

Culture and tourism for the regeneration of
marginal urban areas: the experience of Naples

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Aims of the research

- i. propose a framework for understanding cultural-based tourism development strategies and practices, using Naples as illustrative evidence;
- ii. reconstruct characteristics, historical traits, management models, activated socio institutional relationships and, mostly, the territorial impacts of the investigated experiences;
- iii. evaluate the role and the potential of “community enterprises” in the activation of innovative and sustainable pathways for place-based tourism enhancement

Our main focus



Community enterprises

Hybrid organizations that may have different legal forms, but have some common characteristics:

1. generate resources and services in the general interest of the community in which they operate;
2. adopt an open and inclusive governance model;
3. are strongly rooted in the local context.

Theoretical background

Market driven approach
Urban value-extractivism

Touristification and overtourism

Cultural heritage as commodity
Extracting value

Jansen-Verbeke, 2009;
Cocacola-Gant, 2016
Picascia et al., 2017
Sequera e Nofre, 2018
Milano et al., 2019
Javer, Diaz-Parra, 2020
Wall, 2020
Arias Sans, Quaglieri Domínguez, 2016;
Benítez-Aurioles, 2018
Celata, 2018
D'Eramo, 2017

Community led approach
Cultural collaborative process and
sustainable tourism
Heritage Community

Cultural Heritage as “common good”
Sharing value

European Commission, 2014
Council of Europe, 2005
UNESCO, 2011, 2013
UNESCO World Heritage Centre, 2016

Bertacchini, 2012
Euricse, 2016, 2020;
Mori e Sforzi, 2019;
Borzaga e Zandonai, 2009, 2015;
Consiglio e Riitano, 2014;
Consiglio *et al.*, 2021;
Bianchi, 2021.

The empirical analysis

context analysis

1

highlighting the peculiarities and long-term characteristics of the investigated area

2

analysis of culturally based tourism development strategies and practices

point out its main characteristics, objectives and "visions"

3

analysis of territorial effects

assess the impacts and potential of the tourism development paths that have been launched

The methodological approach

quantitative methodologies

+

qualitative methodologies

Descriptive statistics

Socio-economic
characteristics

Tourism sectoral indicators

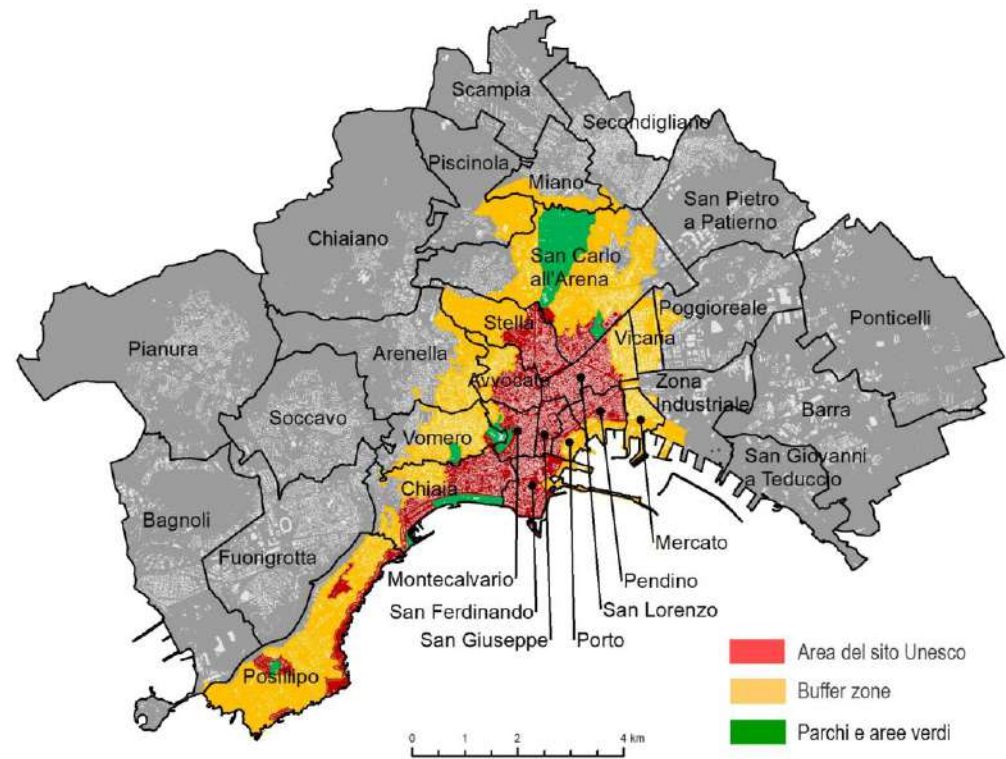
Analysis of social networks
and websites of
associations

