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THE CULTURAL HERITAGE AND DEVELOPMENT: THE CASE OF LAVIANO AREA¹

Emiliana Mangone

Researcher in Sociology of cultural and communicational processes
emangone@unisa.it, + 39 089 96 22 87

Professional address

University of Salerno - Via Ponte don Melillo - 84084 Fisciano (SA) Italy

Summary: Every territory is characterized by its own scheme of endogenous function that depends on history, cultural and social phenomenon, geomorphologic asset of territory, combination of subjective and objective factors. Then, a model of analyses that considers the plural dimension of territory must measure not only economic variables but also those social and cultural ones that put in evidence the territorial and structural differences.

This paper comes from a series of reflections based on this statement, and in a specific way on the social phenomenon that in the last years is growing more and more: the emigration of new generations in a territory which the population is mainly composed of old people.

The following pages want to show and, where it is possible, to interpret the reality of little territories, (like in the case of Laviano Area), that want to stop the migration of new generations from territory and encourage several actions that tend to an integrated and sustainable development which permit the “territories survive” without repudiate their “vocation” and “cultural heritage”.

Keywords: cultural heritage, territorial development, emigrants.

¹ This paper is the sintetic result of ri-elaboration of my contributions in Ammaturo N., Mangone E. (2008), *Locale-globale verso quale sviluppo? Il caso del comune di Laviano*, C.E.I.M. Editrice, Mercato San Severino (SA).

1. RESEARCH AREA, GENERAL OBJECTIVES AND METHODOLOGY

The research that we present here comes from a series of reflections based on this statement, and in specific way on the social phenomenon that in the last years is growing: the migration of new generations in a territory which population is mainly composed of old people and that was destroyed by earthquake in 1980.

In a specific way, our attention is pointed on Laviano area, a little village in province of Salerno in South of Italy, between the territories of Irpinia and Lucania. It is localized at the foot of Marzano Mountain at 500 meter on sea level. Until the Second Post War this area was settled principally by mountain population, charcoal burners, shepherds and muleteers, people with a typical character of mountain areas, so closed and withdrawn people. By Istat² data on 31 December 2007, Laviano had 1.516 inhabitant (739 male and 777 female) to 588 families with an area of 56,56 Km².

The geomorphologic asset of the territory, with a mountain that covers all country putting it in "shade", has contributed to define the population identity that reproduced and reinforced itself until the half of last century, historical time in which firsts flows of migration take a form: poverty pushed the able subjects to start a voyage that often it did not see the return at origin's country, today we find lavianesi emigrants in all five continent of the world.

At this difficult situation we have to add the cataclysm of earthquake happened in 1980 on 23rd November, that destroyed completely the country, with 300 dead: 1/5 of its population. The earthquake did not destroy only houses, it contributed also to destroy the "common identity" of the territory that was already in crisis for the migrations. The earthquake divided finally the identity of the area. This "confusion" is still present in every citizen nowadays, it exists a "break" that today did not result still "linked", but community does not seem surrender and it tends to rebuild a new identity pointing on young people born and growth after earthquake.

We did not analyse only historical memory, but we analysed all things that drown the culture, an old culture that has preserved for centuries an equilibrium and its own identity that today seems lost. The old country, encircled by green areas in spring and closed by fog and smoke of fireplaces in winter, nowadays has lost its old vitality: it is as a beautiful body, but without a soul.

The migration and the lost of its traditional culture and identity, as values and rules that characterized the labour life of "mountain population", seem to accelerate, in definitive form, the end of community. The present research represents a study that thinks still possible to stop the migration flow, and at the same time it wants to formulate the hypothesis in order to verify the utilization of all resources of territory for a development that takes on the market logics to relaunch the territory without forget the local vocations.

The choice to point the attention on young population (16-34 years-old) and the migrants (they come from extra European countries: principally Australia and America) come back in Laviano for a little holiday, it is not casual but it is particularly considered for many reasons: in the first case, young people represent the "vital strength" of this community and they are the human and social capital of territory. For this reason it must be reinforced. Furthermore, this part of population has a course of life so it can be educated and trained; in the second case (migrants) the choice is justified because it is possible to suppose a kind of "repopulation" of territory with the return of young migrants even if in a definite time of year.

