

# NEW METROPOLITAN PERSPECTIVES 2022

FOCUS SESSIONS - FS

## FS-IC04

### CULTURAL HERITAGE MANAGEMENT STRATEGIES AND MODELS FOR THE DEVELOPMENT OF TOURISM IN INNER AREAS

*Keywords: Cultural Heritage; Management Strategies; Management Models; Cultural Tourism; Feasibility Studies.*

The Cultural Heritage with its landscapes, cities and intangible resources represents an unique tourist offer and increases competitiveness and attractiveness of a country, as highlighted by the Next Generation EU instrument that underlines the decisive role of culture in achieving goals, as a cornerstone and instrument of resilience, sustainability and social development.

In this context the cultural heritage, once integrated and enhanced with other main assets of an area, it could act as driver of local development strategies. In this session, the main interest is focused on marginal and inner areas. Within the same, cultural tourism can become the driving force of the economic development thanks to innovative forms of heritage communication, improved accessibility and renewed management. This potential is not yet expressed due to the well-known management problems that do not guarantee the full access to heritage and the economic sustainability of the adopted models. In the framework of the FARO Convention on the value of culture for regeneration of communities, new strategies and forms of partnership play a fundamental role that can provide local communities and stakeholders with new solutions to their needs, as well as creating new opportunities.

The session welcomes theoretical or case studies based in-depth contributions on these issues.

#### CHAIR

#### **Immacolata Lorè - LaborEst – Mediterranea University of Reggio Calabria**

Master's degree in Cultural Heritage, with the focus on knowledge, protection, enhancement and management projects. Member of the LaborEst research lab, her research activities and international publications focus on cultural heritage management, local development strategies for inner areas, techniques and methods of restoration and conservation for the architectural heritage.