

# Latium Region A new tourism for the Litorale Nord area

Guide to promote  
the transfer of knowledge

Massimo Castellano and Armando Montanari





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# Introduction

Working alongside the Network of Enterprises “I Borghi Marinari di Roma – RIBOMAR” and FEDERBALNEARI Latium Litorale Nord, the La Sapienza University of Rome “Innovative Startup” called SARA ENViMOB Srl (Services and solutions for nature and tourism) has gathered information to monitoring the supply of tourism services along the northern coast of the Latium Region (henceforth referred to as Litorale Nord) with the aim of promoting the integration of the various existing and potential components of the local tourist offer. As part of this cooperation, some innovative elements have been introduced: enterprises, working within a Network, relate directly to a university structure so that basic research can be implemented on a practical level in relative reflections and in the short- and medium-term programmes of entrepreneurs. The SARA ENViMOB Srl research group has been coordinated by Prof. Corrado Fanelli, President of the Startup and former lecturer in Plant Pathology at Sapienza University in Rome, part of the Industrial Agro-Biotechnologies Degree Course (DC), and Prof. Armando Montanari, vice President of the Startup and former lecturer of Geography of Tourism and Human Mobility at Sapienza University in Rome, and President of the Tourism Sciences DC. Assistance with the drafting of the Handbook has been given by junior researchers of the Startup, specialising in biology, human mobility and tourism. Of equal importance is the contribution made by enterprises and local administrations, the Latium Region and municipalities in the Litorale Nord area in numerous meetings organised at a local level. The research group has used the experience acquired in the sphere of tourism and human mobility and environmental sciences during the course of numerous research projects already rolled out. Research in

this area received a significant contribution from the European Project SECOA, of which A. Montanari was scientific head, and in which M. Castellano took part as "end user". The results of two other European projects SELMA and PLACE, developed in the university ambit, were then used to generate empirical evidence to be submitted to a range of stakeholders. The approach taken by these projects was to conduct a comparative analysis at an international level, involving research groups operating in other universities both in and outside Europe. The city of Rome, with its ancient history and its complex economic and social problems, has always been a point of reference for all these projects. But what were we able to examine regarding the city of Rome that can compare with metropolises in Europe or other continents? Certainly not the historic centre of the city, which is the largest of its kind in the world. Nor its administrative dimension, which is also the result of a historic process extending over centuries. We have therefore taken as a frame of reference for the international comparative analysis the Metropolitan Area of Rome (AMR). Not the administrative ambit, whose concept has only recently been introduced, rather the metropolitan area based on economic and social phenomena, namely the labour market and consequent commuter flows. The method was taken from the findings of a past European research project, CURB "Costs of Urban Growth", coordinated by A. Montanari from the late-1970s to the early 1980s at the ISSC (International Social Science Council), based in Vienna. Based on the results of the CURB Project, widely used by numerous researchers, also in the recent past, a core, inner ring and outer ring were identified for the AMR. This approach was also used for all the comparative analysis projects of subsequent years.

According to SECOA ("Solving Environmental Conflicts in coastal areas, Global Change Human Mobility and Sustainable Urban Development"), urban settlements have undergone a process of regional and urban restructuring due to the economic crisis of the 1970s, in order to construct a new image at an international level. With fresh economic success, new human mobility flows have occurred: permanent, semi-permanent, temporary and daily, related to both simple consumption trends (leisure and tourism) and production (economic migration). Global competition among metropolitan areas has highlighted the importance of natural and cultural resources. SECOA has considered the impact of human mobility on the growth of urban settlements and

regeneration in coastal areas where (i) the environment is more fragile, and spaces are limited, (ii) phenomena are more concentrated, and (iii) natural and cultural effects on the environment are more accentuated. Being aware of these effects may be of great help to administrations and enterprises in planning for the future development of their activities. Knowing about the environmental state of the coastline and the population's "user preferences" may help with the planning of residential, commercial and leisure development. Problems have now been compounded by climate change, which has a bearing on environmental parameters, such as sea levels, with an increased risk of floods, more pollution and the relocation of many inhabitants. The monitoring and reduction of undesired consequences have resulted in a rise in conflict among stakeholders, since actions require new behaviour on the part of both citizens and businesses. We must pursue an integrated approach to the ecosystem, incorporating social, economic and natural disciplines, in order to understand and solve complex, dynamic problems in coastal towns in cities. SECOA has released numerous publications and performed activities to: (i) identify such conflicts, (ii) analyse their quantitative and qualitative effects on the environment, (iii) create models to summarise the complexity of different social, economic and environmental systems, (iv) compare the priorities of each type of coastal town through their classification. Main results include: (i) the drafting of a method of analysis, (ii) the creation of tools to pursue adequate policies, (iii) the construction of alternative scenarios, (iv) the dissemination and use of findings for the needs of end users, public bodies and enterprises. The project focused on eight metropolitan areas of global importance and eight of local importance in the countries Belgium, Portugal, Italy, Sweden, United Kingdom, Israel, India and Vietnam. The SECOA Project was funded for the period 2009-2013, having a total budget of a little less than 8 million Euro, and was coordinated by Sapienza University of Rome. A Network of Enterprises - RIBOMAR - was set up to change the attitude of small-sized enterprises in the Litorale area, which have difficulty starting up innovative processes due to reduced economic capabilities.

The goal of the European Project PLACE ("Preserving places. Managing mass tourism, urban conservation and quality of life in historic centres") was to assess the impact of tourism on historical European cities, in particular on their monumental, symbolic centres, and to

study urban conservation practices and tourism policies in order to propose the best practices for sustainable development. The findings of the PLACE project highlighted a trend that is common to all the main historical cities in Europe, namely a flatlining of the tourist offer, resulting in an analogous orientation in demand. PLACE partners came from Belgium, France, Greece, Italy, United Kingdom and Turkey. The project had been planned in the first decade of the new century, thus the concept of “overtourism”, which we will look at further on, had not yet been developed, however it had pinpointed the main problem that ever-growing urban tourism was causing to the cultural integrity of historical cities in Europe. Already ten or so years ago it was evident that planning and conservation policies in many historical cities were fragmented, and without far-sighted planning, since they were interested chiefly in the short-term economic benefits of tourism. Again in the first decade of this century the European project SELMA (“Spatial Deconcentration of Economic Land Use and Quality of Life in European Metropolitan Areas”) was rolled out, with the participation of partners from the universities of Denmark, Czech Republic, Israel, Italy, Netherlands, United Kingdom and Spain. The aim of SELMA was to relocate productive activities in the outskirts of urban areas, with effects on the quality of life of workers, users, consumers and residents. A consequence of the relocation of productive activities, and thus of residential activities, has been the phenomenon of urban sprawl, namely low-density urban expansion with high consumption of the territory.

## 1. The Litorale Nord: globalisation processes and overcoming the status quo

Enterprises operating in the tourism and recreational sectors in the Litorale Nord district of Latium are mainly small-sized. This is no different from the rest of Italy, where over 95% of businesses employ fewer than ten employees, and only 400 businesses post turnover in excess of one billion Euro. The size of Italian enterprises also has a bearing on the relationship between the level of education and training offered by universities and the need for SMEs to overcome periods of economic crisis, the reasons for which are now mainly global in nature. To adequately manage such phenomena, a level of knowledge is needed that is not always available to small businesses. Two parallel zones were taken into consideration, municipalities in coastal areas, from Fiumicino in the south to Montalto di Castro in the north, and those located inland, where tourist offer might be developed and where the positive effects of tourist growth in the Litorale area might extend. The surface areas of the two zones are similar in size, while the population residing in inland municipalities is around one third of that residing close to the coast (tab.1).

SUPPLY OF HOTEL ACCOMMODATION				
Coastal Municipalities	2016		2017	
	No. of enterprises	No. of beds	No. of enterprises	No. of beds
Montalto di Castro	10	773	10	773
Tarquinia	12	932	12	932
Civitavecchia	14	862	14	862
Santa Marinella	12	806	12	806
Cerveteri	2	55	2	55
Ladispoli	6	376	6	376
Fiumicino	41	4215	43	4294
<b>total</b>	<b>97</b>	<b>8019</b>	<b>99</b>	<b>8098</b>

**Tab. 1.** Litorale Nord. Coastal municipalities and inland municipalities. Inhabitants and surface area.



The Litorale Nord area of interest with its municipalities.

Inland municipalities may be divided into two districts, those in the North, and those looking onto Lake Bracciano. The first district has a low population density, and is more isolated compared with the central area of the city of Rome. The Lake Bracciano district is well linked to the coastal area and to Rome, thus in terms of functions and economic and social development it is more similar to Litorale municipalities. In Fig. 1 the relevant stretch of coastline is considered a part of each municipality. The sea is generally considered State property. This is certainly correct, but perhaps it would be better to involve local administrations more closely in its management as direct representatives of the coastal population. In terms of surface area, the sea and protected marine zones, the marine SCIs we shall look at further on, constitute in theory the lion's share of the municipal territory. But until now the marine environment has been considered a worthless asset. Of course, fish, invertebrates, molluscs, algae and posidonia cannot defend themselves, and have no voting rights. Interest in environment protection, economic activities and social relations cannot be limited to the coastline, with a marginal interest in the development of inland activities. The sea close to the coastline, as well as that further from the coast and in general the open seas, are an integral part of coastal activities, completing the tourist offer, product diversification and specific nature of the territory. For the Litorale Nord area the Tyrrhenian Sea is particularly rich in potential, as witnessed by the numerous and extensive areas identified as Sites of Community Interest (SCIs). A total of 255,000 inhabitants live in coastal municipalities. All municipalities form part of the Metropolitan Area of Rome, whether or not they are within the administrative part of the Metropolitan City of Roma Capitale, formerly the Province of Rome, or Province of Viterbo. As regards the definition of Metropolitan Area of Rome, based on the commuter habits of the workforce, municipalities from Fiumicino to Civitavecchia are part of the Inner Ring, while Tarquinia and Montalto are part of the Outer Ring. Inland municipalities are those not immediately looking onto the coast, however the coast is within easy reach. They may have significant potential in helping to extend tourism to other parts of the year in coastal areas where tourism infrastructures are used solely in the summer months. In the area surrounding the towns of Ladispoli and Cerveteri the hinterland may be considered to be of greater depth due to the presence of Lake Bracciano and the

municipalities looking onto the lake. The Lake environment offers a number of cultural and environmental resources that integrate well with those of the coast, even though tourist infrastructures are less numerous. Municipalities in the Lake Bracciano district form part of the inner ring of the Metropolitan area of Rome, while those in the North in both the Province of Rome and Province of Viterbo have fewer ties with the economic activities of the Core zone, represented by Rome. The Zone identified as Litorale Nord forms part of the Metropolitan area of Rome. In the period 1951-2017 this part of the Metropolitan area grew in size from a little fewer than 100,000 inhabitants in 1951 to over 250,000 inhabitants in 2017. The coastal area consists of two sub-areas which, based on a common method of analysis, can be divided into Inner Ring, a zone more intensely connected to the labour market and economic activities of the city of Rome, and an Outer Ring, which has fewer ties with the city of Rome. Over the past few decades the development of the coastal zone has depended solely on the presence of the city of Rome, which represents the Core of the Metropolitan area. Based on the analysis of economic parameters, the Municipalities of Civitavecchia, Santa Marinella, Cerveteri, Ladispoli, Bracciano, Anguillara Sabazia and Trevignano Romano have been considered part of the Inner Ring. The municipalities of Montalto di Castro, Tarquinia, Canino, Tuscania, Monte Romano, Tolfa, Canale Monterano, Tolfa, Al-lumiere and Manziana have been considered part of the Outer Ring. The Municipalities of Rome and Fiumicino are considered part of the Core.

The Litorale Nord area is situated between Leonardo da Vinci (Fiumicino) international airport, the historic centre of Rome and the Port of Civitavecchia, the main port via which passengers transit on their way to Sardinia. Civitavecchia is also Italy's leading cruise port, with passenger numbers on a par with those posted by the Port of Barcelona, which is currently the leading Mediterranean port in terms of the number of transiting cruise passengers. All three of these "poles" have not been affected by the economic crisis in terms of passenger numbers, and may be a crucial factor in the future for the development of tourism in the Litorale Nord area. Leonardo da Vinci airport posted passenger transits of approximately 42 million in 2016. Over two million cruise passengers transited through the port of Civitavecchia in 2016, while a little fewer than two million passengers transited to

Sardinia. In the city of Rome approximately 26 million people stayed in the city's hotels in 2015. In total, about 72 million Italians and overseas visitors transit in the zone in question. Up until now it has not been possible to create the conditions for attracting to the Litorale Nord area even a small percentage of passengers, so that they might be transformed from passengers in transit into visitors and tourists. The Litorale Nord area, and in particular the area closest to Rome, is in tourism terms an area where people, exclusively inhabitants of Rome, have a holiday home where they spend the summer months. This trend began in the 1970s. Going northwards from Rome, the only urban area of a certain size organised for permanent residence was Civitavecchia. Thanks to the creation of transport infrastructures, including the Rome-Civitavecchia motorway and the new Cerveteri-Ladispoli station on the Rome-Genoa railway line, opportunities arose to turn holiday homes into main family homes. There was an acceleration in these transformations during the economic crisis, since in coastal areas close to Rome the cost of housing and cost of living in general was lower than that of central areas of Rome. For the same reasons numerous immigrant communities began to settle in municipalities along the coast. In the Municipality of Ladispoli, for example, about 18.5% of the population is immigrant. The most numerous foreigner community is Romanian, followed by Polish and Indian. Large immigrant communities can also be found in Montalto di Castro (13.2%), Fiumicino (12.2%), Santa Marinella (10.2%), Cerveteri (8.9%), Tarquinia (5.2%) and Civitavecchia (5.0%). Tourist enterprises present in the area are mostly bathing establishments serving the users of holiday homes, cafés and restaurants. There are relatively few hotels serving international tourists. Close to the coast there are numerous farms, and sea fishing activity is intense. These activities are not subject to any sort of product coordination and integration, thus there is no base for any sort of marketing activity. It is also a territory rich in cultural treasures, with the overlapping of different civilisations and many traces of Etruscan, Roman and mediaeval history. Notwithstanding the relevance of artefacts from the past, the territory's cultural resources have not been fully exploited. Before the construction of more recent settlements it offered a precious natural environment, only scraps of which remain. These remaining natural areas need to be recovered in an attempt to foster the continuity of the primitive ecological system.

According to demographic data from 2017, the Core hosts 92% of the population, the Inner Ring 6% and the Outer Ring 2%. The Metropolitan area of Rome as a whole has grown in terms of the number of inhabitants not because the number of inhabitants in the Core has risen but due to a different distribution of the population over the territory. The percentage variation of the population considered in Census years shows that the Core actually saw a percentage drop in the population between the late-1990s and early 2000s due to the phenomenon of suburbanisation. Over the past two decades the Core population has begun to rise again due to a widespread re-urbanisation phenomenon and to the creation of a series of infrastructures. The Rome-Civitavecchia motorway (initially called A16, then changed to A12) was inaugurated on 31 January 1967 (fig. 2). On 1 April 2016 the road was extended to Tarquinia. Although the railway service along the Rome-Civitavecchia line has never become efficient as a metropolitan service, it has to some extent contributed to the suburbanisation phenomenon. Construction work was intense in seaside resorts along the northern coast in the 1960s and 70s due to the construction of holiday homes serving residents in the Municipality of Rome. In subsequent decades, due to a change in holiday practices, the rise in taxation and the economic crisis, many holiday homes were turned into permanent family residences by residents in the Municipality of Rome and immigrants from other Italian regions or from overseas choosing these residential areas by virtue of the lower costs and good connections by train, bus and car to the centre of the Metropolitan area.

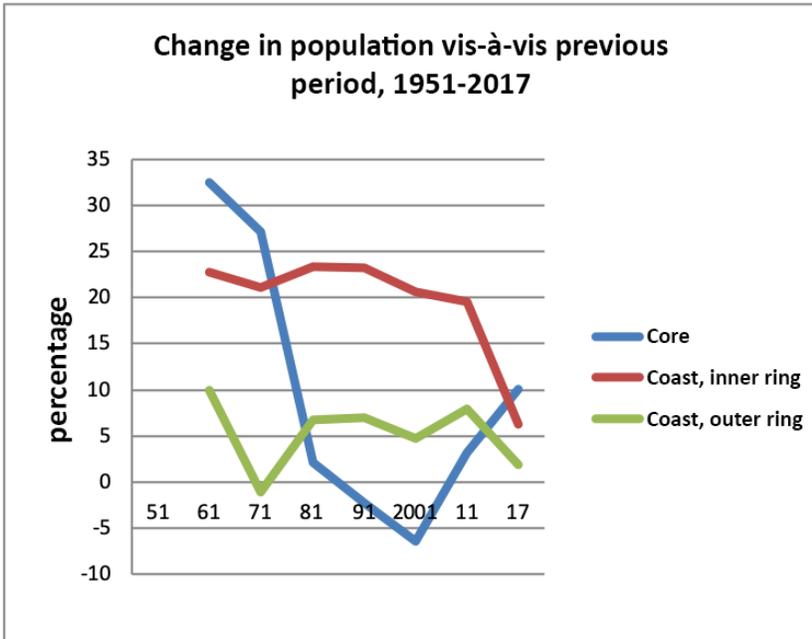


Fig. 2. Changes in population in the Municipality of Rome (Core) compared with changes in municipalities of Litorale Nord (Inner and Outer Ring).

The importance of economic and demographic changes to tourist demand should be well known to entrepreneurs in the tourism industry, a sector that has expanded in recent times beyond hotel, bar, restaurant and bathing facilities to include many new services demanded by new-generation customers who have different needs to those of their parents and grandparents. In the specific case of the Litorale Nord area one also needs to consider demand from new resident populations, new forms of tourism, new and potential flows of customers from other parts of the Metropolitan area, from Italy and from overseas, being part of the millions of passengers transiting through Fiumicino airport or Civitavecchia port or seeking an alternative to excessive traditional tourist flows in the historical centre of Rome. The traditional seaside entrepreneur who once offered a sunshade, deckchair, shower and a bite to eat is now part of the history of tourism, a memory stored in old photographs. The modern-day tourism entrepreneur must realise that his range of offer has extended to the sea and to the surrounding hinterland, and requires the complete and correct use of the territory's natural and cultural resources, and of specific

local products of the land and the sea in their entirety. Therefore, the entrepreneur can no longer limit his offer to tangible items. These material goods certainly form the base of the offer, and therefore cannot be ignored, however competitiveness and customer satisfaction will have to be based on intangible elements, such as physical and spiritual wellbeing. The base for the creation and exploitation of intangible goods already exists in the Litorale Nord area. Entrepreneurs must be aware of this, and use this knowledge as a basis for their corporate information and communication.