The phases of the research plan are the following:

- a *theoretical widening* in terms of: a) what are general characters of the migration flow and the territory history; b) what are the characters of territory; c) a first phase of a *critical interpretation* of material acquired;
- the *building of a structured questionnaire* for migrants which verify: a) socio-personal data; characters of migrations, images, representations and behaviours toward their country of origin;
- a further *widening* through two focus group (one group of young people – 16-34 years-old and one group of people – over 35 years-old) to promote the knowledge on: a) what are the principal resources of territory that can be considered for an hypothesis of development; b) what are the future prospective of young people;
- the *building of a structured questionnaire* for young people which verifies: a) socio-personal data; images and resources of territory.

As regard the description of research, administering and sections samples that constitute the questionnaire going to process first with the one migrants and then with young people one.

In the summer 2006 there was the situation that permitted to administer the questionnaire to group of emigrants came back from South America, USA and Australia, because the Major, dr Rocco Falivena, has given hospitality to them in Laviano for their holidays. Methodologically, for this part of research we distributed the questionnaires translated in Spanish and English during an official ceremony on 13th August 2006 (n. 40 questionnaires that constituted all universe of emigrants of Laviano without of young people under 14 years-old). At redelivery the questionnaires were 25 that represent 62,5% of all universe. The questionnaire for emigrants was made up of two sections (14 questions): the *first* "Socio-personal data" aimed at obtaining biographic data of subject and emigration's data; the *second*, ("Images, behaviours and predisposition" is represented from several questions that verify parental linkage in the territory of origin, but also their knowledge and images about it.

² Istat is the abbreviation of Italian Institute of Statistics.

Relatively to the questionnaire for young people it has been more important the result of two focus group. The sample is 10,5% of real population (16-34 years-old) that lived in Laviano on 24th August 2006 (n. 36 questionnaires). The administering happened in October 2006.

The questionnaire for young people was made up of two sections (12 questions): the *first* “Socio-personal data” is represented by a personal file aimed at obtaining socio-personal data (sex, age, school attended, work, etc.); the *second*, (“Images and resources of territory” is represented by several questions to know the resources of territory and what are the difficult for his development and finally, but more important, the future prospectives.

2. REPOPULATE LAVIANO: THE REPRESENTATIONS OF EMIGRANTS

Starting from the remark that to leave his/her village of origin and his/her community of embedded causes suffering and pain, and that the choice is motivate by precarious economic situation (this is real for Laviano), we did not analyze the reasons and causes of their going, but we have wanted to try information to suppose a kind of “repopulation” of the community with the migrants return.

The first datum, that we oriented in this way was the high number of lavianesi that live in foreign States, 884 for 351 nucleus family (tab. 1 to show the distribution of emigrants for State).

Tab. 1 - Distribution of lavianesi emigrants for State and nucleus family

<i>Continent</i>	<i>Residents</i>	<i>Nucleus family</i>
Africa	2	1
America (USA and South America)	122	62
Asia	0	0
Europe	712	266
Oceania	48	22
<i>Total</i>	<i>884</i>	<i>351</i>

By the first part of questionnaire we can build the sample profile: 15 cases were female, the age more represented was over 50 years-old, there is a prevalence of married people (15 cases) and 17 born in foreign State.

More interesting are the aspects linked to citizenship (Tab. 2) because in front of many people that have only Italian citizenship, many people have acquired also citizenship of the State where they live: in fact, somebody has a double citizenship (this explains the fact that the sum of cases is more than 25 cases). Last element emerged from interviews, above all for subjects that were born in foreign countries) is the desire to want acquire the Italian citizenship.

Tab. 2 – Distribution for country of citizenship

<i>Italian</i>	<i>Argentinean</i>	<i>Australian</i>	<i>Venezuelan</i>	<i>American (USA)</i>
14	8	2	3	2

For the questions n. 6 (high school attended) and n. 7 (profession, showed in Tab. 3), the frame that emerges is that an emigrant has a medium-high level of instruction (situation confirmed from profession).

