

ITALY

Costiera Amalfitana

Brief description

The Amalfi coast is an area of great physical beauty and natural diversity. It has been intensively settled by human communities since the early Middle Ages. There are a number of towns such as Amalfi and Ravello with architectural and artistic works of great significance. The rural areas show the versatility of the inhabitants in adapting their use of the land to the diverse nature of the terrain, which ranges from terraced vineyards and orchards on the lower slopes to wide upland pastures.

1. Introduction

Year(s) of Inscription

1997

Agency responsible for site management

- Superintendence for monuments, landscape, historical and ethnoanthropological heritage for the provinces of Salerno and Avellino
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2. Statement of Significance

Inscription Criteria

C (ii), (iv), (v)

Justification provided by the State Party

The Amalfi coast can be rightly defined as an area of outstanding cultural value, the astonishing work of both nature and man. In this area, nature is both unspoiled and harmoniously fused with the results of man's activity. In fact, the landscape is marked by rocky areas, woods and marquis, but also by citrus groves and vineyards, grown wherever man could find a suitable spot. The coastal areas have kept their distinctive features in the course of the centuries, and have played a major role in the history and culture of mankind. Suffice it to mention the economic power gained by the Maritime Republic of Amalfi, and the refined architecture, which was born out of the fusion of oriental and western elements, and known under the name of the Arab Norman style. Typical examples of this architectural style are the numerous monumental

cathedrals, full of priceless works of art, such as the mitre of Scala. Other artistic and literary expressions typical of the area are summed up under the name of the school of Grand Tour, which developed well into the twentieth century. Another important feature is the manufacture of ceramics in Vietri, where the local style was fused with that of the famous ceramics of Faenza, thus resulting in the creation of a type of ceramic which reflects both the cultures of northern and southern Italy. The landscape and topography of the area are virtually unique, and feature particular ecological and biological characteristics. Some of the most beautiful natural spots in the world are found in the l'Costieral, where can be found areas fundamental for the conservation of biodiversity where endangered species of exceptional universal value, such as the fern *Woodwardia radicans*, thrive. The Amalfi coast meets the criteria of integrity because it is protected by State and Regional laws, as well as by the 1939 regulations concerning areas of important historical, artistically, architectural, and environmental value. For this reason it is entirely under the regulations provided for by the P.U.T. (Piano Territoriale Paesistico).

As provided in ICOMOS evaluation

Qualities: The Costiera Amalfitana is an outstanding cultural landscape covering an area of dramatic scenery rising steeply from the coast to rugged mountains. Within it there is an exceptional diversity of landscape types, ranging from ancient urban settlements through areas of intensive land-use and cultivation and pastoralist to areas untouched by human intervention. The complex topography and resulting climatic variations provide habitats for an exceptional range of plant species within a relatively confined area.

The area originally nominated contained certain areas where the essential qualities of a cultural landscape of World Heritage class had been irrevocably lost. ICOMOS recommended that these should be excluded from the nominated area. This recommendation was accepted by the State Party.

Recommendation: That this property be inscribed on the World Heritage List on the basis of criteria (ii), (iv), and (v):

The Costiera Amalfitana is an outstanding example of a Mediterranean landscape, with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution.

Committee Decision

Bureau (June 1997): The Bureau referred the examination of this property and requested the State Party to provide information on the management of the site. In case this information be provided and judged satisfactory by the next extraordinary session of the Bureau, the Bureau recommended the inscription of the property on the World Heritage List on the basis of criteria (ii), (iv) and (v).

Bureau (November 1997): The Bureau recommends the Committee to inscribe this site on the basis of criteria (ii), (iv) and (v). The Costiera Amalfitana is an outstanding example of a Mediterranean landscape, with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution.

Session (1997): The Committee decided to inscribe this site on the basis of criteria (ii), (iv) and (v), considering that the Costiera Amalfitana is an outstanding example of a Mediterranean landscape, with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution.

- Statement of significance adequately defines the outstanding universal value of the site
- No change required

Boundaries and Buffer Zone

- Status of boundaries of the site: adequate
- No buffer zone has been defined
- Since the site extent and the local orography, a buffer zone is not considered necessary. The area in the surroundings to the UNESCO site is watched carefully by the local government and it is protected by National and Regional legislation

Status of Authenticity/Integrity

- World Heritage site values have been maintained
- The site integrity will be preserved if: 1. The evolution of the local request can be controlled (carriage ways for highest areas that are far away from the urban centres; system for the dirty water before the letting in the sea; building system consistent with the local architecture) 2. The tourist flux and the present daily people need can be checked (car parking, road conditions fitting the vehicular traffic)

3. Protection**Legislative and Administrative Arrangements**

- Legislative Decree 22 January 2004, no 42 (Cultural Heritage and Landscape Code) and Regional Law 35/1987 (Territorial Landscape Plan); Regional Law 26 July 2002, no 15, which creates the Regional Park of Monti Lattari
- The protection arrangements are considered sufficiently effective

Actions taken/proposed:

- Planning coordination at national and local level; The coordination has to be forecast and to be fulfilled at the local level by the checking the planning activity and the funds distribution in order to optimize the investments

4. Management**Use of site/property**

- Urban centre; Rural Landscape; Regional Park

Management /Administrative Body

- Management by the State party; under protective legislation
- No site manager; plans to appoint a coordinator;
- Levels of public authority who are primarily involved with the management of the site: national, regional, local, regional park
- The current management system is sufficiently effective

Actions proposed:

