



Territorial analysis and identification of *Molise Region*



Table of contents

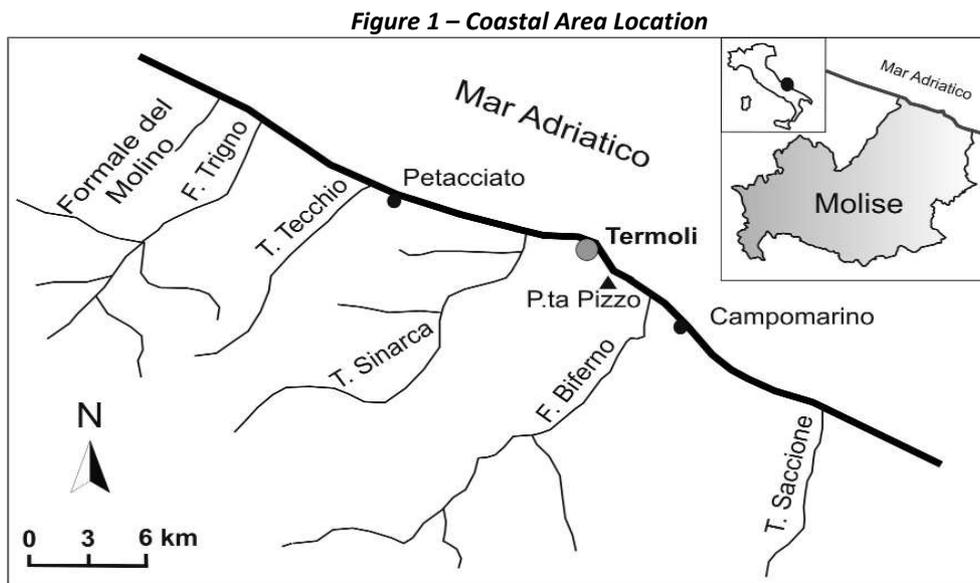
The template comprises five steps in the creation of this analysis:

Table of contents.....	2
1 Landscape and heritage characterisation	3
2 Existing knowledge, material and approaches.....	9
3 Existing policies on landscape and heritage.....	10
4 Ongoing policy development processes	10
5 looking forward to 2018 Cultural Heritage Year	12



1 Landscape and heritage characterisation

As reported in Figure 1, the Molise Region faces on the Adriatic Sea with a coastline of about 36 km between the mouth of Formale del Molino canal, in the North, and the mouth of Saccione creek, in the South. The major rivers that flow in it are the Trigno and Biferno rivers and Sinarca and Saccione creeks. Finally, the coast is attributable to one large physiographic unit that is bounded on the north by Punta Penna (in Abruzzo region) and on the south by Punta Pietre Nere (Apulian region). However, the presence of the promontory of Termoli, that is a clear element of separation reinforced by the port structured therein located, leads to divide the coast of Molise in two main areas.



Proceeding from North to South along the coast of Molise there are the sandy beaches of Costa Verde, Marinelle, Marina di Petacciato, Litorale Termoli Nord, Foce dell'Angelo, Sant'Antonio, Rio Vivo, Marinelle, Campomarino, Marinelle Nuove, Nuova Cliternia e Ramitelli.

These beaches, generally sandy and large from a few tens of meters up to a maximum of about two hundred meters especially in the southern side, are delimited towards the interior by dunes, or are in direct contact with the terraced relief and hillsides, with coastal floodplains, or land affected by structures and human activities especially related to building construction and seaside enjoyment. The environmental integrity characterizes the whole coast of Molise; the coastal landscape regains in full its natural



character with large leafy branches near the beaches and the preservation of the original agricultural destination of the immediate hinterland.



Figure 2 – The coast of Molise Region

Other coastal countries (Marina di Montenero, Petacciato marina, Campomarino lido) they are suggestive embryonal and established dunes colonized by the psammophilous species, the typical Adriatic coastal vegetation, to wich follow Mediterranean Maquis species and beaches equipped for touristic activities.

Finally, the Molise coast is home of considerable natural value areas. With 18 EU habitats and 3 SCIs (IT7228221 Marina di Petacciato-Foce del Fiume Trigno, IT7222216 Foce Biferno - Litorale di Campomarino, and IT7222217 Bonifica Ramitelli-Foce Saccione–), it represents an important hotspots of coastal habitats and species in central Italian Adriatic areas.

The following pictures show the typical and characteristic areas along the coast of Molise region.



