

International Geographical Union

University of Trieste

Gorizia Campus

Degree Course in International Relations and Diplomacy

Chair of Political Geography

Ph.D. School in Geopolitics, Geostrategy, Geoeconomy

THE CULTURAL TURN IN GEOGRAPHY

Proceedings of the Conference, 18-20th of
September 2003
Gorizia Campus

edited by

Paul Claval

Maria Paola Pagnini

Maurizio Scaini



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THE DIFFICULT TRANSITION OF THE VESUVIAN SYSTEM BETWEEN OLD AND NEW DEVELOPMENT MODELS

Maria RONZA

University of Naples, "Federico II", Italy

1. Introduction

To attain concrete and long lasting results, current development policies are essentially aimed at management of the milieu present in each local system. From this perspective, the cultural specificity, concretely expressed in the features of the landscape, is revealed as a fundamental component in orienting economic – productive selections, in perceiving the effects on the social system and the impact on the environment. Comprehension of the interconnection between natural and anthropic components, the overall significance given to single situations, the difficult relationship between the features of the landscape and their functions constitute only a few of the preliminary analyses required for drawing up projects in which there is participation on the part of the community and local forces and which are rooted in the territory. The cultural and environmental heritage which characterises each context becomes a powerful key to comprehension, a valid support to trace the complex of the historical events and of the various established cultures. The entire set of human, instrumental, cultural and natural resources available to a community constitutes an articulated and varied system of internality, whose use and development in an innovative dimension may favour proper insertion of each framework within a greater context. The complex of internality provides a concrete opportunity for development when associated with a network of externality, that is infrastructures and services, capable of integrating the situations, and linking them to connect them to external circuits in order to guarantee concrete utilisation by insiders and outsiders.

Internality and externality, even in their roles as necessary components in the implementation of sustainable development, cannot be opportunely enhanced by synergic action of local parties without an adequately satisfactory level of environmental quality. The installation of industrial plants which are incompatible with the traditional agricultural vocation of specified contexts has produced a significant alteration of cultural and environmental values and of the overall landscape system. In terms of territorial management, the issue of the environment has assumed tremendous importance; and is no longer considered, as it was in the past, merely a background for human activities but instead is a central factor in the insertion of eco-compatible functions in keeping with local specificity, in order to promote true development. It is a determining factor in sustaining marketing operations aimed at conspicuous launching of endogenous potential and is the first step for the re-appropriation of essential places and situations necessary to the perseverance of persistence of identifying links. With the progressive affirmation of principles of sustainability and territorial approaches, the environmental factor is destined to assume a determining role in transforming the functional aspects of various places, guaranteeing economic growth, social development and the quality of life.

The local Campania systems can justly be considered territories of significant landscape, historical and cultural import to the extent that most of the rural and seaside centres would lose a great deal of their appeal were it not for their insertion within such a picturesque "natural context". In reference to human settlements, built, in the interior on the Apennine hills, or spread along the coastline, bear witness to a well balanced relationship between man and nature, an appropriate use of resources, when building speculation and productive activities which are not compatible with the local context are not involved. This link between centres and territory, between nature and culture is found in the plans, which reflect political events and the various foreign rules which followed one another in Campania, and in forms of the buildings, which bear witness to functions and productive activities conducted by the local communities. The very division of the rural lands is a concrete reminder of complex legal and agrarian events (reclamation, landed estates, parcelling, centuriation, etc...). Landscapes thus structured constitute "complex cultural assets" because here, where human intervention has

not completely distorted the features and symbols of identity, cultural contributions, historical stratifications and environmental values are still visible.

The area of Vesuvius constitutes a differentiated and complex reality from an morphological, historical and economic point of view, as well as owing to the role that cultural heritage has played and continues to play in the processes of territorialisation and development. An analysis of the “Vesuvian system” provides support for understanding the impact and alteration brought about by excessive demographic and productive concentration on the entire organic structure of natural and cultural components. Over the last years, close cooperation, with the perspective of governance, between enterprises, cultural associations, consortiums and local authorities was the starting point for a positive trend of inversion aimed at recovering cultural specificity and Vesuvian identity. -enhancement of internalities was, in fact, facilitated by the support and presence of a considerable and articulated network of infrastructure. To the contrary, owing to the attraction of stronger urban organisms and a lack of well structured “network of externalities”, many interior towns have not managed to succeed in transforming a territorially ingrained cultural heritage and a, as yet, uncompromised natural environment into factors of development. Close collaboration between the main “territorial forces” thus becomes an essential priority element for inserting currently marginal local realities into more ample and integrated circuits. Internality, externality and environmental quality are thus “fixed points” a dynamic and productive interpretation of a identifying heritage and landscape specificity.