## 2. The Litorale Nord and the transformation of tourism and European society

Tourism cuts through a number of productive sectors. About half of these are tourist accommodation and catering activities, the remainder are complementary services and activities, transport, rentals, travel agencies, business support services, recreational, cultural and sporting activities. Seaside tourism has been taken to mean, for a long time, a form of recreational and leisure activity performed along the coast. In Mediterranean regions the coastal area often consists of a narrow strip of land between the land and the sea. Seaside tourism developed in western Europe after the end of World War Two, in tandem with the Fordist model of production, intense economic growth in general and the consolidation of the welfare state, making it possible for workers to spend a suitable period of time on paid holiday leave. This phase of industrial production also led to a Fordist type development of the tourism sector, dominated by major tour operators, hotel chains and airlines. This process was also dominated by different forms of integration between the hotel accommodation, transport and service management systems. This led to a phenomenon called "mass tourism", concentrated mainly along the coasts of regions looking onto the Mediterranean. The resulting "product" was called the three "S"s (sun, sand & sea): demand focused on sun, to get a tan, the beach, where to get a tan, and the sea, to cool off and do a bit of movement. With the 3S product there was little or no mention of environmental quality, beauty of the landscape and cultural riches. Demand was represented by the behaviour typical of what was called the "modern tourist". Periods of economic crisis have always accelerated the decline of products that have reached full maturity. So it was that the economic crisis in Europe between 2007 and 2014 caused an acceleration in changes to demand habits. We are now in a period of transition, which can be used to understand how the supply side can be restructured in order to bring it into line with the demands of a tourist that has taken on the traits of a postmodern

consumer. During the economic crisis seaside tourism in Italy grew less than other types of tourism, above all due to the drop in demand for this type of tourism on the part of consumers residing in Italy. This phenomenon must be considered in relation to the crisis of seaside tourism in numerous Mediterranean countries outside the EU due to war and acts of terrorism, sometimes carried out purely to create panic among foreign customers of seaside tourism. Traditional seaside tourism in Italy thus entered a period of crisis. This did not happen in France or Spain, nor was cruise tourism affected, indeed it partly replaced seaside tourism for economic reasons. Cruise tourism, with its perfect organisation, predetermined costs and ability to adapt quickly to changes in demand, has served as a “low cost” offer compared with seaside tourism. “Low cost” in this case does not just mean moderate prices compared with traditional seaside tourism, rather certain prices, at the time of booking, for a series of integrated services that manage to satisfy the demands of a family wanting to go on holiday. The cruise tourist also spends his money almost exclusively on board, and uses the natural and cultural resources of the territory without making any contribution to their conservation. Cruise tourism is at this time one of the last vestiges of modern-day mass tourism, being concentrated in territories where cruise ships can dock, and masses of visitors stay only for a few hours and in a limited number of places.

SOCIAL CONTEXT	PRODUCT	REASONS	PERIOD
<b>Elite, aristocracy</b>	Coastal tourism	Health & well-being	18 <sup>th</sup> Century
<b>Social Elite, middle class</b>	Spa Tourism	Places of recreation, fashion, and meeting places	19 <sup>th</sup> Century until WW2
<b>Fordist society</b>	Seaside Tourism	Mass Tourism, of the 3 “S”s	20 <sup>th</sup> Century, after the end of WW2
<b>Post-fordist Society</b>	Sustainable tourism	Human mobility	Late 20 <sup>th</sup> Century,
<b>Liquid society</b>	Eco Tourism	Integration of tourism supply products	21 <sup>st</sup> Century

**Tab. 2.** Coastal tourism, from its invention (18th century) to eco-tourism (21st Century).

Tab. 2 gives a brief overview of the evolution of the tourist offer from the 18th century, when coastal tourism was invented, mainly as a means for restoring one's health and physical wellbeing, to the 21st century, when coastal tourism, like every other form of tourism, is centred on the restoration of one's mental wellbeing. Over the centuries we have gone from a type of tourism for the few to tourism for the many, indeed for everyone. But these tourists are no longer just factory workers, they are technicians working in the most advanced areas of technology, whose lives and jobs are dominated by the technologies of Artificial Intelligence. In the sphere of tourism, just as in every other plane of our existence, relations have taken on a "liquid" dimension, social networks are integrated in society, and play a part in determining the tastes and choices of where to go and what to do on one's holidays. Leisure time in advanced societies is destined to grow, consequently tourism will have to take on more psychological, formative and informative functions. The economic crisis that hit Europe from 2007 to 2014 also caused an acceleration in changes to demand habits. We are now in a period of transition, which can be used to understand how the supply side can be restructured in order to bring it into line with the demands of tourists that have taken on the traits of postmodern consumers. During the economic crisis seaside tourism in Italy grew less than other types of tourism, above all due to the drop in demand for this type of tourism on the part of consumers residing in Italy. This phenomenon must be considered in relation to the crisis of seaside tourism in numerous Mediterranean countries outside the EU due to war and acts of terrorism, sometimes carried out to create panic among foreign customers of seaside tourism. Traditional seaside tourism in Italy thus entered a period of crisis, but demand from Italian consumers did not diminish, seen with the rise in cruise tourism and steady demand for seaside tourism in France and Spain. Local authorities responsible for tourist offer viewed this change in demand as a need to diversify the products on offer. This requires new, large-scale investments aimed above all at customers willing to pay more. Thus there has been the construction of golf courses, marinas for large craft, casinos, congress centres. Mass tourism is less and less profitable, and the only real earnings remain in the hands of tour operators, who sell products that include possible consumption, leaving virtually nothing to the local economy. From 1995 to 1998 the Greek government

approved investments for the construction of 13 congress centres, 5 marinas, 3 thalassotherapy centres, 2 golf courses and 1 spa. A second type of diversification includes the development of alternative, small-scale tourist products based on the exploitation of both tangible and intangible cultural assets. To help extend the tourist season beyond the summer period, and thus to foster a more efficient use of resources and production capacities, it is necessary to modernise the product and identify goals other than those currently pursued so as to favour the diversification of demand.

Over the past fifty years the demand for coastal tourism has changed completely. Major tour operators have realised this, as has the cruise tourism industry, which now proposes a sort of “virtual” coastal tourism moving among the main ports of the Mediterranean, offering a quality product that can easily be adjusted and diversified. Small-scale entrepreneurs have a harder time attempting to react to the rapid changes in demand, even with the aid of ICT tools. It is thus necessary to update all parameters for the identification of coastal and maritime tourism.

We may now consign traditional seaside tourism to the past, what for many years was identified with the three “S”s, but we should take into consideration the broad range of options offered by coastal municipalities, such as boat trips, protected maritime areas, diving and fishing. Neither should we neglect cruise tourism which, notwithstanding the economic crisis, has seen continual growth. Mediterranean cruises are marked by a broad tourist offer that we might call “soft”, with the on-board offer of all those recreational and leisure activities that were once the exclusive domain of coastal areas. The difference between traditional coastal tourism and cruise tourism lies not in the product offered but in the integration between different product segments. Such integration is practically absent in traditional coastal tourism, while in cruise tourism integration is complete. This different organisation is also reflected in the way cruise prices are prepared. In traditional tourism the cost of the holiday is the total cost of each segment of the tourist offer. This is difficult for the consumer to determine a priori, with the uncertainty of time frames and modes. With cruise tourism the offer is a “package” deal clearly identifiable at the time of purchase. The two modes do however have in common the territory. Traditional tourism

is closely tied up with the territory, albeit in a disorganised and incomplete manner, while cruise tourism uses the territory as an attraction of the offer, and makes daily stops to those ports that are best connected to historical centres and monumental zones in coastal areas.



### 3. Cultural heritage

In terms of the number and quality of Cultural Assets, the Litorale Nord area is dominated by the town of Tarquinia and, to a lesser extent, the town of Tuscania. Less numerous, but not less significant, is the presence of cultural assets in towns in other municipalities, both along the coast and inland. The town of Ladispoli, founded in the 19th century, and Santa Marinella, a seaside resort developed along the coast, starting from Castle Odescalchi, are not of historical value. The main feature of this area is the scattered presence of cultural assets, vestiges of the intense use made of the territory prior to the Etruscan civilisation, during the Etruscan period, during the Roman empire and in subsequent centuries (fig. 3).



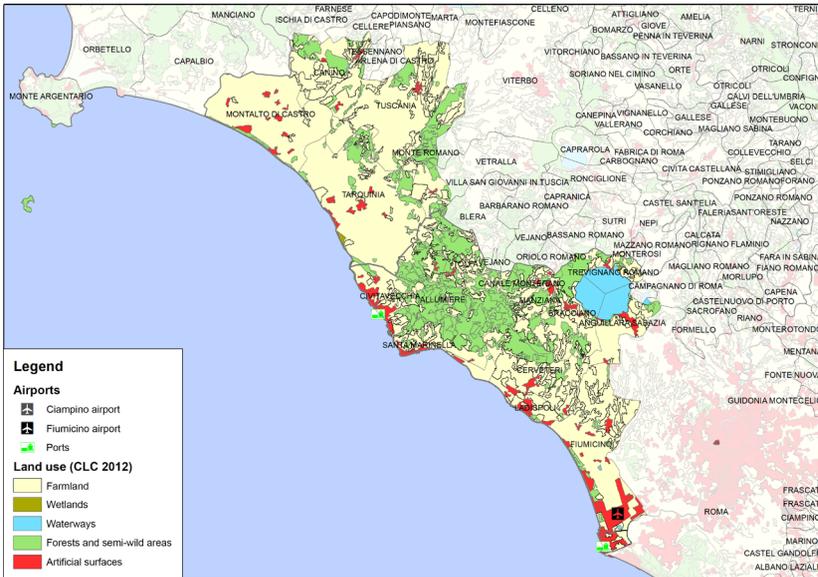
Fig. 3. Presence of cultural assets based on tourist guides.

The presence of unique cultural assets of great historical and artistic value represents another factor for the potential development of the entire district. Economic and social issues and the ability to manage natural elements have led to the constant shifting of centres of interest in the area, and thus of the settlement of communities, over time. There is no possibility of a polarisation of the offer, thus there is no risk of areas, or enterprises, having advantages over others. Today practically all cultural assets exist only on paper, they are mentioned in archaeology and architecture guides, and in history books, but are not part of the tourist offer, often they are not managed adequately, are not well maintained, and are not the subject of adequate information and communication actions. We know that Italy is rich in cultural assets, and public authorities do not always have the human and economic resources to manage them as they should. A solution to this could come from enterprises operating in the territory where cultural assets are situated. They may be able to share responsibility for the management and marketing of such assets in order to enrich their tourist offer. So what could enterprises do? Certainly they should do their own job, and let public administrations do theirs. So: guarantee physical access to the asset, maintain roads leading to the asset, maintain the asset. All these are tangible elements. Enterprises could also take responsibility for managing intangible elements, e.g. information, communication, accessibility. In short, they should act to link elements of their offer, food, accommodation and so on, with the history, traditions, literature, iconography and all other elements relating to a specific cultural asset. In the Litorale Nord area there are cultural assets just beneath the surface of the sea, in close proximity to the shoreline both in the water and on land. These are assets that can preferably be visited in the summer months, during the rest of the year tourist facilities can limit their activity to communicating and informing tourists. On the other hand, itineraries for visiting cultural assets on land may not be as attractive in the hot summer months, when all information activities can be organised. In this way the integration of cultural assets in the tourist offer may help to extend the tourist season.

## 4. Land use, the environment and protected areas

The Litorale Nord is endowed with road and motorway infrastructures, and with the railway line connecting Rome to Genoa and to France. Along the coast there is a concentration of residential settlements in the vicinity of the State road no. 1 (Aurelia), built in ancient times. Fig. 4 shows in red fully anthropised areas, with residential areas, industrial areas and major infrastructures, such as Fiumicino airport and Civitavecchia Port. Towns are all far from the coast, except for Civitavecchia, where the old part of the town, badly destroyed during World War Two, was connected to the port area. Along the coast there are only tourism-based settlements, mostly built in the past half century. The rest of the territory is covered with forests and semi-wild areas in the Civitavecchia hinterland and by farmland.

Attention has centred on Sites of Community Importance (SCI) to highlight zones of environmental relevance and in particular the relevance of marine SCIs present in many sections of the Litorale Nord seawaters (fig. 5). The SCIs in question are marked by the presence of *Posidonia oceanica*, a plant that grows in the sea and produces flowers and fruits.



**Fig. 4.** Land use: farmland, wetlands, woodland and semi-wild areas, built-up areas.



**Photo 1.** Fish feeding in a Posidonia meadow. Author's photo.

*Posidonia* develops roots, a stalk and elongated leaves, and occupies large stretches of the seabed, called meadows, extending from the coast to a sea depth of 30-35 meters, even deeper where there is sufficient light (photo 1). Its importance, and its need to be protected, derives from the fact that its roots and stalks create natural barriers that defend the coastline, while its long leaves host both resident species, which spend their whole lifetimes in the meadow, and migratory species, which spend only the time needed to search for food, receive protection or reproduce. Some researchers consider these sea meadows to be a sanctuary of biodiversity, hosting 20-25% of all species present in the Mediterranean Sea. But *Posidonia* plays an even more important role in protecting the coastal environment due to its ability to produce oxygen, capture large quantities of carbon dioxide and produce biomass. Mcleod et al. (2011) concluded that plant coastal ecosystems are more important in capturing carbon dioxide than land-based ecosystems. The high level of productivity is fundamental for the efficiency of trapping sediments and associated carbon.

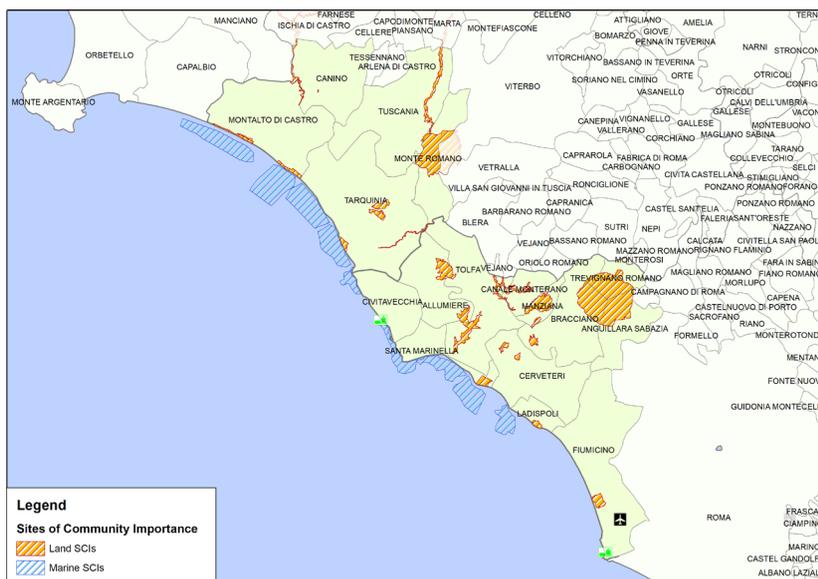


Fig. 5. Litorale Nord: land and marine Sites of Community Importance (SCI).

SITE CODE	SITE NAME	AT_MIS_CON	AREA
<b>Non-marine SCIs</b>			
<b>IT6010018</b>	Litorale a NW delle foci del Fiora	DGR 162 of 14 April 2016	1,8544
<b>IT6010019</b>	Pian dei Cangani	DGR 162 of 14 April 2016	0,410563
<b>IT6010028</b>	Necropoli di Tarquinia	DGR 162 of 14 April 2016	1,91136
<b>IT6030008</b>	Macchia di Manziana	DGR 159 of 14 April 2016	8,0133696
<b>IT6030009</b>	Caldara di Manziana	DGR 159 of 14 April 2016	0,904202
<b>IT6030007</b>	Monte Papparano	DGR 159 of 14 April 2016	1,46297
<b>IT6030006</b>	Monte Tosto	DGR 159 of 14 April 2016	0,623962
<b>IT6030019</b>	Macchiatonda	DGR 256 of 23 May 2017	2,42098
<b>IT6030022</b>	Bosco di Palo Laziale	DGR 256 of 23 May 2017	1,28965
<b>IT6030023</b>	Macchia Grande di Focene e Macchia dello Stagneto	DGR 256 of 23 May 2017	3,1700699
<b>IT6030003</b>	Boschi mesofili di Allumiere	DGR 159 of 14 April 2016	6,2761698
<b>IT6030004</b>	Valle di Rio Fiume	DGR 159 of 14 April 2016	9,0810699
<b>IT6030010</b>	Lake Bracciano	DGR 159 of 14 April 2016	58,638401
<b>IT6010017</b>	Sistema Fluviale Fiora - Olpeta	DGR 162 of 14 April 2016	10,4005003
<b>IT6010027</b>	Litorale tra Tarquinia e Montalto di Castro	DGR 256 of 23 May 2017	1,99778
<b>IT6010021</b>	Monte Romano	DGR 162 of 14 April 2016	37,368
<b>IT6010020</b>	Fiume Marta (alto corso)	DGR 162 of del 14 April 2016	7,0407901
<b>IT6010035</b>	Fiume Mignone (basso corso)	DGR 162 of 14 April 2016	0,898361
<b>IT6010026</b>	Saline di Tarquinia	DGR 162 of 14 April 2016	1,49625
<b>IT6010039</b>	Acropoli di Tarquinia	DGR 162 of 14 April 2016	2,18908

<b>IT6010040</b>	Monterozzi	DGR 162 of 14 April 2016	0,0478523
<b>IT6030001</b>	Fiume Mignone (medio corso)	DGR 159 of 14 April 2016	4,82479
<b>IT6030021</b>	Sughereta del Sasso	DGR 159 of 14 April 2016	1,10546
<b>TOTAL non-Marine SCIs</b>			<b>163,426031</b>

<b>SITE CODE</b>	<b>SITE NAME</b>	<b>AT_MIS_CON</b>	<b>AREA</b>
<b>Marine SCI</b>			
<b>IT6000005</b>	Fondali tra Punta S. Ago- stino e Punta Mattonara (Municipalities of Tarquinia and Civitavec- chia)	DGR 369 of 5 July 2016	5,5711098
<b>IT6000006</b>	Fondali tra Punta del Peco- raro e Capo Li- naro (Munici- palities of Civitavecchia and Santa Ma- rinella)	DGR 369 of del 5 July 2016	10,9645004
<b>IT6000007</b>	Fondali anti- stanti S. Mari- nella (Munici- pality of Santa Marinella)	DGR 679 of 15 November 2016	13,5307999
<b>IT6000008</b>	Secche di Mac- chiatonda (Mu- nicipalities of Santa Marinella and Cerveteri)	DGR 679 of 15 November 2016	16,9571991
<b>IT6000009</b>	Secche di Torre Flavia (Munici- palities of Cer- veteri and Ladi- spoli)	DGR 679 of 15 November 2016	10,7290001

<b>IT6000004</b>	Fondali tra Marina di Tarquinia e Punta Quaglia (Municipality of Tarquinia)	DGR 679 of 15 November 2016	18,4113998
<b>IT6000003</b>	Fondali tra le foci del T. Arnone e del T. Marta (Municipality of Tarquinia)	DGR 679 of 15 November 2016	23,9699993
<b>IT6000002</b>	Fondali anti-stanti Punta Morelle (Municipality of Montalto di Castro)	DGR 555 of 5 August 2014	27,2803001
<b>IT6000001</b>	Fondali tra le foci del F. Chiarone e F. Fiora (Municipality of Montalto di Castro)	DGR 554 of 5 August 2014	26,2866001
<b>TOTAL Marine SCIs</b>			<b>153,70 km<sup>2</sup></b>

**Tab. 3.** Sites of Community Importance (SCI), land and marine. Source: Latium Region, Regional Council Resolutions (DGR).