Tab. 3 – Distribution for profession

<i>Professions</i>	Student	Pensioned	Housewife	Teacher	Dealer	Employer	Technical job	Free profes- sional
<i>Absolute value</i>	3	5	4	6	1	1	2 (Data processing) (Mechanic)	3 (Lawyer) (Engineer) (Psychologists)

As we told above the 2/3 of interviewed are born in foreign States. In 9 cases, one of their parents left Italy; both people born in Italy and people born foreign States lost one relation in Italy.

This data permit to suppose that we are in front of emigrants of different generations and for this reason the more important data are those of the second section of questionnaire (“Images, behaviours and predisposition”) because they are not only the expression of subjects that were born and lived in Laviano. Somebody knows of his/her village of origin a few things acquired indirectly through old people stories. The question we made to emigrant was “Did you know anything about Laviano before being contacted by the major?”. Everybody has affirmed to know something of his/her territory of origin, the principal sources were a direct knowledge (years lived in the village) or stories told by their relations.

Their answers have given us an image of them still very linked to territory of origin (and often emerges their curiosity) also when who the answers was not born in Laviano or in Italy (they belong to the third generation and sometime to the second generation of emigrants).

The answers to the question “What idea/image did you have of Laviano before your arrive there?”, have given a further acquisition of information about representational frame of emigrants³. The idea/images that emerges is that of a village rebuilt after the earthquake, so a new and modern village, even if the territory remains a little mountain area where the deep relation network permits everybody to know all people who live there. The emigrants who were born in Italy and did not return to Laviano for many years or before the earthquake, imagine a territory completely different from the one that they remember in their childhood. The answers are the following:

«A village changed because of the earthquake, but with a fun of rebuilt village and with his same geographic position described by emigrants during the nights of great nostalgia» [women, 30-40 years-old, Argentina]

«An imagine of a little village by emigrants during the second half of the last century, destroyed by earthquake and its people desire to go on» [men, 40-50 years-old, Argentina]

If through the question analyzed we wanted to acquire the idea that emigrants had made about Laviano, with a question “What will you tell about Laviano at your return?”, we wanted to know which aspects of territory surprised the emigrants that stayed in Laviano. The stories about the lavianese holidays regarded most of all generosity, hospitality and lovable of citizens, the desire to search a new identity that can heal the break with a great emigration and the earthquake of 1980, as well as the possibility of tourist development of country. The answers of the emigrants are the following:

«I will tell that it is a country of great natural beauty, mountain, different from other countries of Campania for its mountains. The people are more lovable and that they suffered more and suffering still today. They have need to talk of that happened and of fear that it still happens. They have need to get back identity and understand the country to reduce the emigration. I will story of work in the land, in the vegetable garden and of the wonderful people. And more and more» [women, 40-50 years-old, Argentina]

«I will tell that happens to me the more emotional thing of my life and for the first time I recuperated a great family, sons and uncles, far relations, and that natural beauty is not explainable and for “feel” Laviano needs know it. And that I felt more emotion to visit my relation into the cemetery» [men, 40-50 years-old, Argentina]

As last question to close the questionnaire we asked for the possibility to return in Laviano: everybody answered that desire come back in Laviano, also these more younger.

These results we put us to affirm that repopulation of Laviano is still possible. To take consciousness of the emigration’s problem it is the first step toward the realization of actions to reduce the emigration and increase the return of emigrants. It is obvious that to keep the subjects emigrated it is necessary not only rebuilding of territorial identity based on cultural heritage, but it is necessary to build a route of territorial marketing that must build a new image of country that offers many opportunities a whom, after many years of work, want relax in a place in which natural environment must be the best attractor; further, good services for a good quality of life: a country do not survive only new born, but it can live “good in health” also with subjects that have more years old and that probably they do not present the problems of younger generation of population.