2. Settlement dynamics and landscape alterations in the Vesuvian system

Even in its unitarity, the Mount Somma-Vesuvius system presents diversified characteristics which define three diversely connected subsystems; the side facing the sea, densely populated and with an extended infrastructural apparatus, remains deeply marked by urban continuity with a high mixture between productive-residential settlements and areas with a high historical-landscape value frequently contaminated by environmental, social and landscape degradation. The Agro Sarnese area, invaded by an indistinct and amorphous urban continuum, nonetheless conserves local peculiarities and “signs” of an essentially rural identity and origin; cultivated fields, orchards, and vineyards surround centres such as Boscotrecase, Boscoreale and Terzigno which even today express their agricultural matrix, while the traditional functions of San Giuseppe Vesuviano and Ottaviano, are increasingly flanked and replaced by industrial (pasta factories, glass-works, wood-works, textile industries, etc.) and commercial activities, alter in large part the identifying heritage with a high risk of destroying the stable relational equilibrium between centres and reference contexts. Furrowed by deep valleys covered by extended woodlands alternating with orchards and vineyards, the Mount Somma side, subject to minor environmental pressure, also reveals a complexity of historical and natural stratifications which is not inferior to those of the seaside. A significant “potential of attraction” are the rustic villas, craftsmanship, feasts and popular traditions, extra-urban chapels, shrines, agrarian landscapes, rural houses, small towns whose medieval origins are decidedly different from those of Roman origin found along the seaside.

A strong and central physical element thus constitutes the centre of a ring bound by progressive topographic connection and urban growth, which occurred at different times, and according to varying pace and manner, characterising the individual town realities.

According to an analysis of data related to the period between 1971/99 it is possible to localize demographic processes and dynamics that have involved the Vesuvian system and contributed to modifying environmental and landscape peculiarities and characteristics. In relation to the different settlement matrixes and different geomorphologic characteristics, it may be more opportune to consider the centres located on the seaside and those located in the interior separately.

The tables analysed contain ISTAT data as related to the eleventh (1971) - twelfth (1981) and thirteenth (1991) population censuses; therefore, an updating of the previously cited figures with more recent data would be called for. The most evident data regards the towns along the coastal side where a relevant inversion in trend was observed in which the population was more inclined to settle in areas where, although more generally degraded in terms of environment and landscape, tend to undergo the effects to a lesser degree and are characterised by higher quality of life standards: the increment which occurred during the

decade between 1971 and 1981 can be attributed to the presence of a productive industrial sector providing employment and a residential function characterising those towns with the best connections to the metropolitan area, a considerable decrement from 4.64% to -6.97% was recorded during the decade between 1981 and 1991 which was further consolidated during the successive decade.

Between 1981 and 1991 the towns of Portici, Torre Annunziata and Castellamare di Stabia underwent a significant decrease of respectively 14%, 12% and 2% circa, while comparison of the increases occurring during the intervals of 1971/1981 and 1991/1999 indicate that the rate of growth during the period 1981-1991 for Torre del Greco and Ercolano was less as compared to that the previous decade, which represents a variation in population, while still positive, has fallen (Torre del Greco from 13.01% to 2.17% - Ercolano from 11.35% to 5.01% - San Giorgio a Cremano from 36.14% to 0.21%). This phenomenon can be particularly noted in those towns which have elevated population density and have a relevant concentration of production related activities and urban growth which has exceeded any form of adequate and rational planning.

The coastal side, is characterised by a chaotic mixture of construction which, in their form and structure, belie the various periods in which construction occurred and the purpose or function for which they were built; these constructions are almost always residential neighbourhoods built near important infra-structural axes connecting the Vesuvian area to the centre of Naples. This accentuated dependence on the main Campania city has compromised the functional autonomy of these areas which are devoid of a proper spatial configuration, or points of aggregation to support and form an identity for these places. The process of chaotic urbanization, which began in the sixties, has negatively influenced not only landscape quality but, more markedly, environmental quality (acoustic, atmospheric, sea and water pollution) which can also be attributed to a lack of adequate infrastructure to sustain the anthropic burden in the area. Thus, there is a profound dichotomy between the quarters of new expansion and the historical centres in which the emergence of that ancient relationship between settlement structures and the traditional sectors of local economics can still be found.

