

BDC

Università degli Studi di Napoli Federico II

15

numero 1 anno 2015



BDC

Università degli Studi di Napoli Federico II

15

numero 1 anno 2015

**Cultural landscapes:
evaluating for
managing the change**



BDC

Università degli Studi di Napoli Federico II

Via Toledo, 402
80134 Napoli
tel. + 39 081 2538659
fax + 39 081 2538649
e-mail info.bdc@unina.it
www.bdc.unina.it

Direttore responsabile: Luigi Fusco Girard
BDC - Bollettino del Centro Calza Bini - Università degli Studi di Napoli Federico II
Registrazione: Cancelleria del Tribunale di Napoli, n. 5144, 06.09.2000
BDC è pubblicato da FedOAPress (Federico II Open Access Press) e realizzato con Open Journal System

Print ISSN 1121-2918, electronic ISSN 2284-4732

Editor in chief

Luigi Fusco Girard, Department of Architecture,
University of Naples Federico II, Naples, Italy

Co-editors in chief

Maria Cerreta, Department of Architecture,
University of Naples Federico II, Naples, Italy
Pasquale De Toro, Department of Architecture,
University of Naples Federico II, Naples, Italy

Associate editor

Francesca Ferretti, Department of Architecture,
University of Naples Federico II, Naples, Italy

Editorial board

Antonio Acierno, Department of Architecture,
University of Naples Federico II, Naples, Italy
Luigi Biggiero, Department of Civil, Architectural
and Environmental Engineering, University of Naples
Federico II, Naples, Italy
Francesco Bruno, Department of Architecture,
University of Naples Federico II, Naples, Italy
Vito Cappiello, Department of Architecture,
University of Naples Federico II, Naples, Italy
Mario Coletta, Department of Architecture,
University of Naples Federico II, Naples, Italy
Teresa Colletta, Department of Architecture,
University of Naples Federico II, Naples, Italy
Ileana Corbi, Department of Structures for Engineering
and Architecture, University of Naples Federico II,
Naples, Italy
Livia D'Apuzzo, Department of Architecture,
University of Naples Federico II, Naples, Italy
Gianluigi de Martino, Department of Architecture,
University of Naples Federico II, Naples, Italy
Francesco Forte, Department of Architecture,
University of Naples Federico II, Naples, Italy
Rosa Anna Genovese, Department of Architecture,
University of Naples Federico II, Naples, Italy
Fabrizio Mangoni di Santo Stefano,
Department of Architecture, University of Naples
Federico II, Naples, Italy
Luca Pagano, Department of Civil, Architectural
and Environmental Engineering, University of Naples
Federico II, Naples, Italy
Stefania Palmentieri, Department of Political Sciences,
University of Naples Federico II, Naples, Italy
Luigi Picone, Department of Architecture, University
of Naples Federico II, Naples, Italy
Michelangelo Russo, Department of Architecture,
University of Naples Federico II, Naples, Italy
Salvatore Sessa, Department of Architecture,
University of Naples Federico II, Naples, Italy

Editorial staff

Alfredo Franciosa, Department of Architecture,
University of Naples Federico II, Naples, Italy
Francesca Nocca, Department of Architecture,
University of Naples Federico II, Naples, Italy

Scientific committee

Roberto Banchini, Ministry of Cultural Heritage
and Activities (MiBACT), Rome, Italy
Alfonso Barbarisi, School of Medicine, Second
University of Naples (SUN), Naples, Italy
Eugenie L. Birch, School of Design, University
of Pennsylvania, Philadelphia, United States of America
Roberto Camagni, Department of Building
Environment Science and Technology (BEST),
Polytechnic of Milan, Milan, Italy
Leonardo Casini, Research Centre for Appraisal
and Land Economics (Ce.S.E.T.), Florence, Italy
Rocco Curto, Department of Architecture and Design,
Polytechnic of Turin, Turin, Italy
Sasa Dobricic, University of Nova Gorica,
Nova Gorica, Slovenia
Maja Fredotovic, Faculty of Economics,
University of Split, Split, Croatia
Adriano Giannola, Department of Economics,
Management and Institutions, University of Naples
Federico II, Naples, Italy
Christer Gustafsson, Department of Art History,
Conservation, Uppsala University, Visby, Sweden
Emiko Kakiuchi, National Graduate Institute
for Policy Studies, Tokyo, Japan
Karima Kourtiti, Department of Spatial Economics,
Free University, Amsterdam, The Netherlands
Mario Losasso, Department of Architecture,
University of Naples Federico II, Naples, Italy
Jean-Louis Luxen, Catholic University of Louvain,
Belgium
Andrea Masullo, Greenaccord Onlus, Rome, Italy
Alfonso Morvillo, Institute for Service Industry
Research (IRAT) - National Research Council of Italy
(CNR), Naples, Italy
Giuseppe Munda, Department of Economics and
Economic History, Universitat Autònoma de Barcelona,
Barcelona, Spain
Peter Nijkamp, Department of Spatial Economics,
Free University, Amsterdam, The Netherlands
Christian Ost, ICHEC Brussels Management School,
Ecaussinnes, Belgium
Donovan Rypkema, Heritage Strategies International,
Washington D.C., United States of America
Ana Pereira Roders, Department of the Built
Environment, Eindhoven University of Technology,
Eindhoven, The Netherlands
Joe Ravetz, School of Environment, Education
and Development, University of Manchester,
Manchester, United Kingdom
Paolo Stampacchia, Department of Economics,
Management, Institutions, University of Naples
Federico II, Naples, Italy
David Throsby, Department of Economics, Macquarie
University, Sydney, Australia



- 7 Editorial
Luigi Fusco Girard
- 17 Dinamiche dello spazio privato a Pompei:
progettare la storia
Nicola Flora
- 39 Le pressioni perturbative del sistema
insediativo di Torre Annunziata (NA)
Donatella Diano
- 61 Sistema edilizio e risorsa idrica.
Il caso studio di Torre Annunziata (NA)
Teresa Napolitano
- 71 Identità sedimentate e nuova prosperità
per il paesaggio urbano produttivo
Maria Rita Pinto, Serena Viola
- 93 Cultural heritage and collaborative urban
regeneration: the Sansevero Chapel Museum
for the Historic Centre of Naples
*Massimo Clemente, Alessandro Castagnaro,
Stefania Oppido, Gaia Daldanise*
- 113 Cultural landscape by the sea as commons:
collaborative planning for the metropolitan
waterfront of Naples
*Massimo Clemente, Eleonora Giovane di
Girasole, Daniele Cannatella,
Casimiro Martucci*
- 131 Community engagement for cultural
landscapes: a case study of heritage
preservation and tourism development
*Gabriella Esposito De Vita, Stefania Ragozino,
Maurizio Simeone*