Tab. 3 confirms the presence of numerous protected areas in the sea, along the coast and further inland. In this case too the various types of SCI permit use in different seasons. Marine SCIs can be visited mostly during the summer months. This is the period when coastal and inland SCIs may not be available for visiting due to the partial or total drying up of wetland areas. Wetlands return to their maximum water pool levels and are frequented by migratory birds in the autumn-winter period. Just as for cultural assets, natural assets can be exploited during the seasons they are available in order to extend the tourist season, integrating visits, events and communication activities.

Starting with the Sixth Environment Action Programme (2010), "Our future, our choice", the European Union considered the conservation and protection of the marine environment to be a complex

problem requiring a multidimensional and multidisciplinary approach, and entrusted the Commission with the task of drawing up a strategy capable of managing such complexity. In 2005 the Commission adopted a strategy based on a new approach for the protection and management of ecosystems, and promoted a sustainable use of marine resources. Despite its relevance as a food resource, a leisure facility and part of the climate change problem, the marine environment has not been taken into due consideration, having been studied little and only indirectly helped by protection policies. There has indeed only been a superficial examination of the relationship between the impact of human activities along the coastline and neighbouring inland areas and the survival of marine resources. In the Litorale Nord area an obvious imbalance has been created between natural resources and the human presence. This can be measured for instance by the sizeable drop in fish catches due to the overuse of many fish species. There is an urgent need to reduce the pressure exerted by fishing, so as to safeguard the environment and replenish fish stocks. Both professional and amateur fishermen can no longer “plunder” resources in whatever way and at whatever cost, they need to become careful guardians of resources to be used in a sustainable manner. Those living on the coast or spending their free time there must also change their role, becoming part of a process to recover and restore those resources erroneously believed to be everybody’s, and thus nobody’s, to be consumed until exhausted. Natura 2000 is the tool created by the EU to develop policies that protect biodiversity. The Natura 2000 network consists of Sites of Community Importance (SCI) identified by member States based on principles set forth in the Habitat Directive. The areas making up the Natura 2000 network in all EU countries are not protected reserves outlawing human activities. In SCI areas the protection of nature is pursued alongside the economic, social and cultural needs of the communities living and working in that area. Thus individuals and private interests can own SCI areas providing they are able to manage them in accordance with the principles of sustainable development. In agricultural areas for example, in addition to farmed plants and animals there are animals and plants in danger of extinction, and for their survival traditional, non-intensive farming techniques must be employed. The presence of marine SCIs in the Litorale Nord area coincides with the *Posidonia oceanica* meadows.

Increasingly intensive activities performed along the coast, the polarisation of settlements, construction of holiday homes and of road and rail infrastructures, intensive fishing and boat moorings turning up everywhere are all posing a threat to the integrity of the posidonia meadows. This also poses a threat to the habitat and the animal species that are essential for the development of fish stocks. Urgently needed is an in-depth analysis of the quantity and quality of habitats in order to draw up plans for managing zoning and practical needs, but also for safeguarding these areas. A marine heritage that can be protected against the effects of human activities may make a positive contribution to the development of the coastline, fostering integration with activities that are performed along the coast and in neighbouring inland areas.

SCI	Threats and Pressures												
	1	2	3	4	5	6	7	8	9	10	11	12	13
IT6000001		X						X		X	X		
IT6000002			X	X	X			X	X	X	X		X
IT6000003		X			X				X	X	X		
IT6000004		X	X	X	X			X	X	X	X		X
IT6000005	X		X	X				X	X	X		X	
IT6000006	X	X		X				X	X	X		X	X
IT6000007	X	X	X	X	X			X	X	X		X	X
IT6000008		X		X	X	X	X	X	X	X			
IT6000009		X	X	X	X			X	X	X	X		X

**Tab. 4.** Litorale Nord of the Latium Region, marine SCIs, code, habitats, threats and pressure exerted by human activities. Source: Latium Region, Regional Council Resolutions (DGR).

Legend: 1) Port areas; 2) Trawling; 3) Passive professional fishing (includes other fishing methods not listed in subcategories); 4) Collections (e.g. marine invertebrates); 5) Abrasion in shallow waters/mechanical damage to sea-bottom (e.g. due to contact between divers and organisms of submerged reefs); 6) Military manoeuvres; 7) Abandoning of military equipment; 8) Penetration/disturbance beneath the sea-bottom surface (e.g. mooring to reefs, posidonia meadows); 9) Pollution of seawaters (and saltwaters); 10) Invasive exotic species (animal and plant); 11) other types of changes; 12) Changes to

sand deposit rates, unloading and depositing of dredged materials; 13) Reduction or loss of specific habitat features.

Table 4 shows the main threats posed to marine SCIs present in the Municipalities of Montalto di Castro and Ladispoli. The threats and pressures given, solely for the habitats of Natura 2000 sites, are those identified by the Management Plans and data of the IV Report of the Habitat Directive for the Latium Region. Assessments were also made of single measures listed in Regional Council Resolution 612/2011, Official Bulletin of Latium Region, issue 34 Supplement 2. The threats indicated should also be considered for areas lying outside Rete Natura 2000 sites, according to the provisions of Art. 11 of the Habitat Directive, according to which member States must guarantee the supervision and good health of species and habitats. The infrastructures that pose a threat to *Posidonia* meadows are port facilities in the municipalities of Civitavecchia and Santa Marinella and military appliances between Santa Marinella and Ladispoli. The biggest threats to the environment come from intensive fishing and the mass collection of marine invertebrates. Fishing in general does not exert pressure on *posidonia* meadows, but the ways in which it is practised, and its intensity and frequency, do pose a threat. Any protective measures adopted up until now have not been suitably applied. Fishing, correctly practised, could be in symbiosis with *posidonia*, yet it is one of the main threats to the environment and for the conservation of fish stocks. Nautical tourism too has grown significantly in recent years, and is also a serious threat due to unauthorised moorings effected by craft owners. In the marine SCIs of other European countries, more correctly, pleasure craft can be moored only in certain zones and in specially prepared buoy zones. The presence of densely populated towns along the coast and hyper-intensive farming practices are the main causes of seawater pollution. The globalisation of maritime traffic has also contributed to the migration of plant species, which in one or two cases unfortunately have adapted well to our seas, and constitute a threat for the survival of *posidonia*.

It is no good publishing protection regulations in official State and Regional documents if they are not then implemented. It is no use demarcating SCI areas without then defining areas of lesser or greater

protection or defining suitable conduct on the part of those living or working in coastal areas. Only if there is a shared will to safeguard marine resources can European regulations be implemented effectively by our administrations. The entire area may grow in a balanced and efficient manner if coastal waters, where *posidonia* is most abundant, are viewed in a close cause-effect relationship with coastal areas and neighbouring inland areas. Administrators and business operators, but also residents and visitors, have set a boundary between the land the sea, a solid and insurmountable barrier between what is of interest to us and what is not. Part dustbin, part bottomless container of resources we can access and extract according to our needs. Now we have reached the end of the road: the bin is full, and they are bringing back our waste. At the same time the chest of goodies is empty, and we have discovered we are scraping the barrel. The picture regarding the state of marine areas in the Litorale Nord is not a rosy one, analyses point to a lack of attention regarding one of the main resources of the area. The situation of the Latium Region confirms at a local level the findings of a study conducted by “Sustainable Development Report Dashboards 2019” (Sachs et al., 2019) in 162 countries, placing Italy in 30th place regarding performance, with a score of 75.8%. The most critical of the 17 parameters examined was that of “Life below water”. Italy scored a low 41.1% in this area, and the judgement given regarding relative trends was “stagnating”. Now is not the time however to wait for the intervention of public administrations. Now entrepreneurs, who could obtain important economic advantages, and citizens, who could obtain benefits for their health and wellbeing, need to come together and manage efficiently what nature and history have handed down to us undeservedly we might say. Tourists and visitors may also gain from a better safeguarding of natural and cultural resources, but this user category will express its disapproval by not visiting the Litorale, or by not returning if they have been there.

## 5. Hotels and other tourist accommodation facilities

The hotel offer is present above all in coastal municipalities, where a little less than 90% of bed places and 80% of hotels are present. The Municipality having the largest hotel offer is Fiumicino, which is also the only municipality in which there has been a rise in the number of hotel facilities and bed places.

SUPPLY OF HOTEL ACCOMMODATION				
Coastal Municipalities	2016		2017	
	No. of enterprises	No. of beds	No. of enterprises	No. of beds
Montalto di Castro	10	773	10	773
Tarquinia	12	932	12	932
Civitavecchia	14	862	14	862
Santa Marinella	12	806	12	806
Cerveteri	2	55	2	55
Ladispoli	6	376	6	376
Fiumicino	41	4215	43	4294
<b>total</b>	<b>97</b>	<b>8019</b>	<b>99</b>	<b>8098</b>

**Tab. 5.** Coastal municipalities, hotels and bed places per municipality, 2016 and 2017. Source of data: Istat, various years.

SUPPLY OF HOTEL ACCOMMODATION				
	2016		2017	
Inland Municipalities	No. of enterprises	No. of beds	No. of enterprises	No. of beds
Canino	0	0	0	0
Tuscania	2	116	2	116
Monte Romano	0	0	0	0
Allumiere	1	56	1	56
Tolfa	0	0	0	0
Canale Monterano	1	103	1	103
Manziana	1	25	1	25
Bracciano	9	269	9	269
Anguillara-Sabazia	7	433	7	433
Trevignano Romano	4	125	4	125
<b>total</b>	<b>25</b>	<b>1127</b>	<b>25</b>	<b>1127</b>

**Tab. 6.** Inland municipalities, hotels and bed numbers per municipality, 2016 and 2017 Source: Istat data, multi-year.

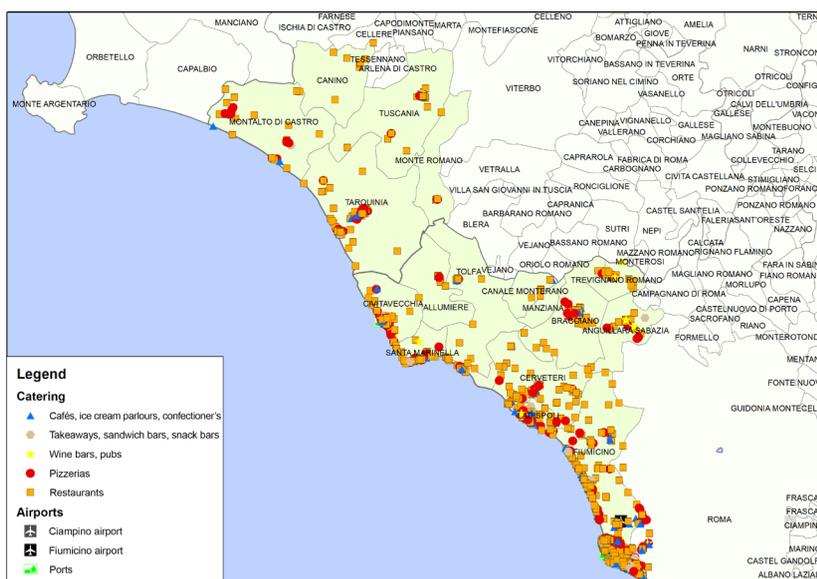
	2016		2017	
Municipalities	No. of enterprises	No. of beds	No. of enterprises	No. of beds
Coastal	97	8019 (87.7%)	99 (80%)	8098 (87.8%)
Inland	25	1127 (12.3%)	25 (20%)	1127 (12.2%)
<b>total</b>	<b>122</b>	<b>9146</b> (100%)	<b>124 (100%)</b>	<b>9225 (100 %)</b>

**Tab. 7.** Comparison between number of hotels and number of beds in coastal and inland municipalities, 2016 and 2017. Source: Istat, multi-year.

Hotels work exclusively in the summer season, which is basically limited to a few weeks in July and August. In the past the season was longer, lasting a few months, and that was enough to cover expenses and earn a deserved profit. Seasonal trends have changed due to changing tourist practices in this area, particularly Italian tourists. With this change in habits, lack of a varied offer, and thus lack of attraction, the seaside tourism season has shrunk considerably, while at the same time expenses have risen. To partially offset this trend, these hotels have hosted guests coming to Rome chiefly to visit the historical city centre.

MUNICIPALITY	ARRIVALS	OVER-NIGHTS	AVERAGE LENGTH OF STAY (NIGHTS)
Montalto di Castro	9,516	22,534	2.37
Civitavecchia	43,543	77,842	1.70
Santa Marinella	21,771	52,255	2.40
Ladispoli	13,349	29,369	2.20
Fiumicino	318,802	675,740	2.11
Bracciano	7,560	15,763	2.08

**Tab. 8.** Hotels: tourist numbers and stays (2015). Source: Istat data.



**Fig. 6.** Hotels and other tourist accommodation facilities. Source: author's search on tourism-related social networks.

Official data on tourist accommodation facilities and tourist numbers show only part of the offer. Information technologies, used to make everything quicker and more efficient, have revolutionised the tourist offer market. If one examines the tourist offer as it appears on tourism-based websites, it is possible to build up a picture of this offer that is closer to the actual situation. In the area in question this study revealed the presence of 171 hotels and 2,903 non-hotel tourist accommodation facilities, including campsites, holiday farms, bed and breakfasts, guest houses and various types of dwellings offered on the market for varying lengths of time (see fig. 6). There are no data on tourist numbers and length of stays in tourist locations, partly because such data are not made public. We might however attempt to draw some conclusions based on what is published by competent public administrations. According to data published by Istat, one "bed place" is the equivalent of about 95 tourist days' stay. There are no precise data on the number of bed places in tourist locations offered on the Web, but we know, based on the features of the offer, that each tourist accommodation facility has from 5 to 10 bed places. This means that about 40,000 bed places are available, the equivalent of a potential 2,250,000 days' stay. In the area under review there are not so many tourists, thus we must conclude that the likely tourist destination of these tourists is the historical centre of Rome. The number of overnight stays recorded by official bodies is only partly on account of tourists staying along the coast, since seaside tourism is concentrated in the summer months, and in the rest of the year hotels host guests visiting Rome city centre. Then one should consider cruise tourism and tourists landing at Civitavecchia to spend the day on land. We know that this part of demand also refers to Rome city centre as its main destination. Cruise tourists transiting through the Port of Civitavecchia number about 2.5 million each year. According to the definition of the UN-WTO, they cannot be considered tourists of Civitavecchia, but rather passengers in transit, since they sleep on board the cruise ship and spend their time on dry land only from the morning to late afternoon, when they must then return to the ship to resume the cruise. If one considers only partially cruise tourists, it might be estimated that there are 3-4 million such tourists that reside in or pass through this area and spend their days in the historical parts of Rome. These figures are approximate, and we have not considered that of the two million or so

passengers going to and from Sardinia some will take the opportunity to visit Rome, and the same might be true, if only for a small percentage, for the over forty million passengers transiting yearly through Fiumicino airport.

These figures point to two contrasting realities. The Litorale Nord district suffers from a practically complete absence of tourism, even though many tourists stay overnight in the area, and many more tourists are in transit. We may call this situation “undertourism”. The second problem is that the sizeable flow of visitors, and of “non-tourists”, since they do not stay overnight, to the historical centre of Rome contributes to the excess in tourist numbers, which is known internationally as “overtourism”. This reduces the quality of the tourist offer, and of residents’ wellbeing, in some part of the city centre. There appears to be an urgent need to adopt measures to recalibrate the relationship between visitors, tourists and the tourist offer in the city centre of Rome and the Litorale Nord district. Only persons unaware of the Litorale Nord area might doubt that the quality of the natural and cultural assets of this area is any less than that on offer in the historical centre of Rome. So what exactly is missing? In short, tradition, followed by tourist facilities and adequate information and communication policies.

In 1995 the number of international tourists topped 500 million worldwide. This number has doubled in ten years. It is estimated that by 2030 the 1995 figure may have risen four-fold. Domestic tourism figures are available, but tourist flows are similar to an iceberg, the smallest part of which, in our case international tourism, is that lying above the surface. But below the surface is a mass 4-5 times larger, consisting of domestic tourism. This notable growth is due to transport models and “low cost” hospitality, and to the appearance in the market of demand from China, India and the Gulf countries. These growth percentages are not viable in current limited spaces. The dimension of this growth and relative traits will likely lead to conflicts of varying types. The study commissioned by the European Parliament on “Overtourism: impact and possible policy responses (October 2018)” uses the term to describe the situation in which the impact of tourism in given periods and localities exceeds physical, ecological, social, economic, psychological and political thresholds. This study suggests that the most relevant indicators for identifying the phenomenon are: 1)

density (bed-nights per km<sup>2</sup>) and tourism intensity (bed-nights per resident); 2) combined accommodation capacity, the number of bed places offered on “airbnb” sites in relation to regional gross domestic product (GDP); 4) intensity of air transport (arrivals by air in relation to number of residents); 5) proximity to airport, cruise liner ports and UNESCO heritage sites. In the survey conducted in three EU cities, conflicts emerged directly or indirectly relating to overtourism: i) congestion of public spaces; ii) privatisation of public spaces; iii) rise in real estate prices; iv) rise in arrival of cruise ships, entailing a large number of cruise visitors in concentrated times; v) residents’ loss of purchasing power; vi) unbalanced resident-visitor relationship; vii) imbalances in offer of consumer goods; viii) environmental deterioration, rise in waste produced and noise pollution, decline in quality of air and water.



**Photo 2.** Rome, Trevi Fountain. Author’s photo.

In the case of Rome, the phenomenon of overtourism can be seen above all in the tourist “itineraries” between Piazza Navona and Trevi Fountain. This path is crossed by all sorts of impediments, including

cafés and restaurants occupying much of the street with their tables and street vendors displaying their ware in a semi-permanent manner. Photo 2 shows the final destination of tourists following this path, reaching the edge of the monumental fountain before quickly turning their back to it, the reason for their visit and trip and what they paid to see. The front row of tourists all has their back to the monument, making a “quick visit”, taking a selfie, before being replaced by another row of intrepid selfie hunters. Police officers, standing at the sides of the monument, make sure there are no bust-ups among the many people seeking to push their way through to the front row.



**Photo 3.** Road towards Trevi Fountain. Author's photo.

At Trevi Fountain it has become difficult to find someone actually looking at what he is there to admire, namely the monument. We have witnessed a reverse in trends: rather than seeing the “new” world around him, the tourist comes to Rome to admire himself, mirrored in his mobile phone screen. The Fountain stays in the background, behind his face, as the tourist is pleased to quickly transmit his photo to

a social network to show to others he has been to Rome. An act of pure narcissism which, thanks to a mobile phone, seeks to gain an approval rating that is greater than would be the case in the real world. A selfie taken in front of Trevi Fountain has the same significance of one taken in a godforsaken village in front of a crumbling wall. This too is part of the problem of overtourism, a poor awareness of the cultural or natural context and the consequent trivialisation of the heritage behind the place one wishes to visit.