These territorial transformations which have radically altered the Vesuvian landscape began after the Second World War and can essentially be attributed to uncontrolled urbanisation and a progressive weakening of the existing links between natural and anthropic components, as well as the ensuing relationships. The residential use of the land subsequently brought about the most relevant alterations from a landscape point of view and generated the greatest pressure on the territory. Widespread urbanisation gave life to an indistinct continuum which irreparably encompassed former forms of settlement (centres, cores, widespread houses) with their harmonic dispersion on the territory which guaranteed recognition of the Vesuvian landscape identity matrix. It is necessary to connect those emergences and confer upon them that centrality often clouded by a confused and chaotic settlement scheme; this operation is complex because the coast-side area is not part of the park areas and, thus, is not managed by a Local Authority capable of co-ordinating single interventions. Here too, we are confronted with the problem of defining innovative tutelage modalities aimed at augmenting levels of environmental and landscape quality in such complex territorial systems.

To the contrary, according to analysis of ISTAT data, the interior sides are characterised by a new vitality; aside from Boscorecase, where there was a negative demographic growth rate in both the 1971/81 and the 1981/91 censuses, more positive values were found in the other realities especially during the 1981-91 interval; with the exception of San Sebastiano and Massa di Somma, during the 1991/99 interval, the increment rates were less than those of the previous decade, bearing witness to the role played by the crisis of the productive sector in the coast area during the period between 1981/91. Particularly noteworthy is the growth of Terzigno (+25%) where a negative increment rate of -0.29 had been found in the previous decade. The demographic resurgence found as of the beginning of 1981 can be referred to a worsening of the quality of life on the coastal area as well as the new functions of the internal towns which, with the institution of the National Park of the Vesuvio during the last decade, have become subject to policies aimed at the development of endogenous potential.

If during the period between 1971-81 there was a significant increase in the coastal area, today we are witnessing a stabilization phase which can be attributed to a saturation process of the capacity of those towns which had been considered as driving factors for the entire

Vesuvian system; over the past decades, this has determined growth of the urban structure in realities once considered to be on the edge of the metropolitan area. We are dealing with “a wave of expansion” that has led to growth of the Vesuvian territorial system at different rates and based upon different modalities owing to the fact that some areas gravitating towards the Campania Plain and the Agro Nocerino-Sarnese have felt the impact of current dynamics more than other areas. The increase in constructions is thus inserted in a different settlement structure, medieval in origin, that has contributed to enhancing awareness in each of the individual towns of the original urban outlay despite the alterations created by the new expansion areas. The morphology and various settlement matrixes are therefore the basis of a new urban configuration which, even if encircling a volcanic complex, gives life to a linear city along the coast while, in the interior, gives life to a radial city, starting from the primary towns climbs up along the sides of the Somma/Vesuvio and extend towards the Campano and the Agro Sarnese area.

Owing to the singular, previously cited characteristics, as well as to the problems associated with managing the metropolitan area of Naples, it's not easy to define policies for the Vesuvian system aimed at raising the levels of environmental and landscape quality, also in consideration of the different problems characterising the sea area from the inner areas. As noted, Law 142/90 related to local autonomy, gave the regions the duty of encircling metropolitan contexts, in consideration of the historical, settlement, social and economic events that distinguishes each territorial system; various attempts of delimiting the metropolitan area of Naples have never excluded the Vesuvian complex which, as a natural area of expansion of the city since the initial processes of growth, has inevitably become an integrated part of it.

3. The productive-economic system, environmental and landscape quality within the Vesuvian context

According to the European Landscape Convention, agricultural development is considered an essential component for environmental and landscape re-qualification of rural areas in their complex because agricultural production has the potential to revitalise territorial areas and marginal towns, support the emergence of agro-alimentary industries, favour the revitalisation of a series of infrastructures and services in keeping with endogenous resources and local potential. Not by chance, the 2000-2006 European funds will be used to implement PIAR (Integrated Projects in the undeveloped Rural Areas) which adopt an innovative viewpoint and tend to consider each local system in its entirety.

In the Vesuvian Area, SAU tends to decrease in relation to a progressive increment in the number of infrastructure and construction, an increase which, while no longer at the same levels recorded during the sixties and eighties, cannot be neglected in conducting an analysis of current dynamics. What is clearly needed, within the context of this tendency, is to identify the differences recorded between the towns of the seaside area and those of the interior areas, Portici, Torre del Greco and Torre Annunziata are characterised by an irrelevant SAU when compared with the infrastructure surface area and residential areas. To the contrary, Sant'Anastasia, Terzigno, Somma Vesuviana and Ottaviano constitute realities which are strictly interconnected to the exploitation of agricultural resources; the increase of workers in manufacturing activities, especially in Ottaviano, can be attributed to the increased presence of agro-alimentary industries engaged in the processing and in the transformation of local products.