- 151 Il progetto LEO: un approccio duale per lo sviluppo di Carpineto Romano (RM)
Antonio Caperna, Guglielmo Minervino, Stefano Serafini
- 167 Cultural landscapes as driver for territorial innovation: A methodological approach for the Valle Vitulanese
Maria Cerreta, Maria Luigia Manzi
- 191 Paesaggi culturali e centri storici minori abbandonati. Restauro, tutela e valorizzazione del borgo medievale di San Severino di Centola (Sa)
Rosa Anna Genovese
- 211 Pianificare paesaggi marginali: le aree interne del Cilento
Antonio Acierno
- 233 Fuzzy logic and spatial analysis in GIS environment
Ferdinando Di Martino, Salvatore Sessa

**CULTURAL LANDSCAPE BY THE SEA AS COMMONS:
COLLABORATIVE PLANNING FOR THE METROPOLITAN
WATERFRONT OF NAPLES**

*Massimo Clemente, Eleonora Giovane di Girasole, Daniele Cannatella,
Casimiro Martucci*

Abstract

Cities by the sea are special “historic cultural landscapes”, and maritime identity acquires new meanings for the touristic enhancement of urban coastal areas and it may represent a driver for socio-economic development. New strategies to stop deterioration in urban coastal areas should take place both through a conscious and evolved type of tourism both through innovative processes. The paper analyzes some interventions of waterfront regeneration and tourism development in some seaside cities involving their maritime culture. New collaborative models of lateral participation took place as alternatives to the vertical models: “collaborative commons” might start its process for the touristic enhancement and regeneration of the metropolitan coast of Naples.

Keywords: maritime identity, sustainable tourism, collaborative urban regeneration

**PAESAGGIO CULTURALE DAL MARE COME BENE COMUNE:
PIANIFICAZIONE COLLABORATIVA PER IL WATERFRONT
METROPOLITANO DI NAPOLI****Sommario**

Le città di mare sono particolari “paesaggi culturali storici”, e l’identità marittima acquista nuovi significati per la valorizzazione turistica delle aree urbane costiere e può rappresentare un driver per lo sviluppo socio-economico delle stesse. Le strategie per arrestare il deterioramento nelle zone urbane costiere dovrebbe avvenire sia attraverso un tipo di turismo consapevole ed evoluto, sia attraverso processi innovativi. Il contributo analizza alcuni interventi di sviluppo turistico e rigenerazione del waterfront realizzati in alcune città di mare ripartendo dalla loro cultura marittima. Nuovi modelli collaborativi di partecipazione laterale si stanno affermando in alternativa a quelli verticali: i “collaborative commons” potrebbero attivare un processo innovativo per la valorizzazione turistica e la rigenerazione della costa metropolitana di Napoli.

Parole chiave: identità marittima, turismo sostenibile, rigenerazione urbana collaborativa

1. Introduction

The debate on the regeneration of urban coastal areas, especially from the last years, focuses on the analysis of the role of tourism in the field of sustainable development of the cities, analyzing strengths and weaknesses, evaluating the economic, environmental and social impact. Cities by the sea are special “historic cultural landscapes” (UNESCO, 2011), because they represent the “combined works of nature and of man”. The sea speaks with the men and the architectures. Particularly, they have a strong identity that comes from the historic relationship between urban community and aquatic elements.

Cities by the sea have always been the ideal meeting place of civilizations: they are the kaleidoscopic scenario in which single life stories strictly interweaved with different cultural traditions. Materials and spaces represent the multiculturalism’s richness of port cities through architecture and urban places. Sea routes have linked port cities around the world, fostering the comparison-clash relationship between peoples and cultures.

Coastal areas can be considered emblematic “cultural landscapes”. Indeed, cities by the sea have a special ambivalent identity that combines urban culture and maritime culture. The relationship with the sea is a constant, material and semantic, factor that expresses ambivalence in buildings, spaces and functions (Clemente, 2011).

Historical transformations of the cities by the sea had produced urban places of great semantic value that concerns with sea, ships and navigation. Maritime culture had generated the power of urban communities to communicate their maritime-urban tradition.

The analysis of urban areas along the coast highlights the multiplicity of primary elements, which communicate and interact in these places: water, marine and coastal habitats, the coastline, the architecture, but also the forms created through the building of ships and boats. From this point of view, in coastal cities, architecture and urban places appear as expressions of collective memory of one great sea community and, at the same time, the materialization of the specific identity of the various local and urban cultures. In fact, the common maritime culture is a common heritage: it represents the proper substrate that combines the sea community. It is reflected in the city through forms and functions and it is the unifying factor in space and time, all over the world seas.

Simultaneously, cultural landscapes may represent a driver for community-based socio-economic development, if used as resource for an innovative model of sustainable local economy (Fusco Girard and Nijkamp, 2009). In this scenario it is important the active participation of local communities in the governance and decision-making process.

In cities by the sea, tourism assumes interesting values as a driving force for the sustainable community-based socio-economic development and as an engine for integrated regeneration processes, for the valorization of the maritime identity and natural and cultural heritage linked to the aquatic element of the sea.

Coastal areas are clearly sensitive because of their peculiarity of being places where two natural elements (water and land) meet each other, defining different and complementary habitats. In these areas, the topic of sustainability assumes a peculiar value in all its three dimensions, since in urban settlements near the sea, coast is even more sensible because of the impact of humans and their activities on land and on water. Coastal areas are important touristic destinations since remote times, as shown by the archeological sites of ancient villas along the Neapolitan Gulf in Posillipo, Sorrento and Capri, favorite holiday destinations of emperors and noblemen. Coastal areas touristic valorization have been strongly increased during the twentieth-century, mostly effecting bathing water and sailing

as well, through the construction of accommodation facilities, bath and heliotherapy facilities and sailing infrastructures and, at the same time, eventually fostering processes of gentrification in those areas subjected to revitalization (Maciocco and Serre, 2009; Smith, 2007; Gotham, 2005).

The progressive overcrowding of some coastal areas of great value, suggested the protection of those institutions that were responsible for the landscape valorization with instruments and measures governed by different laws like the protected marine areas.

Port areas were important for maritime tourism because of their role of terminals and final sorting poles, from the urban centers, of the ferry system directed to tourist sites.

Within the season of transformation and redevelopment of brownfield port areas, ports also became touristic destinations and not even more terminals and places of transit.

