

DESIGNING WITH TOURISM
in

PUGLIA

Southern Italy

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Designing with Tourism in Puglia, Southern Italy.

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Keywords

tourism, regional development, territorial design

P5 Report

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Delft, 07.07.2017

All drawings and photographs by author unless stated

*To my mentors Luisa & Mike,
to my family and friends,
thank you from the bottom of my heart
for the love and care with which you have
supported me during this journey.*

Designing with Tourism

represents an alternative approach for the regional development in Puglia, Southern Italy, using tourism through spatial design.

The approach have been tested on the town of Altamura (BA) and it proposes a **Widespread Territorial Multifunctional Park** that blends the industry of tourism with the local reality aiming to its spatial and socio-economical development.

The project defines and implements in the test case the **Principles of Integrated Regional Development**: an instrument for the territorial management in support to the instruments of territorial management already present in the regional context.

The Principles of Integrated Regional Development are applicable to all of the territories and regions that meet its defined requirements, according to their prescriptions.

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Principles of Integrated Regional Development

Formative Principles

22

F01

Research by Design: Spatial Design has at the core of its explorative process the project of the future.

F02

Development by Design: Local Spatial Design with a Vision can be the main unit of a greater territorial spatial and socio-economical development.

F03

Tourism as a Potential: Tourism as a global trend represents the key for a potential regional development and internationalization.

F03

Tourism as a Potential: Tourism as a global trend represents the key for a potential regional development and internationalization.

F04

Design As Politics: A strong relationship among Politics, Tourism and Strategic Territorial Design stands at the base of a development strategic plan for the region.

Operative Principles

56

O01

The regional territory has to be strategically understood and planned per areas of commonalities: "Macro - Areas" enhancing the features that put them in relationship with tourism.

O02

The project's urgency is determined by the convergence of two conditions: a low socio- economical situation and the potential touristic interest.

O03

The project has to define a spatial strategy that takes the stream of tourists through the territory in a process of three steps: entrance, welcoming, guiding.

O04

The project builds a bridge between the interests of the region (public realm) and the interests of tourism.

Territorial Design Principles

94

T01

The urgency of the intervention is given by the strongest disparity between the heritage value (interest for tourism) and the GDP. In parity, the number of inhabitants that would be affected by the project determines the project location.

T02

Defining the Project

Landscape and Identity according to:

- landscape commonalities
- local issues
- touristic interest
- local potentials (agricultural production and transformation of raw products - oil mills and wineries).

L01

The private programme (accommodation) is hidden and distributed in the landscape by secondary lines. The more public functions are located along the main mobility line in clusters.

L02

New constructions when renovation is not possible, are placed along the landscape lines. The landscape lines are identified as the edges where the hills of the countryside (Murgia) and the agricultural valleys meet in order to limit their visual impact on the territory.

L03

The elements of the landscape are highlighted and developed. For example, the dry stone walls are preserved by upgrading their lines in double sides of new slow landscape mobility lines.

L04

New construction typologies follow the guidelines of the essential features of the existing architecture: proportion, limited volume, appearance, local materials.

L05

The mobility is hierarchical and designed according to its width. The primary route width is enlarged and serviced by a cycle and pedestrian paths. The Stone Dry Walls (Muretti a Secco) are preserved when present and doubled when necessary.

L06

The countryside is made usable as a territorial park and preserved in its specific features of flora and fauna through essential design interventions.

L07

The local economy is enhanced by integrating the new programme with the existing local businesses present in the town.

L08

The local society & culture is enhanced and preserved by defining spaces for the promotion of events related to the local culture such as workshops.

L09

The local society & culture is as much as possible involved in the life and programme of the new facilities through the definition of spaces of integration.

L10

The new programme is defined as complementary to the programme existing in the urban centre.

L11

The local businesses are involved in the development of the new facility as part of the new body of programme.

L12

The functional programme necessary for the success of the design project, that results not-existing in the urban centre or its surroundings, is implemented as the project's spatial agenda.



Introduction

Global trends are affecting and transforming the local.

Spatial design cannot transcend from an understanding of the rules that govern global trends and from an understanding of their effects and consequences on the local scale.

Spatial design have the possibility to encourage, facilitate the global trends, block and discourage them or working with them for a defined project aim.

One of the biggest phenomena of our time is tourism.

The scale of people's touristic movement across the world is increasing every year. The reasons behind this phenomenon lay in politics, economy, culture and leisure.

Investments and private interests have made possible a more affordable and more frequent connection. The tourism industry pushes and facilitates the mass movement across the globe towards temporary destinations in a more or less condensed period of the year.

The region of Puglia in Southern Italy is one of the most crowded destination in Italy and in Europe. The importance of tourism for the socio - economical regional scenario has been increasing for the past eight years and it is expected to further increase in the next years. However this phenomenon presents limits and threats for the region.

Overcrowded coasts, the neglect of the non-touristic places, the temporariness of the touristic phenomenon and its consequence in the city-care, the collapse of local micro-economies under the pressure of touristic multinationals are only some of the risks that the touristic territories are being exposed to.

The regional development set by the regional government does not take in consideration the phenomenon of tourism in its potentials and limits in relationship with the territory.

The risk is, on one side, to loose the potential revenues of the positive increasing trend of tourism. On the other side there is the risk of the massive exploitation of the territory from few privates actors in the touristic industry.

The development of the region depends on its potentials and on the ability of treasuring them.

The graduation project takes the opportunity of exploring the increasing phenomenon of temporary migrations focusing on tourism.

Designing with Tourism
is

AN ALTERNATIVE APPROACH

for the regional development in Puglia, Southern Italy

The project is composed by four + one sections



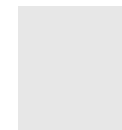
FORMATIVE PRINCIPLES

collects and put together the fundamentals information and principles on which the project is based



OPERATIVE PRINCIPLES

defines the methods of selection, definition and application of the approach



TEST CASE

gives a concrete example of local scale design implementation as an application of the defined principles.

The project also defines the programme, the actors, the dynamics that rule the design project.

The final chapter resume the principles defining their applicability and requirements of application.



TERRITORIAL DESIGN PRINCIPLES

gives guidelines for a territorial design through a concrete example of territorial design on a selected area of the region



LOCAL DESIGN PRINCIPLES

gives guidelines for local design implementation on a selected local scale defining its processes, actors and potential spin-off effect

Project Description

The project proposes an Alternative Approach based on spatial design that aims to enhance the potentials of tourism as drivers for the regional spatial and socio - economical development of the Region Puglia, Southern Italy.

The approach consists in three chapters: the Formative Principles, the Operative Principles and a Test Case. The 'Formative Principles' section defines the theoretical fundamentals on which the project of the regional development is based. The 'Operative Principles' explains the concretization and application of the Formative Principles on the territory. The Test Case gives an example of application of the approach on a specific area and it defines local scale Design Principles of development potentially valid across the whole regional territory.

The approach takes in consideration three main scales: the Regional Scale, the Territorial Scale (Macro - Areas of commonalities) and the Local Scale. The project has different aims and product outcomes according to the different scales.

At the Regional Scale the project defines a methodological approach that establishes spatial and socio - economical Principles for the regional Development.

At the Territorial Scale a strategic project is defined in its spatial outcome and it proposes a Territorial Multifunctional Park along a defined touristic Mobility Route (4).

At the Local Scale the approach has been tested on the town of Altamura (BA) (on the touristic Mobility Route) and it proposes a multifunctional park with a Widespread Territorial Accomodation (Albergo Diffuso) with services, facilities and leisure spaces that aims to integrate tourism with the local and the towns with their surrounding rural territory (5). The Test Case defines Design Principles of Regional Development at the Local Scale.

Applicability

Due to the commonalities that region presents, the Alternative Approach defined can be applied throughout the whole territory its with different spatial outcomes according to the specific territorial characteristics.



Motivation

Tourism is one of the biggest phenomena of our times. Its flows have been increasing for the past decade and are believed to further increase in the future. An increment of more than 50 mln of tourists has been registered in the last year across the world (UNWTO, 2015) and is expected to grow in the next years. The outstanding role of tourism for the local economies implies investments and promotion for its development.

The stream of tourists is shaping places, spaces and their economy according to its dynamics.

The region of Puglia, in Southern Italy, for its natural characteristics, for its geographical position and for its historical sites is one of the most crowded touristic destinations in Italy. Renowned internationally, its economy is increasingly relying on the revenues of tourism and the regional government is working for the touristic promotion of the territory, mostly in terms of advertising.

However the touristic facilities are held in private hands, infrastructures and services are lacking and the region is still occupying the last positions in the national statistic charts regarding welfare, culture and public services.

The two contrasting trends show an incapability of the region to gain revenues from the positive trend of tourism and aim to its own development.

On one side, the political engagement into the promotion of tourism does not turn into a development of physical territorial facilities and services that could back-up the trends of tourism. The urgency of tackling tourism in the region rises from the risk of losing part of this incomings to other international, better prepared, competitors in the coming years. On the other side, the historical social and economical lagging of the Southern Italian territory in comparison to the Northern, is still widely present in the region.

The issue emerges as a matter of design and politics.

The complexity of the regional landscape, economical, social, political and historical components requires an answer able to take in consideration all of the regional aspects.

The touristic demand for services and accommodation and the regional demand for a better spatial and socio-economical scenario cannot be taken in consideration neither separately, neither as non-design-related matters.

In addition to the fascination for the studio's theme there is the emotive component of the possibility of working on/with the territory I belong to and grew up in.

A re-discover of the territory is implicit in the particularity of the occasion that brings me back to my personal origins: the graduation project. New eyes on the territory while having a deeper attachment to it is what makes me the most curious and passionate about this re-discover of memories. The ultimate aim would be to give back to the region, through the knowledge acquired at the TU Delft, some of the precious life that this interesting and complex, beautiful and thorn territory has given to me.



PUGLIA
Southern Italy

SURFACE
19 540,9 km²

NATURAL RESERVES
677,4 Km²

POPULATION
4 067 294

COASTLINE
784 km

DENSITY
208,14 p./km²

Source : ISTAT

Problem Field Definition

The project brings together three different main fields of action: the global trend of tourism as a form of migration, the spatial and socio-economical regional territory of Puglia (Southern Italy) and its politics (management and dialogues) through Spatial Design (Design As Politics).

The regional territory of Puglia is one of the most popular destinations in Europe. Attracted by the potential economical revenues, few private investors in the touristic industry are privatizing the regional landscape without a concrete benefit for the region.

Meanwhile, the region is suffering in its socio - economical conditions. The regional governance and the management of the region as a touristic destination are now in Puglia two different and separate entities working with different aims and methods without a clear established dialogue between them.

The threat of this policy is dual. On one side the region risks to loose the potential revenues from tourism, one of the wealthiest industries worldwide. On the other side the increasing trend of the privatization of the land for touristic purposes would lead to a massive exploitation of the regional landscape for the benefit of few elected figures.

The project aims to build a bridge between the phenomenon of tourism and the regional politics towards the regional development.



Hp:

Tourism is one of the biggest and wealthiest industries in the world
Tourism is increasing and it is predicted to further increase in the future

Th:

It is possible to use tourism and its revenues for the development of the region

RESEARCH QUESTION

How can the potentials of tourism be used for the development of the region?

Research Question

How can the potentials of tourism be used as drivers for the regional spatial and socio-economical development?

The thesis project aims to answer to this question through spatial design.

The consequences of tourism on the local realities are used to understand how local environments can take advantage from the global trends that invest them. Design plays in the project the main role of concretize the possibilities defined.

If tourism as a global trend affects and transform the local environment, then a conscious local spatial design coordinated across the regional territory aims to establish punctual virtuous circles with a bigger impact on the regional territory.

The project therefore proposes an alternative approach based on spatial design that builds the relationship between tourism and local realities, defined in the context of the region Puglia.

How does the global trend of tourism affect the local realities?

In order to do so sub-research questions need to be answered. An understanding of the effect of tourism on local realities will be necessary to build the project's fundamentals. Tourism as a global trend will be defined in its relationships with local economies, history, culture and actors involved.

How can we design for/with tourism?

The project aims to define the possibility of working with tourism as the driver and the purpose at the same time. While tourism is one of the biggest sources for the regional economy, statistic shows a huge gap between its revenues and the situation. Its promotion and facilitation through the design project would guarantee an incoming of touristic revenues in the future.

A territorial understanding of the regional variables related to tourism will be carried out as a necessary step to build the relationship between tourism and the regional qualities.

How can a bottom-up strategy speed up the bureaucratic process?

The project claims the possibility of establishing a regional territorial development through a targeted bottom-up strategy proposing an alternative approach of development.

The project is proved retroactively per hypothesis, envisioning the impact and spin - off effect of a spatial design test case.

I_Research by Design_Spatial Design has at the core of its explorative process the project of the future

II_Development by Design_Local Spatial Design with a Vision can be the main unit of a greater territorial spatial and socio-economical development

III_Tourism as a Potential_Tourism as a global trend represents the key for a potential regional development and internationalization

IV_Design As Politics_A strong relationship among Politics, Tourism and Strategic Territorial Design stands at the base of a development strategic plan for the region

- The definition of Spatial Design
and its Role

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- Bottom-up, Design based, Development
Strategy

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Formative Principle I

Spatial Design has at the
core of its explorative process
the project of the future.

Formative Principle II

Local Spatial Design with a Vision can be
the main unit of a greater territorial spatial
and socio-economical development.

- Why Tourism
- Tourism Worldwide
- Tourism in Europe
- Tourism in Puglia

p. 38

- The socio - economical overview of the region Puglia p. 44
- Territorial Governance Tool: the PPTR p. 50
- The DMOs & PugliaPromozione

Formative Principle III

Tourism as a global trend represents the key for a potential regional development and internationalization.

Formative Principle IV

A strong relationship among Politics, Tourism and Strategic Territorial Design stands at the base of a development strategic plan for the region

Formative Principle I

Spatial Design has at the core of the explorative process the project of the future.

The definition of spatial design and its role

In an increasingly complex and globalized world, cities are affected and shaped by phenomena related to global trends, politics, economy, social dynamics.

Spatial design as a discipline can only partially affect these trends in cities but mostly it has to deal and work with them. With the world rapidly changing, urban design as a discipline is being questioned in its aim, tools and practice. Morphology particular has been given stronger relevance as the node able to bring together different disciplines that interact in the modification of the territory (Vernez Moudon, 1997).

The project aims to redefine the role of spatial design in its relationship with the development of the context on which it is applied. Spatial design is defined here not only as the action of the transformation of the territory but also as a political tool able to bring together different actors and interests for the development of the region of Puglia, Southern Italy.

Spatial design is, in this project, closely related to the morphology of the territory, exploring the broader meaning of morphological studies. In a world of un-precedent change, morphology is acquiring multidisciplinary aspects that help bringing together geography, urban design, management, architecture and planning (Moudon, 1997). The project develops an alternative approach to regional development where spatial design gains a central role in the management of the territory and the definition of its potential development.

The project also aims to prove that the morphology of the territory and its qualities represent the main potential for its own socio-economical development.

The project aims to prove that spatial design is the tool that could make possible the development of the territory through the enhancement of its own spatial and socio-economical qualities.

The ultimate aim is to discover and highlight the future role of urban design for the territory.

In order to do so, urban design is defined as the science of consciously envisioning and modifying the territory (Secchi, 2000).

In order to understand the possibilities and opportunities of urban design as a discipline and profession, a definition has to be given.

During the centuries the definition of urban design has been changing according to the trends and the most urgent issues of the time. While its focus has been modified and re-shaped, its core aim and characteristics can still be clearly identified.

In the Italian context one of the first fundamental definition of the profession has been given by architect and urbanist Giovanni Astengo in 1966 for the “Enciclopedia Universale dell’ Arte” (Universal Encyclopedia of Arts). Born in 1915, Astengo has worked in the Italian context for the definition of the role of urban designers and planners through the redaction of laws and definitions.

Astengo defines Urban Design and Planning (Urbanistica) as the science that studies the urban phenomena having as aim the planning of their historical development. The definition given gains particular importance for the links that Astengo builds among different aspects of the discipline, defining therefore the boundaries, the rights and the responsibility of the urban designer.

In first place the definition given makes a strong link between the work on existing urban settlements and the eventual project design of new agglomerations defining both actions as part of the same “science”.

The definition builds a strong link between the urban settlements as human artefacts and the natural environment. Astengo puts at the basis of the urban design project the relationship between the urban agglomeration and the natural environment. The physical qualities of the natural environment become essential in the urban design project.

Moreover, Astengo distinguishes Urban Design and Planning (in Italian Urbanistica) from other related but different sciences (in Italian Urbanesimo,

Urbanizzazione and Inurbamento). In particular, Astengo defines as a different science “Urbanesimo” which is defined as the “concentration and condensation of demographic, social cultural and economic factors that constitute the city” (Astengo, 1966).

This strict distinction allows to define urban design as the science that acts on the physical aspects of the territory. Demographic, social, cultural and economic factors become variables external to the urban design project although directly related.

Urban Design emerges as a multi-disciplinary science strictly related to the physical characteristics of the built and the natural environment affected by different and multiple variables.

On the same line, in the Italian context as well, a definition of Urban Design has been given by the architect and urbanist B. Secchi (Milano 1934, Milano 2014) forty years later in “Prima Lezione di Urbanistica”. According to Italian architect Vittorio Gregotti (Novara, 1927), Secchi aims to re-define urban design in its “field of responsibilities more than just activities” (Gregotti in “La Repubblica”, 2000).

For Secchi, Urban Design and Planning (Urbanistica) is the practice of the “continuous and conscious modifying of the territory and the city” (Secchi, 2000). Secchi defines Urban Design as a practice: an act on the design and re-design of the space.

The present becomes the only experience on which it is possible to base the urban design as a science. The territory is given to the present through the historical layering, evolving and modifying of the historical physical traces that have modelled it. History becomes concrete part of the design project as a spatial quality that urban designers have to deal with. The past is not anymore a concluded phase but it is, for urban designers, the material heritage given to the present to work with. Moreover, Secchi perspective on the territory allows to overcome the duality between the city and the natural

environment and, on the opposite, to consider the territory as a whole.

If Astengo has to state and put under the urban designer's agenda their responsibility for the consideration of the natural environment, Secchi makes this step obvious changing the qualities of the object of the Spatial Design science.

Being a science (Astengo, 1966), urban design is "a set of disciplines based on observation, experience, calculation which relate to the nature of things and makes use of formalized languages" (Dizionario Enciclopedico Treccani, "Encyclopedic Dictionary" Treccani, 2017). The definition establishes a strong relationship between the profession and the physical traces of the built environment on which urban design is called to act on. The core object of the urban design intervention is the "morphology of the territory".

The term "morphology" (from the Greek Morphé, form + Logos, language, discourse) generally assumes the meaning of "study, description of the forms" (Dizionario Enciclopedico Treccani, "Encyclopedic Dictionary" Treccani, 2017). The word has been first coined by J. W. Goethe to describe comparative anatomy, which is "the science that research the causes of the forms of animals, especially of vertebrates, and that tries to give in the first instance a functional interpretation" (University of Rome La Sapienza, 2017).

Another definition describes "morphology" as the "study of the forms organized in a system" (Dizionario Enciclopedico Treccani, "Encyclopedic Dictionary" Treccani, 2017). Applying these definitions to the field of urban studies field, "morphology" becomes the key-word for the understanding of urban design as a science and its object of interest.

"Morphology" in fact, embeds in the roots of its name the ability of the form to narrate stories (from morphé + logos, "discourse of the forms"). Under this perspective the urban "form" becomes a "sign".

In semiotics, the "sign" is the "something that stands for something else, to somebody in some certain manner", a "discrete units of meaning" (Eco, 1973). In other words, the "sign" is the single element of the narrative discourse on which the meaning is based.

This interpretation defines the ability of the morphology of the territory to narrate a discourse to its users. According to Eco the interpretation of the sign is purely subjective and its variation depends on the subject that reads it (Eco, 1973).

Urban Designers have therefore the possibility of designing, modifying, and re-designing the elements of the city's narrative discourse.

Spatial Design is the act of the continuous and conscious modification of the territory. Based on the qualities and potentials of the territory itself, the spatial design project has the responsibility and the ability of envisioning its future, working towards its development. The spatial design project, being a "sign" on the territory, tells the story of its future.

Formative Principle II

Local Spatial Design with a Vision can be the main unit of a greater territorial spatial and socio-economical development.

Bottom-up, Design based, Development Strategy

The project aims to give to spatial design a continuation into the city that we recognize nowadays has its roots in a collective effort of development through urban design projects. The movement started with the energy liberated by the death of general Francisco Franco (1975). The liberation of the country released new energies and led the collective interest toward common objectives. The process can be identified into two phases; the first one begun in 1979 with the establishment of mayor Francis Serra and ended with the Olympic Games of 1992. The second one then begun and is still going on.

The program established the realization of more than one hundred projects of qualification of public spaces of different typologies (squares, gardens, sport areas...) (Gabrielli, 1992).

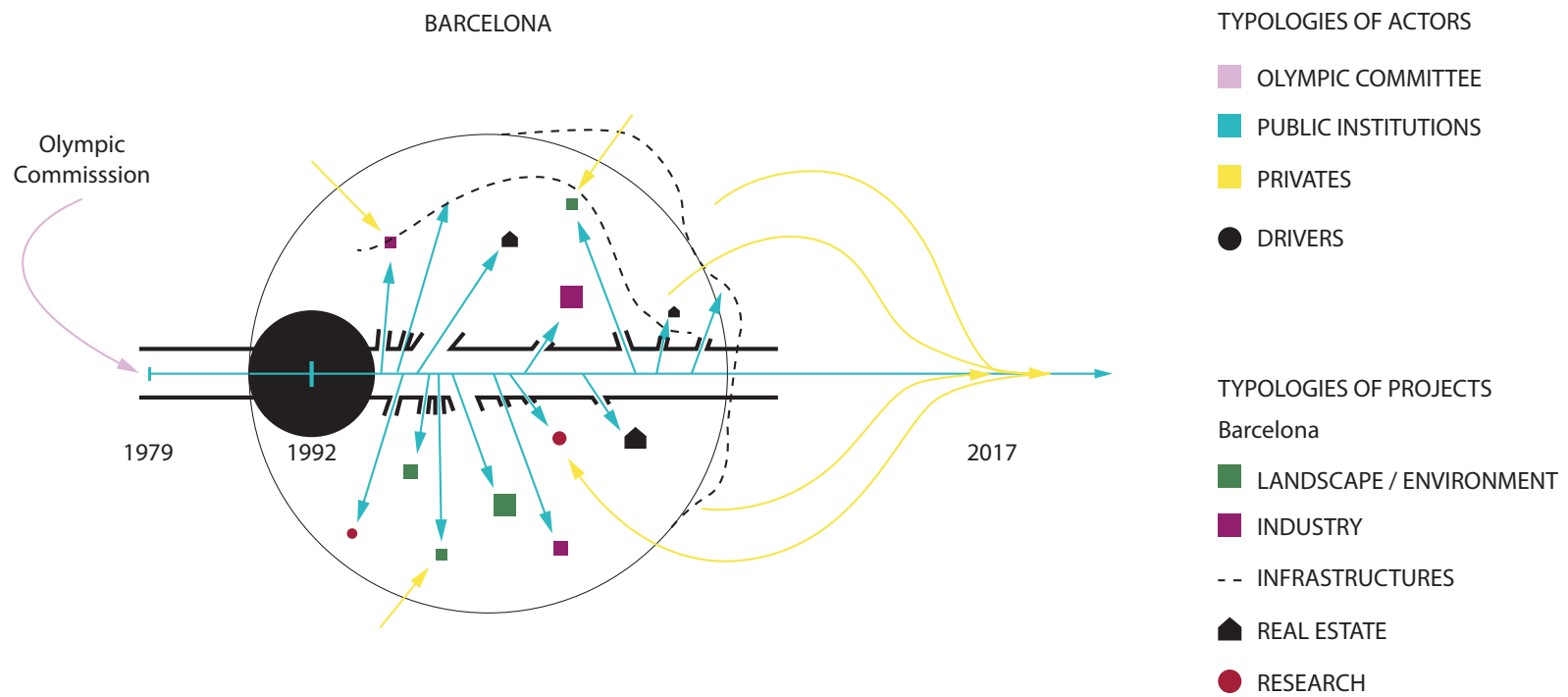
The project for the renovation of Barcelona has, therefore, its fundamentals in two main characteristics: the **central role of urban design** as first action on the city for its development and **the presence of a vision** for its future with its roots in the city's history.

The virtuous process was made possible by the establishment of one conditions set in different fields: the collaboration of politics, culture, economy, social, urban design... This collaboration has made possible a transformation based on small scale up to large scale urban design interventions governed by a common aim and common conditions (Gabrielli, 1992). Addressee of the plan is the citizen. Each individual project aimed to elevate the urban quality of spaces. The image of Barcelona has been reshaped around the idea of a new centrality based on the organic dissemination of public spaces across its urban tissue.

The projects regard different typologies and different scales. From infrastructures to green spaces they aimed to pragmatically solve urban issues (such as the new infrastructure axis of the Moll de la Fusta, designed by Manuel de Solà-Morales) and upgrade the urban quality. The aesthetical urban design renovation, measured on the human scale has had effects on the society of Barcelona and the equality among its citizens (Gabrielli, 1992).

The most elaborated project, such as the Waterfront, have been guaranteed their success by the collaboration of different actors and actions. Public and private funds were invested for projects that aimed to renew the infrastructures, guarantee the water depuration and designed a new landscape waterfront with new beaches and services (Gabrielli, 1992).

The urban design projects have been focused on the city liveability for its citizens, servicing the needs of the great event with pragmatistical solutions. This typology of investment has allowed the establishment of a socio-economical spin-off that has transformed the life and image of Barcelona. Through this transformation, the city has become a "sign" of a lifestyle that has guaranteed an increasing development stream for the successive years in Barcelona.



AIM
 TAKING THE OPPORTUNITY OF THE OLYMPIC GAMES TO ESTABLISH A
 DEVELOPMENT FOR THE FUTURE OF BARCELONA

- by upgrading the public spaces, infrastructures, industrial and research
 centres

Case Study of the Barcelona Model of Development applied in occasion of the
 1992 Olympic Games

Formative Principle III

Tourism as a global trend represents the key for a potential regional development and internationalization.

Why Tourism

The global perspective establishes interdependence with local realities and implies the internationalization of small scale environments (Kearney, 1995). Working with a global trend on the local scale level implies an understanding of its rules, effects and the relationships between the two scales. The topic of tourism intended as a temporary migration deals with the ideas of local community and identity. Some specific environments, because of their geographical characteristics and environmental qualities, such as the region of Puglia, are more than others affected by the global trends of tourism. These territories are so exposed to global trends that their dynamics transcend nations and place local environments in the global debate. Global trends affect local realities overcoming traditional national borders and creating new ones inside the territories, often-invisible but strong as physical ones (Sassen, 2005).

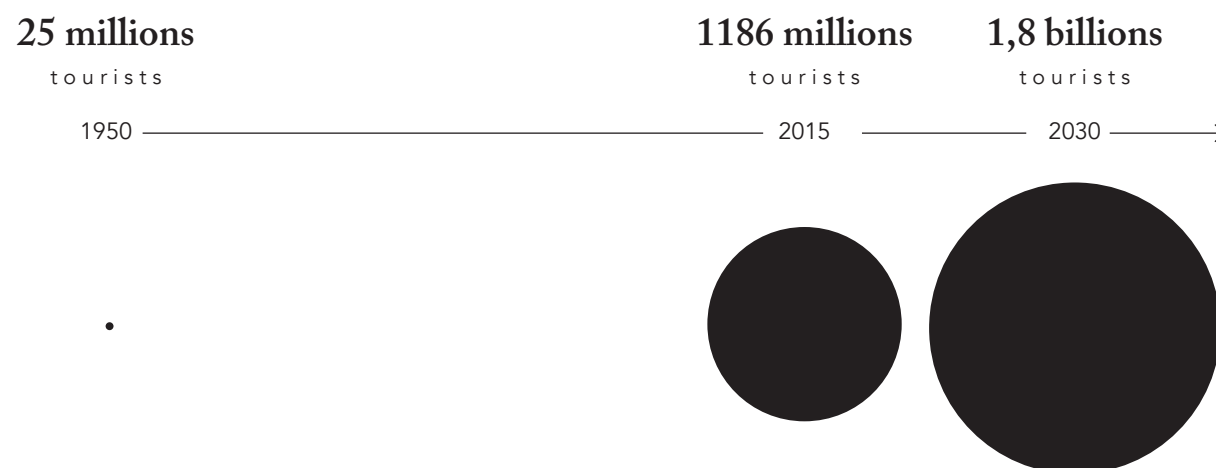
Global trends establish in local realities social, economical, cultural and demographic processes. These dynamics affect and shape places and space. This on going transformation on local environments raises questions about their identity. The transformation is so radical that the concept itself of identity is put on discussion. Migration and tourism has been present in the region massively since the post-world war period that the region has shaped its society, dynamics and landscape through the variable of tourism, making the processes and dynamics of tourism itself part of the territory's identity. The idea of a more dynamic world is somehow already present in the DNA of a territory that has been marked as one of the best touristic destination worldwide (National Geographic, 2016).

Tourism is shaping and transforming the territory according to its needs and characteristics. Kearney identifies two typologies of global trends' effects on the local: transnationalism and globalization. With the first term he defines those undergoing dynamics that shapes local realities conferring them a universal and impersonal character. Globalization assumes instead a political and ideological dimension related to development and internationalization (Kearney, 1995).

The opportunities in the re-shaping of the regional dynamics rise from this logic. In this optic the historical socio - economical lagging of the Southern Italian regions and in the specific of the region of Puglia, is left with hopes for a change precisely due to the effect of a global trend such as tourism.

For this reason tourism presents itself to the region as the key for a potential regional development. The thesis project claims this possibility and works toward a possible how-to definition.

The thesis claims the possibility of establishing virtuous circles of development through spatial design at the local scale.



The phenomenon of Tourism, Worldwide

Tourism is an increasing worldwide phenomenon in terms of socio-political issues and economy.

Tourism is shaping places, spaces and their dynamics according to its trends.

In order to define and understand the effects of the global trend of tourism on the local realities and ultimately involving it in the spatial design project it is necessary to define its scale and characteristics in terms of numbers.

In the last decade the touristic movement across the world has been continuously increasing. In the last year it has been faced a global increment of movements of +4,4% which, in terms of number of people, counts an increment of 50 millions of people in movement across the globe for leisure reasons (UNWTO, 2015).

The number of arrivals each year worldwide has grown exponentially and it is believed to further increase in the next years. The number of travellers has grown by 47 times since the fifties, when the tourism phenomenon

started exploding. The global phenomenon of tourism and its trends is not only a matter of societal changes and characteristics but it has a great impact on the economy and environment. The global phenomenon of tourism and its trends is not only a matter of societal changes and characteristics but it has a great impact on the economy and environment.

The enormous economical touristic revenues and investment potentials are affecting society and the job's market. The economical revenues from touristic receipts in Europe have doubled in one year (2014-2015). One person out of eleven worldwide is employed in tourism. The number of international arrivals is expected to increase of 1,8 billions of people by 2030.

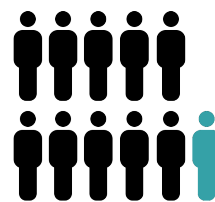
It is evident that tourism is going to play a major role in the global dynamics and balances in the world on many levels: from economy to society to environment, cities and space.

+3,3% a year between 2010 and 2030

PEOPLE IN MOVEMENT FOR TOURISTIC REASONS

+ 50 millions

OF PEOPLE IN MOVEMENT
FOR TOURISTIC REASONS
2014 - 2015



1/11 employed in tourism

US\$ 1.5 trillion in export earnings

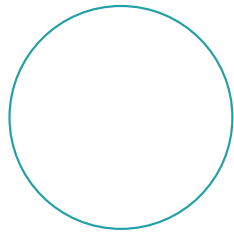
7% OF WORLD'S EXPORT IN 2015

Tourism in Europe

Although statistics show an increasing interest in the touristic market for the Asian destinations, the European macro-region has faced as well a continuous increment for the past decade with an increment of 5% of international arrivals in the last year. In particular, the macro-region of Mediterranean Europe has performed as the preferred destination in Europe with 225 millions of international arrivals, showing an increment

of 10 more millions of people in one year (UNWTO, 2015) against an average of 4,2 millions of people in the other European macro-regions. In conclusion the Mediterranean Europe is confirmed as one of the preferred touristic destinations although the presence on the market of new and powerful competitors (for example, Asia).

EUROPE



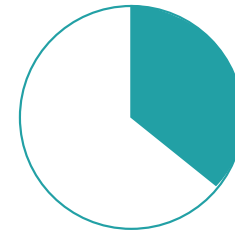
607,7 millions

OF ARRIVALS

406,2 billions €

IN TOURISTIC RECEIPTS IN 2015

SOUTHERN/MEDITERRANEAN EUROPE



225,2 millions of arrivals

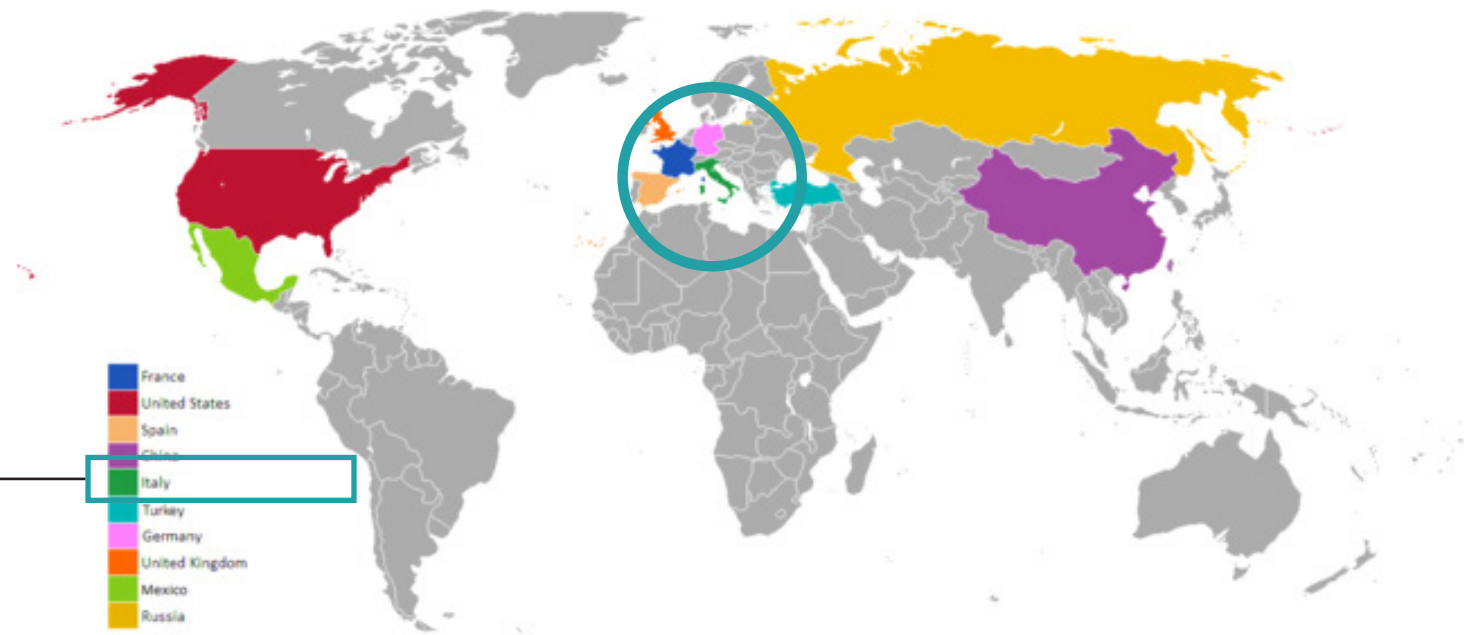
IN 2015

158,4 billions € (highest in Europe)
in Southern/Mediterranean Europe

IN TOURISTIC RECEIPTS

**ITALY IS
THE 5th
PREFERRED
TOURISTIC
DESTINATION
IN THE WORLD**

WITH A
GROWTH RATE
OF 4,4 %,
ONE OF THE
HIGHEST IN
THE WORLD



IN EUROPE

1. FRANCE	+ 0.9
2. SPAIN	+ 5
3. ITALY	+ 4.4
4. TURKEY	- 0,8
5. GERMANY	+ 6

Quali prospettive di sviluppo turistico dell'area dell'Alta Murgia in Puglia?