Generally, during the period between 1981-91, a decrease in assets in the primary sector of all the Vesuvian towns was recorded; contrary to findings from the preceding decade in relation to a crisis in the manufacturing sector, there were increases even on the coastal area (Torre del Greco).

This phenomenon can be attributed to a progressive and noticeable increase in the numbers of tractors and motor-cultivators especially during the period 1980-90 which coincided with a reduction of the TAS (Total Agricultural Surface).

Today, enological production constitutes an important factor in the economies of Vesuvian towns along the western and southern south sides; rows of vines are, in fact, an essential component of the Vesuvian context which has always contributed to structuring the landscape. According to analysis, the coastal area is not influential in terms of the quantity of hectares

cultivated with vines; there is, in fact, a scarce presence of farms for the production of D.O.C. wines so much so that even in Torre del Greco only 4.35 hectares out of on 135 are designated for high quality production. Within the coastal context (Torre del Greco, Ercolano, etc...) the progressive decrement of orchard and vegetable cultivation is directly proportional to the increment in the number of structures reserved for floriculture. Currently, greenhouses constitute a peculiar element of the coastal landscape because they can be easily inserted between areas of new building expansion and the road axes, and represent a competitive and profitable sector for exploitation of available SAU.

Even in the interior, production is limited to common wines, which are destined to a local market, and incapable of successfully being launched into wider, national and international markets; suffice it to consider that out of 230 hectares in the town of Terzigno, only 84 are cultivated with vines for the production of D.O.C. wines. The situation in Ottaviano is similar (57 hectares out of 204), while San Giuseppe Vesuviano, Boscoreale and Boscotrecase feel the positive effects of policies aimed at increasing quality production (San Giuseppe Vesuviano 20 hectares/28, Boscoreale 30 hectares /15, Boscotrecase (7 hectares/36). On the contrary, as of the 1991 census, San Sebastiano al Vesuvio, Somma Vesuviana, Sant'Anastasia, Pollena Trocchia and Massa di Somma did not have any agricultural areas destined to the production of D.O.C. wines; only following analysis of the 2001 census will it be possible to evaluate the effects of regional policies aimed at enhancing typical Campania products and the positive effects from the creation of a Park in the Vesuvian Area may have had upon agriculture.

During the eighties, at the detriment of cultivations which characterised the Vesuvian landscape, there was a sustained increment areas dedicated to the cultivation of fruit because this was more profitable owing to the reduced need for labour and for rapid placement on the regional market. A particular case is that of the town of Somma Vesuviana in which only 138 hectares are dedicated to vineyards while 1,512 are reserved for orchards. The only town in which the areas cultivated with vines surpassed those of orchards is Boscotrecase which, owing to ancient tradition in this sector, constitutes an exception in the Vesuvian context (87 hectares with vines as opposed to 62.64 with orchards). In general, the area most affected by a sustained increase in the cultivation of orchards is the Monte Somma (Somma Vesuviana, Sant'Anastasia and Pollena Trocchia).

An evaluation needs to be made of the positive effects upon vine cultivation and wine production brought about by the annual marketing plans which began in the late eighties and were implemented by the ERSAC (Regional Organisation for Campania Agricultural Development) and by the DOP 1994-1999 communitary resources. Considering that, in 2001, D.O.C. Campania wines constituted approximately 12% of national exports in the quality restaurant sector, there are plans for the approval of a bill created for the integrated management of Campania vine and wine resources, within the more generic context of enotourism development.

A concrete obstacle to the realization of more competitive agricultural endeavours which adopt modern cultivation technologies is that this can only occur by favouring the creation of societies and co-ops. Based upon an analysis of the 1991 and 2001 census data, there was a significant reduction of SUA (Utilised Agricultural Surface) in the Neapolitan area; this decrement is perfectly inserted in the general tendency that characterises the Campania territory inasmuch as, during the 1991/2001 interval, there was a 9.4 decrease on a regional level. The decrement in SAU corresponds to a decrease in the number companies, particularly consistent in the Province of Naples (-16.8%) which, even though inclusive of the higher values on a regional level, is perfectly inserted in the decrease of company recorded on a national level (-14.2%). Further study is needed in order to fully understand this data: the decrease of the number of companies could turn out to be a positive factor if accompanied by an increase in the average surface per company which would imply the fusion of the individual companies into consortiums or co-operatives able to bear the costs of competitive agriculture. From 1991 to 2001, an increase was recorded (from 0.90 to 0.97 hectares) which, however, does not appear sufficiently significant to represent a turning point in the situation. Agrarian parcelling, which characterises the territory of the province of Naples, is particularly evident considering that the percentage of agricultural companies in relation to the regional contest (17.3%) exist on a territory which only represents 7% of the cultivable SAU in Campania.

