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# THE REHABILITATION OF THE CALABRIAN COAST THROUGH THE INTEGRATED PLANNING OF TOURISM: DEGRADATION CAUSES AND INTERVENTION STRATEGIES

E. Costa, D. Passarelli, A.M. Leone, F.Critelli<sup>1</sup>

*Department of Environmental Territorial Sciences, Mediterranean University of Reggio Calabria, Italy*

## 1. INTRODUCTION

This survey follows the study presented in Tunis during the 1<sup>st</sup> INCOSUSW Meeting "*Interdependence between Agriculture and Urbanization: Conflicts on the sustainable use of soil and water (April 5-6, 2000)*".

The 2<sup>nd</sup> Meeting in Izmir (April 26 - May 1 2001) dealt with the relationship between planning and tourism. In Tunis our research group studied the link between planning and agriculture; now, the study for the meeting in Turkey calls necessarily for a differentiated approach to planning taking into account integration topics, which by now are much discussed by urban planners on a European scale.

Attention is given to the Calabrian coast in a region which has singular features compared to other Italian regions, with its variety of landscapes ranging from mountainous and hilly to flat areas including alluvial deposits, valleys and typical marine terraces.

From the environmental standpoint Calabria has an enviable heritage along 742 km of coastline, characterized by the alternation of several different kinds of environment.

These assumptions enable our group to say that integrated planning (in this case planning related not only to tourism but also to the natural environment, the urban scenario, the wide surrounding areas, cultural heritage, transportation systems, etc.) should be conceived as a field where action by public authorities through efficacious planning policies, is expected to eliminate the causes that hinder valorization of the resources of the region.

For the meeting in Morocco in 2002 we intend to develop our research further once we have worked out the intervention strategies (following the *analysis* in Tunis and the study of *causes* in Turkey).

## 2. ANALYSIS OF THE TOURIST SECTOR

The greatest hopes for the economic growth of the southern regions are often placed in the service and, more specifically, in the tourist sector since expectations regarding industrial development are frustrating. There are not the essential requirements, or facilities do not exist, so that tourism, possibly together with a committed natural resource management policy (mainly by the actual opening of the various national parks established or not yet completely established) can become one of the growth factors in the South.

The last few decades have been characterized by such a noteworthy growth, as regards both value added and job opportunities, that tourism now plays a primary role in the whole Italian economic scenario. Tourism added value in Italy reached almost 6 % of the national added value, a percentage that is more than twice the food industry and much higher than that of other strategic sectors for the national economy such as clothing, leather and textile industries, etc.

Within this framework of reference, over the last twenty years, tourism has been affected by strong variations both in arrivals and in permanencies. The crisis, which started in 1989 and lingered with substantial effects until 1993, brought about a decrease by 6.6 % in arrivals and by 7.1 % in permanence periods. Since 1993 some signs of recovery have been recorded and demonstrated by the gradual increase both in arrivals and in permanencies. Generally speaking, the current trend of demand in the field of regional tourism is growing though figures vary according to the different amounts of incoming Italian and foreign tourists. The number of incoming Italians has markedly risen like the average stay period,

which by now equals approximately six days, while an increase in foreign tourists arrivals and a longer stay are positive. Nevertheless the seasonal factor still excessively affects regional demand trend in summer.

Very briefly tourist fluxes toward Calabria are characterized by:

- a strong influence of the seasonal factor on the demand trend showing a concentration of Italians from June to August and of foreigners from May to September;
- an excessive dependence on the national domestic tourism (though current attraction policies of German-speaking markets partly limited the effects of this tendency that is anyway structural) ;
- a change in national and foreign customer behavior ;
- a stay in accommodation facilities three times longer than in hotels ;
- a net loss in the economic value of holidays since presence increases due to a higher number of arrivals and not to the longer stay ;
- limited advertising of tourist services offered in Calabria. The percentage related to the presence of the biggest tour operators reaches only 9.3 % in summer brochures and 7.4 % in winter brochures which ranks Calabria at the bottom of the national classification lists.

