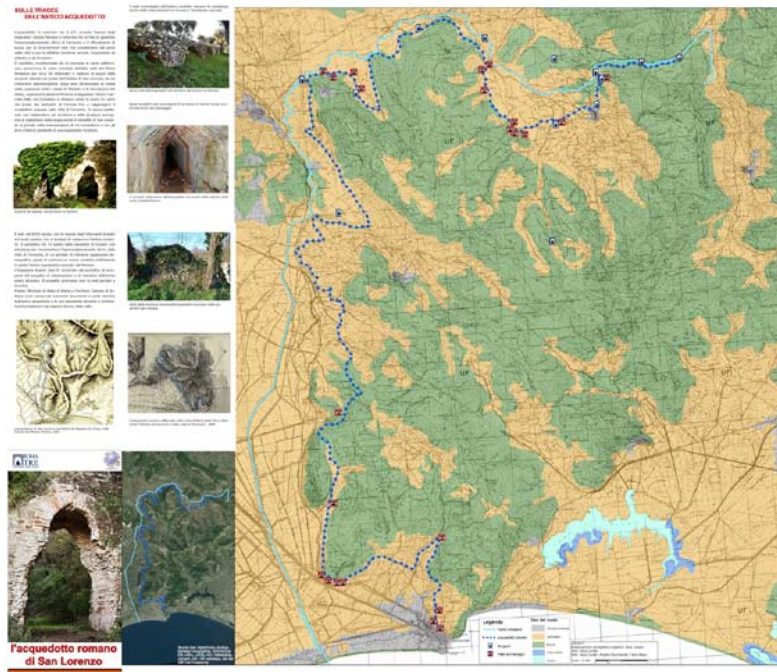


Figure 5. Map of cultural heritage of Amaseno Valley. The map represents the Roman San Lorenzo aqueduct and the archaeological remains that can still be visited along its route. Author processing.

In fact, the goal is not only to attract potential visitors, but to promote awareness and recognition processes in the local network, the enormous potential of the territory in which they live and work. The fruition, closely linked to the concept of valorisation, represents the “moment of making the good available, so that it can build the culture of the public and become root of its identity” (Gullini, 1999, p. 18).

Each itinerary has been classified according to the difficulty grid drawn up by the “Club Alpino Italiano” and for each one a card has been created with a short text that tells the territory where the route winds, what you can visit and all the necessary information for the visitor. All the cards have been implemented in the web portal and subsequently attached to each itinerary through Hyperlinks that can be easily viewed in a webGIS. All traces of itineraries, points of interest and commercial activities have been made available for download in gpx format to allow travelers to plan their own itinerary in complete freedom.

In the implementation phase of the itineraries the local population and the tourism promotion associations were involved to spread and develop a greater and stronger awareness of the tourism potential of the Valley. If citizens, first of all, are not aware of the milieu that their territory offers and does not develop what Yi Fu Tuan calls *topophilia*, a sort of strong attachment to places and

consequently a strong responsibility towards them, it will never be possible thinking of promoting and at the same time protecting a territory in a sustainable way. Only exogenous processes of simple valorisation would develop, and even worse would mass tourism develop due to the lack of attention to the peculiarities of the places.

The large amount of geographic data acquired during the surveying campaigns have been implemented in a geodatabase, a tool able to carry out a progressive and dynamic updating of the territorial transformations through a systematic and organic integration of geographical data. The GeoDatabase created is made up of an alphanumeric database in which information has been inserted in the form of text strings and a database consisting of documents in pdf / jpg format that provide detailed information on the individual points of interest identified.

Thus, the Geographic Information Systems (GIS), have allowed us to return an integral and integrated vision of the territory of the Valley, translating in the same language different types of data acquired with different relevant techniques.

Finally, a web portal (<www.valledellamaseno.it>) has been created with the aim of promoting the history of the Amaseno Valley through a series of textual and multimedia content, to know in detail the peculiarities of the territory, useful services for travelers and all itineraries created with the possibility of downloading GPS tracks on your PC (fig. 6).



Figure 6. Home page of Amaseno Valley cultural web portal

The work carried out made it possible to develop a methodology for tourism promotion of marginal and peripheral areas rich in geographical heritage and to lay the foundations for a lasting and sustainable economic and social development in the future. It is, in fact, an institutional prototype to be proposed to the other territories of the Lazio Region and to other Italian and European regions, in order to establish a network of platforms inspired and managed according to the principles of electronic democracy and digital platform cooperation.

By combining geo-historical research with the potential of innovative geographical information technologies for dynamic and interactive data acquisition and management, new perspectives for development and promotion have been developed, providing a significant contribution to the knowledge of the territory.

The decision to apply this methodology to the Amaseno valley proved to be very intelligent since the Valley is an excellent territorial prototype for the promotion and growth of tourism and, consequently, of the economy within the territory.

The project sustainability is summarized in this long and complex work of sensitization of the population that has been carried out in this year, to date the local actors are much more aware of the potential of the territory they inhabit. The virtual fruition of cultural itineraries and cultural heritage connected to them, called virtual heritage, responds to the growing request, coming from a

large number of users, for understanding the rich heritage of the Valley and for remote online consultation of the planned cultural paths, stimulating the desire for knowledge in the perspective of proper management and enhancement.

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4. *Curriculum vitae*

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