Precisely in the Vesuvian Area, excessive fragmentation of agricultural companies has been recorded, and is characterised by direct cultivator management or with a workforce comprised of family members; the average size of a company, around two hectares, implies paltry financial capabilities on the part of the managers and, subsequently, poor possibilities of modernising agricultural management. The absence of an integrated system on a horizontal level (among the various agricultural companies) and on a vertical level (between the production area and the transformation area) constitutes an essential factor in comprehending the stasis which, for far too long, has characterised Vesuvian agriculture. Through the Vesuvian National Park, a regional ecological net connecting the weaker interior systems with those far more anthropized could be hypothesised; awareness of physical and biological particularities as well as settlement and productive typologies of the entire Vesuvian system area are absolute prerequisites.

As previously mentioned in reference to the primary sector, even in the secondary sector, the dichotomy between the seaside and the interior is clearly understandable from an analysis of employment-related data. The creation of industries connected to the State-funded chemical sector has involved the coastline, determined an increment of approximately 52% in employment in the secondary sector during the period between 1961-71; the increment which occurred during the following decade must be considered as further consolidation of the dynamics which first emerged in the early sixties. Such a strong presence of corporate units within a framework characterised by such high population density constitutes a valid indicator to understand the levels of environmental and landscape quality.

The process of de-industrialization which, in the early eighties, involved the large State-funded industries, and inevitably involved the industries located in this area, determined a rapid reduction in employment (Torre del Greco: 3.61 % in '81 to 2.86% in 1991).

Following a period of stagnation, which created many problems and social unrest, today there are attempts to reconstruct territorial competitiveness of the towns affected by de-industrialisation processes through the empowering of industries which are traditionally tied to the identity of the locations (paper and printing in Pompeii, agro-alimentary in Boscotrecase, Boscoreale, Trecase, pasta factories in Castellammare di Stabia,ⁱ and coral work in Torre del Greco). The production of craftsmanship, supported by a long and strong tradition, must be provided with adequate support in order to constitute a concrete opportunity for the development of centres which, over the past ten years, have suffered the effects of a crisis involving the chemical and shipyard sectors. It is sufficient to think of the considerable re-dimensioning which involved the milling and pasta making sector, as demonstrated by the abandoned buildings mostly in Castellammare di Stabia and in Torre Annunziata, the remains of what was once a leading activity for the local economy.

The functional recovery of abandoned structures and silos for the storing of the wheat, integrated element of the port and city landscape of the coastal towns, could revitalise other productive sectors considering their strategic position along the waterfront of the "linear Vesuvian city". Fragmentation of the industrial fabric of seaside Vesuvian towns is substantiated by the typological variety of structures which reveal, in their architectural forms and the materials utilised, the period in which they were constructed and allow us to review, in a critical and global manner, the evolution of Italian industry until the early eighties. Industrialisation and de-industrialisation processes that characterize the coastal side are of interest to us in light of the compromises wreaked upon an environmental and landscape system of great value, and for the possibilities and the scenarios related to a more modern and innovative re-utilisation of industrial structures which, even today, remain highly visible, deep scars along the Vesuvian coastal landscape.

The most consistent reductions in the productive sector are seen in realities such as Castellammare di Stabia and Torre Annunziata which were primarily effected by the dimensional growth of state industries in the chemical and iron sectors. The abandonment of these industries can certainly find its place within the economic processes of a global scale (tertiary economy), but can also be attributed to those diseconomies of agglomeration that involve densely populated urban areas lacking the support of adequate infrastructures and services capable of facilitating access. Concurrently, excessive congestion (a negative externality for productive activities), the absence of ulterior spaces to be occupied and, principally, a general decline of the secondary sector (we are in a transition phase towards

different forms of economy aimed at the launching and development of technologically advanced sectors) has determined a gradual decay of these facilities which were once an integrated part of the urban contexts .

Today, the resettlement of the tertiary in areas formerly dedicated to the secondary sector can be considered as a priority tool for re-qualification and the assignment of new roles to urban areas which have long since been deprived of the possibility of moulding and contributing to the recognition of the urban context to which they belong.

For a city, waterfront re-qualification implies an innovative way of recuperating structures which bear witness to social and urban identity and can acquire new meaning in keeping with previous values.

On the other hand, one cannot forget that the decrease in employment since 1981 in Ercolano, Torre del Greco, Torre Annunziata and Castellammare corresponds to an increase in the towns located in the interior (Terzigno, Somma Vesuviana and Pollena Trocchia) which can be associated with a vaster process of urban and metropolitan growth.