The dunal areas, representative of the coastal relict ecosystem in the Mediterranean basin; their importance concerns the maintenance of coastline (hardly compromised by coastal erosion) as well as making the sandy beach more attractive.





The aquatic and riparian vegetation is important for the maintenance of the health of waterways. Riparian vegetation often shows zonation in the plant species present as the environment changes from permanently or seasonally aquatic habitats in the waterway channel and floodplain wetlands, to frequently flooded habitats along the banks and close to the channel, to drier habitats at the edge of the floodplain. Molise region presents many river areas, creating a most important water basins of central-southern Italy.

The Molisian wetlands attract many EU important species of avifauna in all seasons, a situation that could be used to develop a tourism of naturalists from northern Europe.





The Molise territory is represented by a system of natural environments that interconnect with each other in a small space creating an ecological ecosystem difficult to preserve without blocking the economic, tourist and social development of the area. The presence of numerous environments make the territory particularly vulnerable to anthropogenic pressures, even if minimal: on the coast the region has a low industrial development while the rural system is very developed with large cultivations of olives, grapes and cereals. The agricultural areas are therefore very beautiful and appreciated even by tourists where has been created a slow tourism regional, national and international tourism not only in summer. The development of receptive structures in rural buildings through the redevelopment of existing and abandoned structures could implement tourism expansion without land consumption. The sustainable tourism without modification of the rural urban context would allow to implement the typically agricultural economy of the region and to recover small abandoned villages for migration to the cities. However, this objective must be included in the regional economic and social development planning of the territory through funding to farmers or young people who develop new businesses so as to avoid depopulation of internal areas and the presence of mass summer tourism that causes ecological pressures to the territory.



2 Existing knowledge, material and approaches

The data collection presents two different steps of data analysis, integrated with each other.

- 1) The first step is focused on the documental analysis through the following sources: data provided by University of Molise, local literature, government planning documents; internal documents (eg. presentations, reports, dossier, etc.); external documents involving the proposed project (eg. newspaper articles, official documents, etc.); previous studies; local databases. In addition, a general overview of the institutional website and analysis of promotional materials including relevant brochures, reports and books of the area was undertaken and the information for Molise Orientale Touristic District's marketing strategies overview was collected.
- 2) The second step is based on observation through site visits; focus group with the key players of the territory (mayors and other public and private stakeholder).

Considering the characteristics of landscape, the analysis and subsequently the evaluation of naturalistic and cultural heritage reflected the complexity of the territory: The results of this analysis, that now show the problems and the criticalities of the territory, could represent an instrument to involve in the management opportunities (both private and public) through public/private investment.

A possible third step could be the transfer of know-how for development of managing structure of coastal/marine areas and internal areas.

The analysis of the heritage policies should be conducted through the use of ecological, cultural and socio-economic indicators to evaluate the management strategies.

A better economic management of the territory allows to preserve the cultural and natural heritage as a source of income for the population, so it is necessary to create a sustainable economy around the cultural and natural heritage.

The following quality indicators can be used for the assessment of the land management quality:

- The increase of tourist's number per season in the coast and in internal areas;
- The increase of youth and female employment in the touristic activities;
- The reconversion of abandoned buildings in hostels;
- The ecological conservation and improvement of natural areas;
- The increase of population in the internal areas near cultural heritage;
- The increase of gains related to the natural and cultural heritage.



3 Existing policies on landscape and heritage

The existing policies on coastal and fluvial heritage in Molise Region are the following:

- Regional Operational Programme 2014-2020, financed by ERDF in the framework of objective 5.2.1 and 5.1.1. of Axis 5. 5 "Environment, tourism and culture"; the aim of this priority, is to improve the preservation and promotion of cultural and natural heritage in areas of strategic relevance by enhancing systemic and integrated resources and territorial jurisdictions. The policy instrument intends to promote a process of development for the protection and enhancement of natural and cultural areas of attraction. This measure should be developed to balance the potential negative impact on the coastal landscape from the other priorities of the policy instrument, such as further development of leisure economy and industrialisation of fisheries and aquaculture - priorities set out to tackle the economic crisis and the depopulation of the area.
- The Energetic and Environmental Plan of Molise Region, that is a guideline document that has the main objective in guiding the Molise Region towards a productive use of energetic resources, but also underline and focalize the attention to reduce the environmental impact in order to preserve the fluvial and coastal heritage of the regional area.
- Molise Region is part of the Basin Authority and River Basin District of the South Apennines and the two bodies full transpose the provisions of the Italian Directive about water and fluvial resources , the legislative decree no. 219/2010 and the UE Directive no. 105 concerning the standard to adopt in order to guarantee a quality of the environment and the water and fluvial heritage.
- Territorial, environmental and landscape Plan of Molise Region: is a mandatory sectorial plan drawn up by the Region in order to prevent that urban-building interventions spoil the landscape. The administration, following an assessment of a situation as a whole, identifies the coordinated measures, modes of action, objectives, implementation times to intervene on that particular field. At the base of landscape plans is the desire to normalize the relationship of preservation-transformation by identifying a relationship of equivalence and interchangeability between landscape and urban planning plans, aiming at the preservation of landscape and environmental values.