In particular, we want to draw attention to those port cities that generated metropolitan areas, which have become touristic destinations, for both environmental and landscape reasons, for seaside and sailing tourism, within the consolidated city, in historic city center and in the port areas. It is the case of Valencia, Barcelona, Marseilles, New York, Naples, and many other that were investigated through a “from the sea” perspective (Clemente, 2011). The maritime identity is distinguishing cities by the sea and those communities who inhabit them, the routes link not only ports, but also they are bridges among populations and cultures, so much so that cities by the sea are always comfortable accommodations for sailors and immigrants that arrive by boat from the sea. This prerogative of cities by the sea has been respected even when ports have become crossroads of cruises, a constantly increasing touristic phenomenon, with ships seeming much more hotels or floating cities, moving from a port to another making possible to visit, just in one week, six or seven cities, in all the seas of the world. In urban and metropolitan coastal areas, tourism assumes a controversial connotation. In one hand, we have advantages like the accessibility and the richness of the offering in terms of touristic attractions, accommodation facilities, cultural heritage, urban activities and facilities; on the other disadvantages like pollution, congestion, the elevated cost of services.

The city is the place of conservation and representation of its collective memory offered to inhabitants and tourists: city by the sea offers its maritime identity. For this reason it is important the active participation of local communities in governance and decision-making processes for maritime landscape protection. In this scenario, the new figure of the user-conservative takes shape: it is who, in a global scale, enjoys the touristic experience in cities by the sea and, at the same time, contributes to its regeneration and conservation. The innovation process can help searching and experimenting new and more efficient strategies for the valorization of our cities by the sea, the immense environmental and cultural heritage along our nation's coast. New models of lateral participation are increasing, even in cities by the sea, as an alternative to the vertical models (ecomuseum, multi building hotel, etc.) thanks to internet diffusion of everything (Rifkin, 2014).

To catch this new season opportunities, we should increase the awareness and constitute a new class of professionals able to acknowledge the new requests, interpreting them and proposing the appropriate answers (Ratti, 2014) in terms of urban plans and projects for the transformation and the valorization of urban coastal areas.

Within this mind, in October 2014, the study group “Cities from the Sea” organized the interdisciplinary workshop “Maritime Identity for Urban Interculturality. The Sea and the City as Habitat of Peace” during the Universal Forum of Cultures in Naples. In particular,

we activated an urban planning and design workshop based on the strong interaction with metropolitan coast stakeholders and policy makers. The object of the research and project experimentation has been the metropolitan coast of the Gulf of Naples, elected as the main topic for the presence of an extraordinary natural and urban landscape, cultural and environmental values, relevant demographic dimension, the significant productive and economic activities, the vitality and the potential of tourism industry connected to the sea.

In 2009, we started a research line concerning the cities by the sea (Clemente, 2011) and, since 2013, we moved our interest to the Gulf of Naples waterfront (Clemente, 2014).

To stop Naples metropolitan coast deterioration and start a touristic valorization process, the approach should be very innovating, to avoid what in the past was wrong. In particular, we should develop a comprehensive strategy able to face the different realities that can be found in the Gulf: natural and landscape emergencies, archeological sites, overcrowded urban centers, working port facilities, brownfields. During the workshop, has emerged the potential to enhance tourism industry within the metropolitan coast through a comprehensive and transversal involvement of the different figures interested, both stakeholders and shareholders. Even referred to tourism, Rifkin reflections on the abatement of marginal costs with the shortening of the activities and its related costs between the production and consumption phase, well describes through the suggesting idea of the prosumer (Rifkin, 2014). Avoiding obsolete forms of vertical participations, there is a need to aim at a swarm of “urban prosumers”, which share and realize the touristic fruition in the Neapolitan Gulf metropolitan coast, sharing the interests. «The research of the personal interest is even more toughened by the collaborative interest» (Rifkin, 2014, p. 30), to realize a sustainable city, which become carrier of even greater advantages.

This paper analyzes some interesting interventions of waterfront regeneration and touristic development in some cities (Baltimore, Valencia, Liverpool, Barcelona, Singapore, New York) that, starting from their own maritime culture, have realized integrated and shared urban regeneration programs. We also propose an application of the New York Metropolitan Waterfront Alliance in Naples metropolitan coast, with the aim of creating a collaboration among those actors, even different among them, which share the same interests of regeneration and valorization of one of world’s most beautiful historic cultural landscapes.

2. Innovative strategies for tourism in urban coastal area: studies and practices

Urban waterfront redevelopment is one of the rising topics concerning urban policies of the 20th century sea cities (Hein, 2014; Giovinazzi, 2008). These cities are reclaiming the sea and those specific coastal areas, through policies, projects and plans, stakeholders and assets as tools (Pavia and Di Venosa, 2012; Savino, 2010; Fonti, 2010). Furthermore, cities can put into redevelopment processes (Carta, 2010; Pavia, 2005; Marshall, 2001; Bruttomesso, 1993; Hoyle, 1996) together with cultural and touristic development planning (Fusco Girard, 2013; Ruggiero and Scrofani, 2011; Ashworth and Page, 2011).

Urban waterfront regeneration topic arises between the Seventies and the Eighties of the past century in the United States and in the northern part of Europe, because of the delocalization process of harbors, which were moved out of the cities, and the resulting process of abandonment of all those activities traditionally linked to port areas (Pavia and Di Venosa, 2012). Those processes had led to a “release” of open spaces and buildings localized in high economic value areas, giving the green light to redevelopment and tran-

sformation processes bounded to real estate enhancement strategies as much as social housing initiatives. This season of transformation is reinvigorating still today the relationship between city and port areas, trying to go beyond the role of barrier that port areas reluctantly assumed due to their increasingly rate of specialization.

The issue related to the waterfront was fulfilled more and more in these circumstances, pushed by his intrinsic potentialities able to create ideal conditions for a more radical modification of the city's image at a global level (Bruttomesso and Moretti, 2010). Undoubtedly, the waterfront plays a key role in terms of creating a tourist-based economy (Jansen-Verbeke, 1986), related to its importance as one of the main features of a city. According to Rifkin (2001), tourism represents the most powerful and visible expression of the new economy of experience, which will become one of the most important sector of the world in the future society. In this scenario, the importance of the city's cultural identity emerges, and it always has to forerun the commercial identity.

This depends on the inborn features of coastal urban areas, as they are usually defined by a high level of accessibility, or their proximity to the historic centre of a city. However, those factors linked to morphologic aspects are not the only features making waterfronts high-potential assets. The sea itself can be considered a primary element for coastal urban areas redevelopment, in terms of giving a preference to strategies based on awareness and maritime identity valorization (Clemente, 2014): a distinct and peculiar community identity that makes waterfronts proper urban experiences and values catalysts (Carta, 2008).

For all these reasons, all the inborn features of the waterfront make it a proper cultural landscape with a very high potential for a socio-economic development. Furthermore, the sea, and more generally all the seaside regions, produces a natural attraction in people, who wants to enjoy and feel a real experience linked to those areas: for this reason waterfront regeneration is coupled with touristic development (Breen and Rigby, 1996; Fagence, 1995). Though tourism can be the principal driver for urban coastal areas regeneration, it is true that on its own it is not enough to guarantee a winning formula for a sustainable development. Indeed, a broad usability of coastal areas becomes possible through a plurality of different functions, in order to avoid the limitation of usages during brief periods, whether during a year or during the day. An exclusive touristic-commercial vocation will severely restrict utilisation time and days, relegating these areas to the virtual desolation in other moments (Bruttomesso and Moretti, 2010).

