Tourism has become the world’s biggest and fastest growing industry. Tourism is also the world’s number one employer and export earner. The global annual revenue for tourism is now around $ 500 billion, making tourism the world’s number one export earner. Globally, over 207 million jobs were directly or indirectly employed in tourism in 2001. Globally the tourism industry is now growing consistently at an average 4.6% per year. International tourist arrivals increased from 25 million in 1950 to almost 700 million in 2003 and are predicted to grow to 1.6 billion by 2020. Mare Nostrum Datascap, 2nd International Architecture Biennale, Rotterdam, 2005

These figures demonstrate that tourism is a big industry. Instead, in order to understand the impressive effects on territories it is enough to look at the Mediterranean coasts. As a matter of fact tourism is a spatial “hyper-phenomenon” that, in different forms on different scales, is deeply morphing urban and territorial structure and development. This phenomenon is introducing new logics of using, enjoying and living places, or rather it just proposes new ways of life and different points of view. Therefore it is plain that the local administrations’ role in managing and steering tourist settlement logics is decisive. In the past tourist spaces were polarized spaces, that is concentrated in areas that have very well defined physical, environmental and climatic features (sea, mountain, islands, etc.) instead nowadays tourist spaces are widespread and pervasive; the tourist phenomenon involves wider and wider territories, entire regions and places that are not traditionally considered as tourist destinations. These tourist regions are more and more often on paper created, they are the result of political decision. Playing on the identities and the peculiarities, that can be real or supposed, the local administrations intend connoting their own territories so that they can become attractive for tourist use and competitive with traditional destinations that mainly found their tourist supply on environmental elements, that it tourist goods in an objective sense. In this issue we intend to define a possible new tourist-recreational map of Europe as from some representative pieces; we intend to put a sort of huge puzzle together, a "tourist map" that is able to convey the shift from a polarized tourist space to an undifferentiated tourist space. We aim to draw a sort of “tourist map” because these "are key devices in order to fix a critical study of the relationship among space, identity and representation (…) they are between tourist spaces and identities and reproduce the knowledge of world" (Josquin Casariego, 2005). The issue is composed of five sections built once again by drawing the traditional spatial systematisation of tourist areas on. Although we intend through the proposed essays to refute the vision of tourism as a phenomenon mainly connected to "physical" geographies of places, in favour of a vision that acknowledges the possibility to define "political" geographies of tourism through strategic territorial choices. The sections that will constitute the "pieces" of the European "tourist map" are: 1. CITIES, where the new emerging model for tourist development is based on the maximum sprawl of micro tourist structures inside the existing urban and landscape heritage context; 2. EXTRA-URBAN TERRITORIES, "slow territories" that are becoming the prevailing destinations for tourists that look for typicalness, uniqueness and authenticity; 3. MOUNTAINS where tourist development has to come to terms with protection and sustainability more than elsewhere; 4. COASTS that represent the more advanced model of tourist development already in a downward phase, so they are areas that need to reinvent their own tourist identity; 5. ISLANDS where the introduction of tourism has represented and still represents the shift from the "treasure island" model to the "pleasure island" one at the risk of local identities.

Gaetano De Napoli Alice Perugini Giovanna Salgarello Stefania Stancica
Tourism. Geography of a new tourist identity

Gaetano De Napoli
Stefania Staniscia

Tourism is the practice and the action carried out by people who travel and visit places for leisure, knowledge and education; and tourists is a person who changes his own residence in order to move to another place and to stay there for more than 24 hours and less than one year, for reasons that are different from the practice of a remunerated activity. The word “tourism” can also means the industrial and business sector that attends to the tangible services supply, such as transport, hospitality and other correlated services. Therefore the main features of tourist phenomenon stay outside the everyday life and the work place and change their location. As it is possible to infer from the etymology of the word, tour – journey – trip, the idea of tourism has always been strictly linked to the experience of travelling. Marc Boyer dates the history of traveling experience back to the mythical date of 4924 B.C., he asserts that Montaigne is “the first tourist”, referring to Montaigne’s trip to Italy at the end of the 16th century. Sainte-Beuve writes: “When Montaigne travelled he was intent on seeing, observing everything. (...) At the beginning of the new century, we witness clear signs of the end of an industrial and business sector, only during the 20th century tourism became a mass phenomenon. Journey reports written by Strabone (ancient times), Marco Polo (13th century), Arthur Young (18th century) or, more recently, Henri de Monfreid, codified the discovery of spaces and different civilizations, but are the lots of brochures, maps, advertisements as well as the summer concentration on beaches that symbolize the size of the tourism phenomenon as a fact of society”. Tourism, at this point, inevitably becomes a spatial, geographical fact; it is already a custom or action of individual users, it becomes a way of using space and entire territories, it becomes the driving force of landscape transformation. Once a landscape has become a tourist one “it is not just visited: it is organized (remodelled, restructured) and also consumed”. Through “tourism lenses” a territory assumes different characteristics and its always subjective and never univocal description undergoes a mode of conceptual redefinition that is different from the usual reference geography. As mass tourism exploded, this phenomenon began to assume relevant territorial forms in the first resort in geomorphologically precise and distinct areas (coasts, mountains, urban and extra-urban areas, countryside, islands, etc). Therefore we are talking about the geographical environment, the environment of physical geography that constituted the perfect reference background for tourist phenomenon that in its initial growing phase was just feeding on the natural element. Until a few years ago the tourist flow was deterministically linked with the morphological features of precise geographic areas and individual places – a proof of this is the fact that in the classifications done by tourism geographers, such as Lozato-Girtart, the determinant importance of geographic and natural factors in tourist location was highlighted, in fact, the following were mentioned: heliotropism and balneotherapy – the sea, the flow towards “white gold” – the mountains, the “golden” island flow – the islands, the urban tourist flow – the cities of art. Or rather tourism geographers did a systematization of tourist places in a very well defined spatial categories, space was considered as a “pretext”. By that time the tourist phenomenon had a spatial impact that went beyond the impact of industrial and commercial activities and, unlike the latter, it is pervasive, less constrained and more fluid, leaving, therefore, no space uncontaminated” (A. Galvani). As a matter of fact, tourism has set out for some time now to become the main industry of our century and it is the phenomenon which, more than any other, has changed the aspect of cities and places as part of a set of unconscious transformations of territories, not only because there has been a disappearance of professional carelessness shown towards this topic, but also because, there has consequently been a lack of instruments to control the phenomenon. Almost half a century after the first tourist boom, the territorial forms that had characterized this initial stage of development changed. Therefore, tourism developed at first as a Fordist mass phenomenon linked with concentrated and prolonged holiday periods always in the same places that were geographically well characterized, “centered on a rigidly hierarchic logic of chains of hotels and of other big players of tourism, almost like the logic of an assembly line”. At the beginning of the new century, we witness instead the overcoming of this model in favour of a type of tourism according to a “horizontal networks” systems which propose an integrated tourist offer and the welcoming of a constant flow of tourists all year round. In fact, we witness clear signs of the end of the propulsive force of a tourism linked with a single activity (bathing, skiing, cultural tourism, green tourism, etc.) in a single tourist resort. Tourism was born as an elitist phenomenon, exclusively seasonal and pre-dominantly concentrated in a small number of resorts, it has become by now something more than a mass phenomenon by characterizing and not more than one aspect of everyday life, and by concerning entire territories, thus not only limited geographic areas. Furthermore, the idea of tourism seems to have shifted from the idea of a trip geographically determined, towards a wider ambition that regards the perception and the knowledge of places. The idea of tourism has redefined itself as an activity linked with any “journey” that does not belong to the usual everyday patterns: a journey considered as a sociological, cultural and motivational movement rather than just a physical one. The same tourism practice has become different: the idea of “new tourism” has joined the usual one, becoming more and more important. This new concept was determined by the appearance of “new tourists”, who are the first innovators of it, and by their different interests, motivations and attitudes. Then a widespread availability, to move, together with the success achieved by the low cost flights formula and the extension of the free time are accomplices in re-defining the periods for holidays. In fact, they are not structured only as protracted during the time and concentrated during the year as the usual tourist formula provides for. It is possible to share holidays out into daily trips or week-end. This trend could be defined “here today, gone tomorrow” tourism, and the journey could not be only a few hours flight towards exotic beaches or artistic cities, but also a short car ride, that is different from the traditional outside town trip. The new tourist demand is complex and it requires an offer continually more varied, kept up with the trends and competitive. Therefore the new tourist and territorial strategies are oriented towards the definition of territorial areas that are integrated and complementarily structured in their offer of a holiday package, but that lend themselves to different and innovative tourist uses of the territory.
Nevertheless many others territories not tourist by nature want to take part in the new economy of tourism so they create an ex-novo tourist supply. Every single territory tends to represent itself in a new way describing geographies of tourism that steer travellers towards destinations that once were unimaginable. In this sense this new geography is a “political” more than a “physical” one, the tourist system becomes a political, strategic mental one that produces new territorial identities, often transversal with respect to traditional territorial ideas (beyond the towns, provinces, and regions, etc.).

This issue constitutes the attempt to build a puzzle of Europe that is able to record, on different scales, the shift from “physical” geography to the “political” geography of tourism, atlas which new geographies aim at restoring “logical correspondences between spatial stuffs, the words that we use to name them and the mental images that we project onto them”, essentially “esoteric” atlas, resulting from a multiplicity of viewpoints of the territory and the simultaneous presence of numerous codes that measure and describe the physical space in different ways. Through the “tourist’s glasses” the code changes: what is real becomes an image of itself conveying implicit and unusual meanings that put on a par even territories which are distant but similar in their “tourist morphology”. Distant but similar places, characterised by a common behaviour code, become “recurring landscapes: places where experience comes before geography”. Therefore, the “mental maps” of tourists change: they tend not to distinguish provinces, or regions but they follow multiple routes based on the type of experience which is transversal to administrative boundaries.

This definition of territorial areas has essentially a political nature. The reference geography is a “political” one based on physical elements, resources and cultural features that are revised according to a different order of values; an example of what we are talking about is the constitution of local tourist system, tourist associations and territorial pacts.