Creare il "distretto turistico-culturale murgiano" per unire tutte le potenzialità di Gravina in Puglia e Santeramo in Colle con una specifica strategia di valorizzazione promozione turistica.

Infrastructure - TEN-T - Connecting Europe

€1.9 billion to support key European transport projects

Agricoltura e turismo, un'intesa rafforza il legame tra Puglia e Abcasia

ITALIA 19:14 02.05.2017 (aggiornato 22:02 02.05.2017) [URL abbreviato](#)

La Puglia continua con successo la propria collaborazione con la repubblica dell'Abcasia. Una delegazione della Repubblica è recata in visita a Bari, dov'è stata inaugurata la prima Camera di Commercio e dell'Industria Abcasia in Puglia.

R.it BARI

DAL TERRITORIO [BARI CITTÀ](#) Province: [BARI](#) [BAT](#) [BRINDISI](#) [FOGGIA](#) [LECCE](#)

Nel 2013 scoperti più di quattrocento ecomostri lungo le coste pugliesi

La Puglia si candida a diventare una meta da sogno per il turismo Lux

Loredana Capone: "In Puglia lusso non significa sfoggio e sfarzo autentici, unicità". La Puglia partecipa dal 26 al 29 marzo 2017 al workshop Tr...

R.it BARI

DAL TERRITORIO [BARI CITTÀ](#) Province: [BARI](#) [BAT](#) [BRINDISI](#) [FOGGIA](#) [LECCE](#) [TARANTO](#)

Cerca nel sito

Puglia, turismo da record: la sorpresa sono le città

a Bari

Scegli una città

Bari

Scegli un tipo di locale



Inaugurazione della Rete Museale dedicata al Neanderthal più importante del mondo, ad Altamura

"Vieni a scoprire l'Uomo di Altamura": il 30 marzo 2017 sarà finalmente

Video

PRIMOPIANO • LAVORO • FISCO • ASSOCIAZIONI • REGIONI • ESTERO • PIANETA

ANSA.it › PMI › Pianeta Camere (di commercio) ›

Turismo: in Puglia è 4,8% valore aggiunto economia

Turismo: in Puglia è 4,8% valore aggiunto economia

Evento Unicredit-Ccia Lecce, soddisfatti vacanzieri Salento

La Puglia alla quarta edizione del Business Forum ItaliaKorea

In una Roma già invasa dai turisti stranieri, si è svolta oggi la quarta edizione del Business Forum ItaliaKorea che ha coinvolto istituzioni, enti governativi e regionali, ope...

Giornale di Puglia

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Turismo Puglia, Labriola: "La Regione metta turbo"

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Politica Regione Puglia

Casili (M5S): "Ritardi e disservizi con la stagione turistica alle porte. Dove sono i fondi del Patto per la Puglia?"

Scritto da [Redazione](#) - 9 maggio 2017



Tourism in Puglia

Due to their geographical and socio-political characteristics, some regions are more affected by the trends of tourism, experiencing both its negative and positive influences. Italy has faced an average increment of 3% among its regions, with peaks in the South. The region of Puglia, in Southern Italy, in particular, has seen an un-precedent increment of the 9%.

The region because of its geographical position and its history has an enormous potential regarding tourism. Its natural and cultural characteristics combined with a strong political promotion have made the region one of the most desirable tourist destinations on a worldwide scale. The stream of tourism and investments have increased in the past six years and is predicted to further increase in the future. In the past decade the number of tourists has visibly increased with a peak of the +9%w in 2015 against the national average of 3% (Report Tourism Apulia, 2015). In comparison to the all of the other Italian regions, Puglia has welcome the highest number of tourists in 2015 (Agenzia Regionale del Turismo, 2015). Cruise tourism is developing and the region is taking part as a competitor to the international debates and innovation fairs.

This societal trend is affecting the regional economy and its socio-political image.

The revenues of tourism in 2013 (latest data available) of 2 billions have affected the growth of other markets registering a growth of and average 15% in the sectors of food and agriculture, culture and recreation and manufacturing.

On the socio-political side, the region is acquiring a stronger image, nationally and internationally of “touristic region” making it being nominated in

thousands of articles worldwide and labeled as “Italy’s Next Great Destination” (Forbes, 2016).

Moreover, the government promotion of the regional tourism is supporting this growing trend promoting the touristic image of the region introducing the region in the international market. These advertising policies had a direct effect on the tourist guests welcomed in the region. The number of international arrivals has in fact has been increasing the past five years to reach a peak of an additional 40% in 2014 (Report Turismo Puglia, 2015). Touristic arrivals in the region are generally concentrated a relatively short period of the year (July – September). Under this point of view the international arrivals become particularly important for the tourism market in the region due to their wider period range of incomings (May – October).

Tourism is playing an increasingly significant role in the regional economy. In 2013 the revenues from tourism have generated 2 billions € (Osservatorio Turistico Regione Puglia, 2014). The tourism industry has worked as an economical driver for tourism-related industries such as food, manufactures and entertainment. Revenues from tourism have contributed to the regional welfare with the 19% against the national average of 10% (ISTAT, 2015) and with a way higher of the other sector’s contribution.

Tourism has a strong direct impact on landscape and the built environment. In 2014 accommodation facilities have been built to reach an amount of 5700 more construction in one year. Luxury tourism is becoming one of the sectors where private stakeholders in the region are investing the more. This results on the territory in generally large-scale complex with luxury facilities annexed.

The socio - economical overview of the Region Puglia

The governmental and private stakeholders effort to attire international tourism is evident in the promotion campaigns. However this typology of regional development regarding its image does not reflect an equal effort on the territory for its development. Infrastructure, services are still lacking and public services show an un-sufficient capacity.

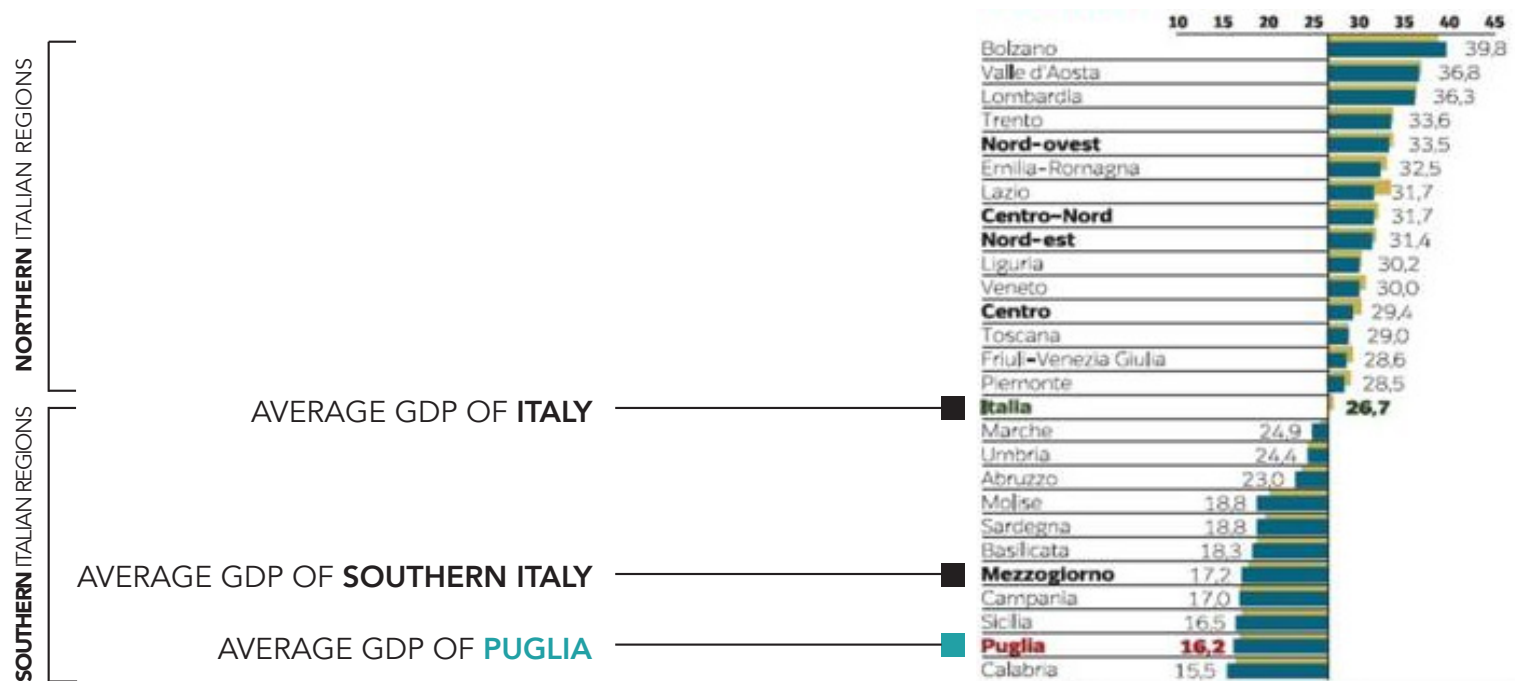
In the periods of maximum pressure the infrastructures and services in the region show the most their vulnerability and their incapability of sustaining the increasing stream of touristic arrivals.

Moreover, although the efforts for the promotion of the region in the international market have been at the top of the government agenda, the amount of international arrivals is visibly lower than the national ones.

This trend has roots in Italian history and economy. The movement of people from the Southern to the Northern part of Italy has been an historical trend related to the more appealing economical opportunities present in the North and, as a contrast, in an atavistic lagging in the South. Moving to the North for work and study reasons, during summer the shift is reversed and the Southern regions recall back its emigrated inhabitants. In the specifics, the region of Puglia is one of the most affected by this trend.

Statistics, other than explaining the composition of the touristic movement towards the South, are a clear index of the economical, cultural and societal situation in Southern Italy. Universities, economical and job possibilities in the North with their massive attractiveness show, as a contrast, the Southern deficit in economy, culture and services (Il Sole 24 Ore, 2015).

Major issues in the jobs market have affected the region. Until 2014 the unemployment rate has reached the 12,5% against the national average of 8,2%. Moreover, lump labor and youth unemployment deeply affect the territory and the GDP per capita is one of the lowest in comparison to the regions (ISTAT, 2014).



SOURCE: ISTAT

The following scheme has been built in order to show the difference between the potential and the relevance of tourism in the region in opposition to its socio-economical situation.

The indicators chosen show the percentage increment of touristic arrivals in one year and the unemployment rate.

On the left the list of the Italian regions per unemployment rate from the lowest to the highest.

On the right side the list of the Italian regions per percentage increment of touristic arrivals in one year (2015 - 2016).

The lines connect the name of the same region in the two lists. The three different colors relate to the three Italian Macro - regions; Northern Italy, Central Italy and Southern Italy.

Historically, the Northern Italy has been the most advanced in socio-economical terms up to nowadays.

The lag of Southern Italy is still present.

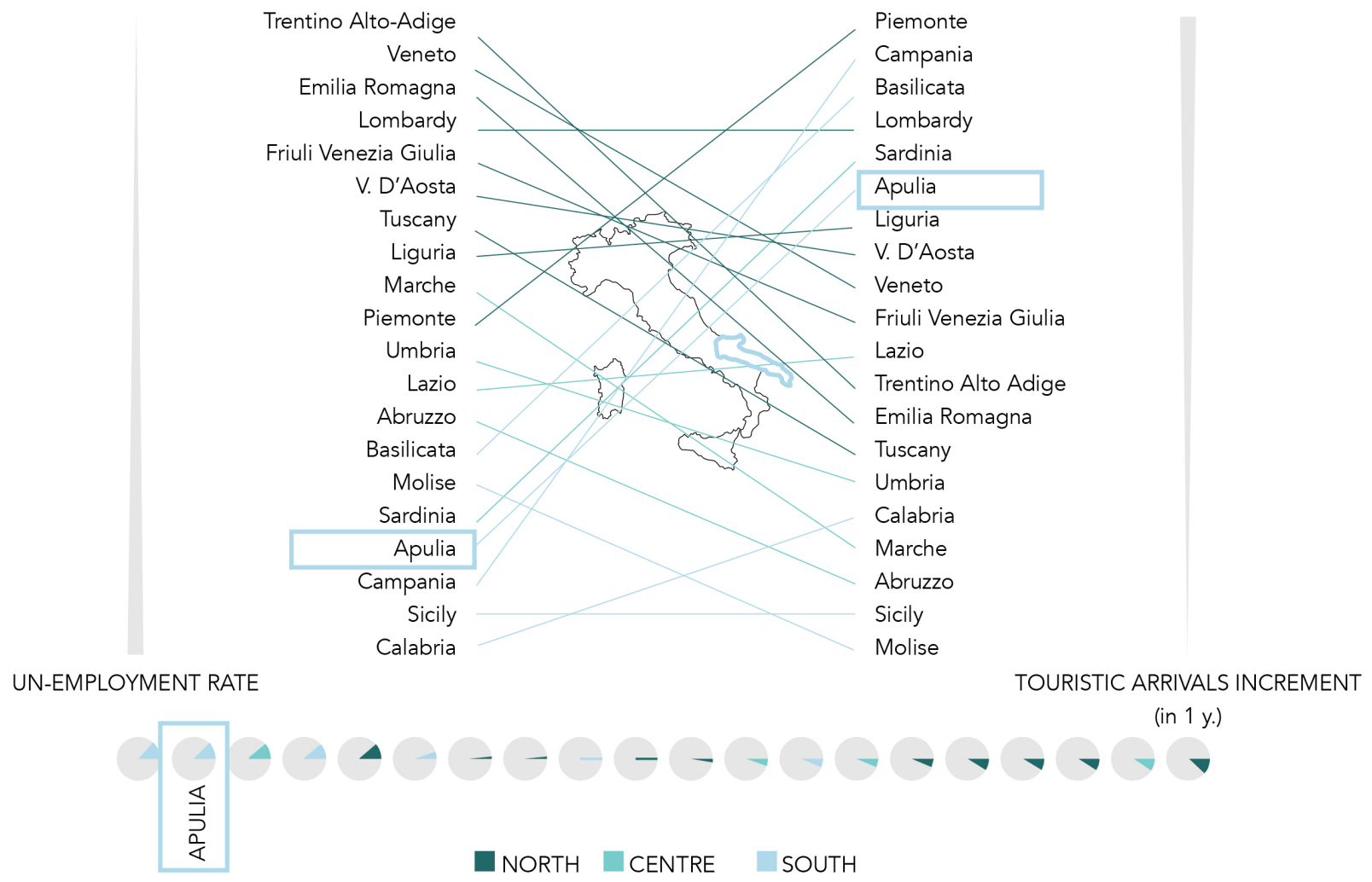
According to the graph, the higher is the angle that the line forms with the horizon the highest is the difference between the increment of touristic arrivals and the unemployment rate.

In other words, the highest is the angle, the highest is the potential of tourism in relation to the socio-economical regional situation.

The graph highlights the general higher touristic potential of the Southern Italian regions towards a socio-economical development.

The region Puglia, Southern Italy, has an outstanding result in this graph, placing itself at the second place for disparity between its touristic potential and its socio - economical situation.

Data Source: ISTAT, graph by author



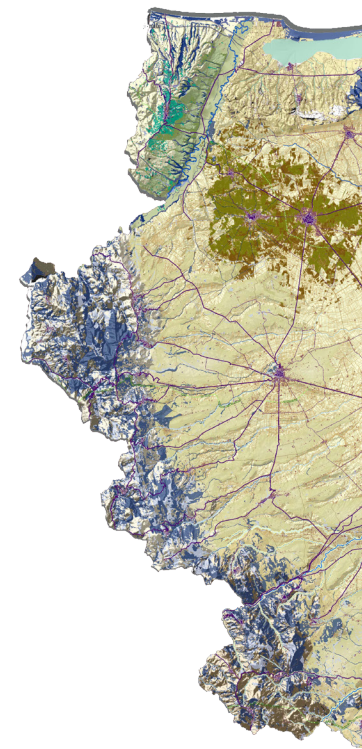
Formative Principle IV

A strong relationship among Politics, Tourism and Strategic Territorial Design stands at the base of a development strategic plan for the region.

PPTR - Piano Paesaggistico Territoriale Regionale

Regional Territorial Landscape Plan

paesaggiopuglia.it



Territorial Governance Tool: the PPTR

The *PPTR - Piano Paesaggistico Territoriale Regionale*, (*Territorial Regional Landscape Plan*) is a document, compiled by the Region Puglia Government for the management and planning of the territory.

The document is organized in four main sections and has the main aim of the preservation and spatial management of the territorial natural and architectural heritage. The four sections, in order, aim to: give an overview of the regional landscapes, propose strategic scenarios of development, proposing preservation systems and spatial networks, defining specific sub-areas of landscape commonalities.

The PPTR divides the regional territory into 11 sub-regions based on common landscape characteristics. The subdivision aims to highlight the landscape territorial differences enhancing their diversity.

The boundaries of the 11 landscape subregions re-compose, in groups of 2/3 the provinces' areas.

The map "Landscapes of Puglia" show the different typologies of landscapes that compose the regional territory. The PPTR divides the regional territory and the provinces in 11 Sub regions based on landscape commonalities.

If on one side the subdivision works as a tool to highlight the specificities of each landscape, it does not lighten the regional manageability.

Although the document aims to be a tool for the spatial development, its development proposals stay as theoretical guidelines towards the preservation of the territory but show limitations in becoming a spatial agenda for the development of the regional territory.

The PPTR rather than being a propositive tool for projects works towards the definition of its spatial values defining territorial landscape conditions for landscape heritage preservation.

...

Designing with Tourism proposes a strategy that strenghten the manageability of the territory without compromising the evaluation of its diversity. The alternative approach de-compose the territory into the 6 governmental provinces, highlighting, in a further step, their specific landscape characteristics.

SOURCE: map: "*I paesaggi della Puglia*" (The Landscapes of Puglia), *PPTR - Piano paesaggistico Territoriale Regione Puglia Landscapes*



The DMO (Destination Management Organization)

PugliaPromozione aims to define and promote the region Puglia as a touristic destination.

The DMOs and PugliaPromozione

DMOs (Destination Management Organizations) are systems for the management and promotion of a place as a touristic destination. DMOs are promoted and supported by privates and governments. The regional government of Puglia has established a Destination Management System called *PromozionePuglia* that has two main purposes. The first one is the definition of Puglia as a touristic destination, the second one is to build a bridge between potential private investors in the sector of tourism and the regional government. Lately the DMO has also opened a window of discussion with the regional citizens for a brainstorming of ideas regarding the development of tourism.

The successful logic behind the DMO is taken as example in the development of “Designing with Tourism” as a strategy that uses the potentials of tourism for the regional development.

The DMO logic highlights the importance of the definition of the region as a touristic “product” enhancing the regional characteristics relevant for the touristic industry. Moreover, it highlights the relevance of building a relationship between potential investors and the region. The DMO logic stands on the idea of the multiplicity of actors for a mutual interest.

PugliaPromozione has identified six areas of commonalities according to their landscape characteristics.

...

Designing with Tourism proposes an approach that puts in relationship the interests of the touristic industry with the interest for the regional socio-economical development.

The approach means to enhance the regional characteristics interesting for tourism that could have a spin-off for the socio-economical development of the local realities. The aimed spin-off would be guaranteed by the definition of a strategic territorial plan at the scale of the Macro-Areas.



PUBLIC

PRIVATE

GLOBAL

DMAIs
Destination Marketing
Association International



CRUISE COMPANIES



EUROPEAN UNION



ITALY



DMOs
Destination
Marketing/Management
Organizations

benchmark for event organizers
interested in Italy as the next
venue for their projects
MAINLY CONVENTIONBS
Bridge between Location (Bari,
Fiera del Levante) and Event
organizers

CBI
Convention Bureau Italia

REGIONAL

REGION APULIA



PORT AUTHORITY OF
LEVANTE



DMO
PUGLIA PROMOZIONE



TOURISM DISTRICTS
(Distretti del Turismo)

S.T.L.
LOCAL TOURISTIC SYSTEMS
(Sistemi Turistici Locali)

they roughly correspond to the
5 provinces
(Macro - Area scale)

SPOT
System Puglia for the Touristic
Observatory
(Sistema Puglia per l'Osservatorio
Turistico)

PugliaEvents.it
instrument of events promotion in
Puglia

LOCAL

METROPOLITAN CITY OF
BARI



- PROMOTION
- GOVERNANCE
- INVESTMENTS
- OBSERVATORY

TYPOLOGIES

Design As Politics

The spatial project means to become the tool that while consciously transforming and shaping the space, it brings together into the discussion different actors with different interests. The spatial design project becomes the pretext to establish a discussion among different figures and interests. In this discussion the Regional government, working for the interests of the citizens, opens a dialogue with other public investors, local private investors and big private investors towards the ultimate goal of the spatial and socio - economical regional development.

Moreover, the complexity of the spatial design project and its requirements for a multiplicity of actors is taken as a potential. The spatial design project becomes a tool for establishing a dialogue around the regional development.

The dialogue among different typologies of actors is the necessary condition for the development of the region for different reasons:

- the regional economical efforts have proved not to be sustainable for the planning and management of the vast territory
- private investors economical influences have relevant consequences on the territory
- citizens need to be involved in the project of the territory in order to develop a care, interest and sense of belonging, other than aiming for a personal economical development

Under this point of view, politics (the dialogue) become “a dimension of the spatial design project”. The spatial design project embeds in itself the dialogue among the parts. On the other side the management of the territory gains a concrete issue on which a dialogue around the regional development is possible to be established.

**INTERESTS OF THE
TOURISTIC INDUSTRY**

accomodation
landscape
wine & food
connections

INTERESTS OF THE REGION

better infrastructures
social development
economical development
jobs
heritage enhancement & preservation

**QUALITIES OF THE
TERRITORY**

landscape
gastronomy
heritage
agriculture
production

Operative Principles

Operative Principles

I- The regional territory has to be strategically understood and planned per areas of commonalities:

“Macro - Areas” enhancing the features that put them in relationship with tourism

II - The project’s urgency is determined by the convergence of two conditions: a low socio- economical situation and the potential touristic interest

III - The project has to define a spatial strategy that takes the stream of tourists through the territory in a process of three steps: entrance, welcoming, guiding

IV - The project builds a bridge between the interests of the region (public realm) and the interests of tourism.

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Operative Principle I

The regional territory has to be strategically understood and planned per areas of commonalities:
“Macro - Areas” enhancing the features that put them in relationship with tourism

Op
The
the
low
pot

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Operative Principle II

The project's urgency is determined by the convergence of two conditions: a socio- economical situation and the potential touristic interest

Operative Principle III

The project has to define a spatial strategy that takes the stream of tourists through the territory in a process of three steps: entrance, welcoming, guiding

Operative Principle IV

The project builds a bridge between the interests of the region (public realm) and the interests of tourism.

Methodology

methods & techniques

The project defines an alternative approach of development based on a bottom-up strategy, in which spatial design plays a fundamental role. Local Spatial Design, in fact, becomes in the project the unit and the starting point of development.

Researching by designing, the project aims to highlight, enhance and put in relationship the Regional Resources, with the Industry of Tourism.

The qualities of the landscape, production and management are highlighted in their potential connection with tourism. Therefore, the project works as a bridge between the Region and actors involved in Tourism with the aim of the regional development.

In order to build these relationships, the project defines in first place theoretical principles: Formative Principles. The principles have been defined by the interrelated research among global trends of tourism, statistics, design theories and regional facts and figures.

The application on the territory of the Formative Principles is defined by the Operative Principles. This chapter highlights the specific elements territory, interesting for tourism, to be used as drivers for the regional development.

The last part of the Alternative Approach is a Test Case application of the Operative Principles. This section is used to reactively define Principles of Design at two scales and their applicability on the Regional context. The Local Spatial Design is the unit where private and public actors, small and big investors, space, landscape qualities are brought together for the Local spatial and socio - economical development.

The method built has allowed the management of three territorial scales and multiple typologies of territorial potentials.

The Operative Principles, the application on the regional territories of the Formative Principles theories, is concretized in steps that define the method of research by design on the territory.

In first place the Operative Principles set the necessity of a de-composition of the regional territory into sub-regions (Macro - Area).

In the following step it builds the basis for the establishment of a relationship between tourism and its interests as an industry and the territory.

At the level of the sub-region (Macro - Area) the project defines a territorial spatial strategy.

At the Local Scale the project is carried out in its design implications.

Retroactively, principles of design are drawn and their applicability on the regional territory defined.

OPERATIVE PRINCIPLES

(ANALYSIS | DEFINITION

TEST CASE

DEVELOPMENT

DE-COMPOSITION INTO MACRO-AREAS

Reduction of the regional scale to a scale that can be more efficiently studied

Definition of the boundaries

X-RAY OF EACH MACRO AREA

Analysis of **Economy Morphology Environment** of each macro-area to extract the elements that are interesting for the touristic industry.

Builds the first bits of the relationship between tourism and the territory.

DEFINITION OF A TERRITORIAL STRATEGY

Selection of a Macro - Area as territorial test case and definition of its spatial territorial strategy.

DEFINITION OF A LOCAL SCALE SPATIAL DESIGN PROJECT.

Local Scale Project Definition

DEVELOPMENT

Local Scale Spatial Design Project Development.

ACTORS, PROCESS, SPIN - OFF, REGIONAL APPLICATION IN PRINICPLES

Definition of the Design Project's potential spatial and socio - economical spin - off.

Operative Principle I

The regional territory has to be strategically understood and planned per areas of commonalities:

“Macro - Areas” enhancing the features that put them in relationship with tourism.

The Subdivision into Macro Areas
lightens the governmental manageability of the territory without
compromising its landscape variety understanding
and enhancement.

The Macro - Areas

Identifying The Essentials

The alternative approach “Designing with Tourism” uses the governmental boundaries of the Provinces for the territorial management.

The sub-division of the regional territory into six Macro - Areas is a necessary step in order to lighten the governmental manageability of the territory without compromising its landscape variety understanding and enhancement. Moreover, it aims to build a first relationship between the regional areas and tourism as an industry.

The Macro - Areas boundaries, in fact, correspond to the governmental boundaries of the six regional provinces but aim to enhance their multiple landscape diversities.

The name “Macro - Area” means to become the conjunction ring term between the governmental “provinces” and the touristic areas defined by the DMO.

In this way, the territorial subdivision drawn by the *PPTR* (Territorial Regional Landscape Plan) into 11 areas and the subdivision operated by the DMO *PugliaPromozione* (Destination Management Organization of Puglia as a touristic destination) into 6 areas would be kept together through the Macro - Areas logic.

The de-composition in Macro-Areas

of the region has been a necessary step in order to split the wide territory in areas more easy to be managed, analyzed and understood in their characteristics, identity and role.

The X-ray of each Macro-Area means to carry out a first an understanding of the territory through a common method of analysis for all the macro-areas in order to define their role in the regional overview.

The specific characteristics inside each macro-area are highlighted through the research by design of each of them. As test case it has been chosen to proceed with the Macro - Area of Bari. The choice has been guided by its potential in terms of touristic relevance as the regional area of the Regional Capital: Bari.

From the North to the South the six Macro - Areas are the following:

FOGGIA - B.A.T. - **BARI** - BRINDISI - TARANTO - LECCE

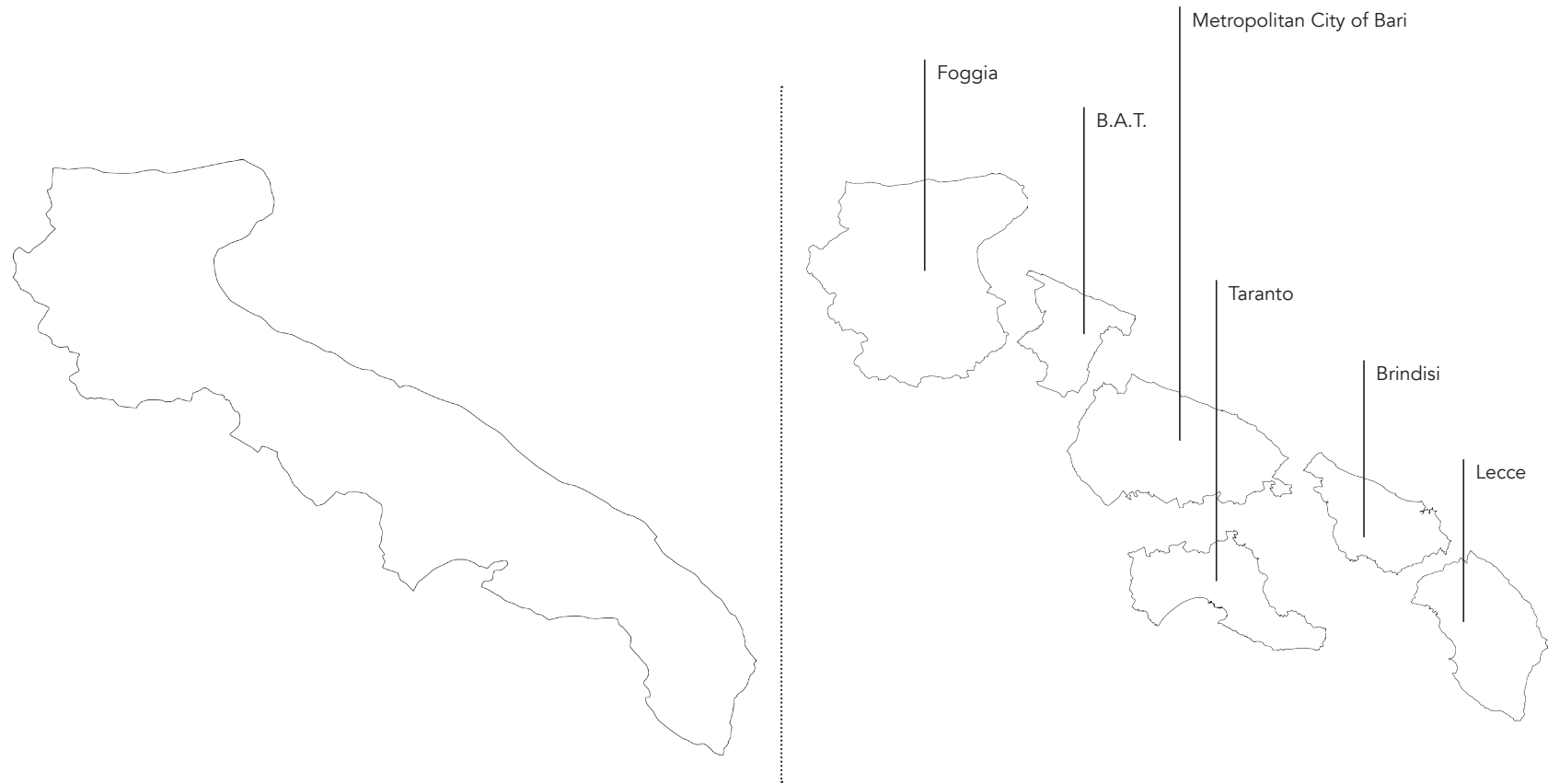
The X-ray of each macro-area is a method of analysis that aims to define the Macro - Area's role and character in the regional overview. The X-ray of the macro area is a necessary step in order to define the general principles of development of each identified territory in relationship with tourism and its interests.

The work is also necessary for the definition of the Potential Small Scale local projects that could be solved through the variable of tourism.

In order to make the macro-areas comparable and put in order their analysis, four main categories related both to tourism and the territory, have been identified:

COASTLINE - PORTS - MOBILITY HUBS - HERITAGE

THE MACRO - AREAS



ANALYSIS CATEGORIES

PORTS



COASTLINE



HERITAGE



MOBILITY



Foggia

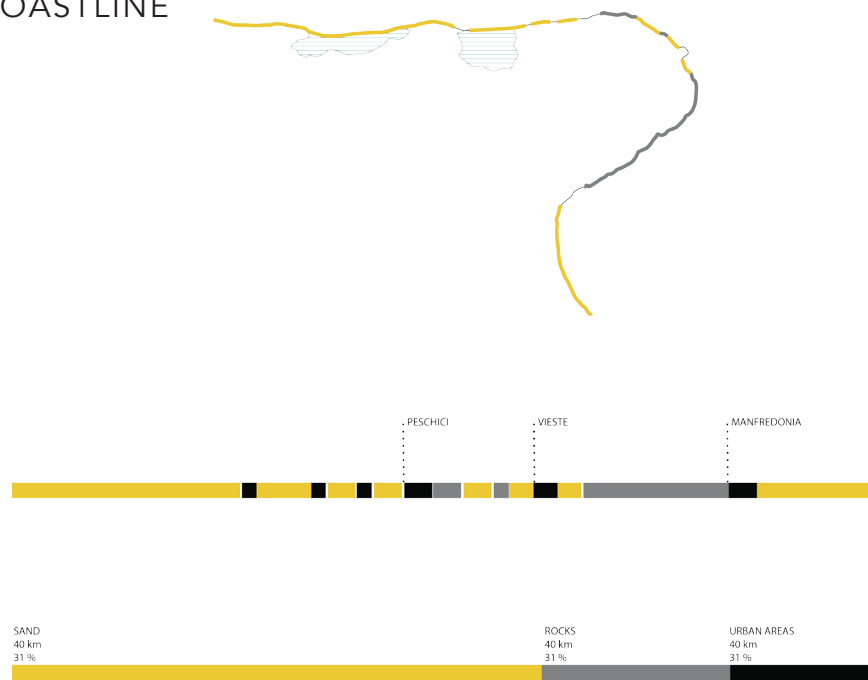
X-Ray according to the Categories defined
MACRO - AREA I

Province Data

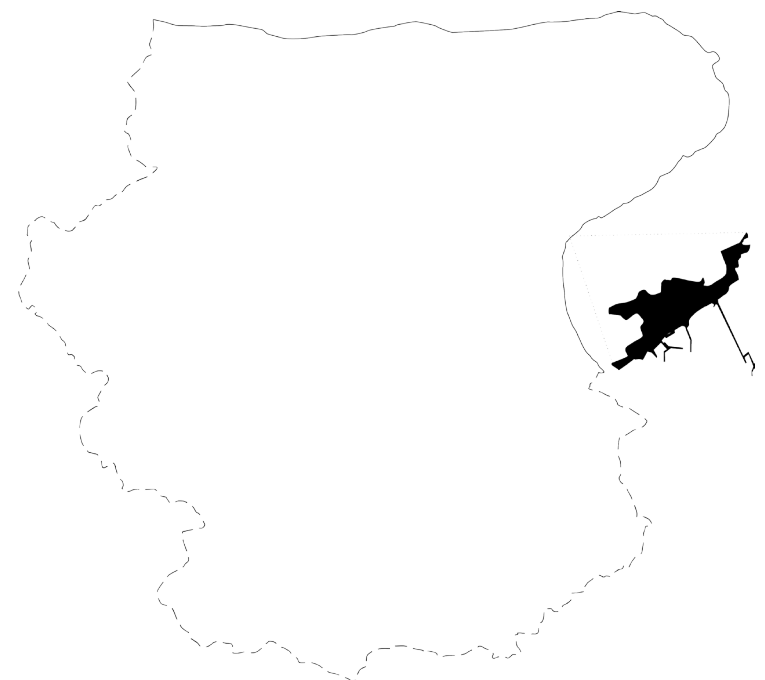
population: 630.851
surface: 7.008 km²
density: 90

SOURCE: ISTAT

COASTLINE



PORTS



MOBILITY



HERITAGE



B.A.T.

