

The Fortification Heritage Impact Preliminary Study: A Tourism Perspective

Workshop **EFFORTS – FORTIFICATIONS IMPACT**

The kick-off of the European Fortified Heritage Socio-Economic Impact Study – (FHIS)

Brussels, Belgium – 2 December 2021

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Sustainability

The tourism phenomenon **plays a key role** in achieving sustainability goals of Agenda 2030 for Sustainable Development:

Environmental (EU Green Deal, New Bauhause)

Social (*Community based tourism*).

Economic (*Sharing economy, circular economy*)



Attractiveness



VALUE that is
attributed to the
fortified heritage



TOURIST DESTINATION



Overall *travel and stay*
experience

As the **output** of the **supply system** in which the individual players collaborate in a **systemic network** perspective to meet the needs of the tourist demand

Narrative of the *places*, the *tradition* and the *culture* of the social and natural environment in which the fortified heritage is inserted and interacts with the other elements of the system.

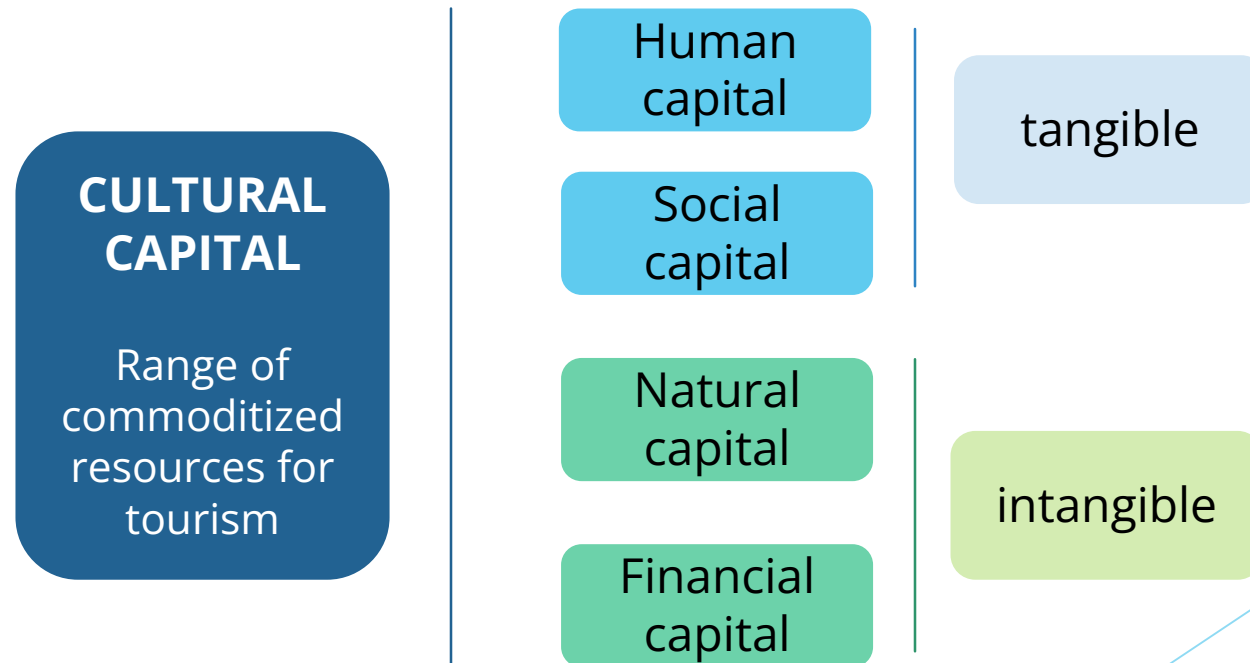
VALUE



GENERATED BY THE **EXCHANGE PROCESS** BETWEEN
TOURIST AND SERVICE PRODUCER



The tourism **process** therefore calls upon the actors to assemble resources in order to create a tourism product/service for recreational and/or educational purposes.



ECONOMIC VALUE



Generated by

Use value

Value derived from the direct use of the fortified heritage such as entrance fees, additional services, etc.

Non-use value

Value derived from the existence of the asset

Option value

Value that cannot be captured by an economic transaction but relates to the services that the asset provides: aesthetic, recreational

Exchange value

Value that assumes in the moment in which it is commodified and therefore commercialized

Forts

Castles



Military
Fortification



City Walls



The Fortified Heritage

BUFFER ZONE

CORE ZONE





Tall Buildings Moats

Underground Rooms Attachment Points



TYPES OF TOURISM

ENOGASTRONOMY

HERITAGE

CULTURAL

EDUCATIONAL

EVENTS

NATURALISTIC

THANATOURISM

HYBRID FORMS

NEW APPROACHES

*Tourism for sighted and
deaf people in Italy*

Relationship between tourism and heritage

Tourism

Economic considerations

Transformation

Sustainable

Subordinated to identity
recognition, planning and
management

Heritage

Social construction, vector of
value, cultural and meaning

Qualitative, sustainable, long-
term, and inclusive
attractiveness factors

Dynamic and functional

Role of stakeholders

POSSIBILITIES and CONSIDERATIONS

TOURISM DEVELOPMENT

Common ground
and crosscutting

Conflicting,
superficial due to
several interests

1. IDENTIFICATION, ENHANCEMENT and AWARENESS

IDENTITY: unique,
responding to the
needs, expression of
the community and
the stakeholders