In this hypothesis of tourist regions creation will specialise areas disappear, be metabolised by the territory? Maybe not, but they will undoubtedly undergo a change: these areas will become poles of the system, tourist associations, parks, wine roads, milk roads, agricultural parks, natural reserves, territories in which tourists could rediscover Arcadia and nostalgia, and thousands of ways of colonisation with quasi-tourist seasonal or weekend activities, etc. as well as the life time is becoming tourist and tourism is becoming a primary activity as work is. Therefore territory and tourism become fundamental conceptual categories with which to begin development and transformation strategies that go beyond the usual administrative and geographic boundaries; they also release themselves from the usual relations of proximity, in order to structure in network places that are also distant from one another; they are places in which the single specific features, potentiality, and identity, that are gathered in a holiday package, assume a foundational role and become “sockets” for local development actions. Thus this mode involves the places used by tourists orienting their perception in a different way, but above all the forces that bring about a physical and economical change because even the tourist space can no longer simply be referred to as a place of great natural, artistic, or historical attraction, but, in general it refers to an offer that a territory makes: “a destination area is sold and not the single service”. In this way the very “territory and its traces” become “the bigger monument of a country. A dynamic monument”.

Changing the point of view, observing the tourist phenomenon on an European scale, it is possible to recognize clearly the effects of the tourist spaces polarization. Inside the macro specialized areas (the coasts of the Mediterranean, the Alps, etc.) the tourist regions only constitute some systemic “widenings”, they constitute a complementary supply that increase the appeal of territories that already have a natural tourist “vocation”.

1 Marc Boyer, Il turismo dal Grand Tour ai viaggi organizzati, Universals Electa-Gallimard, 1997
3 Luzato-Gottart, op. cit.
4 Luzato-Gottart, op. cit.
5 Nicolò Costa, I professionisti dello sviluppo turistico locale, Hoepli, Milano 2005
6 Nicolò Costa, op. cit.
7 Franco Purini, Un nuovo petto, in Mosè Ricci (edited by), Figure della trasformazione, Edizioni d’Architettura 1996
8 Stefano Boeri, Atlanti eclettici, in Mosè Ricci (edited by), Figure della trasformazione,
From a broken line to a straight line that eliminates stops and intermediate times, and is now a direct route from the outpost of travel agencies to places which must not diverge too far from the contents of packages evaluated in the smallest details and bought with an eye for prices and services more than for the quality and characteristics of places new considered to be interchangeable. In the space of just a few years this mechanism has had a drastic influence on the cost of the tourism experience. The French dictionary tells how the mercantile aim of the culture, the territoriality or from the exoticism of others.

Tourism as a revolutionary system
To understand the narrow and recurring transformation of tourism, which has already gone through whole systems of travel that are today understood as gregarious in nature, we need to look for the most individual kind of holiday make this option much more difficult and exclusive. This applies especially to places that are distant and difficult to reach, where services for tourists are increasingly moulded to suit the requirements of mass tourism. In light of this, and the gradual transformation of tourism into the largest global industry, it is no surprise that the areas which attract mass tourism undergo drastic changes both in the way they are presented and the social aspects of the prevalent activities. Alpine environments, desert environments, places of culture and exotic locations are presented via increasingly monotonous constellations that obscure other particularities, apart from a few basic combinations: sea and history, culture and countryside, desert and folklore, safari and sport, etc. To the extent that they are able to summarize in a few models the complexity of entire continents and end up influencing the places visited by tourists. In fact, this mechanism means that too much is made of the most popular features not only in advertising but also in reality, giving rise to blatant falsifications: postcard images as a reference, Venice will be more and more like Venice, the Greek Islands more and more like the Greek Islands, Tuscany or Andalusia increasingly similar to their caricatures and so on. A sort of temporal and environmental freezing occurs reducing these places to a sort of theme park that leads to the boundless multiplication of architecture, whether this be pseudo-traditional or futuristic, destined to receive countless vacationers. It is also the case that the image of what the tourist expects to find. I am not interested in discussing here the origins of tourist images – are related to the influence of mass tourism. From educational voyages, to colonialism, to holidays, there are many themes that converge in the modern-day concept of tourism. Some of these constitute a sort of direct genealogy linked to the use of free time, others – less evident but today much more influential – are related to the diffusion of cinema, television and magazines and of the models of life that they publicise. Instead, I will highlight two aspects: the first regarding the new complexity that tourist destinations assume despite the attempts at simplification which they are subjected to; the second is the way in which places deformed by the overlaying of external models on their original nature become, in turn, a model for experiences extraneous to tourism. The first question concerns, in substance, the impossibility of total control. If infrastructures, vernacular characteristics, etc., tend to suppress complexity laid also by a certain type of contemporary architecture which has itself become an object of tourism and renders the tourist increasingly indifferent to the place in which the building is located, there are, nonetheless, in the winding streets of seaside towns, on the margins of the tourist enclaves, in the streets of the cities of art, phenomena that take shape that testify to the vitality that resists the spread of uniform models. Contaminations between different worlds, interweaving between residual aspects and emerging transformations give rise to discrepancies of scale and of situations like those widely presented by Athens, Istanbul and Naples which, as I will argue, are today becoming the Mediterranean character that has not been totally suppressed by a certain type of tourism. A resistance that traces the map of geographical models that cannot be superimposed on that route of continuous vague ways of tourists and makes possible, to those who are able to perceive it, experiences parallel to those of the all-inclusive tours. Geographies that draw territories in which time has not yet imposed artificial manipulations and in which vitalities, possible models, and new qualities can be discovered and understood. The second question refers to the spreading extension of the tourist models in areas of permanent residence: cities, suburbs, countryside, where it is the daily way of life that is conceived, even within the family home and in workplaces or public areas, as an extension of the model of life offered by villages and exotic locations. Beaches in the city, clubs, tropical gardens, areas for barbecues or for relaxation, define the places of a sort of short-range tourism which is, in turn, responsible for interesting geographical and typological mutations of the places in which we usually live. Like a game of cross references, territorial uses and models entwine and nothing is any longer, only, what it seems.

All this has an influence not only on the way in which we inhabit places but also on what allows us to recognize such places. Invasive and exasperated models lead to the obscuring of real complexities but also to the level of the collective imagination linked to cities or territories. Once more, one could join Victor Hugo in saying, ceci n’est pas une ile—this is not an island.

Hasta La Victoria Sempre

To understand the narrow and recurring transformation that maintains the tourism, and the architecture, it is important above all to expose the long idiomatic inheritance of the first term, choosing it, to free it from a single consumerist or mercantile aim of the culture, the territory or from the exoticism of others. The French dictionary tells how the world “tourisme” got back within the French language in the 19th century, after a long trip in the British territory. Recuperating its lost “e”, the English word “tourism” or “tourist” became then “tourism” and “touriste.”

Tourism as a revolutionary system
Vincent Saliou

Europe in a wide illustrative original buckle of its sense of one “volte face” of the 11th century, or still of a “brief movement with return in the point of departure” of the 13th century. Add to them the “GTM”, the suffix indicating in French a system, a doctrine or a profession, as the newspaper gives journalism, socialism or still feminine nine feminism, allows us then to approach the general idea of the tourism as Revolutionary system. Rise in the top of a tower, to make a tour of the horizon.

En haut de tour pour faire un tour d’horizon

Although of different etymologies, “le tour” and “la tour” (What means par volta face on the other hand), and because it produces a centripetal effect (Centripetal Effect). The architectural dimension of the tour is revolutionary system, powerfully and effectively assumed by the tower as building, thus amounts in three characteristics.

> Settle a relationship in the cosmos by resistance in the gravity

> Measure and address the horizon (Centripetal Effect)

> Produce the unity by settling the centrality (Centripetal Effect)

This trilogy with metaphysical effects, capable of settling the architecture as the tools of discussion in our relationship to the world, schematises easily, and the crossed lines perpendicularly which result from first two points, producing by their intersection the third, resound with a light of which the clarity is capable of embracing 70,000 years of modernity. It is indeed striking to notice the recurrence with which the architecture and the art revives the subject of the tourism, in a collection ceaselessly repeated by stake in hard anarchy, in the environment settled, between earth ground and cosmos. A raised megalith; the organisation of Stonehenge, buildings with acoustics, the repetition of cubes, the hill of Nelleschi, Palladio, Kahn, Le Corbusier, the cubism… constitute so many examples of this tourist process, including the turning of arguments of a revolutionary system.

We also find there a clear formulation in the 13th century by Djalal Al Din Rumi’s poet Soufí: founder of the brotherhood of the whirling defines the serenade of which whirl wing and coded, that must allow “to reach the awakening of the soul” and in the “communion with the universe”, aim at the ground of a hand, at the sky of the other one while the edge of dresses, until the undulations, draw the horizon.
Interview with Marc Augé
Director of the Ecole des Hautes Etudes, Paris
by Alice Perugini
Rimini, 31.05.2004

The professor Marc Augé released this interview after his lecture held in Rimini about “Places and not places, tourism and identity relations”.

The Faculty of Economy of Rimini (University of Bologna), with the sponsorship of Anc (National Consulta of Tourism) and the collaboration of the Rimini Tourism Councilshippership, Unita - rim Spa, the Apt Emilia Romagna and Rimini Spa Fair, of the University of Bologna, Scientific Didactic-Pole of Rimini, has organized from April, 30th to May,31st 2004, a round of tourism sociology lectures about “The syndrome of True. Searching the Genius Loci. Reflections about the identity of the tourist destinations”.

Alice Perugini. The first question is connected to the main topic of this lecture: the town of True. Why is the tourist himself aimed at looking for true, a town so unchanged and uniform?

Marc Augé. Nowadays there are many towns of “true”. Whether we are paying a visit in a foreign town the most familiar places will be the airport and the mall, and although they are basically anonymous we can feel at ease there and find our direction. It’s my opinion that many tourists believe more important to spend their leisure time in tourist resorts where they can keep on living their home habits, than elsewhere coping with unknown situations. Almost obviously the tourist-resorts’ managers will meet very well their hosts’ requirement: nice bungalows, all equal and near to each other, where people can easily mingle and socialize with the neighbours. Even though this “syndrome” doesn’t addict any tourist, nevertheless it happens and therefore the tourist-resorts are consequently structured.