Inspections and
participatory observation

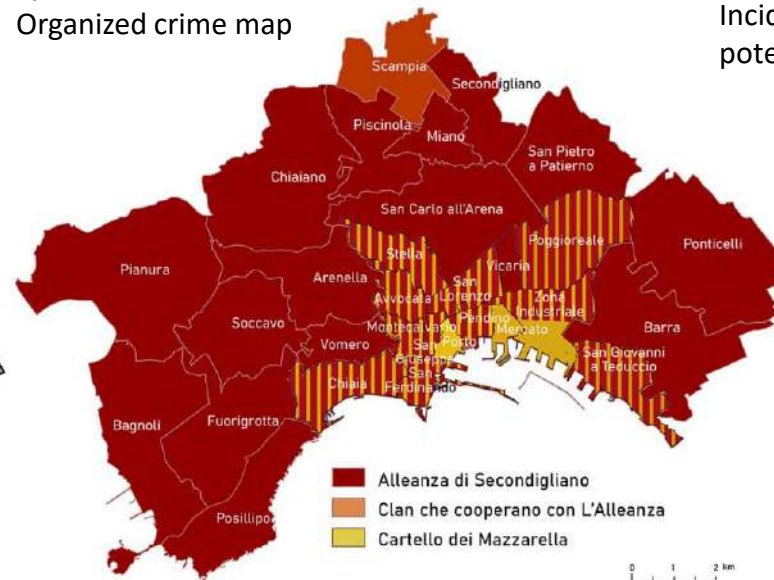
Documentary analysis of
projects

Semi-structured interviews
with stakeholders

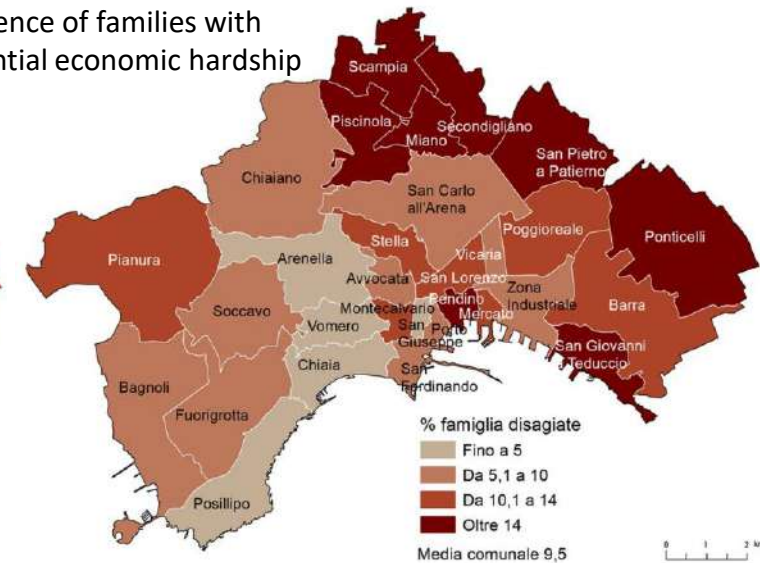
The area of investigation: the Unesco historic center of Naples