The main market of reference is the domestic one (regional and national). We have already highlighted this dependence and the consequent excessive influence of the seasonal factor on the demand trend. The composition of the fluxes of Italian tourists shows substantially that about half the tourists come from the northern regions, while 29 % come from the southern regions. Analyzing the foreign tourist demand, on the contrary, we can see that the German market is the main point of reference for the regional supply. Foreigners, anyway, account for less than 4 % of total fluxes. The ranking of the regional supply, allowances being made for the peculiarity of regional reception potentialities and for the accommodation standards required by international tour operators, is low and hinders the real valorization of the regional resources. Customers coming from Eastern and Northern Europe are expected to show interest in the region in the near future.

To enter these geographically defined markets, the target choice should allow for the need for development of backward sectors (farming, cultural, naturalistic, religious tourism, etc.).

In terms of supply, the region still has a medium-low level accommodation facility system, despite improvements over the last few years (76.49 % of the whole supply is made up of one, two or three star hotels) whose main target is summer mass tourism. The overall low quality encourages “submerged tourism” and the use of holiday houses considered more convenient and comfortable than other accommodation facilities forming the current supply. In most tourist resorts of the region this phenomenon has spread abnormally.

### **3. PRESSURE FACTORS**

#### **3.1. Illegal building and erosion**

##### *3.1.1 Preliminary considerations.*

Accommodation system supply in the several tourist areas of the region varies significantly as far as facilities and quality are concerned. Taking into account the distribution of the accommodation facilities in the territory, (including hotels and other kinds of lodgings), it is possible to note that:

- the province of Cosenza lacks hotels while it has a higher density of lodging facilities. There is much submerged tourism with accommodation in private holiday houses;
- the province of Crotona has a limited accommodation facility system based on medium level hotels (three stars);
- the province of Catanzaro is characterized by an even distribution respectively of hotels and other kinds of lodging;
- the province of Reggio Calabria is characterized by the presence of tourist village and camping sites;
- finally, the province of Vibo Valentia has a peculiar density of low-medium-size tourist villages and is the Italian province with the highest amount of villages per km of coastline.

The province of Vibo Valentia is the tourist area with the highest density of sleeping accommodation per sq km (thirty beds per sq km) followed by the provinces of Catanzaro, Cosenza, Reggio Calabria and Crotona. In the provinces of Catanzaro and Vibo Valentia, in particular, sleeping accommodation exceeds the regional average, while in Crotona (8 beds per sq km) the supply is considerably spread out<sup>2</sup>.

### 3.1.2. Coastal erosion.

In Italy coastal erosion is by now an endemic phenomenon, caused by a savage use of cement in the territory, which on many tracts of our coastline interrupted or reduced dramatically the afflux of solid material from the hinterland, which ensured the natural processes of shoreline refilling. The situation is particularly serious in Calabria and in Campania with, respectively 67 % and 58 % of the coasts having a high risk of erosion. The Tyrrhenian coast of Calabria (264 km, with 188 km low coast) is in very precarious conditions with 64 % of the high-risk coasts due to the construction on the waterline of facility structures related to urban settlements. Along the Ionian coast (56 km of rocky coast and 384 km of sandy beaches) erosion is less spread and more recent: high-risk tracts equaling 44 % of the sandy coasts, are concentrated in the southern zone where shoreline is rigidly edged by urban settlements and roads, while in the northern zone the situation is more regular (30 % of low-risk shores) due to the low presence of urban settlements.

Over the last twenty years general acceleration of coastal erosion and a higher presence of protection works has occurred, whose efficiency seems to be different in the various sites, though the same technology is used.

During the period studied the comparison between eroded coastal areas and protruding zones highlights an average erosion per year very which is relevant for the overall coastline analyzed and in various tracts figures range from a minimum of 0.80 m/year to a maximum of 2.63 m/year.

Causes of the problem: the anthropic occupation of shores and of their surrounding land areas is by now known as a degradation factor of the Calabrian coastline. Useless river bed treatment, removal of waste from river beds and shores, uncontrolled and chaotic urbanization, taking of water from the scarce water-bearing beds, protection works carried out allowing only for the heritage they are earmarked for, brought about the current situation of a dramatic imbalance of the coastal environment.

In the study of the processes determining the transformation of the Tyrrhenian Calabrian coastline special attention is given to the secondary anthropic causes without completely excluding all the series of structural, hydrodynamic, climatic causes which in many recent studies are referred to as the primary degradation causes of coasts which in a region like Calabria should be considered as valuable heritage to be preserved and valorized. Meanwhile, most damage caused by sea erosion and the same extent of the evolutive processes, whose monitoring is more and more expensive, can be actually related to the anthropic invasion of sandy shores that are not yet stable from a physiographical point of view. Regarding protection works, which very often become causes of erosion, it has been found that during 1999 38.050 km of 84.75 km of coastline, equal to 44.9 % of the total coastline, were lined by constructions of various types. A singular aspect is represented by the waterfronts of the municipalities of Falconara Albanese and Sanginetto: the former completely without protection works, the latter 100 % bordered with protection works.