A.P. As for the territories and the way they are discovered and being lived, nowadays, is the tourism more a deformation of the XVIII century Grand Tour than an evolution of the XV century colonizations? Does the 21st century tourist look like Marco Polo or like Columbus?

M.A. Unfortunately, I think that for a part of the tourism we are still close to a “Columbus-style”. Not for a “will of colonization”, but for ignorance. Every time I see the tourists in Africa or Latin America I am hit by their will to see nothing else but “the façade”. On the other hand everything is conceived in order to get that goal, from the urban shopping areas to the tourist guides. A large part of tourists is living out of any knowledge about what could be beyond the façade: it’s a matter of looking at something without seeing it. Another phenomenon is proceeding by side with the former one, a phenomenon that we could define “setting up the fiction of the world”. The world is arranging a set for a move, a world worth to be seen, taken by pictures, by move-makings, and finally, to be watched in the cinema. That’s an action in progress. Every night the most distinguished locations, as well as the most famous monuments in the town, are arranged with lights as they were a set for a move, in order to comply with the wishes of the visitors. More and more, we are beholders of a proposal, basically a performance, that is expected to see: images. Same travel agencies managers are bringing up for consideration the idea to show up to their customers a sort of “preview” of the most interesting locations or resorts (that they are going to visit), something that would be reproduced three-dimensionally on the virtual environment of Internet. The number of entertainments, the vacations clubs, the recreation parks and the residences inside the Central Parks, the networks of hotels, the trade centers, even the private towns in America or the residential areas – always under control by the Security – rise in the third world towns, all these realities are making up what I define “imm imminent bubbles”. These “imminent bubbles” are “the fictional” equivalent of the cosmology. Unlike the big modern cities, that are setting up close worlds, characterized by plastic, architectural, musical and textual references. These worlds make us been able to find out the direction within them. That’s why they are more concert and comprehensive references than the ones of the ancient cosmologies. Anyway the fact of the matter is: yes, maybe the tourist “arms to colonize”, and because of that he is more “a Columbus”, but it’s a matter of passive colonization.

A.P. We are now in Rimini, the tourist barycentre of the Adriatic Riviera, a city-territory that you defined “filiamentous”, that always repeats itself from Jesolo to Otranto. What is the role of the urbanist-architect in searching for a local identity to be redefined within the present environment so spread out and thick, a redefinition which would keep the network of relations as the real clue of this territory? M.A. I think that as for this kind of territory – so continuous and often thick – it is important to work “on the elements themselves”, and not in the few residual interstices spaces (already working well): it is necessary to work on the social space, we don’t have other choice. However, we often have a surprise from this point of view, for example Mexico City, a huge town, with 20 million of inhabitants. An outlook of the town releases an inhuman prospect, but from a near least, we notice that Mexico City is composed by several boroughs gathered side by side, where mingling and socializing is always consistent with the way of living of the dwellers: the boroughs look like a serial of villages kept together by a chain. Of course, we feel a sort of scare because of these urban filaments, this “generalized” urbanization – nowadays even the countryside is somehow urbanized. Anyway we cannot help but accepting this reality as a not reversible fact. Within the frame of this complex painting we have to build up the society. It’s a challenge that can be accomplished by means of the architecture and in its turn the architecture need to interact with the sociology, the anthropologic, with politics, with economics.

A.P. Simplifying the phenomenon, you could characterize two typologies of the cosmology, especially as for the beach tourism. The first is the “help yourself tourism”, where the tourist spreads through the town-territory, arranging for himself, by different ways , the accommodation and the facilities of the town. I mean hotels, apartments & B&B, bar and restaurants, the entertainment clubs, etc. The other typology, is a “Med Club-style” tourism, where the activities are all included within the resort-enclave. Do you think that in the future one of the two typologies of tourism will overcome the other one?

M.A. Actually we have these two tendencies, but there are also many “nuances”. In France – but generally in all Europe – we have a back to the country-side. The European upper-middle class follows the fashion to buy country-houses in order to spend the vacations in their “own house”: the new enclave is the enclave “de chez soi”, to stay always in own home even being outside, in vacation, elsewhere. I believe that the tourism will change deeply, but the changes will attain different typologies, in particular the vacations are taking more frequent and meanwhile shorter and shorter. In France, the 35 “working hours a week” law has increased this phenomenon. People take only 4-5 days of vacation at a time. No doubt: this change would modify the way to do vacation: people picking this kind of vacations doesn’t attend a resort as a Med Club. Likely the “enclave tourism” will bear a stop over its development. We can imagine that there will be other ways to be related to “the time”, and that will carry on modifications to “the space”.

A.P. Coming back to the debate about “European Identity” opened in Venice, during your lecture that opened the round of meetings of the “Villard D’Hamecourt PhD”, a lesson followed by the Pedrag Matvejevic lecture about “the Mediterranean identity”. As for countries like Italy and Greece or particular, but also France, Spain, is a “Europe identity” or a “Mediterranean identity” prevailing on?

M.A. I believe that a really strong Mediterranean reality exists, a particular and cultural reality, that sometimes is stronger and more “identity” than the political one. I am not sure about the Europe evolution from the political point of view, but I am sure that a Mediterranean particularity will ever exists, it’s matter a born on a social back-ground, from the relationships among different peoples. In this sense, I believe that “the Mediterranean” matrix has deep roots in the general culture because it comes out straight from the peoples, on the contrary the political definitions always have more abstract meanings.

A.P. about this argument – what is the back-ground of the European Identity?

What about the enlargement eastward of the European Union and the controv- ersies raised from the accession of Turkey to the E.U.?

M.A. Maybe the matter concerning the general equilibrium north/south and east/west will always be an unsolved problem. Turkey is a particular case, that generates global effects. I think that, because of the enlargement eastward of the Europe, a sort of Italian-Greek-Spanish-French solidarity could come out. Anyway the “Diversity” remains the basic condition of the “identity”. A.P. in the passage from the fordism to the post-fordism, the “way to do tourism” has changed. We switch from a generic tourism to a sartorial one, a fact that changed the look of the cities, ad hoc patterned in order to meet the requirements of a specific target: the entertainment-city – for the young people – the city for the families, the city for the elderly... the city for the rich foreigners... Are we going towards a deeply sectoralized tourism? Or do you believe that the cities will return to offer an “hybrid tourist product”?

M.A. I think it will be a “melange”. No question about the availability on the market of the tourist destinations that will increase more and more and – as I mentioned above – the vacations will be shorter than now, involving a different style of “staying”.

The general trend is going towards a diversified tourism more than towards a specialist and sectoralized one. There will be a sort of “melange” because the tourism-activity is going to be an extension of the activities of the “tourism of mass”, assuiming the definition of “factory of homogeneity and standardization”, a definition fit for the tourism of the industrial and fordist development of the society...

Nowadays what makes the difference is the quality of the relations between the “service provider” and the “custom- er” as well as the continuous exchange of information, knowledges... the skills to humanize and individualize the relations... and consequently to diversify and personalize the services.

A.P. What is the role of the architect in the acton of giving a new meaning to the tourist space, a space often overlapped with the contemporary space, that you define “not places”? M.A. There are different aspects of the “new meaning” you mentioned. I think that the “not-place”, like the urbanization, is irreversible. The architecture can play an important role in this process, but not by itself. I really believe that only the inter-disciplinarity can act on the city. Of course the architecture has already an advanced role, as well as to be dropped over the existence of a society-humanity having the same style and the same traces even in far and different continents.

The architecture can play an important role as far as re-styling and improving some problematic boroughs is concerned, but, above all, on finding again an “impulse” towards the aesthetic matters, matters aimed to give again beauty to the towns. The beauty of the “not-places” is a specific beauty, and therefore we have to construct it taking into account its specificity.

The time of “need of Aesthetics” is coming back.
Tourism in European cities is facing a significant transformation. The growth of tourism flows in European cities, due to many different cultural, social, and economic reasons, has led to a critical situation due to the mass consumption and to the tourism power. It's the birth of the "tourist park", the city of the Americans, which opens itself to the mass consumption and to the tourism power. Everything is paid: the holy and the profane are mixed together into an amoral orgy of meta-representations of the city itself. Thought as a sequence of scenes, Fellini films "archetypes" more than histories.

The Anita Ekberg icon, that bathes on the fountain of the water, today attracts much more tourists than the fountain itself as monument. And the invasion of the American culture represents the invasion of a consumer system where the cities and the landscapes lose their historical-cultural value to acquire a new value, totally based on the media representation.

As said in the editorial, mentioning Stefano Boeri, the tourism has redefined "an atlas where the new geography aims at restablishing logic inconsistencies between things of the space, the words that we use to nomi-

nate them and the mental images that we project on". But how is it possible to redefine this atlas? This short text is a commentary on 4 couples of images that correspond to 4 moments of the city of Rome, all crucial for the pro-

cess of the city's alteration. And Rome is then the ideal scenery to speak about the problems of the fundamental choi-

ces of the humanity.

We can define the tourism as a consumer phenomenon. "Tourism and contemporary architecture" by Stefano Boeri, the tourism has redefined "an atlas where the new geography aims at restablishing logic inconsistencies between things of the space, the words that we use to nominate them and the mental images that we project on". But how is it possible to redefine this atlas? This short text is a commentary on 4 couples of images that correspond to 4 moments of the city of Rome, all crucial for the process of the city's alteration. And Rome is then the ideal scenery to speak about the problems of the fundamental choices of the humanity.

"La dolce vita, or the mass tourism"
The movie of Federico Fellini "la dolce vita" is a moment for the process of building-up the "exportable image" of Rome. "La dolce vita" represents an incredible vehicle to feed the myth of the capital. It's born "the tourist park", the city of the Americans, which opens itself to the mass consumption and to the tourism power. Everything is paid: the holy and the profane are mixed together into an amoral orgy of meta-representations of the city itself. Thought as a sequence of scenes, Fellini films "archetypes" more than histories.

The Anita Ekberg icon, that bathes on the fountain of the water, today attracts much more tourists than the fountain itself as monument. And the invasion of the American culture represents the invasion of a consumer system where the cities and the landscapes lose their historical-cultural value to acquire a new value, totally based on the media representation.