Therefore, planning and realizing all those interventions and investments should be the occasion to activate a more wide regeneration process, in which "integrated urban transformations" are fulfilled and shared with urban community (Giovene di Girasole, 2014), starting again from the "Urban Maritime Culture" (Konvitz, 1992).

Indeed, it is not a coincidence that the first large experience of waterfront redevelopment, implemented in Baltimore, during the first years of the Seventies, is considered a successful example yet today. This because of the right mix of uses (residential, touristic and leisure areas) provided for the project (Breen and Rigby, 1996). Within this framework, fostering multiple flows and activities is quite appropriate, and it becomes possible by taking advantage of Marine Stations and passenger terminals that exist. Indeed, these buildings can become real linkages, able to accommodate both urban and port-related functions, starting from inhabiting until all those function that can guarantee a continuity of the relationship with the water, within the limits permitted by sustainability and environmental compatibility (Bruttomesso and Moretti, 2010). This is what happened for the regeneration

process in the city of Valencia, an extremely significant best practice for different reasons. First of all, for its capacity of facing the maritime and cultural heritage restoration; secondly, because of Jean Nouvel's proposal, able to encourage territorial development through all those kind of activities tied to economical, logistical and touristic aspects. In a few years, the Spanish city has become the third tourist destination of the Nation, receiving several prizes and recognitions for its touristic policy.

The feasibility of waterfront transformation process is played on the economic field (Clemente, 2014). Different reasons have led to waterfront regeneration, which becomes a proper challenge related to the realization of a new kind of vitality for the coast, and to its reconnection to the surrounding urban fabric. Moreover, generally speaking, the existence of a strong attractor is essential to activate a regeneration process for the waterfront. In this sense, Liverpool is a virtuous example. Liverpool waterfront redesign highlights the reconnection between water and historic city (that is another key issue in waterfront regeneration), particularly if we focus on Pier Head, Albert Dock and Princes Dock. Pier Head, declared a UNESCO World Heritage Site, now hosts the National Museum of Liverpool, which has become not only a physical "landmark", but also in the collective imaginary, like a symbol of the entire regeneration process of the English city (Ricciardi, 2011). Another kind of incentive for waterfront development are "major events". In many different case cities have taken advantages of major events to rebuild a completely new urban image, creating new brands: Barcelona with the Olympic Games in 1992 and Valencia with the America's Cup in 2007, but also Brisbane, Australia, with the World Expo of 1998. It's starting from the specific culture and identity that each place only can have, that it become possible to develop new sustainable local economies that can be improving and virtuous even in the long period. However, it is fair to say that considering the specific maritimity of a place may avoid running up against what Vallega (2001) calls the "Baltimore syndrome", that is the repetition of a preconceived pattern of development, which inevitably brings to the loss of unicity, characteristic element of each coastal urban area. It happened for example for Singapore riverfront (Chang and Huang, 2011). The result is a "densification" process, unable to reflect the culture and the identity of a city, rather perfectly recognized by users, especially tourists.

3. Urban maritime culture and seaside cities: the best practice of New York City

The urban regeneration model, which had emerged with the American experiences, has taken the resources and the potentials offered by the new brownfield sites, near the sea, in term of financial returns, touristic offer, urban image and development (Fonti *et al.*, 2007). This model has learnt to appreciate the elevate economic potential of those areas, and also the strategic aptitude to realize touristic polarities by easily bringing economic resources, both public and private, and at the same time promoting the quality of life and the touristic image of the city (Evans, 2005). The urban homologation, often generated from this regeneration processes, has become much more weak, favoring a new research typology based on the rediscovery of an innate sense of belonging and on the recovery of the maritime identity (Petrella, 2013). New York City, unique development of its kind, triggered strategies of social activation and territorial development based on the local identity and on social, cultural and economic progress, enhancing the high amounts of commercial activities in the field of restaurant business, ferry transport system, leisure, free time, also aiming to create a historic continuity between land and coast line (Clemente,

2011). The citywide comprehensive strategy dates back to 2008, named Waterfront Vision and Enhancement Strategy (WAVES), proposes a new and non-common politic of urban regeneration and includes two parts: "Vision 2020: New York City's Comprehensive Waterfront Plan", in which are explained the eight common goals, and the "Waterfront Action Agenda", an annual report about the waterfront projects state of progress (Department of City Planning – NYC, 2011).

The main change introduced by the Bloomberg administration, in line with the 1992 plan, has been to bring the same attention brought for the city planning to the water system, introducing the so called "sixth borough" and the Blue Highways.

The various interventions planned within the WAVES have regarded the different places of the metropolitan city, facing themes like recuperation, re-use, decontamination of brownfields, listening to the real necessities of the upland communities and the identity of the place. For example, the creation of the Hudson River Park, the High Line (which recovery and transformation have been realized thanks to the local community commitment) and the Brooklyn Bridge Park, have all transformed symbolic sites of Manhattan (Fig. 1) in worldwide destinations, capable to satisfy the needs of residents and the needs of the new creative tourism.

Some interventions have allowed realizing touristic and educational programs about the importance of port industrial activities: Brooklyn Navy yard industrial park, for example, in addition to shipbuilding activities, is widely used to host cultural events, making the historic waterfront a more attractive place for tourism and enhancing the vitality of local communities. Moreover, historic sites such as Governors Island and South Street Seaport, not only celebrate New York City glorious past but also are meeting places for events and programs which offer, at the same time, consumption and production in term of urban metropolitan culture, based on the "spirit of the place" (Evans, 2005).

The most innovative aspect is that New York City is developing a local creative industry being pioneer of certain civic initiative spirit with the result of attracting a broad range of the increasing tourism market, generating its own creative tourism typical shareholders (Fusco Girard, 2010).

The gradual improvement of air and water quality, the September 11 happenings and the 2012 Sandy Hurricane, have generated a progressive and spontaneous position about the improvement of security standards and quality of life, creating a new trend with the citizens in its center. Indeed, they succeeded in giving voice to their own needs and priorities through spontaneous processes of association and manifestation.