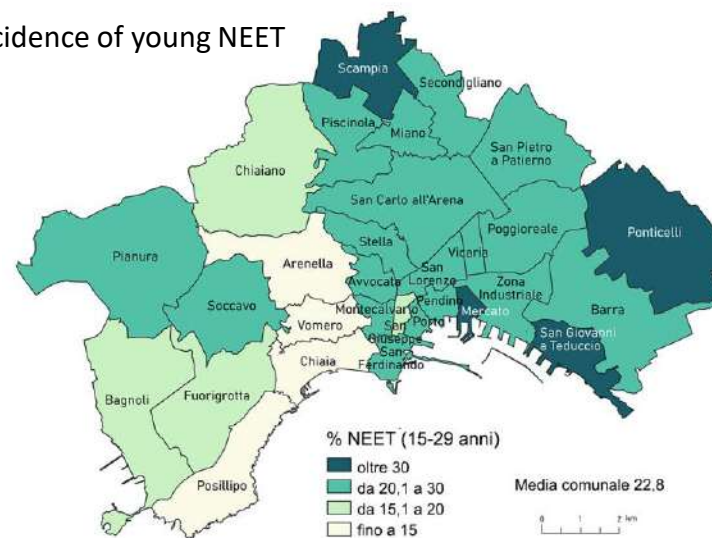
a) Organized crime map



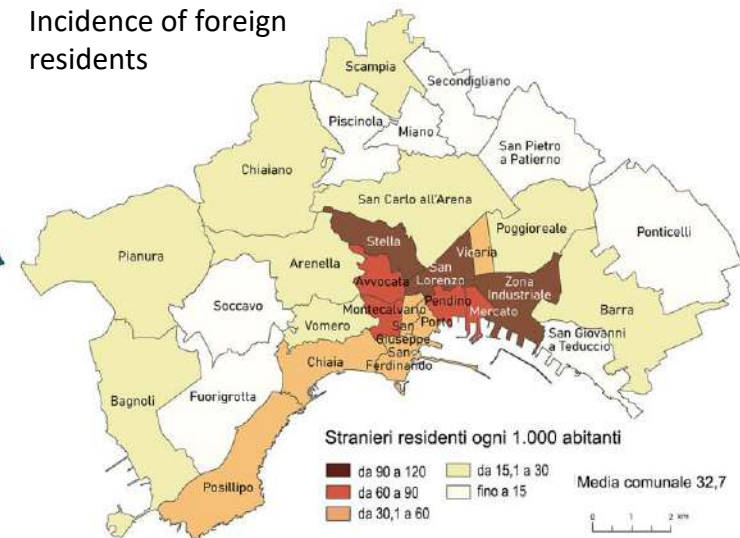
b) Incidence of families with potential economic hardship



c) Incidence of young NEET

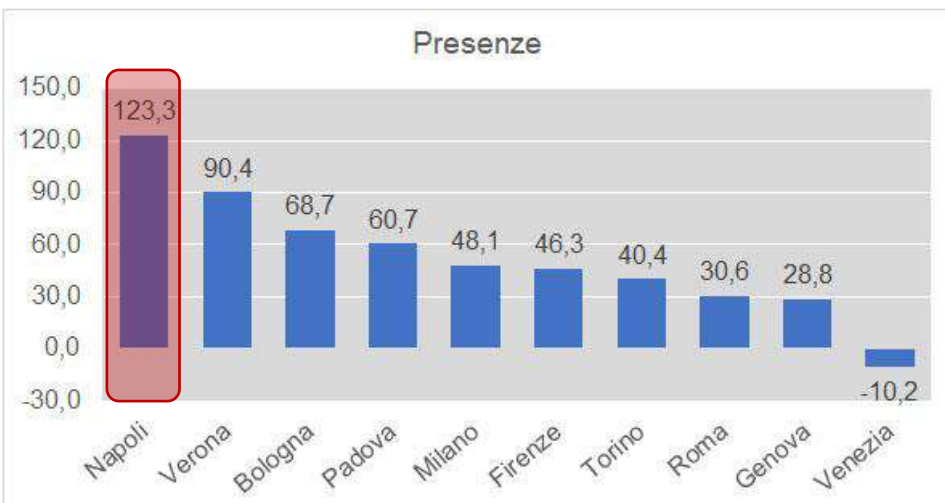


d) Incidence of foreign residents



Context analysis: the tourism growth and its effects

% Change 2010-2019 in the great cities of art



The strategic marketing plan for the tourism development of “Destinazione Napoli”, 2020



The “Napoli” brand has been promoted around authenticity, i.e. the possibility of living authentic experiences (experiential tourism)