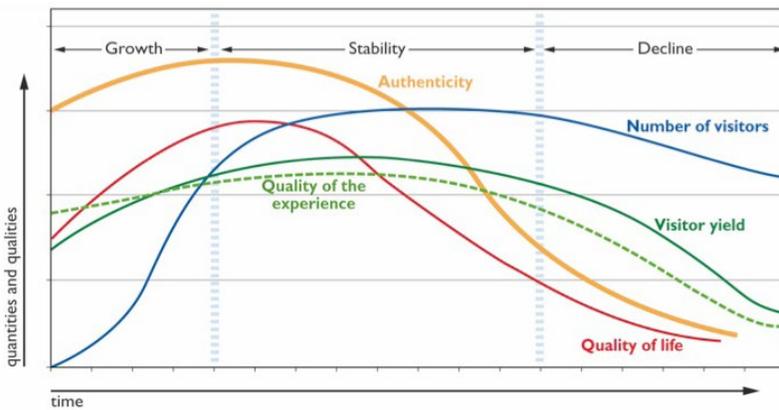


Fig. 7. Urban tourism, quantity and quality parameters.

At It was in the final two decades of the 20th century that the number of visitors and tourists to historical cities began to rise. The phenomenon was viewed by tour operators, as well as by public administrators, as a lifeline for local urban economies seriously affected by changes and crises brought on by globalisation and a competitive economy. For many years this rise in numbers was shown off like a trophy to prove to the world a success that was to have attracted ever larger numbers. But urban tourism is a complex phenomenon whose success is corroborated by qualitative rather than quantitative variables. When considering the success of urban tourism, one should take into account components such as the quality of the tourist experience, the genuineness of the product offered and the quality of life of residents. The visitors variable includes all demand categories, therefore: a) pure tourists, both domestic and from overseas, according to the UNWTO definition,

that sleep in tourist accommodation facilities in Rome; b) people that sleep on cruise liners docking in Civitavecchia visiting Rome for the day; c) people sleeping in tourist accommodation facilities located outside the city coming to Rome for the day; d) people residing outside the city that come to Rome for purely recreational purposes. Naturally the number of visitors has to be considered, but their dimension is of relevance only for the economic and social impact it produces, assessed in terms of value added. Fig. 7 gives all the cited variables and shows that a reduction in the value of qualitative variables will inevitably be followed by a drop in the quantitative variable, expressed by the number of visitors. With the decline of the tourist offer comes a fall in the quality of the tourist's experience when visiting a given locality. In the case of Trevi Fountain one must remember that the number of people going there just to take a selfie make it difficult for a "slow visit" to the monument on the part of those wishing to appreciate its beauty. Not being able to do so, they will leave and never return. In such a context it is very important to examine the "visitor yield" curve, the value added expressed by those who come only to observe the monument, and the society of which it is an expression, with an intensity known, in tourism literature, as the tourist's "gaze". This is a cultural and social value added, and may also be economic in nature. Those visiting Rome for just a few hours to take a few selfies will spend one or two Euros for a coffee, while those spending a few days in the city will sleep in a hotel, eat in a restaurant, and thus take in the city's tangible and intangible heritage. The phenomenon of overtourism and tourist phobia thus comes in the phase of decline of urban tourism. The whole of Europe has been affected, and even the European parliament has taken an interest in the issue. To oppose the decline in urban tourism the city administrations of Amsterdam, Barcelona, Madrid and Vienna have imposed restrictions on the offer of low-cost accommodation. These limits have been placed in terms of the number of dwellings that can be offered or limits on how long the dwelling can be made available, lasting weeks or months. In this way it has become less convenient for owners to offer their properties to tourists rather than for residential ends. Also considering the depressed real estate market, the owner of an apartment in the Metropolitan area of Rome finds it more convenient to rent out the property to tourists for short periods. But the mass and uncontrolled conversion of dwellings to

short-term holiday homes is creating more and more social problems in Europe's biggest historical cities. Attempting to regulate this conversion phenomenon should not be viewed as anti-tourist, rather a necessary pro-resident policy, protecting people's right to live and work in their own city. This business sector initially grew in an unregulated, uncontrolled manner, and immediately proved to be of great interest to small-scale property owners. This supply was bolstered by demand due to the modest costs, the spread of DIY tourism, the shortage of dedicated personnel, and also a lifestyle that brings tourists more into contact with residents and city life. Thus it was initially a low-cost offer, but is also turning into a luxury sector due to the market entry of major tour operators. Rocco Forte House for instance manages five luxury apartments in Rome, in Piazza di Spagna (Spanish Steps), while Airbnb manages two thousand properties worldwide that have an average rental of \$1,500 per night.

## 6. Coastal tourism: the seaside and the hinterland

The Litorale Nord area must be viewed in the future as a link between the coastal area and the hinterland. In this area is a concentration of infrastructures, roads and railways, tourist accommodation structures and all other tourist services. The Litorale must be integrated with the rest of the territory, which possesses many natural and cultural assets as well as quality food and wine products. The Litorale of the near future will incorporate six territorial typologies: Type 1 – hilly areas; Type 2 – inhabited hilly areas, between hills and plains; Type 3 – coastal plains; Type 4 – proximity to sea; Type 5 – open sea; Type 6 – high seas. These typologies vary from hilly, unpopulated areas to coastal areas with many human settlements, and the high seas. Low- and medium-density populated territories need to be safeguarded, while the coastal area where human activities are intense need to be protected by environmental restoration and impact mitigation policies.

Type	Traits	Definition
1	Semi-remote to remote,	Presence of isolated zones, immersed in nature, silence, slow tourism, protected natural assets. Sparsely populated area.
2	Accessible to less accessible	Presence of ancient settlements and cultural assets from the Etruscan, Roman and mediaeval periods, small modern-day towns, not heavily used but quality services

		and infrastructures. Medium-density populated area.
3	Easy-to-access coastal territories	Presence of more densely populated settlements, infrastructures, services, spaces for communication recreational activities, noise, intense activities. Densely populated area.
4	Easy-to-access coastal sea	Presence of infrastructures for bathing and recreational activities, services, spaces for communication recreational activities, noise, intense activities. Medium-density populated area.
5	Accessible to less accessible	Presence of natural assets on seabeds (posidonia meadows) and protected cultural assets (from Etruscan and Roman periods). Medium-density populated area.
6	Semi-remote to remote	Presence of isolated zones, immersed in nature, silence, slow tourism. Low-density populated area.

**Tab. 9.** Territorial typologies, traits and definitions.

type	Tourist offer experience	Environment of tourist experience
1	Contact with nature, protection of peace and quiet, ecotourism, study and documentation of biodiversity in protected areas. Solitude, contacts with other users, in particular interpersonal relations, self-organisation of visit. Aware and well-prepared tourist.	Largely isolated, high quality of environment due to presence of areas identified as such in Europe. Few structures and sparsely populated. Grazing Maremma cattle and sheep, shepherds, huts for shelter in bad weather. Infrastructures for telephones and power distribution

- |   |   |   |
|---|---|---|
| 2 | Contact with a natural environment exposed to human activity for centuries. Contacts with other users in small groups. only a few services available. Niche tourism.            | There are signs of human presence, but not prevalent. Villages, sparsely populated settlements, quality landscape enhanced by olive groves, vineyards, arable land, grassland                               |
| 3 | Broad social interaction with others in all spaces at all times of day. Easy access to services and infrastructures and to spaces for mass recreational and leisure activities. | Widespread anthropisation, presence of numerous services, easy access to infrastructures. Presence of air and noise pollution   |
| 4 | Broad social interaction with others possible at all times of day. The beach as a way of getting to know others and increasing the number and quality of social relations.      | Presence of spaces for bathing with supervision and emergency rescue services. The sea is used intensely, and can be experienced solely through intense exchanges with others. High-density human activity. |
| 5 | Contacts with others mainly through small groups that already interact. Niche tourism. Study and documentation of biodiversity  | A few signs of human presence: buoys, lights along the coast, fishing boats, leisure boats. High quality of environment due to the presence of areas identified as such in Europe. Regattas                 |

6	Peace and quiet in contact with nature. Study and documentation of biodiversity. Solitude, silence, contact with others, chiefly interpersonal. Pre-formed groups. Self-organisation	Total insulation, high quality of environment, high degree of biodiversity. Few structures and human influences: ships, offshore platforms for ship moorings. Amateur sailing on the high seas. Regattas.
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**Tab. 10.** Territorial typologies, tourist offer and environment.

type	Location	Main activities already in place or planned: examples
1	Hilly areas	Observation of biodiversity, walks, slow tourism
2	Foothill areas	Walks, food and wine tourism, cultural tourism
3	Within 1 km of the coastline, on land	Recreational activities, tourism, sport, play, meals, interpersonal relations, observation of other people's activities
4	Within safety limits specified by competent authorities	Swimming, rowing, water sports, underwater observation, windsurfing, para-sailing
5	Within 3 nautical miles	Fishing, observation of seabed, leisure boats, water-skiing
6	Beyond 3 nautical miles	Fishing, tourism using underwater craft, leisure craft: sailing and motor boats, cruise liners,

**Tab. 11.** Territorial typologies, location of main tourist activities already in place or planned.

## 7. Food and wine and quality agrifood production

ARSIAL is the Regional Agency for Latium for Agricultural Development and Innovation, its website [http://www.arsial.it/arsial/wp-content/uploads/PAT\\_Biodiver\\_catalogo\\_2017.pdf](http://www.arsial.it/arsial/wp-content/uploads/PAT_Biodiver_catalogo_2017.pdf) includes the Register of Latium Enterprises that sell typical and traditional products obtained from Regional Agricultural Biodiversity resource (pursuant to Regional by-law 15/2000). Also on the ARSIAL website page [http://www.arsial.regione.Latium.it/portalearsial/prd\\_tipici/default.asp](http://www.arsial.regione.Latium.it/portalearsial/prd_tipici/default.asp) (tab.12) are the products present in Litorale Nord municipalities.

### **Traditional products**

“Canino and Montalto di Castro green asparagus” (product origin: Canino, Montalto di Castro, Tarquinia); “Anguillara Broccoli” (Municipalities of Anguillara and Ladispoli); “Romanesco broccoli” (Fara in Sabina, Rome, Ladispoli, Sezze, Cassino); “cacio fiore” cheese (Anguillara Sabazia, Rome, Trevignano Romano); “Tarquinia artichoke” (Tarquinia, Montalto di Castro); “Maremma beef” (Cerveteri, Rome, Tolfa); “Lake Bracciano whitefish (Anguillara Sabazia, Bracciano); “Tarquinia mushroom” (*Pleurotus eryngii*) (Tarquinia, Monte Romano); “Viterbo Maremma fennel” (Ladispoli, Montalto di Castro, Tarquinia); “Lake Bracciano lattarino” (*Atherina*) (Anguillara Sabazia, Bracciano);

**DOP products** “Canino extra virgin olive oil” (Arlena di Castro, Canino, Cellere, Farnese, Ischia di Castro, Montalto di Castro, Tescennano, Tuscania)

IGP Products: “romanesco artichoke from Latium region” (Allumiere, Cerveteri, Civitavecchia, Santa Marinella, Tolfa, Lariano, Ladispoli, Fiumicino, Pontinia, Priverno, Sermoneta, Canino, Montalto di Castro, Tarquinia)

**DOC wines** “Cerveteri” (production zones: Allumiere, Cerveteri, Civitavecchia, Santa Marinella, Tolfa, Ladispoli, Tarquinia); “Tarquinia” (production zones: Allumiere, Anguillara Sabazia, Bracciano, Canale Monterano, Cerveteri, Civitavecchia, Manziana, Santa Marinella, Tolfa, Trevignano Romano, Ladispoli, Fiumicino, Arlena di Castro, Barbarano Romano, Bassano Romano, Blera, Montalto di Castro, Monte Romano, Oriolo Romano, Sutri, Tarquinia, Tescennano, Tuscania, Vejano.

**IGP wines** From the “Etruscan-Roman coast” products from the Municipalities of Cerveteri, Santa Marinella, Tolfa, Ladispoli and Fiumicino

**Tab. 16.** Litorale Nord, Latium Region. Typical and traditional products.  
Source: ARSIAL.

## 8. Typical dishes proposed by restaurants in the Litorale area

In order to analyse the potential of restaurants in the Litorale Nord area a study was conducted on the offer of products referring solely to establishments present in Litorale Nord. This study offers not only an exhaustive picture of the current situation but also an assessment of product potential, making it possible to identify their positioning as part of an optimal offer of tangible and intangible cultural assets. A research was conducted for example on the offer of eating establishments present in the Municipality of Civitavecchia. The research queried the main social networks used by tourists and leisure users, both Italian and foreign. We give for example the results of the research conducted in Civitavecchia. For each product the number of times it was identified as being of significance for the offer is given. Civitavecchia is a port that has a sizeable fishing fleet, therefore it may be supposed that Civitavecchia eating establishments offer many fish specialities. Tables 13 and 14 give the items, as indicated in the menus published online, highlighting the need for a better information and marketing capability. Table 13 gives fish dishes, since Civitavecchia has a large fishing port, and it is supposed that local restaurants can offer fish specialities. Table 14 gives all other dishes.

### Number of websites on which the term was found

5 fish

3 salted cod, squid, mussel, crustacean, prawn, octopus, sea urchin, scampi, sword, tuna, clam, soup

**Tab. 13.** Civitavecchia, characteristic elements of food and beverage products on offer: fish dishes.

Number of websites on which the term was found	Terms found
5	pizza
4	beer, meat, sea, pizzeria, wine
3	water, apericena, aperitif, taste, atmosphere, bar, boat, bubbles, bowling, grill, bruschetta, buffet, cheese, coffee, paper, chalet, chef, guitar, chicory, earthenware, cocktail, breakfast, condiment, cone, side dish, couple, croissant, coupon, wine bar, cheese, oven, fraschetta, fried, fry-up, fruit, mushroom, ice cream, play, gluten, Greek, hamburger, mix, salad, roulade, kebab, wood, list, promenade, maltagliato pasta, margherita (pizza), marinara (pizza), bun, mojito, movida, music, item, osteria, paccheri (pasta), piling, sandwich, fresh cream, parking, park, parmesan, pasta, confectioner's, potato, chip, pecorino cheese, pepper, pizza chef, port, pub, ricotta cheese, rice, shore, room, dining room, sauce, salami, cliff, break, spaghetti, beach, style, snack, sushi, sliced steak, cutting board, cut, truffle, terrace, cake, trattoria, vegetables, view, will, yogurt

**Tab. 14.** Civitavecchia, characteristic elements of food and beverage products on offer: excluding fish.

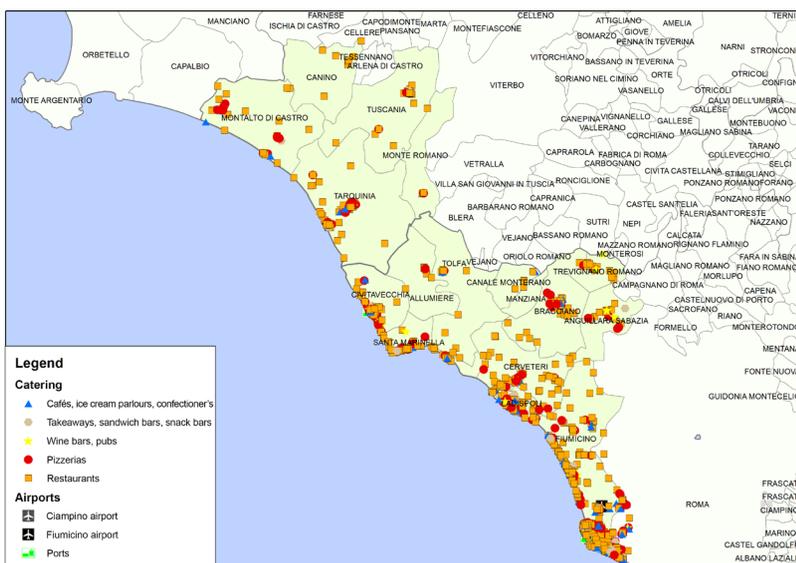
Tables 13 and 14 show the menus of Civitavecchia's restaurants as they appear on the websites. There is always the chance of course that menus published on websites may be supplemented by a non-written offer proposed to customers turning up in person, who have known the establishment for some time. These are customers who live or regularly spend time in the area. If they come from outside Civitavecchia, Italian or foreign customers now generally choose a restaurant by consulting specialist websites. Unfortunately we did not find dishes that mirror the local tradition for the consumption of "poor" man's fish typical of a locality containing a port and a rather large fleet for inshore fishing. Coldiretti Impresa Pesca published in June 2019 the report "SOS pesce italiano", documenting the drastic drop in the purchase of oily fish in Italy: sardines (-5%), anchovies (-10%), mackerel (-15%).

The same report states that white fish purchases were also falling quickly: mullet (-14.2%), cod (-4.3%), sole (-3.6%), bream (-2.1%). On the other hand, there were rises in the purchase of bass (6.1%), octopus (+18.6%), cuttlefish (10.6%), clams (+25.6%). This shows the changes in Italian people's food habits and lifestyles, preferring the best known fish but also those types easiest to prepare, cook and consume. So consumers prefer boneless fish, having a more delicate flavour, perhaps even better if they do not actually taste of fish, such as prepared fish dishes offered by large frozen food manufacturers and often advertised on television. It is thus a strategic goal for fish caught in waters close to the shore be given space in the menus of Litorale "trattorias", where the consumer can once again savour the intense flavour of fish just caught, the properties of each type of fish, the marine habitats where they live, and last but not least the seasonal nature of the fish market. Even though the various types can be caught at all times of the year, there are periods in which the catch is more plentiful, thus the product costs less, when fish move from one habitat to another, thus there is a change in flavour, and a change in meat texture. Collaboration among different actors operating in the Litorale Nord area – fishermen, tourism operators and farmers – may lead to a greater development of the local economy and ensure the wellbeing of consumers in a correctly safeguarded cultural and natural setting.



## 9. Presence of cafés and restaurants

Analysis of the offer presented on websites has enabled us to identify in the Litorale Nord area a little fewer than two thousand establishments, of which about a thousand restaurants, about three hundred cafés and ice cream parlours, a little fewer than three hundred pizzerias and nearly a hundred takeaway establishments. The addresses of these establishments were georeferenced and placed on the map of the area we call Litorale Nord. Except for one or two restaurants operating inland, in towns, most establishments are along the coast and on the banks of Lake Bracciano (fig. 8).



**Fig. 8.** Catering: presence of cafés and ice cream parlours, fast food establishments, wine bars, pizzerias and restaurants. Source of data: author's search of tourism-related social network sites.



## 10. Festivals and events

Patron saint festivities are an expression of the territory, offering an insight into the history of local communities, their traditions and customs in relation to time and space. They are often held on dates and within cultural contexts that refer to the traditions of a disappearing rural world. Patron saint festivals are by definition arranged for a fixed date. These dates cannot be altered to enhance their distribution over the year or to organise forms of coordination for information or management purposes outside the bounds of each community. The programme too is based on elements repeated over time, and could therefore be linkable events. Other events, considered to be secondary in importance, are organised on non-fixed dates based on demand and on the organiser's needs. Below is a list of patron saint festivals in the area, being the main point of reference for every other event staged in each municipality (tab. 15).