The gradual improvement of air and water quality, the September 11 happenings and the 2012 Sandy Hurricane, have generated a progressive and spontaneous position about the improvement of security standards and quality of life, creating a new trend with the citizens in its center. Indeed, they succeeded in giving voice to their own needs and priorities through spontaneous processes of association and manifestation. This new trend necessitated an initial recognition of those creative values within the civic communities as essential resources to meet different needs, promoting citizens themselves as the main city producers-consumers. WAVES itself is the result of an active and intense public participation where there are, on one hand, the different administrations involved and, on the other hand, the Metropolitan Waterfront Alliance (MWA), a no-profit association, which serves the interests of the citizens, privates, traders, and any other entity having specific objectives and interests on the regeneration of the metropolitan cast.

Fig. 1 – Downtown Manhattan: view from Brooklyn with the Ferry Boat Terminal

Source: Clemente (2014)

The MWA mission is to safeguard the NY-NJ bay waters, to make it amply accessible, to constitute apposite public spaces for education, work and leisure time (Metropolitan Waterfront Alliance, 2014). The reason for the MWA constitution lies in the presence of a multiplicity of subjects responsible of the waterfront uses, converging in a complicated and sometimes non-transparent system, which hampers even the most important waterfront operators. In fact, realizing all the projects and programs along the metropolitan coast, has necessitated, in the course of the years, a complex combined mechanism of actions and permissions, advices and public participation, search for funds and coordination among the urban prosumers. For this reason, the MWA has gained a key role in clarifying, simplifying and accelerate the permitting system through the Waterfront Permitting Program, by fixing addresses in way to develop a common and sustainable point and politic for all the actions and programs on the waterfront.

The results achieved by the Metropolitan Waterfront Alliance in its long activities and collaborations period, concern the development of comprehensive programs and concrete actions on the metropolitan coast areas, promoting urban-social development and the re-launch of sustainable tourism. The main control instruments use by the MWA in term of politic-administrative management and social-environmental development, are the Task Forces, useful in defining needs, synthesizing various agendas, prioritizing land-use proposals, developing a comprehensive vision for the NY-NJ waterfront, involving diverse groups of stakeholders associated with the local waterways (Metropolitan Waterfront

Alliance, 2014). Together with the Task Forces, the Waterfront Communications reaches thousands of active waterfront-inspired organizations, individuals, and leaders through its effective and popular communication tools. These include the bi-weekly electronic newsletter, WaterWire; the MWA's website featuring important information about the waterfront and the Waterfront Action Agenda; a database of hundreds of waterfront access points located throughout the region. Also convened by MWA, New York – New Jersey Waterfront Conferences gather the region's leading waterfront advocates, politicians, environmentalists, community and business leaders, scientists, and elected officials to share ideas and develop strategies for revitalizing the region's waterfront (Metropolitan Waterfront Alliance, 2014). Concerning the interventions addressed at protecting and conserving the coastal ecosystem, such as the initiatives to promote environmental themes, there are "The Open Waters Initiative". They consider several specific initiatives, including, for example, constructing "Community Eco Docks" throughout the five boroughs, unlocking the region's waterfront and allowing human-powered boats, historic and educational vessels, tall ships, and other vessels to visit these once land-locked waterfront communities. "Design the Edge" is a collaborative venture to make innovative waterfront design a standard in all waterfront projects by gathering landscape architects, marine engineers, marine biologists, and environmental artists (Metropolitan Waterfront Alliance, 2014). With the January 2013 MWA launched the new Ferry Transit Program, and thanks to this, the Metropolitan Waterfront Alliance is now the primary non-governmental advocate for expanded and enhanced ferry service in New York City (Fig. 2). That of the Metropolitan Waterfront Alliance, represent a successful attempt of interaction among citizens, stakeholders, private initiatives, organizations, public authorities, which has created a dialog among those different dependent variables according to a process of complementarity, dynamism, co-evolution, able to organize and survive on its own (Ravetz *et al.*, 2012). The case of New York Metropolitan Waterfront Alliance, after studies and in-depths about the mechanism and actions that generated the alliance, may constitute a point of beginning for the application of this American model to the metropolitan coast of Naples. The economic, social and environmental development of coasts certainly needs accurate analysis on the evaluation of some possible progress objectives, through the comparison with particularly similar situations and others completely at the opposite. This is much more important in the globalisation era, where cultures' impenetrable borders cannot survive but rather we should aim at safeguarding the unique features of each place.

4. A Waterfront Alliance for tourist development and regeneration of the Coast of Naples Metropolitan Areas

Naples is a historic city by the sea, the Italian largest seaside city as well, and since many years is facing a hard and deep crisis. During the last years, differently from other cities, it did not adopt any serious policy and instrument for touristic development and, simultaneously, urban regeneration interventions failed in becoming reality.

The metropolitan coast of Naples, with environmental, archeological, cultural sites of high value but at the same time, very deteriorated, spreads over 200 km. In this big area, there is also a constant human pressure of about 3 million inhabitants with a rate of urbanization of 100% (D'Ascola, 2013).

The waterfront, with its diversified coastline, is a conflict line in which public, private and corporate interests collide, entrepreneurs fail in undertaking, the urban community is

divided and the public neither is able to operate. Relationship between sea and city is critical: barriers, lack of public spaces, physical and visual inaccessibility.

Fig. 2 – New York City: Water Taxi



Source: Clemente (2014)

Many cases of separation between the city and the port are known, even those about the stagnation of the project for the Port of Naples (Russo, 2014). «This situation, while generating a worrying situation - in the Neapolitan case is the sign of a broader question, so that the complete absence of a strategic vision leading to the inexorably decline of Naples as a seaport» (Gasparrini, 2014, p. 254). Even more significant is the long story about the unsuccessful redevelopment of Bagnoli's former industrial area. These examples show a sort of inertia and the difficulty of urban public project, and in consequence take place the absence of a certain idea about the waterfront which can be considered as the «biggest undone city project and one of the critical points with the Neapolitan city planning of the last twenty years» (Russo, 2010, p.169).

Concerning the touristic economy, which offers an important contribute to the production of Italian richness and to the occupational development, in 2013, there were 22.883.506 presences in the accommodation establishments, a notable increase compared with 2012 (in which there were 21.717.902 presences) (ISTAT, 2014) in the Metropolitan Area of Naples. Cruise traffic (Figure 4), in 2013, instead, have been of 1.175.033 passengers: in this case, there have a been a fall of 4,6% compared with 2012 (Naples Port Authority, 2015), even though, compared with the last decades, cruise traffic have a positive variation