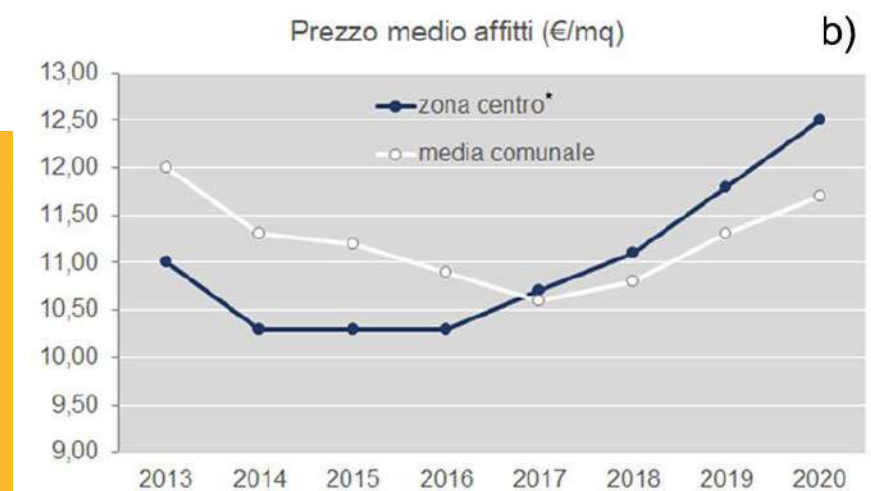
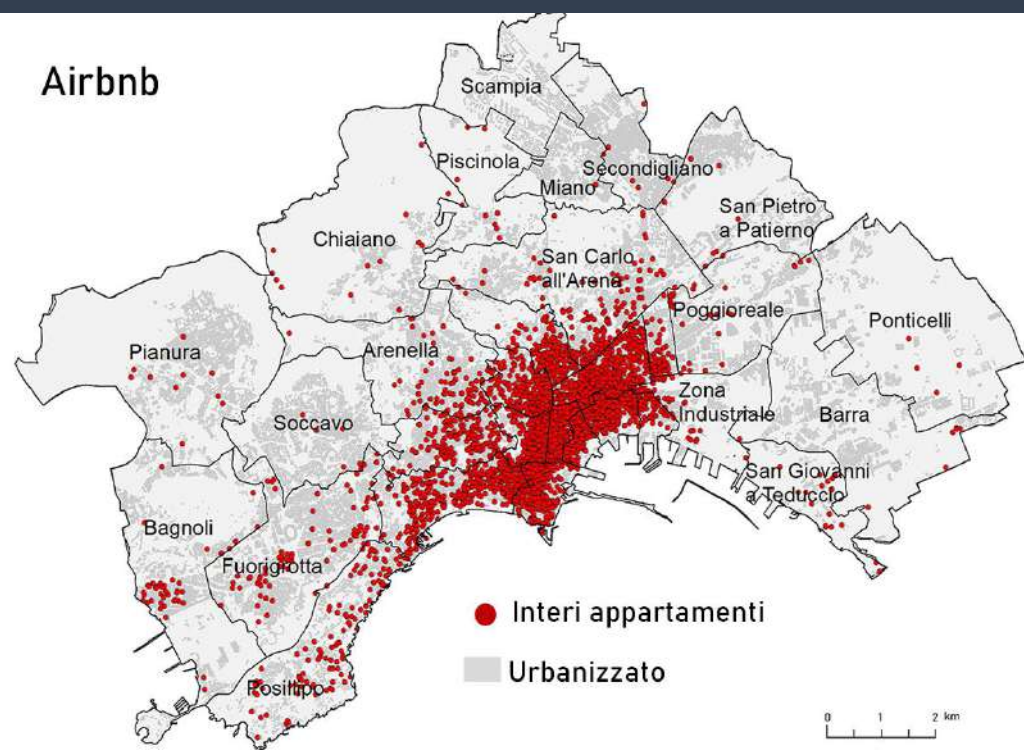
Gli inglesi? Affittano i «bassi» per scoprire la Napoli dei vicoli

Le piccole abitazioni messe a nuovo spesso preferite agli alberghi

di Desirée Klein

Oggi potremmo dire: fuori dall'Europa, ma dentro i «bassi». Perché agli inglesi Napoli piace popolare. Neppure il grande Vittorio De Sica avrebbe mai immaginato che i suoi vasci, così...

