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EGNAZIA, THE ARCHAEOLOGICAL PARK ON THE ADRIATIC COAST: A MULTIDISCIPLINARY APPROACH¹

C. Copeta*, **C. Cordié[§]**, **G. Delle Fontane***, **N.F. Fuzio[†]**, **F. Laricchia***
**University of Bari, Italy, [§]Polytechnic of Bari, Italy; [†]University of Bologna, Italy.*

INTRODUCTION

The case study we would like to present is that of the ancient city of Egnazia, now an archaeological park, situated on the Adriatic coast midway between Bari and Brindisi.

Egnazia was abandoned by most of its inhabitants in the 9th century, when a positive bradyseism led to the depopulation of the area facing the sea.

A (preliminary) dual reading, archaeological and geological, thus seems necessary.

A further approach is that of considering the park as an area of cultural tourism and in terms of landscape analysis.

The search for viable forms of eco-sustainable development has led us to hypothesise alternative types of management and park layout, based on actual experience as well as on national legislation, regional programmes and current notions of urban planning.

1. EGNAZIA: GEOMORPHOLOGY

Egnazia is situated on the Apulian coast equidistant between the cities of Bari and Brindisi, on the border between these two provinces. Its terrain, between the sea and the natural incline of the Murge, is flat with a slight slope (around 2%) towards the sea. The rocky base is composed of Quaternary limestone, rather coarse and compact, yellow or dark yellow in colour and forming part of the clastic deposit of the faultline covering. These rocks, as with many other similar outcroppings in Apulia, are indicated by the term "calcareous tufae" and are used in various types of construction, as was probably the case in antiquity.

The terrain is barren in the area where man-made articles were found during excavation and has a reduced vegetation elsewhere (Donvito, 1988). The coastline of ancient Egnazia is characterised by rocks with extensive forms of erosion and carpeted with endolithic algae. The coastal necropolis is visible, semi-submerged by the waves that rhythmically cover and uncover the numerous rectangular cavities, which are partially destroyed, with their edges worn away and their foundations completely submerged. Under the acropolis, near the beach, the action of the sea has removed part of the earth covering, thereby exposing irregular deposits with dark strata interspersed with brownish red strata, scattered with fragments of red clay pottery and bones.

These confirm that the acropolis is the result of successive human settlement in different periods up to the 12th century AD. The layer of haphazard material rests on a more compact and resistant limestone substratum and this situation predisposes it to a latent peripheral disintegration triggered by exogenous agents. In the 1980s the walls of the acropolis were lined with protective material to prevent them from being eroded by the rainwater.

On the horizon rises the clear profile of the retaining wall, comprised of square blocks laid one on top of the other and standing on a solid rock base. The remains of a defensive structure are still visible, the ground plan of which the naked eye may trace in the surrounding area. The limestone base does not appear to be fissured, even though the action of the sea has produced profound erosions, while the structure above seems majestic, yet precarious due to a slight tilt, which the process of general degradation could worsen. In order to prevent the wall from eventually collapsing, various projects for safeguarding it have been devised, proposing various technical solutions.

Among the most recent, it is worth recalling that prompted by the accurate observation (which maintains) that the tilt of the original structure was once banked by material, which the sea has now washed away (Various Authors, 1982). The (eventual) realization of this project would reconcile the primary need for conservation with that of an accurate historical reconstruction. The Egnazian coastline is full of vestiges of the ancient civilizations, which settled there; initially the site was on firm ground, whereas today it is in an area of marine erosion and is actually below sea level.

Various data have been provided to explain this situation (Vlora, 1975; Donvito, 1987): the rise in sea level has been attributed both to a positive eustatism (a rise in sea level in the strict sense) and to a positive bradyseism (a lowering of the coastal land). In this context, complex phenomena (in the interaction between land and sea) are brought into play, in which the sea and local tectonic movement both play an important part. It must be added that, following geotectonic observations in the southern Adriatic (Guerricchio, 1987), the phenomenon of coastal receding, which was noted could not be satisfactorily explained in terms of a post-glacial rise in the sea level.

Thus hypothesis was put forward whereby a strong horizontal tectonic thrust in an east/north-east direction (took place which) involved the rock masses of the Salentine peninsula, which were caught up in an anticlockwise rotating movement, pushed and compressed against the mass of the southern Murge. This situation caused a “squeezing” of the masses and a movement of the earth's crust towards the sea, as well as local phenomena of a positive bradyseismic nature along the Egnazian coast.

1.1 Degradation and pollution

The degradation of the archaeological site of Egnazia and the surrounding area is a natural phenomenon, which is accentuated by various types of pollution. Karstic corrosion is due mainly to the action of carbonic acid on the rocks and calcareous artefacts, where rainwater containing (dissolved) atmospheric carbon monoxide causes the solubility of carbonic materials (Gortani, 1959).

The affected surfaces tend to develop an incipient “caries” as the dissolved parts are washed away, and reveal points where there is an accumulation of more or less haphazard material and/or crystallised material due to the evaporation of carbon monoxide. In the coastal areas the phenomena of degradation are accelerated by the presence of sea salts which are dispersed in the form of “aerosols”: tiny drops suspended in the air reach the surface of the stone and when it rains they create a further effect of solubility. Experiments (Guidobaldi, 1989) have verified an increase in corrosion when salt concentration is lower, that is, closer to a natural condition, with variations of 10% to 20% with regard to virtually neutral rainwater.

If we assume that the predominant direction of the wind and waves is northerly (Vlora, 1975), the area in and around Egnazia is fully exposed to sea spray; indeed, the “sea breeze” sprays salt water and creates an aerosol effect which carries, spreads and deposits tiny drops on the surface of the rocks and monuments where, following evaporation, sea salt deposits are formed, which contribute to and increase corrosion caused by rainwater (Amadori, 1989). As already mentioned in a previous study (Fidelibus, Tulipano, 1989), the chemical composition of rainwater falling in Apulia, a region with an extensive coastline, is mainly determined by the presence of the sea; nevertheless, continental and human influences are also evident, which vary according to atmospheric conditions.

Consequently, the origin of atmospheric aerosols may vary: from the sea, particles are formed after the evaporation of the sea spray; from the land, mineral salts are carried by the wind in the form of dust particles; while human activity causes the emission in the atmosphere of gases and particles due to the use of solid and liquid combustible material. Given its position, for most of the year we may hypothesise a prevalently marine influence (with respect to the continental or the human), yet we must not underestimate the latter two, particularly if we take into account industrial atmospheric pollution carried by the wind.

It might be useful to investigate and evaluate the cumulative effects of the various local sources of pollution:

Temperature: this has an effect on the erosive phenomena of calcareous material. Experiments have shown that in spring and summer when the average temperature ranges from 15° to 35° (and this is referable to the climate in Egnazia) corrosiveness in rainwater roughly doubles, whereas corrosiveness in acid rain is more contained and only increases by about 10% (Guidobaldi, 1989).

Phytokarst phenomena: the Egnazian coastline is very dark, black almost, riddled with evident and widespread forms of phytokarstic corrosion. These “alveoli” (Perna, 1989) are the typical forms produced by endolithic algae, which insinuate their filaments between the rocks, destroying them at a rate of 1 cm a year.

This action represents an important contributory cause to the acceleration of a more general environmental degradation. In the archaeological site, the exposed surfaces of the blocks of stone and of carbon rock reveal minute “sculptures” created by the Karstic dissolution brought about by carbon dioxide. These microforms, called “Karren” (Perna, 1989), have distinct morphological features - grooves, imprints, jagged blades, holes - due to the uneven dissolution of the calcareous material.