3. IMAGES AND FUTURE PROSPECTIVE OF LAVIANO’S YOUNG

The age that we considered it was 16-34 years-old that represents the “life lymph” of every territory, and they constitute the human and social capital of territory that are more important for development then it must be encouraged, accumulated and powered. The representative sample (n. 36 subjects) is 10,5% of all population of this age that really live in Laviano. The sample was selected in at random with stratification by sex and age; this kind of sample distributed equally the men and women (the same proportion of all universe of population) and it guarantee homogeneity between age (16-22, 22-29 and 30-34 years-old).

³ For a more knowledge on the concepi you see [Jodelet 1992]

We will go on analyzing first the socio-personal profile of answerer; about civil status the results are: 28 are unmarried and 8 are married (of these 7 are women); for the level of school attended, 10 cases have intermediate level of school, 24 cases have high school and only 2 cases a degree. There are not different by sex variable.

About the job of answers the category with more answers is student (8 cases), worker (6 cases). For this question we do not try an equal distribution by sex: in fact, for a category of worker there are all men, for a category housewife all women and for category of student there is a prevalence of women (5 on 8) and age 16-21 years-old.

For the second part of questionnaire "images and resources of territory", the two questions regard the free time of young: the first asks them what are the cultural consumption that Laviano offers, the second if they move in the free time. The answers were very clear, we precising that the first question was a multiple answers, the results have divided the answers in two category: library (20 answers) and sport (25 answers); instead, about the movement in the free time all of most the sample (except only 2 cases) has answered to move in the free time.

Women seem more direct to leave the country of origin for the work affirmation (12 cases), they represent the double of these that want no leave the country; men are in the same number for both the answers. Over the category sex that confirms the desire of women for affirmation and identity in the profession [Sabbadini 2004], if we divide these data for high school attended we note that positive answers are of people that have the higher school attended, but the age does not create a different. Always linked to accumulate informazioni about the profession, the question n. 10 asks to young to respond, positively or negatively, respect to start an autonomous profession: 25 cases answered yes, 10 no and 1 case do not respond. Young people are certain of the resources for a development of own territory (Tab. 4).

Tab. 4 – Distribution of answers to question "According to you, what could the resources for a development socio-economic-cultural of Laviano be?"

<i>Resource</i>	<i>Mountain</i>	<i>Tourism</i>	<i>Handicraft</i>	<i>Agriculture</i>	<i>Rearing</i>	<i>Industry</i>
<i>Absolute value</i>	25	18	8	8	6	6

Also for young, as well as the emigrants, the environment and tourism are the categories that have obtained more answers (this question was a multiple responds).

Once acquired the perception of available resources for the territory of Laviano in regard to strategy of development, we wanted to analyze the opinion of young people about the difficulty for the development and the actions to do to reduce o eliminate them.

Tab. 5 – there is a series of statements that regard many difficult for a development of Laviano. Starting from his/her knowledge of country can you indicate the degree to accord or not accord with these statements?

<i>Item</i>	<i>1 Completely disagreement</i>	<i>2 Partial disagreement</i>	<i>3 Not agreed Not disagreement</i>	<i>4 Partial agreed</i>	<i>5 Completely agreed</i>
Absence of a life project	4 (3m-1w)	5 (2m-3w)	9 (5m-4w)	11 (4m-7w)	7 (4m-3w)
Absence of financing	11 (6m-5w)	13 (7m-6w)	3 (3m)	5 (2m-3w)	4 (4w)
Procedures more long for starting activities	6 (3m-3w)	7 (5m-2w)	4 (2m-2w)	8 (4m-4w)	11 (4m-7w)
Absence of integration between institutions	4 (1m-3w)	5 (3m-2w)	4 (4m)	12 (5m-7w)	11 (5m-6w)
Less information about opportunities	4 (2m-2w)	7 (5m-2w)	5 (2m-3w)	10 (4m-6w)	10 (5m-5w)
Absence of cooperation between citizens	1 (1w)	1 (1w)	2 (1m-1w)	10 (6m-4w)	22 (11m-11w)
Entrepreneurial incapacity	10 (5m-5w)	6 (1m-5w)	3 (1m-2w)	11 (8m-3w)	6 (3m-3w)
Absence of sense of embedded to territory	9 (5m-4w)	5 (2m-3w)	2 (1m-1w)	8 (3m-5w)	12 (7m-5w)