Context analysis: the tourism growth and its effects

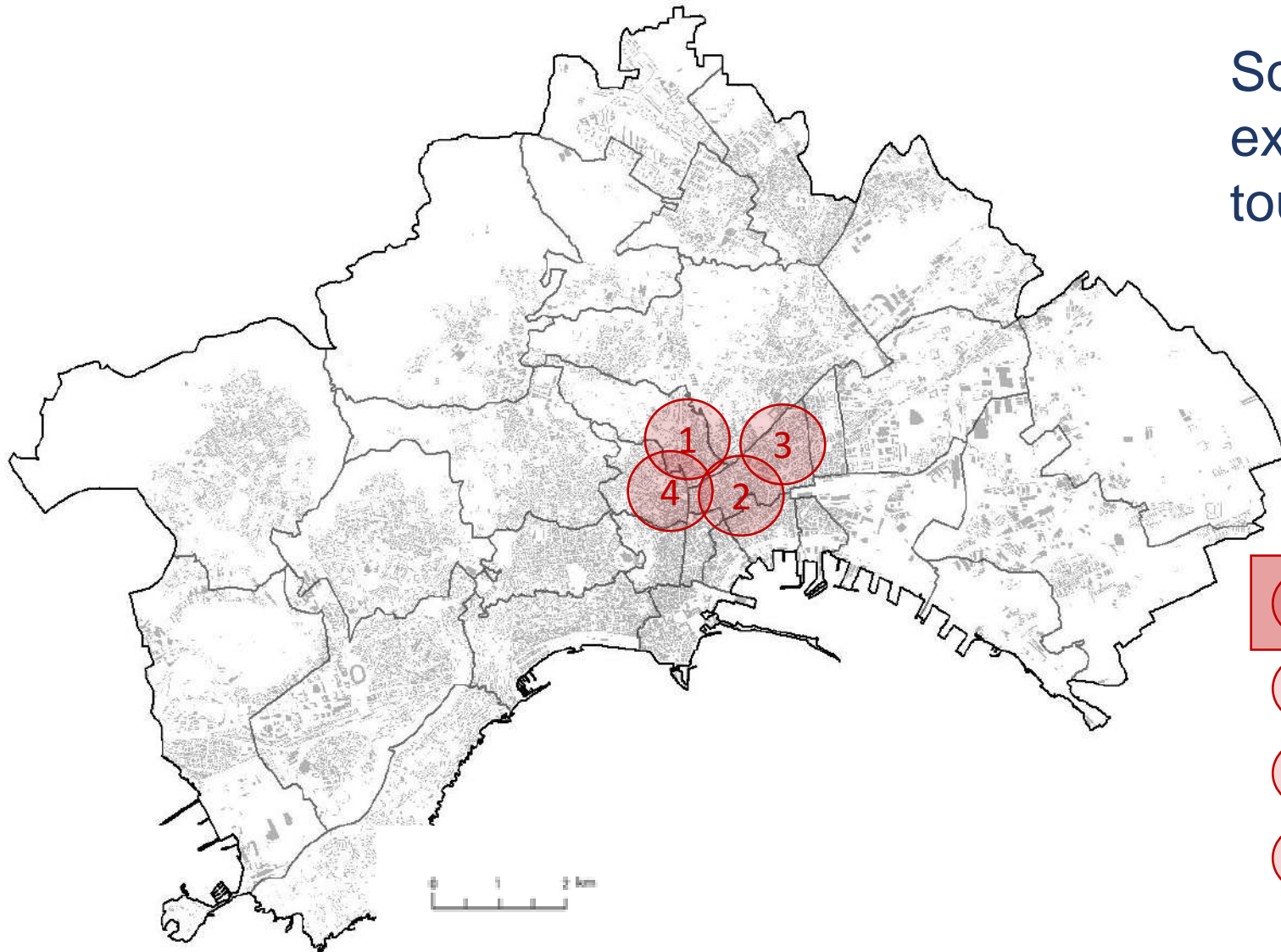


* Sono inclusi nella zona centro i quartieri di San Giuseppe, Pendino, Montecalvario