The surface of the monuments appears to be covered with a blackish green patina, probably due to biological disintegration as well as to dust deposits. They show frequent “alveolar” microforms due to the effects of the sea spray. In considering the process of formation of these surface alterations all the variables present in the system must be evaluated, since the parameters vary depending on the microclimate.

The lack of data for the area under examination does not allow us to verify the level of acidity in atmospheric particles. Referring to a situation studied in a different context (Alaimo, 1989), it has been demonstrated that the composition of rainwater is partly linked to marine aerosols and that the solid atmospheric particles are “washed” during prolonged (lasting several days) or heavy rainfall without lowering the level of acidity; therefore human contribution to the free acidity must be presumed. This “sensitivity” of the archaeological site to human activity must be taken into account in any evaluation of environmental impact.

Wear and tear of recreational activity: in the excavated area of Egnazia open to visitors one may observe paths, a car park, various pavilion-like structures and a deteriorated grass-covered area, whereas in the acropolis area there is nothing, as the two zones are separated by the motorway (no. 379). The traffic on this road is more intense during the long summer tourist season and affects environmental conditions through the emission of gases and induced microseismic activity. There is also continual wear and tear on the nearby coast caused by seasonal bathers. All this favours a general increase in the erosion typical of recreational and picnic areas in which the human impact is crucial.

In similar environmental situations (Liddle, 1997) the process of degradation can be seen in various ways: cobblestones broken, plants uprooted, streams dried up, soil displaced, lichen removed from overturned tree trunks. Prolonged trampling of the ground favours the detachment of soil particles (that is, of organic matter in particular), the removal of any grass covering and the appearance on the “new” surface of widespread, erosive microforms together with human footprints.

Even the lawn of the archaeological site shows signs of human presence due to vehicles passing in order to get to the car park and the persistent trampling of visitors. In places there is little or no grass left, while in others there is no vegetation whatsoever and the terrain is reduced to a dusty, blank space. This dust may be churned up by the wind, thereby contributing to the amount of atmospheric particles and hence to atmospheric pollution.

Gradient: in planning any future access of visitors to the acropolis area, the incline of the terrain must be taken into consideration. In such a context, the erosion (already favoured by the ground slope) would be intensified by continuous trampling, with a logorhythmic increase (Liddle, 1997). This extreme vulnerability must be safeguarded from any eventual, uncontrolled swarm of visitors on and around the hill.

2. EGNAZIA: HISTORICAL DEVELOPMENT OF THE CITY

The first traces of human presence are to be found on the acropolis around 16th century BC: a village comprised of huts, with a prevalently pastoral and agricultural economy ascribable to a proto-Appennine cultural *facies*. This inhabited centre used as a land defence a retaining wall made of dry calcareous stone, c. 15 metres at the base and tapering towards the top, of the trapezoidal form.

It is likely that some form of violent destruction in the course of 14th century BC ended this initial phase of human habitation. This was probably due to the arrival of a race of Illyrian descent from the other side of the Adriatic, the Japigians (who would later become the Apulian civilisation of recorded history). The

disappearance of the earlier race is attested by the discovery of a thick layer of carbonic ash.

Further traces of proto-historic settlements, characterised by the presence of the proto-villanovian and proto-geometric Japigian ceramics of the late Bronze Age (13-10th century BC), have been discovered outside the acropolis to the north of the Roman colony, in the zone of western necropolis between the forum and the *via Traiana* and between the hellenistic *agora* and the Episcopal basilica. There are probably artefacts from the sub-appennine cultural *facies* characterised by small-scattered settlements.

There is evidence that the area was inhabited by peoples of a sub-Appenine Apulian civilisation between 9th and 8th centuries BC, while the continuous passage from a sub-Appennine to a Peucetian culture between 8th and 5th centuries BC is attested by the excavation of geometric ceramics₂.

The so-called Messapic period, beginning in the 5th century BC, seems to have been the most prosperous (5th 3rd centuries BC); it was also a period in which battles waged against the warlike Tarantine colony.

Moreover, there was notable urban and road development and the creation of an imposing fortress (4th century BC), probably as a defence against the warlike actions of Alessandro il Molosso.

The construction of a second townwall - clearly different in terms of technique and date (c. 3rd century BC) - has been ascribed to the incursions of Pyrrhus and, later, of Rome and Hannibal.

The most sumptuous *hypogea*, decorated with frescoes and adorned with an abundance of earthenware, may also be ascribed to the Messapic period.

Throughout 4th century BC rebuilding within the retaining wall affected both urban layout and structural typology. Hellenistic culture strongly influenced, albeit indirectly, the construction models used (in the area where there were monuments).

The construction of Hellenistic *stoai* must also be attributed to this period probably in the same area where the trapezoidal portico (the so-called "forum") would later be constructed - as well as that of the Doric temple (3rd century BC) on the acropolis, restored in the Claudian age.

The Roman conquest and occupation (3rd century BC) were determined by the site's favourable geographic position: Egnazia is situated on one of the principal Roman roads leading to the capital and to central Italy, and was one of the main landing places after Brindisi. An intense activity of reclamation was begun under the Romans, which particularly concerned the area at the foot of the acropolis. In 90-89 BC, after a period of social war, the city became a Roman municipality. Later, under Agrippa³, the port was laid out and the civic basilica built. In the 1st century AD the city became a Roman colony, with a consequent increase in the population. Along with this transformation, the urban lay-out was modified within the ancient Messapic retaining wall.

Archaeological evidence has revealed the presence of a Christian community in the 3rd century AD, thanks to which the city was to become the seat of a bishop (Rufentius Egnatinus) and see the construction of a paleochristian basilica (5th-6th century AD) to the west of the ellipsoidal building beyond the *via Traiana*.

In the 6th AD, first with the Gothic invasions and later with the decent of the Longobards into southern Italy, the site was plundered and subsequently abandoned; the surviving population took refuge in the acropolis, which was the best defended area. Thus a new type of fortified settlement came into being, evidence of which may be found in the later retaining wall and a quadrangular ramparted structure. The last evidence of a human settlement is (given by) the construction of an apsed building (10th century AD) within the enclosure.

3. EGNAZIA: URBAN LAYOUT⁴

The extensive length of the Messapic retaining wall, within which the entire site is contained, encloses a vast, scarcely urbanised area, based on a model of partial exploitation within a fortified area, typical of ancient cities.

Even though there is little left of the mighty retaining wall - the tract stretching towards the sea to the

north of the acropolis is the best surviving example - it has been possible to reconstruct its course and thus to circumscribe the urban area.

The small peninsula, bound by two inlets, was the seat of the primitive community, as already mentioned in the historical introduction. The fact that it is c. 10 metres above sea level is due to human intervention: the superimposition of various settlements has determined the present morphology of a slight acclivity.

On this mound are the remains of an ancient temple - the first building campaign of which is datable to 3rd century BC - as well as traces of a defensive circle and a square enclosure, both of a much later period; the latter has been interpreted as either a Byzantine *castrum* or a Longobard structure.

At the foot of the acropolis there is a larger inhabited nucleus arranged on an orthogonal grid system of streets and organised along a north-south axis, the main thoroughfare of which was initially called the *Via Minucia* (late Republican period) but was renamed the *Via Traiana* in the 2nd century AD.