4 Ongoing policy development processes



The policy development processes of Molise Region about coastal and fluvial landscapes management is strictly linked with the development of the Molise Orientale tourist district.

The context of the Molise Orientale tourist district is characterized by numerous areas rich of different kind of heritage, tangible and intangible, and by operators and variety of agencies, associations and institutions responsible for the management of these resources. However, there are few effective links to tourism agencies and other tourism businesses, despite the need for tourism income to support conservation like a “sustainable tourism”. Tourism skills are often weak. Its success and sophistication varies considerably locally, regionally and nationally. For these reasons, there are difficulties in bringing a common vision from the individual strategies of the territory’s actors. It follows that the tangible and intangible heritage can be considered as a driver for the tourist attraction, but it is also true that the availability of heritage in itself does not seem a sufficient condition to attract an adequate number of visitors to create wealth from the economic point of view. Indeed, also the knowledge of heritage is necessary to increase the attractiveness to tourists, allows adequate tourism market segmentation and enables the development of promotion and awareness campaigns on different targets, strengthens the sense of belonging and cultural roots, it stimulates the development of new knowledge and helps to increase the opportunities to valorize it.

The Molise Orientale touristic District is articulated in space, connoting entire villages (40), entire territories and, consequently, entire destinations. All of this has contributed to make visible the importance of existing assets and, at the same time, to affirm the necessity of a working specialist, scientific and unified methodology to manage this “complex system”. The project of Molise Orientale Touristic District and the subsequent management involves complex forms of connection between the plethora of involved stakeholders. It requires an approach in which stakeholders do not create value in isolation, but are involved in processes of value creation and cooperation. It follows that the value is not simply exchanged within a transaction, but it is created by everyone who takes part, in an interactive ecosystem, to a process that involves all stakeholders, each with his own perspective and his aim.

Starting from the need to proceed with unitary projects - which include the set of all the components present in the perimeters concerned - the central problem is that of a recovery and management approach in a smart vision. Working in this direction means taking attitudes that must be accompanied by a set of interdisciplinary skills. The panorama becomes even more complex when a mix of other disciplinary approaches



are involved, such as environmental and urban studies, humanities, sociology, and others. Thus, the revitalization process involves economic, social and cultural transformations that require sophisticated management strategies. For these reasons, the main aim of the Molise Orientale Touristic District is to contribute to the definition of a model of Smart Tourism based on landscape and heritage management and apply it on the case of the Molise Orientale area.

5 looking forward to 2018 Cultural Heritage Year

The policy makers of Molise Region and all territory's actors involved in the decisional process relatively the strictly connection between cultural and "blue" heritage are going to build a common sustainable way for valorization, conservation and management. .

For decades, the "heritage community" has stressed the connection between history and economic opportunity. When public agencies identify places with world heritage status, it becomes a site for tourism. But additional foot traffic means further damage for many environmentally imperiled sites. Moreover, global tourism in general contributes to pollution and harmful emissions at the same time that it promotes awareness and sensitivity supporting the survival of these sites. Molise Region is going to explore this problem in the context of protecting and recognizing special areas as places for preservation with a long-term impact, with a special attention to the 2018 Cultural Heritage Year. We expect to organize some specific events during 2018 with focus on sustainable coastal and fluvial landscape managements. These events will be the chance to raise awareness among stakeholders on the HERICOAST topics. We think that promoting a bottom-up change thanks to education we can challenge the way the public has historically understood its environments. Effectively incorporating environmental sustainability into regional institutions work and communicating the key messages we can change something and this effort will require considerable interdisciplinary cooperation and understanding. The 2018 Cultural Heritage year could serve as a starting block for addressing global concerns about the impact of climate change on our environmental and cultural landscape heritage.