MONTH	DATE	PATRON SAINT	MUNICIPALITY
<b>JANUARY</b>	20	San Sebastiano	Bracciano
<b>FEBRUARY</b>	03	San Biagio	Anguillara Sabazia
<b>MARCH</b>	09	SS. Quirino e Candido	Montalto di Castro
"	19	San Giuseppe	Ladispoli
"	19	San Giuseppe	Santa Mari- nella
<b>APRIL</b>	28	Santa Firmina	Civitavecchia
<b>MAY</b>	08	San Michele Ar- cangelo	Cerveteri

"	14	Santa Corona	Monte Romano
"	20	San Bernardino	Trevignano Romano
<b>AUGUST</b>	08	SS. Martiri	Tuscania
"	15	Madonna dell'Assunta	Allumiere
"	24	San Bartolomeo	Canale Monterano
"	29	San Giovanni Battista	Manziana
<b>SEPTEMBER</b>	01	Sant'Egidio	Tolfa
"	2 <sup>nd</sup> Sunday	San Clemente	Canino
<b>OCTOBER</b>	05	Sant'Ippolito	Fiumicino
<b>NOVEMBER</b>	13	San Martino Vescovo	Tarquinia

**Tab. 15.** Litorale Nord. Patron saint festivals.

Events organised to fit in with patron saint festivities indicated in the table point up numerous weaknesses:

1. Events are the only opportunity to organise events aimed chiefly at residents, owners of holiday homes, or generally speaking the people usually living in those areas;
2. The contents of these events, which are often the only "cultural" phenomena in the territory, are not sufficiently promoted, and even if they were they would not be able, given the quality of the event, to attract demand from outside the area;
3. Other events are organised at the time of patron saint festivals, often for purely commercial ends, but these events are not sufficient to constitute a full programme;
4. Many of the events in the area staged at the same time as patron saint festivals relate to the marketing of food and non-food products that have very little to do with the territory in which the event is taking place, in terms of production, history and culture;

5. The concentration of patron saint festivities and other types of event creates temporary overcrowding, leading to high environmental costs and no economic or cultural benefits for the community or for enterprises operating there;
6. Generally speaking, it may be said that the events organised do not relate to the territory, which is the main component of a quality product, the main expression of the community preparing the event;
7. The dates of patron saint festivals are determined by history and tradition, and cannot be altered. For these reasons, the dates are not the result of scheduling, and often overlap notwithstanding the proximity of territories;

In short, the organisation of events in the Litorale Nord area is a motive for repelling rather than attracting modern-day tourists.



## 11. Tourist flows and employment in Italy and the Latium Region

Municipalities in the Litorale Nord area make up 20% of the hotel accommodation supply of the Latium Region, not including the Municipality of Rome. This bears out the good positioning of the district as regards tourist offer. Figures on the tourist offer in addition to hotel accommodation confirm its unstructured nature, consisting of temporary accommodation and campsites, which due to their nature are normally used in the warm season. 75% of the number of beds available for tourism in the non-hotel sector are concentrated in the seven municipalities on the Tyrrhenian coast. Roma Capitale accounts for 80% of the supply of hotel accommodation and 67% of the supply of beds available in the non-hotel sector. Therefore most of the tourist offer in the Latium Region, excluding Rome, is unstructured. Referring to the Latium Region as a whole, excluding Rome, the Litorale Nord area offers 26% of bed places in the hotel sector and 32% in the non-hotel sector. This confirms that the tourist accommodation supply in municipalities in the Litorale Nord areas continues to be less structured than in the rest of the Region, not including Rome. The increase in the supply of tourist accommodation facilities other than hotels in the Municipality of Rome alone more than doubled in the period 2012-2016. This growth further differentiated the tourist offer provided by hotels from that provided by other tourist accommodation facilities. By analysing data on supply and demand, it is possible to gain a rough idea of the sector's impact on the economic system of the areas involved. The tourist offer of the non-hotel sector now consists chiefly of apartments or rooms managed by single families, thus they do not provide the data needed to offer a picture on job levels and the entrepreneurial vitality of the sector (tab.16).

<b>Year 2017</b>	Hotel Sector No. of enterprises	Hotel Sector No. of beds	Non Hotel Sector No. of enterprises	Non Hotel Sector No. of beds
<b>Latium</b>	2,227 (100%)	176,602 (100%)	16,366 (100%)	199,567 (100%)
<b>Rome</b>	1,606 (72%)	141,637 (80%)	14,277 (87%)	133,487 (67%)
<b>Latium excluding Rome</b>	621 (100%)	34,965 (100%)	2,089 (100%)	66,080 (100%)
<b>North coast</b>	124 (20%)	9,225 (26%)	640 (31%)	21,272 (32%)

**Tab. 16.** Litorale Nord. Hotels and other tourist accommodation facilities in Latium, in Rome. Source of data: Istat.

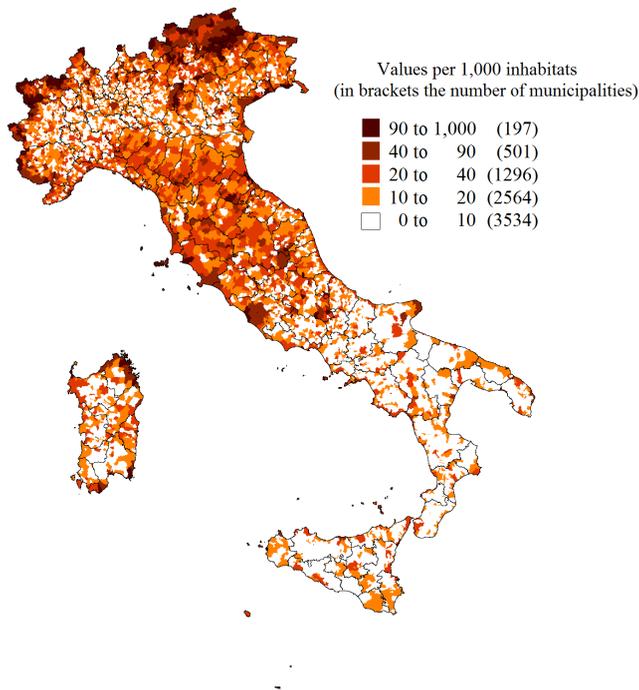
To gain some idea of the extent to which the tourist accommodation sector impacts the economies of the municipalities under review, we have looked at employment figures and the number of workers in the tourism sector prior to and during the global economic crisis, which naturally also affected this sector in the Latium Region. Official statistics do not pinpoint an economic sector that corresponds chiefly or exclusively to tourist offer as such. So we have considered as tourist-based enterprises those businesses listed in the following categories identified by the Ateco (classification of economic activity) 2007 codes. This is not a legally binding register, but is simply of statistical use for the registration of one's business activities. The Ateco 2007 classification is the Italian version of European Regulation 1893/2006. The selection is arbitrary, resulting from a debate among researchers at an international level, and has been used in our research as a reliable indicator of an economic phenomenon such as tourism, which in actual fact does not only involve, as the UNWTO stresses, those spending at least one night outside their usual residence, but also those pursuing relaxation and leisure activities in search of wellbeing. In a liquid society in which activities overlap and become entangled, it would be

wrong to gauge “exclusive” situations that exist only theoretically. Therefore the sectors considered and used to prepare figures and tables are as follows:

1. Housing (sale of real estate and real estate activities on behalf of third parties; renting and management of owned or leased real estate);
2. Catering services;
3. Railway transport;
4. Maritime and waterway transport;
5. Other land-based passenger transport;
6. Air transport;
7. Rental and operating lease activities;
8. Services of travel agencies, tour operators and other booking services;
9. Creative, artistic and entertainment activities;
10. Libraries, archives, museums and other cultural activities;
11. Activities relating to lotteries, gaming, casinos;
12. Sporting, entertainment and fun activities.

To gain a better idea of performance in the area we looked at figures from the whole of Italy to compare them with those of the Latium Region and the Litorale Nord area. Figures for the number of employed workers in 2001, a year far away from the signs and indicators of the global economic crisis, and those referring to 2011, when the crisis had already been ongoing for some years and different production sectors had already begun to show signs of a reaction to mitigate the most negative effects. Figures on workers in the tourist sector have been extrapolated, with the aid of competent Istat offices, to show details down to municipality level. Fig. 9 gives the territorial distribution of workers per 1000 inhabitants in 2011. Data show that the country is split into two, the centre-north regions from Latium and Marche to the Alps, and the rest of the country, from Campania and Abruzzo down to Sicily. In the former group, with the exception of some municipalities in the Po Valley, where other economic sectors are more significant, the number of workers in the tourism sector vis-à-vis the general population is high in percentage terms in Alpine municipalities, in Apennine areas and in coastal areas. Latium forms part of those areas where there are a significant number of workers in tourism due

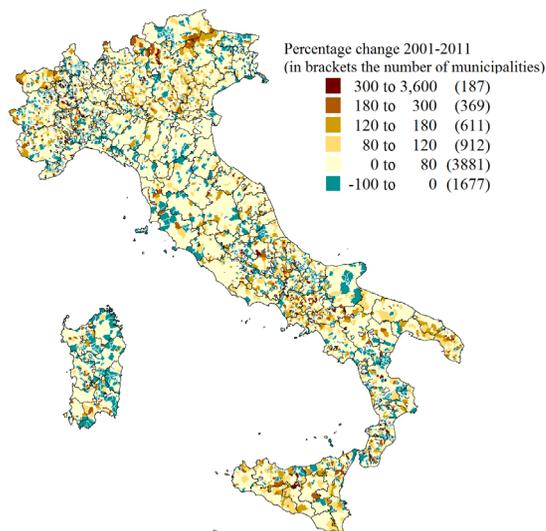
exclusively to the presence of the city of Rome. In southern regions, even with a comparable landscape beauty, even more favourable climate and the presence of many natural and cultural assets, the number of tourism-based workers is negligible in percentage terms, with the exception of small areas along the coast, especially in Sardinia, the Gargano part of Puglia, the islands of Ischia and Capri, the Sorrento Peninsula (fig. 9). This situation is due to a tourist offer that is still not adequately structured in central and southern Italy, does not generate new jobs and probably supports a number of sectors in which work is unregistered and even illegal. The reasons for this backwardness lie with the actions of public administrations and also of private enterprises, which have not managed to keep up with changing demand trends.



**Fig. 9.** Number of workers in tourist sector vis-à-vis the population, 2011.

In the period 2001-2011 (fig. 10) values remained largely unchanged throughout the country, but fell above all in Sardinia and in other southern regions, areas that were already below the na

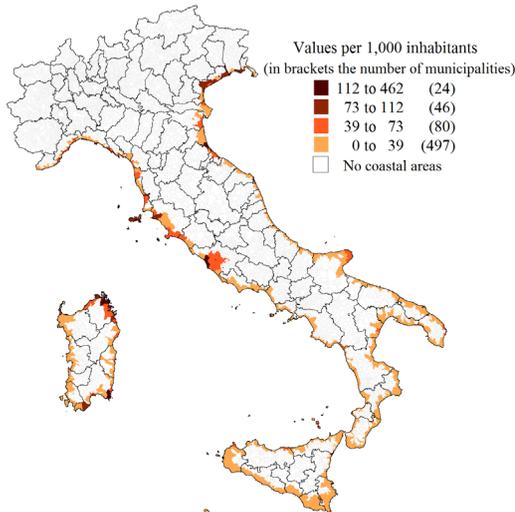
tional average. At a time of crisis, when domestic and foreign competition was at its fiercest, the adverse effects were felt mainly by less organised offers. The figures show that for 70% of the 7,980 Italian municipalities the situation remained stationary, or deteriorated here and there. But while in the North the crisis affected municipalities not dependent on tourism, in the South the crisis also affected municipalities considered to be top tourist destinations. These data confirm that the sector saw steady employment figures in a period in which all forms of tourism were hit by the drop in tourist numbers and length of tourist stays. The only sectors that held up were those of urban tourism in historical cities of great cultural relevance and cruise tourism. In areas of mature tourism entrepreneurs sought to keep on qualified staff, despite the fall in demand, possibly altering contractual relations. By way of comparison, municipalities along the Latium Region coastline all posted values above the national average. Municipalities lying inland in the Litorale Nord area posted similar values.



**Fig. 10.** Number of workers in tourist sector vis-à-vis the population, changes 2011 – 2001.

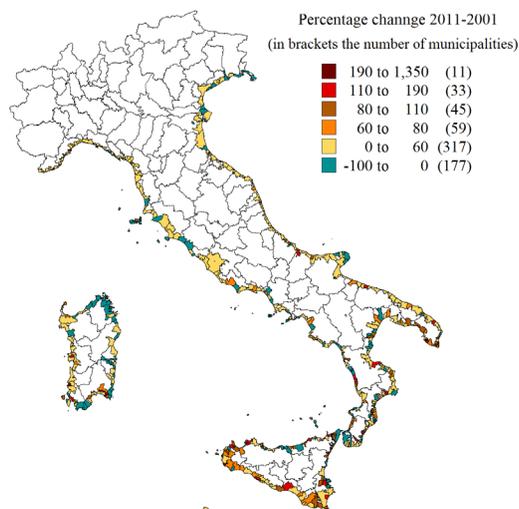
Municipalities in which the workforce in the tourist sector has fallen are dotted all over the country, but more frequently inland and in the Sardinia Region. The situation is similar in the Latium Region, where the situation has remained steady in the Municipality of Rome, but worsened in the northernmost part of the Litorale Nord area. This confirms the weakness of the tourist offer in the Litorale Nord area and the inadequacy of both the public and private sectors, just as in southern regions. In the hill and foothill municipalities of northern Italy there are areas where job numbers have grown. This bears witness to a better structured offer, better able to withstand crisis periods.

Figure 11 gives a comparison taking into account only data referring to the 647 coastal municipalities. In 2011 in only 11% of municipalities were there significant employment values vis-à-vis the number of residents.



**Fig. 11.** Coastal municipalities, number of workers in tourist sector vis-à-vis the population, 2011.

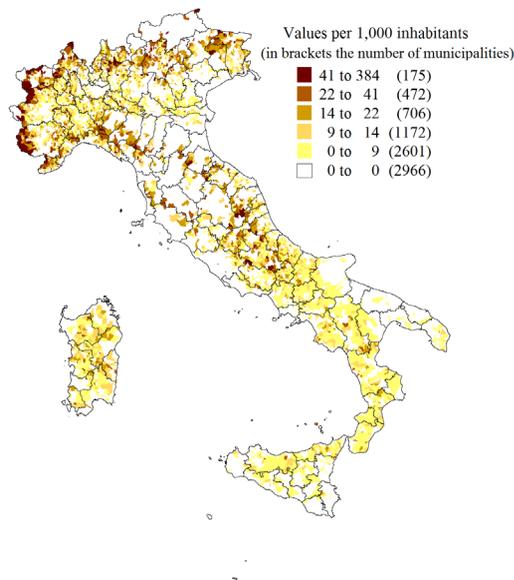
These are municipalities that form part of tourist “systems” of national and international fame, such as Jesolo, Caorle, Lignano Sabbiadoro and Grado in the Veneto region, Bellaria, Rimini, Riccione in Emilia Romagna and Elba island in Tuscany. According to the statistics, Rome is also a coastal Municipality, although this type of tourism is little practised. This is so for the municipality of Fiumicino, for which data should be interpreted bearing in mind the presence of Leonardo da Vinci Airport. In the period 2001-2011 the trend was steady or negative, for 76% of municipalities, while growth was positive only for 7% of the total. This situation was the case above all for some municipalities in southern Italy, as Figure 12 shows.



**Fig. 12.** Coastal municipalities, number of workers in tourist sector vis-à-vis the population, changes 2011 – 2001.

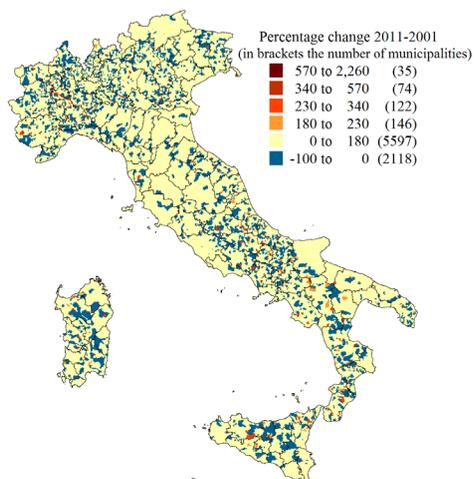
Another analysis was conducted to identify the contribution to job numbers, per thousand inhabitants, made by small enterprises, those having fewer than 20 workers. Employment created by small enterprises, in relation to the number of inhabitants, is positive in Alpine areas and in inland zones of central Italy, between the coast and the

summits of the Apennines. This tends to show that in inland municipalities where tourist activity is most intense, small enterprises are mainly responsible for this growth. This entrepreneurial capacity can be exploited further by promoting, for example, business networks. In the rest of the country, e.g. Latium, there are small enterprises, but they do not make a significant contribution to a rise in job numbers in the tourist sector.



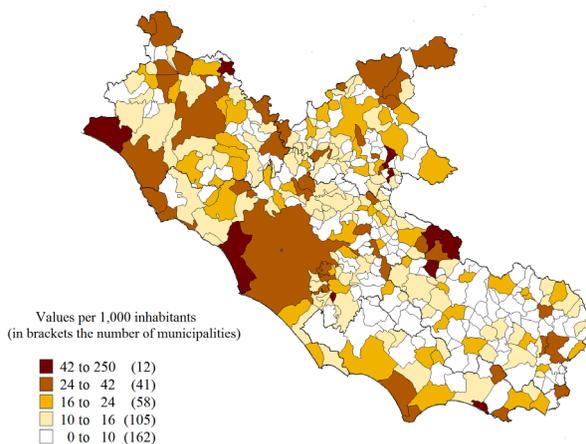
**Fig. 13.** Number of workers in tourist sector in SMEs (number of workers below 20) vis-à-vis the population, 2011.

In the period 2001-2011 figures on job levels in small firms were mainly negative. Only 5% of municipalities posted a positive trend (fig.14).



**Fig. 14.** Number of workers in tourist sector in SMEs (number of workers below 20) vis-à-vis the population, changes 2011 – 2001.

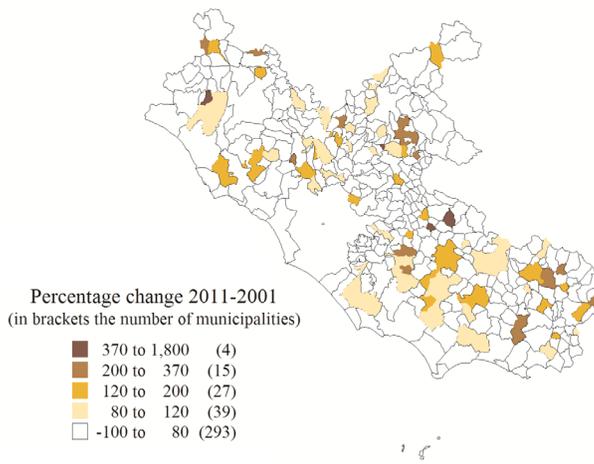
In the Latium Region the ratio of workers in the tourist sector to inhabitants in municipalities shows that tourism makes a significant contribution in a small number of municipalities, which make up 14% of the regional total (fig. 15).