The city may be subdivided according to the functions performed by the various areas. (see fig. n. 1)

Three zones, all running parallel to the coastline, have been distinguished: a coastal zone, where maritime and port activities were carried out, together with the necessary equipment; a central zone for the exercise of public affairs, between the acropolis and the Trajan road; to the south of this road, a third, "private" and commercial zone, subdivided into three large *insulae* linked to the Trajan road by smaller perpendicular roads.

Here one may observe the presence of habitations, workshops, woollen-mill, bathing establishments and two paleochristian basilicas belonging to a later building phase.

We may also note the presence of large kilns, the most striking surviving example of which is the structure to the southwest of the Trajan road, with a circular combustion chamber and a double access corridor.

As far as the habitations are concerned, on the basis of excavations carried out so far, there are no particularly notable or interesting examples: there are no dwellings of a Hellenistic type and the habitations so far uncovered are simple constructions on a square plan, organised around a central paved courtyard. One may still observe in *situ* cisterns, canalization and, in some cases, mosaic floors with white tesserae.

To the east of this zone, in an area as yet unexcavated, is a subterranean structure covered by a stuccoed barrel vault, which, one may hypothesise, was used for grain storage. It has been called, on the basis of its architecture, *criptoporticus* (late 1st century BC).

The central area, which encloses the monumental zone, reveals evidence of various structures, which served various functions of a civic, political or religious kind.

Starting from the north, the so-called forum has been identified (datable between the 3rd and 1st centuries BC): a trapezoidal paved *piazza* enclosed by a Doric portico, which still preserves traces of a *suggestum* (oratorical tribune), as well as vestiges of the bases of commemorative statuary. Next to the forum there was once a structure with an ellipsoidal plan, conventionally called the amphitheatre, but open to various possible interpretations. It is an enclosure constructed in *opus africanum*, on the walls of which there are still traces of painting and stucco, with two doors on the forum side and two on the opposite side. The monument may be dated 1st century BC; it fell into disuse round about 5th-6th century AD, as is demonstrated by the superimposition to the west of dwelling walls of the same period.

Neither of these late Republican structures has been precisely defined, given that their interpretation is still a matter of controversy.

The forum has an unusual trapezoidal plan, which may be compared with the forum of Saepinum⁵; it has caused much perplexity due to its marginal position in relation to the civic basilica, since in the most common typology of the Roman city, the two spaces were normally adjacent: administrative activities were carried out in the forum, whilst political activities took place in the basilica.

In his in-depth analysis of the monuments at Egnazia, E. Lippolis⁶ considers the paved square as a

public space, in any case, since statuary bases have been found there and the foundations are extensive. Yet he does not interpret this zone as a forum; rather, it is most likely to have been an enclosed space created in the area between the two pre-existent *stoa*.

The actual forum, on the other hand, would have been in a still unexcavated area, to the south of the civic basilica, where its presence would have been justified by the coexistence of two other public buildings: a structure with three halls, of uncertain use, and a *sacellum*, dedicated to oriental divinities. A further campaign of excavations is the only way to resolve these doubts and reveal the exact monumental typography of the city.

As far as the building called the “amphitheatre” is concerned, perhaps only by continuing investigations in the zone under the coastal road, to the east of the building, could more information about it come to light. All hypotheses put forward up till now concerning its use have proposed that the enclosure was used as an amphitheatre, even though the absence of seats for the spectators and of a subterranean structure, which would allow us to compare it with other, more notable examples, seem to exclude this theory⁷.

It has also been suggested that this wide open space was used as an animal market⁸.

The most recent deductions have confirmed a dual interpretation: either the building was a market or it was used for theatrical performances, probably in honour of certain oriental divinities, whose cult at Egnazia is affirmed by the discovery of a nearby altar and which, in any case, grew in popularity in Roman cities of the late Republican period.

A zone with porticoes - the L-shaped *stoa* - divided this building from the civic basilica. This was a public space, datable to the late Republican period, with a Done portico inside a wall, which would later be used as one of the external walls of the adjacent, chronologically later civic basilica.

The later monument, articulated by Ionic columns, with traces of stucco work and marble paving slabs, is datable to the end of the 1st century BC, but later rearrangements have been discovered which concern, above all, the nearby meeting hall: the *calcidicum*, in which a mosaic pavement with depiction of the three Graces (4th century AD) has been uncovered. Between the 5th and 6th centuries AD the basilica was probably re-utilised for Christian worship.

The paleochristian basilicas are to the west of the Trajan road, in the area conventionally defined as private (as opposed to the area destined for public affairs) and, significantly, situated far from the civic and political pagan centre.

Outside the retaining wall, along the coast, are the burial grounds. An extensive area is situated to the west of the city, the so-called “western necropolis”, which contains chamber, semi-chamber and crypt tombs of the Messapic period (4th century BC). The same area was also reused by the Romans (up to the 4th century AD), as attested by the presence of both incineration and inhumation burials.

The remaining sepulchres are situated on the coast, where there are still signs of cavities dug out of the rocks. Other funereal chambers are scattered within the retaining wall, under the Roman buildings: for example, the 3rd century BC tomb of a priestess found beneath the large kiln to the west of the Trajan road.

4. EGNAZIA: GEOGRAPHY

In terms of its geography, the archaeological park at Egnazia raises a number of different issues. On the one hand, it may be considered as a cultural tourist attraction, with the inevitable problems linked to modes of use and management; on the other, the park is a protected area par excellence and so the various impact factors (ecological, economic, etc.) become even more significant.

The archaeological site⁹, as is well known, is the tangible result of the need for continuity between social groups. It is a link between past, present and future (Millar, 1989, p. 235). Yet, at the same time, it is the object of two potentially conflicting aspirations: preservation and tourist development, even when the latter is within the limits of a sustainable development.

The issue becomes even more complex when one considers the fragility of the site. An area is

considered fragile when it can undergo irreversible modifications in terms of its structure and function, either for environmental reasons or because of damage caused by man; the latter when the site's *carrying capacity*¹⁰ is not respected (Zerbi, 1998, p. 9). Fortunately, however, this is not the case with Egnazia, where a fuller utilisation, as well as the protection of certain areas (the coastal necropoli, for instance) has yet to be implemented.

An attractive area for cultural tourism, the archaeological park is situated on the Adriatic coast midway between Bari and Brindisi. Even though it is near Monopoli (km.11), Savelletri (km.3,5) and Fasano (km.10), to which it belongs administratively, and despite its advantageous geographic location, it is an isolated and forgotten place (for instance, there are very few signposts, and no public transport connects Egnazia to other nearby centres).

The park has not produced any type of tourist structure (for instance, rest facilities, cafés, etc.). The visitor to Egnazia finds neither facilities nor alternative attractions, such as organised beaches outside the bounds of the park. A visit to the park is not on any tourist itinerary, nor is it linked to other tourist circuits (to monuments, landscape or the environment), even though they are present in the area.

The growing sensibility towards our cultural and environmental heritage, however, should make it possible to create such circuits.

In order to understand the relation park/number of visitors we have used R.W. Butler's theoretical model, modified by Ch. S. Johnston¹¹ (2001), though it is obviously limited when out of context.

It may, however, be valid for the archaeological park at Egnazia, in that the park is isolated, as already mentioned, with little contact with the outside. Moreover, any social project that could pertain to it is severely restricted, since the park is considered merely state property land (Alibrandi, Ferri, 1996). So, for the moment, the park only falls under the aegis of an "internal" project, though there is the prospect of its becoming an institution (see Articles 53, 105, 112 and 113 of the T.U. / D.P. no. 490 22/10/99).