In the case of question n. 11 we have preferred utilizing a scale question by 8 items over which express the own degree of agreed/disagreement to verify the presence and perception about several difficulties of the development of Laviano (es. Absence of life project, absence of financing, etc.). The results reinforce the negative aspects: in fact, we registered the agreed about the item “Absence of cooperation between citizens”, “Absence of integration between the institutions of territory”, “Less information about the opportunities” and “Absence of sense of embedded to territory”. The item “Entrepreneurial incapacity” gives a polarized result: the answerers divide us in the same number between agreed and disagreement; while the item “Absence of life project” is the statement that leave more doubts, in fact the answerers prefer the intermediate position (not agreed, not disagreement).

Tab. 6 – What of following action do you consider to reduce the difficult for a development of Laviano?

<i>Actions</i>	<i>Absolute values</i>
Actions of territorial marketing to building of a information network	6
Entrepreneurial education	12
More integration between institutions of territory	10
Actions to favourite the building of routes life	7
Increase of financing	5
Acquiring of memory and identity	4
Procedures more simply to starting activities	11
Promotion of several forms of cooperation	17

The question n. 12 is a form of control of former question and it give us a further confirm of critic aspects that we identified. According to young people, the actions that must be done to reduce the difficult o eliminate the obstacles to development of Laviano are: the “Promotion of forms of cooperation”, the “Entrepreneurial education”, the “Procedures more simply to starting activities” and a “More integration between institutions of territory”.

The last two question are at open answer: to question “Can you express briefly his/her prospective for the future?”, all young people, also anybody work or study, expressed the “necessity” of a stable work and in agreed with high school attended. They affirm that this prospective could realize with starting an completely autonomous activity. All answers divide in two front, a front of pessimist and a front of optimist: in other words, all of most answerers belief that is possible a way to the future still in their country of origin, while a little group of them affirm that it is not possible and only way to the future is that to leave Laviano. The high number of optimistic answers do not seem agree about that the same subjects answered about the question n. 8 (“In the future do you think to leave laviano for his/her affirmation in the work”). This question had many affirmative answers (21 yes, 15 no). to make a form of representation to both position we insert an answer of positive orientation and one of negative orientation:

«my desire is to remain here but I work in other place today, then I would continue in agriculture to go on a few projects that municipality have just stated as wood’s strawberries, or to open a ménage, to bottle and export the typical lavianese products» [man, 22-29 years-old]

«I would like to go away from Laviano to try a work because here the country do not offer anything, if anybody decides to open a shop lost money and time because there are not people, there is not a culture of commerce at the moment. This is the reason for which the people to try an alternative way to leaving this country, leaving the old origin to take a different direction just as more of my co-generation» [man, 16-21 years-old]

The question n. 12 (“According to you what must Laviano offer to new generation to avoid that them emigrate?”) gave us more information about the possible interventions to realize, more of them are on the base of following strategic proposal. This question puts directly the confront between the problem of emigration and the territory of Laviano. For this question the answers seem to offer in a polyphonic way one only voice that delaines as first action to avoid the emigration is the using of local resources to create an economic development. More answers are critical and representative of this position:

«in my opinion, Laviano is a sort of mine still to discover... our mountain, our good air, our agriculture, they are for me the strength points over which to work to “reborn” Laviano. At this point must to entry in the game the Municipality’s Administration, starting a serius project of life because also in Laviano the people “acquired” with facts and not with words... » [man, 16-21 years-old]

«on base of Laviano’s territori we do not think to open a farm, but we use the resources of territory as walnuts, chestnuts, strawberries, eyc. ... to improve the mountain tourism» [woman, 22-29 years-old]

It emerges the consciousness of a possibility to relaunch Laviano's territory that is all pointed to natural resources. This last element for all the period of our research it represented the rouge file of acquired information: the mountain or its products did not lack in the answers or also in the talking with the people to meet in the place and more curious about our presence in that place.