Over the last few years the instability of the Italian coasts has become more and more crucial also for its relationships with the history of human intervention on the territory and at present is a constant cause of calamity. Calabria, with its 740 km coastline equal to 1/5 of the national coastline, is one of the regions that has endured most damage from sea erosion and every storm reminds us, sometimes dramatically, that the problem hasn't been solved yet. The coastal sector studied is undoubtedly one of the most despoiled in Calabria, where misused development of tourism and chaotic, or totally negligent regional planning, has brought about several risk situations.

In conclusion the framework described in this report is aimed to orientate the evaluation of various intervention strategies such as environmental rehabilitation of sea shore ecosystems with sediment replacement using the clean fill conveyed by rivers still today, above all if the possibility of a functional check of the arrangements already made is taken into account; curb of urban expansion on the coasts; the decision to expand the existing ports instead of building new ones; preservation and resetting of dune ridges and of their residual environments; elimination of the possible causes of subsidence; control of quarrying in general; studies on V.I.A. (Environmental Impact Evaluation) preceding the construction of new protective works; or, very briefly, the implementation of a Regional Plan for the coasts, specifically earmarked for the control of all the possible factors that are likely to cause erosion phenomena, sometimes disastrous for both the economy and the landscape.

### 3.1.3. Illegal construction in Calabria: an overall view.

3082 buildings in 1999 only were illegally constructed in Calabria, making it the fourth Italian region for illegal house building: a total surface of 462,000 square metres for a total expense of 416 billion lire. Together with Campania, Sicily and Apulia, Calabria accounts for 56 % of the national illegal production. Moreover these four regions account for 41.2 % of the environmental damages related to the use of cement (illegal quarries, illegal house buildings, building contractors). In Calabria, 551 were recorded in 1999, 200 of which reaching a total amount of 12,333 million lire<sup>3</sup>.

Table 1. Regional list: illegal construction rate per km of coastline

Region	Illegal occupation and innovation	Km of coastline	Illegal construction per km of coastline
<b>Calabria</b>	<b>1745</b>	<b>742</b>	<b>2.43</b>
Latium	428	361.5	1.18
Campania	500	469.7	1.06
Emilia-Romagna	128	131	0.97
Molise	33	35.4	0.93
Apulia	554	865	0.64
Abruzzo	72	125.8	0.57
Veneto	75	158.9	0.47
Liguria	154	349.3	0.44
Marche	58	173	0.33
Sardinia	452	1731.1	0.2\
Tuscany	121	601.1	0.20
Basilicata	11	62.2	0.17
Friuli V.G.	3	111.7	0.02
<b>TOTAL</b>	<b>4334</b>		

Source: Infrastructure management unit for navigation and Seashore State property - Ministry of Transportation

### 3.1.4. The occupation of the Seashore State Property in Calabria.

In this region we find the highest quantity of ascertained offences against the Seashore State Property with 1,745 cases, which ranks it much higher than Apulia (554) and Campania with 500 ascertained cases. If we allow for the parameter of offences per Km of coastline, Calabria ranks first before Latium and Campania.

Table 2. Classification List of offences against Seashore State Property

Region	Offences
<b>Calabria</b>	<b>1745</b>
Apulia	554
Campania	500
Sardinia	452
Latium	428
Liguria	154
Emilia-Romagna	128
Tuscany	121
Veneto	75
Abruzzo	72
Marche	58
Molise	33
Basilicata	11
Friuli	3
<b>TOTAL</b>	<b>4334</b>

Source: Infrastructure management unit for navigation and seashore State property Italian Ministry of Transportation

### **3.2. Lack of balance between demand and supply of mass tourism**

The Calabrian territory is full of areas with a high naturalistic value. There is an increasing demand for high-quality services, a better use of resources related to a more sensitive attitude towards cultural heritage, traditions and local identities. In the field of the historical-artistic, archeological and environmental heritage resources are abundant.