Tourismphobia risk

Community-driven development paths

Some bottom-up experiences of cultural tourism enhancement



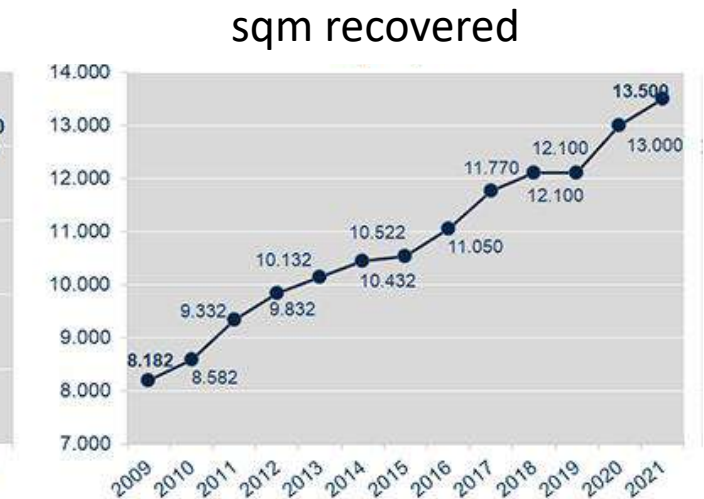
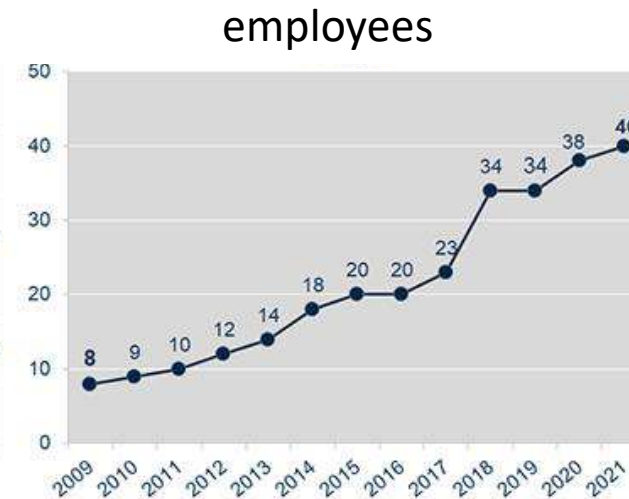
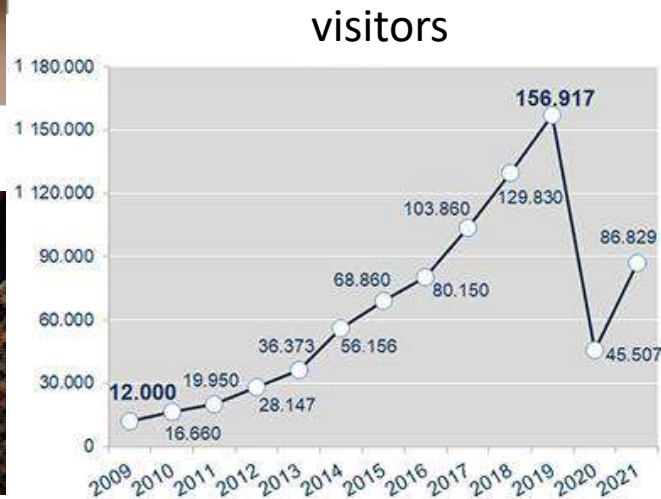
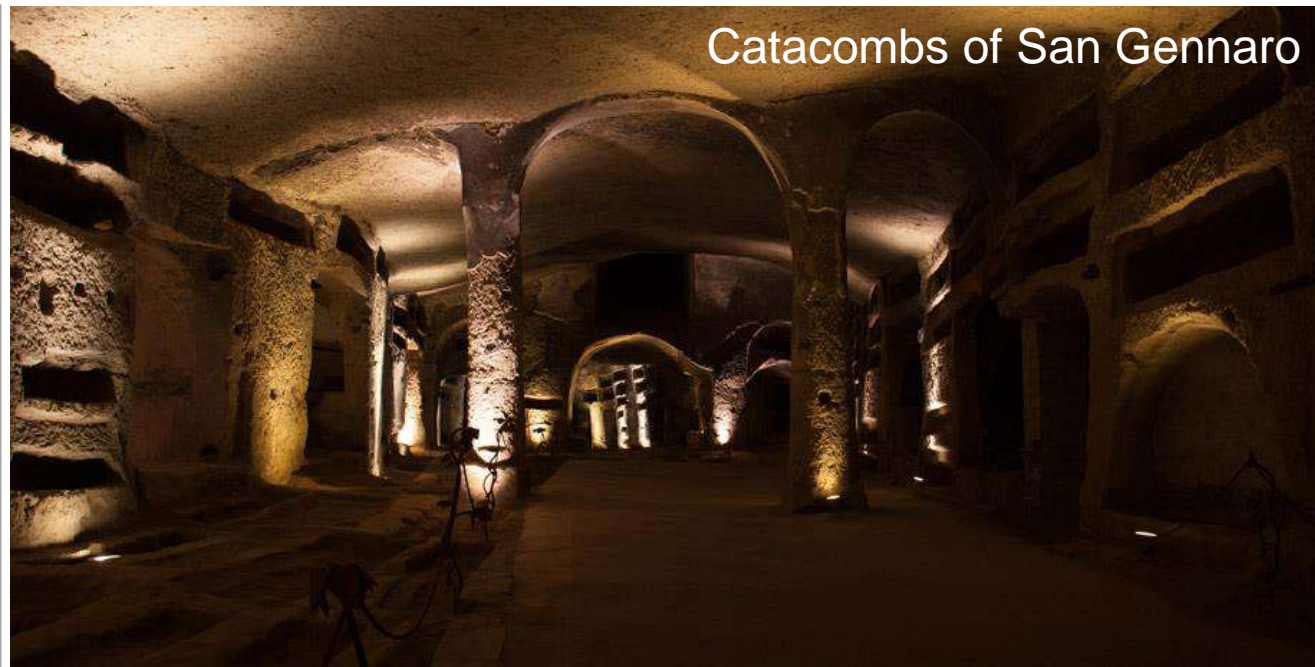
- ① Rione Sanità
- ② Forcella
- ③ Porta Capuana
- ③ Le strutture liberate - Beni comuni urbani

Community-driven development paths: RioneSanità

Indicators	Stella neighborhood	municipal average
Population density (inhabitants per km ²)	15.069,7	8.087,7
Incidence of foreign residents (per 1.000 inhabitants)	91,8	32,7
% Drop out in lower secondary school	13,2	10,7
Unemployment rate	30,0	27,8
% of young NEET (15-29 years)	27,2	22,8
% of families with potential economic hardship	10,7	9,5