For those realities located on the interior slopes of Vesuvius, a positive and progressive increase of the U.L. was recorded until 1991, in counter-tendency to the data gathered from the coastal towns since the early eighties, while, concurrently, a decrease in the U.L. between 1991 and 1996 corresponded to an increase in the workforce (Terzigno, Somma Vesuviana and San Giuseppe Vesuviano), in substantiation of the consolidation of individual companies within the territory into consortiums, co-operatives and mergers advantageous to the competitiveness of the diverse productive realities; we are thus confronted with a consolidation of processes which began during the preceding decade (1981-1991) in which the percentage increase of the U.L. in the interior towns rose from 11.34% in Boscotrecase to 141% of Pollena Trocchia, 83% in Somma Vesuviana, while the lowest increases were found in those towns confining with the coastal area (Boscotrecase and Boscoreale which are distinguished by clothing and shoe manufacturing companies).

Accordingly, a process of diversification and increasing complexity of the productive sector is currently underway which is aimed at enhancing the specifications of each town reality; despite a decrease in employment, local units are multiplying in confirmation of the endogenous matrix of a process which, far from being representative of deleterious fragmentation, is symptomatic of new vitality and an affirmation of new productive procedures in keeping with local identity and specifications (smaller dimensions could guarantee more attention to product quality as well as a renewed focus, within a competitive framework, of artisan techniques in potentially driving sectors such as shipyards, alimentary and coral industries).

The importance of these activities in the development of local systems is demonstrated by the recent interest behind legislative action of the Campania Region (Law entitled "Intervention for the Preservation and Enhancement of Artisan and Artistic Works). In the same manner, the establishment of light, competitive industry constitutes an important step in the process of renewing and adjustment of the Vesuvian industrial fabric in keeping with the trends and tendencies of global marketing.

Legislative action promoted by the Region, in accordance with the directives of EU Fifth Environmental Programme, tend to perceive industry and the environment as entities capable of "dialogue" and co-operation in terms of development particularly if employment opportunities offered by sustainable management of territorial dynamics are taken into consideration.

4. Cultural tourism and re-qualification of the landscape-environmental system

From an analysis of the indicators related to the demand for tourism in the Vesuvian Area, the marginal incidence that this sector covers in the entire local system on both the coastal and interior sides can be taken into consideration. With the exception of the internationally renowned environmental, cultural and archaeological sites (Pompeii, Herculaneum, the Vesuvius crater), the particularly complex and diversified heritage of internalities, is in a marginal state owing to a series of negative externalities associated with the essentially residential vocation of the area. Environmental and landscape degradation is strictly connected to construction expansion, the missed opportunity of inserting the individual situations into wide-scale

circuits, the shortage of infrastructure and services, which are not adequate to sustain such strong anthropic pressure and the absence of an integrated plan for development of the milieu which has effectively blocked adequate fruition of the cultural and natural resources as well as an awareness of the identifying specificities connected to the system.

The average presence of tourists is limited to approximately two days, a figure inferior to that registered on regional and provincial levels which implies the impossibility, on the part of managers, to improve the quality of normally under-utilised services. This situation does not allow for the creation of an articulated and diversified complex of receptive structures such as hotels, etc. In fact, today, within the entire Vesuvian territory, there are six towns enclosed by the park area which do not have any type of hotel structure. On the other hand, Pompeii a functionally more mature tourist reality, only manages to maintain a limited number of the Italian and foreign visitors (two millions circa) to the area as opposed to the force of appeal of a religious and archaeological heritage which is nonetheless capable of overcoming the negative externalities of the area.

In order to fully comprehend the reasons behind the presence of these fluxes, it is necessary expand upon the framework of analysis and take into consideration neighbouring territorial realities with tourism vocation, supported by high levels of environmental and landscape quality, which represent a restraint to the appeal of the Vesuvian context of a segment of demand in proportion to the uniqueness of the internalities found. The evident difference between arrivals and departures determine a form of “punctual tourism” or tourism which, even if defined as cultural, is limited to comprehension of the most significant aspects without inserting them into the territorial complex of which they are part and without contextualising them perceive the matrices of the local identity.

