

## ABSTRACT OF DOCTORAL THESIS

MARCO NAVARRA

PHD STUDENT OF THE XXXIV CYCLE IN:: *SCIENZE DEL LINGUAGGIO, DELLA SOCIETÀ, DELLA POLITICA E DELL'EDUCAZIONE*

Tutor: Prof. Luigi Frezza

Coordinator: Prof. Filippo Fimiani

### TITLE:

*Narciso e Teseo in Europa*

*Politiche europee, patrimoni culturali, tradizioni e culture territoriali*

### Introduction

The work starts from two assumptions: on the one hand that the territories - urban, rural or coastal - must be understood as places that contain, preserve, root and develop, and therefore identify the cultural heritage of a community (more or less vast and numerous ); on the other hand, that government institutions and bodies, and therefore primarily the European Union, are called upon to identify and apply a governance system capable of soliciting, for the various communities, an aptitude for experimenting with innovative practices for the realization of a sustainable local development, not only for human practices that have a good impact with the natural environment but, also and above all, for the increase of relationships of socialization and of cultural transmission and diffusion between past and present.

This is why a central node of this new governance system must concern the objective of a full enhancement between the communicative traditions of the past and the forms of socialization, communication and education of the digital age.

In particular, the research project investigates the following themes:

- cultural heritage as a strategic asset around which to build local development plans both in urban areas and in rural or coastal areas; a wide, multiform, stratified and differentiated field of repertoires must be articulated, set on different levels and mediaological conditions, to be exploited according to the communicative logic of the digital age.
- the place-based approach as a way of planning and implementing the policies of the different levels of government of the territory in Europe. The level of participation in policy innovation projects requires the implementation of new communication-socialization strategies.

The work consists of five main parts.

### Part I.

The work starts from an analysis of the significance of a territory's cultural heritage.

The specific objective that we tried to achieve was to reconstruct, through a synthesis of the guidelines consolidated in the reference literature, a sufficiently

generic definition, however including the different types of repertoires constituting the localized cultural heritage, even if never exhaustive or standardized, in any case updated and stratified, of the concept of tangible and intangible cultural heritage.

Wanting to characterize Culture as a source of economic development, in this section we first attempt a historical reconstruction of the Industrial Districts and, subsequently, we try to define the typical characteristics of the so-called Cultural Districts through some European and international case studies.

## Part II

The research continues with an analysis of European programmatic policies on sustainable development. From the 2030 Agenda for sustainable development, the most important intervention strategy signed by 193 countries in the world and oriented towards the search for a new culture of common living: the research deals with what the concept of "new culture" means in the digital age and how this concept is grafted into that of a common living preparatory to the goal of an active and supportive citizenship; to the European cohesion policy, that is the strategic intervention framework that aims to guarantee balanced and sustainable territorial development for all regions of the European Union. Effective European cohesion cannot ignore the strengthening and enhancement of those memories, cultural traditions, products and forms of communication through which citizenship lives and produces new realities.

This analysis aims to outline a guiding and regulatory framework of reference, within which all stakeholders, public and private, must move in the planning and implementation of territorial development practices.

## Part III

This section deals specifically with the European question of participatory governance.

In fact, with the 2014 multilevel governance charter, Europe establishes the need for institutionalized cooperation between the different levels of government, European, national, regional and local, in order to achieve common goals. Despite this regulatory effort, the application of a participatory and multilevel governance model has not been seen in the last decade in Europe, but rather there has been a process of centralization by national governments (Domorenok).

This situation has configured a substantial non-application of that partnership principle affirmed in the multilevel governance charter and the programs have too often been lowered from above rather than agreed with local stakeholders. This made it impossible for the territories that could have planned and implemented innovative development policies oriented towards culture and the enhancement of human capital, to generate development plans bit from below.

These plans, as demonstrated by various European and international case studies reported, demonstrate that the territorial development plans developed around cultural repertoires have the effective ability to enhance the resources and assets of an area and also guide those territories with strongly economies traditional models towards 4.0-type advanced societies.

## Part IV

In the fourth part, an attempt was made to reconstruct and analyze the discipline of participatory local development (CLLD), a model for planning and managing

territorial development strategies that today is fully implemented in European rural and coastal territories. This operation was necessary because this methodology (implementing the place-based approach) has met with great success in the last 15 years throughout Europe and is considered a model from which to start for the development of place-based initiatives to be implemented also on urban areas.

Furthermore, this management model is taken as a reference by the Italian cultural heritage code as a virtuous approach for the management and enhancement of tangible and intangible cultural heritage. The code is therefore investigated in its effective and problematic aspects.

Thanks to its bottom-up and partnership-based character, CLLD should promote socio-economic development in ways that cannot be implemented with top-down policies. These bottom-up development practices can facilitate contact with target groups that are difficult to reach with traditional descending programmatic approaches. Based on an integrated approach they can help promote partnerships and joint interventions between different stakeholder groups.

## Part V

The last part of the work proposes the development of a theoretical model for the cultural enhancement of a territory. This exercise is particularly useful for the future development of our own research work, because, by tying together all the key elements dealt with, it seemed possible to conceptualize the entire work as a case of useful toolkit (set of tools). replication of the model.

The proposed theoretical model aims to investigate the processes of re-construction of identity-relational paths of a target territory of the Campania Region, to offer a contribution to the system of territorial value through the economic development of the cultural and tourism industry.

The general objective is to achieve a synergy between intangible cultural heritage and cultural industries, for the activation of a tourism of culture and experience. The model will have to constitute a case study for the activation of innovative practices related to local development, which uses the elements provided by the case of toolkit that this thesis work identifies to characterize a research work at an industrial level.

The model was built taking into account the reference policy, which can be traced in the following keywords: culture-driven, local development, digital skills, innovation, identity.

## Conclusions

This work has the primary objective of discussing, in its generality and in its specific implications, the concept of Cultural Heritage compared with the innovations linked to forms of communication and to devalued traditions and today instead rejected in their socio-cultural importance, in view of a broader, broader, more flexible concept, yet closer to the variety of cultural processes innervated in the daily life of a society with advanced technology and communication systems.

Furthermore, it is interesting to understand how and to what extent the Cultural Heritage (understood in the redefinition to which the research aims) can become a lever to build sustainable environments, of life and relationships, for communities and territories both urban and, sometimes, marginalized or forced to the mere condition of the periphery.

Furthermore, the legislative-regulatory framework is analyzed which today outlines the possibility, for the various European territories, to define their own socio-economic development plan through the full implementation of multilevel governance, which can and must aim at an industry that revolves around the heritage, production and cultural processes of communities, interacting with innovative and sometimes revolutionary systems and forms of communication.