Moreover the Calabrian social and cultural background tradition and “material culture” play an important role. Nevertheless environmental policies fail to completely suit the needs for preservation and valorization of the territory. A low-level technological innovation in all the main environment facility sectors and in the productive system caused the depopulation of rural areas, especially those with more problems or characterized by a more markedly environmental aptitude, and the abandon of farming activities in some areas.

The weakness of institutions in this sector can be seen in the poor implementation planning of interventions followed by scarce integration between farming and cultural tourism. It is possible underline a fragmentation of unspecialized productive units and the undercapitalization of firms, which fail to support farming, industrial transformation of products, marketing and tourism activities.

According to art. 1 of the Law 730/1985, farming should be supported also through suitable types of tourism in rural areas, with the aim of fostering growth, eliminating disparity, encouraging a longer stay of farmers in the rural areas through the integration of business revenues and the improvement of life standards, to better use the rural, natural and building heritage, to support the preservation of the environment, to valorize local products, old traditions, and cultural initiatives in rural areas, to encourage social and youth tourism.

The only type of ecological tourism in Calabria is represented by farm tourism hosted by 80 of about 9,000 Italian farms. The accommodation system in the five provinces is organized as follows:

- 25 farms in the province of Catanzaro with an average of 6 rooms to accommodate visitors;
- 34 farms in the province of Cosenza with an average of 5 rooms to accommodate visitors;
- 8 farms in the province of Crotona with an average of 5 rooms to accommodate visitors;
- 7 farms in the province of Reggio Calabria with an average of 8 rooms to accommodate visitors;
- 6 farms in the province of Vibo Valentia with an average of 6 rooms to accommodate visitors.

Unfortunately these farms are not well linked to the surrounding areas and to the main transportation systems. Moreover they are badly advertised and their settings are not aesthetically and functionally suitable for the accommodations they are expected to offer.

### **3.3. Inadequacy of the system of infrastructures**

The transport network in Calabria, thought of as mobility system, is strongly affected by some natural elements characterizing the morphology of the sites. Attention is given to the Calabrian coast in a region with singular features compared to other Italian regions, with its variety of landscapes ranging from the mountainous and hilly to flat areas including alluvial deposits, valleys and typical marine terraces. From the environmental standpoint, Calabria has an enviable heritage along 742 Km of coastline characterized by the alternation of various kinds of environment such as promontories and sandy recesses on the Ionian side. This sea environment, in spite of pollution and illegal house building still preserves high scenic and naturalistic values. As regards high lands, these are characterized by five main zones with a particular environmental value: the Pollino, the Sila, the coastal zone of Paola, the Serre and the Aspromonte have different features due to the presence of various peculiar ecosystems of flora and fauna. Woods cover about 38 % of the regional surface and account for 6.6 % of the national one.

These are the structural features of the land determining the regional road system whose main axis is the Salerno-Reggio Calabria highway which crossing the region from north to south, directly connects some branch points and transversally the two coasts. The structure characterized by low functionality, is affected by both a “historic” choice of the layout and the geomorphological features of the Calabrian land. Owing to these factors the northern Tyrrhenian coast of Cosenza and Crotona and the Ionian coast of Reggio Calabria remain isolated from the main road system.

To solve this problem comb-shaped roads stretching from the highway have been implemented with the aim of linking the Tyrrhenian and the Ionian coasts and of partly suiting the need for connection.

At present the two coastal roads, partly renovated, still play a role as transport links also for marginalized land pockets.

The secondary provincial and communal network, in spite of its extension, is low-quality and causes inefficiency in mobility both on a local and provincial scale.

The railway system, which over the last few years has been subject to problems deriving from the new organization of the managing firm, provides a service mainly on the north-south Tyrrhenian road. In this new program of network restructuring, Lamezia Terme and Catanzaro stations play a key role in the rolling-stock shunting.

Moreover, we should observe that along the Ionian stretch low-level service is due to both the presence of one single-track railway line and the absence of an electrified railway line.

This system of railway mobility is completed by one branch, which, running transversally from Paola through Cosenza, reaches the Ionian north-south route which remains secondary as far as service quality<sup>4</sup> is concerned.