of +52% (di Cesare, 2013). Although data are encouraging in term of local economic development, they do not have the same positive impact on the regeneration of the city. During the last years, Naples has witnessed some discussed “major events” connected to the sea, like the America’s Cup World Series. Official data (Deloitte Financial Advisory Services, 2012), diffused by Naples Town Hall, show, towards Euro 12,2 million of the total cost of the event, a financial return (direct and indirect) estimated around Euro 36 million. However, against very positive economic data, the city response has not been positive. Obviously, Naples is not another city where “major events went wrong”; the city in which, in term of planning, after the major events there were no effective positive feedbacks on economic and social development, and big empty buildings remain (Turin or Barcelona with the Forum of the Cultures) (Clemente *et al.*, 2012; Smith, 2012; Guala, 2007). Naples and its inhabitants, during the America’s Cup World Series, began to mistrust the major event. The competitiveness of a touristic destination, so, cannot be read only through statistic data, because data are unable to give information about tourism influence on environment, local communities and local development (Fortunato, 2013; Matias *et al.*, 2009; Fusco Girard and Nijkamp, 2009). Therefore, in this context, the recovery of maritime culture and identity may represent the right key to re-interpret our territory, the key element for those strategies of physical, economic and civic regeneration, aiming at tourism development, through a shared and participated process. A concept of tourism that should meet the demands of an increasing number of users, respecting local community’s needs (Warren and Taylor, 2003; Ingallina, 2010), across boundaries and competition, becomes capable to establish new alliances, overcoming the only economic performance and actuating city regeneration processes and local communities development. In this historic urban landscape a need to individuate a different and more effective development model becomes clear, in a time where politic system fails to realize development occasion. The idea of a “collaborative commons”, as defined by Jeremy Rifkin (2014), fits perfectly in this scenario through an “alliance” for the development of Naples metropolitan waterfront, taking as an example the experience of the New York Metropolitan Waterfront Alliance. A “Waterfront Alliance Naples” that aims at recovering the Neapolitan maritime identity as the cornerstone for its sustainable development. In this way, the sea becomes “urban common good” (Donolo, 2012; Mattei, 2011), through *prosumers* (Ostrom 2006, Rifkin, 2014), rather *urban prosumers* cluster, which shares and realizes the metropolitan coast regeneration and valorization, serving the interests of the city and the collectivity. This approach may represent the key for the cultural overthrow; that is the shift from a “vertical” vision, which has shown its inefficacy, to a “lateral” or horizontal one, which means that the “city consumer” coincides with the “city producer”, consumer-producer of diffuse qualities on the territory.

These issues were addressed in the interdisciplinary workshop “Maritime Identity for Urban Interculturality - The Sea and the City as Habitat of Peace”, during the Universal Forum of Cultures of Naples 2014, designed to be a planning a design workshop with a strong interaction with stakeholders and metropolitan coast policy makers.

The goals within a “Waterfront Alliance Naples” may be addressed to the metropolitan coast regeneration process and to its sustainable development, like *re-naturalizing*, *re-linking the coastline*, *re-connecting the city with the sea*, *re-qualifying*, *re-launching*, *re-cognising* (Fig. 3). Then, all of them contribute to physically, visually and culturally link the urban community with sea. Concerning the goal of *re-naturalizing*, the identified

strategies are those referring to the improvement of the quality of seawater, the reintroduction of deteriorated natural areas along the waterfront, the protection of coastal habitats and all the long lasting interventions aiming at laying the foundations of the urban resilience. Strategies that have a double meaning for both communities and tourism, that can offer benefits coming from the recovery of the relationship with the sea.

From an infrastructural point of view, the goal of *re-linking* the coastline is necessary to realize a broad system of public uses along the “Sea Highways”, through itineraries for tourism, in way to link and make the strategic points along the metropolitan coast accessible, through a dense network of sustainable urban transportation, like cycle routes or pedestrian integrated mobility systems.

Another goal is *re-connecting* the city with the sea, through the strengthening of existent accesses and the realization of new forms to access those coastal areas where public access is particularly restricted (like private and port areas), also though waterfront promotion with a multiplicity of integrated uses. Realizing new green areas, reusing piers, recovering beaches and inaccessible/unused areas all along the waterfront, may consent the opportunity to realize leisure and free time spaces for tourists and for the upland communities, promoting economic development. The aim is to give to residents and visitors opportunities to enjoy the metropolitan waterfront in its totality, both on the land and in the water, through the enhancement of aquatic sports, organization of events, cultural activities, educational programs, etc. *Re-qualifying* the city is another important goal for promoting and relaunching tourism, and enhancing the quality of life of the upland communities. Regeneration interventions and initiatives on the deteriorated urban areas, brownfields areas and unused industrial areas along the waterfront, with the promotion of public urban space and those elements characterizing the maritime identity of the places, will be key elements within the consciousness of a great urban, economic and touristic potential. In this case, the redesign of the waterfront should be done promoting the value of architecture as a final product, conscious of the complexity of the transformation process in the relationship land-sea. The development of the economies connected to the sea is a coherent objective with the recovery of the city maritime identity. The goal of *re-launching* the economy can be achieved with strategies, which sustain and enhance the activities along the waterfront, through the individuation and study of those interaction mechanism among the subjects having many divergent interests (port activities, commercial, restaurants, shipbuilding, cultural, sportive, etc.), promoting the interaction between different economic activities, developing a very focused tourism and launching the economy and the culture of the sea. Social and cultural development is an essential element in urban regeneration processes, making the city more attractive. The goal of *re-cognising* includes strategies to promote projects and processes, in a multidisciplinary, collaborative, participative, shared and horizontal approach, for the awareness, the promotion and use of the sea as a “common good”, promoting research and investigation on the relation sea-land. Starting from these requirements, the “Waterfront Alliance Naples” could hold participation process, collecting agreements from the scientific community, as well as from the business world, citizens associations, scientific associations, etc., through cooperation protocols, to realize “social bonds and trust” (Rifkin, 2014), for the regeneration and sustainable development of metropolitan coast. The Alliance could be a “hinge” that receives all proposals and prosumers to the metropolitan coast, considering them in a comprehensive and integrated vision.

Fig. 3 – Napoli Waterfront Alliance goals

The proposal of specific projects should contribute to outline a shared comprehensive plan, to be supported by facilitating the dialogue with public institutions. This way, it becomes possible to realize together a vision of sustainable city, a shared "rout" in order to strengthen, through the Alliance, the collaboration between urban community and public administration, favoring the relationship with the sea and enhancing urban identity of Naples as a water city, harbor city, touristic city, sustainable city.

5. Conclusion

Tourism is a driving force for the economy of historical cultural areas, especially in coastal areas. The diffusion of Internet has opened new perspectives in the field of tourism: the tourist is an active part in the process of tourism development. The touristic development of coastal areas should be pursued through an integrated action in different sectors and not only in the tourism cluster. We need a comprehensive vision that looks at the coast and the

sea as common assets to be developed according to the principles of sustainability, by acting on the economic level, on the social one and on the environmental level.

The implementation of this vision requires a wide shared vision with an innovative approach to develop effective integrated strategies. In particular, we must consider the coastal zone as articulated in two complementary elements: water and land.