The model we would like to consider, is called the "life cycle of a tourist spot" (Butler, 1980), which is confirmed and partially adapted by Ch. S. Johnston (2001)

This model appears as an S-curve, representing the hypothetical evolutionary trajectory of a tourist spot, which comes to be considered as a product.

The model predicts six stages of development; each reflecting the balance between supply and demand. The stages are as follows:

- 1. exploration: a small number of visitors; lack of, or incipient organization; impact of visitors is negligible;
- 2. involvement: the site's potential attractions are recognised;
- 3. development: the success of the policies adopted, on which the future of the site depends, are achieved;
- 4. consolidation: the increase in the number of visitors becomes less noticeable and perhaps the first symptoms of exceeding the site's carrying capacity become evident;
- 5. stagnation: the number of visitors begins to decrease;
- 6. decline: diminishing attraction with regard to other "similar" sites; the decline may be confirmed or there may be a phase of renewal.

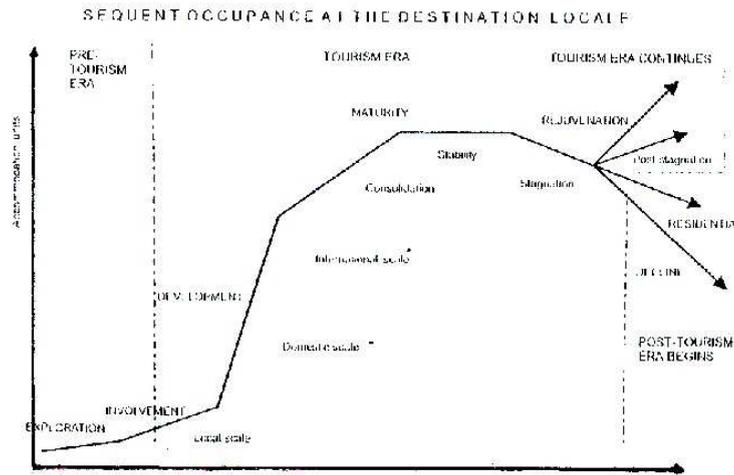


Figure 1. Life cycle of a tourist spot (Butler, 1980, adapted by Johnston, 2001)

Though one may hypothesise these six stages for any tourist spot, they do not seem appropriate for a "special" locality. Indeed, as C. Minca (1996) affirms, it is not possible to apply them to localities containing art and artefacts, or to a locality which offers unique historical and natural resources, whose potential to attract does not generally decrease, unless these resources and their accompanying image are threatened. Though one may generally share C.Minca's opinion, the model, nevertheless, seems suitable for Egnazia, in that only the first stages are applicable to the park, and so the controversy surrounding the later stages is not relevant here.

According to this scheme, Egnazia would be at the beginning of the second stage¹², since the number of visitors per year is still small: not more than 20,000/23,000 in the last ten years¹³. In order to understand the difficulties which the archaeological park encounters in "affirming itself", we have to look at the management of this national heritage¹⁴.

It is comprised of a series of complementary factors, which may be exemplified in their interaction as follows:

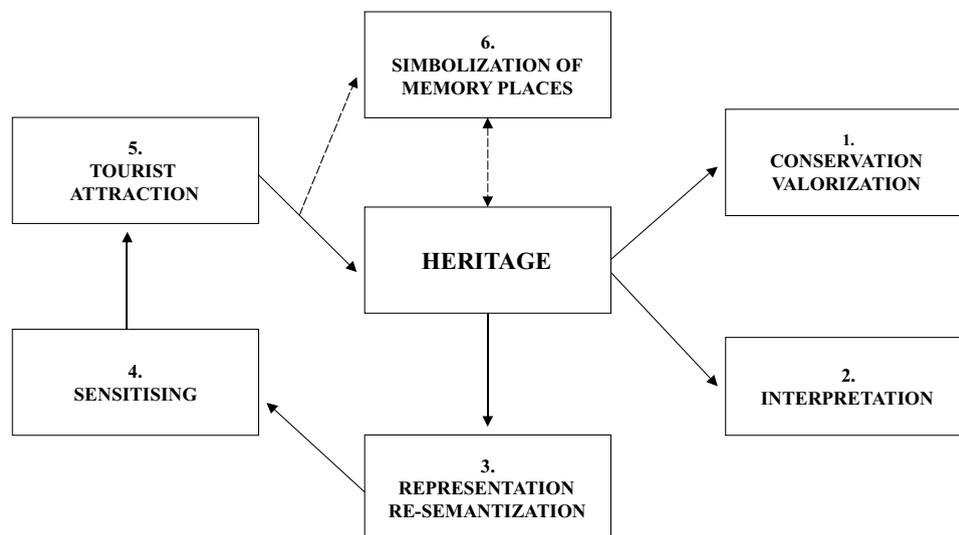


Figure 2. Complementary factors of heritage management

1) In order to guarantee that the Heritage is put to good use, certain conditions are necessary:

- A plan for cultural tourism; that is, an estimate of the maximum number of visitors, which the site can accommodate (an evaluation of the tourist impact factor).

- An attentive policy of conservation and enhancement (no.1 on graph), which means in a certain sense "creation".

2) an accurate interpretation of the heritage (no.2 on graph): age, architectonic and artistic details, targets for use. Such an interpretation encourages an analysis and understanding of the heritage, thus allowing one to determine management priorities and to avoid errors in evaluation, which would lead to loss or damage of resources (see Millar, 1991). Moreover, interpretation, together with representation, influence management, financial and marketing decisions and strategies, which, if not implemented properly, could lead to irreparable loss or damage of part of the heritage.

3) Representation means projecting onto the territory a different model of observation: not looking for oneself, but making others look in an intentional way.

According to C. Minca (1996), the past (and those places which represent the past) is treated as an "elsewhere": "as if it were another country, as if it involved an actual journey through time" (p.105).

In effect, there is a distance between the actual and imaginary place, a distance which is filled by ideology, by a chosen cultural model, by the "rhetorical" message one seeks to convey. According to C. Raffestin (1991), every tourist spot is both single and multiple: single in that it is an actual place, and multiple in that it is an imaginary space, fundamental in satisfying "aesthetic" needs related to systems of representation.

A tourist spot, even if it contains works of art, is a "product" whose existence depends on the type and number of representations of which it is the object. Thus, one could even say that the patrimony (constituted by the place itself) is merely an accessory.

C. Raffestin (1991) underlines the importance of this "performance" (sic: representation), affirming that acquaintance with a tourist spot brings about an inverse process: representation precedes presentation, "the reality is hidden behind the mask of representation". The significance of a thing is conveyed to us before our direct observation of it. In our contemporary world this mechanism has been rationalised and codified by advertising.

If this "created" model corresponds to a representation (sustained by cultural ideology), then it must be taken as the redefinition of a real place.

4-5) Representations are effective when they succeed in orienting tourist promotion, and the tourist industry itself, in order to "manipulate" and influence our mental maps of different places in the hope that we feel an irresistible urge to visit them; in other words, if they "sensitise" us¹⁵. Thus, tourist visits are heavily dependent on well-organised representations.

6) Only when these three moments (n.3, n.4, n.5) are "efficacious" this originates a relation between user and heritage and the tourist spot becomes a symbolic space, a place of memory. So, if we attempt to read the archaeological park at Egnazia according to this diagram, we see that the weak point is exactly what determines the others: its representation.

Few signposts, little publicity, no web site, no academic or cultural events take place within the park (conferences, seminars, theatre, concerts, etc.), even though the latter would have a dual function: the "performance" in itself and promotion of the site as a tourist spot.