## **4. PECULIAR APTITUDES AND POTENTIALITIES**

### **4.1. Natural, environmental and archaeological resources**

Located at the most western extremity of the peninsula, Calabria is the tenth Italian region in surface area (15,080 sq km) being 250 km in length, with a 742 km coastline of which 715 km are suitable for bathing. It played the historical role as a "bridge" between northern Italy and the more populous and wealthy Sicily. The most fruitful cultivation is that of citrus fruits such as oranges, tangerines, limes, and above all bergamots that are cultivated mainly in the province of Reggio Calabria. Woods, especially on the Sila, offer timber and chestnuts; in fact Calabria is among the greatest producers in Italy of the latter. Industrial settlements are mostly concentrated in the province of Crotona (chemical, iron, mechanical industry) and of Reggio Calabria, Vibo Valentia and Lametia Terme, benefitting from the presence of the highway axis.

The peculiar aptitudes and the potentialities of this region are innumerable; it is sufficient to consider that it is the peninsular region with the least inhabited seashores and surrounded by the greatest quantity of clear seawater; in fact the seas present in the region (Ionian and Tyrrhenian) are thought of as the most unpolluted and suitable for bathing<sup>5</sup> according to bacteriological parameter records.

The morphological structure, the flora and fauna are indirect evidence of how this region enjoys a varied climate, characterized, despite its long narrow conformation, by longitudinal, not latitudinal zones: Tyrrhenian, mountain climate, and Ionian. The constant characteristic of the climate is mildness that is higher than all average European temperatures and makes it enviable, with long summers and short winters, early springs and late autumns.

Part of Calabria's archeological patrimony has already been identified or excavated, but part still awaits discovery. The abundance of remains in the region is the result of close links with Greece, followed by the Roman conquest. Yet Calabria already had its own remarkable culture before the Greeks came; from Necropolises of the archaic and classic epochs such as the one found near Condera dating back to 5<sup>th</sup> century BC beyond the walls of Reggio Calabria. For this reason Calabria's environment preserves its historical value with some difficulty.

A rich abundance of examples is to be found in the archeological and antiquities museums at Reggio Calabria, Locri, Vibo Valentia, Crotona, Sibari, as well as, to a lesser extent, in the civic and provincial museums present directly near the archeological sites.

Calabria's potentialities enable it to play a more vital role in the national and international tourist economy, but the gap between the actual and the potential use of its resource increases if we move from merely quantitative considerations to qualitative ones.

A decisive step, therefore, for proper planning and rehabilitation strategy of the coasts should valorize the attractiveness factor of the existing resources; moreover, in order to use these resources suitably we should take into account their specific value, maintaining a balance between consumption levels and

production possibilities and subsequently allowing for an uneven regional distribution between the hinterland and the coasts, the hills and the mountain on the Tyrrhenian and Ionian sides. In other words resources cannot be considered only as starting point for economic activities but as a patrimony to be used within a more general program involving the whole regional potential in order to create social "value added".

#### 4.2. Accommodation and recreation facilities

The tourist sector should be given particular attention since on a national scale it offers the greatest opportunities for generating employment. The Calabrian region has notable historical and environmental values that can foster its growth not only from an economic point of view.

Our city centers, often in a state of abandon, should be better used and valorized. Certainly one weakness is that in Calabria the incoming tourist flux shows a definite seasonal trend and is limited to the summer. Travel agencies offer only accommodation and meals, failing to provide services related to the natural environment and to the cultural and social context; that is a major problem of the regional tourist system. Moreover, the system, with some exceptions, is characterized by the insufficient professionalism hindering managerial growth of the tourist industry. Little cooperation by operators weakens participation of Calabrian entrepreneurs on the national and international tourist markets.

Moreover, the internal transport network is insufficient: few vectors are unconnected to the internal transportation routes and diminish the accessibility of many high-potential tourist resorts.

The accommodation and recreation facility structures are usually tied to a low-quality precarious "illegal work system", negatively affecting quality standards. Most accommodation and recreation structures fail to meet the requirements fixed by international tour operators and required by foreign demand causing a loss of market shares to the advantage of the neighboring regions. The services provided are not very varied and do not encourage interaction of resources.