The coastal landscape is a unitary resource and it is the result of human action on the *unicum* composed by mainland and sea, an inseparable habitat that has been created by nature and has been modified by human activities. The key actor is the prosumer that has been defined by Jeremy Rifkin as the subject that is both producer and at the same time consumer of goods or services. In our case, we can speak of urban prosumers (they can be visitors or residents) who work for the valorization of the coastal zone.

We have chosen New York and its Metropolitan Waterfront Alliance as best practice to study even if there are other positive experiences in the world (Clemente, 2011). In the New York case study, the success key is the ability to involve and to collaborate with very different partners to achieve common goals. We launched a project for the metropolitan coast of Naples that is inspired by the model of New York. The "Waterfront Alliance Napoli" is going to work for the touristic development of the metropolitan coast of Naples. It is a way to act not only on the touristic cluster but also on sea and land transports, environmental cleanup, valorization of cultural heritage and so on. The Gulf of Naples has touristic sites that attract people from all over the world such as Capri, Sorrento, Ischia, Pompei, etc. At the same time, there are brownfield, old factories and decayed zones in the metropolitan coast facing the Gulf. The project aims to regenerate and to valorize these underused waterfronts. The strategy provides for the wide involvement and the bottom-up participation thanks to the web. The urban prosumers (visitors and residents) will be the key actors of this innovative process.

Acknowledgements

This paper is an outcome of the research project "Urban strategies for contemporary city: multiculturalism, identity, recovery and valorization" coordinated by Massimo Clemente. Within the unitary work of the research group, the following contributions can be individuated in the paper: Sections 1 and 5 have been carried out by Massimo Clemente; Section 2 by Daniele Cannatella; Section 3 by Casimiro Martucci; Section 4 by Eleonora Giovene di Girasole. English Citations have been translated by the authors.

References

- Ashworth G., Page J.S. (2011), "Urban tourism research: Recent progress and current paradoxes". *Tourism Management*, vol. 32, n. 1, pp. 1-15.
- Breen A., Rigby, D. (1996), *The new waterfront: A worldwide urban success story*. Thames and Hudson, London, United Kingdom.
- Bruttomesso R. (1993), *Waterfront. Una nuova frontiera per le città sull'acqua*. Centro Internazionale Città d'Acqua, Venezia, Italy.
- Bruttomesso R., Moretti M. (2010), "Città-porto e riqualificazione del waterfront: evoluzione e scenario di una strategia vincente", in Savino M. (eds.), *Waterfront d'Italia. piani, politiche, progetti*. Angeli, Milano, Italy, pp. 18-27.
- Carta M. (2008), "I waterfront da criticità ad alimentatore di qualità urbana. Strategie generali di ricerca", in AA.VV. (ed.), *Waterfront urbani di Catania, Messina, Palermo*,

- Siracusa e Trapani. Modelli di studio a scala locale della Carta del Rischio del patrimonio culturale ed ambientale della Regione Siciliana*. Centro Regionale per la Progettazione e il Restauro, Palermo, Italy.
- Carta M. (ed.) (2010), *Governare l'evoluzione. Principi, metodi e progetti per una urbanistica in azione*. Angeli, Milano, Italy.
- Chang T.C., Huang S. (2011), "Reclaiming the city: Waterfront development in Singapore". *Urban Studies*, vol. 4, n.10, pp. 2085-2100.
- Clemente M. (2011), *Città dal mare. L'arte di navigare e l'arte di costruire le città*. Editoriale Scientifica, Napoli, Italy.
- Clemente M. (2014), "Napoli 2020. La visione metropolitana dal mare per lo sviluppo locale sostenibile". *TRIA Special Issue Il Mare e la Città Metropolitana di Napoli*, vol.13, n. 2, pp. 7-25.
- Clemente M., Giovane di Girasole E., Oppido S. (2012), "Grandi e piccoli eventi nelle città di mare per mutamenti urbani sostenibili: i casi studio di Lorient e Valencia". *TRIA*, vol. 5, n. 9, pp. 73-90.
- D'Ascola F. (2013), "Urbanizzazione in aree costiere", in AA.VV., *Focus Acque e Ambiente Urbano, Qualità dell'ambiente urbano IX rapporto*, ISPRA. Tiburtini, Roma, Italy.
- Deloitte Financial Advisory Services (2012), *America's Cup World Series. Analisi sull'impatto economico dell'evento di Napoli*. Executive Summary, Roma, Italy. www.deloitte.it
- Department of City Planning – NYC (2008), *Vision 2020. New York City Comprehensive Waterfront Plan*. www.nyc.gov.
- di Cesare F. (2013), "Il turismo crocieristico", in Beccheri E., Maggiore G. (eds.), *Rapporto sul Turismo italiano XIX*. Angeli, Milano, Italy.
- Donolo C. (2012), "I beni comuni presi sul serio", in Arena G., Iaione C. (eds.), *L'Italia dei beni comuni*. Carrocci, Firenze, Italy.
- Evans G. (2005), "Measure for measure: Evaluating the evidence of culture's contribution to regeneration". *Urban Studies*, vol. 42, n. 5, pp. 6959-983.
- Fagence M. (1995), "City waterfront redevelopment for leisure, recreation, and tourism: Some common themes", in Craig-Smith S.J., Fagence M. (eds.), *Recreation and tourism as a catalyst for urban waterfront redevelopment: An international survey*. Praeger Westport, Connecticut. USA, pp. 135-156.
- Fonti L. (2010), *Porti-città-territori. Processi di riqualificazione e sviluppo*. Alinea. Firenze, Italy.
- Fonti L., Pagano C., Di Paola L. (2007), "Città e aree portuali: strategie per la rifunzionalizzazione e l'integrazione urbana", *Proceedings of XXVIII Conferenza Italiana di Scienze Regionali*. Pisa, Italy, October 12-14, 2006, pp. 1-24.
- Fortunato R. (2013), "Il sistema europeo di indicatori per la gestione sostenibile delle destinazioni turistiche (ETIS)", in Beccheri E., Maggiore G. (eds.), *Rapporto sul Turismo italiano XIX*. Angeli. Milano, Italy, pp. 509-514.
- Fusco Girard L. (2010), "Sustainability, creativity, resilience: Toward new development strategies of port areas through evaluation processes". *Sustainable Development*, vol. 13, nos.1/2, pp.161-184.