One can imagine many other types of initiative, whether aimed at children, adults or scholars, for the improvement and diversification of a site's use (see below).

The archaeological park, as already mentioned, must also be considered as a coastal area subject to legal definitions and restrictions. The laws pertaining to such an area are contained in the Testo Unico (D.P. no.490, 22/10/99), as well as in the P.U.T.T./P approved 15/12/2000 with the Regional Decree no. 1748.

Article 99 of the Testo Unico makes a distinction between museum, archaeological zone and archaeological park. The latter is defined as a territorial ambit characterised by important archaeological data and by the co-presence of historical, landscape and environmental assets, equipped as an open-air museum in order to facilitate comprehension by means of itineraries and teaching aids¹⁶.

Concerning the archaeological park at Egnazia, I would like to distinguish observations on the

landscape and environment from observations on the teaching aids for ordinary visitors.

1) Concerning landscape values (for the environment see preceding paragraph): it is useful to remember that Article I of Legislation no.431/1985 (*Legge Galasso*) imposes restrictions on areas of archaeological interest.

By the decrees of this law, we may note several "incongruities" in the landscape of the park:

- The first and most important (from an environmental point of view as well) is the provincial road from Monopoli (Bari) to Torre Canne (Brindisi), which cuts through the park, separating the acropolis from the monumental zone. This road constitutes an eyesore and an environmental hazard, so it would be advisable to close it to traffic. Moreover, it has hindered excavations of the area beneath it.
- Two car parks are situated within the archaeological zone¹⁷, one near the museum, the other near the ticket office.
- A long metal walkway is situated on one of the walls enclosing the monumental zone.
- Wooden pavilions are scattered throughout the park.
- In the acropolis zone¹⁸, near the sea, there is a 19th century tower¹⁹, recently restored, but not in use. Initially it was to be a guesthouse, at least the first floor seems to have been laid out as a cafeteria. Article 21, Paragraph 2 of the Testo Unico, however, states that cultural assets may not be assigned to any use which is incompatible with their historical and artistic character, or which is such as to jeopardise their integrity or conservation; while Article 53 states that commercial activity is not allowed, or is only allowed with certain restrictions, and that as far as the sale of food and beverages is concerned, this may only be conceded to mobile units. Thus, the hypothetical use of the tower for such purposes would jeopardise not only the tower itself, but also the whole acropolis zone, comprised of a man-made hill sloping down towards the sea, which would be subjected to serious soil erosion due to trampling (see preceding paragraph). Moreover, the acropolis has yet to be excavated.
- The last landscape "incongruity" is constituted by the necropoli along the coast, situated on common land, unprotected and without any signposts, and so at the mercy of the public (in summer, bathers frequently use the area)

4.1 Territorial Organization of the Park

- The submerged archaeological zone, comprising the walls of the ancient port, could become a marine park, according to the D.M. of 12/7/89, which speaks of "regulations for the preservation of marine areas which are of historical, archaeological or artistic interest" and in which the Ministry for the Merchant Navy concurs with the Ministry for Cultural Heritage. The decree lists submerged walls among the assets. Moreover, the two Ministries concur in the preservation of submerged archaeological zones and in their protection, through an agreement, which facilitates underwater research and excavations.
- The present territorial organization appears disjointed and without a vision of the whole, whereas a plan should be devised which "constitutes the means of preserving the archaeological and architectonic assets present in the park area" (Article 2.08 of the P.U.T.T/P.). This plan could assume, to all effects, the function (see Article 2.05 of the P.U.T.T/P.) of regulating activities in the surrounding areas too.

"Park regulations" (Article 2.07/of the P.U.T.T/P.) should be implemented to control (the exercise of) those activities allowed within the park area, which are more than the mere supplementary services²⁰ set up recently (see Article 53 of the Testo Unico). These regulations would concern commercial activities in areas of cultural significance, and cultural "service", such as exhibitions, performances and promotional initiatives (see Article 112), as well as tertiary concessions (see Article 113).

The park would be under autonomous management, through which it would take part in local production cycles, with agreements that would allow a network of public and private participation.

In this regard, we would like to propose some options that would enhance the public's enjoyment of the site and, hence, the latter's popularity.

Egnazia could be connected to other sites to form a network, with each component re-enforcing the other under a single, dynamic management. The idea is that of connecting Egnazia to other

archaeological museums, for example at Taranto, Ruvo and Canosa.

Another more interesting possibility could be that of forming a complex of archaeological parks and protected areas, which could become an itinerary for tours and visits.

The proposal is that the archaeological park at Egnazia could form a complex with the wet zone of Torre Guaceto (Brindisi), with Alberobello²¹ (Bari) and another archaeological area, such as Monte Sannace²² (Bari). The example which inspired us is the complex of parks of the Parchi della Val di Cornia (Livorno), comprising the Parco Costiero della Sterpaia (Piombino), the Parco Archeologico di Baratti e Populania (Piombino), the Parco Costiero di Rimigliano (San Vincenzo), The Parco Forestale di Poggio Neri (Sassetta), the Parco Archeominerario di San Silvestro (Campiglia Marittima) and the Parco Naturale di Montorni (Suvereto).

For the first time in Italy, the management of this complex was delegated to the company²³ *Parchi di Val di Cornia S.p.a.*, with the supervision and collaboration of functionaries from the Ministry for Cultural and Environmental Heritage. Economically speaking it also guarantees the creation of income and work in the sector of cultural and environmental heritage while at the same time preserving the heritage.

Indeed it may be affirmed that in this way the economic stimulus encourages the highest possible quality in the preservation of the parks, in services offered, in the formation of personnel and in the production of guidebooks and multimedia texts etc. Moreover, such a company should guarantee “a more efficient protection of the heritage and it must promote and extend public use, as well as enhance its scientific, historical and cultural value, within a landscape and environmental context”²⁴.

The cultural and environmental heritage of the “Parks' system” has been as one of the opportunities for economic (re)conversion of the area to support the development of tourism based boosting endogenous resources of the territory. The company does not receive any public contribution and income is earned through integration of cultural and commercial services offered in the parks' system (see Zanchini, 2000).

Delegation of management from within the complex guarantees a more efficient function and more initiatives; for example, various types of services: paths and bicycle paths, archaeological-nature itineraries, a bus-boat service, experimental itineraries and various types of tours lasting one, two and three days, etc²⁵.

Complying with indications in Article 99 concerning the reading of archaeological evidence through planned itineraries and teaching aids, we would like to suggest for Egnazia:

Theme itineraries on the history of the city: following chronological routes for the period of the various settlements; illustrating life in the city by routes that accompany the development of specific themes (daily life, the role of women, rites, etc.); or pursuing a significant element; for example, the Via Traiana, tracing a map of related historic sites, parks and museums.

- Provide a boat with a transparent bottom for observing the submerged remains of the ancient city.
- Set up reconstructions and copies *in situ* of everything that could help a better understanding of the monuments.
- Set up in the museum a topographic model of the city, either as it was in the imperial age or in its various construction stages.
- Provide multimedia software²⁶ that offers, for example, virtual scenes of daily life in Egnazia²⁷.
- Create games for groups that would involve both children and adults with themes based on life in the ancient city.
- Use the museum as an organization for promoting meeting with citizens and conferences. Create activities for students visiting the site.

In collaboration with the museum staff, visits could be planned to the site with the aid of P.O.F. programmes, which are established at the beginning of each school year, together with other didactic activities, and which make use of external experts.

The children's attention could be directed towards the work so far carried out in setting up the park; a knowledge of the processes that create an object is furthered by participation in those processes, more than by subsequent acquisition.