- Setting up a coordination system for the planning and investing activities; local governance activity has to be settled with reference to the great number of local stakeholders and of the government levels (European, national, regional, local) in order to optimize the economic resources and to check the follow-outs of the ordinary and extraordinary activity

5. Management Plan

- Management plan completed: May 2005; Will be implemented: March 2006
- Adequate
- The management plan has been prepared by staff of: -Superintendence for monuments, landscape, historical, artistically and anthropological heritage for the provinces of Salerno and Avellino-Comunità Montana della Penisola Amalfitana -European University Centre for Cultural Heritage with the collaboration of external consultants

- All problems since inscription on the World Heritage list (abandoning of terraced gardens because of the few economic benefits of these cultivations and of the very little sizes of properties, presence of fires for the whole year because of that people do not take care of woods, lost of hydrid resources because there is no maintenance to canals) continues and needs to be solved with solutions, which have already been started by local governance and might be so summarized: 1. Improving of traditional uses linked with woods; 2. A policy which supports the selling of by-products , as stock rearing (marketing, quality marks); 3. To use again traditional techniques of production which help people to preserve traditional activities and the structure of the wood; 4. Actions of reforestation; 5. Eventual mechanization to move goods along hilly versants; 6. Facilitation and putting back in operation of the access to landed properties; 7. To develop an associative system to solve the problem of little size of land properties; 8. Checking of the quantity of water of springs; 9. Regimentation of principal torrential rivers to reduce risks of inundations which cause damages to villages; 10. Re-use of artificial canalizations and support of associative system to use better water; 11. Check of the sea ecosystem and above all of the depth so to find external polluting elements; 12. Re-introduction of traditional techniques, through formation of specialized workers; 13. Check of territory which is made of several linked structural elements; 14. Re-introduction of living building; 15. policies which support agriculture
- Responsibility for over-seeing the implementation of the management plan and monitoring its effectiveness: it has not been chosen the organisation which will be responsible. The Strategic Structure of management might carry out this role; In the meantime Superintendence is responsible of the check of the Management Plan

6. Financial Resources

Financial situation

- State Budget; regional funds
- Communitarian Funds FERS (European Regional Development Funds)
- Sufficient

7. Staffing Levels

- No full-time staff. Staff works on the whole territory, not only for the site

Rate of access to adequate professional staff across the following disciplines:

- Very good: conservation, management, promotion; education
- Good: visitor management
- Average: interpretation

8. Sources of Expertise and Training in Conservation and Management Techniques

- There are several structures on the whole territory as the European University Centre for Cultural Heritage of Ravello, the Historical and Cultural Amalfitan Centre, etc, which involve also experts who come from outside the site
- Training needs: .there should be more experts who care about how to solve problems concerning “structures” which constitute the cultural landscape (geomorphology, water systems, terrace systems)
- Training available for stakeholders

9. Visitor Management

- Visitor statistics: 1.665.007 (statistics from Provincial Tourist Office), 2003
- Visitor facilities: tourist offices, paper or on line guides, visited guides, hotel accommodation (B&B, camping, apartments, etc.); For archaeological and monumental sites there are guided tours, leaflets, info-point etc., furthermore there are also so naturalistic itineraries for foreigner tourists

10. Scientific Studies

- Risk assessment, studies related to the value of the site, monitoring exercises, condition surveys, archaeological surveys, transportation studies
- The studies have been carried out as a knowledge basis for the Management Plan of the site; the plan has already analysed structures and underlined the problems to solve; Other studies have been carried out for drawing up Urbanistic and Territorial Plan (Paesistico Plan – Regional Law 35 of 1987- and Regional Park Plan of Monti Lattari – still ongoing

- The studies have been the scientific reference in drawing up and actuating the plans and the projects in the site

11. Education, Information and Awareness Building

- An adequate number of signs referring to World Heritage site
- World Heritage Convention Emblem used on some publications
- Adequate awareness of World Heritage among: local communities, businesses, local authorities
- Need for awareness raising: more information from media
- Events (shows, workshops, conferences) organized by local administrations, by Communita Montana, University Centre for Cultural Heritage of Ravello, the Historical and Cultural Amalfitan Centre, etc.
- Steps to involve local participation

12. Factors affecting the Property (State of Conservation)

Reactive monitoring reports

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| <ul style="list-style-type: none"> • N/A |
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Conservation interventions

- The most important conservation interventions carried out on the site are: restoration and enhancement of monuments, historical centres and of extra-urban streets, increasing of infrastructures, enhancement of immaterial cultural goods (shows, traditions, gastronomy)
- Present state of conservation: Good

Threats and Risks to site

- Environmental pressure, natural disasters, visitor/tourism pressure
- Specific issues: since there are a lot of people, who come to visit the site every day and not only for one day, this might cause problems of parking, accommodation and traffic jam
- Emergency measures taken: Implementation of the Tourism Paper: in 1999 the University Centre for Cultural Heritage of Ravello has written the Ethic Paper of Tourism which schedules more sensibility by tourists towards a cultural tourism and preservation of territory

13. Monitoring

- No formal monitoring programme
- Measures taken/planned: In the future the management Strategic Structure will take responsibility for monitoring

14. Conclusions and Recommended Actions

- Main benefits of WH status: conservation; social; economic; management
- Strength/Weaknesses of management: a "Tutor", who should care in a total way (communication, management, etc.) of the whole zone, misses

Future actions:

- Coordinate activities to give more value to the site; Valorisation will be better if all parties cooperate. Organization responsible: Strategic Structure of Management. Timeframe: 6 years