- Fusco Girard L. (2013), "Toward a smart sustainable development of port cities/areas: The role of the "Historic Urban Landscape" approach". *Sustainability*, vol. 5, pp. 4329-4348.
- Fusco Girard L., Nijkamp P. (eds) (2009), *Cultural Tourism and Sustainable Local Development*. Ashgate, Aldershot, United Kingdom.
- Gasparrini C. (2014), "Port, Public Space and Metropolitan City". *TRIA Special Issue Il Mare e la Città Metropolitana di Napoli*, vol.13, n. 2, pp. 251-266.
- Giovene di Girasole E. (2014), "The hinge areas for urban regeneration in seaside cities: the High Line in Manhattan, NYC". *Advanced Engineering Forum*, vol. 11, pp. 102-108.
- Giovinazzi O. (2008), "Città portuali e waterfront urbani: costruire scenari di trasformazione in contesti di conflitto". *Méditerranée*, n. 111, pp. 69-74.
- Gotham K.F. (2005), "Tourism gentrification: The case of New Orleans' Vieux Carre (French quarter)". *Urban Studies*, vol. 42, n. 7, pp. 1099-1121.
- Guala C. (2007), *Mega eventi. Modelli e storie di rigenerazione urbana*. Carocci, Roma, Italy.
- Hein C. (2014), "Port cities and urban wealth: between global networks and local transformations". *International Journal Global Environmental Issues*, vol. 13, nos. 2/3/4, pp. 339-361.
- Hoyle B.S. (1996), *City-ports, coastal zone and regional change: international perspectives on planning and management*. John Wiley and Sons, Chichester, United Kingdom.
- Ingallina P. (2010), "Il dibattito sulla nozione di attrattività", in Ingallina P. (ed.), *Nuovi scenari per l'attrattività delle città e dei territori. Dibattiti, progetti e strategie in contesti metropolitani mondiali*. Angeli, Milano, Italy.
- ISTAT (2014), *Capacità degli esercizi ricettivi e movimento dei clienti negli esercizi ricettivi. Dati annuali*. www.dati.istat.it
- Jansen-Verbeke M. (1986), "Inner-city tourism: Resources, tourists and promoters". *Annals of Tourism Research*, vol. 13, n. 1, pp. 79-100.
- Konvitz J.W. (1992), "Port cities and Urban History". *Journal of Urban History*, n. 19, pp. 115-120.
- Maciocco G., Serre S. (eds) (2009), *Enhancing the city: New perspectives for tourism and leisure*. Springer, London, United Kingdom.
- Marshall R. (2001), *Waterfront in post-industrial cities*. Spon Press, London, United Kingdom.
- Matias A., Nijkamp P., Sarmiento M. (eds) (2009), *Advances in tourism economics: New developments*. Physica-Verlag, Berlin, Germany.
- Mattei U. (2011), *Beni comuni. Un manifesto*. Laterza, Roma-Bari, Italy.
- Metropolitan Waterfront Alliance (2014), *Our waterfront*. www.waterfrontalliance.org.
- Ostrom E. (2006), *Governare i beni collettivi*. Marsilio, Venezia, Italy.
- Pavia R. (2005), "Progetti urbani per la riqualificazione dei waterfront", in AA.VV., *Periferie? Paesaggi urbani in trasformazione*. Di Baio, Milano, Italy.
- Pavia R., di Venosa M. (2012), *Waterfront. Dal conflitto all'integrazione. From conflict to integration*. List Lab, Trento, Italy.
- Petrella B. (2013), "Relazione città-porto-waterfront: complessità e complicazioni". *TRIA*, vol.11, n. 2, pp. 89-102.
- Ratti C. (2014), *Architettura open source*. Einaudi, Milano, Italy.

- Ravetz J., Fusco Girard L., Bornstein L. (2012), "A research and policy development agenda: Fostering creative, equitable, and sustainable port cities". *BDC*, vol.12, n. 1, pp. 67-69.
- Ricciardi A. (2011), "Liverpool: il recupero dell'identità culturale marittima", in Clemente M., *Città dal mare. L'arte di navigare e l'arte di costruire le città*. Editoriale Scientifica, Napoli, Italy.
- Rifkin J. (2001), "The comparative economic impact of travel and tourism". Paper presented at *Conferenza Internazionale sul Turismo Sostenibile*. Rimini, Italy, June 28-30, 2001. www.provincia.rimini.it
- Rifkin J. (2014), *La società a costo marginale zero*. Mondadori, Milano, Italy.
- Ruggiero L., Scrofani, L. (2011), *Turismo e competitività urbana*. Angeli, Milano, Italy.
- Russo M. (2010), "Napoli e la sua costa. Contraddizioni di un territorio duale", in Savino M. (ed.), *Waterfront d'Italia. piani, politiche, progetti*. Angeli, Milano, Italy, pp. 145-169.
- Russo M. (2014), "Harbour waterfront: landscapes and potentialities of a contended space". *TRIA Special Issue Il Mare e la Città Metropolitana di Napoli*, vol.13, n. 2, pp. 235-250.
- Savino M. (ed.) (2010), *Waterfront d'Italia. Piani, politiche, progetti*. Angeli, Milano, Italy.
- Smith A. (2012), *Events and urban regeneration. The strategic use of events to revitalise cities*. Routledge, London, United Kingdom.
- Smith M.K. (2007), "Towards a cultural planning approach to regeneration", in Smith M.K. (ed.), *Tourism, culture and regeneration*, CABI, Wallingford, United Kingdom, pp. 1-11.
- UNESCO (2011), *Recommendation on the Historic Urban Landscape (HUL)*, Paris, France.
- Vallega A. (2001), "Urban waterfront facing integrated coastal management". *Ocean and Coastal Management*, vol.44, n. 5-6, pp. 379-410.
- Warren J.A.N., Taylor C.N. (2003), *Developing urban tourism in New Zealand*. Centre for Research, Evaluation and Social Assessment, Wellington, New Zealand.

Massimo Clemente

Institute of Research on Innovation and Services for Development, National Research Council of Italy (IRISS-CNR)

Via Guglielmo Sanfelice, 8 – I-80134 Naples (Italy)

Tel.: +39-081-253852; fax: +39-081-2470969; email: m.clemente@iriss.cnr.it

Eleonora Giovane di Girasole

Institute of Research on Innovation and Services for Development, National Research Council of Italy (IRISS-CNR)

Via Guglielmo Sanfelice, 8 – I-80134 Naples (Italy)

Tel.: +39-081-253852; fax: +39-081-7618265; email: e.giovenedigirasole@iriss.cnr.it

Daniele Cannatella

Department of Architecture, University of Naples Federico II,
Institute of Research on Innovation and Services for Development, National Research
Council of Italy (IRISS-CNR)
Via Guglielmo Sanfelice, 8 – I-80134 Naples (Italy)
Tel.: +39-081-253852; fax: +39-081-7618265; email: daniele.cannatella@unina.it

Casimiro Martucci

Department of Architecture, University of Naples “Federico II”,
Institute of Research on Innovation and Services for Development, National Research
Council of Italy (IRISS-CNR)
Via Guglielmo Sanfelice, 8 – I-80134 Naples (Italy)
Tel.: +39-081-253852; fax: +39-081-7618265; email: casimiro.martucci@gmail.com

