

## **Best practice 25: Integrated Territorial Project “Ecomuseum of the Mediterranean”, Syracuse, Italy**

**Scale:** Urban/District

**Stage of tourism development:** Growing

**Main objective:** Urban (integrated) development

Categories of effects:

### **Effects on urban governance**

- Cultural tourism strategy
- Sustainable partnerships
- Stakeholder participation
- Destination management

### **Effects on quality of life**

- Built heritage diversity
- Urban economies
- Environment
- Social life, local values and traditions

The Territorial Integrated Programme (PIT), named “Ecomuseum of the Mediterranean”, aims to the valorisation of historical, environmental and cultural resources along with the recuperation of the cultural identity linked to places, jobs, traditions and typical products. It consists in a complex of interrelated actions aiming to secure the district areas integrated development, characterised by a homogeneity of resources and vocations. In order to reach this objective the action is concentrated in a well defined territorial ambit and is aimed to the realisation of a single main idea for the valorisation of the endogenous potentialities, peculiar resources and local actors. The overall plan has to pursue strategies and objectives that are defined in the Regional Operational Plan. These kinds of projects are defined as “a complex of inter-sectoral actions, which are strictly coherent and interconnected, converging towards the common aim of the territory integrated development and that justify a unitary implementation approach”. Integrated projects are here considered not only as a reasoned mixing of different sectors (culture, economy, tourism, environment, human resources, etc.), but also as sets of public and private actions that are unified by sharing the main ideas and are pursued by the actors of local development with an unitary implementing and managing modality, capable of reaching the prefixed objectives, in the planned times and with an auditing procedure that follows the whole plan *iter*. The project involves 6 towns, along with the Province of Syracuse: Municipalities of Syracuse, Avola, Noto, Rosolini, Pachino, Portopalo di C.P. The Province of Syracuse has played the role of Lead Partner, while the Municipality of Syracuse has developed integrated actions for the valorisation of urban cultural heritage. Syracuse is concerned with integrated actions for the enhancement of tourism-cultural offer through the implementation of urban rehabilitation and re-qualification interventions and for the fruition of its historical-artistic-architectural heritage and urban green spaces as, for example, the re-qualification of the Foro Siracusano (ancient Greek Agora), the restoring of the ex S. Agostino’s Convent, destined to museal and exhibitory activities, and of the ex S. Francesco da Paola’s Church, destined to excellence cultural events.

**Sources:** PICTURE case study; Proceedings of Regional Province of Syracuse, Italy, October 2003

**Links:**

<http://www.regione.sicilia.it/presidenza/programmazione/puntopit/login.asp>

<http://www.provincia.siracusa.it> (Search: PIT)