Subject to dynamics of tourism production

**LOCAL - GLOBAL
DISPLACEMENT**

Local
competitiveness
and advantage,
sharing resources

**MATTERS OF
ATTRACTION**

Symbolic Capital
Brand Identity
Brand Equity

POSSIBILITIES and CONSIDERATIONS

FORTIFIED HERITAGE

Socio-cultural
Service
Recreation
Tourism

ISSUES
Leadership
Funding

2. TCR - Touristic Cultural Routes

Operates by territorializing the resources

**SOCIETY
CULTURE
ENVIRONMENT**

+

FORTIFIED SITES

Food-Based Trails

Brand-new itineraries and rehabilitation of historic assets

**LOCAL FOOD
TRADITIONS
PRODUCTIONS**

+

**INVOLVEMENT
INTRINSIC
ADDED VALUE**

POSSIBILITIES and CONSIDERATIONS

3. CBT - Community-Based Tourism

Any business organisational form grounded on the property and self management of the community's patrimonial assets, according to democratic and solidarity supporting intercultural quality meetings with the visitors (International Labor Organization)

**IMPACTS
MODELS
TOOLS**

Support from NGOs

4. TSE - Tourism Social Entrepreneurship

Market based strategy

**SOCIAL VALUES
SOCIAL INNOVATION STRATEGY**

Based on three typologies
Normally addressed to
developing/underdeveloped countries
= **mixed/hybrid forms**

PROPOSALS

Use of technology
and augmented
reality



To make the destination
attractive and to create a
marker (e.g. Oslo Viking
Planet Model)

Art exhibitions



To relocate tourists or to
reach a completely
different target from those
who would visit the fort
because they are only
interested in history

Involvement of various
stakeholders



To achieve greater
environmental, social and
economic sustainability and
create a truly authentic
experience for the visitor

Specific area

Common heritage

Collective identity

MILIEU

**Relation between elements
stratified over time**

**Tangible and
intangible elements**

Sociocultural conditions

Natural conditions

TERRITORIAL IDENTITY

TERRITORIAL VOCATION

The set of specificities of a territorial system

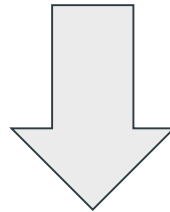
Enhancement of the territorial context

INTERACTIONS

INSIDE

OUTSIDE

GOVERNANCE



MARKET APPEAL: RECOGNISING THE VALUE



FINDING THE POTENTIAL FOR ATTRACTING NETWORKS AND INITIATIVES THROUGH EXPERIENCE-ORIENTED OFFERS



IDENTITY AND INTANGIBLE ELEMENTS: THE FORTIFICATION AND ITS ABILITY TO TELL A STORY



INVOLVEMENT OF STAKEHOLDERS TO DEVELOP COLLECTIVE SERVICES AND CREATE A TOURISM ECOSYSTEM



BENEFIT THE LOCAL COMMUNITY AND THE OUTER USERS: CO-CREATION OF EXPERIENCES

CREATE


**MINDFULNESS
EXPERIENCE-SCAPE
CO-CREATION**

TOOLS

**THEMING
CREATIVE TOURISM**

GOALS

SUSTAINABILITY
UN GREEN DEAL AND NEW EUROPEAN BAUHAUS
FOR A SUSTAINABLE FUTURE
SUSTAINABILITY - AESTHETIC - INCLUSION

A 3D puzzle with one red piece standing out among white pieces.

INCLUSION IN THE NOTION OF HERITAGE

- ▶ **Need to reconsider the notion of *heritage***
- ▶ **Enhance the historic value and raise awareness of the recipient community**
- ▶ **Involve mindful visitors and create unique experiences (alternative, sustainable tourism, inclusive, accessible)**
- ▶ **Protect and promote**

Effective involvement of users and in-depth understanding of the site, through an innovative management model

SITE

EXTENSION

COUNTRY

**SOCIO-ECONOMIC
CONTEXT**

**THE COMMON
GOAL IS THE
ENHANCEMENT
OF FORTIFIED
HERITAGE**

**GOVERNANCE
AND
ORGANIZATION**

Research

Professional updating

**Organization of
initiatives**

**Conservation and
maintenance of the
assets**

COMMODIFICATION AND CONSERVATION

- ▶ **Protect**
- ▶ **Increase the potential**
- ▶ **Increase the disclosure**
- ▶ **Integrate the society**



REVENUE SYSTEM

▶ LOCAL

COMUNE DI VENEZIA

PRIMARY OR ANCILLARY ROLE

▶ REGIONAL

REGIONE VENETO

▶ NATIONAL

CULTURA CREA

▶ EUROPEAN

FESR

FSE

ENHANCEMENT AND DECISIONAL PROCESS

COMMON ENHANCEMENT BETWEEN STATE AND REGION, WITH THE HELP OF PRIVATE INDIVIDUALS AND LOCAL COMMUNITY

ACTIVE INCLUSION OF THE LOCAL COMMUNITY

FORTIFIED HERITAGE

Increase the economy

Enhance the culture

Raise awareness

Strengthen identity

Improve tourism offer

TOURIST

Bring emotional value

Affective value

Awareness

Interaction

Education

CONCLUSION

Notes

Unified Destination Management System
-monitoring center, dashboard -

Quantifiable data

Assess long term projects and actions

Enhance and monitor the operations
carried out by managers presented as:

*“not active enough in analyzing the financial
aspect and impact that sites have within their
community ”*

in **Annex 1 2020-2021.**

**THANK YOU
FOR THE
ATTENTION!**