**Fig. 15.** Latium Region, number of workers in tourist sector vis-à-vis the population, 2011.

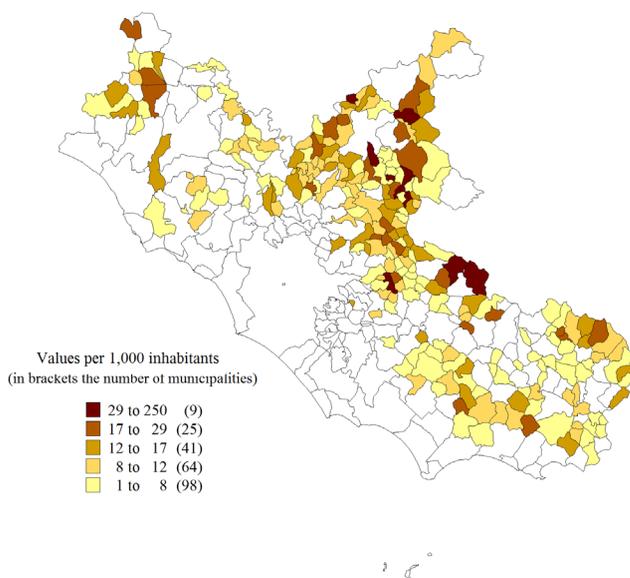
The most significant values can be seen in some coastal areas, and in a small number of municipalities where mountain tourism is prominent, in historical towns in hilly areas and Spa centres. The municipalities of Fiumicino and Montalto di Castro form part of the twelve Latium municipalities having the highest values, while the municipalities of Tarquinia, Civitavecchia and Santa Marinella have higher-than average values.

Changes occurring in the period 2001-2011 were mainly negative (fig. 16). 83% of Latium municipalities did not post any change at all, or negative changes. All municipalities along the Latium coast recorded a drop in job levels in the tourist sector in respect of the resident population. This provides further confirmation that the sector continues to be under-structured, exposed to the risk of crises and requiring active policies for its renovation. The phenomenon indicates a particular weakness during the global economic crisis, when there is a crisis in tourist demand. The only areas that were not adversely affected by the crisis were hilly municipalities in the Litorale Nord area. However, the crisis did not affect at all the number of tourists visiting the city of Rome, passenger traffic at Fiumicino airport and the number of cruise passengers transiting through the Port of Civitavecchia.



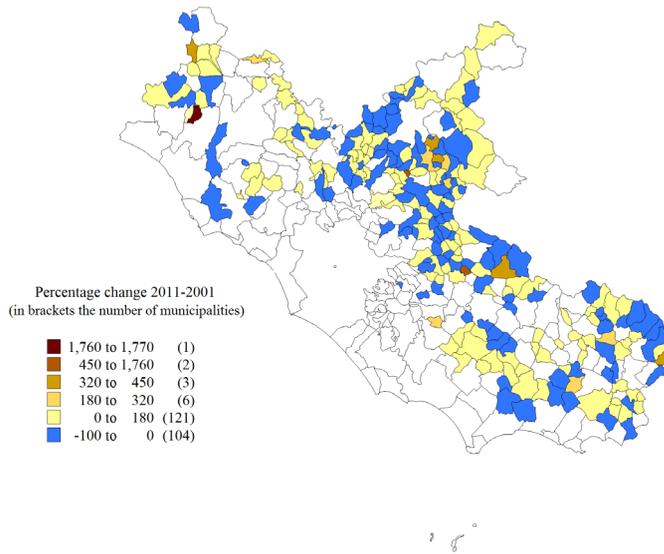
**Fig. 16.** Latium Region, number of workers in tourist sector in SMEs (number of workers below 20) vis-à-vis the population, 2011.

The location of small and medium enterprises (fewer than 20 employees) shows three main zones: (i) a coastal zone where the presence of workers in relation to the resident population is irrelevant; (ii) a low hilly zone where only some municipalities have a significant presence of workers in percentage terms; (iii) a high hilly zone where municipalities have a greater presence of workers in percentage terms (fig. 17).



**Fig. 17.** Latium Region, number of workers in tourist sector in SMEs (number of workers below 20) vis-à-vis the population, 2011.

Comparing 2001 and 2011 figures, there was a clear fall – about 60% – in the presence of workers in small enterprises in most Latium municipalities (fig. 18)



**Fig. 18.** Latium Region, number of workers in tourist sector in SMEs (number of workers below 20) vis-à-vis the population, changes 2011 – 2001.

Resident population, workers in different tourism-related sectors, changes 2011-2001	Montalto di Castro	Tarquinia	Civitavecchia	Santa Marinella	Cerveteri	Ladispoli	Fiumicino	Roma
Resident population, 2011	<b>8.770</b>	<b>16.016</b>	<b>51.229</b>	<b>17.403</b>	<b>35.207</b>	<b>37.293</b>	<b>67.626</b>	<b>2.617.175</b>
2011-2001	1.117	854	1.197	2.452	8.435	7.325	17.091	70.371
workers in tourism sector (total)	<b>343</b>	<b>473</b>	<b>1.452</b>	<b>348</b>	<b>642</b>	<b>554</b>	<b>13.685</b>	<b>127.109</b>
2011-2001	-1	-31	138	-62	230	107	4.965	20.511
workers in hotel and hospitality sector	<b>52</b>	<b>33</b>	<b>75</b>	<b>40</b>	<b>5</b>	<b>52</b>	<b>435</b>	<b>16.084</b>
2011-2001	1	-46	1	-84	3	-29	8	10.140
workers in catering, restaurant sector	<b>173</b>	<b>325</b>	<b>945</b>	<b>240</b>	<b>391</b>	<b>392</b>	<b>2.273</b>	<b>49.899</b>
2011-2001	34	33	390	36	146	151	824	17.441
workers in passenger transport sector	<b>35</b>	<b>33</b>	<b>260</b>	<b>4</b>	<b>181</b>	<b>30</b>	<b>10.777</b>	<b>35.133</b>
2011-2001	7	-2	-298	-6	52	-5	4.052	-1.100
workers in museums and other cultural activities	<b>76</b>	<b>68</b>	<b>68</b>	<b>54</b>	<b>45</b>	<b>68</b>	<b>137</b>	<b>20.321</b>
2011-2001	-50	-16	-25	-14	15	-19	27	2.921
workers in travel agencies and tour operators	<b>7</b>	<b>14</b>	<b>104</b>	<b>10</b>	<b>20</b>	<b>12</b>	<b>63</b>	<b>5.672</b>
2011-2001	7	0	70	6	14	9	54	235

**Tab. 17.** Litorale Nord and Municipality of Rome, changes in period 2011-2001 for main types of workers in tourist sector (processed by author from Istat data (2001 and 2011 Censuses).

Table 17 takes into consideration Litorale Nord municipalities, in addition to Rome (for comparison purposes), with an analysis of changes in the period 2001-2011 for the main types of workers of tourist firms. The number of workers in the tourist sector fell in Santa Marinella, Tarquinia and Montalto di Castro. The hotel accommodation sector felt the effects most in Santa Marinella, Tarquinia and Ladispoli. The passenger transport sector saw a fall in the number of workers everywhere, with the exception of Montalto di Castro, Cerveteri and above all Fiumicino. The biggest fall in percentage terms was in Civitavecchia, while the biggest rise was in Fiumicino, where the sector is becoming polarised. Civitavecchia is used by cruise liners as a port of embarkation for some liner companies. Cruise tourists arrive at Fiumicino airport and are taken to Civitavecchia, or they go into Rome by taxi during the time the ship is moored in the harbour. In the future rental cars could take cruise passengers to visit the coastline's cultural and natural assets. These activities appear to be polarised however: enterprises offering car rentals with driver are not located in the municipalities along the coast. The sector of cultural activities for tourism and recreation posted negative values.

Excessive anthropisation along the coastline has also led to the erosion of beaches, thus reducing the offer of coastal tourism. The Latium Region has worked on beach nourishment works, requiring a certain economic commitment. Such situations could be handled better with a medium/long-term programme to protect and re-establish surviving *posidonia* meadows that have already been identified by the European Commission but have not yet been effectively protected by Italian authorities. The ways in which coastal and seaside tourism used to be offered are no longer valid for the needs expressed by modern-day demand. Signs of the crisis on the supply side are already evident, even though their effects have been mitigated by a greater presence of domestic tourists, who for security reasons have stopped travelling to non-EU countries in the Mediterranean region. The crisis can be tackled and solved by incorporating the various types of tourist offer in a horizontal network system. Different, independent sectors could draw up cooperation agreements and put forward a structured product for the Litorale Nord area, to be used by all businesses taking part. This network of businesses may offer a greater range of offer, remedy the

poor visibility of firms caused by their small size, raise negotiating capabilities in relations with global actors such as tour operators, airlines and companies managing land operations for cruise liners.



## 12. The need for a programme to deseasonalise demand

There are some activities which, referring to existing but untapped resources, could be developed to broaden the tourist offer and enhance its quality. Many areas in the Litorale Nord district possess high quality natural assets, both on land and at sea. Notwithstanding these qualities, such areas have not been completely surveyed, identified and protected, nor have relative assets been exploited. This zone has the unique quality of possessing cultural resources that cover three different historical periods - Etruscan, Roman and mediaeval. Looking from the supply side, actions need to be performed so that everyday activities can be experienced by tourists in order to satisfy their desire for an in-depth knowledge of the territory being visited. The participation of tourists should not be seen as an intrusion into the lives of local residents, and in the same way everyday activities should not take on the appearance of an artificial exhibition. Supply and demand should, in short, come closer, working to make the holiday a worthwhile activity, considering both the contents of the product and the expectations of the tourist. In such a context, with the management of environmental and cultural resources the tourist is invited to play an active role. Being a participant, resources can be managed more efficiently. The term "observation of nature" is taken to mean all those activities allowing contact with the natural environment without posing a threat to flora and fauna balances. One should not consider a tourist as being a consumer of the environment, but rather an eco-tourist that makes a contribution to protection actions. Of course, to bring this idea into reality, such activities require the active involvement of local operators, farmers and fishermen, and it is they who must first perform their business activities in line with environmental protection principles. In areas

identified as SCIs activities can be promoted to monitor and conduct censuses on plant and animal species. If they observe adequate protocols and regulations and are supervised by competent personnel, these activities will enable tourists to come into close contact with the natural environment by means of a synergic relationship. The visitor for his part will be satisfied with direct and active involvement, and his active role will add to his knowledge of environmental phenomena and contribute to protection actions. Ecotourism has added to tourism a knowledge of the places being visited, with the tourist preparing for the visit, appreciating the value of what is being visited, and being aware of the need to reduce the negative impact of his actions. In this context, the farmer and the fisherman are points of reference for improving one's knowledge and examining issues relating to heritage management. They act as local guides, foster integration locally and promote their products, so they can be sold more efficiently. The approach to visits to heritage sites may vary, but all methods need to converge towards protection through knowledge. The visitor may be self-taught, although this may present considerable risks in terms of environmental impact and degree of satisfaction. On the other hand, the visit may be completely guided. This has the risk of limiting the visitor's expectations. The territory in question does not present any particular morphological difficulties in terms of access, thus we can move from a concept of accompanying the visitor to that of guiding him towards a physical destination. This entails both tangible and intangible aspects, offering the possibility of in-depth knowledge about the territory. Farmers and fishermen produce quality products, which are themselves both tangible and intangible cultural assets typical of the territory. The reference model is the Mediterranean Diet (Montanari, 2016). Figure 19 shows the pyramid typical of this diet, limited in the coloured section to the tangible and intangible products of urban and peri-urban agriculture. Tangible products may be, for instance, potatoes, legumes, herbs, spices, olive oil, fruit, vegetables, cereals and water. This version of the Mediterranean diet highlights not only the tangible or intangible products but also the territory in which each food is grown, its nutritional qualities and its relationship with the local context. Intangible assets may include:

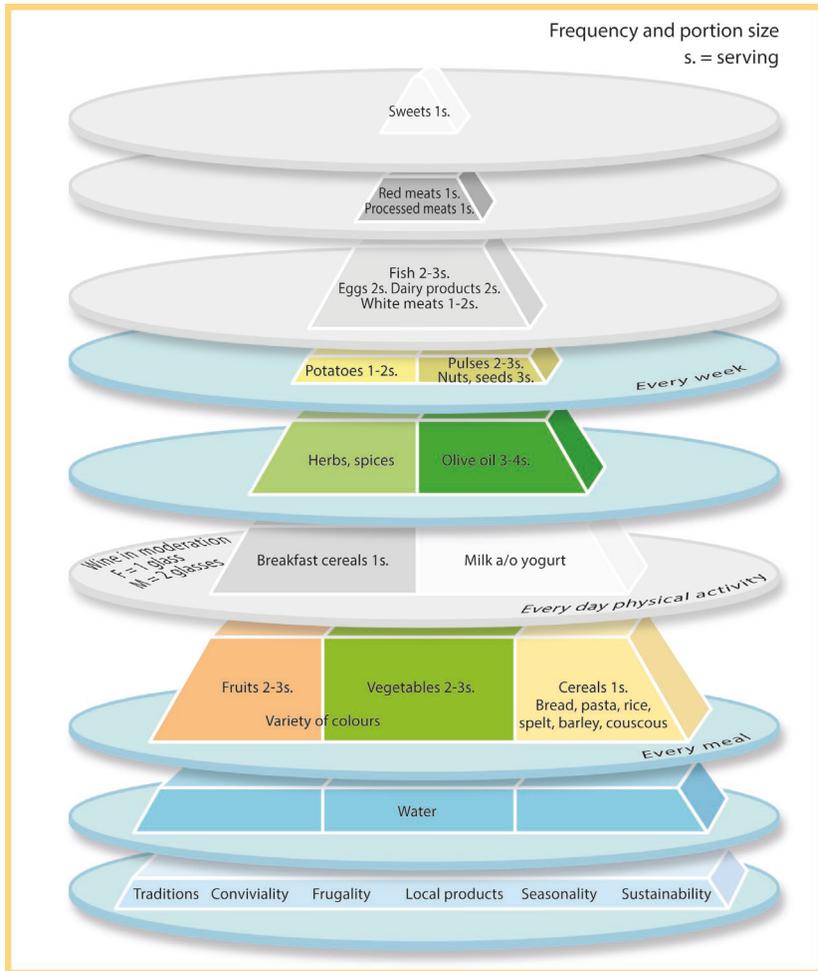
- a) traditions. Towns are inhabited by immigrants, both old and new, coming from regions that may be near or far away, both culturally and geographically. Food is culture par excellence, and agricultural production may be an opportunity to recover food sources used in the past;
- b) conviviality. Farm work, production, processing of the food and consumption take place close to one's residence, and may be opportunities to meet, cooperate and establish a community of solidarity;
- c) frugal living. Eating products that we produce ourselves will prevent us from being dependent on the tastes and flavours of fast food, for which the media and marketing must take some responsibility. Frugality may therefore be a way of eating the amount that our brain believes to be sufficient;
- d) local products. There is the possibility of personally controlling the growth and ripening of the product without the need for a "higher" authority to certify its origin;
- e) seasonality. Greenhouses may be employed in a few cases, but there is no justification for altering the rhythm of the seasons;
- f) sustainability. Implementing the circular economy model will cause us to use fewer chemical additives, fertilisers, plant protection products, and to reuse organic waste. Clean water can be used to water products, and the benefits for the environment and for one's health can be measured.
- g) Integration between the areas of production, territory and tourism requires a preliminary analysis of the "chain", defined in previous works (Montanari, Costa, Staniscia, 2008) as the "geography of taste". Once integrated, it may be presented as the "taste of geography".

With regard to eco-tourism, the concepts introduced point to two levels of interaction: (1) public authorities responsible for protection. At this level operators working in protected areas locally are to be given training; (2) private entities training their own personnel to modify production systems and to be able to communicate and steer their activity to demand coming from tourists and visitors. On the supply side, this new attitude will enable visitors to evolve from being simple "passive" tourists to active protagonists and defenders of the territory. Entrepreneurs will obtain both an economic and practical benefit as

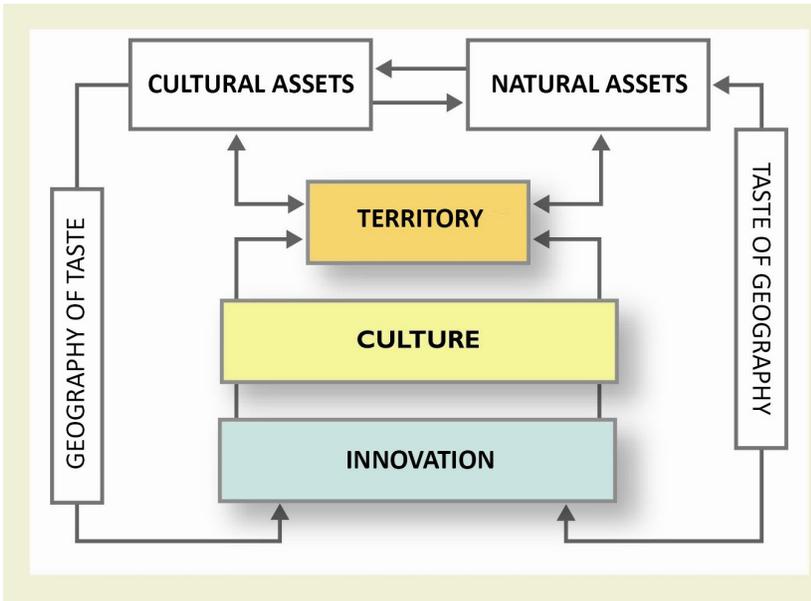
they carry out their everyday tasks, both as defenders and enhancers of the local territory and as local business operators. So what exactly can enhance the new tourist product, in addition to having contact with the natural environment? The answer is the acquisition of knowledge, regarding the various plant and animal species present in the territory and strategies to be pursued for their management. The census of fauna would be a part of broader efforts to discover and identify flora, and would provide elements to offer throughout the year, helping to lengthen the tourist season. This highlights efforts to deseasonalise the tourist offer, in particular offering winter attractions, through the identification and recognition of tracks made by wildlife. Other elements needed to create new tourist products that can help to create an integrated tourist offer are agrifood “chains”. The current popularity of food and wine tourism shows a growing appreciation for local productions. This paves the way for small-scale agrifood production, often involving products that have fallen by the wayside, and new scenarios, such as the relaunch of areas that are currently depressed but possess natural and cultural resources with enormous potential. Possible integration between cultural and environmental resources on the one hand and local products on the other would create a complex tourist offer, having a low environmental impact and capable of boosting the local economy. Natural and cultural resources would become an expression of the local landscape, while local productions are well suited to expressing the quality of the territory. An integrated offer requires a strategy for the usability of resources capable of heightening the role played by the environment, culture and local productions in expressing the identity and uniqueness of the territory. In this sense, local productions, analysed as production chains, both horizontally and vertically, would be transformed from a simple economic phenomenon to an instrument for the tourist offer. In particular, production chains would become a passive tool for tourism, enabling the visitor to gain a unified picture of the territory, in its broadest sense, and an active tool, through its products being able to promote the quality of the territory inside and outside the area of production. This dual role, both active and passive, may however be achieved only through the careful improvement of all links in the chain, and by placing the enhancement of product chains in a more wide-ranging project to relaunch tourism in the entire area. Of the most significant

proposals to enhance the territory and local products, with the express aim of innovating and integrating the local economic system, one might mention initiatives for the presentation of projects centring on local agrifood productions, in particular marketing and the introduction of services. If one considers the whole set of local productions and relative production chains, it is possible to envisage a global system that promotes specific and typical productions, one that is able to tackle and solve the main criticalities along single chains, from production to marketing. Proposing production chains as quality tourist products would make it possible to introduce new variables in the process aimed at raising the competitiveness of local productions, creating an identifying link between products and the places where they are produced. The promotion of traditional agrifood products within the framework of ecotourism may result in the lasting success of local farms and businesses and the creation of economies outside the chain, encouraging cooperation among various types of operator and working towards the creation of an integrated tourist offer system. In short, a territorial system might be created in which efforts are combined to exploit local cultural and environmental resources and local productions. The promotion of product chains is also gaining importance with regard to consumers' food security. The concept of "traceability" for instance is becoming increasingly important, especially when this refers to a homogeneous territory in environmental and socio-cultural terms.