X-Ray according to the Categories defined
MACRO - AREA II

Province Data

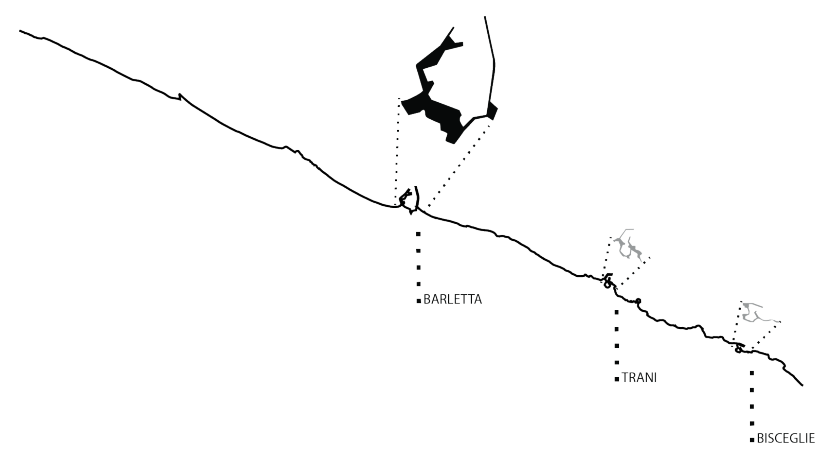
population: 392 969
surface: 1.543 km²
density: 255

SOURCE: ISTAT

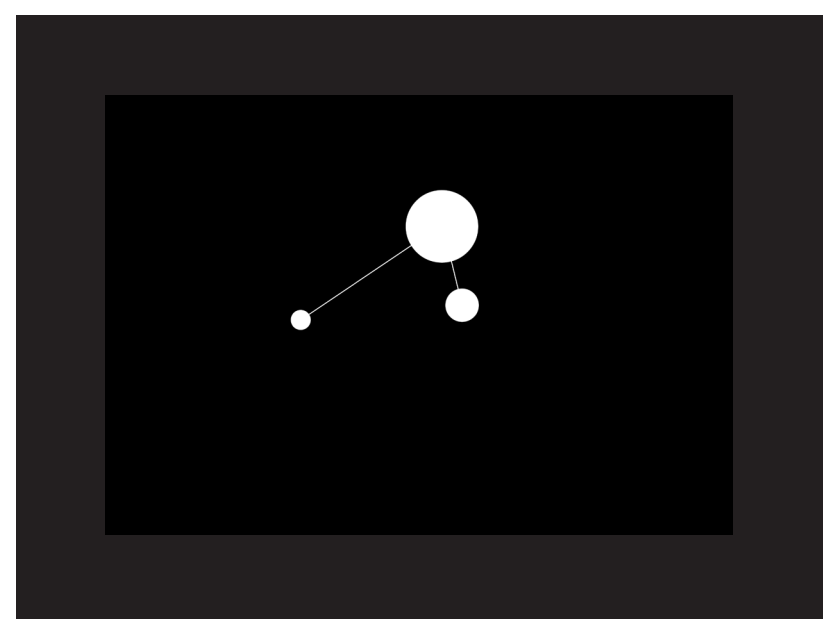
COASTLINE



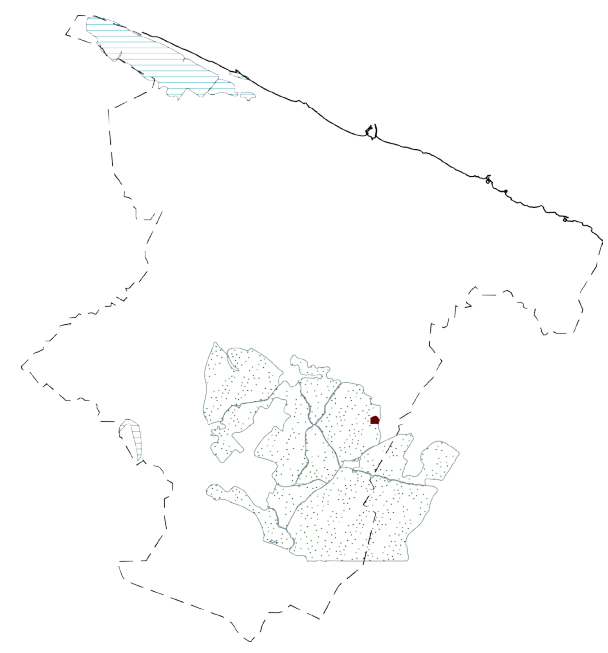
PORTS



MOBILITY



HERITAGE



Metropolitan City of Bari

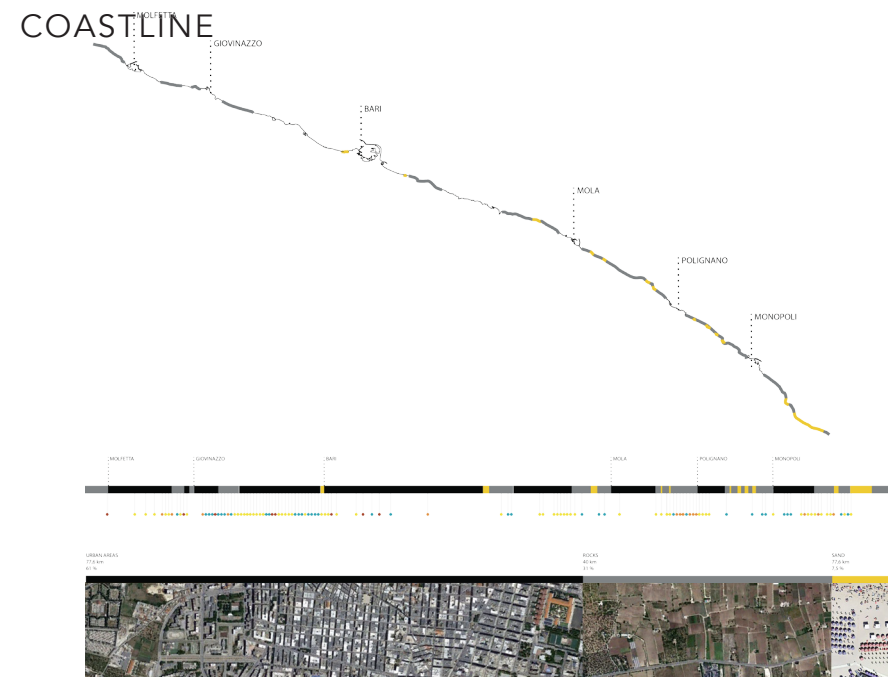
X-Ray according to the Categories defined

MACRO - AREA IV

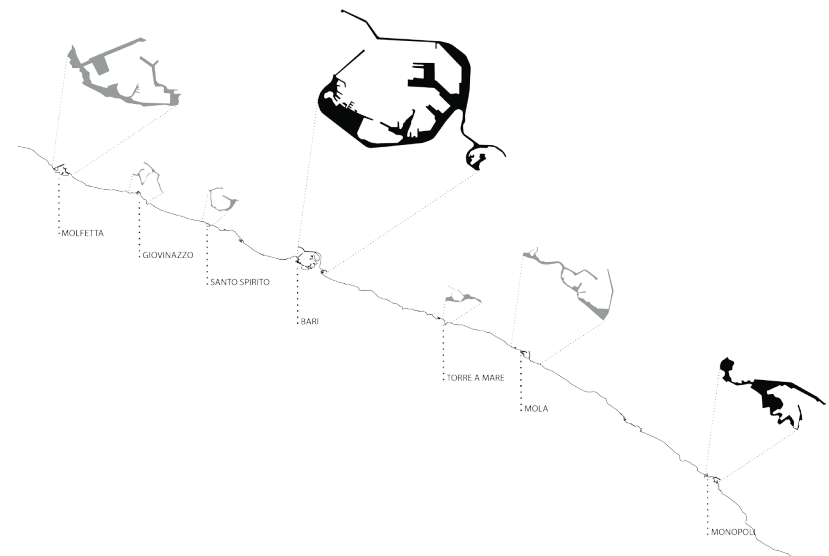
Province Data

population: 1.263.820
surface: 3.862,88 km²
density: 327

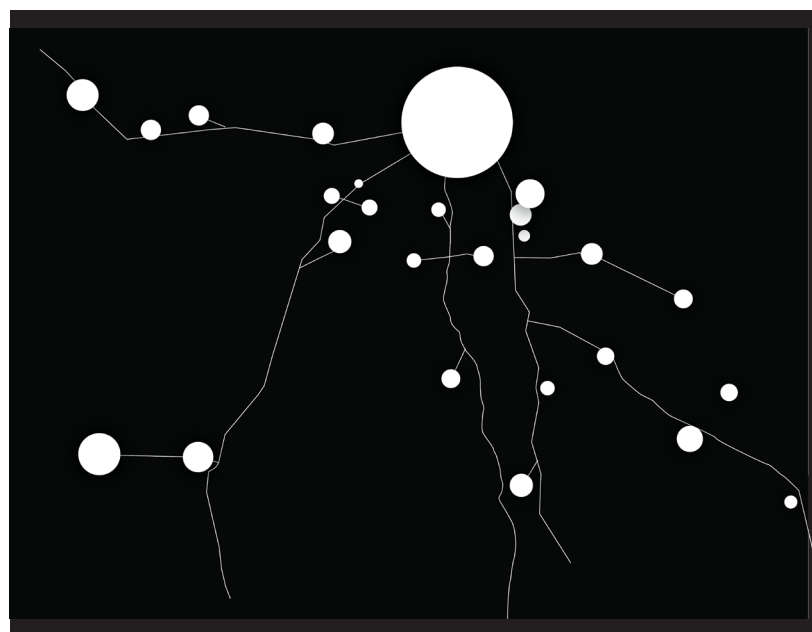
SOURCE: ISTAT



PORTS



MOBILITY



HERITAGE



Taranto

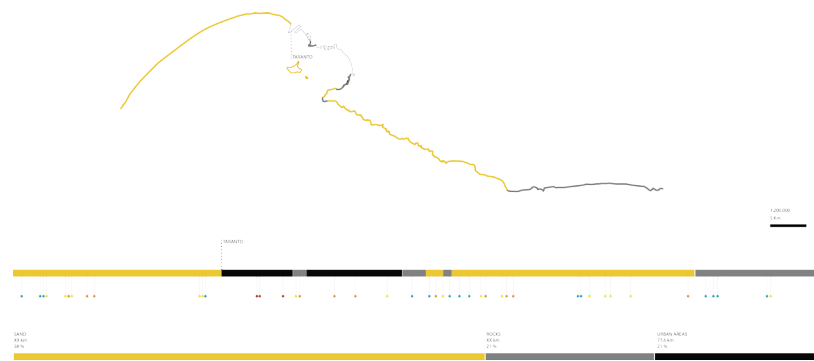
X-Ray according to the Categories defined
MACRO - AREA IV

Province Data

population: 584.517
surface: 2 467,35 km²
density: 236

SOURCE: ISTAT

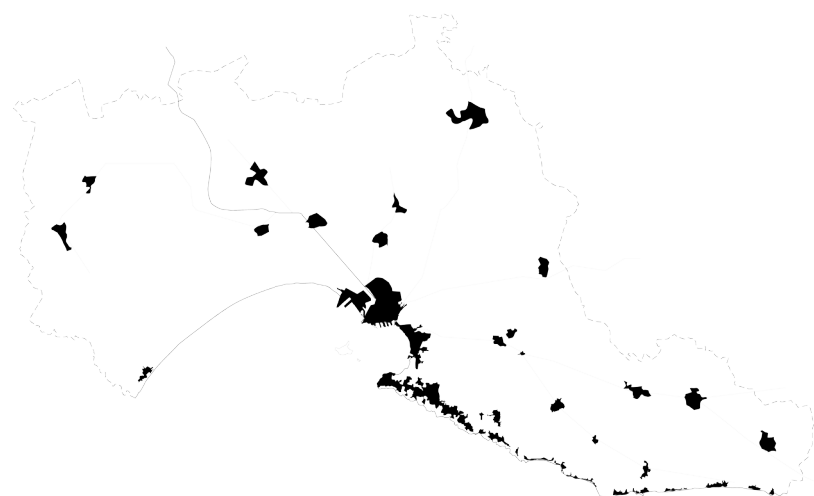
COASTLINE



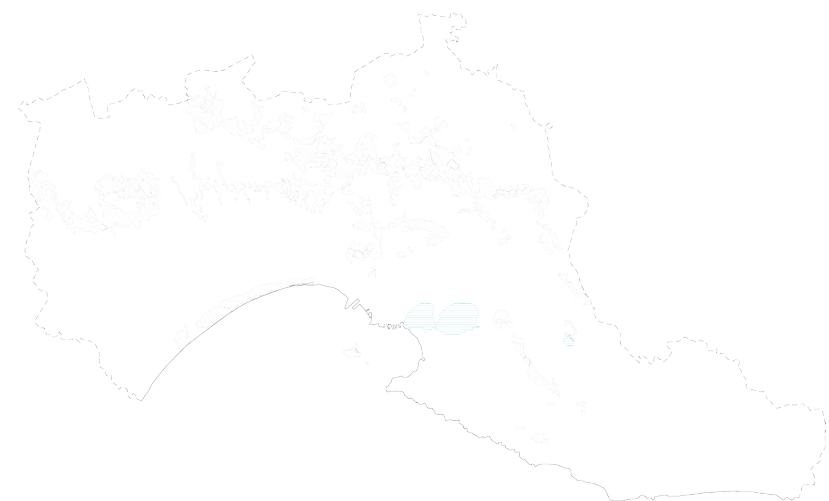
PORTS



MOBILITY



HERITAGE



Brindisi

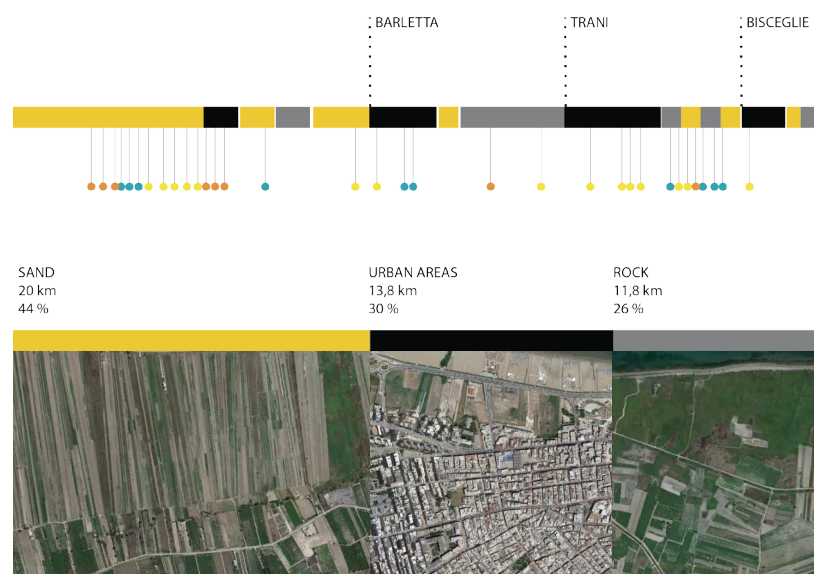
X-Ray according to the Categories defined
MACRO - AREA IV

Province Data

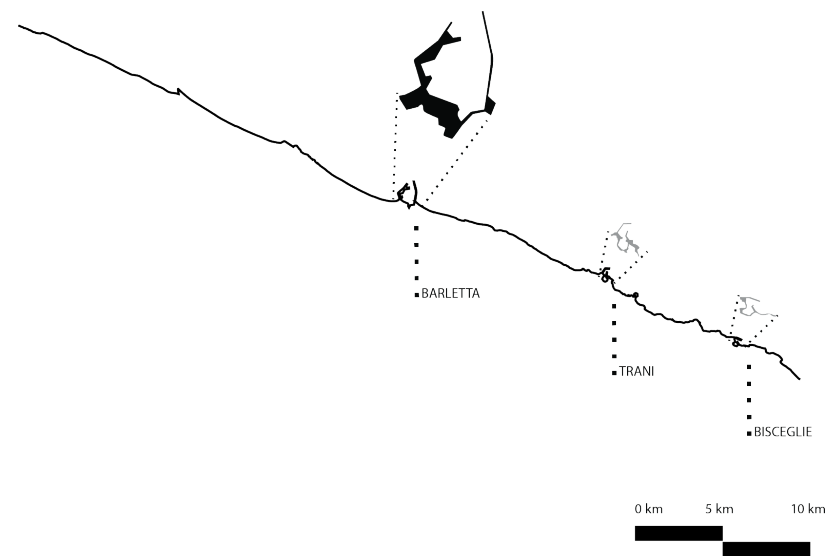
population: 397 524
surface: 1 861,12 km²
density: 213

SOURCE: ISTAT

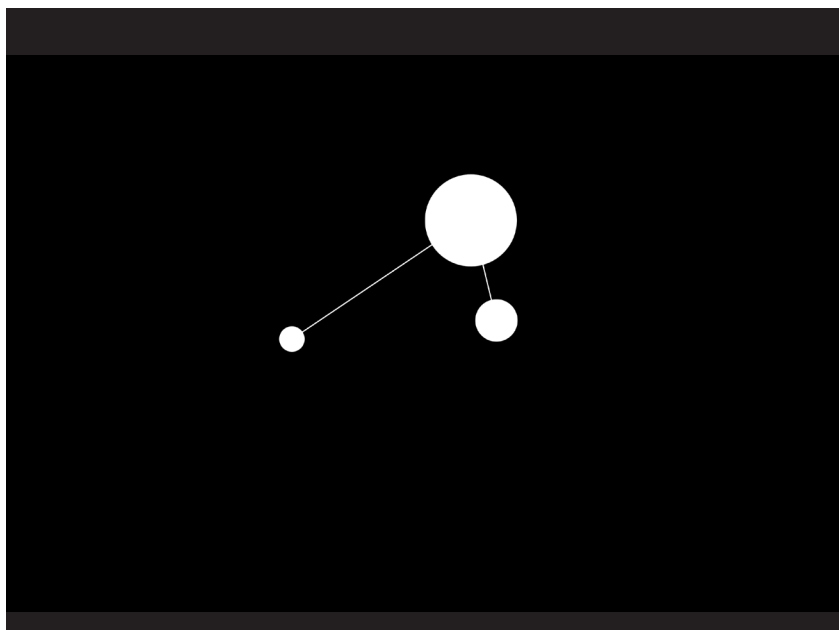
COASTLINE



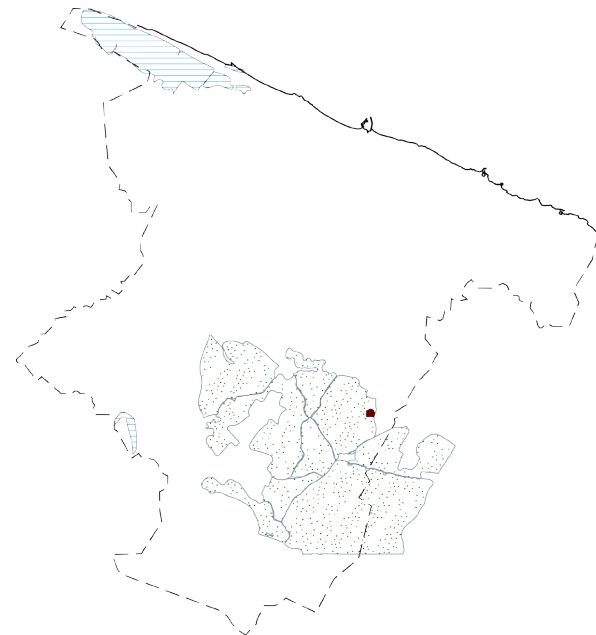
PORTS



MOBILITY



HERITAGE



Lecce

X-Ray according to the Categories defined

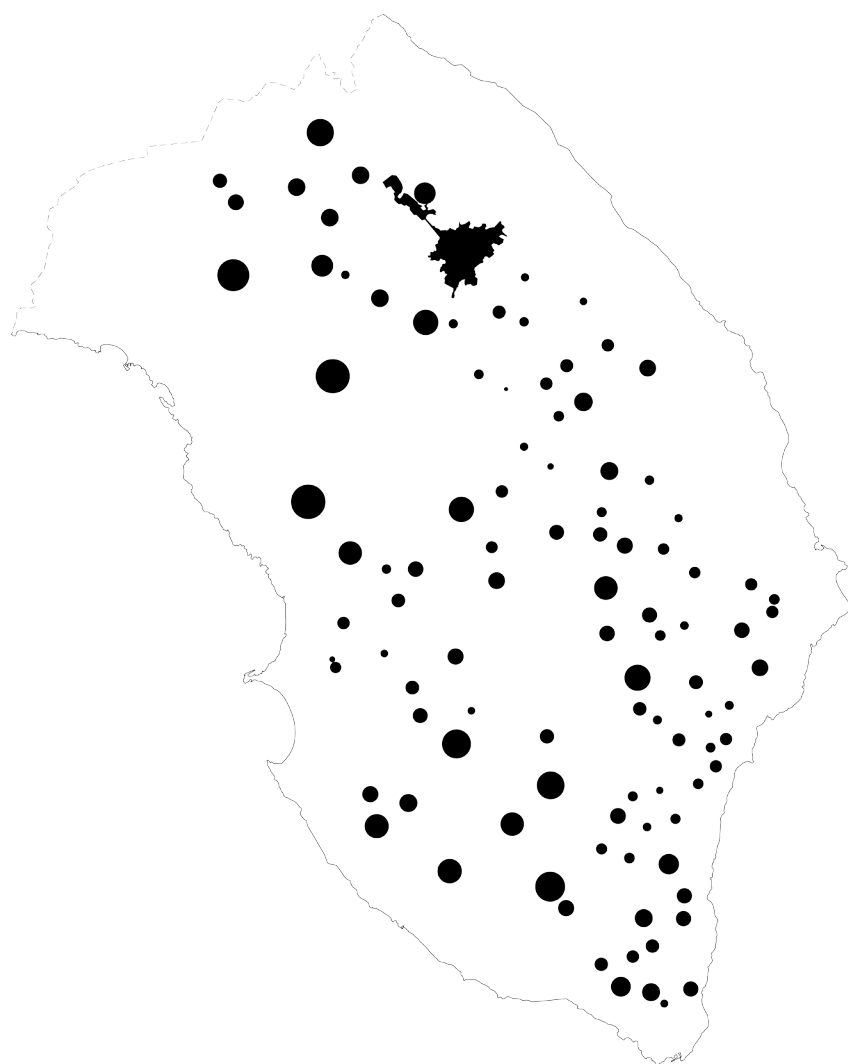
MACRO - AREA IV

Province Data

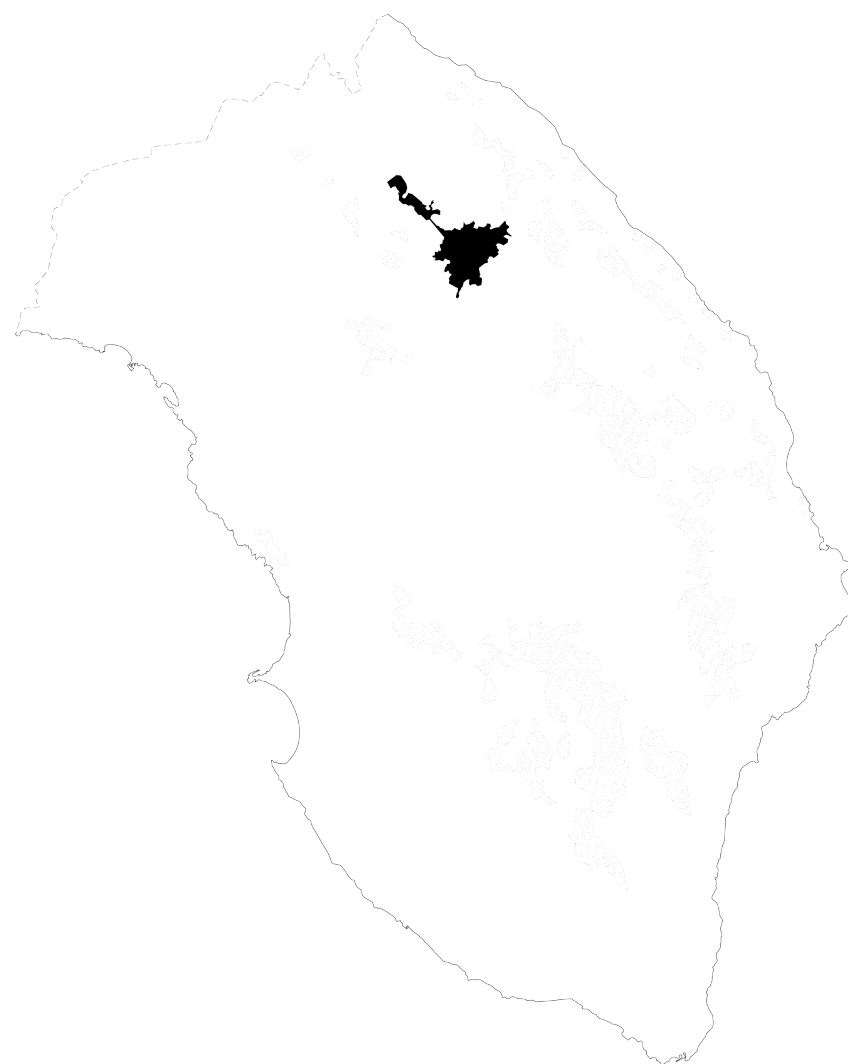
population: 802.807
surface: 2 799,07 km²
density: 286

SOURCE: ISTAT

MOBILITY HUBS



HERITAGE



The Metropolitan City of Bari

the strategic choice of the Macro - Area for the application of the Test Case

Bari is the Regional Capital and the main city in terms of population, infrastructures, governmental institutions and economy. The territory of the Macro - Area presents differences in its boundaries in terms of landscape, culture and economy.

A general first distinction can be done between the towns on the coast and the hinterland. The coast is more affected by tourism and massive construction for touristic facilities but also it is where most of the investments are concentrating their economical effort. The region is investing in the renovation of its ports and waterfront (15 millions € for Giovinazzo, 70 € for Bari).

Its hinterland, on the opposite, it is related to agriculture and its rural environment. Generally less economically developed and less affected by the interests of tourism, the territory houses a great architectural and natural heritage.

However, a branch of the tourism industry is rapidly and increasingly showing their interest for this land. Luxury tourism and its facilities such as resorts and high-end accommodations in particular are establishing their enclaves in the hinterland rather than on the crowded coast. This touristic typology is welcomed and encouraged by the Region as a potential source of revenues for the public realm. However, as closed systems, and private-owned facilities, high-end facilities and resort model tends to privatize the territory, exploiting its resources without returning them.

The X-ray of the Macro Area aims to give a first overview of the area and the dynamics that govern it in order to then proceed through a deeper understanding of its specifics.

Macro - Area: Bari

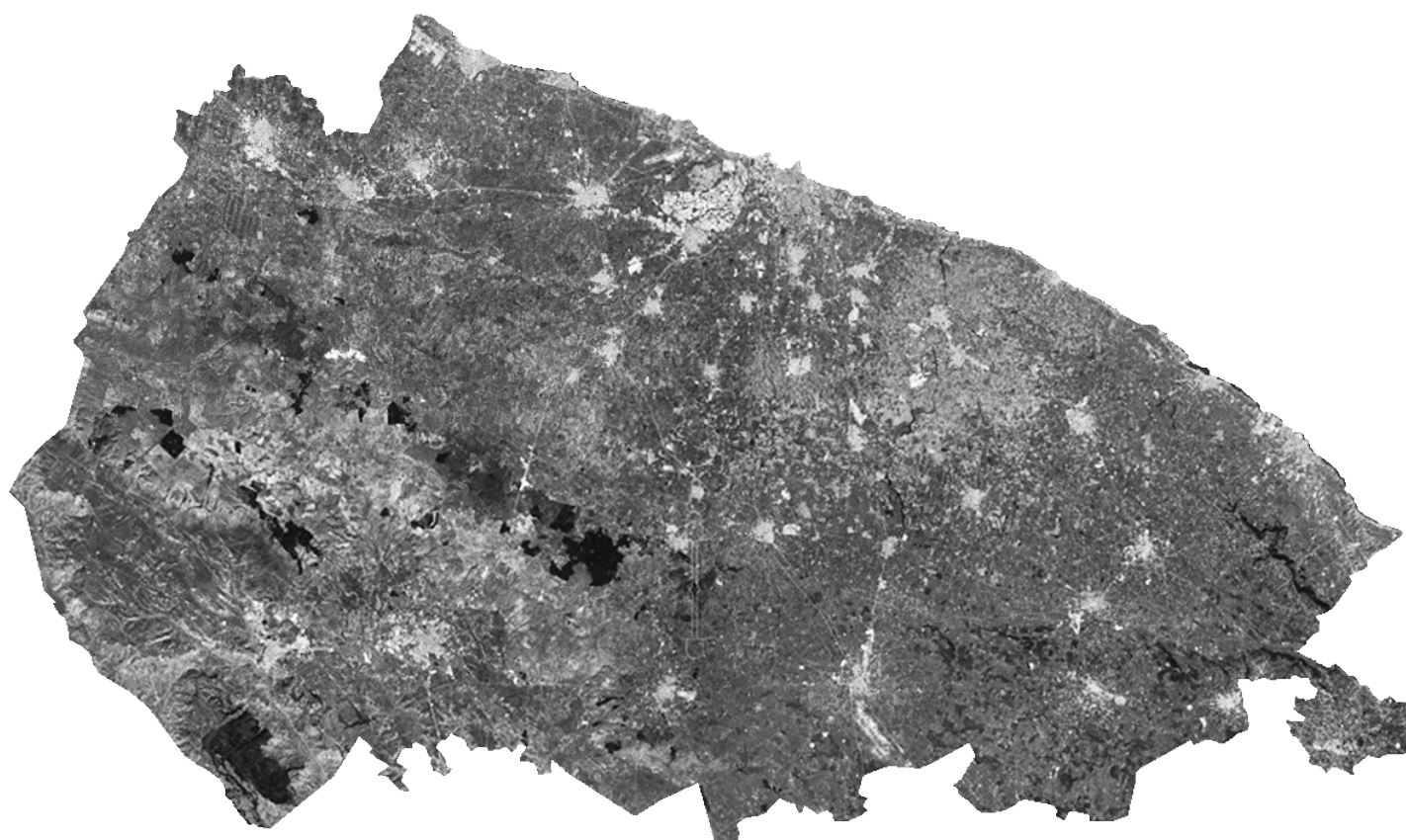
Political Boundaries: Metropolitan City of Bari
PPTR areas: Alta Murgia - Puglia Centrale - Murgia dei Trulli
DMO areas:

Data

population: 1.263.820
surface: 3.862,88 km²
density: 327

GDP

17319 € pro capite



SOURCE: ISTAT

Coastline

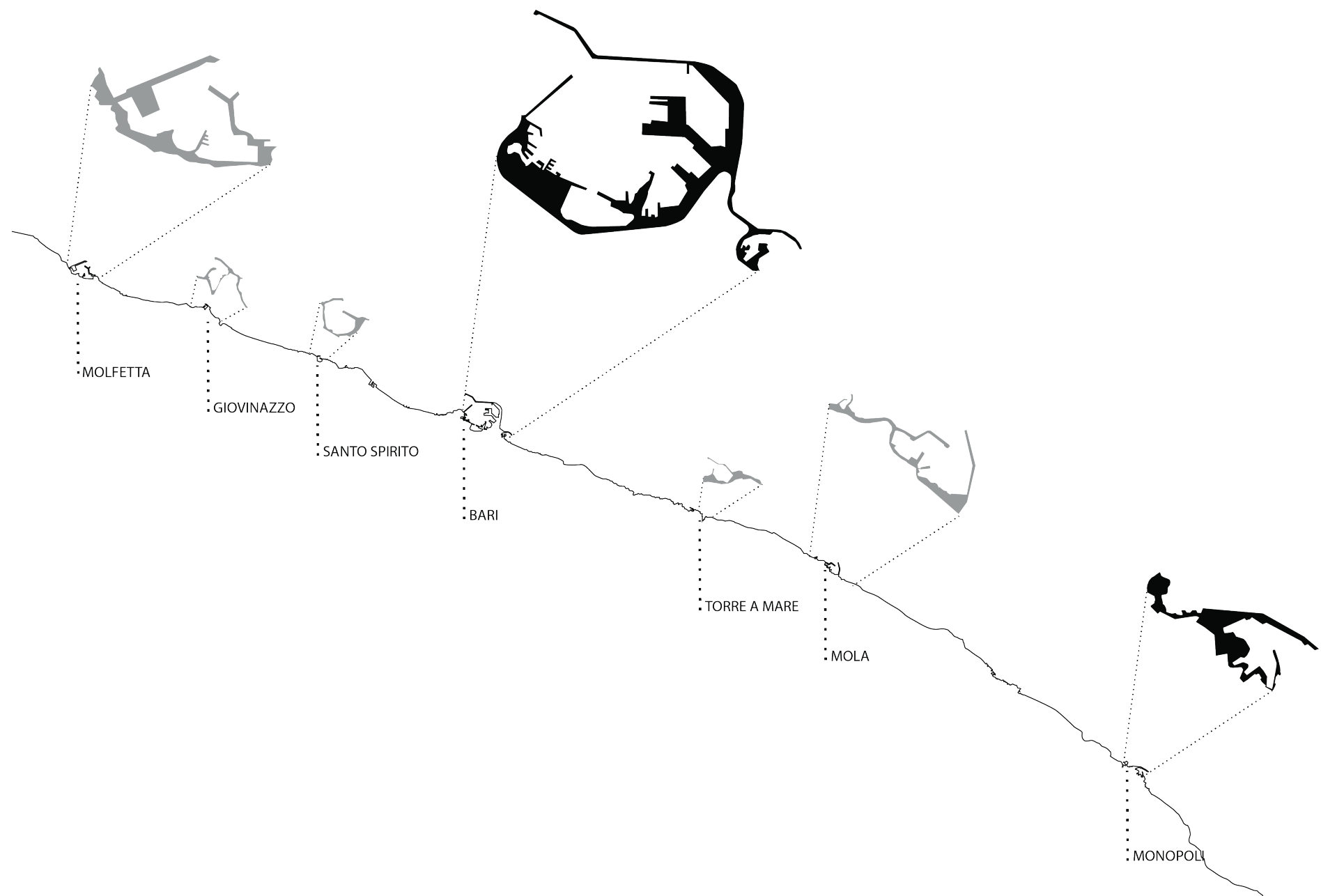
The Macro - Area of Bari presents a massively urbanized coastline where the heritage is concentrated in the architecture and history of the towns and the touristic facilities are spread along the whole line. Being massively built, the coastline is saturated and its wide, thin.



Port

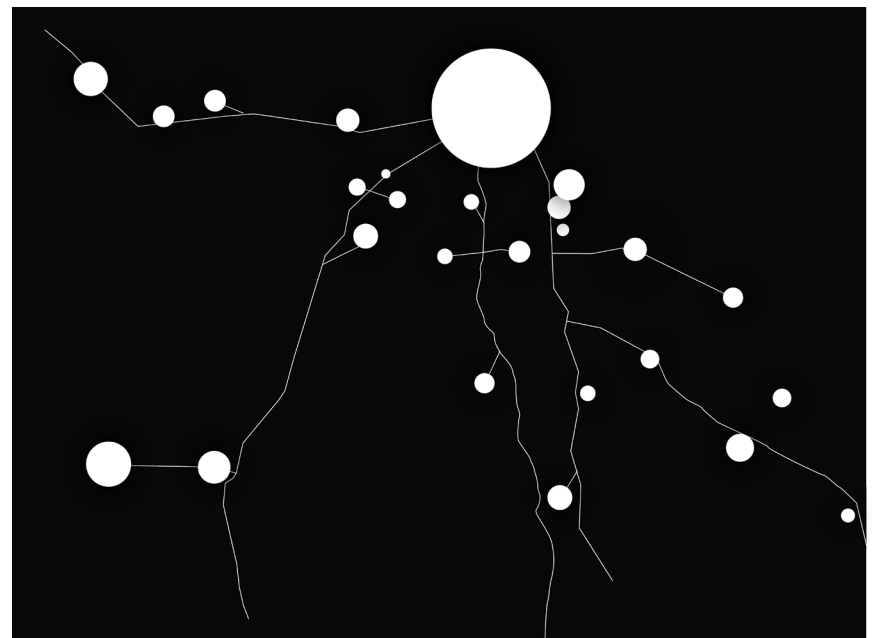
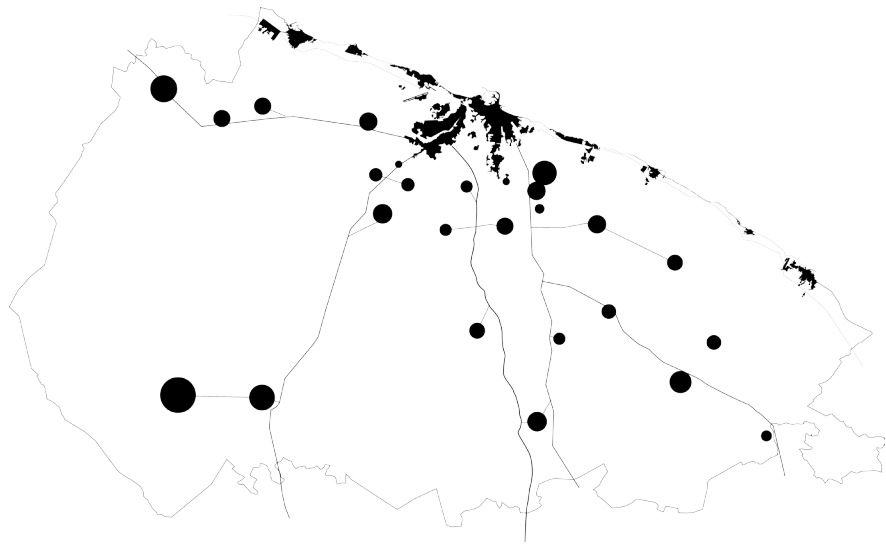
The city of Bari holds one of the two most important ports in the region and in Italy. Mainly commercial, the harbour has been recently enlarged and renovated and it has developed as a main touristic port for cruises and ferries.