Moreover, in the museum deposits are finds which still have to be examined; if a laboratory were set up, one could follow the restoration work required before an object can be displayed in a museum.

Another laboratory could be set up - in the context of experimental archaeology projects - where one could follow all the stages in the process of manufacture of the objects displayed. A. Guidi (1994) writes in his manual on the methods of archaeological research: "Unfortunately, we are speaking of an antiquated institution, a place where one can go and see works of art, not a dynamic workshop where the public could witness *scenes* from the past, through the use of archaeological data which are both accurate and rendered enjoyable."

A visit to Egnazia could be the occasion to understand the work of the historian and archaeologist; it could help school children to become aware of their own historical roots and prompt them to return, if only to see the changes.

The park should become a reality in continuous transformation.

5. FOR A "SUSTAINABLE" MANAGEMENT OF THE EGNAZIA PARK

This section outlines some proposals for a "sustainable" management of the Egnazia area seen from the economic-financial point of view beginning with the premise that management of an archaeological area must first of all be able to guarantee both the primary interest of the need to preserve the cultural, natural and environmental resources it contains, and the interest to stimulate the public use of them.

As far as these aspects are concerned, in 1998 a project, co-financed by the European Union, was set up to upgrade Egnazia with to create the necessary conditions for the development of the area along tourist-cultural lines²⁸.

Moreover, in April 2001 the so-called "supplementary services"²⁹ were established, the management of which was given to a private company. These services should ensure better satisfaction of the needs of visitors, but also encourage profitability of the cultural asset and make new jobs available.

The area of Egnazia also requires a network of synergic interactions with the socio-economic context of its wider territory. In fact new regional planning concerning E.C. structural funds aims at the realisation of integrated projects which link boosting of natural and cultural resources with the development of the territory.

As already mentioned, in the case of Egnazia the realisation of a network system through the creation of new circuits with relatively nearby tourist destinations (for example, Alberobello) as well as with other protected areas (such as the marine sanctuary of Torre Guaceto or the archaeological site of Monte Sannace) is hypothesised.

The net logic facilitates the setting-up of a communication and promoting action, which can increase visibility of the territorial elements included in the system (transferring benefits derived from the greater potential of attraction of the better-known sites to less well-known realities). It can also offer integrated courses and collateral services.

The Province of Livorno, which may be taken as a useful reference for our case, has a system of 6 protected areas called *Parchi della Val di Cornia*. The management of this system is in the hands of a mainly public stock company and the archaeological area belonging to the state which is part of the system has been "conceded for use" to this company by the *Sovrintendenza Archeologica* of Tuscany.

On the basis of the license (July, 1998) together with the relative supplemental convention (art.3), the *Parchi Val di Cornia* Company ensures: the whole area always open to the public, organisation of didactic-scientific information systems, the planning of pathways and guided visits, surveillance of the whole area, at night too, and assumption of all financial commitments concerning the normal running of the area and the necessary security measures.

The cultural and environmental heritage of the "Parks' system" has been seen as one of the opportunities for economic (re)conversion of the area to support the development of tourism based on boosting endogenous resources of the territory.

The resources of the Park have been divided into various archaeological and environmental itineraries

(Via del Ferro, Via delle Cave etc.), which enable visitors to discover the numerous archaeological remains with the help of a guide.

The introduction of a similar model of a mixture of private-public management ensures positive results concerning the number of visitors and an increase in jobs and in financial autonomy³⁰.

In this way a process of innovation in the public-private relationship is envisaged side by side with “patronage” and sponsorship in order to obtain a collaboration directed at a more efficient management of the cultural heritage, which is also able to produce income and investments.

Moreover, a technical-scientific competence of public specialists, along with a formative experience of a “cultural manager”, is required in order to enhance a managerial administration oriented towards quality, efficiency and efficacy of the cultural services offered to the public³¹.

Italian legislation during the 90s³² and the new planning documents of the E.C. funds, above all in terms of a new and greater availability of funds, are creating conditions for a better management of cultural heritage. These regulations have marked the change from the conception of cultural heritage as centres, which cost, to considering them as resources to invest in for social and economic development.

Starting with the consideration that greater availability of national funds for cultural resources guarantees the possibility to deal with “emergency” situations autonomously, the new *Quadro Comunitario di Sostegno* (QCS 2000-2006) stipulates that the distribution of E.C. structural funds for cultural resources is to be concentrated on interventions concerned with development of objectives aimed at creating an integrated system of preservation and enhancement at a territorial level.

For the archaeological heritage of Apulia, the *Programma Operativo Regionale* (P.O.R. Puglia 2000-2006) plans to finance a series of specific interventions³³, such as:

- searching for finding, collecting, restoring, cataloguing and exhibiting historical, artistic and cultural findings;
- development of multimedia services with didactic, promotional and cognitive purposes;
- reception and refreshment facilities;
- areas equipped for laboratory and didactic activities;
- promotional and advertising activities, publication of specialist catalogues, multimedia aids, publicity manifestations through national and foreign organisations etc.

The Egnazia area, already at the centre of a project that aims to increase its value, could therefore exploit new funds if new projects for action were drawn up. Their aim should be to ensure strict preservation of the area and at the same time boost and upgrade its utilisation.

Economically speaking new projects could also guarantee the creation of income and work in the sector of cultural and environmental heritage while preserving heritage at the same time. Indeed it may be affirmed that in this case the economic stimulus encourages the highest possible quality in the preservation of the areas, in services offered, in the formation of personnel and in the production of guidebooks and multimedia texts etc.

6. “VINCOLO” AS AN ASSET

We can generally assert that territorial plans (at whatever urban or law in force level) do not often succeed in containing environmental deteriorating processes, consolidated sceneries and cultural goods, because of non-specialist directions or bonds and lack of control of private enterprise (e.g., “Accordi di Programma”).



Figure 3. Planimetry of Egnazia's archeological site (Source: "Egnazia Archeological Park", Ministry of National Cultural Property and Cultural Activities)

The enforcement of the available Puglia town-planning directions (basically "Programmi di Fabbricazione" and "Piani Regolatori Generali Comunali") has frequently felt the effects of private businesses by acting as an under-cover tool for speculative interests and as a compensative system between private business expansion and environmental defence or local municipality interests. The failure of the actual urban plan has been increased by an absolute lack of a political program for territorial sustainable development. This lack was originated by the chronic absence of interventional multi level plans.

The field for research on the possible economic development sceneries goes beyond the municipality boundaries and it shapes new territorial areas. Consequently, a connection among these new areas increases the chances to generate new economic revenues by a development of important resources for each municipality, like the tourist industry. Nowadays these resources find it hard to develop because of the lack of an adequate and well-agreed developing program.

Nowadays, besides the in-transit tourists, an increasing number of residential tourists - as a consequence of the borderland's economic development - has taken into consideration the analysed area³⁴. This trend has different prospectuses and threats in relation to territorial resources, environmental opportunities and different settling down patterns, which distinguish the two more tourist-oriented areas: the coast line and inside the Murgia area. Specifically, a seaside resort tourist industry has been developed along the coast, whose customers mostly come from the same district, according to the asserting urban custom authority of the second house. This custom has generated an unplanned expansion of "one family" houses, which are beginning to determine a privatization of the coast lines with related degrading effects.

Real estate, hotels, and related building structures for various and particular usages (like golf courts), extra tourist oriented districts, have been erected along the coastline as a result of some private financing companies' interests. These, until now, episodic private enterprises represent the first fulfilments of a rising interest in investing in the tourist industry along the coastline. So where the extra-district tourist industry has lot of opportunities of development, the residential tourist industry, as it looks nowadays, has an uncertain long term future.