In the area in question, agriculture is an activity that has been declining in importance for the local economy over the years. Nevertheless, in addition to producing high quality products that retain their market share, these places have remained custodians of uses, traditions and often structural elements. These can be the focal points on which to base the relaunch of agrifood products and respective product chains, taken as a tourist product capable of expressing the identity of the place where they are produced. This potential is present for example in the milk and dairy product chain, the bovine (e.g. Maremma cattle) and ovine meat chains, the bread chain and for cereal products in general, even the "romanesco artichoke" chain.

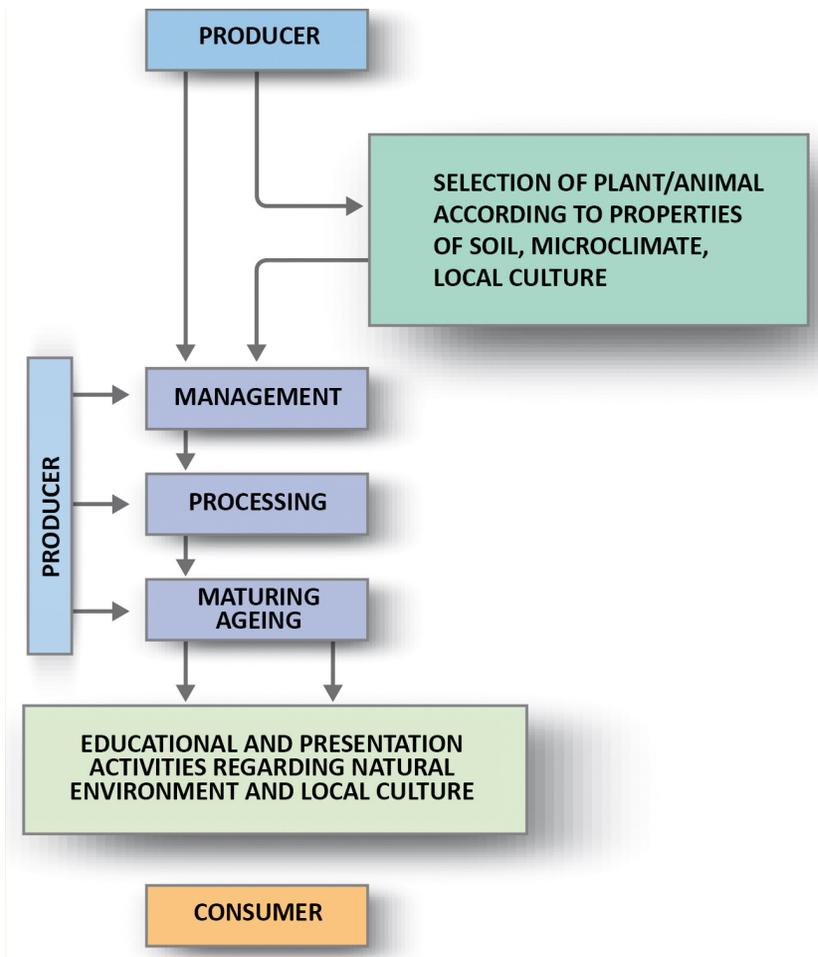


**Fig. 19.** The Mediterranean Diet pyramid and the territory of reference for each foodstuff that may be re-elaborated for territories in the Litorale Nord area.



**Fig. 20.** Natural Assets and Cultural Assets integrated in agriculture and fishing activity can act as innovation tools for the territory, attracting visitors.

The drivers of development have been presented as community, place and style. Based on the principles of local development, operations are based on partnership and governance processes. Actions should have the goal of striking a new balance for the territory. There is in short the need to create a network of “geography of taste” systems based on quality, with the promotion of natural and cultural resources and innovation. Figure 21 presents a logical synthesis of the non-destructive economy and interrelations established between natural and cultural assets, the territory, culture and innovation efforts through the pursuance of “geography of taste” and “taste of geography” policies.



**Fig. 21.** Model for analysing a quality agrifood production system for the purpose of laying the foundations for tourist visits to the entire production chain.

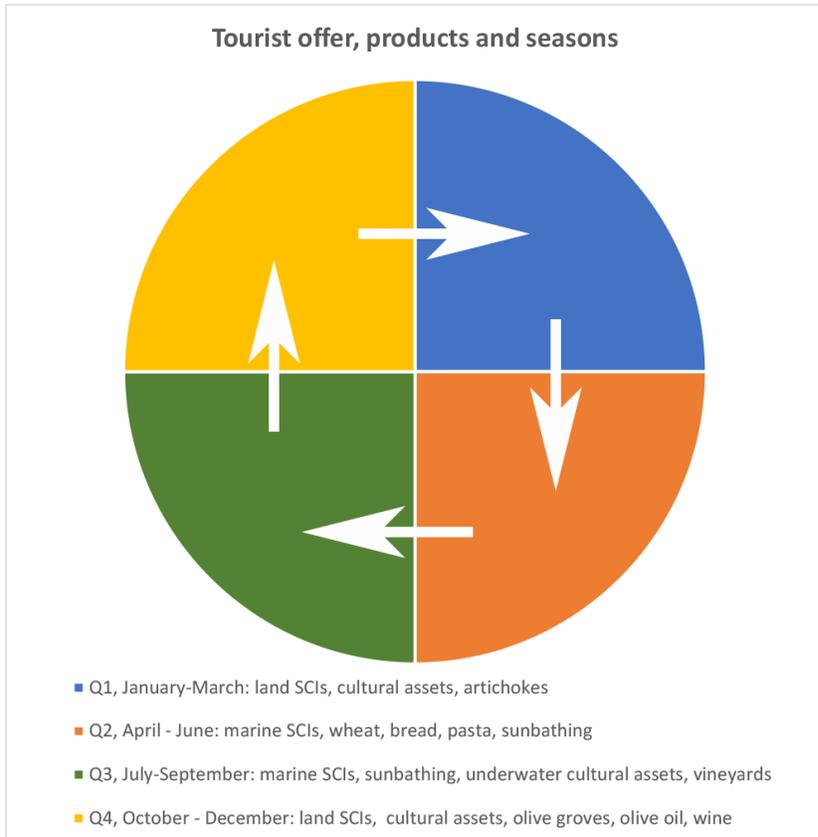
The distances involved in quality food and wine chains are particularly small, and only for some needs, relating to product characteristics, can distances extend to a few miles at most. This type of chain clearly identifies a reference territory for its entire development, in which the quality of the food or wine product is verified and confirmed (fig. 22). While wine and food products propose an experience for all the five senses, the reference process cannot just be food, a

tangible asset that satisfies the stomach, there should be an intangible asset – artistic, figurative, musical, and so on – that satisfies the consumer’s brain. In this sense, the individual’s choices may prove to be antithetical, albeit valid, based on the cultural and genetic roots and experience of individuals and entire generations. Individuals’ income may have a bearing in terms of personal conditioning, but certainly not in a direct manner.

These reflections, referring mainly to methodologies, but applicable from an empirical point of view, set out to make a contribution to solving three aspects of the tourist sector in that part of the Latium Region going northwards from the city of Rome to the sea:

1. the deseasonalisation of tourist flows;
2. the deconcentration of tourist flows;
3. an adequate response to new forms of domestic and international tourist demand.

The Litorale Nord area developed as a tourism zone to meet the sole demand for seaside tourism, initially during the summer months, from June to September. Residents living in Rome built or purchased holiday homes along the coast to the north of the city to meet the need summer holiday needs. Stays that might have lasted uninterruptedly for a few months, while the schools were closed. Over the past few decades there has been a change in summer holiday trends: they no longer last months in the same place, but more often one or two weeks or even a few days. At the same time, it has become much more costly to maintain a house that is seldom used. It has become necessary to find a way of proposing a tourist offer throughout the year, of which seaside tourism is just a part.



**Fig. 22.** Tourist offer, the seasonality of products and events.

The offer must be complete during the year and cover a wide variety of products, which must be considered part of the tourist offer, something that has not happened up until now. From a spatial point of view the various activities proposed serve to deconcentrate the offer. The Figure 22 shows the tourist season divided by quarters – winter, spring, summer, autumn – but it might just as well be divided by months. For each season there might be products which, suitably organised, can integrate agriculture and fishing products, protected marine and land areas, cultural assets of the sea and the hinterland, marine and land recreational activities. At all times of the year, in any case, there will always be a good reason for going to try out a tourist offer that is well packaged and well presented using modern-day media.

At the boundaries of the area in question, there are three large

tourist “poles”, all of great potential. The city of Rome is suffering, as we have seen, from the phenomenon of “overtourism”, and if current trends continue will no longer be visitable due to excessive tourist demand. Emblematic of this latent crisis is the crowd of tourists and visitors teeming around Trevi Fountain waiting in a more or less orderly manner to reach the front row, so as to be able to see the water in the fountain, quickly turn round to take a selfie with one’s smartphone, then make way for those behind waiting patiently (or impatiently, pushing their way forward) for their turn. As far as tourism in Rome is concerned, a deconcentration policy is needed, even though it is not easy to imagine Trevi Fountain being replaced by the Etruscan Museum of Cerveteri or Tarquinia. But an attempt needs to be made: if the Etruscan National Museum of Villa Giulia in Rome has left a mark on the visitor, it will be easier to take him to the land of the Etruscans, where the vestiges of their tangible and intangible culture remain visible. The Litorale Nord area lies close to the City of Rome and to Fiumicino Airport, where millions of people a year are in transit. Some of these hurrying passengers might be attracted by an offer close to the airport. In the northern part of the area is Civitavecchia Port, where millions of cruise passengers a year are in transit and spend a few hours. The future points to enormous cruise liners, each hosting fifteen thousand passengers, coming into service in coming years. It is thus possible that Civitavecchia will be receiving even more visitors in the future. These tourists may be kept in the area before moving onto Rome, which of course is already overcrowded. Cruise tourists landing in Civitavecchia for a trip of a few hours to Rome may easily be attracted elsewhere if an alternative is found that is well prepared, based on market needs and suitably publicised, in keeping with the new forms of tourist demand. Deseasonalisation may result in elements of economic interest throughout the year, with the packaging of a complete and valid offer that can be adapted to all seasons. If one refers to agrifood chains, it may be possible to draw up a tourist calendar that covers the whole year, having as spatial references the sea, the coastline, the plain and hilly zones. In inland areas it will be necessary to develop professional competences capable of handling tourist flows from the coast towards inland areas, or towards the sea, attracted by the proposals of ecotourism and food and wine itineraries. In subsequent phases of the research it will be possible to draw up a calendar

of proposals, identifying enterprises and training needs so as to be able to extend in time and space the local tourist offer and overcome the main criticalities, namely seasonality and the congestion of the Metropolitan area. By focusing one's efforts on the "cultural" and "environmental" resources of the territory, it will be possible to draw up coordinated tourism calendars and create a complex, integrated tourist product capable of responding to an extremely segmented and fluid demand.

## 13. Mobility by rail and road

Residential housing in the Litorale Nord area has developed in recent decades thanks to the presence of a good system of railway, road and motorway connections. There are railway stations in all municipalities in the Litorale Nord area, and the situation has remained unchanged vis-à-vis previous decades. The service could be improved, and there might be better connections between railway stations situated along the coast and towns situated further inland. In some periods of the year the service is not even able to meet the needs of resident commuters. This will have to improve in order to be considered a driving force for new tourism and a new tourist offer. Improving the railway infrastructure with a view to creating a public metropolitan transport service may also justify in the medium-term the availability of road transport that can independently provide the service between the coast and inland towns.

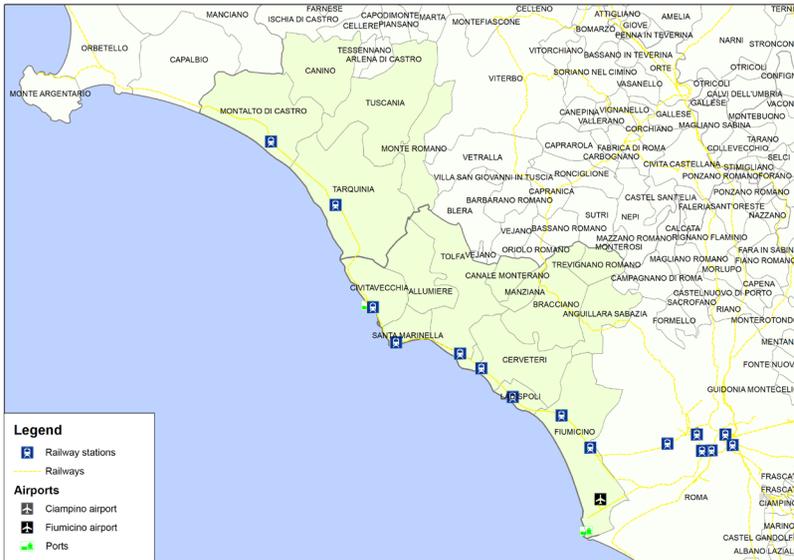


Fig. 23. Rome-Genova railway line and stations situated close to the northern coastline in Latium region.

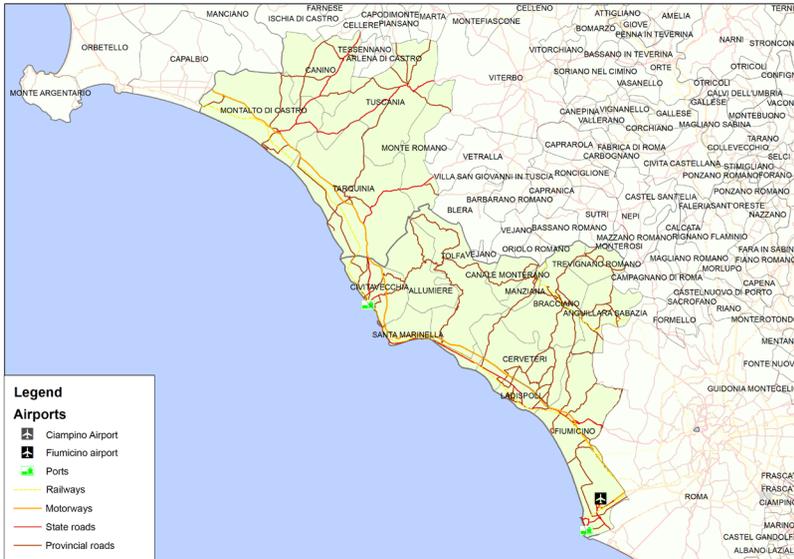
Table 18 shows current journey times between Rome Termini and Montalto di Castro station, and the distance between the railway station and towns further inland. Inland towns are generally further away from the railway line and more difficult to reach.

SECTION	LENGTH OF JOURNEY FROM PREVIOUS STATION	DISTANCE OF STATION FROM TOWN CENTRE, IN KM
Rome Termini	00:00	-
Rome Tuscolana	00:06	-
Rome Ostiense	00:05	-
Rome Trastevere	00:04	-
Rome San Pietro	00:05	-
Rome Aurelia	00:06	-
Maccarese	00:14	-
Torre in Pietra / Pali-doro	00:07	-
Ladispoli/ Cerveteri	00:07	4.5
Santa Severa	00:10	-
Santa Marinella	00:07	0.0

<b>Civitavecchia</b>	00:08	0.0
<b>Tarquinia</b>	00:11	3.2
<b>Montalto di Castro</b>	00:09	3.0

**Rome Termini – Montalto di Castro, length of journey with “re-regional” train service: 01h48**

**Tab. 18.** Current train journey times for the section Rome-Civitavecchia, distances between the railway stations in Rome and those of coastal municipalities, distance between railway station and the chief town in each municipality.



**Fig. 24.** Mobility infrastructures: motorways, state roads, provincial roads.

Route, departure from Rome, Colosseum zone	distance	Average journey time
no. 1	72 km, of which 47 km via motorway	01h09 (of which 00h27 on motorway)
no. 2	92.9 km, of which 71 km via motorway	01h15 (of which 00h37 on motorway)

**Tab. 19.** Car journey times from Rome to Civitavecchia.

## 14. Designing a new enterprise for the Litorale Nord area, from the Linear to the Circular Economic Model

As a result of the global economic crisis, ongoing changes affecting the tourism production system and recent demand trends, enterprises operating in the Litorale Nord area will be obliged to shift from a linear to a circular Economic Model.

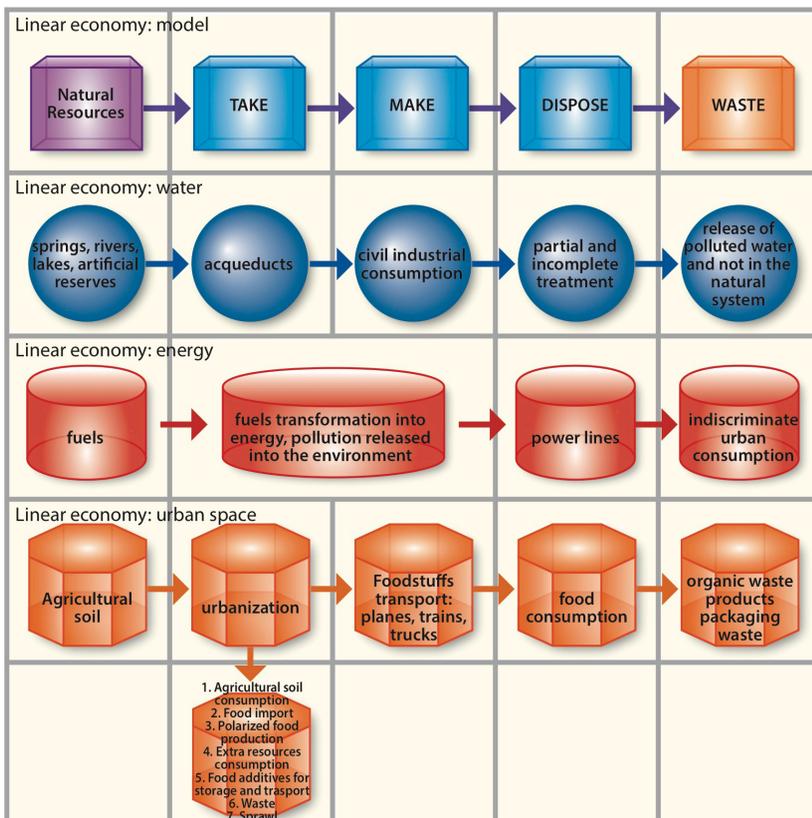


Fig. 25. The Linear Economic Model (LEM).

