

## RURALAPP

# INNOVATIVE VALORIZATION OF HISTORICAL AND RURAL LANDSCAPES FOR THE TERRITORY OF SAMNIUM

### Abstract

The following project has resulted from an “innovative PhD with industrial characterization” linked to MIUR “PON research and innovation 2014-2020” issued by the Department of Cultural Heritage Science of the University of Salerno. The project aims to reconstruct the historical, cultural and environmental processes of the territory and the Communities, contributing to develop its vocations and highlighting the added value linked to landscape and productive resources of internal and marginal areas. Despite the complexity expressed by the geographical conditions of the places and the relationships historically established between mankind and landscape, these territories have valuable resources and enormous unexpressed potentials. For these peculiarities, the internal areas are interesting places of experimentation for new development practices based on their cultural and natural heritage, valued in an innovative way.

The project aims to implement an innovative procedure for the management, monitoring and interoperability of rural territories through a system which is built on the principles and methodologies of Social Innovation. The goal is to produce an information basis for diversified users, not only regarding scientific aspects but also from the knowledge management and communication perspectives. In fact, the technologies constitute important tools for the valorization and the use of Cultural Heritage which usually is widespread and not widely known.

The research deals with the study of an area that occupies the southernmost portion of Samnium. In particular, the area of interest of the project includes the Caudina Valley, the Benevento valley and the eastern territories up to the border with the province of Avellino. This region has high landscape and historical-cultural potential that can address social regeneration and requalification. The historical-cultural identity of this context has its roots in the antiquity, thanks to her central position that certainly contributed to the luck of this portion of the Samnium the most: being a hinge between the Tyrrhenian and Adriatic side, a place of "frontier", a place of both encounter and clash of populations, open to various influences of cultural, commercial and economic nature.

The collection of bibliographic and archival sources as well as the various studies carried out in the area have been useful in defining the settlement framework of this large area, from prehistoric to late antique age.

The creation of a mobile app platform can effectively address the purposes of use and enhancement of the project, being a user friendly *way* to convey the knowledge of the complex cultural stratifications that determine the uniqueness of a place. The aim is to create an application capable of guaranteeing a multi-directional relationship between the cultural data, the historical rural landscapes, the vocations of the territory, but with a particular attention to the archaeological heritage, which becomes a driving force for applications aimed at sustainable development. The data structure is linked to an Integrated Information System implemented as a WebGIS platform. A fundamental feature of the App is **its scalability and replicability**, in order to create a tool which can be easily adjusted to similar rural contexts, configuring itself as a product with high malleability, able to integrate the enhancement of other rural areas.

The App collects POI (Point Of Interest) which have been previously identified and georeferenced on a cartographic basis. They will mainly have an archaeological and landscape character but it is also possible to integrate typical productive, artisanal and agricultural activities and accommodation facilities, in order to build a holistic proposal of territorial development. Thanks to the use of the Augmented Reality, the visitor can identify a point of interest and check its information, pointing the camera of his device in a certain direction. The platform allows the system administrator to dynamically choose which multimedia files should be used, such as the presence of excavations, vintage photos of a landscape or monuments, 3d reconstructions, showing to travelers landscapes which are no longer visible, to highlight all the changes that over the centuries have affected the contexts. Furthermore, it will also improve the accessibility of information, in order to offer a visual experience that will facilitate understanding through the most realistic and engaging approaches, offering multi perceptive, immersive and engaging learning.

The final part of this work is dedicated to the valorization and fruition strategies of these rural and peripheral areas, by leveraging on the forms of tourism that are more respectful of natural, social and community values. These good practices are implemented, for example, in slow tourism and cultural tourism through the formulation of cultural routes, in which the territory resources allow to network a widespread heritage and to develop different forms of “immersion” and “narration” of the historical stratifications of complex and marginal cultural landscapes. The Appian Way, which crosses this territory and constitutes the core of the proposed itineraries, becomes a concrete “tool” and an opportunity to relaunch these peripheral areas, especially thanks to the UNESCO candidacy.