Table 3. Hotel accommodation in the Calabrian provinces

<b>Province</b>	<b>5 stars</b>	<b>4 stars</b>	<b>3 stars</b>	<b>2 stars</b>	<b>1 star</b>
Catanzaro	/	8	43	45	17
Cosenza	2	26	5	65	39
Crotone	/	5	31	21	5
Reggio Calabria	/	8	45	36	/
Vibo Valentia	1	5	48	46	22
<b>TOTAL</b>	<b>3</b>	<b>52</b>	<b>172</b>	<b>213</b>	<b>83</b>

Table 4. Percentage distribution of the Calabrian accommodation facilities (1<sup>st</sup> semester 1998)

<b>Province</b>	<b>Camping sites</b>	<b>Hotels</b>
Catanzaro	19.3	19.5
Cosenza	23.7	38.0
Crotone	14.5	8.6
Reggio Calabria	18.4	15.5
Vibo Valentia	24.2	18.1
	100.0 %	100.0 %

Source: Istituto Tagliacarne and Tourist Promotion Agency.

In particular for the province of Crotone, which is aware of its suitability for tourism, an operational programmatic Plan called *Sviluppo turistico compatibile con l'ambiente nella provincia* ("Tourism growth compatible with the province environment") was drawn up.

It is clear that the features and the traditions of the region are the main factors of sustainable tourism development; strategies of intervention should not be generalized and should always pursue the principles related to the respect of regional identity. New programs should identify exactly the microtopics involved in the strategies of intervention taking into account the real aptitudes of each area.

It is necessary therefore to differentiate the potentialities within the region and:

- in the hinterland municipalities of each province, to support mainly investments for farming tourism, trekking, cultural tourism, accommodation facilities suitably connected to the environment ;
- to support investments aimed at enhancing hotel quality in the municipalities which usually attract seaside tourists ;
- to sustain investments to enable tourists to enjoy the historical and cultural heritage in the municipalities with these kinds of resources.

One opportunity is surely represented by public funds related to the support of investments in tourism and production (Laws 488/'92, 44/'86, 215/'92, 608/'96). But if the intervention is not rapid and adequate, obstacles in the use of local resource aimed at increasing competitiveness of regional tourist facilities will cause further marginalization and weakening of the latter compared to those in other regions and to bigger national and international networks.

## **5. POLICIES OF INTERVENTION: CRITERIA AND GUIDELINES FOR A NEW INTEGRATED PLANNING**

The main elements focused in our study emerge from the assessment of the peculiar aptitudes and potentialities of the Calabrian coast and clearly highlight the pressure factors affecting the regional and environmental dynamics involving coasts. The points of weakness must be the starting point for working out the most suitable strategy of intervention.

Undoubtedly tourism is becoming more and more a structural factor of the area 's social and economic growth, as far as both income and employment are concerned; Calabria has geographical, climatic, environmental and regional features that enhance its potentialities in the tourist field, but unfortunately the resources are used and exploited incorrectly.

It is sufficient to recall the inconsistent development of the hotel industry and of other accommodation facilities which is not supported by a well organized infrastructural system encouraging tourists to stay not only at beach resorts but also to visit other places in the area. We should consider that the region, in spite of its 742 km coastline, is mostly mountainous as 44 % of its land is 500 m. above sea level and just 9 % consists of flat land.

There is an urgent need for an integrated planning of tourism, which cannot be carried out with a monosectoral approach but within an intersectoral framework of area resources.

The region needs a strategy effectively aimed at requalification of the whole coastline (coasts, sea and river mouths), as well as of the surrounding territory influenced by the sea and by coastal processes, without neglecting the preservation and the valorization of the environmental and archeological resources.

Finally, development is expected to suit current needs and at the same time those of future generations thanks to a territory policy respecting nature and the environment and ensuring the differentiation of tourist activities as well as their long-term effects.

Recently, Calabria's Regional Executive Board has proposed a strategic integrated plan for the coasts welcomed by social and economic organizations; the project will involve various related activities. The main part deals with implementation of coastal reshaping, treatment and remediation works through wide-range land-filling. An important role is played by monitoring, landscape rehabilitation, creation of beach facilities and harbor protection works. For the plan roughly 240 billion lire, taken from POR (Regional Operational Plan) funds for civil protection, tourism, transportation, environment and public works, have been allocated.

Yet structural interdependency of tourism on other fields of activities doesn't allow us to solve problems related to planning; in fact even if a specific sector instrument is used, however efficacious it may be, it will result only in partial and incomplete solutions, sometimes "isolated" in the face of the overall regional context.

This report has often pointed out that it is necessary to maximize resource use and to search for the sensible planning of "timely" interventions, that is, to work out a suitable multidisciplinary approach that tourism calls for.