The Linear Economic Model (LEM) is an open model that takes natural resources, processes and uses them and finally releases waste materials into the environment (fig. 25). Three types of natural resources were taken into consideration: water, power, soil. If one considers water, for example, it is likely that the LEM envisages systems for reducing consumption, distinguishing between clean water, sewage water and mixed water. All types of water, the consumption of which is not generally known, and thus effected in an uncontrolled manner, are fed into the sewage system taking it to the purification plant for treatment and its disposal at sea. Where possible a part of the purified water should be reused. The same thing holds true for power: the criticalities lie in its consumption, going beyond basic needs, and its release in the form of air pollution. Soil, just like water and power, has incorrectly been considered as an inexhaustible resource, and so free to use and consume. Soil used for human activities is normally taken from agriculture and natural spaces. Its improper use happens in agricultural production and in the protection of biodiversity areas. In this case waste consists of the misuse of the territory and the subsequent abandonment of the resource.

With the LEM individual enterprises in the Litorale area purchase agricultural and fishing products according to the most convenient price and the degree of ease in obtaining the products. The Litorale's restaurants offer meat and fish that also come from other continents, and fruit and vegetables that come from other regions or other European nations. Today, the efficiency of transport guarantees the quality of the product, but certainly not the size of impact on the environment, and it does not help to develop marine and land areas close to the coast. A food product from other territories needs to be packed and packaged. This material will end up increasing the amount of waste. The journey is also costly, via air or land, in terms of the release of pollutants. But the worst thing is that each visitor will buy in the Litorale area only the food he consumes, while he could be buying the local production as value added. This entails a cost also for those offering that food, since they cannot obtain a benefit from their being in a quality location, and they must work a lot more than necessary to "earn" the customer's recognition and esteem. Another negative aspect is the use of the land, which over the decades has seen a rise in human

activity on new soils and the under-utilisation or abandonment of land that, for no particular reason, is no longer of interest. This attitude results in a futile waste of land, which weighs heavily on the local economy and on those responsible, since the quality of the territory is reduced by waste and abandonment. If we talk about water, the situation is even more critical, since we consume much more than necessary, and the greater consumption in agriculture and for recreational and tourist activities results in polluted waters, which end up in waterways and in the sea, or in a larger quantity of water to be purified.

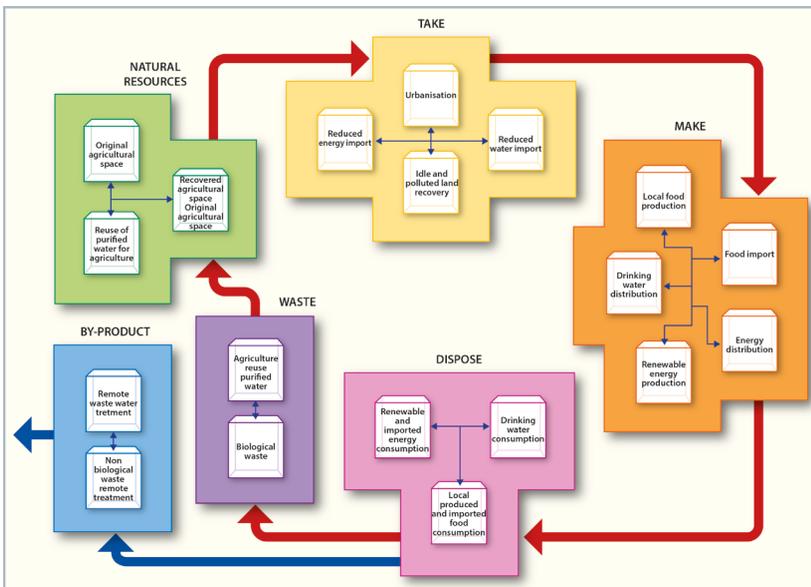


Fig. 26. The Circular Economy Model (CEM).

With the Circular Economy Model (CEM) waste products should be returned to the production cycle, making a distinction between organic materials (materials that can be returned to the biosphere) and “technical” materials (to be reused in some way, but without being released into the biosphere). With regard to the latter, in addition to the recycling of metals and polymers, product design strategies are required to return the used materials, once they have been recycled, to the same manufacturers so that they can re-enter the production cycle (fig. 26). In order to transform businesses from the LEM to the CEM,

four phases have been contemplated, deemed to be necessary for achieving the final goal.

**PHASE 1. Study of a firm's production cycle.** Analysis of current consumption of resources. Each enterprise type will have its own analysis of resource consumption, and the findings will be used to put forward a PROJECT to reduction the consumption of resources and production of waste. This study will be a strategic tool for the involvement of individual firms, and will also serve as a cognitive process during day-to-day activities. For each enterprise, or rather for each type of enterprise, a reference linear economy model may be drawn up, on which to base forecasts and objectives according to the interest and capability of each entrepreneur.

**PHASE 2a. Intervention project for managing the water resource.** Water is consumed in great quantities, serving kitchens, toilets, showers, the watering of green spaces, and so on. Drinking water is usually employed for all of these uses, and this has a relevant cost. The water distribution network must take into account consumption and uses. Only for kitchens and cafés should drinking water be used. The water used to clean food products may be circulated for non-drinking water uses. Another possibility is purifying the water used to wash pots and pans, which may contain traces of soap. Water used to have a shower may also be treated and reused for compatible uses. The sewage network will thus receive only water from the WC, which will be conveyed by sewage pipes to local purification systems. The project may also include measures to encourage the collection of rainwater, for instance through the creation of raingardens (small pools) in areas close to urban settlements (along coastal roads or possibly going away from the coast, connecting the dune and scrub areas to green spaces present in urban settlements and beyond, towards farmland), to allow flows from water-repellent areas for the absorption of water, and to use underground water storage systems, with a view to recovering the resource and returning it to the production cycle further to suitable treatment.

**PHASE 2b-c. Intervention project for managing the air resource and power resource.** As regards air and power consumption, the

Project should seek to reduce the consumption of resources by promoting the use of solar energy or wind energy systems, and in any case discouraging the use of thermal power.

**PHASE 2d. Intervention project for managing waste.** The Project should encourage the composting of organic waste and a drop in the production of plastic and paper waste through the purchase of products having minimum packaging. Food products produced in the area, to be consumed fresh, may have the advantage of not requiring complex preservation and packaging systems. In order to promote the waste recovery process further, small waste collection centres may be created, for the collection of materials after they have been consumed, to encourage the active involvement of the resident population and the organisation of activities throughout the year.

**PHASE 2e. The soil resources.** Over time the system created may have grown from an economic point of view by making an unnecessary use of soil and using materials and structures that are no longer in keeping with the quality of the surrounding landscape. In such cases the Project should aim to restructure activities according to the principles of “Nature Based Solutions”, and when permission is granted to use land, concession holders should be obliged to construct veritable “dune gardens”, the aim of which is naturally to restore the dune environment and teach people about the environment. The Project should also take measures to regulate erosion, with the use of soil bio-engineering techniques to restore the dune ecosystem, for instance by constructing windbreaks using biocompatible materials, such as coconut mats, or base barriers made from wicker (when the dune bar has been eroded directly by the waves), windbreak screens made from pre-woven cane mats positioned on chestnut wood frames (favouring the depositing of sand due to the effect of the wind and consequent creation of a dune deposit). The Project must take into consideration measures to encourage the creation and maintenance of habitats, so as to strengthen the resilience of the coastal ecosystem and of beaches (e.g. the planting of pioneer plants to stabilise the dune system, positioning tree trunks to boost the introduction of insect species in dune environments, taking measures to boost the introduction of birds of the charadriidae family, who nest on the seashore); and of water (e.g.

taking measures to restock fish resources for recreational or professional fishing, the renaturation of marine environments threatened by pollution, the mitigation of erosion phenomena using eco-compatible and sustainable technologies, sustainable and eco-compatible aquaculture, actions to combat unlawful trawling).

**PHASE 3. Creation of corridors to facilitate continuity and integration.** Coastal tourism must help with the integration of the marine environment and the territory looking onto it. The seaside enterprise existed for a long time within the logic of publicly-owned coastal land, isolated from the rest of the territory. It must now re-establish its relationship with the sea and calibrate its offer according to the sporting and leisure activities proposed. The seaside enterprise has so far been identified with what international literature calls the “3S”s: sunshine, sea and sand, consuming with one’s feet on the sand or paddling in shallow waters. The seaside enterprise may become more attractive by integrating sporting activities, performed in the water and on the shore (windsurfing, kitesurfing, SUP, Kayak fishing, aquagym, outdoor gym), with activities performed inland that promote the territory, such as “km zero” organic food, using products obtained from farms and firms located close to the coast that implement an integrated management of typical and non-typical crops and products, and a market of fish-based products. Information-providing activities should also be encouraged about the ecology of the dune environment and best practices on the subject of energy and water savings and the recycling of materials after consumption, walks in nature and environment education activities.

**PHASE 4. The involvement of stakeholders and inter-corridor integration.** It is essential to bring on board residents, users and those actors that produce and work in coastal areas. In order to promote the deseasonalisation of tourist activities, a permanent centre for Litorale Nord can be created to promote interaction and the involvement of local communities, the development of activities in all periods, the organisation of workshops, a form of management that is open to public-private cooperation, also regarding the questions of security and the need for continuous maintenance. The coastal economy is no longer restricted to the narrow strip between the land and the sea. The areas

of seaside tourism were used, during the 20th century, to anthropise a natural zone that had maintained a strategic balance between the sea and the land emerging out of the sea. In many areas the dune system and its environmental assets have practically disappeared, leaving a few fragments here and there. By applying nature-based solutions, it will be possible to integrate tourism and leisure activities with the restoration of natural areas. The barriers erected to prevent trawler fishing along the coast may become measures that not only protect the natural habitat but also provide opportunities for water sports, for instance, helping with the restoration and restocking of the seas near the coast, becoming of interest for diving and snorkelling activities. Insofar as possible, the coast and territories further inland may go back to being a green belt, or green corridor, somewhere between a blue corridor, the marine environment, and a brown corridor, consisting of hilly and mountain areas further inland, where a form of sustainable farming is practised. This vast Litorale area possesses both tangible and intangible cultural assets, where activities can be carried out to facilitate social cohesion, educational growth, skill growth, the provision of local organic food and the generation of income for producers, who are also custodians of the environment. An integrated strategy is needed for the offers put forward by the blue, green and brown corridors. As far as the sea is concerned, there is a strip lying close to the coast, then there is the sea further out from the coast, and finally there is the high seas. Each sea sector can be assigned functions that are linked to the coastal area. In the same way, there are plains close to the coast, there are hilly areas, and then there are mountain areas, which in some areas of Italy are limited in size, not exceeding 20-30 km. These territories are of interest, and generate a certain demand, thus they can be integrated with multiple activities such as fishing and agriculture, which could provide the seaside enterprise with products. Since they are small-sized businesses, the creation of horizontal enterprise networks is recommended. The project could raise accessibility and continuity between the various corridors through the creation of green infrastructures, transversal green connections, intensifying links between the coast and inland areas, adding to the existing infrastructure. Incentives for the exploitation of the hinterland may come in the form of reusing materials for tourist accommodation activities in more inland areas, and connections to low-energy-consumption technologies.



## 15. Tourist offer and the transfer of knowledge

In drafting this Guide, the authors believe it is essential to highlight a complex and challenging issue, namely the possibility of providing concrete responses to the training needs of an entrepreneurial and professional sector that can no longer be confined to the context of seaside tourism, but that is called upon to act, with vision and with skill, in a complex coastal tourism system, guaranteeing the quality and efficiency of independently-provided basic services and developing the skills to be able to integrate these services in the local “chain”. It should firstly be recalled, on this point, that the factors determining quality as perceived by the customers of a coastal tourism enterprise may be put into two main groups: a hardware component – the characteristics of the tourist accommodation facility, or the “product” – and a software component, or the ways in which the service is provided. The professional and personal traits of entrepreneurs must be used to influence both factors, while the traits of managers and workers in the coastal tourism sector can only be useful for the second category. Based on what we have seen talking to business operators and visiting existing tourist resorts, the issue of vocational training for new managers and new entrepreneurs is a fundamental driver that will enable the tourism sector, in view of the close relationship with the intangible component of customer satisfaction, to raise the competitiveness of its enterprises compared with other territorial systems (regional and foreign), and have a positive impact on the attractiveness of the regional and national system as a whole. It is thus possible to influence the quality of the service offered by firms in the coastal tourism sector not only by training single operators but also by acting on aspects relating to behaviour and customer relations. Efforts to improve professional

competence require cultural and behavioural changes at all levels of the hierarchical structure, from “reception staff” to the manager or owner of the facility. Workers in these enterprises, being the main contact points with guests on their arrival and during the holiday “experience”, are one of the main factors affecting the construction of customer loyalty. The professional competence of these workers is thus almost synonymous with the quality of the service provided. In recent decades the profile of personnel providing coastal tourism services, at both an operational and managerial level, has changed considerably. With customers being ever more demanding, and faced by global dimensions and problems, while having to use new work tools, workers in the sector must now possess an adequate background, flexibility and openness, and a suitably international vision. At the same time, the growing computerisation of services and processes in the sector has led to the creation of new professional figures, having tasks and responsibilities that require the possession of degrees or specialist diplomas in specific subjects (e.g. economics, tourism sciences, mathematics or finance, foreign languages) as well as extensive and concrete experience in the field. The qualities needed a few decades ago for the hotel manager, or general manager of larger tourist accommodation facilities, have undergone a progressive evolution: a shift from the role of “landlord” to that of general manager. Nowadays indeed, especially in larger, luxury hotels in Europe, the hotel manager is a professional figure possessing university-level education and training, an international background and multidisciplinary skills, ranging from business strategy and statistics to finance, marketing and human resource management. The need to update one’s technical and personal skills applies not only to persons with managerial responsibilities but also to those performing operational duties. To overcome these evident training shortcomings, we suggest that a project be rolled out to pursue the following objectives:

- to study in detail the training needs of entrepreneurs and managers in the coastal tourism sector as part of an analysis of the actual qualitative characteristics of the national and regional offer;
- to examine the role and expectations of entrepreneurs and managers in the coastal tourism sector, gauging current and

future needs, referring also to actions to relaunch some facilities that require radical and urgent infrastructural intervention;

- to provide some guidelines that can assist trainers with the planning of standard or specific actions to update and upgrade the professional competences of workers in the sector and thus to raise the competitiveness of the regional and national coastal tourism offer, taking into due account the seasonal elements conditioning the sector;
- to promote techniques and methods that can be used to integrate single services provided by enterprises in the local chain and to tap this potential in reference markets;
- to summarise the results of initial experiences in an effective framework that can easily be used and communicated in a range of ambits.

In view of the complex nature of the subject, in order to guarantee the utmost consistency in terms of assessment methodology, we suggest adopting a multi-level approach, with a qualitative-quantitative analysis of the sector and specific monitoring and research in the field. The strategic role of training and the professionalisation of entrepreneurs and staff on which to base the quality and efficiency of the regional coastal tourism sector may be stressed and implemented using two tools: direct and empirical surveying in the various facilities involved and a cycle of interviews with stakeholders in the sector. These tools will certainly be useful for reflecting calmly on the current situation regarding training and the professional competence of actors involved in the management of coastal tourism enterprises in the Latium region, through an understanding of current and future needs in the sector, and for identifying possible actions needed for growth and development in a changing and complex competitive setting.



## Conclusions

The analysis of resources and of the potential of the Litorale Nord area has highlighted a territory with a wealth of natural and cultural assets, thus with a high quality tourist offer. Tourist flows are intense in the area, thanks to tourists in transit from Fiumicino Airport and the Port of Civitavecchia, which in themselves make up considerable tourist demand. The Port of Civitavecchia also welcomes every day a large number of cruise passengers, now numbering 2.5 million a year, a figure that is expected to rise considerably in the future. The city of Rome is naturally a major tourist attraction. The number of tourists and visitors to the city has now reached saturation point, meaning the city is suffering from the phenomenon of “overtourism”. During the global economic crisis (2007-2014) urban tourism and cruise tourism were the only two sectors in which tourist numbers did not decline. Notwithstanding this positive general context, tourism in the Litorale Nord district suffered a crisis, causing a stagnation, if not a fall, in the number of workers in the economic sectors related directly or indirectly to tourism. The number of available bed places in hotels has fallen, while there has been an increase in the number of bed places in non-hotel accommodation facilities, having a lesser impact on job levels. It is necessary to take stock of the situation the Litorale Nord area finds itself in and to pursue a policy to relaunch the tourism sector, fixing new parameters. The economic crisis must be used as a way of changing tack and identifying new ways of developing the tourism sector. The pillars on which to build the new model of tourist development are those of forms of integration, innovative tools and internationalisation initiatives. The coast can no longer be viewed as a line demarcating the land and the sea, with development strategies isolated from the rest of

the territory. The Litorale should rather act as a fulcrum, seeking integration with the rest of the territory. An integration policy, now used and valid in any territorial context, is of special significance in the Litorale Nord area, where there is a unique wealth of natural and cultural assets, both tangible and intangible. The best way of introducing innovation is by introducing a new way of understanding and managing natural and cultural assets. It is no longer enough to place these assets on a map in an official document, or to protect them on paper only, according to apparently strict legislation that is however difficult to apply and oversee. Cultural and environmental assets do not exist just because they are protected by law, but because they represent the administrations, enterprises, society and culture of that territory. The law must serve above all as a frame of reference for the activities that different actors are called upon to perform. The circular economy model must serve as a guide for short- and long-term actions, while the tool of internationalisation must be a way of presenting oneself to the country and the world. A tourist product cannot exist without being suitably promoted and communicated. In this sense, too, the Litorale Nord area presents immediate advantages, since it already has contacts with the outside world, even if the world has not noticed its existence. We propose a programme divided into temporal phases, each marked by a priority. The priority in the first phase is to inform, communicate and build awareness among those operating in the area. The priority in the second phase is to gauge the quality and management of resources. The quantitative dimension is essential for creating positive competitiveness in relation to the objectives pursued. The priority in the third phase is to undertake realistic planning based on the cooperation of citizens and of all social and economic forces. The priority in the fourth phase will be that of managing the tourist offer that has been knowingly renewed.

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This publication, the end result of cooperation between the Innovative Startup “SARA ENViMOB S.r.l., Servizi e Soluzioni per la Natura e il Turismo” (Sapienza University of Rome), the Network of Enterprises “I Borghi Marinari di Roma – RIBOMAR” and FEDERBALNEARI Lazio Litorale Nord, seeks to promote a bottom-up approach to the transformation of the tourist offer in the area known as *Litorale Nord*, in the Latium Region, taking it out of its current state of “undertourism”. Litorale Nord possesses a wealth of resources, natural and cultural assets dotted along the coast, in the sea and further inland that have not been fully exploited for tourism purposes. The area lies between three tourism “poles”: the Port of Civitavecchia, Fiumicino Airport and the Rome city centre, which is today suffering from the phenomenon known as “overtourism”.

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