"Tourism and contemporary architecture, marriage of convenience" (The European city as a background for mass tourism in the last two decades)To rub our minds and polish them by contact with others. Travelling through the world produces a marvellous clarity in the judgment of men (...) This great mirror where we can see ourselves in order to know ourselves (...) Montaigne.

Could we think that there's still a part of this almost romantic spirit remaining in today's mass tourism? The last evolu-

tions of the phenomenon show a clear and unambiguous fascination with the past. And this fascination was almost exclusively associated with "pleasure", nowadays "culture" is the fashion word linked to an increasingly important part of mass tourism in Europe. A cultural mass tourism that aims mainly at the city as arising for a force of becoming the current European...
Iuav:39

The symbolic power of the wall can be read in the crowds of tourists that move towards Ostbahnhof “to touch with their hands” the iconic “wall of shame”, as testified on what remains of it. In all the rest of the two lines of town stories on the former route of the border marking roads, squa-

tions of aMitteleuropianarchitectonicgesture from the senate in order to save the memory of an important parenthesis of Berlin history.

urban model. Tourism in today’s Europe deals with the consolidation of a col-

lective imaginary regarding the city, and therefore, the creation of an urban model itself.

Contemporary Architecture has proved its potential to become an effective appeal in this context – a phenomenon that in Spain was launched by the so-called “Guggenheim effect”. A model for such tendency can be found in early-90's, Barcelona, which was then exhibited as a centre for avant-garde and design by the acquisi-
tion of notorious samples of interna-
tional Architecture, while covering its most quaint and underground face. This increasingly permeating trend finds a recent example in the Museo del Flamenco in Jerez de la Frontera – a winner design by Swiss architects Herzog & de Meuron for the corre-
sponding international competition.

The search for representation through new convention centre in Cordoba, ref-
ering to Rem Koolhaas’s design for a new convention centre in Cordoba, from “lonely planet”. The tourist gets the product of a mark-
eting plan: “links” various architectonic episodes. The guides and the speciali-
ised magazines are currently giving to Potsdamer Platz, Hackescher Markt or to Friedrichstrasse the role to design the cityscapes of Berlin: these are the places that receive every day million of tourists. Only 20 years ago they were the desolate places that the spi-

test on the “border system” limited from two high walls in corten. The tourists arrive here and without rea-

The symbolic and emotional power of the wall has been interpreted in diffe-

ent ways from architects who have worked on it, sometimes cancelling the traces but however not forgetting to keep some in order to let who looks for the wall to find it.

Recently Peter Eisenman, the architect who realized the monument to the holocaust on the former border, has very much interpreted and worked on the concept and the value of empti-

ess on the no man’s land. He planned the memorial as a large empty site in which the topology is designed from the steles in concrete. The museum, belongs to the earth. Despite the meaning, this plus stimu-
lates a singular magnetism on many visitors and offers itself to them the de-
sacration. This large empty space behind the brandenburger tor, has become the place of entertainment, rest, and intimacy, place for the pause of the tired tourist on the way. 

Simoon Stortore

Fast trips and low budget move million tourists toward European capitals. What remains in their memories is a puzzle of city’s frames quickly captu-
red following the routes suggested from “lonely planet”. The tourists get what the city wants to sell of itself, they get the product of a marketing plan: images are always present, the same, the one presented on the postcard.

In Berlin the phenomenon of “mass tourism” has been rising enormously in last the 10 years after the recon-

struction. The guides and the speciali-

zed magazines are currently giving to Potsdamer Platz, Hackescher Markt or to Friedrichstrasse the role to design the cityscapes of Berlin: these are the places that receive every day million of tourists. Only 20 years ago they were the desolate places that the spi-

entification centre and museum offerto the visitors a terrace from which they can relate to some of the 60’s and 70’s expe-
imgration, as mere instruments of persuasion. Architectural thought is clearly condi-
tioned by the increasing power of pure image as the main communication support for Architecture. A very external examination of the prime examples shows how architectural attention shifts from Space-Structure to Surface, now neatly called “Envelope” or “Skin”.

In the first place, spatial sequences are produced, and then attention is focused on the way of representing the space. De spite the m meaning, this plus stimulates a singular magnetism on many visitors and offers itself to them the de-
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Simoon Stortore

As 1 as example, in Potsdamer Platz, within the million m3 that have been build, one or two panels of the old wall are build in!
Flowing to the sea
Alice Perugini

According to the Columbia University’s researchers (Center for Climate Systems Research) who have examined and mapped human migrations up to 2025, over the next twenty years Earth population will increase by a billion – in other words the population will pass from the current 6 billion people to 8 billion and 300 million – and the major ity will dwell along the coasts.

More and more people will then live by the sea, within a range of 100 Km from the waterfront, and subsequent ly the number of people living in the continental areas will drop.

The towns where people are used to living will overlap a territory now deeply divided by the coast. The fact of the matter is that the above mentioned tourist territories are already working as if they were "experi mental laboratories", aimed at conceiving the urban and territorial pattern like a sort of microcosm, an area where objective, economic, functional and social conditions would meet the extreme consequences – earlier than expected.

There are two different sides of the same matter worth analyzing: first of all it is necessary to work out all the aspects related to the tourism per se in order to understand how the territory would change; on the other side it is very interesting to try and explain how on the above mentioned territories a process extrapolated from the present reality can occur, either inside or outside the town. After having embodied the main tourist resorts (the capitals of European tourism, basically cities of art, such as Rome, Venice and Paris), "Tourism" is getting to modify, irreverently, the image of Europe, emphasizing the areas where earth and sea are in contact with each other: the coastlines.

Half a century after mass tourism became a reality in the Sixties, the European seaside has now to be re-invented with a new identity. An identity which has to meet new tourist requirements and a new challenge due to a seasonal and cyclical tourism as well as to migrations toward ever more exotic and enticing places.

The invention of "seaside holiday" has caused radical alterations of the coastal territory: it has changed the economy, the geography and the landscape of thousands of kilometres of coastline, both in the new and in the old continental coastlines.

It has transformed fishing villages in fashionable resorts, desert beaches into crowded Rivieras.

BeachCity
In the years '90s the Lego Toys industry created a sort of translational world of vacations named Paradisus (…) By means of the kit #46470 the kids older than 6 years, could build a beach having the following fundamental elements: 1 palm, 2 bathing-huts, 1 beach-umbrella, 2 deck-chains, 1 surfboard, 1 cane for fishing, 1 motorboat, 1 radio, 1 bar on the beach (with a bar tender and a few exotic drinks), a couple of tourists, a man and a woman both with their bathing suits on.1

The bathing tourist territories – sometimes new founded places – are more than other ones, perfect laboratories for building new "fragments of the city itself" because these territories are usually not connected with the history of the surrounding environment.

On the other hand, the lack of any lasting presence of art and history requires the skills to transform these places in accordance with the tourists’ expectations, continuously addressed to always new, exotic and also towards cheaper and cheaper tours. It’s necessary to invent a "different look", far from the usual "summer season" and no more connected to the binomial "sun-beach". A new look aimed to trigger a process of re-emphasizing these places throughout the year. A sort of semantic inversion between the "city itself" and the "bathing-tourist-city" should come out. From one side, beaches, beach-umbrel las, swimming pools, aqua-games, will move from the sea-side to the cities, along the banks of the Senna, the squares in Milan, the downtown of Madrid. From the other side, the bathing-city have to be re-invented as city of art and culture, meanwhile the parts of city above mentioned will turn out as a bid of different facilities like indoor gym, entertainment clubs, restaurants, art-exhibitions, arenas, theatres for concerts and for other events.

It’s a significant reading the "overlapping" and the "hybridization" of the tourism in these different and emblematic places, that although very different and geographically, far away from each other, are showing up a dynamic, transforming parallelism: Miami, Rimini/Riccione, Benidorm.

Miami, known as the badge of the bathing tourism, is re-inventing itself as the epicentre of the contemporary arts: the experiments of Christo – Surrounded Island, 1982 – the icon buildings by Morris Lapidus or Arquitectonica and moreover, other events as the Basel Art Miami Beach have occurred every year in December, events worth to attract a number of performances, of architects and artists (Zaha Hadid and Rem Koolhaas, 2005 edition) on the beaches, in the hotels and in other facilities.