«more work even if the Municipality's Administration, in the last time, puts more financing for this aim; perhaps we are us to have more fear to starting an autonomous activity. Then we are us that must decide» [woman, 16-21 anni]

«certainly the work. Not being infrastructural to offer a dependent work, as farm, commercial centres or other. I think that anybody must create the work, but it is important that the local institutions act on territory to encourage the citizens to enter-prise many actions, without to obstacle their projects and give them an hand both at organizational level and a level financ- ing» [woman, 30-34 years-old]

The absence or a fear to start an autonomous activity it is an other element that strongly neigh upon the choice of singles, there is not the push to self entrepreneurial in spite of the efforts of Municipality's Administration, the fear of "failure" in the our country it is stronger than the fear to emigrate. These aspects are good expressing in two following answers:

«I think that the Laviano's Municipality would to invest on valorising of our territorial resources creating for an example a work system in form of chain: from producing to exportation of typical lavianesi products in the way that to do knowing the our resources also in other place» [man, 22-29 years-old]

«I think that in this country everybody will must be more constructive and less destructive, trying to put of part every forms of envy. According to me a good investment is that to utilize the resources that mountain offers us in a way to valorise more our country» [man, 30-34 years-old]

In their whole the answers expressed from young, actually, do not leave transpire a negative context, they express undoubtedly own uncertain [Bauman 1999], but they assume for their future a position respect to hypothesis to remain in their country of origin (except anybody). Consciousness of strong potency of naturalistic resources of embedded territory, they are not prepared to assume the responsibility to starting an autonomous activity that can guarantee a satisfactory future.

4. THE STRATEGIC AREAS FOR LAVIANO'S DEVELOPMENT

The whole acquired information have done emerge several elements (positive and negative aspects both territory and community of Laviano) on which necessarily need to do incentive, enforcing or reducing their effects on base of cases, to start and implement actions of local development that can represent the good "medicine" to cure the depopulation of territory:

- a scanty use of resources of territory in respect at strong presence of resources linked with eco system⁴;
- a generalized absence of planning to life project;
- a scanty embedded sense;
- an absence of right territorial marketing;
- an absence of spirit to action with a scanty solidarity and an absence of cooperation form that must act with a campaign of Entrepreneurial education.

To Laviano emerges, from interpretation of data and elaborated information, that the environmental and cultural heritage represent for all population of Laviano (young and old people) the point of strength of territory and a great resource still all to explore and valorize.

In the prospective to realize a territorial sustainable development through innovative application of tools of planning, the specific attention must point on the link between projecting and characteristic of territory. The planning and the future projecting and integrated programming [Coalizzo, 2000; Forte, 2001] have the role of: to exalt the potency of territory, to valorize and reinforce the existent reality, to concentrate the attention on potency factors of socio-economic development and on relations of system (structural and burning). This type of planning must be able to act still on situation of practicability's conditions of local development, in specific way in the territories where these conditions are scanty or where the system's relations and structure of social fabric, productive and administrative, seem unstructured. In other words, the planning of sustainable development plan for Laviano must go on to constitution of practicability's conditions to territorial programming and preparing of context elements to promotion of local development process. The programming of local development have not the characters of generality and comprehensive typical of national or regional programming, then, need to do "voice" and "fill" of content the programming at local level expressing the needs and the objectives of community.

⁴ The eco systemic approach to environment has as object of study not only the relation between living organism but also the relations between these and abiotic factors, that does not consider as stable. An eco system is on the one hand living (biocenòsi) and other hand physic (biòtopo). To your knowledge you see [Pellizzoni & Osti, 2003].

More important to programming of development plan for the territory is SWOT analysis on the strategic areas. SWOT defines the terms: Strengths, Weaknesses, Opportunities and Threats; the *strengths* identify *positive* and *negative* aspects *inside* of territory; the *opportunities* identify *positive* and *negative* elements *external* of territory.