An analysis of the 1989 data for Italian tourists, reveals how a notable increment of the arrivals are associated with the “image revival” of the city of Naples subsequent to the 1994 G7 Summit, doesn't correspond to an increase of the average presence, to the contrary, a decrease (from 1.8 in '89 to 1.5 in '98) confirms the progressively marginal state of the Vesuvian system within a provincial context. These data are, however, influenced by the presence of school-children constituting the only segment attracted by some aspects of the context under analysis (the Vesuvian Observatory 98%), which can be deduced by the progressive intensification of the arrivals during the spring months; Not by chance, an analysis of Italian arrivals revealed that Campania is the primary region of origin of this flow, confirming that the region has not been successful in its attempts to insert the area in national and international circuits, nor in attracting local visitors to the less relevant sites.

The concentration of tourism fluxes takes place in a well defined spatial dimension (Pompeii, Herculaneum, the edge of the crater) and temporal dimension (from April to August); therefore it is necessary to implement policies of fruition of the local milieu aimed at minimising tourism seasonality and guaranteeing better distribution of the arrivals in the territory in order to consolidate a network of receptive structures which is currently mid/low level. Considering 600,000 visitors to the crater, 2 million visitors to Pompeii and 250,000 to Herculaneum, the remaining system of internality only attract about 15,000 tourists; distribution of the fluxes in the territory means favouring a more balanced relationship between arrivals and presences, essential to initiating a pattern of effects (an increase in employment, consolidation of receptive services, enhanced awareness on the part of the insiders as to endogenous potential, reinforcement of territorial identity on new bases, etc.).

In order to favour fruition of the entire complex of internalities, it is necessary to start precisely from those localities already inserted within a consolidated tourism circuit which, even centred on the Sorrento peninsula or the historic centre of Naples, are nonetheless part of the Vesuvian area owing to the historical-cultural and environmental uniqueness associated with some areas (the Vesuvius crater, Pompeii, Herculaneum); and utilising the force of attraction exerted by some sites, a series of itineraries could be structured within the Vesuvian context and used as a starting point to rediscover the local identity upon which a new territorial competitiveness may be built. From this perspective, the establishment of the National Park of the Vesuvius and future links with the other local systems through an articulated ecological network centred around the volcano cone aims to transform an area with enormous cultural and natural potential into a driving force; in fact, a series of itineraries emanating from Vesuvius have been identified and are deemed capable of integrating, through

opportunistically located transition bands (ecological corridors), various Campania sites and joining the interior and coastal systems, thus re-equilibrating the distribution of tourist flows on a regional scale.

In order to evaluate the role of the tourist sector in the economic and landscape structure of the Vesuvian, Phlegraean and Sorrento areas and to comprehend the incidence that the phenomenon of the second homes plays in the analysed areas, a valid indicator to be utilised is the percentage vacation homes as opposed to the total of unoccupied housing. In a comparative analysis of data related to the Phlegraean area, the Sorrento coastline and the Vesuvian system, the marginality of this phenomenon is defined.

The 68% verified along the Sorrento coastline, confirms the maturity acquired by the local operators within a regional context, is in distinct contrast with the percentages reported in the Phlegraean Fields (15%) and in the Vesuvian Area (12.6%), a percentage which confirms the residential nature of the analysed area; its placement within a metropolitan context and the subsequent consequences on the environmental and landscape levels, configure as negative externalities which inhibit the flow and do not allow an appropriate use of cultural and ambient heritage.

If the percentages related to second homes do not indicate exceedingly dissimilar values (the difference is only 2.6% for the Phlegraean Fields), the incidence of unoccupied houses out of the total is very different; the difference between the two systems is about 9.2 percentage points even if it must be noted that a number of unoccupied houses in the Phlegraean area are owing to damage caused by bradisism. It is not by mere chance that of the three areas analysed, the town of Pozzuoli had the highest absolute figures (5,255 unoccupied houses out of 25,304) and, concurrently, a small percentage of houses functioning as second homes (10%) as compared to 34% and 30.7% respectively in the towns of Bacoli and Monte di Procida, which are part of the Phlegraean park area.

The data related to the Vesuvian Area, on one hand needs to be inserted within a larger context in order to be adequately understood while, on the other hand, cannot be factorised considering the different settlement and economic backgrounds which characterise the coastal areas and the interior areas. While maintaining overall low values, owing to the previously cited reasons, a (3.2%) difference in favour of the coastal areas was recorded, despite their being more fully integrated in a metropolitan context, which may be a consequence of territorial contiguity with the Sorrento system and a legacy of that ancient function which especially distinguishes the area of the "Golden Mile".

The internal sides, involved in a process of counter-urbanism which, comparable to a wave, shifts from the coastal centres to the more internal areas, have only recently been subject to policies proposing to enhance the territory through alternative forms of tourism aimed at the recuperation of rural realities. Yet, many unoccupied houses could be restructured to create low environmental impact receptive structures which would allow consolidation the agro-tourism sector on the internal sides of the Park, a trait d'union between territorial realities connected to coastal and Appennine (Monte Somma - Partenio; Big Cone – Picentini) systems. In this way it would be possible to minimise the still existing differences between the coastal areas and the interior areas which are currently involved in enhancement policies centred upon the park area.