The re-qualification of the city has its ideal clue in a network of relationships among artists, designers, architects and landscape designers, working together in order to create an unique look of the new Miami Beach. Meanwhile the binomial Rimini/Riccione, after the end of a kind of tourism basically oriented towards the "sun-beach" pattern, is trying to enforce a cultural and artistic network based on the local environment which range from the historical area of Monte-Feltro up to the Adriatic sea and that matches the arts and culture exhibitions with tours in a few famous wine ries and with the typical folkloristic cuisine. As far as the "city itself" its turnover involves its structures, facilities and also a different approach of its dwellers in regards of their houses: the places once only for summertime, turn once again in the middle of the year. Likewise significant – even though with opposite meaning – is what concerns Benidorm, along the Spanish Costa Blanca. Every year a people of 9 million pay a visit at Benidorm and make that city grow as much as the first tourist "beach resort" in the Mediterranean. As the most of the European beach resorts, Benidorm was founded and grown up on the wake of the mass tourist blown out occurred in the years 1950s and 1960s. The real difference between Benidorm and other coastal settlements, is that Benidorm was conceived and realized since its very beginning as an industrial product, an identity properly featured for that purpose. The "capitalization of the sea-sights" has increased for 50 years the community of about 3000 fishermen up to 60.000 dwellers living in a town of skyscrapers. In spite of a monocultural economy, the planning scheduled for "tourist products" has determined a substantial homogeneity throughout the seasons and the years: during summer the skyscrapers, the wide shores, the shops and the streets are crowded by young people, ad dressed over there by tour operators, in turn the town changes its features and turns out a town of elderly people and lecturers. Benidorm has an employ ment average of 75% and can be considered the Spanish city that mostly has solved the problem of the seasonal employment. The less conventional and contempor ary the most necessary emblem of these bathing cities is the beach. The beach is a sort of "land apart" from the rest of the city and therefore it’s never involved with any judgment about the city itself. The beach is aimed at being lived in summertime and its living is ruled out of any experimental effort. The rhythm of the "beach-city" is scheduled by the sequence of the "night and day" and "winter-summer" turnovers and by the tourist’s flowing. Since it’s a matter of fashion, of new attractions and of new patterns of entertain ment, the rhythm of the "beach-city" cannot be under control. Anyway might be interesting taking a look over the links among the bathing-huts, the attendants’ booths, and other temporary facilities that would end up to be permanent together with swimming pools, beach volley, beach tennis, dining centres, and other facilities for different performances, etc. The tourist bid can be scheduled either taking into account the local resources, or artifi cially outlined as an industrial product. The Riviera Romagnola is the typical example that shows how the decrea sing interest for the seaside has been overcome by a number of different entertainments embracing many activities carried on the beach; I mean swings, beach volley and beach tennis facilities, etc. It’s funny to see that people request more to take sunbathing under beach-umbrellas by the above mentioned facilities than by the sea. As the relation with the city-front in stronger (and crowed?) than the sea front. In Benidorm, "the beach-city" lives in the skyscraper-hotels because their facilities have taken over all the activi ties once working on the seaside. For example almost every hotel has a swimming pool and the hosts can enjoy themselves as much as they were on the shore. In Miami, the seaside is turning out the right place for the Basel Art's exhibitions, the show-room containers, and for a number of different perfor mances held in the hotel halls where are taking place also pictures and sculptures-galleries. Although the basic elements (beach-umbrellas, bathing-huts etc.) of the seaside keep their importance, as far as the design, the organization and the perception of the beach itself concern, everybody can get diversified sensations, since the few different circumstances. Basically our feelings would depend upon the kind of beach (public or private beach), the day of the week (weekend or mid-week) or the season (sum mer or winter season). The beach is a "unique place": its peculiar characteri stics let people have an asymmetric per cep tion that can be found out nowhere else in the city but on the seaside. Winter slows down rhythms and even the leftovers and drifts on the beach make people imagine how the forthcoming summer will let the town be like. As far as the public beaches concern there is no rule of organization unless a sort of "do it yourself" that get people crowded by the seaside and by the washrooms and/or other public facilities. On the contrary the private beaches (the most of them) "are" the urban spaces bringing with them the usual way of socialization of a town. On the other hand the relations of the beach with the "city" is the typical example of all the relations between the "empty areas" and the "filled areas" and also the differently crowded places, make us per ceive analogies between the "beach city" and the rest of the urban territory staying behind the "beach-city" itself. Useless to say that the rhythm of the beach is determined by the relation between the direction of the waterfront and the lines of the walking courses, the bathing-huts and the bathing-huts. All these elements are fundamental clues in terms of the sights from the sea and from the town. In Riccione, for example, the beach umbrellas and the bathing-huts are situated along with the waterfront and people have the feeling of being protected and isolated from the town. In other beaches the beach-umbrellas and the bathing-huts are clustered in circles that let people enjoy the sights of wide parts of the sea and of the horizon.

According to Kevin Lynch “an area would be unmistakable if had a simple feature, a continuity in terms of building and utilization, if were the unique in the town, neatly defined in its contours, clearly connected to an area transparently and visually contiguous”. All the same, the beach-city is much like belonging to the "beach-city" in terms of features and meanings and also all together concur to make the "beach-city" the main protagonist of the landscape and reproducible. The beach once tourist enclave, turns to get an urban shape and becomes a piece of the contempo rary space.
The phenomenon of mass tourism, in a place like Sicily, has given rise to relatively new socio-economic transformations as well as causing important changes in the use of land and the character of its communities. Towns and villages that lived on fishing and agriculture have been transformed into ‘tourist resorts’—places that are only crowded during the summer season.

This is the case with Cefalù, which, since the Second World War, has witnessed steady and profound transformations caused by tourism.

The development of this small town in the second half of the 20th century was marked by a number of new stages which, during its million-year history, constituted a sort of new and hurried foundation. However, the new parts of its urban fabric were developed in the immediate vicinity of the ancient centre, which maintains the appearance of an ancient town compacted within its circle of walls.

An early 20th-century photographic postcard shows an urban environment that can still be compared with the landscape prints of the Grand Tour:辩论 for some who, passing through the town, had depicted the landscape and monuments, reproducing them and later dedicating them to their own European countries of origin.

1950 is an important date in the history of the town planning of Cefalù, and it is linked to a specific demand. In the autumn of that year, Baron Leopoldo De Simone, Dr Emilio Cefalù (respectively President and a sort of temporary demarcation of countries of origin) introduced the landscape and monuments, reproducing them and later dedicating them to their own European countries of origin.

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In 1957 the Village Magique was inaugurated in Cefalù, a deliberately spartan and sumptuous campsite, the Club Village Magique, in which people were obliged to use the toilets and showers, the spartan nature of the furniture and fittings all contributed to the creation of a climate of ‘escape’, that was more or less primitive, different from the rhythms of daily life, from which it aimed to escape, according to the initial motivations of mass tourism.

The success of the tourist formula of Club Méditerranée is of global reach: holiday villages are spread out over almost every continent, about three million tourists a year base their holidays on the three ‘s’: sun, sand and sea.

In the Village Magique, the phases of the tourist activity have been classified into three by its marine, ecotourism and craft constitution — this brings about a revolution with immediate economic, social and cultural repercussions. In short, this is the impact of modernization, a sometimes tumultuous process that will see the town expand well beyond its walls in broader, more overwhelming and more decisive terms than ‘its ‘peering outside the door’ of the previous two centuries.’

Tourism in Cefalù is, after fifty years, still in a start-up phase, in which a number of traits of mass tourism are clearly prevalent. Cefalù’s territorial and morphological condition, its entrepreneurial experience and the fact that it is adjacent to a productive hinterland probably cannot favour a significant increase. Despite this, tourism has been the cause of a double effect on the territory: one direct, inasmuch as the construction of numerous and different types of tourist accommodation has produced, in various ways, a series of concrete modifications of the territory and the landscape, and an indirect effect consisting of the emigration of numerous residents from the surrounding Madonie Mountains that settle here with the prospect of a better quality of social, cultural and economic life.

The consequent demand for housing has meant that the perimeter of the town has been enlarged. It has also led to significant changes in the appearance of the town: the fabric of the residential area, which before was compact and easily recognizable in its organic unity, is now broken up and spread around the urbanized territory, bringing it from twenty hectares before the 20th century to the present-day two hundred and forty hectares. About 30% of the surface urbanized between 1980 and 2000 is made up of residences and seasonal dwellings used almost exclusively during the summer period.

Nonetheless, despite the different way of settling into the land, the new expansions of the town have in some way woven a dialogue with the context of the environment and landscape, without causing degradation like those typical of many towns in southern Italy, or the environmental disasters produced along other coasts by the illegal construction of residences and holiday homes.

This is partly due to the local planners who, since the mid-1960s, have engaged in a dialogue with this town which takes place on several different scales of intervention. As a response to critics and to the integration of a town planning scheme (G. Samonà, 1968) which in many aspects was already lacking, they have patiently conducted research in the design field, focused above all on the attempt to bring together a current architectural language and the ancient and sapiens tradition well established in these places.

Luigi Piazza

1 Marcello Parcarella, Città delle Fondazioni, from G. Chiaramonte, Promontori della Rocca Cefalù, Milan 2002

2 Rimini has 1,367 hotels and other types of tourist accommodation

3 Taormina, on the eastern coast of Sicily, has been a renowned tourist centre since Norman times, it was excavated by Goethe in his Italian Journey and made famous by the Prussian painter Otto Geleng. Today the city offers about a hundred hotels and other types of tourist accommodation, and a capacity of about 8,000 beds

4 The data, taken from the website of the Azienda Autonoma di Soggiorno e Turismo di Cefalù, refer to the number of visitors recorded in hotels and other types of tourist accommodation

5 This was more or less the period when the Village Magique was open, and is still the period when Club Méditerranée operates

The phenomenon of mass tourism, in a place like Sicily, has given rise to relatively new socio-economic transformations as well as causing important changes in the use of land and the character of its communities. Towns and villages that lived on fishing and agriculture have been transformed into ‘tourist resorts’—places that are only crowded during the summer season.

The inauspicious of the Village Magique — and from 1957, Club de la Méditerranée — caused an economic and cultural revolution and a change of customs in Cefalù society.

Amongst the Polynesian-style huts, a ...new and modern practice of tourism (is developed) that begins to mix ancient mythologies and more recent myths, the expectation of escape, the rites and customs of distant lands, following the innovative concept of ‘personal, free time and time made available for consumer spending’.

In the small, ancient town — already divided into three by its marine, ecotourism and craft constitution — this brings about a revolution with immediate economic, social and cultural repercussions. In short, this is the impact of modernization, a sometimes tumultuous process that will see the town expand well beyond its walls in broader, more overwhelming and more decisive terms than ‘its `peering outside the door’ of the previous two centuries.’

The influx of tourists in the town soon exceeded the potential expressed by Club Méditerranée.

The second half of the 20th century, following this growth in tourism and a number of choices made by the local administration, twenty-nine structures for accommodating tourists were built on the meagre stretch of land administered by the town council. Twenty hotels, two holiday villages, three residences, three camp sites and two places offering bed & breakfast were built for a total of about 7,000 beds and a presence, in 2005, of 673,416 tourists. Of course — when compared to other more well-known and long-established tourist resorts such as Rimini — there is no comparison. However, over the past 20 years we have seen a significant increase in tourism and the tourist phenomenon in Cefalù is growing: considering the data of the number of visiting tourists, both from Italy and abroad, it can be seen that there is a positive trend that has led to an increase from 340,265 visitors to Cefalù in 1970 to 673,416 in 2005.

Another fact that shows the vitality of the tourist sector is that of the duration of the season: This has once been limited to the summer period (June to September), today the ‘tourist season’ starts in April and ends in late November.