4.1. THE DEFINITION OF STRATEGIC AREAS: THE CULTURAL HERITAGE

The strategy of development plan is constituted by whole of choices to make; the strategy must be explicated, assuming in this way the forms of a “declaration of intent” on these choices. To Laviano have been explicated strategic areas traceable to different sectors for which we have shown *the global objectives* that, at same time, are articulated in more *specific objectives* that would be chosen by competent authority. To obtain the specific objectives permits to aiming the global objectives. The specific objectives will be articulate in more actions: these are defined of “second level”, but to aim them it is functional to aiming of global objective d sustainable development.

In the case of present paper we consider only the strategic area of “Artistic and cultural resources” that to link strength to cultural heritage of community, the individuated specific objectives are not sufficient, but they constitute a “basket” of objectives that are right to territorial programming of development. For strategic area we give in light the general impacts that we want obtain and the transformation of prospective frames of area, furthermore, the specific objectives would be link from a relation of functionality and/or complementarity.

Strategic area – Artistic and cultural resources

Strategic analysis

The culture is one of the privileged places of “new economy”, the point of contact between culture and local dimension represents an exclusive opportunity for development. The presence of permanent resources represents a necessary condition, but not sufficient to development: we must add to it the diffusion of organization culture and projecting that, through the structured network, permit an integrated using of cultural and artistic goods. The potentialities together a management more dynamic and active of cultural and artistic heritage must embed on territory through the creation and a permanent consolidation: physic structures, libraries and archives, museums, etc.; techniques and methodologies of actions, projecting and management of services, and organization; factors of base, knowledge of heritage, training of workers.

SWOT Analysis

<i>STRENGTHS</i>	<i>WEAKNESSES</i>
Disposable of two artistic places still to valorize (Longobard castle and chapel) Presence of cultural traditions link to local identity Geographical closeness to archaeological places of international relevance	Absence of workers in the sector Later in the rebuilt of cultural and artistic places Absence of services to user of cultural goods and artistic places Absence of promoting system with unused of ICT
<i>OPPORTUNITIES</i>	<i>THREATS</i>
Positive trend of cultural and artistic, naturalistic and wine-gastronomy local tourism More disponsable of financing resource to invest in the sector	Absence of innovative policies to integrated manage in the sector of cultural goods

These are the resources that produce a cultural and artistic policy to development of new productive activities and of valorising and promoting of territory. To valorize the artistic and cultural heritage means to offer still new opportunities of tuoristic sector: a real involvement of cultural and artistic heritage is to conduct the resources for the culture of hospitality. The key of cultural and artistic tourism is into specificity of offering things; the model of action should make the linkage between different aspects of cultural and artistic heritage in a way to permit projecting of tuoristic route for all year: for this reason should be very important the building of “events” that must attract the curiosity toward the territory.

All that presumes a strong programming capacity: a good model of using of artistic and cultural goods can favourite the achievement of ambitious objectives in the revitalization of area. The cultural and artistic heritage includes in itself the means and the aims of development: it is able, pointing on wealth, to develop economic activities that produce a value added and occupation. To develop cultural and artistic tourism are necessary financing resources, participation and consensus: in this way several tools exist, but the delicate point is the training of operators to plan, project, realize and manage.

Structuring on network permits the integrated using of cultural and artistic goods. This view of territory, that has still of Local Administration, appears always more as only way to go on for contemporary valorizing of singles aspect that compose it rather than the fragmentation that characterize the whole cultural and artistic sector.

Specific Objective – Residence structures

It is well known both to the administrators and citizens that Laviano does not have problems about residence structures: Silence Hotel and Distressing Village are two forms of different residence that can be direct a differential public. The residence structures do not are a relevant problem into the relaunching of territory that is still linked to a naturalistic, cultural and wine-gastronomy tourism that exist in it, but the problem is the management, organization and maintenance of them. In this sense, the Administration would think that the management of them would be assigned to cooperative or other forms of young's associations. Further, as just we underlined in the specific objective should be rethought.