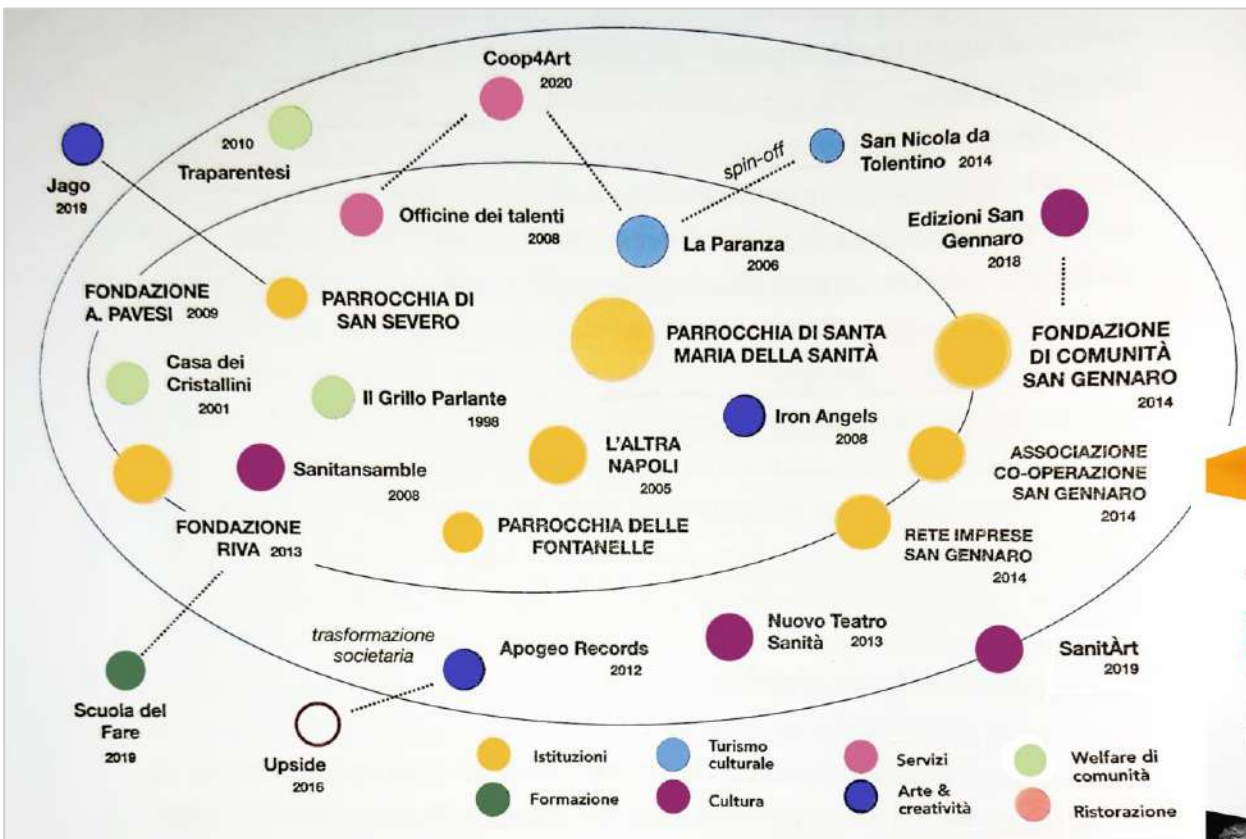


Community-driven development paths: the case of Rione Sanità



Community-driven development paths: the case of Rione Sanità

RioneSanità network



Fonte: Izzo, 2021



The 51 coolest neighbourhoods in the world

We polled 20,000 city-dwellers and grilled local experts to rank the greatest places for fun, food, culture and community

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20. Rione Sanità

Naples, Italy

Wedged between Naples's Archaeological Museum (which houses relics from the destruction of Pompeii) and the palace-topped Capodimonte Hill, Rione Sanità has long been one of the city's most colourful and characterful neighbourhoods. Born as a Greco-Roman-era burial ground – and still hiding hundreds of paleo-Christian tombs beneath its buzzing streets – these days Sanità is renowned for its Baroque architecture, bustling markets and local eateries. A gritty and hip district teeming with storied artisans, master pizza makers and social collectives, Sanità represents a new wave of Neapolitans who are committed to community, excellence and celebrating their legendary city.