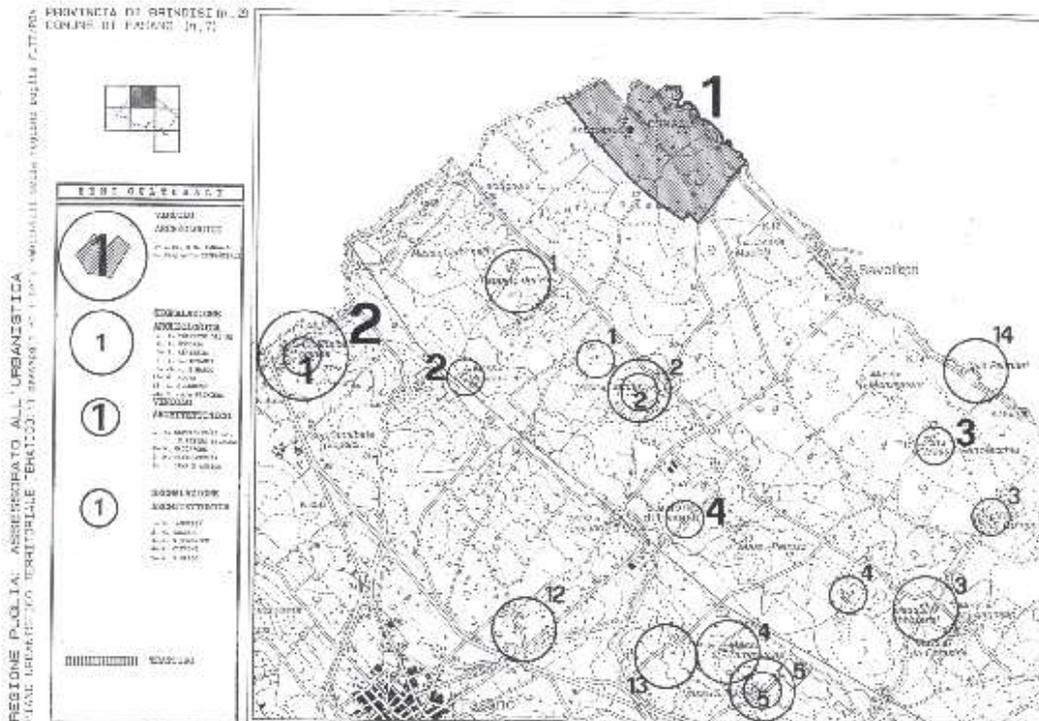


Figure 4. "Ambiti Territoriali Distinti" of the Apulian Environmental Plan.

To make any more remarks, we have to start from the wrong consideration of the landscape inclined areas, as this happens at the worst level in Egnazia. These areas for obvious historical/artistic characteristics achieved acknowledgement ("vincolo") from the competent institutions, and consequently have been managed by identified institutions (Soprintendenza). The protection policy of the historical-landscaping beauty has produced a lot of benefits to the existing artistic heritage (not so true in the Egnazia case, where a building concession for a golf course was released inside the protected area), but it is true that elsewhere, at different times, the protection policy has been supported by a policy of compatible use of territory.

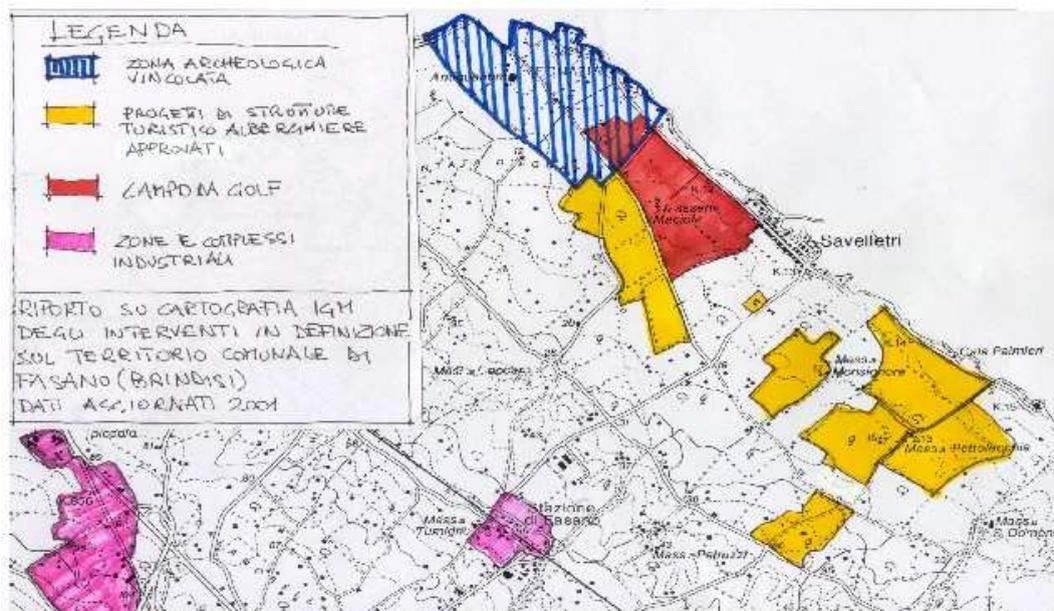


Figure 5. Synthesis Paper of the different interventions' patterns inside the Fasano's Council (Politecnico di Bari, 2001)

In other words, the territorial characteristics can become resources, if they are included in complex and articulate management plans (possibly as public and private joint venture, focused on the use and the protection of the territory).

Usually public management is slow and confused. For example in the case of Egnazia: at present still much used (especially during the summer), the old Bari-Brindisi state road intersects the archeological area. This situation causes problems to the protection and the administration of the area, while it could easily be avoided by building a small by-pass road around the archeological site. In this way there would be also an opportunity to preserve the ancient port area, actually used as a seaside resort by ignorant and for this reason undisciplined people.

The necessary financing funds, to fulfil these works and organizing structures, should be found inside the new financing projects (previous paragraph), achievable only by structuring and organizing the project following the required institutional pattern (Marine archeological Park).

The risk of a less diligent and less active management is loss of opportunities to increase the value of this artistic and environmental inheritance by using a compatible development policy. This kind of policy is unavoidable if we do not want to loose an artistic and environmental inheritance that has still to be discovered, still to be completely comprehended and consolidated in its patterns; an inheritance that all consumers should enjoy.

7. CONCLUSION

In a context, which is relevantly characterized by historical and natural landscapes and resources, the vision of land-use constraint and limitation as the only planning tool should be overcome by serious reasoning about compatibility of each area.

An investigation on the best function and land-use regulation should be set up in order to find the appropriate discipline and intensify its use, and, at the same time, in order to favor the restoration and the conservation of existing heritage.

Planning in environmentally-sensitive areas should start from a profound knowledge of places, from the consciousness of explicit and implicit significance of the context and from a dynamic and evolutionary vision aiming at rebuilding the semantic of the "*Genius loci*".

The above reminded formal and functional solutions used in contexts very similar to the peculiarity of Egnazia, such as Val di Cornia Parks suggest a set of structural strategies:

- Re-organisation of spaces using instruments allowed by the current legislation, referring to protected places (e.g. elimination of any addition which can contrast with the "meaning" of places);
- regulation of swimming activities near the coast by the use of an appropriate calculation of compatible touristic pressure;
- indication of high-value environmental elements;
- indication of allowed access to the seaside in order to save the coastal dynamic due to wind and atmosphere;
- refurbishment of historical buildings and reuse to increase the use of the area;
- creation of functions, services and educational activities such as guides, interpreters for foreigners- in order to use the nearest area to the archeological site.