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1. "Humanistic City" Gianni D’Elia, a poet from Pesaro, has been working for years on his monumental book on the "città-riviera" (bathing-city), the evergrowing conurbation beginning from Venezia and coming down uninterrupted to South Abruzzo and beyond. Within this context he thinks that through studying the relationship between the identity of the coast people with the people from the hills and the mountains he will be able to catch the spirit of one of the deepest identities of our nation, the typical Iatic synthesis of idleness and prosperity. The coast, with its neverending beach and its "city of pleasures", feeds the contemporary spleen we need to enjoy the creative chaos of our territory. The mountains and hills instead stand as a "humanistic park", where historic landscapes, old rural houses, ancient and walled cities teach us how to remember our values, even in the most chaotic context we have learnt how to live in. Following his ideas, it comes easy to try to discuss the issues raised by this "study on tourists", in the same context of his approach, where the chaos that apparently dominates the land of our coastlines meets the foot of our mountains. In those elements of linear metropoli- tan space where the touristic city - houses, hotels, infrastructures, facilities - meets and merges with the other "cities", historical, residential, industrial, suburban, commercial ones, creating a new and complicated mixture. The mixture is efficient and at the same time alien to any idea of form. It finds its "beauty" only in the mere views of the "riviera" and of the mountains. Beyond that it defines its characteristic only through the typical chaotic imagery of Italian sprawl, where we have no chance in trying to separate a house from a workspace, a lab from a Bingo, an office space from a shopping mall. And where we will never be able to trace the borders between a house and the next, a city and next city, a neighborhood and a touristic village, an industrial district and the agricultural fields.

2. "Where is the city?" Yielding to a habit that recently became very popular, the first step we tend to do is to overview through Google Earth, hoping to find good images and high resolution. The result is inter- esting. Especially for the coastline, once we focus on an urban center and we move the mouse up and down, zooming in and out, we can find no limit, we can’t say when a city ends and the next begins. We recall an image, a side advertising a shopping mall with an image of a section of the coast urbanization and the words: "Pescara dov‘è". At the same way we could say "Riccione dov‘è", " Civitanova dov‘è" or "Fano dov‘è". If we focus our research on the interior we find that very few sites can take advantage of a strong morphology, easing identification venetian lagun, the area through the PD river meets the sea, the Conero, Ortona in Abruzzo. We haunt for pauses in the continue line of buildings, but the search is hopeless. Our eye slides easily on the strip, four/five blocks deep. It is ready to jump up when it meets an urban center or to get really thin – one line of houses between the railway and the beach – but it never gets to a regular rhythm of solid and void, artifact and "nature". The landscape of tourism is domina- ted by the typical features of Italian sprawl: infrastructural intensity, extensive occupations of coastlines and other "leisure" areas (lakes, valleys), small scale housing ready for any use, scattered presence of "historical" districts and low-rise housing. If we move from Googleview to a more additional bird-eye perspective, the question springs even stronger: where are the tourists?; how can we indentify their places within this landscape? The answer is all but easy: Hotels in Italy answer only to a small percentage of the touristic demand, and along the "città-riviera" they are even decrea- sing quickly. The rest of the land is mainly occupied by something we can call a "generic house". From 2 to 4/5 floors, sitting in the centre of its small plot, ready to line up along the side of the state and provincial roads just like the small local streets or along the beach, ready to host – when necessary – commercial or micromarketing spaces at the groundfloor or in the basement.

3. "Where do the tourists sleep?" Following the direction chosen by the editors of this publication, based on the possibility of separating the different typologies of tourists in order to iden- tify their main materials and features (and to make them object of study), we can now try to work on this gene- ric urban tissue to discover and analy- se the essential elements. The Adraitic coast, for example, has a single hierarchy, based on the parallel lines of indus- try, A14, state street, railway, seaside street, sweetly sloping down from the hills to the sea. It is obviously easy to list the evidences of the presence of tourism. Going back to Google Earth beach umbrellas and facilities, ports, seawalks, piers, a few large scale hotels. Clear, but still very different from other European areas characterized by a high rate of summer tourism – Spanish and French south coasts, for example, where cities look like forests of hotels. The question then comes again: "Where do the tourists sleep?". "Where are those couple of millions of summer people staying?" The answer is easy, though: they stay in the "houses". Not only in those overlooking the beach or within the "house on plot", but also in the urban houses of the old "mezzadri". Apparently tourists love to be confused with resident people, and easily leave their space, for the winter, to other sets of "temporary" resident: students, technicians, seasonal workers of any kind. Finally we may say it is not possible to identify a type or a few clear features for tourist housing. Our search will be unmistakably ended in the dead lane of the ambiguity of the "house on plot", to its "generic" nature and to its extraor- dinary flexibility. In the word of archi- tects the contemporary city is often a hybrid space. Tourism, we add, makes it even more hybrid. And maybe the best symbol of this hybridity is its atti- tude to "select", nearly biologically, such a "perfect" building device. The generic house seems to allow an easy negotiation between the opposite needs of those who live in a place because they work next door, or because they want to be close to facilities and infrastructure with the needs of those who want to spend there a couple of months (or a week) a year, to be close to the beach or to a beautiful mountain landscape. The first have an urgent need of infrastructures and intense means of transportation, the second are supposed to love walking. The result is obviously congestion, but everybody seems to love it, as a payback for dyna- mics and economic growth. This ambi- guous nature of the architectural body appears as one of the most evident fea- tures of the Italian sprawl. Paradoxically it becomes even more evident in the touristic areas, where the idea of "park" should be stronger, both in the "città-riviera", where the phenomenon beco- mes extreme, and in the valleys of moun- tain tourism, where the low-density urbanization meets the sprawl of the val- leys and main infrastructures.

The result, by the way, is a very restric- ted range of hybridable building "types" (the pre-fab shed, the single/multiple family rural-urban-touristic house, the commercial/public container) which combines themselves with a strongly identified landscape to give satisfying answers to a surprisingly wide set of "users": the resident, the summer tour- ist, the cultural tourist, the traveller, the producer of goods and services, the stu- dent, the urban cross-customer.

Pippo Ciorra

4. the "generic house" We’re now possibly ready to draw the first conclusion from this attempt to study the urban influence of tourism on the features of the contemporary European city. What the two concepts ready to display its flexibility to com- ply with the up-and-down of the tour- ist market, and to move to alternative uses of the space. The monstrous political power of attraction is evident: the whole sequence of Italian tourist "pensions" is going to be recy- cled into the residence market or into "bed and breakfast". Most of the hotel owners apply to transform their hotel into residential units, flexible both to the temporary and to the permanent use. Of course this generic urbanism raises a complete new set of problems for those who are in charge of designing the future of cities: administrators, architect, planners, engineers. But the urgency and evidence are for us a further confirmation of our approach, tending to overlap the study of the tou- rism with the study of contemporary urban phenomena, and to choose as study-cases those areas where the two issues are more strictly interconnected and thus strongly influential on the life of our cities and communities. Pippo Ciorra
A different mountain. The fourth tourism

Tourist nomadism today catches up every angle of the earth, not even the Mountain tourism recourse to desti-
nations from the tourist consumption, only the climatic adversities seem to be the factor to restrain this phenomenon.

The progressive evolution of the industrial and post-industrial civiliza-
tion and the achieved economic profit makes tourism a primary need that con-
sumers increase population quota. This condition to reduced to the time/cost of the displacements and the further motivation of the escape from the “society” leads to a neces-
sary specialization of the tourism, above all in the field of the offer. The
paradoxical image of the alpine terri-
ory that we have before the eyes is the demographic exodus of whole valleys and on the contrary overpopulated areas only few months for year (winter white weeks, Christmas holidays and summer holidays) full of insedative structures to see as an urban centre, with residential buildings, hotels, shops, discos and mountains. In the mountain the atmo-
ospheric and acoustic pollution someti-
mes is quite above the city pollution, with the noise, stress and activism among sky, rock faces and precipices today are beco-
ing the image of the Alps, the big-
est entertainment machinery all over the

The tie with nature is becoming slack, nowadays in mountain sport activities, always less compatible with environ-
ment, prevail. The nature has often lived according to an imaginary scenery, as in urban agglomerates, the man crea-
tes a “second nature” also in mountain, in which beaten ski tracks, safe trekk ing routes, marked paths, shelters and rescue helicopter constitute the pre-
mise to his “free diversion”. A sort of urban colonization of the mountain has happened not so much by first and second houses invasion as by outward imposition of a model not connected with local tradition in which inhabitants feel exiled and disappear.

The tourist vacation is an activity that feed on the myth of revealing virility and of contaminating unpol uted. The
more tourism is increasing, the less
Edenic value of a place is falling”,
Duccio Canestrini, anthropologist of

When we come to think of the mountains, a “ripe”
market of the more traditional pro-
ducts, summery holiday and white tur-

The immediate consequence without skilled operators is the develop-
ment of show-rooms like antiques shops rather than real war museums and then is the missing publicity of the products so that lacking in marketing strategy. This local result is also opposite to the world-wide concept of war visiticities, the events in those places assumed pro-
portions much more particular and a memory representation limited by provincialism doesn’t reward an event that has seen

In the collective imaginary the moun-
tain seen in the war is a transnational
entity so meaningful in the war 1915-18
the W ar 1915-18
to have been for a few years in the
for trench war as the Trentino tourist cata-
louges writes, a couple of reflections regarding this topic together with phi-
"The tourist vacation is an activity that
to fight in order to attack. And so the
Swiss Magnot becomes an economic
resource: a luxury resort with a wellness
centre in a biggest system made of museums,
hotels and fitness centres, everything severely camouflage inside
galleries dug in rocks of Canton Ticino.

The last example is a way in order
to find again the own identity and to
know that one of people who was enemy at that age but maybe most of times was opposite only in the attack plan of
the commander in chief as it was only a mountain ridge kept them apart.