The presence of the port of Bari contributes to its regional role of welcoming gate. Along the coastline almost every town holds a small touristic and fishing boats port.



Mobility

The Macro - Area of Bari is clearly structured as a monocentric system around the city of Bari.
Few but smart connection rays connect Bari with the towns of the hinterland.
However the connection among the towns gets weaker and weaker as the distance from Bari increases.



Heritage

The main element of national heritage in the Macro - Area is the National Park of the Alta Murgia. The park has a surface of 68.077 ha and it concerns the two provinces of BAT and Bari and 13 different municipalities. The town of Altamura has the most extended chunk of the park in its boundaries with a surface of 12.660 ha.

The park is a protected area where any typology of permanent construction is forbidden. However, the park, especially in some areas, is neglected rather than protected.



Operative Principle II

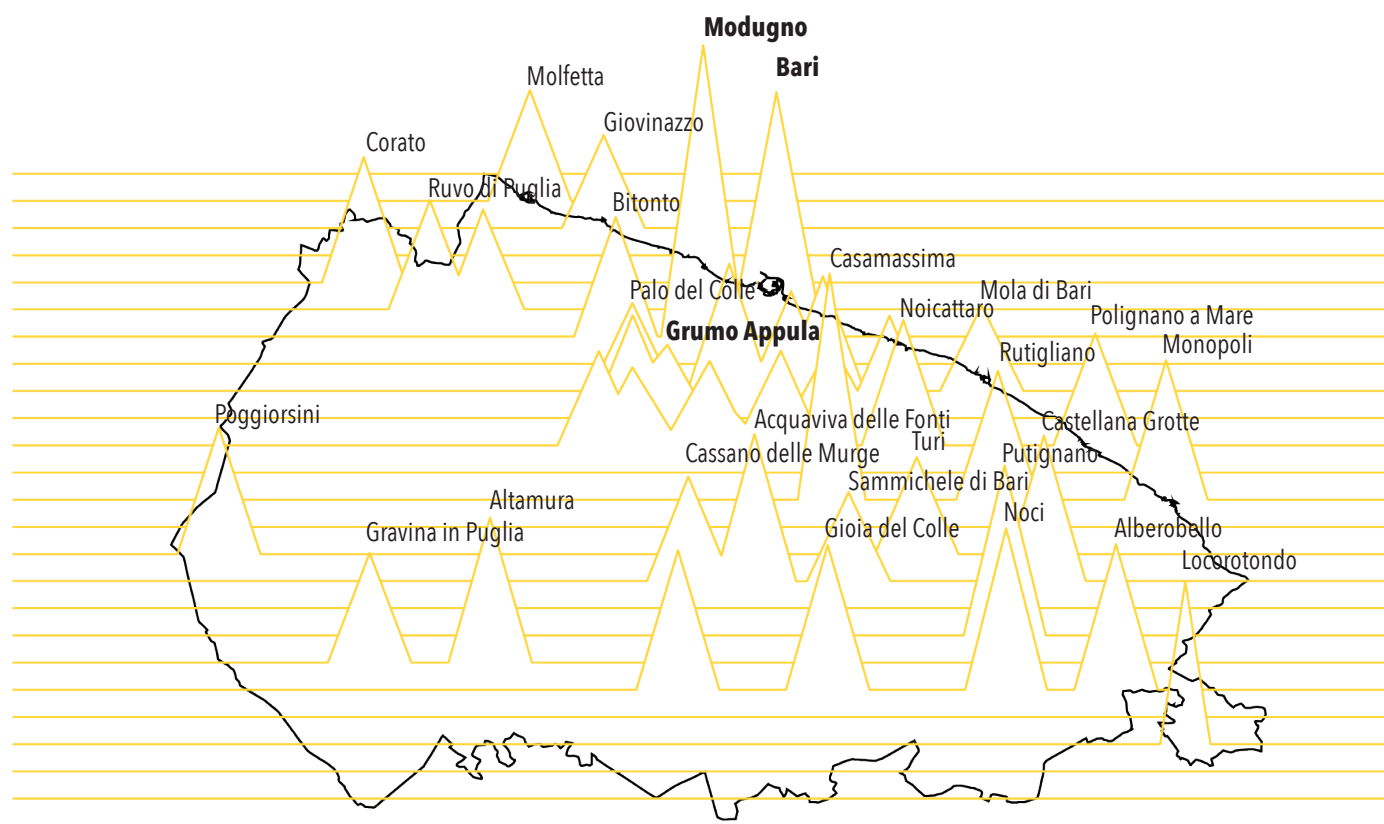
The project's urgency is determined by the convergence of two conditions: a low socio-economical situation and the potential touristic interest.

The socio - economical overview

of the Macro - Area of Bari
(Metropolitan City of Bari)

The scheme of the GDP show a clear disparity between the towns on the coast, interested and affected by tourism and the rural hinterland.

Although the city of Bari, as regional capital holds the highest GDP in the region, the hinterland of the Macro - Area is one of the lowest in the regional territory. With an economy based on agriculture and a very few investments in the territory, the area shows a lag even in comparison to the coast of the same Macro - Area.



ITALY AVERAGS GDP - 33.3853

LOWEST GDP IN THE MACRO - AREA

Grumo Appula - 6.412,72

BARI GDP

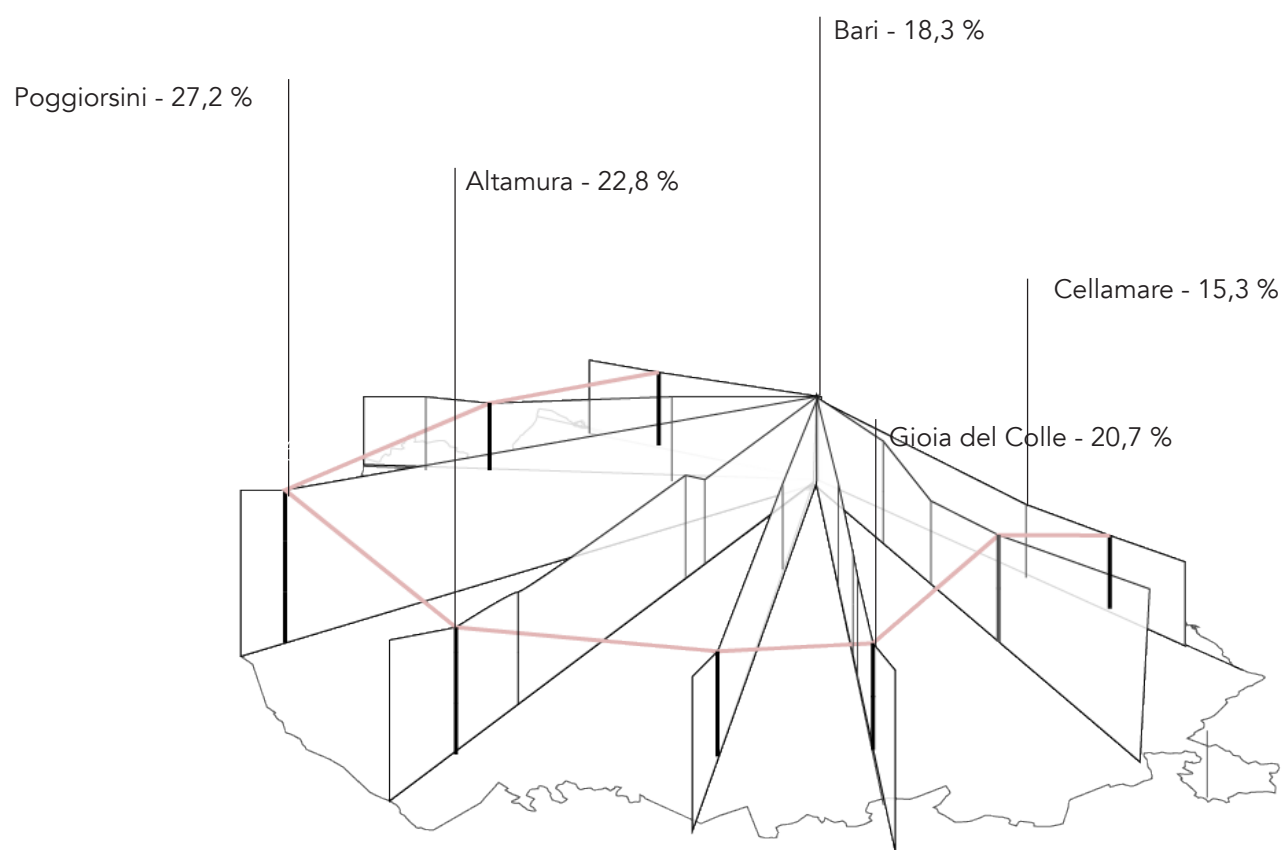
Bari - 19.828,60
Regional Average - 11.137,26

HIGHEST GDP IN THE MACRO - AREA

Modugno - 26.593,07

The hinterland show major issues regarding the un-employment and youth unemployment rate. The towns of the hinterland of Poggiorsini, Gravina and

Altamura register the highest unemployment rate with values comparable with countries as Palestine and Kosovo.



Highest Unemployment Rate

South Africa < **Poggiorsini** < Kosovo
27,2 %

Lowest Unemployment Rate

Tunisia < **Cellamare** < Palestina
15,3 %

Project's Manifesto

The Macro - Area of Bari presents both an extreme interest for tourism and major socio - economical issues, especially in its hinterland. The hinterland is the most fragile area in terms of connections, evaluation and socio - economical situation.

The Macro Area is structured around the main city of Bari which works as a gate for many touristic arrivals due to the presence of an international airport, a cruises terminal and the main European highway.

The combination of an high potential touristic interest and a vulnerable socio economical environment drive the project toward the bridging of these two characteristics.

The project aims to drive the interest of the tourism industry towards the territories that would benefit the most in spatial and socio - economical terms. Internationalization, spatial qualities, jobs availability and economical revenues are the potential spin-off that the spatial design project aims to achieve.

In order to do so two

the project alternative approach proposes a spatial design intervention that aims to bring tourism in the most socio-economically disadvantaged territories.

The duality of the touristic potential in opposition to the poor socio economical situation is a common condition across the regional territory.

The project, therefore, aims to propose an alternative approach regarding tourism and regional management that could be potentially applied across the whole regional territory.

interests of the touristic industry and the interests of

Project proposes an alternative approach that bridges the

INTERNATIONALIZATION
&
DEVELOPMENT

INTERVENE
DIRECTLY IN THE
AREAS THAT ARE
THE MOST
SOCIO -
ECONOMICALLY
IN NEED

SEASONAL ADJUSTMENT

INTERVENE
DIRECTLY IN THE
AREAS THAT ARE THE
MOST INTERESTING
FOR A DIFFERENT
TYPOLOGY OF
TOURISM

f the regional citizens.

Operative Principle III

The project has to define a spatial strategy that takes the stream of tourists through the territory in a process of three steps: entrance, welcoming, guiding.

Which Tourism

tourism threats & touristic season adjustment

The potentials of tourism cannot be regardless of its threats. A un-controlled or a massive development of the territory into a touristic destination bring with itself multiple and different risks. The project aims to identify the potential threats of tourism and to define an approach that encourages a different typology of tourism compatible with the preservation of the landscape, of the traditions and respectful of the local realities.

SCALE

Tourism brings with itself the need for massive accomodation numbers and infrastructures.

CARE

Tourism and its temporariness, its provisional nature, brings with itself a lack of the sense of belonging to the place and a subsequent lack of care for the territory and its landscape.

TERRITORIAL EXPLOITATION

Massive landscape transformation for touristic purposes (such as golf fields)

TERRITORIAL PRIVATIZATION

Services and touristic facilities are often implemented by more or less big private investors that own a more or less large landscape's chunk. The model of the resort has been welcomed by the Region and it gains incentives and encouragement for its development. If this trend confirms its increasing popularity, the territorial landscape risks to be massively privatized and transformed.

ECONOMICAL DEPENDENCE

The extreme development of a region as a touristic destination (such as Costa Brava, SP) force the territorial economy in the that makes the territory extremely dependant on the touristic trends and interests.

GLOBALIZATION

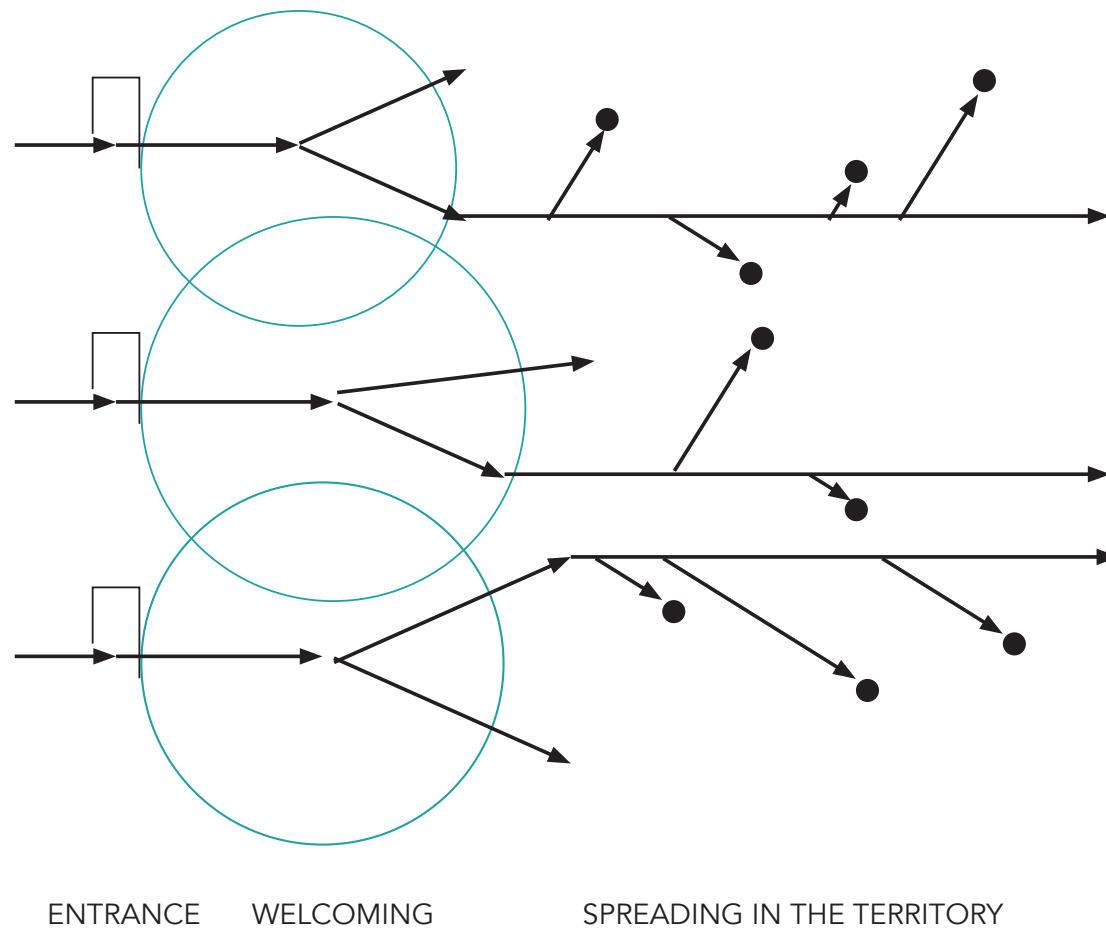
intended as the loss of vulnerable local characteristics

SEASONALITY

The preferences of tourism and its promotion tend to concentrate the stream of touristic arrivals in a relatively short span of time (Summer, July - August). This trend has massive consequences on the territory: the exploitation of the coast and the neglect of the hinterland, the development of a singular typology of services, facilities and environment.

A territory of comings and goings

The project considers tourism as a stream of people, a more or less temporary migration. Therefore, the project aims to define a path, a route at different scales that, with the same logic of the 'coming and going' shapes the territory and the space at different scales. The route structure identifies three phases that correspond in the project to strategic areas and, subsequently, to spatial design local projects.



Operative Principle IV

The project builds a bridge between the interests of the region (public realm) and the interests of tourism. The relationship is built through the design of a touristic route with a specific spatial programmatic agenda. The spatial agenda is built according to the local landscape and socio-economic characteristics.

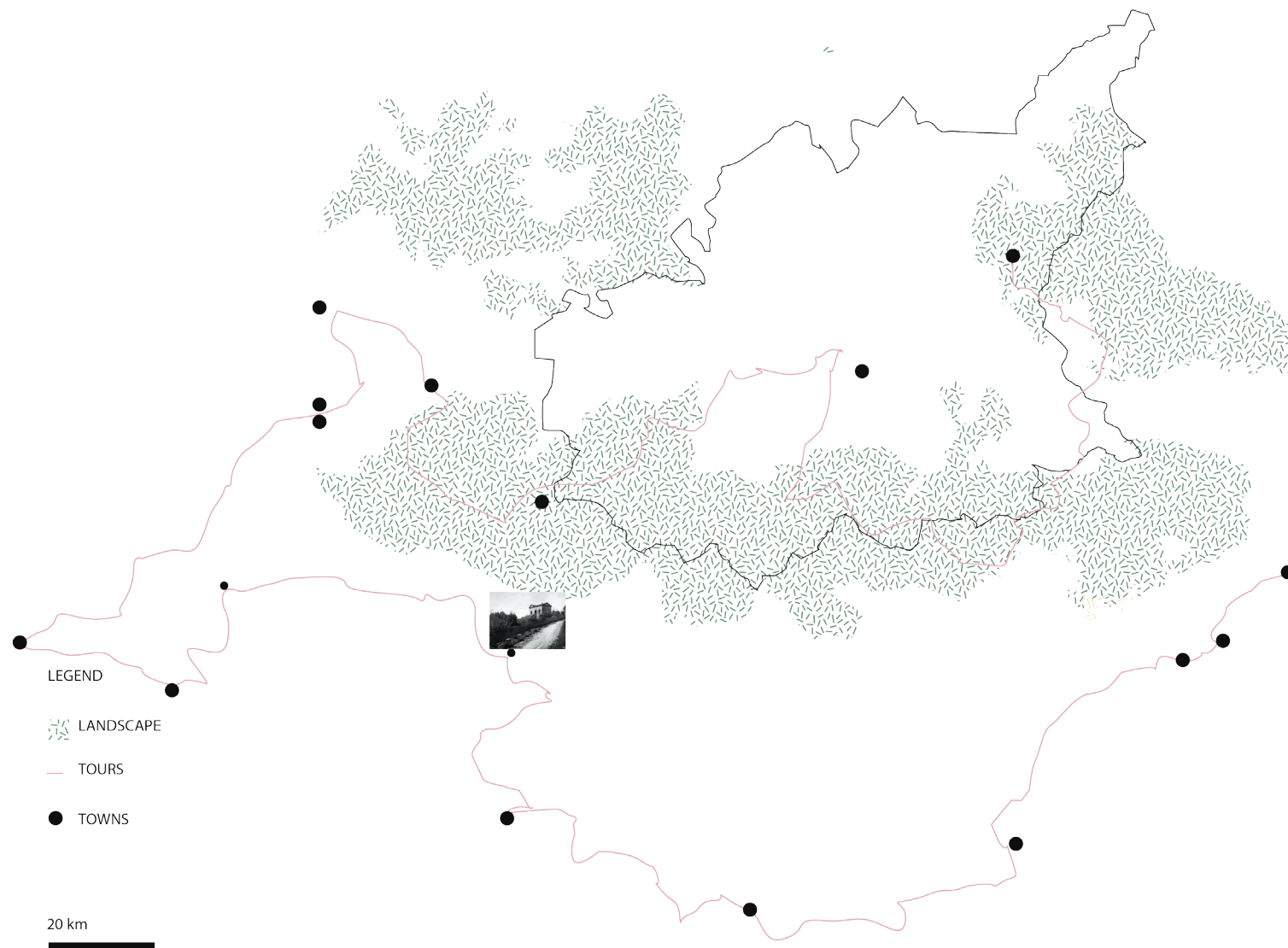
Case Study I

The example of the Route en Provence

A specific typology of tourism, more related to the countryside and the hinterland of the territories often gains a physical appearance in the form of a route that guides the tourists through the territory.

This approach allows a spreading of the touristic arrivals across the territory avoiding the crowding and concentration on specific limited areas such as the coast. Moreover, it allows the citizens to get in contact with the touristic incomings working for the internationalization of the places and the development of local economies.

This is the case of the touristic routes in France and, in the specific, of the region of the Provence. A defined mobility line through the landscape and the towns of the hinterland guide the touristic stream across the territory through territorial parks, heritage sites and countryside towns. This allows the development of local economies and small wine and other products production sites.



Case Study II

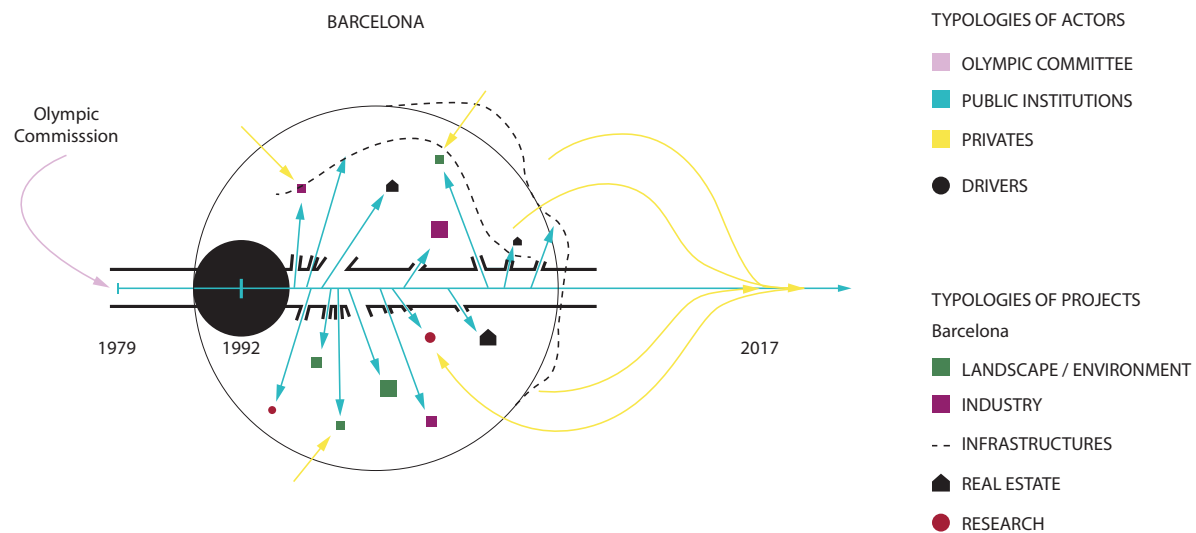
The management model of the Barcelona urban renovation

The second case study aims to define a territorial management model based on local spatial design. The renovation of Barcelona in occasion of the Olympic Games, theorized by Busquets, has taken the occasion of a great event with enormous potential revenues for the renovation of the spaces and socio-economical image of Barcelona through urban design projects. The model has guaranteed on one side services and facilities serving the necessities of the Olympic Games.

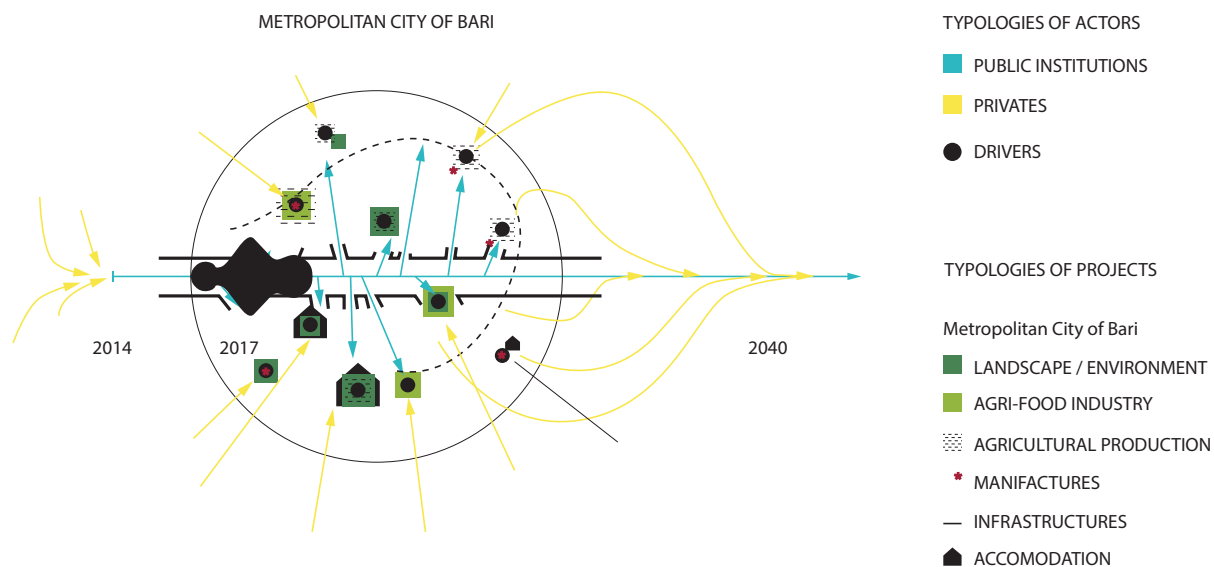
On the other side the strategic plan of the interventions has led to a long term spin-off effect for the city of Barcelona and its citizens.

On the same line the project aims to make the most of the trend of the increasing incoming of tourism in Puglia. The investment in acomodation, mobility, territorial public spaces and education would lead to a diversified socio-economical spin off.

BARCELONA'S PROCESS STRUCTURE



PROJECT'S PROCESS STRUCTURE



The strategic project proposal

The project proposes a new approach to territorial management based on spatial design.

The spatial design project becomes a tool to bring together different actors, conciliating different interests towards the common good and the region's development.

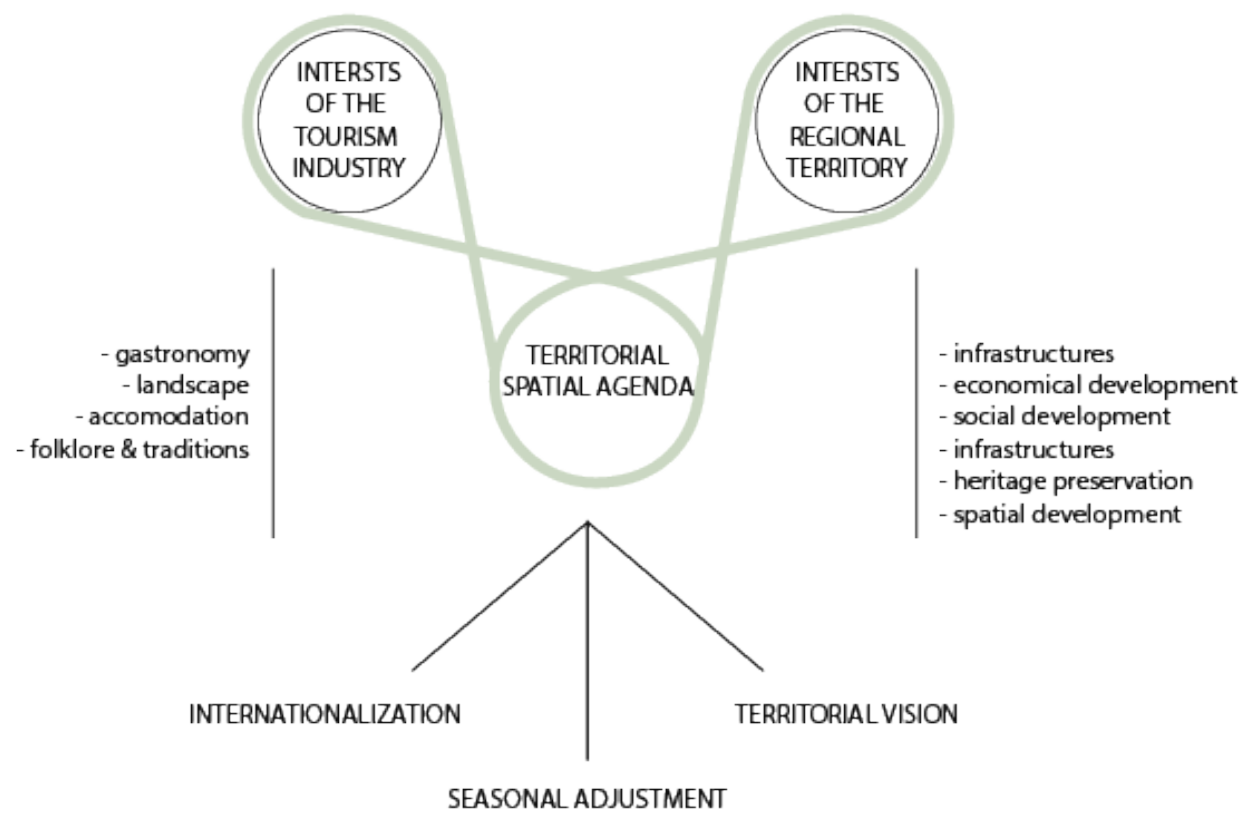
The thesis is that the potentials of tourism can be used for the socio - economical development of the region.

The project highlights the necessity of a **socio-economical spatial framework**

to channel the revenues from tourism

to correlate the phenomenon of tourism in all of its aspects to the regional context

The connection is made possible in the territory through spatial design. The relationship between tourism and the regional socio-economical status is concretized in the project of a touristic route that aims to bring together along its line tourists and the local realities in terms of landscape, society and economy.



Territorial
Design
Principles

The Territorial Test Case is carried out on the Macro - Area of Bari.

Territorial Design Principles

I - The urgency of the intervention is given by the strongest disparity between the heritage value (interest for tourism) and the GDP. In parity, the number of inhabitants that would be affected by the project determines the project location.

II - Defining the Project Landscape and Identity according to:

- landscape commonalities
- local issues
- touristic interest
- local potentials (agricultural production and transformation of raw products - oil mills and wineries)

- The Concept	p. 100
- Maximizing the efforts of the Region	p. 102
- The Definition of the Territorial Route	p. 104
- GDP, Heritage & Landscape	p. 112

Territorial Design Principle I

The urgency of the intervention is given by the strongest disparity between the heritage value (interest for tourism) and the GDP. In parity, the number of inhabitants that would be affected by the project determines the project location.

- Territorial Structure p. 118
- Strategic Project Landscape p. 124

Territorial Design Principle II

Defining the Project Landscape and Identity according to:

- landscape commonalities
- local issues
- touristic interest
- local potentials (agricultural production and transformation of raw products - oil mills and wineries)

Territorial Design Principle I

The urgency of the intervention is given by the strongest disparity between the heritage value (interest for tourism) and the GDP. In parity, the number of inhabitants that would be affected by the project determines the project location.

The Concept

from the Rear to the Front

The aim is to evaluate and enhance the territories of the Macro - Area that hold the highest natural and heritage value in the region but are still discarded for different reasons: distance from the main cities, rural identity, rural economy...

The projec aims to bring to the attention of Regional government, private and public investors, citizens, tourism industry, the potentials of the territories of the hinterland.

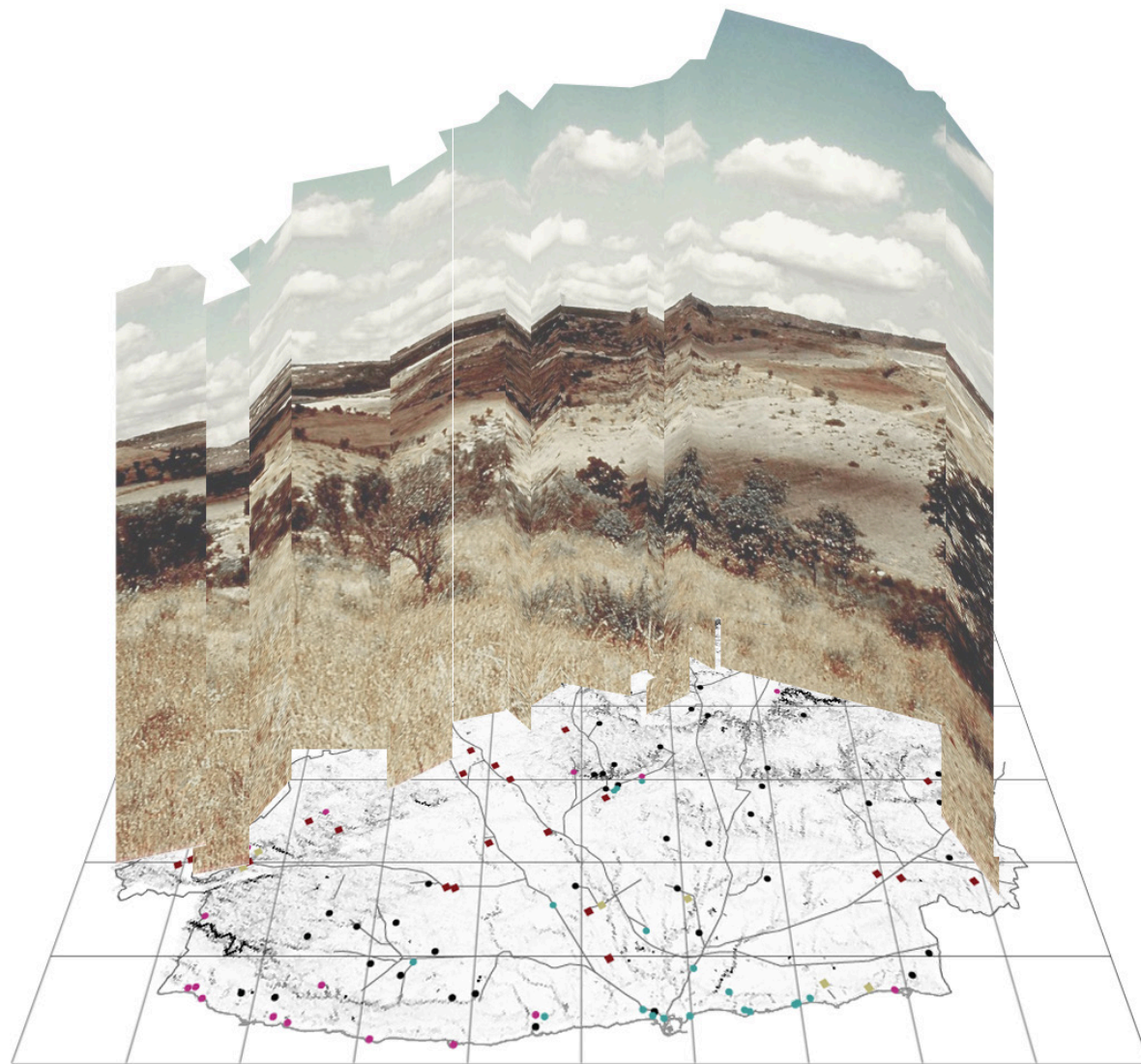
Moreover, the towns of the hinterland are the ones that, for their substandard socio - economical situation, would benefit the most from a spatial intervention.