Therefore, we are not proposing the creation of another sector instrument to tackle these problems, but rather the use of a global planning instrument encompassing all other sector instruments consistently and efficaciously<sup>6</sup>.

There are many reasons, therefore, to sustain the need for a new approach advocating the strategic management of all the elements involved. A sustainable development policy cannot avoid taking into account all the activities orientating growth trends, bestowing upon them the same dignity and giving them the same amount of attention.

The planning of Calabria and in particular of the areas specially suited to tourism should consider the other economic sectors, and should coordinate all the activities in the form of interventions of preservation and transformation of the territory. These interventions are aimed at meeting both the demand of the local population and that of tourists. It should link with compatible activities, such as the rehabilitation of the farming landscape, and reject incompatible actions like illegal low-quality house building.

The integrated planning approach, as we have briefly explained, should imply a cultural and structural renovation of plans for tourism that would acquire a multidisciplinary character, connecting specific elements of the field with elements of other sectors of the regional system. A strategic integrated instrument allowing for the needs of other economic sectors and, above all, taking into account those urban and regional planning aspects that have too often dealt with other sector instruments is required.

A part of this research has been dedicated to the transportation sector; in the South and particularly in Calabria, this system is unable to fully sustain forms of organized and non-organized tourism which spreads chaotically over a region that, instead, has high tourism potentialities.

A strategic integrated instrument must cope also with the various branches of the transportation sector: from the organization of the large transport networks to the sensible organization of local traffic.

Our considerations are consistent with the guidelines of the Programma di Sviluppo del Mezzogiorno (Southern Italy Development Plan) 2000-2006 (PSM). It is well known that the process of the Structural Funds programming for the period 2000-2006 was long and articulated. From the study of the intervention strategy we turned to the operational plans: these are expected to implement the system of interventions pursuing specific strategic goals, and to relevantly modify the so-called "breakaway" variables in order to foster development of Southern Italy.

As regards the Calabria Region the strategic goal pursued by the P.O.R. is the gradual transition from dependence to autonomy, from passive integration to productive integration.

The strategy chosen is that of endogenous development, of the integrated valorization of local resources<sup>7</sup>. Specific aims related to tourism advertising and marketing are indicated in *Asse Iv Sistemi locali di Sviluppo, Settore Sviluppo imprenditoriale locale, Sottosettore Turismo* (Part IV Local Development Systems, *Sector Local Entrepreneurial Development, Subsector Tourism*).

The strategy aims at supporting production and creating conditions for a stronger impact on the breakaway variables through the support of the services for enterprises and of their innovative capacity.

The value added of the strategy adopted can be obtained through the integration of actions, conceived both as an interactive process involving the merely economic sectors and as integrated regional planning. In other words it is necessary to maximize interventions in the economic field and at the same time to create all possible interactions with interventions more specifically related to land use.

It is very important to implement integrated plans and programs for the region to strengthen the dependence of sector policies on the special local characteristics and aptitudes. To network the various local resources, the archeological sites, to implement the relationship between handicraft products and the places where they are made, between history and nature, people and places, to raise interest attracting culturally aware tourists, to stretch a business web in order to suit the needs of cultural and intellectual tourism, to foster social economy and to build awareness respecting the specific values of the context and of its traditions.

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<sup>1</sup> Although conceived by the whole group, chapter 1 was written by E. Costa, chapters 2 and 5 by D. Passarelli, chapter 3 by F. Critelli, chapter 4 by A.M. Leone

<sup>2</sup> Further analysis of the territory can be carried out through the study of tourist demand flows related to the various types of accommodation supply

<sup>3</sup> On the use of the Italian Coasts and on illegally occupied areas see Costa *et al.* (2001).

<sup>4</sup> For a more complete study, see Passarelli (1999).

<sup>5</sup> Data recorded by the Laboratories of Hygiene and Prophylaxis of Calabria Region, over 1999, according to D.P.R. (Presidential Decree) 470/82 related to EEC Directive 160/76

<sup>6</sup> On this issue see Pellegrini (2000), scheme 3 "Metodologia per la formazione di piani turistici".

<sup>7</sup> This issue was dealt with in a report presented and discussed by the DSAT research group at the first Concerted Action Meeting in Tunisia, April 2000. See Costa *et al.* (2001).