GIovanni Salgarello
EXTRA URBAN TERRITORIES

Tourtouring
Gaetano De Napoli

Extra-Urban is a sort of wide space emerging from networks of urban development and industrial areas. Located at margins of the main transportation routes and infrastructural junctions, Extra-Urban often coincides with landscapes usually perceived only in a lateral and vague way travelling by car or by train. Defining a tourist geography, in this context the expression “Extra-Urban” doesn’t only designate territories outside of the expansion of urban areas or of territorial ambitions supporting them. From a tourist point of view, Extra-Urban is a part of geography that also excludes portions of territories with coastal activities and with a tourist use mainly for bathing and pleasure boating. Moreover, Extra-Urban also includes rural and alpine tourism characterizing the tourist territories, are also excluded. They are territories in which development is still marked by a strong tie to traditional activities, like agriculture and handcraft production, territories where urban growth has been very contained and original cultures are still particularly intact. In these places, we can still recognize components of a typical and, so unique, identity. They are “Now territories” (E. Lentzeris, 2005) that until recently were located near the boundaries of development, also from a tourist point of view. As tourist territories they were identified mainly as places for an excursion outside the edge of town, for a trip into the country or a peaceful weekend end into nature. Exactly because of these peculiarities of typicalness, uniqueness and authenticity deriving from a limited development, these territories may nowadays be the goal for a new trend of tourism. A kind of tourism intimately linked with landscape and culture, with traditional tastes and knowledge. Medieval villages and isolated castles may be some tourist destinations; also archaeological sites, agri-farms, wellness centres and spas in contact with nature; and, more wine & food districts and Wine Roads. A kind of tourism reflecting an inclination for searching wellbeing and in returning to values and way of life nowadays considered alternative. Extra-Urban as large territories equipped to be complementary to urban areas in a functional and recreational way. Large territories that we have to cross, even more than once, to reach either a single desired destinations or more stages included in a net of destinations. Crossing territories often is the way to use and to enjoy the landscape itself. Being the new projects of marketing-oriented strategies to become visible to the national and international markets, and to be sold on the tourist market, protecting and preserving typical identities, these strategies just for economic purposes produce other, similar, identities that are often homologous, and sometimes artificial.

In vino veritas
Wine Roads as device to involve different territories in processes of local development

Wine Roads realize an historical connection between tourism and mobility to reach the tourist destination coincides with the tourist experience. Wine Roads are a phenomenon increasingly diffuse; they are routes announced and advertised with special signboards, along these roads natural, cultural and environmental values insist, vineyards and wine cellars of single or associated agricultural companies are open to the public. With these instruments wine territories and their productions can be disclosed to you, commercialized and used as a tourist product. Wine Roads are the effect of the larger trend connected to wine-products tasting. Especially in Italy they “concentrate almost the main part of the geography of food & wine tourism; in fact situations outward wine roads are not much, and these situations are always referable to territorial food & wine aggregations differently called: districts, local-systems, isolated municipalities”. Food & wine tourism is quickly increasing: its rate of growth is valued on the average of 6% in one year. This kind of tourism is part of a larger new mass tourism overcoming the classic mass tourism of last century. A new tourism, slow and sustainable, related with a different idea of mobility and rhythms of life. Nowadays tourism is the last important territory still strictly related to territories. In particular this is the case of food & wine tourism and Wine Roads: territory is the centre of attention; it becomes a resource itself, a resource that needs to be rediscovered, valued, requaified and upgraded. It is the new tourist product on sale to be consumed. Identification between commercial product and territories is central in planning a Wine Road. This identification stimulates interests of tourists and users and determines tourist offer. Wine Roads tourist phenomenon is an important chance to promote territorial brands including entire regions, with a mix of elements, subjects and interests, able to configure new shapes for an alternative local development in the next future. Suitable to protect traditional commercial sectors damaged by international competitiveness, this kind of development is on the same wavelength as some post-modern trends toward a contraction of industry and an advancement of leisure industries. Wine Roads are a particular kind of tourist road: they are thematic itineraries, with the presence and the repetition of natural or architectural elements along its path. They are not only infrastructures, but they are the storyteller of that land. Connecting remarkable points and potential resources of the land those narrative itineraries allow knowledge and consciousness of territo ries that they cross. The relationships with other itineraries create a net able to coordinate and to encourage a kind of tourism having its main points of strength in the multiplicity of a similar tourist offer. Crossing is one of the most interesting ways to tell a land. By crossing wine territories Wine Roads have mainly a curvilinear movement, both in plan and in section. They were born with the same wine landscape and with this landscape they are naturally and aesthetically integrated; they constitute a privileged and mutable point of view to have the perception of surrounding and of its structural aspect. So curvilinear and amusing to run, Wine Roads are just the opposite of straight roads, that are “harsh and unenigmatyc” instead.

There are 350 Wine Roads all over the world, 230 of them are located in Europe. Only in Italy and Portugal a law for this matter exists. In Italy Wine Roads are 120 at least and the increasing of these tourist roads is due to the existence of the law more than to the presence of a unique wine heritage. In Italy Wine Roads law is a quite recent one; it is used by regional administrations to regulate the existence of Wine Roads in their districts. This law is used to identify qualitative parameters establishing minimum conditions to assign the name “Wine Roads” to a route that already exist. The aim of the law is to increase value to territories with a wine vocation, referring to the places where the production is linked to quality. Wine Roads are the outcome of a local enterprise that grows from below; resources are not only typical productions or, as we said before, territories tout court, but also the capability of single local subjects to organize themselves. Roads gifted with a specific territorial character used to increase value and to increase the way to use a territory and its products as a tourist offer they are generated by a spontaneous net composed by local subjects, public and private, with a common know-how, a local consciousness that comes from an ancient bond with the heritage of their land. Exaltation of identity of a place is another important topic. Identity is the most important resource to use as an incentive to begin processes of local development. The promotion of a territory as a tourist product shows up in the shape of actions that support the reinforcement of a local identity that is getting closer to fragmentation and homologation. These actions start from below with the invention of “Extra-municipal Districts”, “Territorial Facts” and nets of relationships. They don’t only organize different realities distributed in a particular territory (which otherwise would be invisible) but, organized in more extended nets, they guarantee the visibility and the advertise both at a national (Wine Cities, Slow Food) and international level.

The nature of a plan for a Wine Road aims at the implementation of an integrated and sustainable development in a territory with a high wine vocation. Since the wine territory is such a desired thing for food & wine tourism, it has to be equipped to be used in a tourist key: first of all through the use of coordinated billboards that give the necessary information to locate the itineraries and the most important elements, offering interpretation to the description first and then to the comprehension. A project that underlies what already exists “a project that knows how to read and recognize it”.

The second level of the nature of the plan involves physical space therefore the renewal and the building of accommodation facilities, museums and cells that are open to the public. “Author cellars” is a new trend that goes on with the development of a tourism linked to wine. It’s a territorial marketing deal that attracts tourists with a brand name architecture facility. This kind of deal puts together again the bond between architecture and wine. A line that was born back in the days with the chateaux of Bordeaux in the XVI century. The nature of the plan’s goal is the promotion of the territory, but also the reproduction and repetition of its main characters through the preservation and the appreciation of its elements of identity. This kind of deal means also the hazard of the fossilization on the territory of customs and traditions that are mainly from the past. Often the repetition of the same type is preferred to complexity. Identity comes up. But often it’s not real. It becomes folklore. The spreading of this kind of tourism and the proliferation of Wine Roads and wine districts draw a geography of wine. This is a political geography that involves tradition, agriculture and economic activity, tourism and relations between different fields which are often far from each other, DOC areas and Wine Roads. Wine geography is a geography of denomination.

Gaetano De Napoli

1 Abstract from Law July 27th 1999, n. 268 “Disciplina delle Strade del Vino”
2 Paolo Benvenut, Director of “Città del Vino”
3 Christopher Tunnard, Boris Pushkarev, Non-makes America: choices or control?, Yale University press, London 1963
5 Franco Purni, Cinque principi impervi, Panaggi-Urbanò, Maggoli editore, Roma maggio-giugno 1999
He who would make the tour of Veii must not expect to see numerous monuments of the past. [... Veii lives in the page of history rather than in extant monuments. Yet is there no wont of interest in it spot so hallowed by legend and history. The shadow of past glory falls as solemnly on the spirit as that of tower or temple. It is something to know Veii, but not actually to see it. Not. My guide led me into the glen which separates Isola [Farnese] from the ancient city, and in which stands a mill – most picturesque situation, with the city-cliff towering above it, and the stream sinking in a cascade into a deep gulley, over-shadowed by luxuriant vegetation.

... peculiar beauty was imparted to the land – which show the presence of the ancient Etruscan civilization in Veio. The discovery was greatly welcomed with great enthusiasm by specialists; though unknown to the literary tradition (because not connected with events that interested Roman and Greek stiography) and though lacking clear-cut monumentality (probably also due to their environment and specific cult-related functions) the sanctuary of Portonaccio soon ended up taking the lead over not only those of Veio, but also over those of the entire rest of Etruria, to judge from the ornamental and votive furnishings. On May 16, 1916, Giulio Quirino Giglioli, during research among the remains of walls, saw the famous acroterial statue of Apollo emerge and since then the sanctuary has commonly been known as Temple of Apollo. Precise graphic reconstructions showed the temple in its original form. wooden walls and roof on a solid base, terracotta slabs with molded reliefs painted in bright colours, forming a frieze of the embellishment and protection of the wooden structures in the upper part of the building. On the roof, Apollo and other acroterial statues. At the beginning of the 1990s, some public funds were allocated to the restoration of the temple, in charge of the archaologist Franco Ceschi, in the ambit of the arrangement of the area for tourists, chose to use the resources for a temporary and ephemeral reconstruction of the ancient temple. In April of the same year, its final product was inaugurated: a system of walkways suspended by metal tubes and a temple built out of reinforced iron astragals, two-dimensional sieroglyphic metopes and a profile of Apollo in multilayered wood. Immediately afterwards, Francesca Bottani, archaeologist of the Fine Arts Office and superintendent of the archaeological area of Veio, wrote in an article that Franco Ceschi’s project gave rise to “largely positive reactions” and underlined that the number of visitors, after this intervention, had almost doubled. From the inauguration of the project, ten years have passed and the rigging (that was supposed to be taken off four months later) still hasn’t been removed. The initial interest quickly wore off and new official statistics place the Temple of Veio among the least visited sites in Lazio for which a ticket is required.