In other words the project aims to subvert the image of the Macro - Area (and of the region) as a coast tourism destination and to turn it into a touristic destination based on its hinterland.

The project brings the hinterland, the Rear, to the Front, inverting the image of the Macro - Area.

How to consciously bring tourism to the hinterland as a tool for regional development?

The first part of the Test Case project aims to answer to this question.



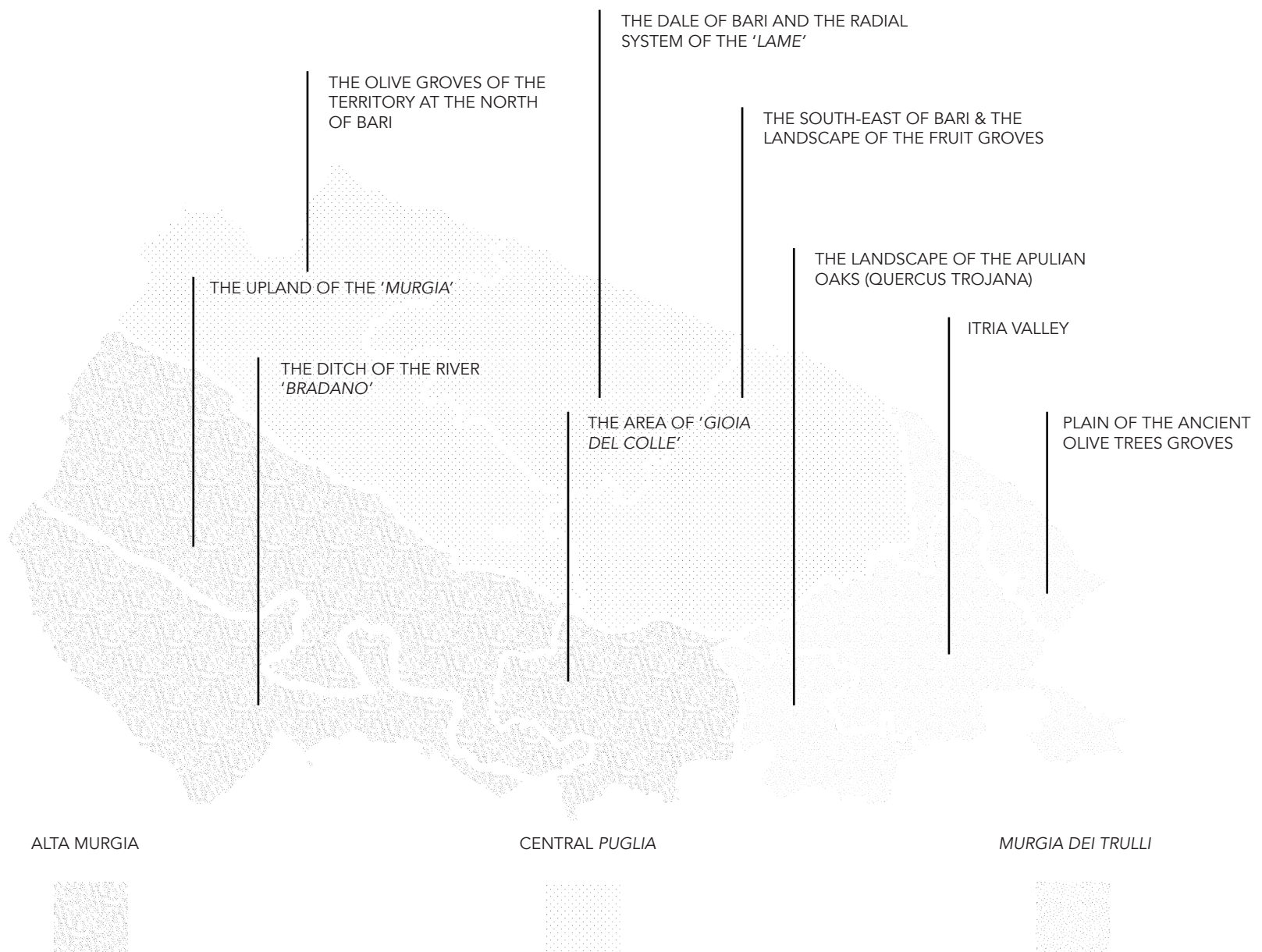
Maximizing the efforts of the region

connecting the qualities of tourism to tourism

According to the *PPTR - Piano Paesaggistico Territoriale Regionale* (Territorial Regional Landscape Plan), the two *Ambiti Paesaggistici* (Landscape Areas) belong to the Macro - Area of Bari: the *Alta Murgia* and the *Puglia Centrale* (Central Puglia). The PPTR is used in the project as an instrument and a base on which a dialogue with the territory is established. The characteristic qualities of the territory are meant to be highlighted and the differences preserved.

The DMO *PugliaPromozione*, splits out the three areas identified by the PPTR in 3 further touristic destination areas.

Highlighting the governmental boundaries for the management of the territory to put them in relationship with the actors of tourism.





THE OLIVE GROVES OF THE TERRITORY AT THE NORTH OF BARI



THE DALE OF BARI AND THE RADIAL SYSTEM OF THE 'LAME'



THE SOUTH-EAST OF BARI & THE LANDSCAPE OF THE FRUIT GROVES



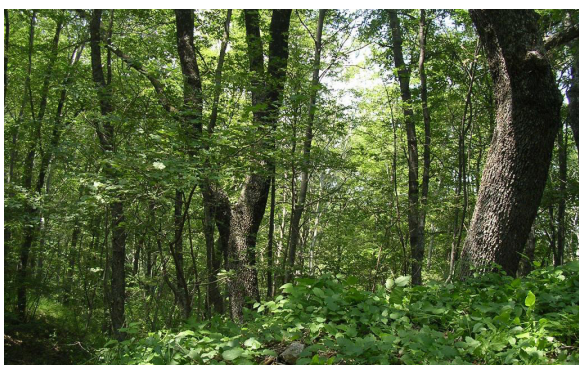
THE UPLAND OF THE 'MURGIA'



THE DITCH OF THE RIVER 'BRADANO'



THE AREA OF 'GIOIA DEL COLLE'



THE LANDSCAPE OF THE APULIAN OAKS (QUERCUS TROJANA)



ITRIA VALLEY



PLAIN OF THE ANCIENT OLIVE TREES GROVES

The definition of a Territorial Route

The following section aims to bring out a potential touristic route in order to structure the territory through the stream of tourism.

The idea of the Territorial Route is used to enlance local economies and identities, shape spaces and structuring territories.

The route is identified by the enhancement by design of the qualities of the landscape.

...

The Macro Area of Bari, according to the DMO PugliaPromozione, shares some touristic destination areas with its neighboring Macro - Area of Taranto.

The map aims to define the relationships that the Macro - Area of Bari with its surroundings according to mobility, connections and touristic relationships.

Mobility

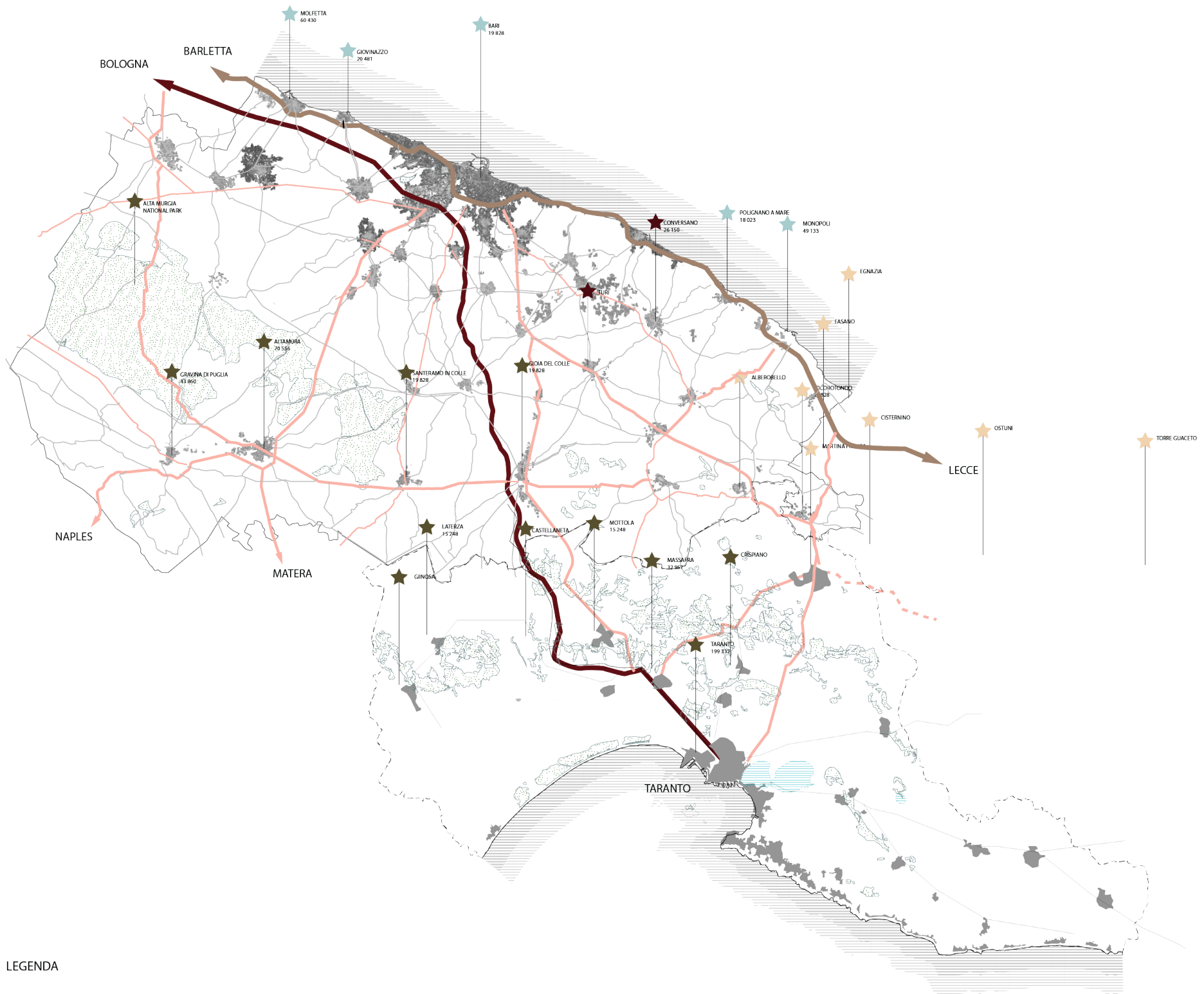
The city of Bari is connected to the city of wTaranto (the second in the region for economical relevance) through the highway A14, where it ends. The highway is a major European infrastructure

In the project's view the fast main infrastructure are necessary for an efficient connection thorough the whole regional territory.

Although necessary, the project enhances the importance of the "landscape mobility lines" that enhance a slower typology of mobility more related to a slow, touristic fruition and enjoyment of the landscape.

Territorial Relationships as a Touristic Destination

The stars highlights the different touristic destinations defined by the DMO PugliaPromozione according to the different distinguished touristic areas.



LEGENDA

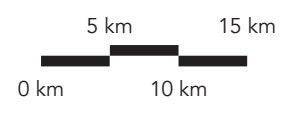
MOBILITY

- A14_highway
- SS16_Adriatic infrastructure_national management
- regional infrastructures_national management

- regional protected natural parks
- water sources

TOURISTIC SITE OF INTEREST ACCORDING TO THE DMO PUGLIAPROMOZIONE

- "MAGNA GRECIA, MURCIA & GRAVINE"
- "BARI & THE COAST"
- "BARI & THE COAST" - towns of the hinterland
- "ITRIA VALLEY & MURCIA DEI TRULLI"



Mobility

As a project principle, the mobility is evaluated in its relevance for tourism in terms of infrastructures and destinations connectivity.

The mobility of the Macro Area of Bari can be identified in three categories according to their carrying capacity and width of its section and, therefore, for their impact on the territory.

The characteristics of the primary mobility lines further highlight the distinction between the coast and hinterland the previously hypothesized. The coast, in fact, is served by the national road SS16. The connection between Bari and Taranto (in red) is made possible by the European infrastructure of the A14 that covers the entire length of the Italian territory.

The structure of the secondary mobility enhances the monocentricity of the Macro - Area around the main

city of Bari. Fast radial mobility lines connect Bari with the towns of the hinterland.

However, the mobility is almost entirely dependant on road transport with huge consequences on the environment and on the traffic, especially during the season of mass tourism (July - September).

An efficient management of the territory in regards of tourism would invest in the railway system, aiming to a better connection of the territory also serving the needs of its citizens. Commuting between Bari and the towns of the hinterland is extremely popular due to the educational and economic possibilities that the regional capital offers despite the very poor condition of the infrastructures.

Tertiary infrastructure consists in slow mobility roadswith a limited width that run through the landscape but that, often, lack of care.



Primary Infrastructure
A14



Secondary Infrastructure
Provincial Road



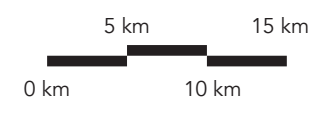
Tertiary Infrastructure
landscape



LEGENDA

MOBILITY

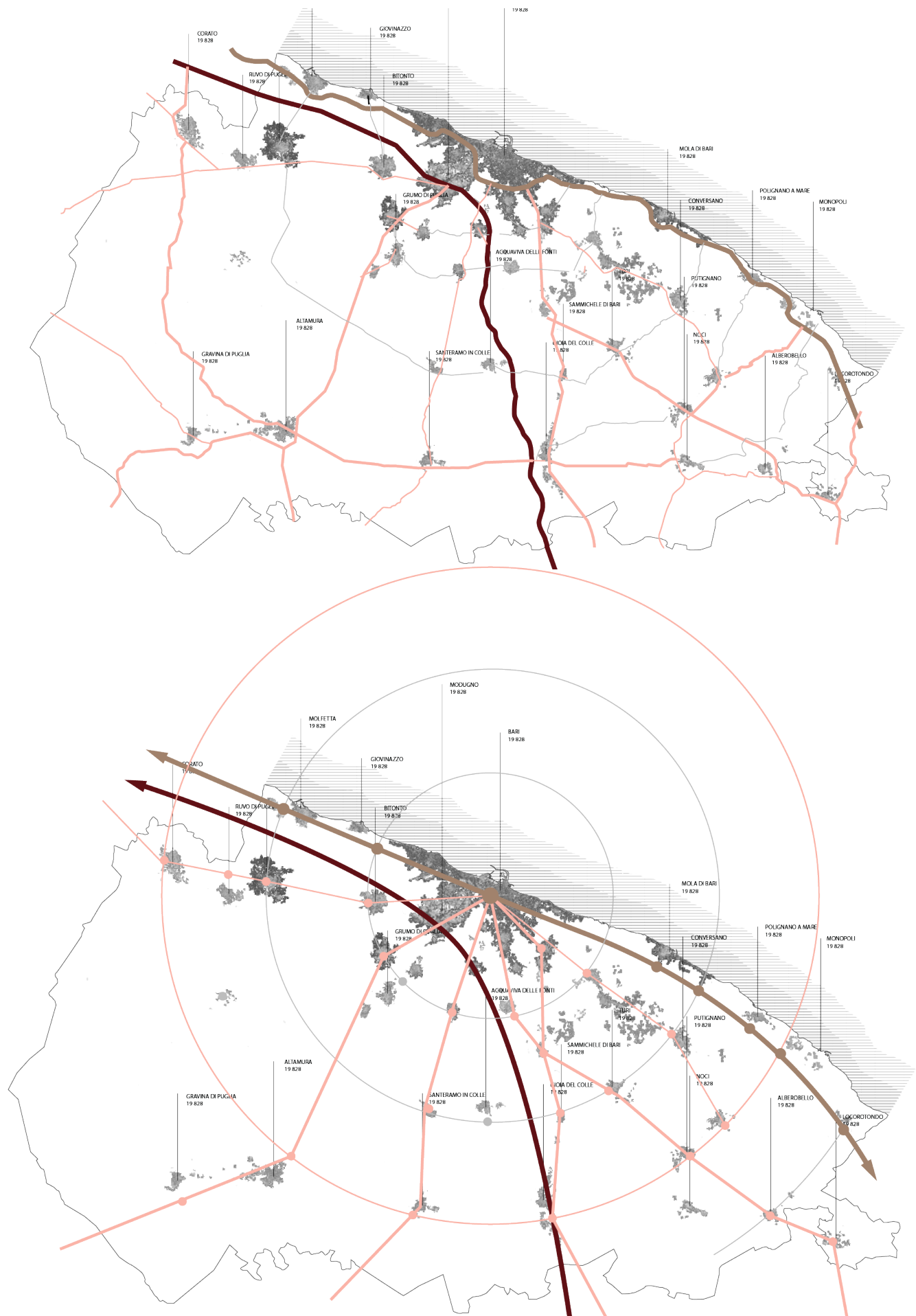
- A14 (E55) - highway Helsingborg (SWE) - Brindisi (ITA)
- SS16 - coastal national road
- main infrastructures
- secondary infrastructures
- municipality roads
- railways
- urban areas

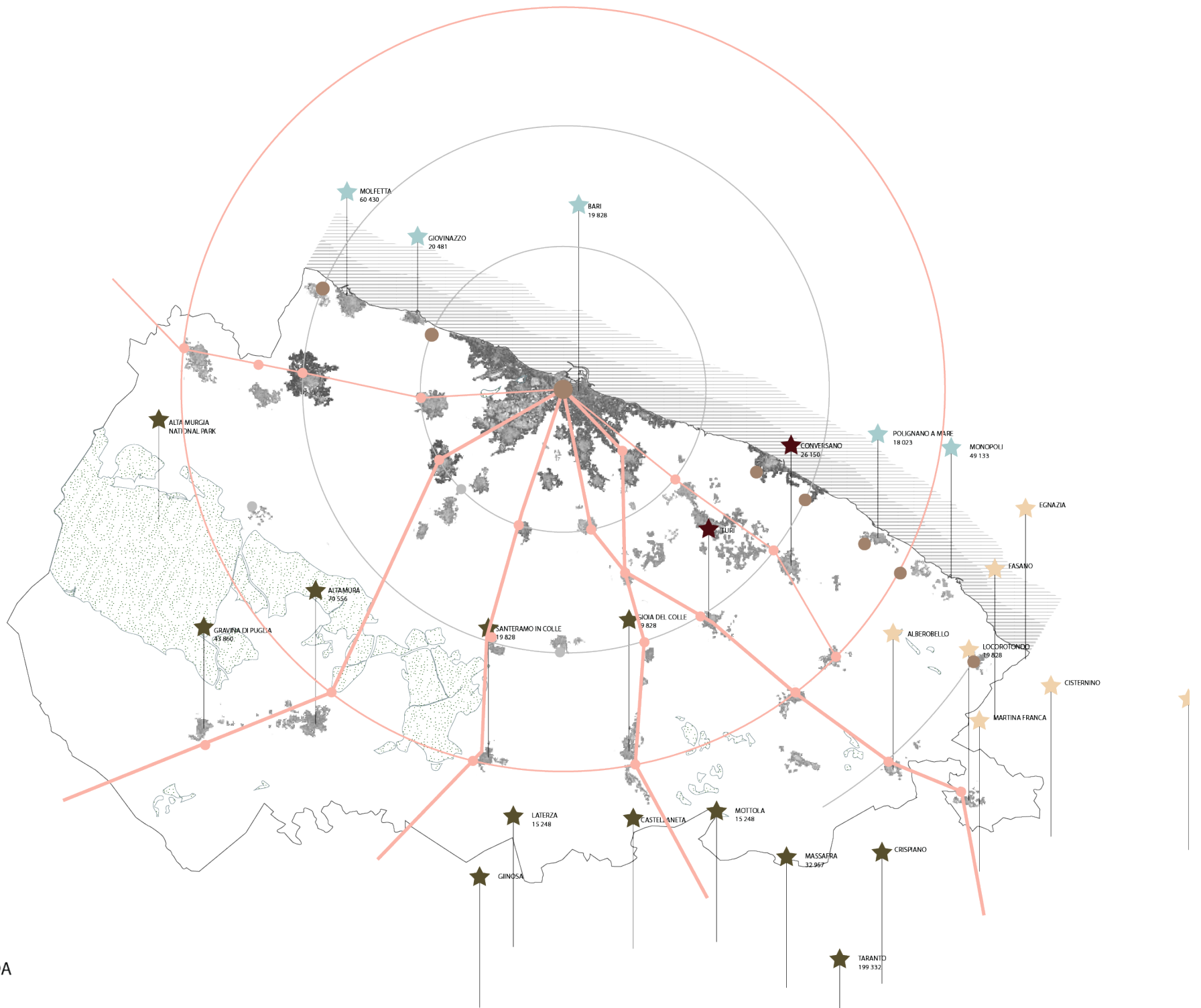


The maps schematizes the relationships that mobility establishes in the territory and its relationship with the territorial areas as touristic destinations.

The territory is understood as a monocentric system with connecting rays from Bari to the towns of the hinterland.




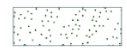
Although the infrastructure rays allow a connection throughout the whole Macro - Area, the tangential connection among towns becomes weaker and the distances increase.







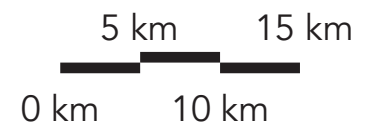
LEGENDA

MOBILITY

-  A14_highway
-  SS16_Adriatic infrastructure_national management
-  regional infrastructures_national management
-  regional protected natural parks

TOURISTIC SITE OF INTEREST ACCORDING TO THE DMO PUGLIAPROMOZIONE

-  "MAGNA GRECIA, MURGIA & GRAVINE"
-  "BARI & THE COAST"
-  "BARI & THE COAST" - towns of the hinterland
-  "ITRIA VALLEY & MURGIA DEI TRULLI"



Conclusions

The monocentric structure of the Macro - Area, is highlighted by the shape of its mobility on the territory.

The most external mobility circle in the hinterland enlases the rural towns at the margins of the Macro - Area and the territories where the natural heritage is concentrated the most.

Although their connection with the city of Bari, made through the fast Secondary Mobility Rays, could be improved, the focus in regard with tourism has to be on the rural towns of the hinterland.

In this regards, the aim is to define a structure for a strategic territorial project on the hinterland that would bring tourism to the places that would benefit the most.

It has been identified a Tertiary Mobility Line that enlases the towns of the hinterland at the margin of the Macro Area that would work as a Territorial Route.

The Territorial Route aims to guide a touristic stream

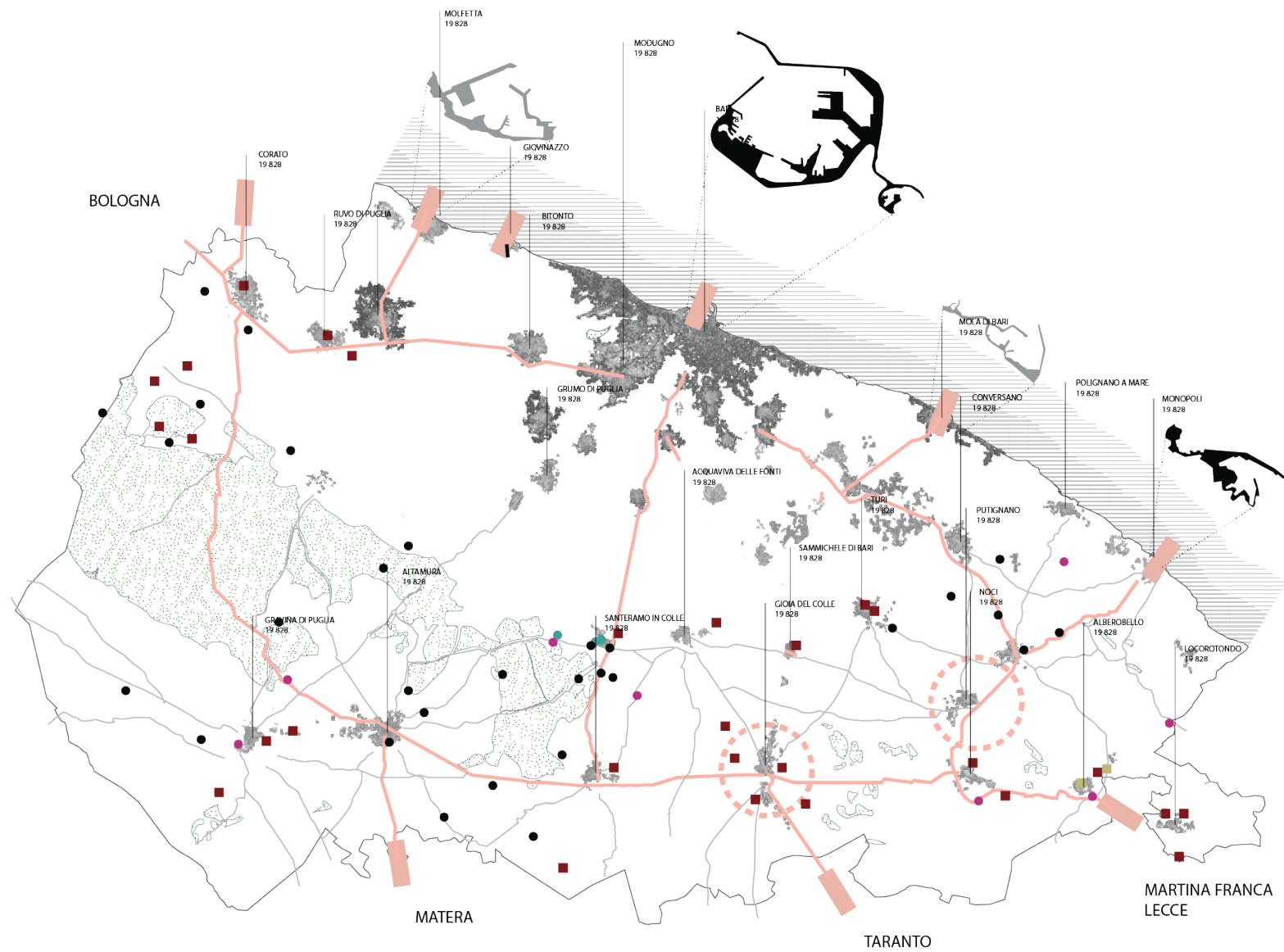
from the territorial entrance point of the Gate City of Bari directing migration through the whole territory.

Further potential smaller entrance point (Gates) to the Macro Area are identified along the Route.

The strategic project map aims to take a step further defining local scale relationships and identities in regards of tourism.

The two towns of in the South East of the Macro Area work as nodes for sharing their identity of touristic destination areas with the Macro Area of Taranto.

Along the Route production and accomodation facilities have been identified. The Territorial Route aims to put in relationship different typologies of actors and investors. With this spatial strategy, local small scale private investors with an interest in the touristic industry would be involved in the development of a the Macro Area and, subsequently, of the region.



LEGENDA

MOBILITY

- GATES
- SELECTED PORTS
- main infrastructures
- secondary infrastructures

HERITAGE

- regional protected natural parks

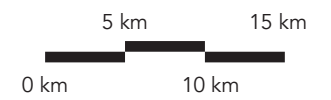
- SHARED NODES

EXISTING RECEPTIVITY

- FARMHOUSES
- RESORTS
- HOTELS

PRODUCTION

- OIL MILLS
- WINERIES



GDP, Heritage & Landscape

How to determine the strategic project location

As in the rest of the region, the Macro Area of Bari presents extreme differences between the heritage value and therefore the interest for a certain typology of tourism, and the socio - economical conditions (represented by the GDP).

The project searches by design for the places where this disparity is evident the most. By doing this the project highlights and defines the urgency of an intervention in the territory.

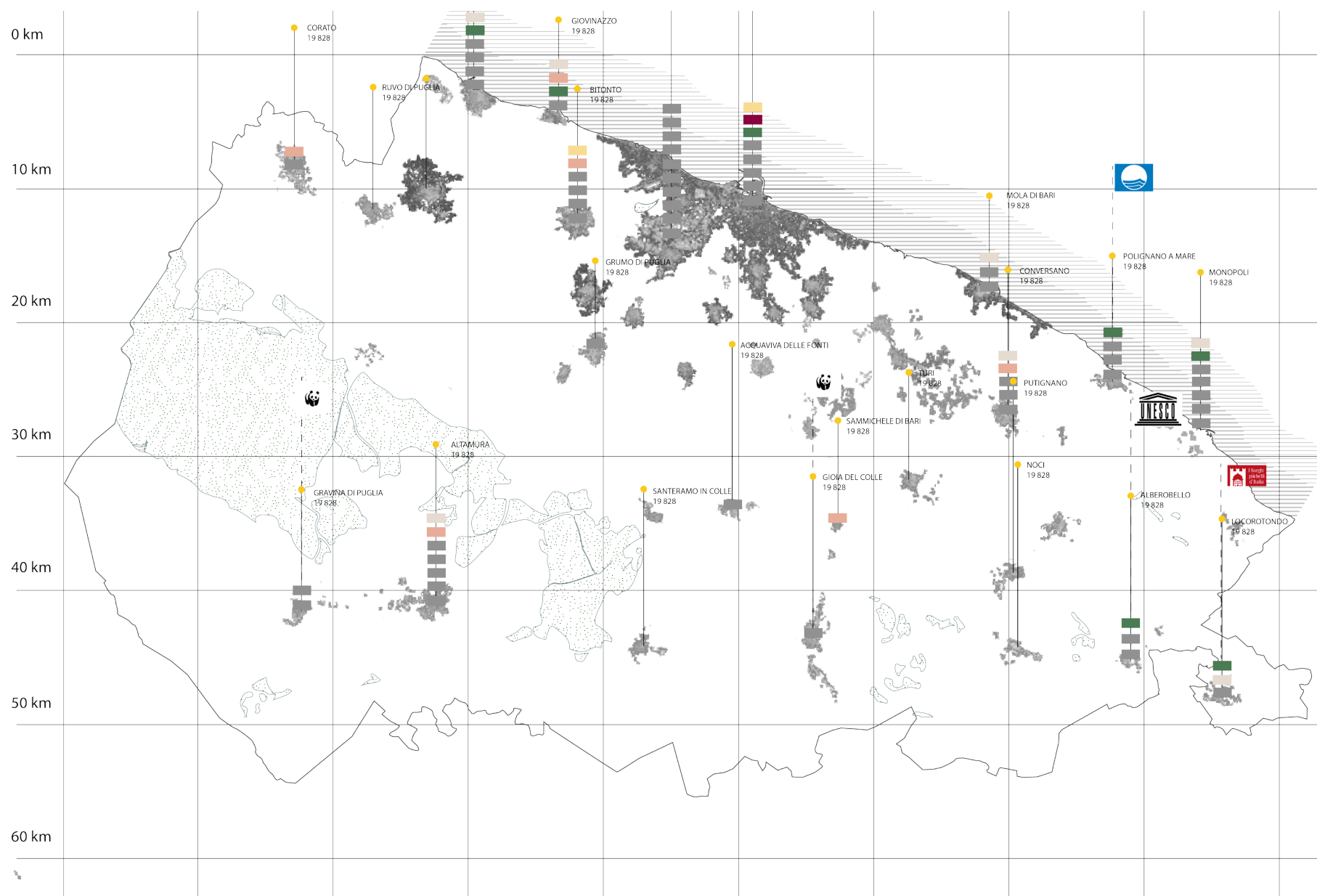
The difficulty of this research emerges from the fact that heritage vs. GDP is an unequal comparison between an uncountable and a numerable value.

For this reason the heritage is made a numerable value through a system of attributing a certain number of points according to:

- the presence of protected natural areas
- presence of recognized architectural valuable pieces
- the presence of a strong culture / identity (traditions, fairs)
- special values (UNESCO sites, Blue Flag areas, WWF protected areas)
- a specific and valuable gastronomical culture (DOP, DOC products...)




In the calculations also the population numbers are taken in consideration in order to highlight the impact on the local social life.

The map shows the attribution of the points in comparison with their GDP. The towns of the coast in average have the most equal relationship between heritage and GDP. The territories of the hinterland result to be extremely valuable for their heritage but also extremely economically poor.









LEGENDA

MOBILITY

-  gates
-  main infrastructures
-  secondary infrastructures

HERITAGE

-  regional protected natural parks

-  CULTURE
-  HISTORY
-  FOOD
-  EVENTS
-  LANDSCAPE
-  ARCHITECTURE
-  2 U
- 
- 
- 
- 
- 

Territorial Design Principle II

Defining the Project Landscape and Identity according to:

- landscape commonalities
 - local issues
 - touristic interest
- local potentials (agricultural production and transformation of raw products - oil mills and wineries)

How to determine the strategic project location

The regional potentials are enhanced by the project as well as the Regional government's effort.

The *PPTR (Piano Paesaggistico Territoriale Regionale)* 'Regional Landscape Territorial Plan' is a governmental instrument that determines the landscape's qualities and values and aims to protect them.

The Alternative Approach makes the most of this

Atlas putting in relationship the **Landscape** qualities with the existing typical local economies.

Two typologies of economy related to tourism are highlighted:

accommodations and agricultural production of oil and wine.

The research is focused on the hinterland, already recognized as the territory where an intervention is the most urgent.