Community-driven tourist development paths: Forcella - Porta Capuana

Indicators	Pendino	S. Lorenzo	municipal average
Population density (inhabitants per km ²)	1.415	4.381	8.087,7
Incidence of foreign residents (per 1.000 inhabitants)	84,0	91,1	32,7
% Drop out in lower secondary school	16,1	15,0	10,7
Unemployment rate	35,8	39,1	27,8
% of young NEET (15-29 years)	27,2	26,0	22,8
% of families with potential economic hardship	14,0	11,1	9,5



Community-driven tourist development paths: Forcella - Porta Capuana

Both districts have very ancient origins, with historic buildings and monumental complexes, often abandoned and/ or in conditions of serious degradation.



Community-driven tourist development paths: Forcella - Porta Capuana

ALCUNI PROGETTI DAL BASSO

- Progetto *NeapolisRestArt*
- Progetto *ZONA NTL – Napoli, Turismo & Legalità*
- Progetto *I love Porta Capuana*
- Progetto *PRIUS - Progetto di Rigenerazione Urbana e Sociale*
- Progetto *Forcella Alla Luce del Giorno*



Community-driven tourist development paths: Forcella - Porta Capuana

Project	anno	partners	finalità	ambito
<i>I love Porta Capuana</i>	2013	Lanificio 25; Made in Closter with others	create a network between the inhabitants, entrepreneurs and social actors of the district, to enhance the monuments and the culinary and craft traditions, using them as identity elements and drivers for tourism development.	Porta Capuana
<i>NeaPolisRestArt</i>	2017	Associazione Agorà con il MANN with others	cultural, artistic and social enhancement of the Forcella district through 1) a path of visit, knowledge and re-reading of the most important works of art preserved within the MANN; 2) creation of a street art tour (Art dint 'o street) located between the MANN and Forcella.	Forcella
<i>ZONA NTL – Napoli, Turismo & Legalità</i>	2016	Associazione Annalisa Durante; Manallart; Legambiente; Parco Letterario Vesuvio; FIAB – Cicloverdi with others	istituzione di un'area aperta (non a Traffico Limitato) per far conoscere le bellezze e le offerte sane del quartiere, volte al recupero di Forcella, Maddalena e Capuana.	Porta Capuana e Forcella
<i>PRIUS - Progetto di Rigenerazione Urbana e Sociale</i>	2019	Maestri di strada with Associazione Annalisa Durante e altri	recovery of a school for recreational, educational and cultural purposes (theatrical activities with the I Teatrini association)	Forcella
<i>Forcella Alla Luce del Giorno</i>	2019	L'Altra Napoli Onlus; Istituto Toniolo, Parrocchia di Santa Maria Egiziaca, Associazione Sanitansamble, dipartimento di Scienze Politiche Federico II	1) recovery of an abandoned former glass factory as a multifunctional space for children; 2) creation of the Piccola Orchestra di Forcella for children 6-11 years old; 3) redevelopment and reopening of the church of the Archconfraternity of the Discipline of the Cross; 4) redevelopment and opening to the public of the archaeological site of Carminiello ai Mannesi	Forcella

Community-driven enhancement paths: urban commons

An innovative bottom-up path, started in 2012, has generated a new category of "spaces for socialization": the urban commons recognized in the municipal statute and regulated by specific resolutions



Commons: disused or underused municipal-owned spaces, administered directly by citizens, through a declaration of collective use inspired by civic uses. This declaration establishes access methods, activities and functioning.



Community driven enhancement paths: urban commons

These "liberated" structures, often of great cultural value, have become hubs of street art and artistic-cultural production

Il Giardino liberato



Bosoletti

Bosoletti



Raro

Santa Fede liberata



Hopn



Ericailcane

**Ex OPG
Je so pazzo**



Blu

lo Scugnizzo liberato



Zilda



Zilda

Conclusions

- ❑ The community-driven experiences analyzed differ in terms of approaches and purposes, forms of management, composition and number of stakeholders. Only the network of the RioneSanità can be fully defined as an “heritage community”, i.e. a community that, in the spirit of the Faro Convention, is concerned not only with enhancing cultural resources, but mostly with transforming and innovating the context in on which these resources are rooted.
- ❑ The common denominator that holds together the experience of RioneSanità and that of other bottom-up initiatives is the adoption of a community-led and place based vision, a vision founded, on the one hand, on the active involvement and empowerment of the community, on the other hand on the rediscovery and enhancement of the local cultural heritage, interpreted as a key element of the identity and well-being of the community.
- ❑ Considering the touristification processes that are affecting a large part of the Unesco historic center, these bottom-up paths of socio-cultural regeneration/enhancement can represent a valid alternative to look at, in order to encourage a recovery of cultural heritage and to promote a more sustainable tourism, in a perspective of responsibility for the use of resources and sharing the benefits generated.

Thanks for your attention