... peculiar beauty was imparted to these glens by the rich autumnal tints of the wood, which crowned the verge or clothed the base of red and green and dark green park. The banks of the oaks, the orange or brilliant red of the mantling vines, being heighted by the contrast of the green meadows. Scarcely a sign of cultivation met the eye – one house alone the opposite cliff – no flocks or herds sprinkled them everywhere, the oaks, the orange or brilliant red of mantling vines, being heightened by the contrast of the green meadows. The stream, wells and cisterns, the tunnels dug into the trench which carry the muddied, sulphurous waters tell of the existence of water where the Temple stood. Holy, miracle-bearing water for the men who came here to attend the rites. Water which tells those who reach Veio today of an ancient presence. The modern simulacrum seems to ignore this presence and the landscape that surrounds it. The new structure, built to attract visitors, has closed Veio into the perimeter of a temple. In so doing, it has removed it from the territory which goes beyond the confines of the city itself, forgetting signs, resonances, colours and materials of a vast region – the one belonging to Etruscans – which is emotionally and geographically defined, and from which Veio draws strength.
Tourism regionalizations

The Majorca island case in the European context

The island, a limited territory, almost perfect in its capacity of being understood as a unitary shape. As a matter of fact, Manuel de Sola-Morales (2001) once wrote the island of Majorca, “is a territory tactful, set that together the confine, sinon tamed territorially, porque una actuação daumant un punt del territori repereix practicament a la totalitat de l’Illa. Majorca (...) és d’una mida suficient petita com per descartar que cada fet puguin tenir una autonomia o un comportament aïllat, tal com pasen-o en un territori més gran o més obert”

From the point of view of tourism, as clearly circumscribed territories, the islands are much more perceived and enjoyed as a unitary space to be visited, travelled and lived all year round. In particular, talking about Majorca, Cedric Price (2003) said “podemos decir que todo el lo es un museo, y que los que la disfrutan es gente que (...) en sus vacaciones disfrutan de la isla entera como si fuera un museo (...). Es un museo viviente.” From this point of view, Majorca is an exemplary case. The Balearic Islands are one of the most important tourist destinations in Europe. In 2005 the island of Majorca by itself was visited by nearly 9 million tourists (8 082 155) equivalent to ten times the island population (77 782 in). The spatial arrangement of Majorca has been determined over the last 50 years by the influx of tourists towards the island and a different model of arrangement corresponded to each tourist growth phase. Pere A. Sàlva i Tomàs’ (2005) described the transformation of the island using three gastronomic metaphors. Before the tourist boom struck Majorca, the island could be considered and compared to a fired egg (urban agglomeration were concentrated in the hinterland of the island, and agriculture was the prevalent productive assets). After the first boom struck, the island developed a spatial arrangement, taking on the characteristics of a donut (a tendency of inland depopulation and a concentration of resident population and of tourist settlements in the coastal areas).

Finally, the present-day configuration of the territory could be represented by an “ensaimada”, a typical sweet food of the island of Majorca – where the difference between the coastline and the inland becomes almost indistinguishable. This is due to the residential sprawl (first and second home, tourist lodges) over the entire territory and particularly over the inland, reconquering the main rural space.

In the 1990s, urban reorganization extended throughout the island and urban functions spread beyond the formal boundaries of urban land bringing about a dispersion of residences over the farmland. Therefore, the territorial model underwent a radical change, passing from a territory of towns concentrated in the interior of the island to the diffusion and dispersion of urbanized areas over the entire territory. Furthermore, this diffusion is associated with a high degree of functional specialization of the areas, consequently the island assumes the form of a “arcipelago metropolitano” (Indovina, 2004, pp. 16-22). What emerges on the island is the tendency towards a territorially-varied specialization; the territory is organised in specialised “micro poles” (for free time, commerce, housing, education, etc.) and its exploitation is not strictly local but territorial. Therefore the entire island undergoes a process of development for tourism becoming a land in which tourist supply is very articulated, or rather, what is offered to tourists is the entire territory: the “island” package that includes beaches, nature reserves, archaeological sites, rural areas, roads of wine, amusement parks, artistic cities, this tourist package is able to face every kind of tourist requirement, trying to wipe out the stereotyped image of “isla y playa” tourism.

By the early 2070s, the tourist phenomenon on the island of Majorca was explained according to a European point of view, by interpreting the three periods of tourism growth which the island witnessed in the second half of the 20th century as a peripheral consequence of the growth of the western economy. The growth was linked to the technological progress applied to transportation and communications, among other things. The effect on the island of this expanding European tide seeks the very aspect of insularity and the technical overcoming of its isolation. The elimination of distances brought about by the improvement in the quality of transportation, had one of its most evident and exemplary sociological and formal facts in urbanization. Albert Quintana’s linked European industrialization directly to Majorca’s generalization urbanization by applying the model of cause and effect between industrialization and urbanisation on an international scale. In fact, in the mid-1970s he already asserted “L’espaide lanostraillaestà organi- nitzat bàsicament en funció de l’explo- tació com a bé econòmic per a l’oci de les poblacions industrials d’Europa.” (Quintana, 1979, p. 61) The process that Majorca underwent with its transformation to a tourist destination is none other than the process of the construction of the so-called dispersed city. The growth and working places are found in central Europe while vacation areas are found in the Mediterranean: in fact Gausa defines the Spanish coast as Europe’s urban beach. Furthermore Herreros (2003) wrote “En la Europa de los ter- ritorios especializados – en este caso de segunda residencia, genérico, reserva ecológica, destino lúdico ...todas ellas “industrias” de nuestro tiempo – la isla de Majorca resulta, y no es necesario explicarlo, un caso ideal de ensayo para nuestros intereses.”

Therefore, Majorca is an exemplary case study because of the evidence of the different insular identities, and strong identities, becoming the object of their desire. By the early 1970s, the tourist phenomenon on the island of Majorca was explained according to a European point of view, by interpreting the three periods of tourism growth which the island witnessed in the second half of the 20th century as a peripheral consequence of the growth of the western nature of the tourist phenomenon. On a European scale the island is perceived as a piece of a bigger system, i.e. a spe- cialized territory, that is a tourist desti- nation, because of its intrinsic physical condition: the fact of being an island. Instead, on a territorial scale Majorca appears as an “isla ciudad”, a tourist region, in which the tourist supply is increased and multiplied by the intro- duction of new tourist systems that are complementary to the sea as a main resource and that are taking form only by re-inventing and updating values and features typical of the island. Stefano Staniscia

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7. 1 Professor in Human Geography at the Universitat de les Illes Balears
8. One of the major scholars of the urbaniza- tion process of Mallorca and of the effects of the first tourist boom on the organization and on forms of the territory
The Charming of Artificial Islands as Metaphor of Exception

On May 7, 1983 In Biscayne Bay, situa-ted between the city of Miami, North Miami, the village of Miami Shores and Miami Beach, eleven islands were sur-rounded with 603,850 square meters of pink woven polypropylene fabric covering the surface of the water, float-ing and extending out 61 meters from each island into the Bay. The fabric was sewn into 79 patterns to follow the con-tours of the 11 islands. For two weeks Surrounded Islands, a project by Christo and Jean-Claude, spreading over 1.3 kilometres was seen, approached and enjoyed by the public, from the cau-seways, the water, the land and the air. It afforded an exquisite view of this masterwork that celebrated the tropical character of Miami through the use of luminous pink fabric, contrasting with the azure and turquoise Caribbean waters of Biscayne Bay. It definitely let visiting people Miami knowing that they weren’t ‘in Kansas anymore’.

Surrounded Islands was a work of art which underlined the new idea that private islands arranged to look like a map of the world. Dubai’s palm-tree shaped resort island created from land reclaimed from the sea, boast 120 km of sandy beaches and is visible from the moon. It includes 2,000 villas, up to 40 luxury hotels, shopping complexes, a theme park and East’s first marina park. It takes the shape of 17 huge fronds surrounded by 12 km of protective barrier reef, extending 5 km into the sea south of Dubai city.

The operation of Dubai islands is stric-tly related to tourism. In a time where the country is growing and the touri-sm is as well rising up it is a strategic move to invest in the construction ex-novo of an archipelago intended to be a paradise for people. Exactly what people expect to find there.

This is not a simply augmenting the natural richness of a place, nor is it a re-evaluation of the qualities and the identity of it through artwork. It is a huge investment in the increasing of tourism; it is the creation ‘ex-novo’ of an isolated piece of land that could be surrounded by any sea or ocean in the world, the ‘global island’. The opera-tion itself pretends to have the appear-ance of an artwork through the use of the ‘palm’ shape. Leaving on vacation to an exotic island that represents a palm lets us dream of relaxation, tur-quoise water and the shade of waving palms.

Europe has a long tradition of making artificial land, as well as reclaiming land from the sea. Good examples are the artificial beaches of Paris and Berlin. Nevertheless a large part of the Netherlands has been built in this way. The huge work of construction finds its origin in the necessity of solving a hydraulic problem. In history the rela-tionship between land and water always meant danger and prosperity. A port city has a network of richness and power, and in the last few years the waterfront has assumed an even stronger importance. Making artificial islands for the Dutch is not a caprice or the result of a global economy market. In this perspective the newest...
I rapporti tra le facoltà suddeite sono regolati da contrazioni tra singoli università e la UIUV.

Il collegio dei deputati
Coordinatore: Alberto Ferrari


Perugia: Alan Derone, Dominique Hernandez Lozneri: Luca Ottelli, Bruno Marchand Madrid: Gabriel Ruiz Calvo

Talinn: Yuri Savin

comitato scientifico

partecipanti e borse di studio
I dottorandi che partecipano al programma di dottorato hanno le seguenti provenienze universitarie:

Dalla facoltà italiana partecipanti sono state erogate, per l’occasione, le seguenti borse di studio triennali:
- due Venezia, due Roma, uno Pescara, uno Ascoli Piceno, due Palermo.
- altre borse sono state attribuite alle facoltà stesse ai progetti degli studenti.

Le ricerche in corso:
- Mauro Ascardi: La città euromediterranea: Marco Bringer: progetti territoriali. Come la pratica di ricerca interdisciplinare, e approccio ad una forma di collaborazione tra le diverse formazioni universitarie.

La lingua utilizzata durante gli incontri collegiali, le presentazioni e i seminari è l’inglese.

I seminari internazionali che si svolgono nelle sedi nazionali includono conferenze, seminari, visite, incontri e masterclass in diverse aree di ricerca, come geopolitica, storia, e cultura contemporanea.

Il dottorato organizza, in collaborazione con le università ospitanti, attività di formazione e formazione continua.

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