LEGENDA

urban areas

AMBITI E FIGURE DI PAESAGGIO
'Landscape Ambits and Figures'
as from PPTR official nomenclature

PPTR (Piano Paesaggistico Territoriale Regionale)
Regional Territorial Landscape Plan

'*Ulteriori Contesti*' - Other Contexts
- as from PPTR official nomenclature -

Landscape Roads of Interest

Areas of Archeological Interest

Areas of Archeological Interest

Ravines

sinholes

ACCOMODATION

Farmhouses

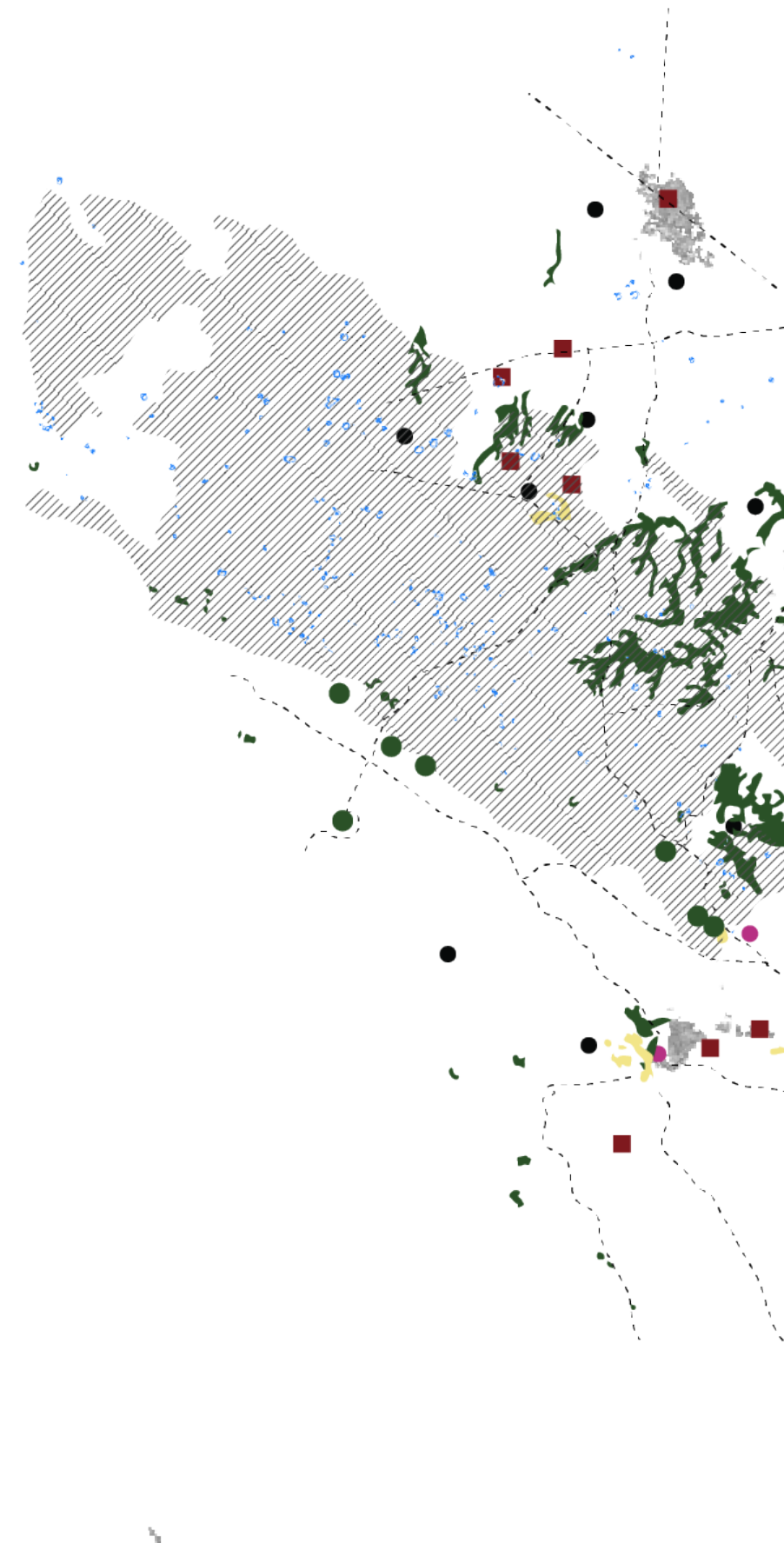
Resorts

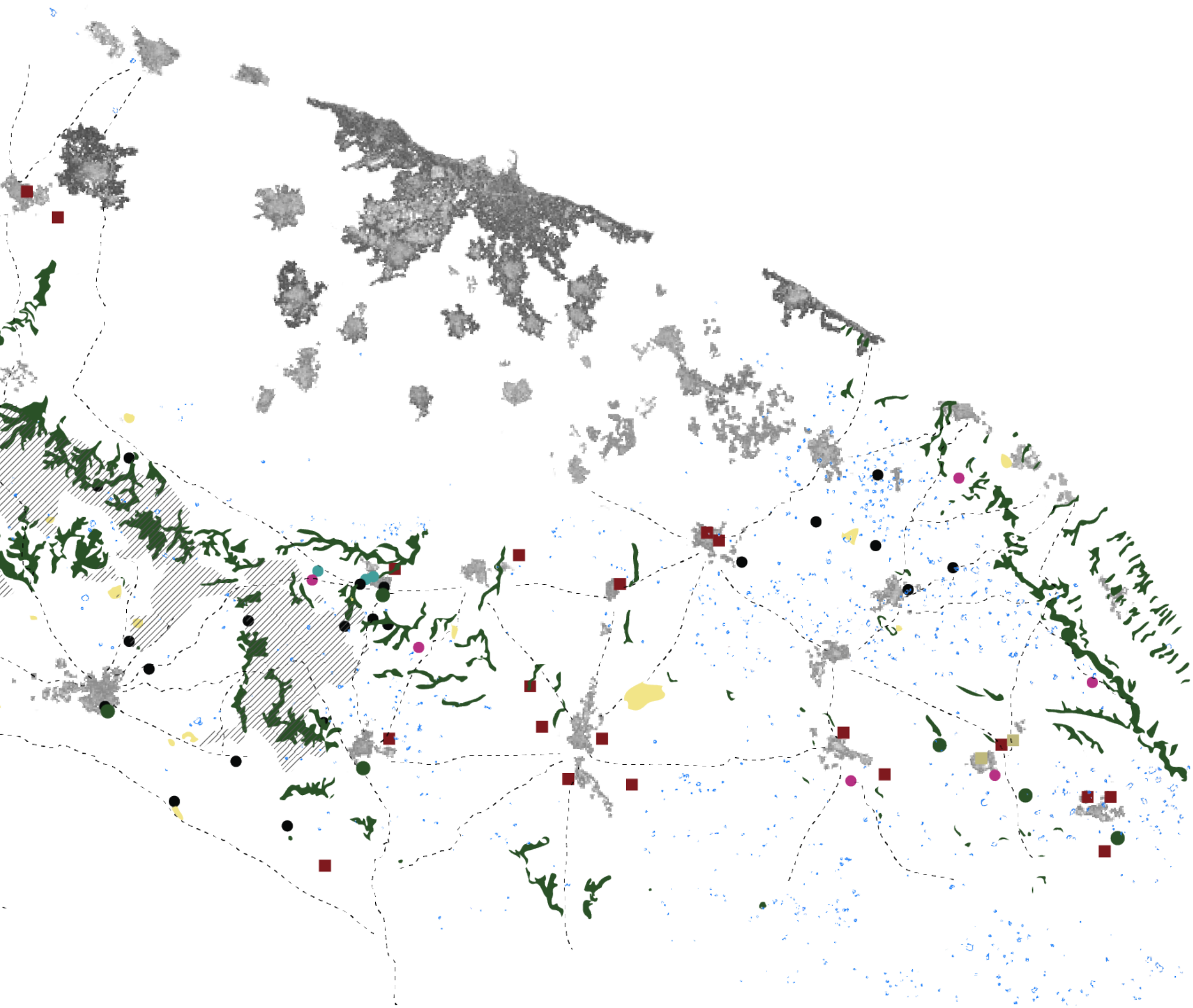
Hotels

PRODUCTION

Oil Mills

Wineries

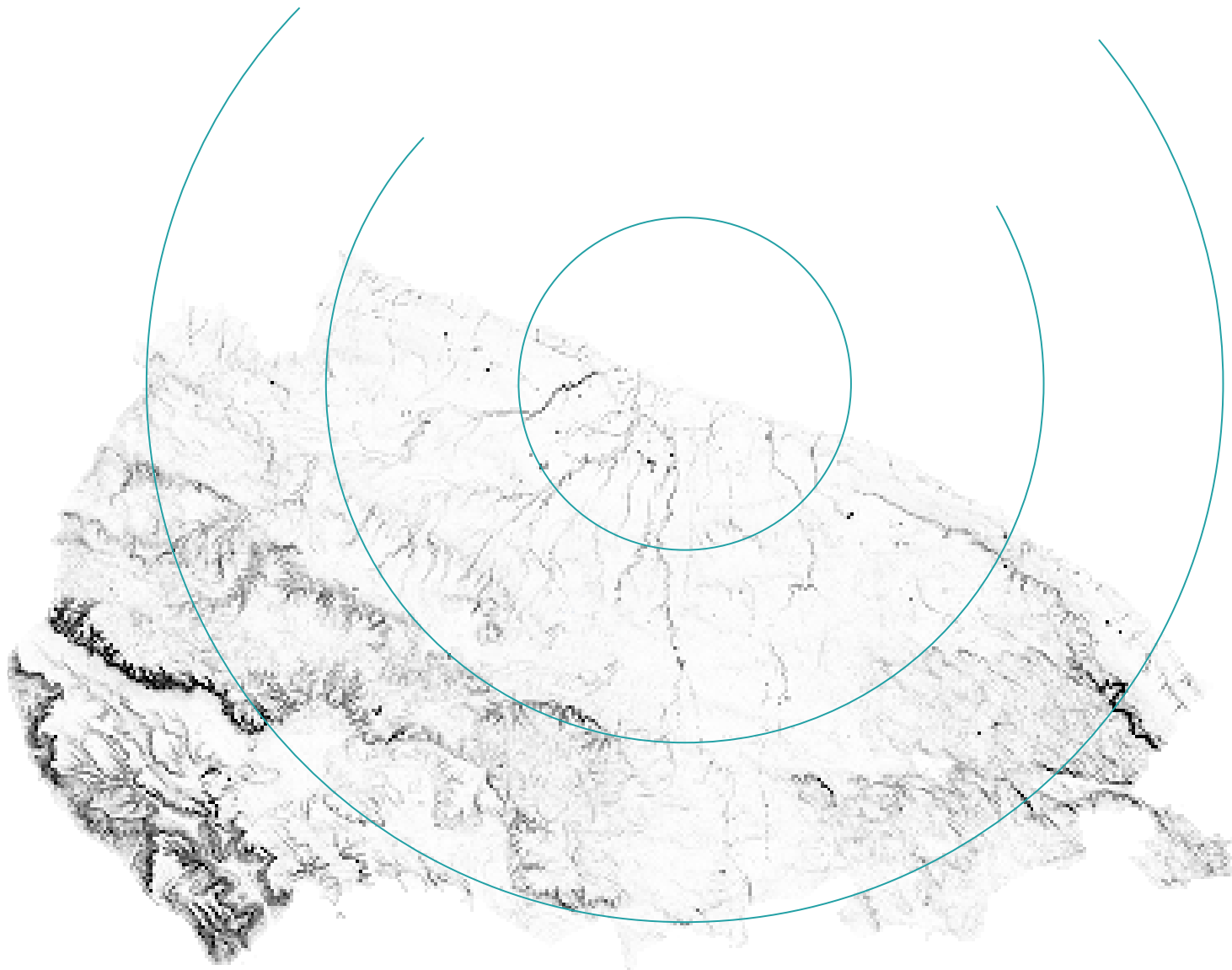




Territorial Structure

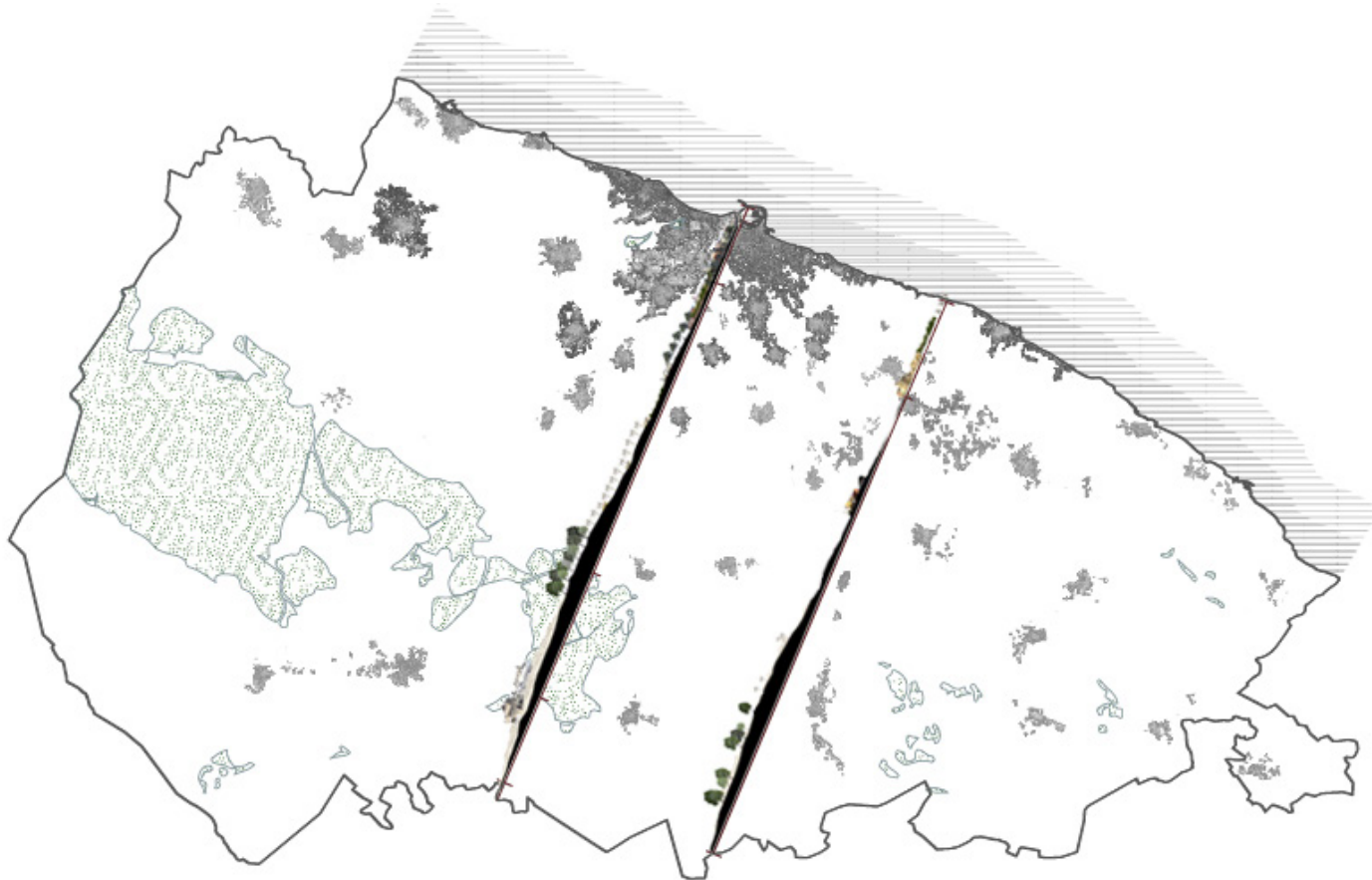
concentric stripes of Landscape Commonalities

The Macro - Area of Bari presents a monocentric structure around the main capital city of Bari. Although the mobility structure highlights this structure, it is also visible in its topographical map. The Macro Area presents an altimetric structure that runs parallel to the coastline.



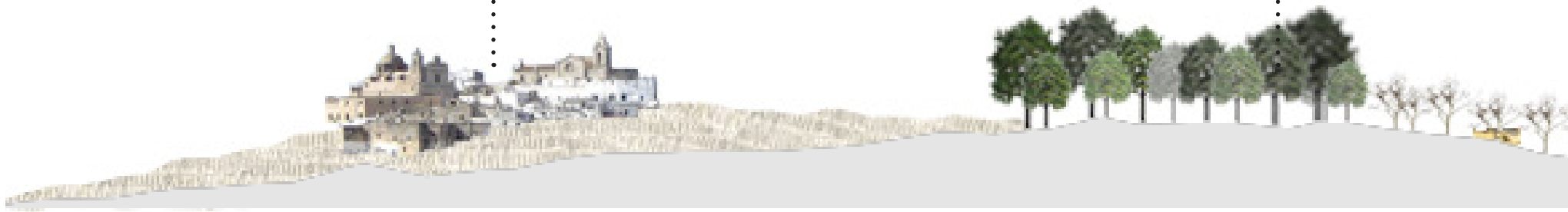
The parallel natural stripes in which the Macro Area is structured correspond to as many landscape typologies. Therefore, territorial sections perpendicular to the coastline cross a number of “natural stripes” corresponding to the same number of landscapes.

A touristic strategic project would guide the touristic stream through the different landscapes highlighting the commonalities of the natural subregions in order to enhance their identity and strengthen their characteristics.



- Altamura
- Archeological Site
- Landscape Qualities
- Food & Wine

- Parco Nazionale dell' Alta M...
- Natural Landscape Qualities



urgia

s

Olive Groves

- Landscape Qualities
- Production

Bari

- Architectural Historical Heritage
- Gate



30 km

40 km

50 km

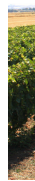


Murgia

- Natural Landscape Qualities

Wineyards

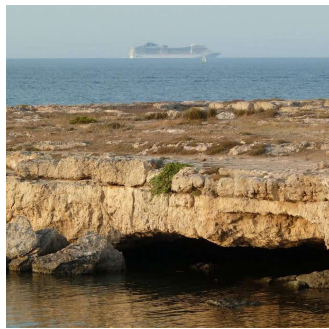
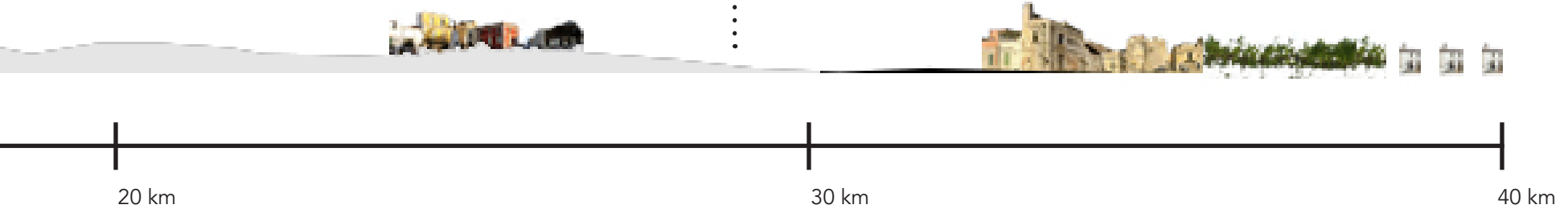
- Landscape Qualities
- Production



ties

Coast Landscape

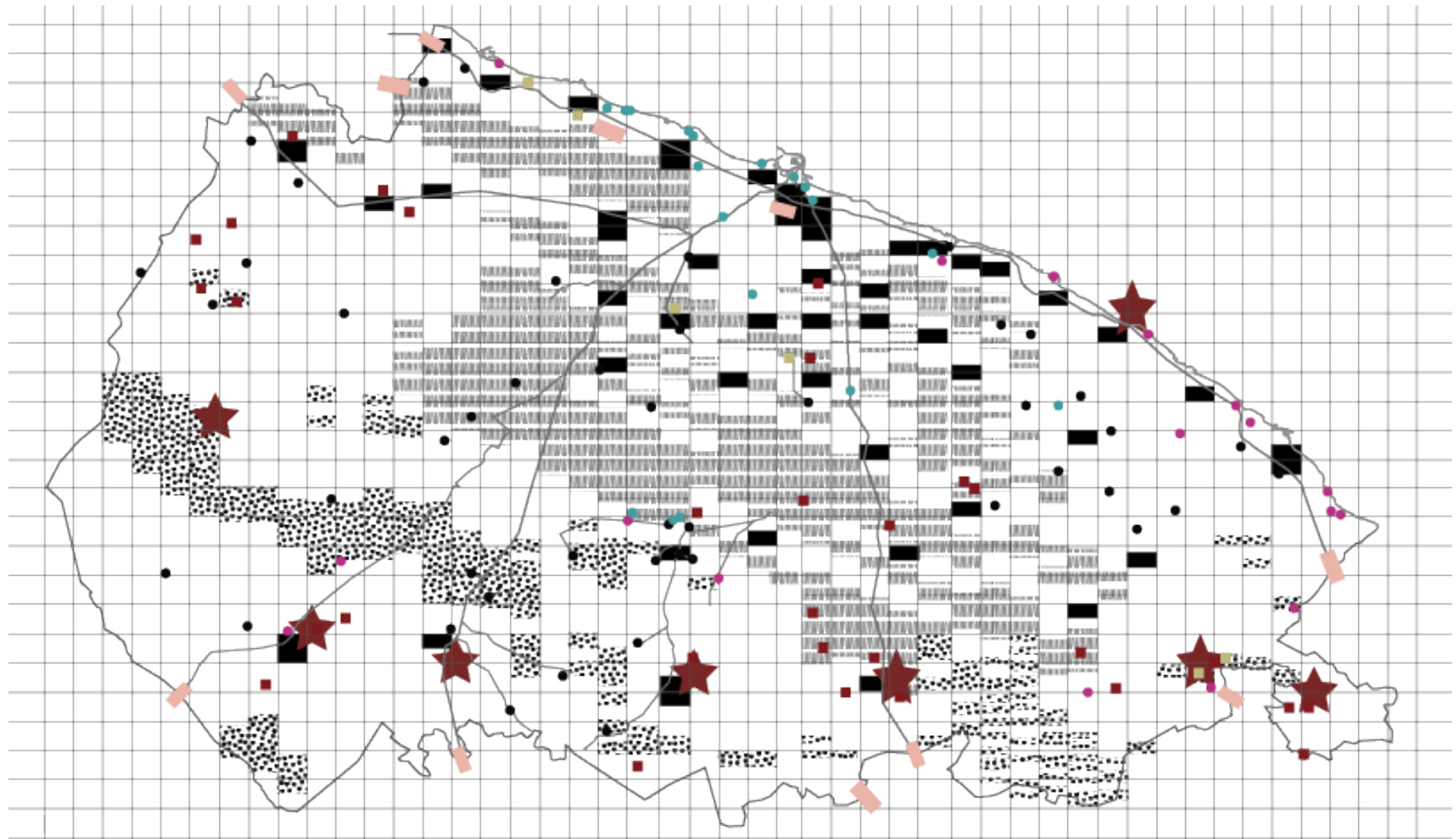
- Landscape Qualities



Strategic Project Landscapes

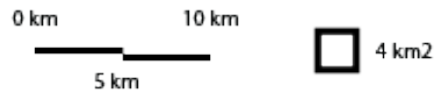
Aiming to build a relationship among territorial issues, potentials and touristic interest four typologies of Touristic Landscapes are defined.

The map highlights territories of landscape commonalities building a relationship with their production centres, with their touristic facilities (accommodation) and spots of extreme interest for tourism.

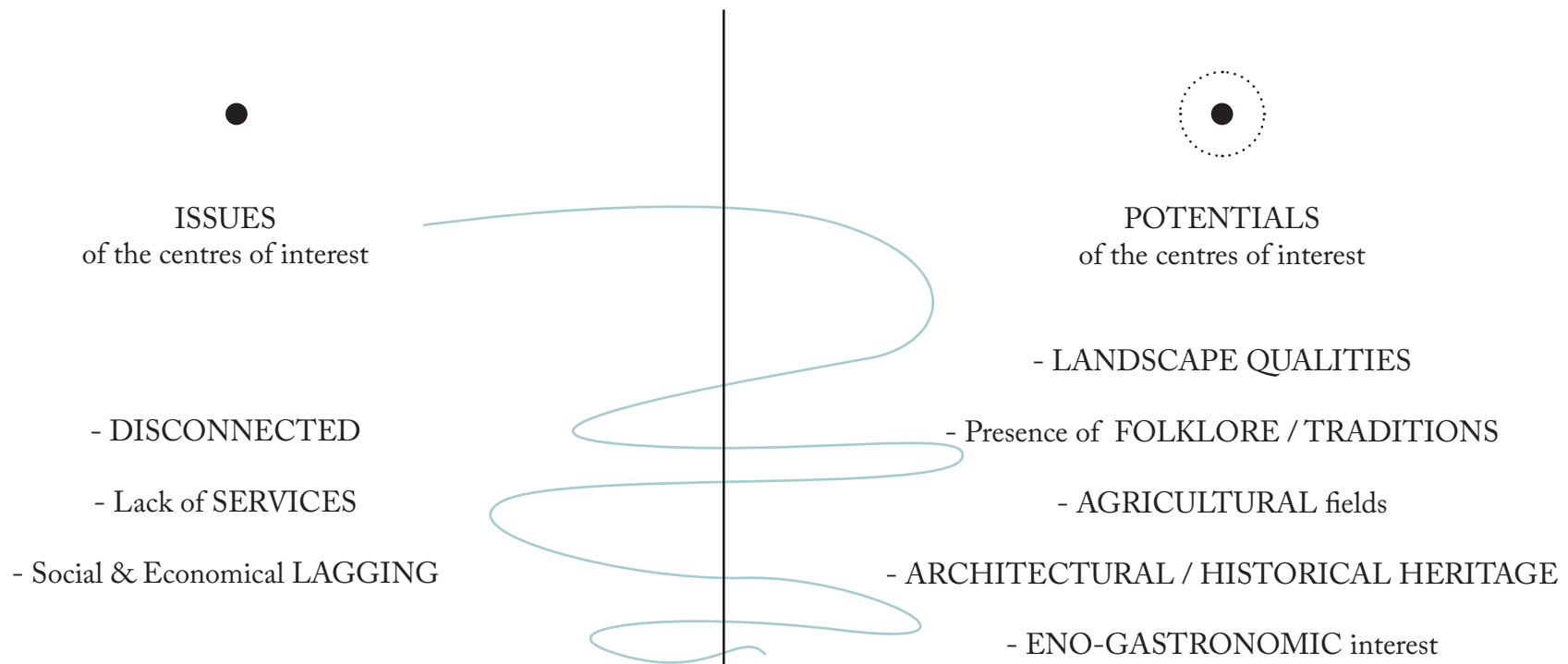


LEGENDA

RECEPTIVITY LANDSCAPE	PRODUCTION LANDSCAPE	MOBILITY LANDSCAPE	CULTURAL LANDSCAPE
<ul style="list-style-type: none"> ● farm house hotels ● hotels ● resorts ● hotels 	<ul style="list-style-type: none"> ■ wine ■ olive products ■ other flour products other 	<ul style="list-style-type: none"> — accessibility lines — gates 	<ul style="list-style-type: none"> — cultural heritage — agricultural landscape — historical / architectural heritage — woods / national park — woods / national park



Territorial Relationships as a Touristic Destination
The stars highlights the different touristic destinations defined by the DMO PugliaPromozione according to the different distinguished touristic areas.



INFRASTRUCTURE
LANDSCAPE



PRODUCTIVE
LANDSCAPE



CULTURAL
LANDSCAPE

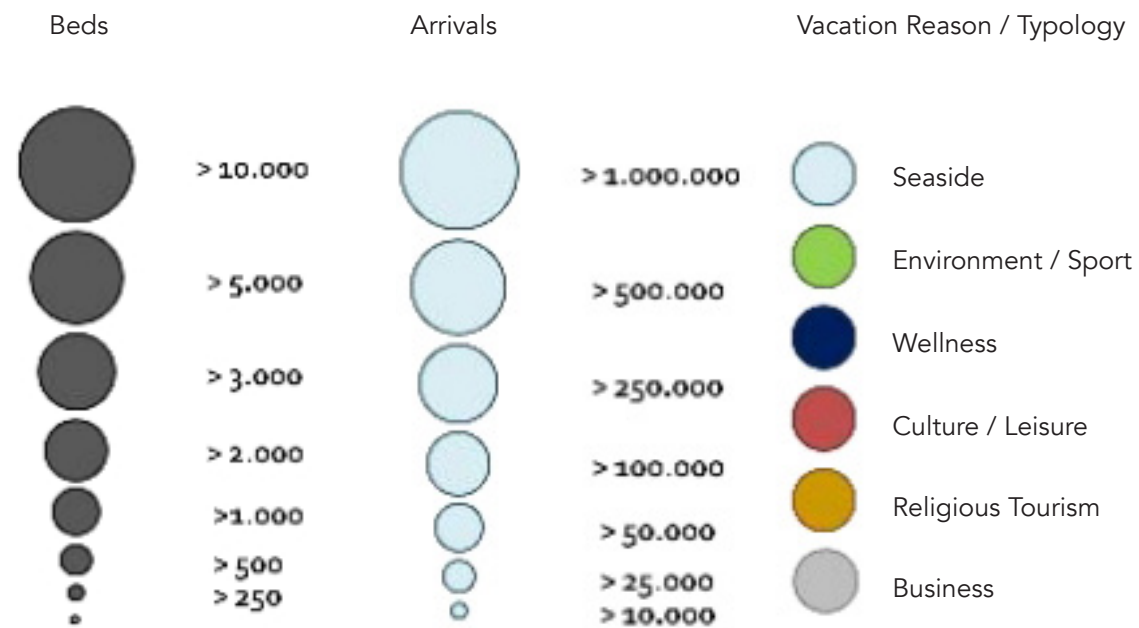


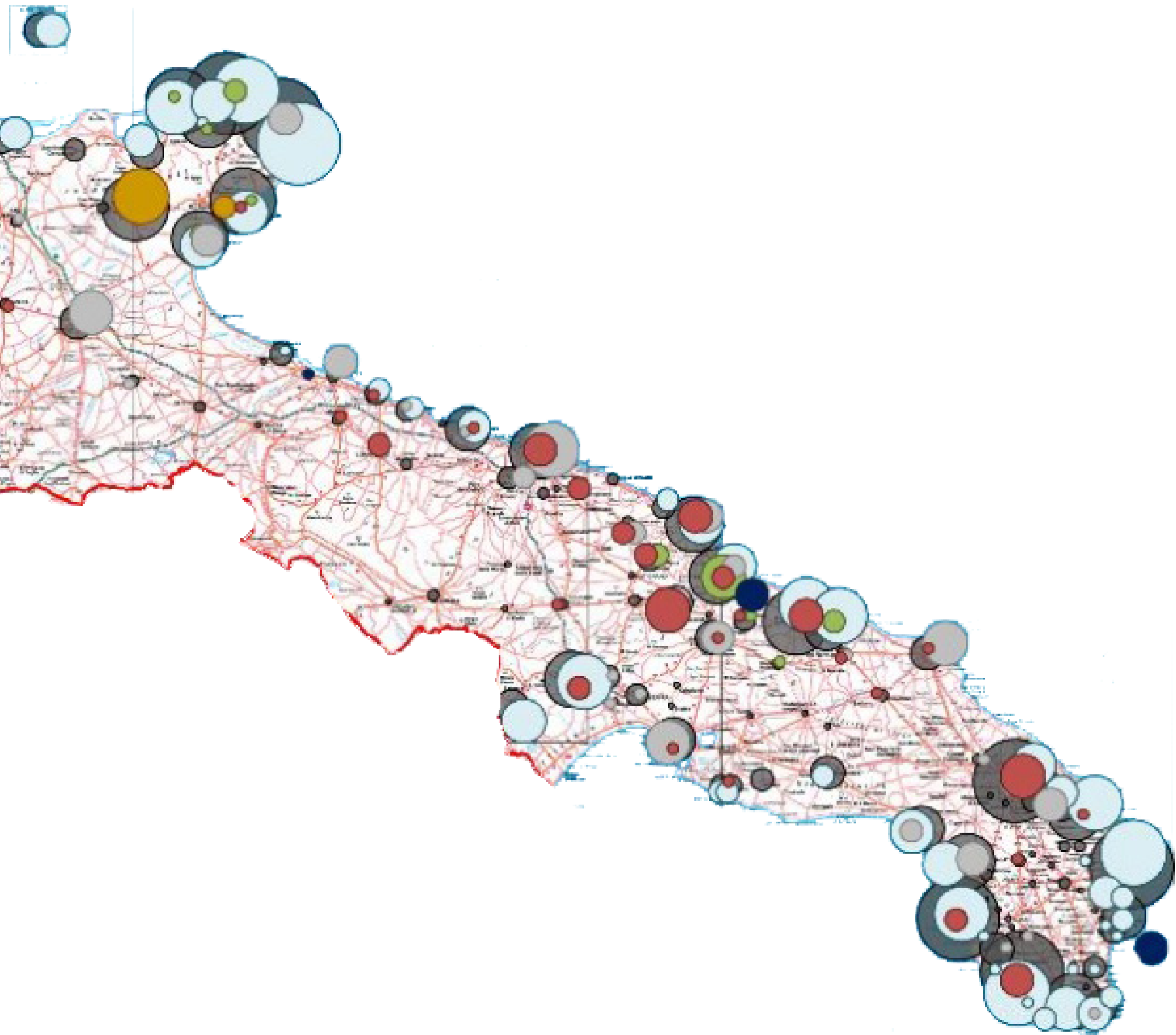
RECEPTIVE
LANDSCAPE



Accomodation Distribution in Puglia per typology

The map of the existing touristic accomodations in Puglia remarks again the difference of investments between the coast and the hinterland.
Exploited and heavily built the apulian coast is almost consumed and dramatically overcrowded during the short period of summer.
The region is promoting the contryside of the hinterland as a potential touristic destination in order to shift the interest from the coast to the hinterland.





Project Environments in Relationship with Tourism

Project Landscapes of Commonalities in the Region Puglia

The definition of the Four Project Landscapes aims to integrate local economies in the project of the territory strengthening their culture and identity.

The strategic project, highlighting the landscape of the hinterland, promotes a certain typology of tourism. A slower typology of mobility more related to a slow, touristic fruition and enjoyment of the landscape is promoted in the landscape.

Productive Landscape

- The Fields
 - The Place of the Transformation Process
-

Mobility Landscape

- The Gates
 - The Roads
-

Heritage Landscape

- Architecture
 - Natural Landscapes
-

Receptivity Landscape

- Territorial Widespread Resort
-





The territorial Route

The Territorial Scale Strategic Project

Given:

- the Landscape Territorial Qualities
- the socio - economical situation of the hinterland
- the territorial structure of the Macro - Area (Mobility & Topography)
- the existing local economies
- the Heritage sites

The project identifies a **Territorial Strategic Route** that points out territorial accesses (The Gates), welcoming and guidance through the territory. The mobility line has been strategically identified in order to go through different typologies of landscapes enlacing the most heritage valuable

By defining this line the neglected hinterland is connected to the coast in two strategic nodes on the coastline, two of the most touristic towns of the region.

By upgrading their connection, the hinterland is being related to the existing touristic stream.

The social phenomenon of tourism, brought to the most neglected countryside environments of the hinterland is expected to generate a social spin-off towards their internationalization and economical development.

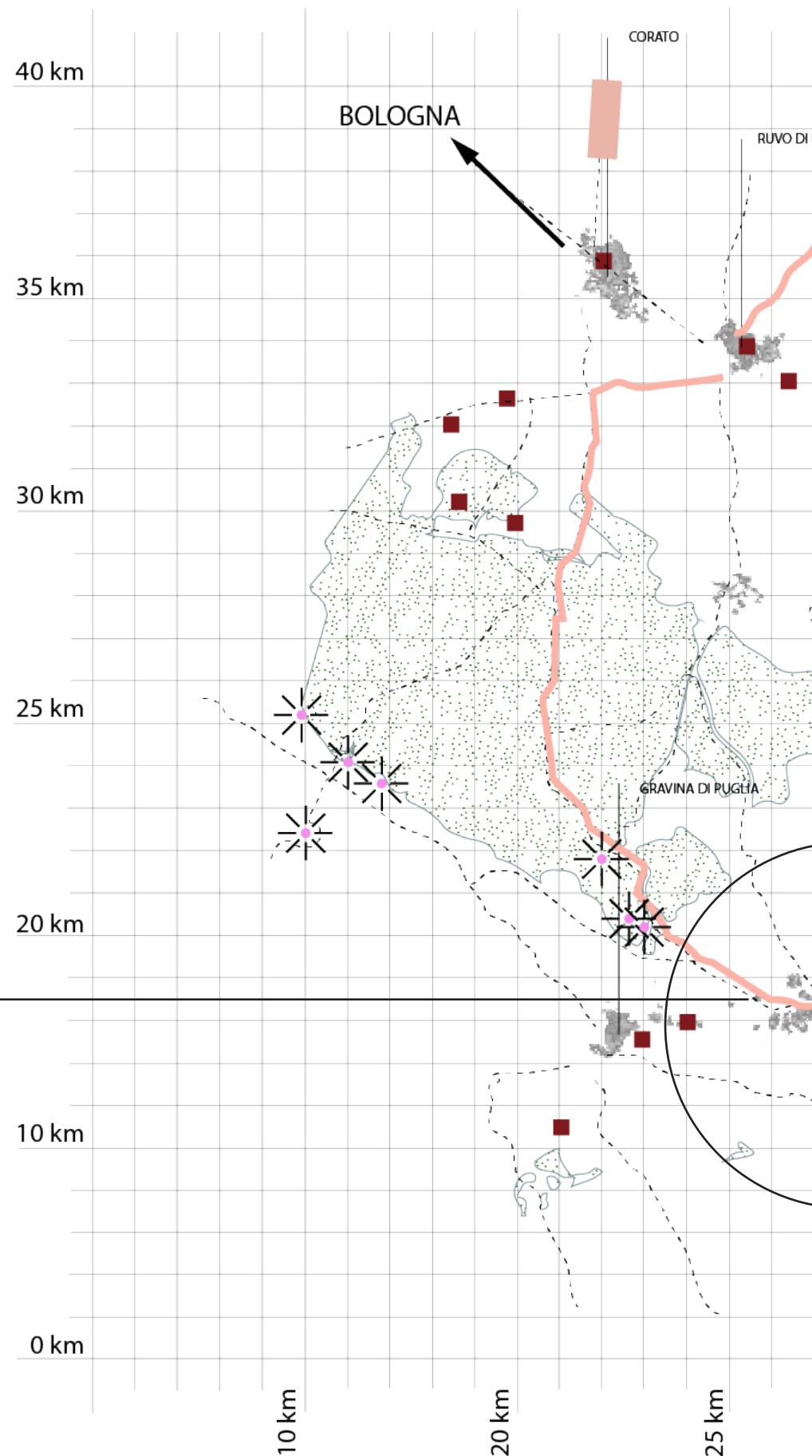
Each town, according to their position and identity, has a different role in regards of tourism and the defined touristic mobility line.