Finally, the scientific information and documentation recall further action aiming at creating and promoting a "image of place" which overcomes boundaries, physical barriers and limitations of representation. The creation of a network-based management system constitutes a well-known strategy, which seems appropriate for Egnazia.

The hypothesis of a network could be possible made by protected areas with different peculiarities and working as a whole; Monte Sannace archeological site in the territory of Gioia del Colle, Alberobello, the Valle d'Itria, Torre Guaceto Marine Area and Egnazia archeological site can become the reference points of a tourist-cultural system to activate the valorization of those historical and environmental resources which are a single spatial asset.

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¹ Although conceived as work of the whole group, the introduction and chapter 3 were written by C. Copeta, chapter 1 was written by G. Delle Fontane, chapter 2 by F. Laricchia, chapter 4 by C. Cordiè and F. Laricchia, chapter 5 by N.F. Fuzio, chapter 6 by C. Copeta and N.F. Fuzio.

² Between 7th-5th centuries BC and 1st AD there was a rise in the sea level, due to phenomena of a positive bradyseismic nature, which caused the progressive receding of the coastline.

³ An inscription probably belonging to a commemorative statue of the emperor Agrippa has been found in the area.

⁴ CHRONOLOGY OF THE EXCAVATIONS: After depredation and unauthorised excavations over the centuries, as L. Pepe (1980) confirms in his monograph (Pepe, 1982, pp. 67-75), at the beginning of the 20th century an official survey of the site finally began. After various excavation campaigns, the principal finds emerged, which we may see today in the archaeological park at Egnazia. The following is a chronological list of the most important excavations.

1912-13: first official excavations carried out by the *Sovrintendenza alle Antichità di Puglia* under the direction of Q. Quagliati: the forum (in part); the Trajan road (in part); the inhabited area (in part); the paleochristian basilical complex to the south-west of the acropolis.

1939-40: under the direction of C. Drago and B. Brea: traces of an Iron Age settlement on the acropolis. 1959: under the direction of N. Grassi: the forum; public buildings next to the forum.

1963-66: under the direction of A.M. Chieco Bianchi Martini: the area to the east of the forum (the ellipsoidal structure and Doric portico); the monument for the cult of oriental divinities; the paleochristian basilica to the south-west of the acropolis (resuming the excavations carried out in 1912-13).

1965-66: under the direction of F. Biancofiore: the prehistoric settlement on the acropolis.

1967-71: under the direction of E. Lattanzi: the urban lay-out and part of the retaining wall.

1978-80: under the direction of A. Cocchiario, A. dell'Aglio, M. Labellarte: the burial grounds with Messapic, Roman and late Roman tombs.

1979: under the direction of B. Sciarra Bardano in collaboration with *Itinera* of Milan: underwater research in the port area to confirm Roman building methods.

⁵ Various Authors 1982b, p.72, fig.52

⁶ Lippolis (1982 and 1983), pp.291-93

⁷ It might even be possible to hypothesise that the building was adapted to fit the area, which was previously occupied by a Karstic structure.

⁸ D'Andria (1980), p.86

⁹ The site covers an expropriated area of 16 hectares, an area with a direct encumbrance of 92 hectares and an area with an indirect encumbrance of 54 hectares.

¹⁰ The *carrying capacity* is not an objective parameter, but must take into account numerous variables, such as, in the case of Egnazia, the extreme fragility of the monuments. The park at Egnazia, however, does not have a high number of visitors; moreover, there are ways of mitigating some types of impact.

¹¹ S.C. Johnston confirms the validity of R.W. Butler's model.

¹² S.C. Johnston's modification consists in combining the first and second stages under the single heading of "pre-tourist" stage.

¹³ In the ten years, 1980-1990, the number of visitors was around 30,000, data provided by the *Direzione del Parco di Egnazia*, and by Dr. Angela Cinquepalmi whom we thank.

¹⁴ According to S. Millar, "heritage" may be defined as all that which concerns tradition, cultural-historical values (architectonic, archaeological) and landscape, environmental values. Furthermore, it may be identified with a sense of belonging and continuity, which one may acquire through an understanding of one's roots, as they are manifest now. See also Choay (1995).

¹⁵ "Sensitising" is defined by the European Convention for the Protection of Archaeological Heritage (Article 9, 1992) as: "each party undertakes: 1) to set up educational activities in order to raise and develop the public's awareness of the value of the archaeological heritage for a knowledge of the past, and of the danger that threatens it; 2) to promote public access to important elements of its archaeological heritage, sites in particular, and to encourage the public display of the archaeological assets".

¹⁶ Article 1, Paragraph 3 of the European Convention (La Valletta, 16/01/92): "Archaeological heritage comprises structure, constructions, architectural complexes, protected sites, moveable evidence, diverse types of monuments within their natural context, both on land and under water.

¹⁷ This is forbidden by D.P. n. 490, 22/10/99

¹⁸ At present closed to the public due to its fragility.

¹⁹ Its conservations is under the protection of the Ministry for Cultural and Environmental Heritage.

²⁰ By *La Novamusa S.A. a r.l.*

²¹ *Heritage of Humanity.*

²² All the sites are relatively close to one another

²³ Comprising both local and private companies.

²⁴ In the "concession of use".

²⁵ The resources of the park have been divided into various archaeological and environmental itineraries (Via del Ferro, Via delle Cave etc.), which enable visitors to discover the numerous archaeological remains with the help of a guide whichever way they prefer.

²⁶ The *Soprintendenza Archeologica della Puglia* has already produced a CD-rom on Egnazia but it is not on sale, as there is only one copy (!).

²⁷ In the museum there is now a film about the park available on request.

²⁸ The project outlines three theme itineraries, the production of information material, and the restructuring of the building on the acropolis to house some services. The project for upgrading Egnazia was financed within the *Programma Operativo Multiregionale Turismo Sottoprogramma 1, Misura 5 "Servizi per il Turismo Culturale"*.

²⁹ The services concern drawing up and selling information material and reproductions of the cultural heritage, reception facilities, guides, refreshments, etc; established by the Law n.4/1993 and now regulated by the articles 112-113 of the Testo Unico.

³⁰ This is the result of a Federculture survey presented during "Culturalia", a manifestation to boost cultural heritage and its activities, held in Rome from 28 Sept. to 1 Oct. 2000.

³¹ The reform of the Ministry for Cultural Heritage envisages greater autonomy and managerial activity of the Soprintendenze above all in the partnership with other public and private subjects.

³² From 1996 there have been a series of state laws, which have allocated substantial resources to the funding of onerous works of restoration and "extraordinary interventions" in the cultural heritage sector. The first reference law is n.662 of 23 Dec.1996, which allotted part of the profits of the state Lotto to the Ministry for Cultural Heritage. The law 400/2000 is important because it envisages a multiannual plan for archaeology (art.2) and in the first plan allotting an investment of 374 thousand millions for the period from 2001 to 2003, the Museum of Egnazia is specifically mentioned among those destined for funding.

³³ Included in measure 2.1 called "Enhancement and preservation of the public cultural heritage and improvement of the offer and quality of cultural services".

³⁴ There are about 32 hotel building projects on erecting process inside the Fasano municipality's area; a big number of them is close placed (in a case on the boundary) over the archaeological bond area of Egnazia.