The internal context doesn't have any receptive structures which would allow utilisation of cultural and natural internalities; only recently was an articulated path system re-established connecting and integrating sanctuaries, votive shrines, rural churches, farms and other rural structures functional to the cultivation and structure of the territory. On the other hand, the sea resources of coastal side have been depleted which would constitute a strong tourist attraction if connected to other types of localities, as has occurred with the Sorrento Peninsula and in the nearby islands.

If the incidence of the workforce operating in the hotel and restaurant sectors out of the entire active population is evaluated, an analysis of second homes and receptive structures provides further confirmation. Even in this case, a strong 14.7% of Sorrento coastline is confronted with the modest 4.4% of the Phlegraean Fields and, lastly, 3.5% of the Vesuvian Area, the true weak link in the provincial tourist sector, as the receptive structures present in the area and the average tourist presence demonstrate. If we segment the data to the level of

local systems, another weakness of the interior sides is revealed inasmuch as the coastal areas recorded 4.3% whereas the interior areas only recorded 2.5%.

Non-hotel receptive facilities have not been recorded in the interior town and there is a lack of hotel services in the towns of Massa di Somma, Pollena Trocchia, San Giuseppe Vesuviano, San Sebastiano al Vesuvio and Somma Vesuviana. On the other hand those towns that, owing to their geographic location, have characteristics and peculiarities of both the interior and the coastal areas. Boscotrecase, Terzigno, Boscoreale haven't undergone processes of uncontrolled construction comparable to that which occurred in the coastal towns; and it is possible to recover the rural matrix of towns built in keeping with the geomorphologic and pedologic characteristics of the territory of reference. Higher environmental and landscape quality levels, which can be attributed to the perseverance of agricultural activity, the cultivation of typical products, and the vicinity to Pompeii, has favoured the rise of a more articulated receptive system as compared to that of the nearby Vesuvian towns located on the Campano Plains and the Agro Nocerino-Sarnese area.

To the contrary, the divergence between the individual town realities of the seaside appear less accentuated, even if receptivity has always been qualitatively and quantitatively weak in relation to their geographic centrality and the complexity of localities with the potential of attracting, yet incapable of managing, a segment of the tourist demand. Thanks to its thermal resources, congress tourism and its location between the Sorrento and Vesuvian systems, Castellammare di Stabia has a reception capacity of 1,807 followed by Pompeii which, despite its configuration as an international target of cultural and religious tourism, isn't able to maintain hardly any of its 2,000,000 tourists, a continuously increasing flow if one considers the data regarding 1989 to present provided by the EPT which indicates that currently the number of arrivals and reception capacity is at about (1053); Torre del Greco and Ercolano, respectively known for coral manufacturing and archaeological ruins, record a receptive capacity of 449 and 256.

Owing to its geographical location as well as its historical-cultural or economic and social importance that the Vesuvian Area explicates within the region, this area is closely interconnected with the entire Campania settlement and productive system; within the context of an articulated "ecological net", it could play a strong leading role in the promotion of a system of corridors and pathways connecting various highly significant territorial environmental and cultural realities as well as the proposal of a single, complex set whose endogen potential could produce a spin-off of quality and development for the entire territorial system. Geographical centrality would, in fact, allow the Vesuvian system to be utilised as a propulsive transmission of stimuli and innovative input sustaining the integration of regional specificities. It is not by chance that the attention of administrators and planners is increasingly attracted by the strong potential of the Vesuvian area which has been inserted in the 2000-2006 P.O.R. (Regional Operative Plan) as one of the "Great Regional Cultural Attractions and Itineraries", that is one of the areas whose significant internalities, sustained by a rich and complex local milieu, are able to promote eco-compatible and sustainable development. The hypothesis of circuits capable of connecting the internal areas with the more favoured areas would initially permit the former areas to break away from their naturally high traditional index of marginality and limited accessibility high natural index from the traditional conditions of marginality and limited accessibility and the latter to ease the fruition and the anthropic pressure to which they are subjected. Thus new processes could be implemented, within a constructive and competitive framework in keeping with policies aimed at the preservation of biodiversity and environmental equilibrium, which would allow for gains in the economy and employment related to the enhancement of local specificities and the interior parks could become involved in an sole, integrated circuit sustained by the strong driving thrust of these emerging situations, interest and demand commanded by the National Park of Vesuvius.

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