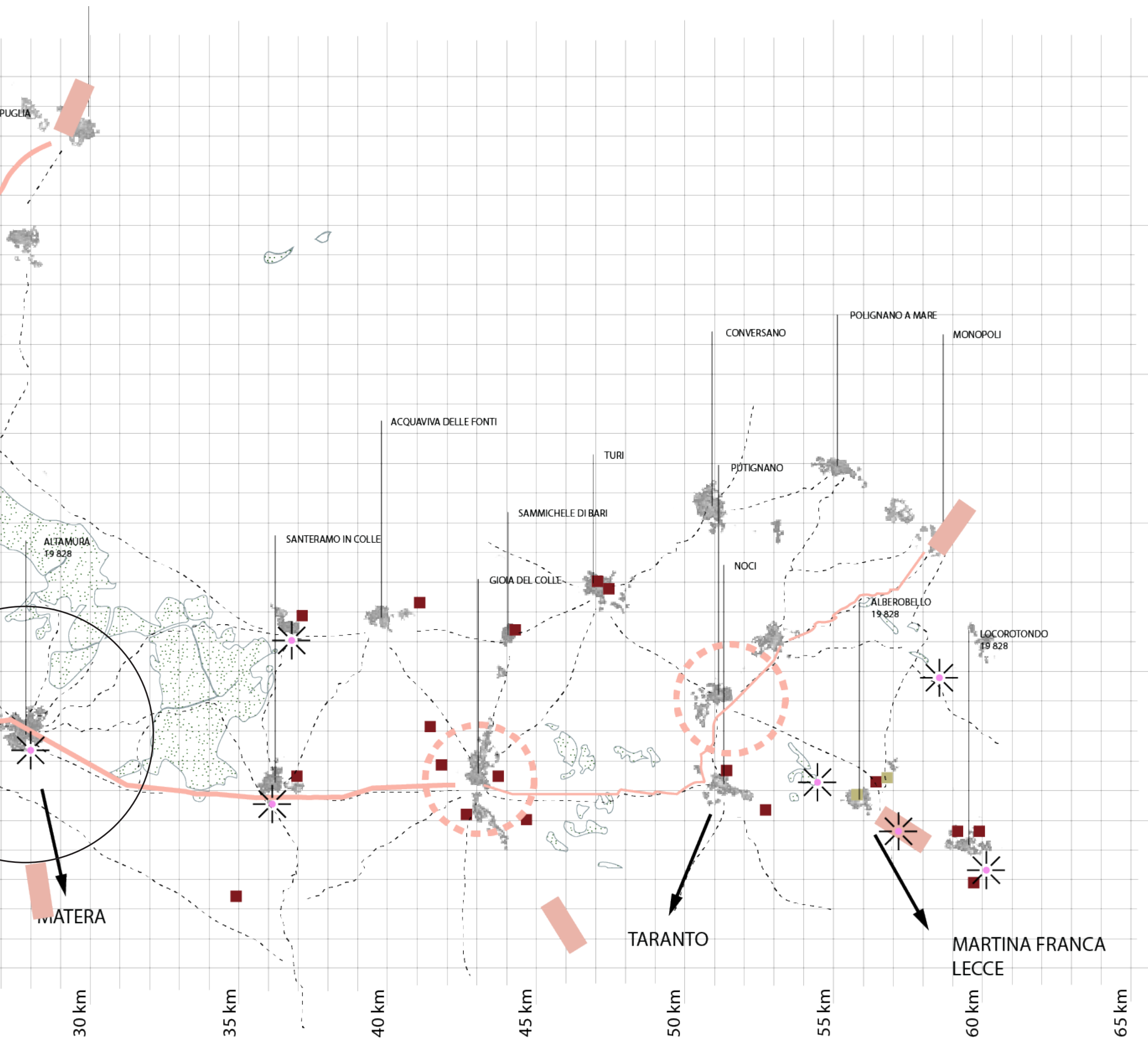
The Local Design Project would enhance by design these roles.

An example of this process is given with the Test Case focused on the town of

Altamura (BA).

Each category identified correspond to a potential Local Spatial Design project.





Local
Design
Principles

I

The private programme (accommodation) is hidden and distributed in the landscape by secondary lines.

The more public functions are located along the main mobility line in clusters.

II

New constructions when renovation is not possible, are placed along the landscape lines.

The landscape lines are identified as the edges where the hills of the countryside (Murgia) and the agricultural valleys meet in order to limit their visual impact on the territory.

III

The elements of the landscape are highlighted and developed. For example, the dry stone walls are preserved by upgrading their lines in double sides of new slow landscape mobility lines.

IV

New construction typologies follow the guidelines of the essential features of the existing architecture: proportion, limited volume, appearance, local materials.

V

The mobility is hierarchical and designed according to its width. The primary route width is enlarged and serviced by a cycle and pedestrian paths. The Stone Dry Walls (Muretti a Secco) are preserved when present and doubled when necessary.

VI

The countryside is made usable as a territorial park and preserved in its specific features of flora and fauna through essential design interventions.

VII

The local economy is enhanced by integrating the new programme with the existing local businesses present in the town.

VIII

The local society & culture is enhanced and preserved by defining spaces for the promotion of events related to the local culture such as workshops.

IX

The local society & culture is as much as possible involved in the life and programme of the new facilities through the definition of spaces of integration.

X

The new programme is defined as complementary to the programme existing in the urban centre.

XI

The local businesses are involved in the development of the new facility as part of the new body of programme.

XII

The functional programme necessary for the success of the design project, that results not-existing in the urban centre or its surroundings, is implemented as the project's spatial agenda.

- Widespread Territorial Resort
- The Case Study of Borgo Egnazia
- Project Categories
- Regional Recurrant Elements
- Architectural Typological Study

p. 144

The private programme (accomodation) is hidden and distributed in the landscape by secondary lines.

The more public functions are located along the main Route in clusters.

New constructions, when the
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pe are highlighted and developed.
served by upgrading their lines in
andscape mobility lines.

New construction typologies follow the guidelines of the
essential features of the existing architecture.

The essential features of the existing architecture in the
territory of Altamura are defined as: proportion, limited
volume, appearance.

The mobility is hierarchical and designed according
to its width. The primary route width is enlarged
and serviced by a cycle and pedestrian path. The
Stone Dry Walls (*Muretti a Secco*) are preserved
when present and doubled when necessary. Its
borders are designed according to the landscape
that they face.

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The elements of the landscape are highlighted and developed. The dry stone walls are preserved by upgrading their lines in double sides of new slow landscape mobility lines.

New construction typologies follow the guidelines of the essential features of the existing architecture.

The essential features of the existing architecture in the territory of Altamura are defined as: proportion, limited volume, appearance.

The mobility is hierarchical and designed according to its width. The primary route width is enlarged and serviced by a cycle and pedestrian path. The Stone Dry Walls (*Muretti a Secco*) are preserved when present and doubled when necessary.

Its borders are designed according to the landscape that they face.



SOURCE: *Comune di Altamura* (Municipality of Altamura)

The Test Case of Altamura (BA)

The town of Altamura, located along the Territorial Route identified, is the biggest municipality for population in the Macro - Area of the Metropolitan City of Bari. Located in the regional hinterland, 50,3 km, distant from Bari, the town is renowned for its archaeological sites and the production of DOP bread and related products due to the developed agriculture of wide wheat fields that surround it.

However, the town shows all the limitations common among the towns of the hinterland. Badly connected to the territory, with a generally lower education, the town is one of the poorest in the Macro - Area of Bari (Metropolitan Area of Bari).

Moreover, although the presence of places of extreme interest, the tourism industry is struggling to take off.

WHY ALTAMURA

as project test case

BIGGEST IN TERMS OF POPULATION AND SURFACE
one of the main towns of the hinterland of the Macro Area of Bari

HIGH TOURISTIC INTEREST & POTENTIAL
great natural and archaeological heritage value

MAJOR ISSUES IN SPATIAL AND SOCIO - ECONOMICAL TERMS
lowest GDP and highest unemployment rate in the Macro - Area

Population: 70 562
Altitude: 480 m
Surface: 431,38 km²
Density: 163,57 ab./km²

Distance from Bari: 50,3 km

Heritage sites:

- The Altamura Man fossil
- Dinosaur Footprints (Cava Pontrelli)
- Cathedral of Santa Maria Assunta (Altamura)
- Sanctuary "Madonna del Buon Cammino"

Main Access / Connections: from Matera: 19,5 km (SS99), from Bari 50,3 km (SP236)

Production: flour products, wheat, DOP bread and related products

GDP: 18.415 (34th out of 41 towns in the Macro - Area of Bari (Metropolitan City of Bari))

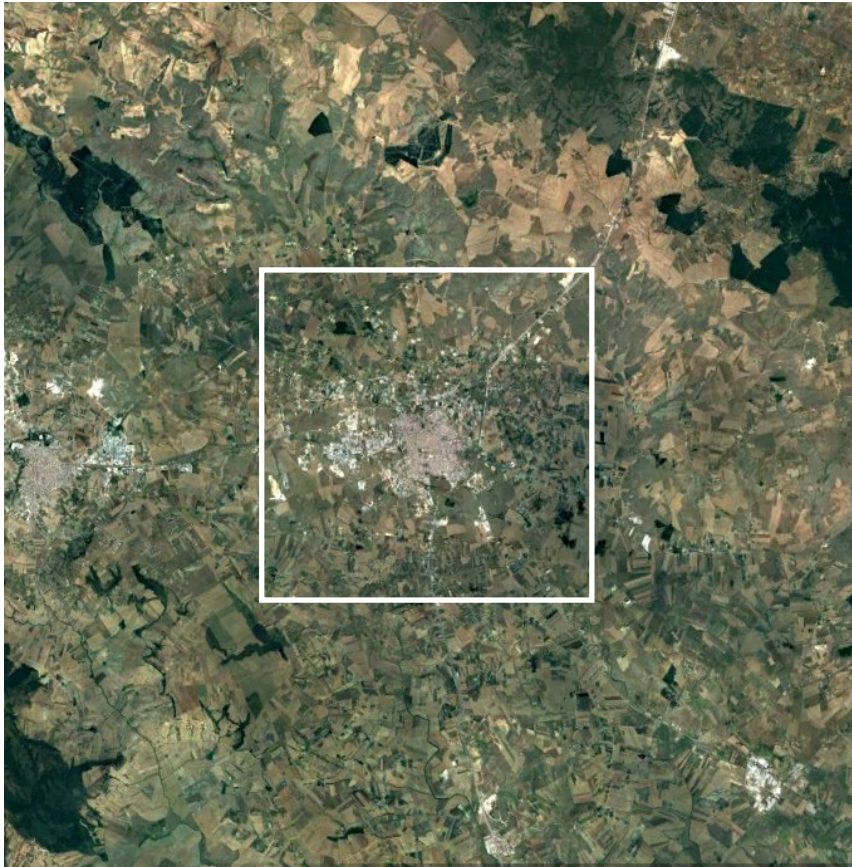


Altamura in the Region
Puglia



Altamura in relationship
with Bari and the Coast

SOURCE: *Google Earth*



Altamura and the Sub
Region of the hinterland
countryside (Murgia and
The National Park of
Alta Murgia)



The Town of Altamu-
ra surrounded by the
wheatfields

Widespread Territorial Multifunctional Park along the Route

The Concept and its Aim

The Widespread Territorial Multifunctional Park aims to build a relationship between tourism and the landscape and towns of the hinterland, which are the most neglected and socio-economically weak in the regional context. The park has a dual aim: on the landscape and on the socio-economical condition of the town of Altamura. The design intervention in the countryside means to gain attention and care for the rural landscape for its use and preservation. Moreover, guiding tourism towards the hinterland aims to establish a contact between the stream of tourists and the town of the rural context of Altamura, aiming to its internationalization. Under the economical aspect, the park aims to attract the new flux of money coming from tourism injecting it directly in the towns, such as Altamura, that need it most.

The Park offers accommodation for the expected increasingly touristic incomings and facilities related to the landscape and its use (sport, leisure).

The Park hosts the functions that are most suited for the landscape typology, for the local characteristics (local businesses and productions) and that are not present in the core of the town. The Park aims to build a strong relationship between the town and the landscape and therefore between the functional programme present in the town and the new agenda.

The park aims to enhance the qualities of the landscape by “living the rural landscape of the countryside”. For this reason the functional programme is spread across the territory. The Widespread Park proposes an alternative of touristic facility that enhance the real qualities of the context and that builds a socio-economical relationship with the town of reference.

The idea of the widespread accommodation has origin in the model of the Albergo Diffuso (Widespread Resort). The Italian concept has been developed in 1976 from the necessity of the requalification of the territory of Carnia (Friuli, Northern Italy), compromised by the Earthquake of 1976 that heavily destroyed the area.

The *Albergo Diffuso* in Carnia aimed to promote the houses in the village as soon as they were re-built. The model aims to integrate the structure of the hotel in the territory, enhancing its features. The implement of the hotel directly in the landscape aims to generate a spin-off effect connecting the hotel with the local economies. The model is thought to be spread across the urban areas making the most of the existing houses. The project takes the concept further spreading the hotel/resort outside the town's boundaries in the territory.

The model of the widespread hotel has gained some specific features that characterize its identity.

The model of the *Albergo Diffuso* suggests:

- a unitary management
- accomodation facilities
- accomodation facilities spread in different buildings
- the presence of a local community for the social integration in the territory
- presence of community buildings for public facilities
- recognizable identity
- integration in the territory and its culture

The project aims to generate development for the territory through the establishment of a Widespread Territorial Park along the identified Route. The project aims to build socio - economical connections with the territory.

The diagramatic structure of the Territorial Resort locates the reception and the more public fuctions along the central line of the Route.

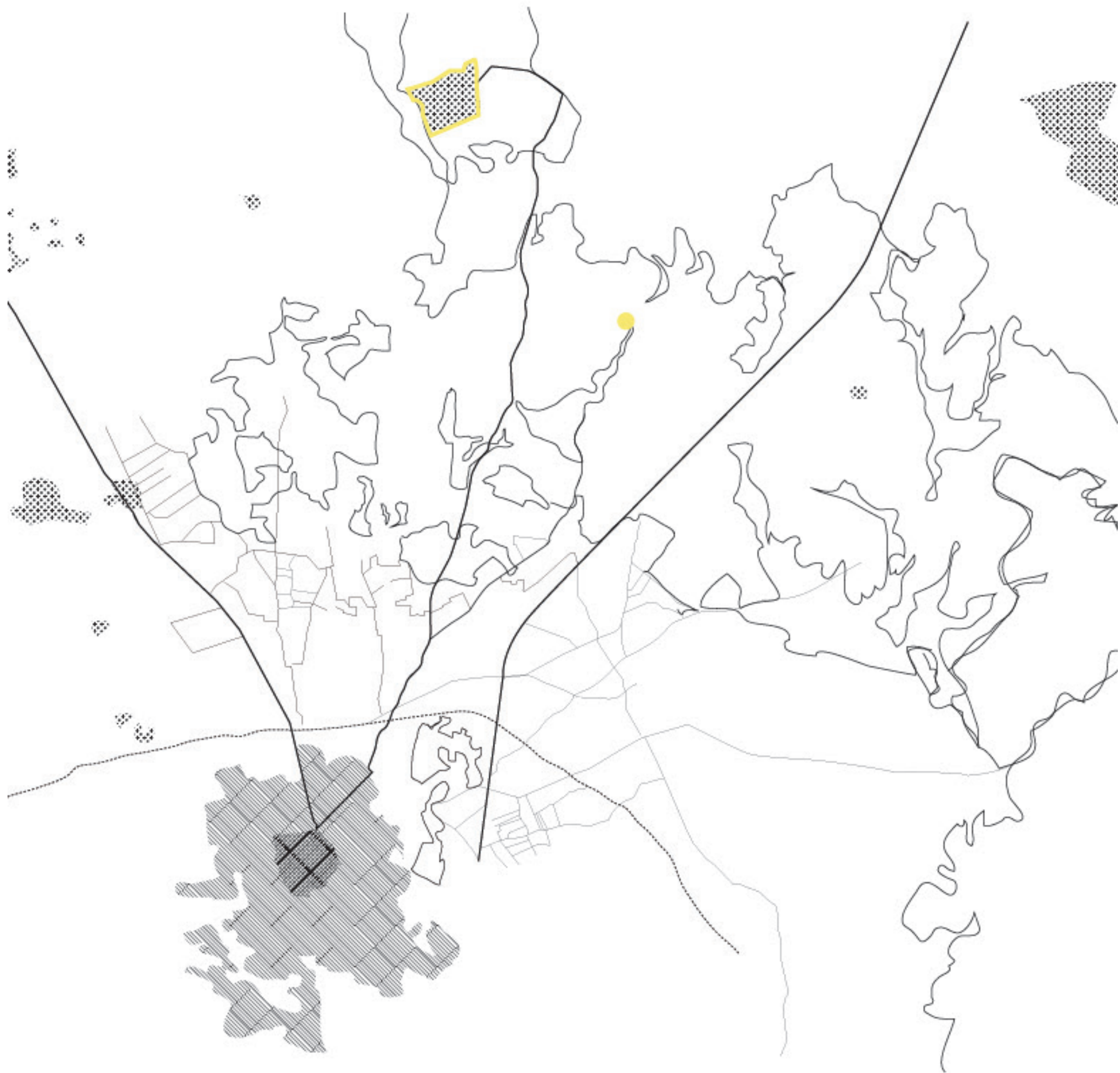
The more private function (accomodation) is spread in the territory according to the characteristics of the landscape.

The whole spread programme is kept together by the Mobility structure that also aims to generate a hierarchy among the parts.

On the other side the resort as a touristic facility would have the image of an infrastructure strongly related to the territory that is hosting it, bringing the touristic stream to the authenticity and landscape fruition.

The Relationship with the Territorial Landscape

The project aims to re-build the relationship between the town, the urbanized territory and the countryside through tourism. In order to do so the project identifies a potential touristic Route that enchains heritage and natural sites relevant and interesting for tourism. The stream of incomings of tourism is welcomed in the town and neatly spreading it in the territory through the spatial design project.



The Route

The project takes the ancient route of migrations from the town of Altamura, through the countryside of the Murgia, towards the city of Bari, to develop it into the backbone of a Widespread Territorial Multifunctional Park.

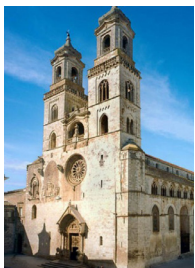
The Route aims to work as a touristic path guiding the stream of tourism through the landscape from the cathedral of Altamura in the core of the historical town's centre to its most famous natural attraction: the Pulo, a natural carsic depression of majestic dimensions.

The Route is thought as the line that brings together the local stream of people and the touristic incomings.



- 0,24 km

The Cathedral



0 km

La Piazza della Porta di Bari



page 186

1 km

Il Parco Fuori le Mura



page 192

4,9 km

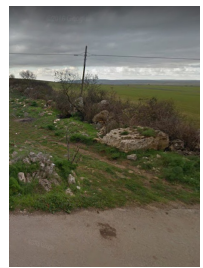
The Reception



page 202

5,0 km

The Rooms



page 212

5,5 km

The SPA



6 km

The Villas



6,5 km

The Landscape Leisure Centre

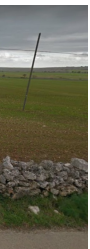


+ 8,5 km

The Altamura Pulo (Natural Carsic Depression)



Alta Murgia National Park
Bari



page 220

page 226

page 232



Borgo Egnazia Resort

SOURCE: Bing maps

The Case Study of Borgo Egnazia

The case study of a successful touristic economical model

The case study of the resort Borgo Egnazia, Fasano (BR) in the region Puglia, has the aim of highlighting the potentials of tourism for the development of the region, defining their applicability and conditions.

“Borgo Egnazia”, Fasano (BR) in the region Puglia is one of the most successful examples of luxury accommodation in the region. Renown worldwide, for the past years the resort has welcomed celebrities and hosted the most famous events and weddings.

Owned by Aldo Melpignano, the resort has 45 acres of land and it has taken six years and a €150m investment to be built. Despite the efforts, its international perspective, a long term vision and its smart management and branding have determined its success.

The Resort has the appearance of a characteristic village typical of the region Puglia and it is stated to have been built “according to the historical local architecture style with local stones”. Moreover, it is presented and promoted as a concentration of the highest qualities of the region, its nature and its history.

The region and the press enhance Borgo Egnazia as an example of a successful model, beneficial for the region and its economy.

The resort definitely contributes to the promotion of the region worldwide and to its jobs market.

However the contribution that this model to the socio - economical regional situation is incomparable with the economical revenues that the structure is able to gain from the regional territorial and landscape qualities.

Moreover, the resort has been built on a former military cleared area. Its constructions, vegetation and programme, therefore, have been strategically placed on an empty wasteland imitating in a more or less free way the image of the landscape and traditions typical of the region Puglia.

The model of the resort promotes a life enclosed in its boundaries and in its artificial life, although it guarantees privacy and working facilities and services.

The success of the economical model of Borgo Egnazia has its roots in the combination of a complete **programme** and a clear **mobility** structuring it. The resort is, in fact, serviced by various facilities, from sport to gastronomy, covering all the tourism-related activities under a convenient infrastructure.



Borgo Egnazia Resort

SOURCE: borgoegnazia.it

The model of the resort would define its image as a touristic destination. By doing this, the stream of tourism that would invest the town of Altamura would drive towards a social internationalization and economical development.

Moreover, the care invested in the development of the spaces would give new urban and territorial quality to the town. The hinterland town and its surrounding territory, now neglected and characterized by the low quality of the contemporary architecture and its public spaces would be invested by a new care and spatial design development. Spatial design and the qualities of the spaces stand as a un-negotiable condition for the development of Altamura.

The model of the resort would on one side solve the pragmatism of the accommodation. On the other side the economical model of the resort would contribute to the definition of Altamura as a touristic destination, giving strength to the still weak, but with great potential, economic sector of tourism.

However, the model of the resort based on the case study of Borgo Egnazia does not

The project proposes an alternative model of the resort typology integrated in the territory and interlaced with its local community and economy. On the other side the resort would gain in authenticity and involvement in the life of local communities and traditions.

In order to achieve this scenario, the spatial model of the resort has to be dismantled and re-distributed. The concept of a resort enclosed in its boundaries of a "golden prison" has to be reconsidered. The resort has to be physically integrated in the territory and spread across it.

The resort has to be scattered in its **programme** across the territory, upgrading the potential of further connections with the territory itself. Its mobility has to be structured following and upgrading the existing territorial infrastructures according to the qualities of the landscape.

BORGO EGNAZIA

PROGRAMME

Reception

1 x 700 mq

Accommodation

Villas: 29 x 244 mq

Rooms: 65 x 50 mq

Services

Golf Court "San Domenico": 1 x

Spa: 1 x

Pools: 1 x indoor + 3 x openair + 29 (privates)

2 Private Beaches

Restaurants: 3

Parking

1 x 5000 mq

MOBILITY

Primary Entrance and Distribution

The resort has one main entrance facing the reception building. The parking lot is placed at the entrance.

Secondary Distribution

A secondary infrastructure serviced by golf carts divides the villas from the rest of the resort.

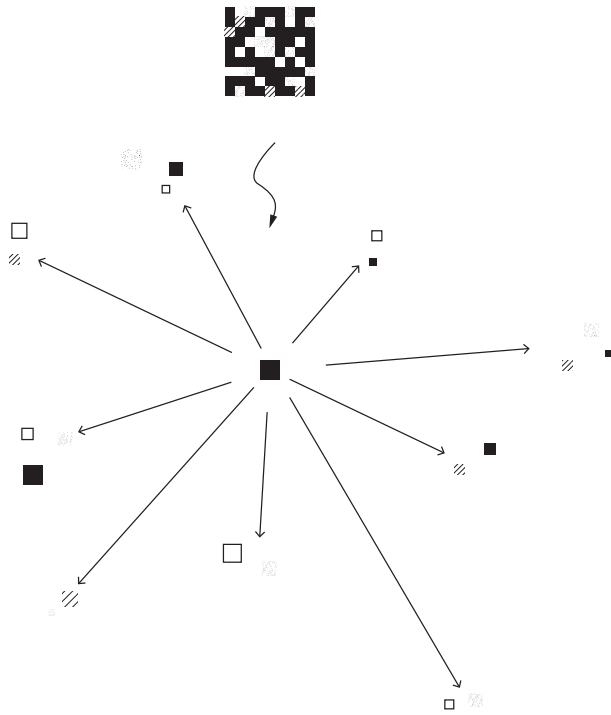
Tertiary Infrastructure

Smaller infrastructure lines distribute the rooms.

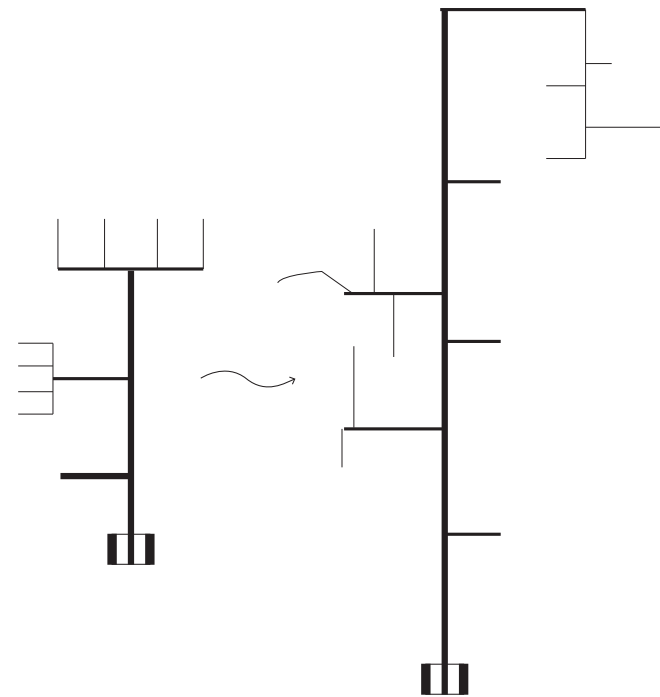
The project aims to prove and define the conditions of the possibility of an accommodation and leisure facility that builds a strong relationship with the context while guaranteeing the same touristic experience of an all-inclusive resort.

While offering landscape qualities, culture, traditions and folklore, gastronomy and wellness programmes (SPA, sport, leisure), the project of the widespread territorial park plans and designs its spatial functional agenda in a way that it guarantees a socio-economical return for the local context while preserving the landscape.

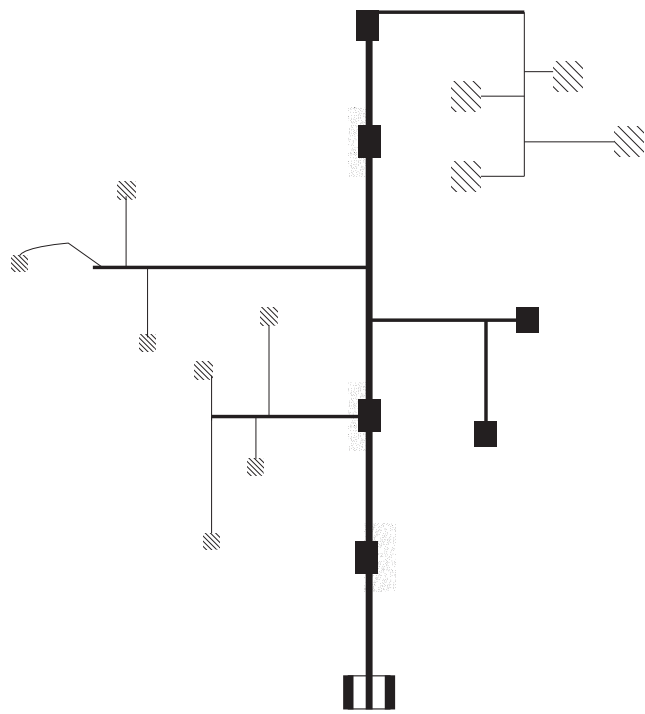
FUNCTIONS PROGRAMME



MOBILITY



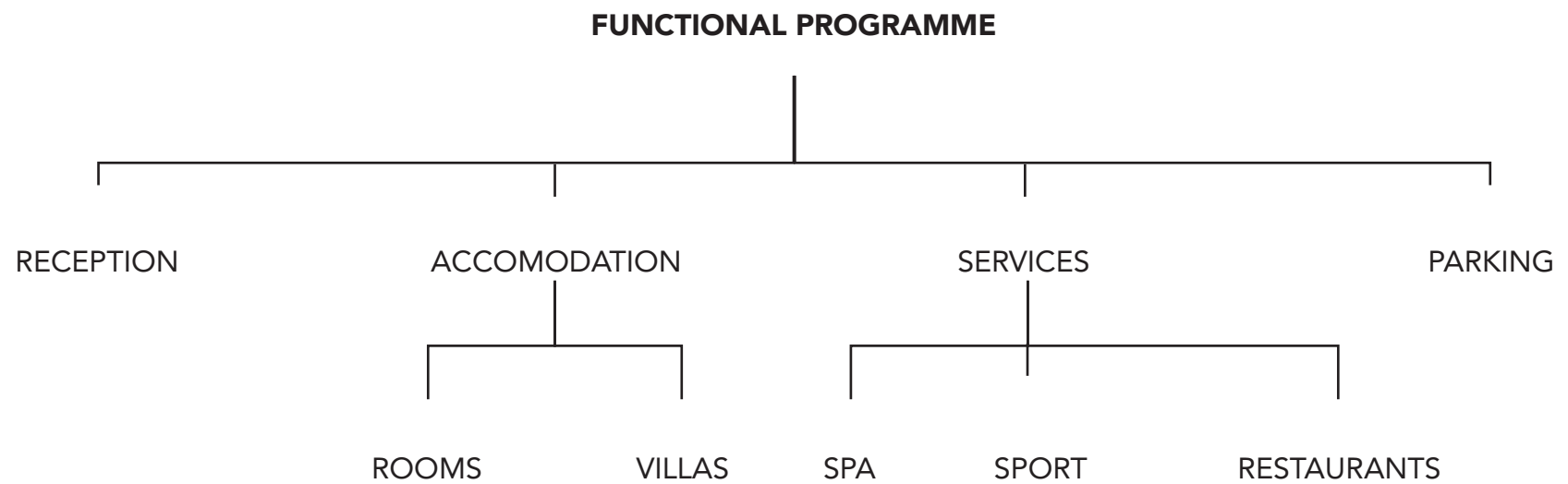
WIDESPREAD TERRITORIAL MULTIFUNCTIONAL PARK
spatial diagram



Project Categories

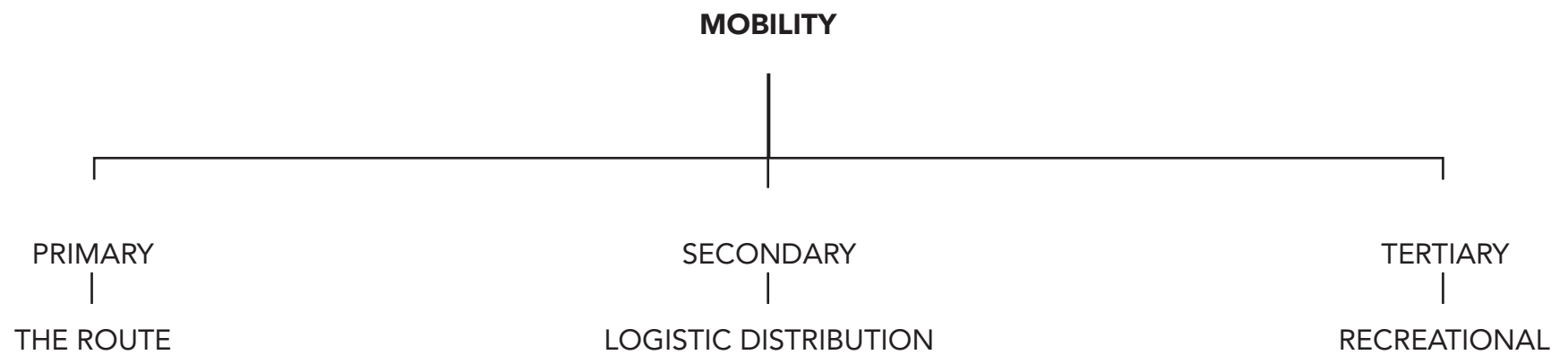
The model of the resort is re-thought into two main categories of services. In the case of the project Widespread Territorial Resort, the two categories are organized in the territory differently according to their characteristics.

The organization of the Resort follows the same logic of the Territorial Route: the stream of tourism is welcomed at the entrance of the area, directioned along a path and the spread across the territory according to the landscape and heritage characteristics.



The project keeps the programme and the mobility structure of the model of the resort modifying its application on the territory.
The purpose is on one side to test the hypothesis of the Territorial Widespread Resort in its physical spatial

concretization.
On the other side the touristic facility is used to structure the territory aiming for its spatial and socio - economical development.



Regional Recurrent Elements

in the Territorial Landscape of Altamura

NATURAL ENVIRONMENT



The *Murgia* is the typical landscape of the hinterland territory of Puglia. It is a hilly subregion with a maximum height of 686 m above s.l., that lays parallel to the coastline (from N - W to S - E).

The area houses a variety of fauna and flora which is particularly protected in the National Park of the Alta Murgia.

The soil is characterized by karst phenomena, the biggest one of them in the territory of Altamura.

ARCHITECTURE



Altamura is for antonomasia a town of the *Murgia*. Its architecture is representative for the whole regional territory.

The town has been rebuilt in by Frederick II (1194 - 1250) following the devastation by the Saracens. Its most important architecture is the cathedral, from 1232.

The town has the appearance of a fortified clustered village.

Its composition is characterized by a small scale architectural unit and the presence of openair courtyards in between the urban fabrics.

All images: Territory of Altamura, Comune di Altamura

ANTHROPIZED NATURE



The *Muretti a Secco* are low rise dry stone walls and a recurrent feature of the Apulian territory. Their use is related to property division, soil containment and water directioning and

They have been recently become candidates for the UNESCO Heritage fund.

The *Muretti a Secco* have a social, cultural environmental relevance. The antique technique in which they are built has become a rare knowledge. Their presence also has an environmental practical function as it prevents from rainwater flooding.

AGRICULTURE



Agriculture has historically been the primary economy of the region. Although still playing a major role in the life of Puglia it is facing threats regarding its vulnerability (dependence to seasons, climate change, market demand...) and the management of its job market (illegal work).

However, trends are showing a increasing interest in specialized agriculture, bio agriculture, zero-mile productions and a rediscovery of the traditional crops and derivatives.

The town of Altamura holds a particularly strong relationship with agriculture and in particular with the cultivation of wheat and the production of bread.

Architectural Typological Study and Development

Design Principles Definition Process

The Formative Principles are also applied at the Local Scale of the Design Project.

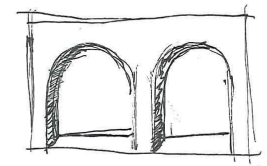
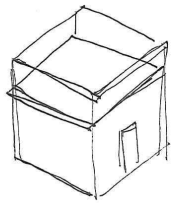
Following the logic of enhancing the qualities of the territory, the project takes as typological example the local rural architecture of Altamura as model

The essential qualities that define the architectural landscape of the town architecture are taken as guidelines for the development of the new architectures of the Widespread Multifunctional Territorial Park facilities.

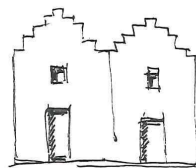
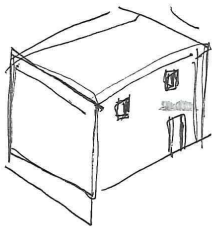
The essential characteristics, are identified as the proportions of the envelope and its architectural elements. Other characteristics are considered to be variables.

Following the principle of spreading functions across the territory for its involvement in the project, the clustered architectures stacked on each other in the town of Altamura, are dismantled and spread across the territory in their unit.