Specific Objective – Enhancement of sites and events

The cultural and artistic enhancement defines new opportunities in the sector of tourism.

The specific objective that here we must highlight is the necessity to reinforce, extend and qualify the actions to safeguard the cultural and artistic heritage also favouring actions with private capital, in order to enhance sites. Another considerable for aspect relaunch of Laviano's Territory is enhancing of "great events" that alone they can guarantee the presence of thousand of people, as it happened for more little countries in Sardegna. For a real enhancing of this territory that must be viewed in a comprehensive logic, furthermore, one of more efficient and diffusion experiences remains that of itineraries, in other words, the organization of dynamic using of homogeneous area on the point of cultural view: the frame is composed from aspects of environment, while the cultural and artistic sites constitute the moments of break and reflection. The greater effort of Administration must go on only in this direction after it has solved the problems of management of residence structures, but must still can provide the possibility of using the room of Castle that were rebuilt like a structure inside which can realize a semester of residential training (it is possible toward accords with University of Salerno) or a museum.

Specific Objective – Territorial marketing

For the improvement of attractive condition of territory the marketing is more relevant. It is like a whole of techniques, procedures and tools that permit to realize own market aims.

The territorial marketing is a process of planning and realising of action to think, promote and distribute ideas, goods and services to create exchange to satisfy individual and organizational objectives [Caroli, 1999]: in this conception the communication has a relevant role, but the territorial animation is the first phase of marketing. The territorial animation must to inform the whole community and it must evolve its in respect of all that they are doing for the development, promotion and relaunching of territory to increase the active participation, but most of all to create sharing objective and ideas, without these we do not realize in concrete any type of actions.

The realizing of a marketing system should go on both to solve some problems linked to communication (for example the new media are more important to solve some problems), and to implement the information network that tends to promoting the country and its development. In the territorial marketing are included all of actions that are oriented to develop the attractive degree of territory valorizing the particularities of this last both the internal user and external users.

In the definition of marketing strategy it is priority the concept of "vocation" of territory: the "vocation" is the result of a mix between tangible and not tangible characteristics of territory. It represents the natural predisposition to attract a certain type of demand and to satisfy the prospective about it in a efficient way. The implementation of territorial marketing system must be characterized from capacity to make exalt the territorial characteristics promoting them and making them attractive for public.

5. CONCLUSION

The policies of local development cannot live apart interaction between the different actors involved in the development process. This axiom implies the necessity to cooperate at local level, operation that often implies a cultural "jump" and a modification of collective behaviours: increasing of capacity to dialogue between the actors of same context and a limitation of micro-conflict. Then, on the one hand, we can affirm that *manager classes must be ready to face future challenges toward new organizational asset* and, in this sense, the collaboration is the priority tool to determine the efficient starting of development process. On the other hand, the stratification of cultural, operative, rules and

laws news that has involved the public administrations it is so great that there are not other solutions over that to put at centre of decision making two key elements: *innovation* and *experimentation* [Mangone, 2005]. This way will conduct us to define important procedures for an example: rationalization of internal and external resource of Laviano's Municipality; improvement of specific capacities; development of convergences to common aim; synergy between reciprocal and complementary processes.

The way that Laviano's Municipality has want to start with the research about the emigrants, it is only at beginning. The "strategic areas" with them content they represent the first step, for this it is necessary the contribution of all subjects because it is important not only the participation but still the consciousness of complexity of integration between local administration, subjects and territories.

At this integration process must contribute all components of society, then it is in two dimension: on the one hand the micro dimension, and on the other hand macro dimension; anybody are excluded from process, more are the parts involved, higher it is the capacity to planning a development for cultural heritage of territory. This strategy for local development must be oriented to embed territorial sense through the increasing and reinforcing of social consensus and equilibrium. But to obtain it, more of most social groups that are different stakeholders, must identify and identify themselves sharing of fundamental values and aspects of society to favourite the civil life, participation and a growth of social capital that is a fundamental resource for territory.

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