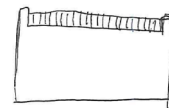
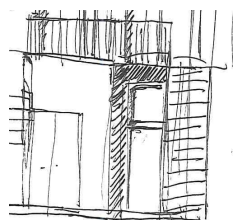




The new architectures emulate the volumes and the appearance of the defined architectural urban element of the town of Altamura. The architectures are not a copy of existing town's architectures but aim to establish a relationship of belonging by using specific characteristics: volume, materials, appearance.



The definition of the "architectural urban element" of the town of Altamura aims to define essential characteristics. The outcome is an architecture that is new in its typology and image but that establishes a relationship of belonging with the town.



The Formative Principles are also applied at the Local Scale of the Design Project.

Following the logic of enhancing the qualities of the territory, the project takes as typological example the local rural architecture of Altamura as model to develop the typology of buildings.



Collage - landscape elements and possible configuration

The new architecture aims to keep in its features the essential characteristics of the architecture of Altamura: limited dimensions, facade proportion, clean volumes.

The characteristics are maximized by an architecture that aims to keep as unchanged as possible the frames of the existing architecture unit.

The dimensions of the rooms can be altered according to the same principle of the cluster of units that rule the town by adding other units to the module.

The dimension of the rooms is defined by a balanced agreement between the necessities of the resort and its investors and the impact on the territory. The unit identified is based on minimum measures.

The applied principle highlights the heritage value of the rural and civil architecture above the recognized value of celebrated architectures such as the cathedral.

The Local Route

The Mobility Line identified at the Local Scale of Altamura is based on the same principles of

- enchainning local economies
- touristic facilities
- heritage sites (architectural, cultural and natural) to the same structure

As for the social dimension, the aim is to maximize the possibilities of interactions between local communities and touristic streams. This principle has two consequences: on one side the local citizens would benefit from the internationalization of the territory. On the other side the touristic industry would benefit from the authenticity of the place and the interest around it.

On the economical level the local agricultural producers, small investors, restaurants ... would be in first person involved in the project of the space and its management, gaining economical revenues.

On the territorial level the space of the countryside would gain new attention and re-discovered as a valuable resource. Its passive preservation that often turns into neglect would become active protection by rebuilding the relationship with the territories of the *Murgia* (countryside) inhabited in antiquity.

...







The project upgrades the ancient mobility line that migrants walked from the rural town of Altamura to the city of Bari through the impervious and dangerous territory of the wild countryside (*Murgia*).

This mobility line, upgraded as “The Route” in its design and programme, meets along its line main natural and heritage sites:

The Cathedral (in the city centre of the town), the ancient City Walls, the Sanctuary just outside the town’s boundaries (that ‘protected’ the migrants on their way), the natural landscape of the countryside and natural attractions (the biggest karst valley in the region), the site of the archaeological cave of the “The Altamura Man”, and the woods of the *Alta Murgia* National Park.

The Route takes as potential the existing programme to implement it and upgrade it through spatial design and a new programme serving the necessities of tourism.

Main Essential Project’s Programme

-  Touristic Information
-  Public Space
-  Coordination (Reception)
-  Accomodation
-  SPA
-  Sport

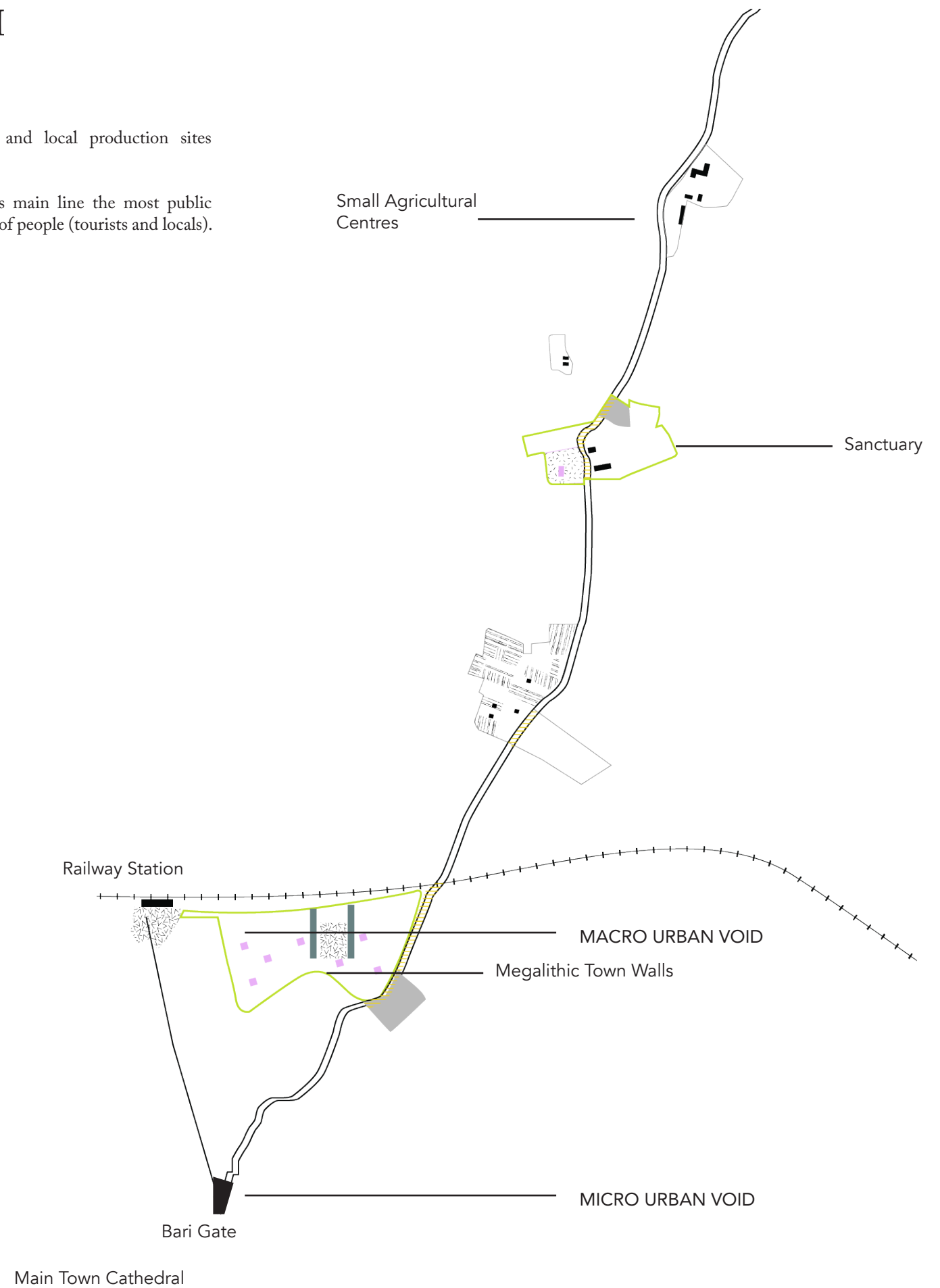
PROGRAMME BAR



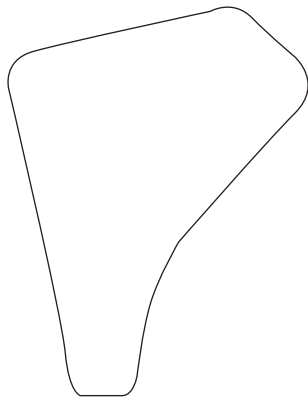
The Local Route_Part I

The Route keeps together existing heritage and local production sites implementing it with new programme.

The structure of the route aims to keep on its main line the most public functions strenghtening its usage and the stream of people (tourists and locals).



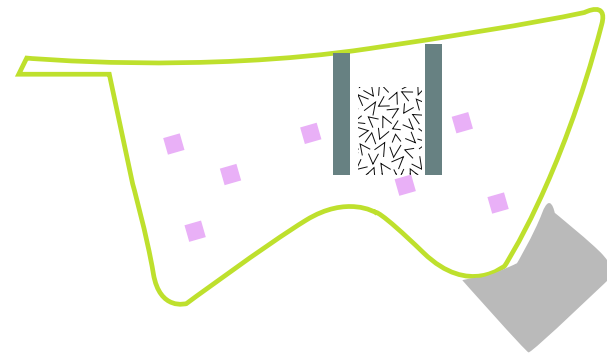
PROJECT'S CENTRES



MICRO URBAN VOID

PUBLIC SPACE

"LA PIAZZA DELLA PORTA DI BARI"
The Square of the Bari Gate



MACRO URBAN VOID

PUBLIC SPACE

"IL PARCO FUORI LE MURA"
The Park Outside The Walls

The Local Route_Part II

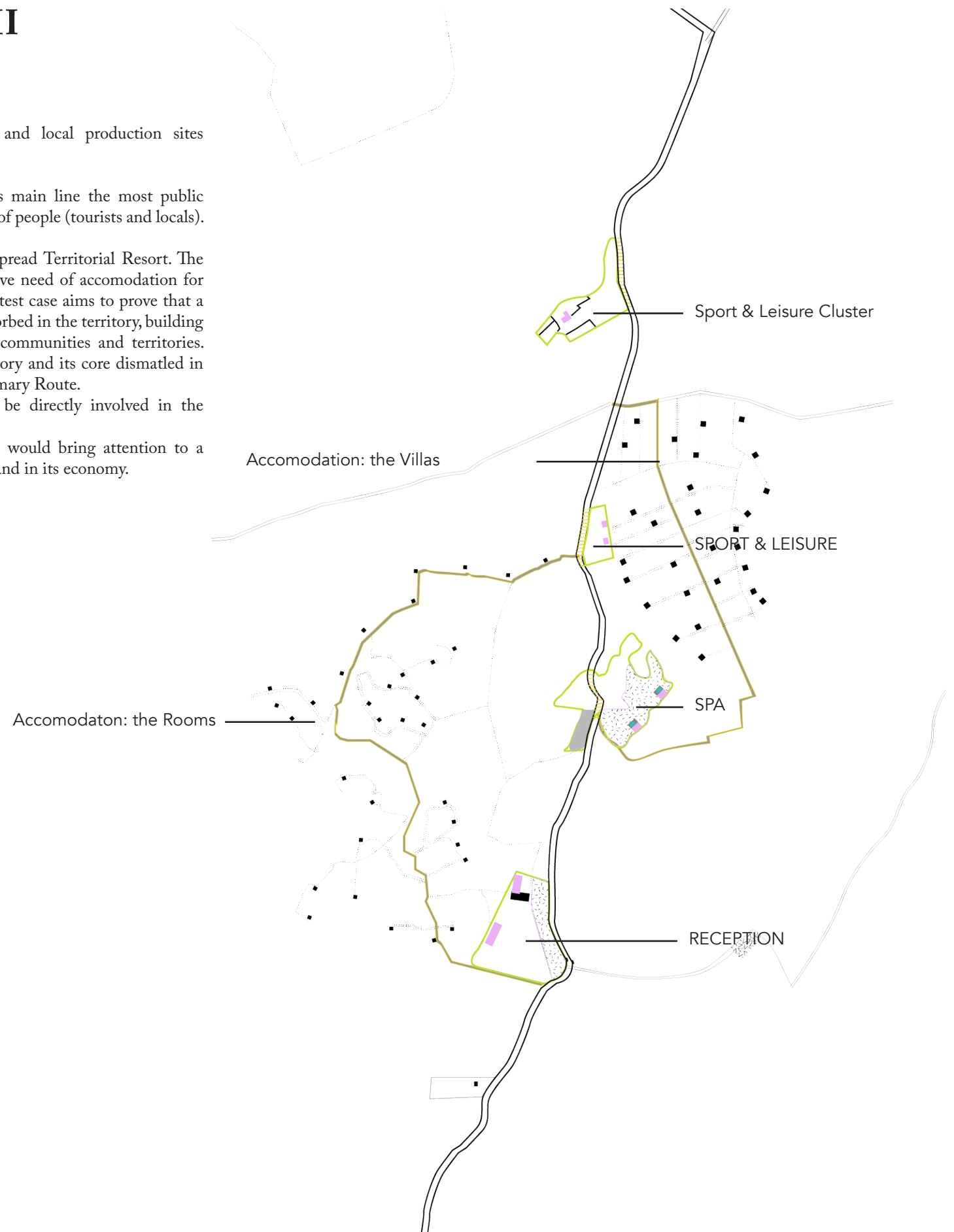
The Route keeps together existing heritage and local production sites implementing it with new programme.

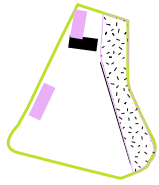
The structure of the route aims to keep on its main line the most public functions strenghtening its usage and the stream of people (tourists and locals).

The second chunk of the Route hosts a Widespread Territorial Resort. The typology of the resort solve the issue of a massive need of accomodation for the increasing incoming of tourism. The project test case aims to prove that a massive accomodation can be integrated and absorbed in the territory, building new and stronger relationships with the local communities and territories. The typology of the resort is spread in the territory and its core dismatled in multiple public smaller cores along the main Primary Route.

The local communities and economies would be directly involved in the development of the resort.

The incoming of a massive number of tourists would bring attention to a territory that is currently neglected in its spaces and in its economy.

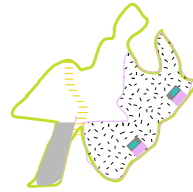




OPEN COUNTRYSIDE
IMPLEMENTATION

ARCHITECTURAL
RENOVATION & EXPANSION

THE RECEPTION



OPEN COUNTRYSIDE
IMPLEMENTATION

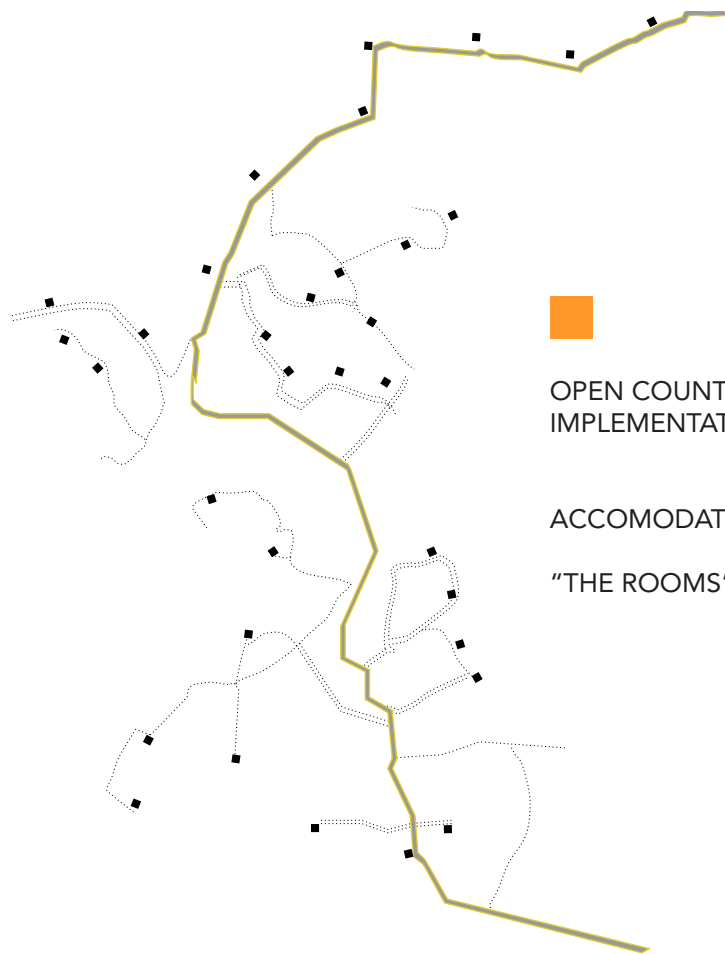
SEMIPUBLIC FACILITY
THE SPA



OPEN COUNTRYSIDE
IMPLEMENTATION

LANDSCAPE MOBILITY

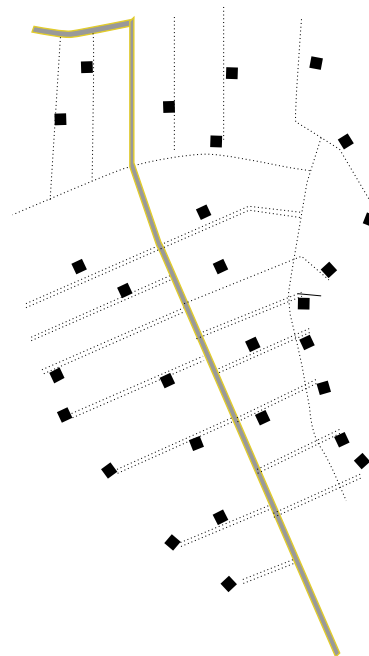
THE LANDSCAPE LEISURE
CENTRE



OPEN COUNTRYSIDE
IMPLEMENTATION

ACCOMODATION

"THE ROOMS"



OPEN COUNTRYSIDE
IMPLEMENTATION

ACCOMODATION

"THE VILLAS"

The Widespread Territorial Multifunctional Park

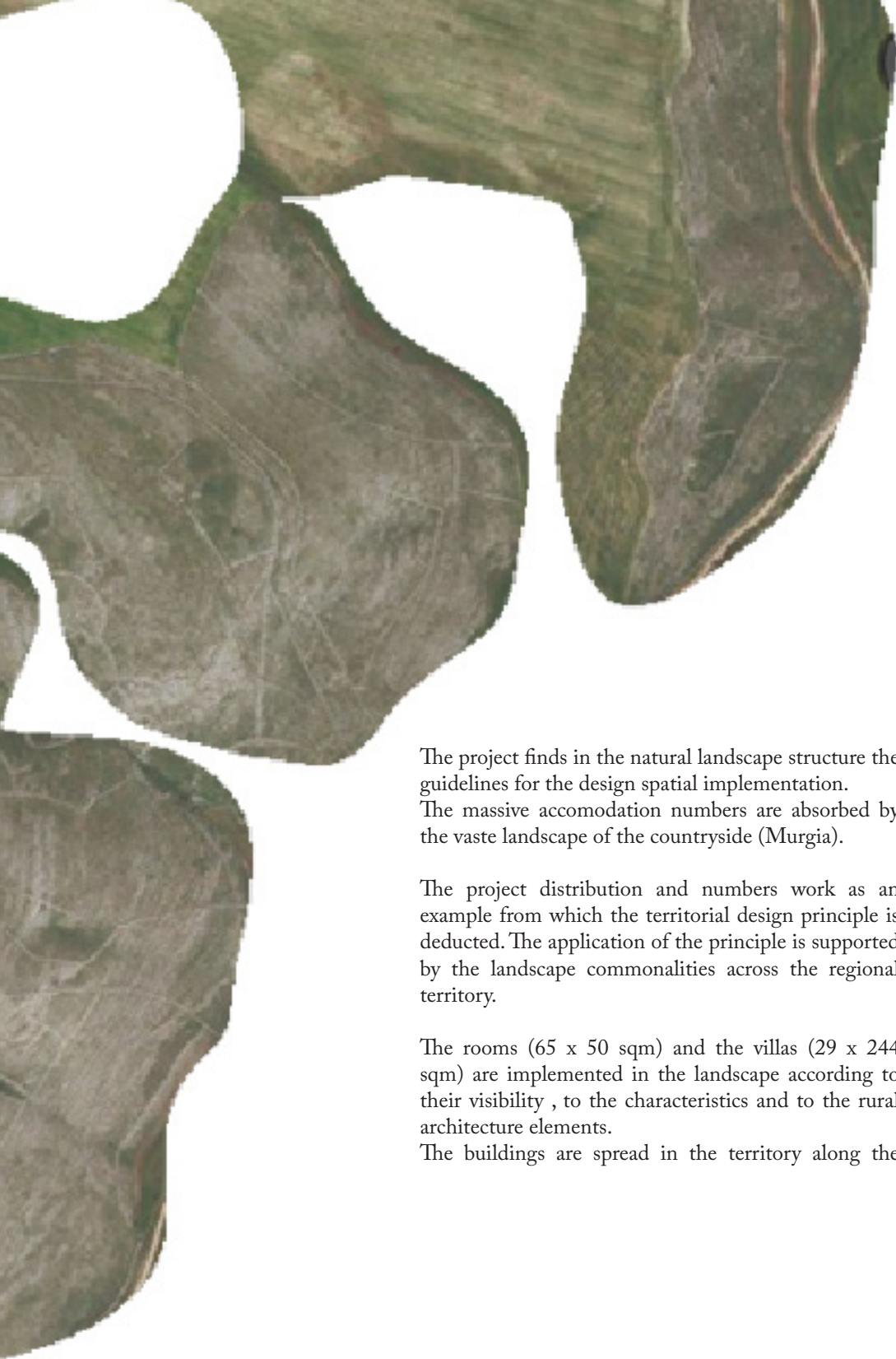
The model of the resort is re-thought into two main categories of services. In the case of the project Widespread Territorial Resort, the two categories are organized in the territory differently according to their characteristics.

The organization of the Resort follows the same logic of the Territorial Route: the stream of tourism is welcomed at the entrance of the area, directioned along a path and then spread across the territory according to the landscape and heritage characteristics.

The programme of the resort is distributed in the territory according to the more or less public functions. The Accomodation is hidden in the landscape while the more public functions are clustered aong the main Route.







The project finds in the natural landscape structure the guidelines for the design spatial implementation. The massive accommodation numbers are absorbed by the vast landscape of the countryside (Murgia).

The project distribution and numbers work as an example from which the territorial design principle is deducted. The application of the principle is supported by the landscape commonalities across the regional territory.

The rooms (65 x 50 sqm) and the villas (29 x 244 sqm) are implemented in the landscape according to their visibility, to the characteristics and to the rural architecture elements.

The buildings are spread in the territory along the

lowest landscape lines defining the margins of the hills. According to this principle their visibility is hidden along the edges of the valleys.

The buildings are distributed by countryside paths (tertiary mobility) defined on the lines of the ancient dry stone walls (muretti a secco). The lines of the walls are identified and doubled, thus enhancing the territorial characteristic and defining a mobility logistic line for the territorial widespread resort.

The buildings are placed at a maximum distance of 200 m between each other to control their distribution following the requirements of the "Widespread Hotel" by definition.

The Route

Micro Urban Voids

Macro Urban Voids

Education, Information & Coordination

Accommodation I - The Rooms

Leisure & Landscape I - The SPA

Accommodation II - The Villas

Leisure & Landscape II - The Sport Centre

Mobility

The Route_Primary

Following the logic of enhancing the qualities of the territory, the project takes as typological example the local rural paths to strengthen their characteristics.

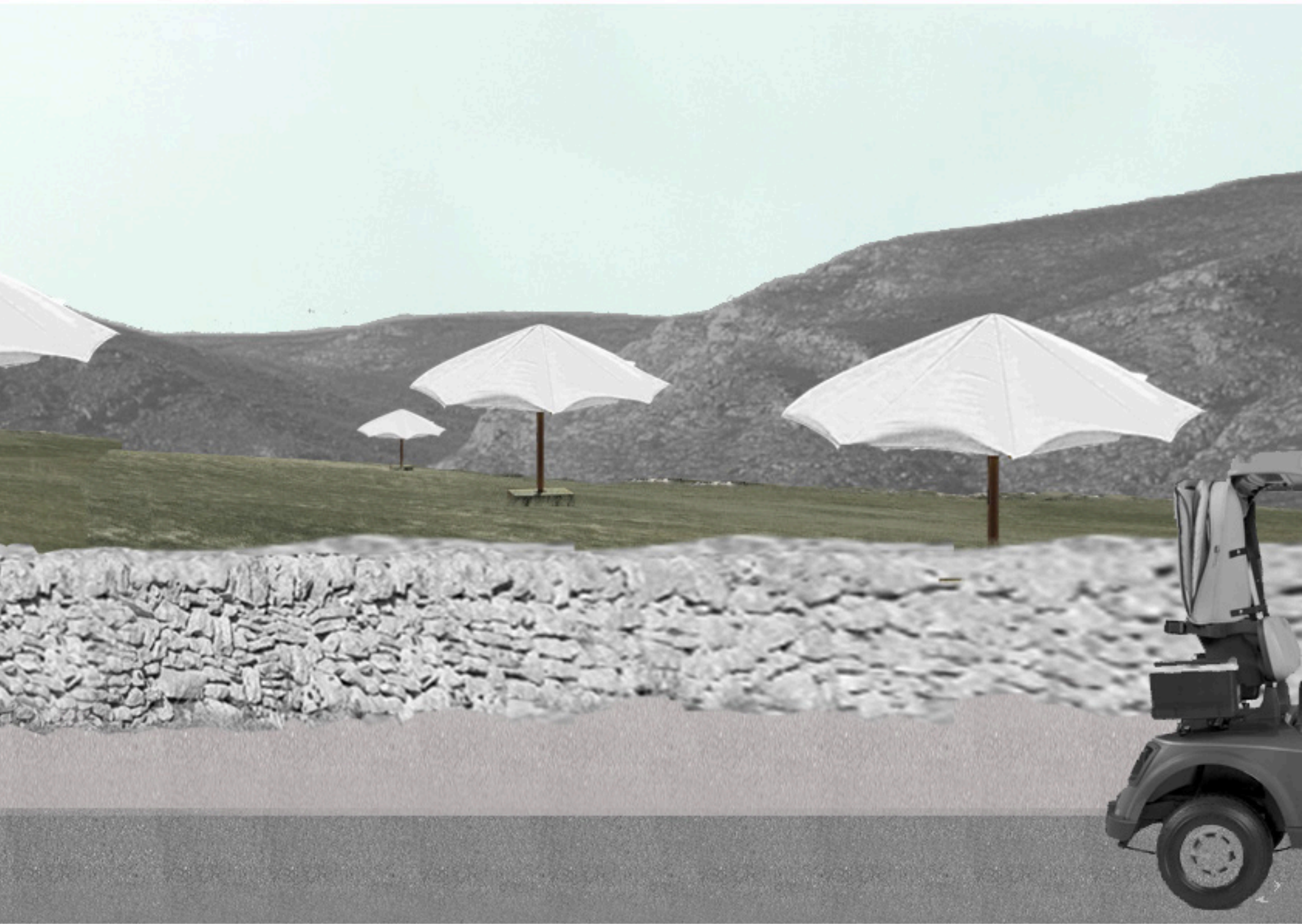
The Route is made recognizable by structuring its borders. The Dry Stone Walls are preserved when present, Doubled on the other side when present only on one side and sided by lines of autochthonous trees to filter a private property. When the Route is sided by the countryside landscape of the *Murgia* its open view is preserved. The Mobility line borders would be designed in different ways according to the landscape that they are sided by.

The primary Route other than being subject of renovation, it is provided with a cycle path that connects the town to the landscape. The side of the Route are designed with temporary or low impact architectures to maintain the appearance of the landscape as genuine as possible.

The sides of the landscape are open to arts installations that could build a strong identity and unify the landscape of the route. The art installations would also give opportunity of expression to the cultural landscape of Altamura.







Micro Urban Voids

Renovation of Public Spaces Identified along the Route

The identified Route aims to generate a stream of people, connections, socio-economical partnerships between the town and its surrounding landscape.

The economy of the region Puglia has always been strongly related to its landscape and agriculture. In the specific case of the town of Altamura, this relationship is particularly important as it is one of the main cultural and economical resources for the town. The presence of the extensive wheatfields in its surrounding has made the town one of the most renown producers of bread, which has become a PDO* (Protected Designation of Origin), exported all over Europe.

The project Route has origin in a defined Micro Urban Void just outside the “Bari Gate” of the Medioeval walls of the historical city centre.

The historical centre of the town of Altamura belongs to the Association “Borghi Autentici”(Authentic Villages), that promotes the ancient cores of Italian historical towns.

Established in 1232 AC, with the arrival of Frederick II of Hohenstaufen, the town’s core has gained the architectural image we can still recognize nowadays.

The Gates represented the point of access through the the walls to the town. The Bari Gate is an architectural monument of the XVIII century and marks the origin of the way from Altamura to Bari (the project Route).

The general aim is also to define a typology of potential spatial design projects that could have a dual potential. On one side Micro Urban Renovation Porject could help to define the town as a touristic destination providing tourists with guidance and orientation. On the other side it means investing in the quality of spaces and therefor ein the quality of life of its citizens. The quality of spaces would bring attention and care to

The relationship between a small public project and the bigger territorial project would guarantee the success of the project providing it with a framwork and with economical aids deriving from private investors involved in the bigger territorial project.

The typology of space and its context (micro urban voids and presence of an historical town’s core) make the typology of design project a model for its application all over the regional context, with the same principles of application but with a different design spatial declination.



The Bari Gate

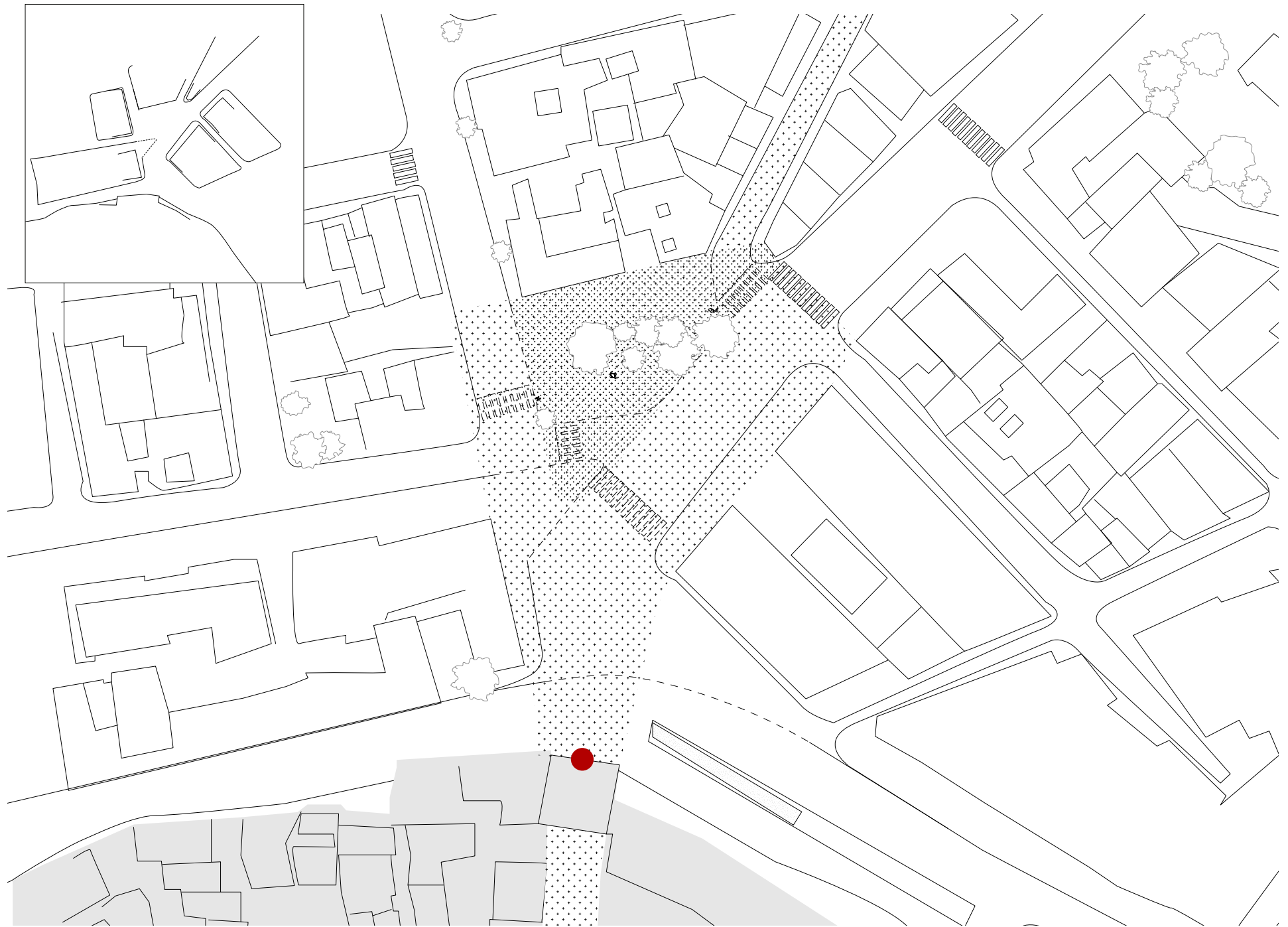


The view through the gate towards the inner town

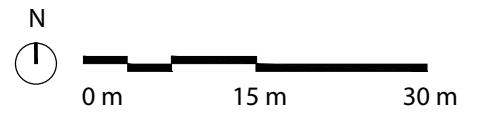


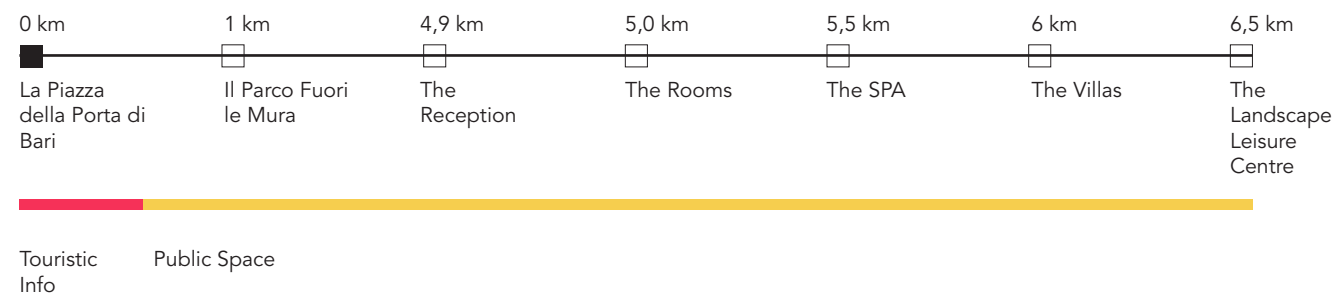
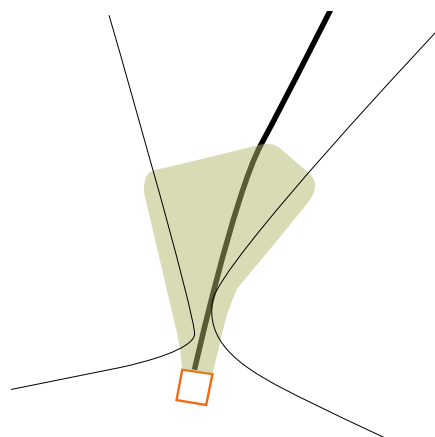
The view from the Gate towards the outside of the walls (the modern Altamura), object of project

PDO: Protected Denomination of Origin: a geographical indication defined within European Union law in order to protect regional agricultural products.
<https://www.borghiautenticiditalia.it/borgo/altamura-centro-storico>



1.1 MICRO URBAN VOIDS
PUBLIC SPACE RENOVATION





“La Piazza della Porta di Bari”
The Square of the Bari Gate

Site Typology: Micro Urban Void

Typology of Project: Public Space Renovation

Sqm Interested Area: 1564

Programme:

- 10% Touristic Information
- 90% Public Space

Among the General Application of the Principles, the following are concretized in this specific Spatial Design Project (ref at page 236):
 F03 - O03 - O04 - L03 - L04 - L07 - L09 - L11

Blending through Spatial Design the Industry of Tourism and the Local Reality by blending:

- Tourism-addressed Designs and the Local Space Quality:

Establishment of a touristic info point and the origin of the defined Route for guidance. The project aims to shift the care to the quality of the town’s public spaces. Shops, monuments (the Bari Gate) and historical towns buildings (two facades on two sides of the square) would be positively affected starting a virtuous circle of town’s renovation.

- Tourism & the Cultural Landscape:

Tourism is brought to the core of the town’s making it experiencing the real historical town, its life and monuments.

- Tourism & the Local Businesses:

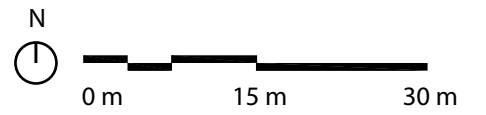
The touristic stream is guided to the inner city boosting the potential social and economical exchanges with the citizens.

Compositive Principles:

The project aims to design a micro public space in front of one of the most important monuments of the town, also giving an appropriate entrance to the town. The project is mainly a renovation of urban floor with the establishment of a small scale architecture that defines the beginning of the Route and the connection to the town’s core.



1.1 MICRO URBAN VOIDS
PUBLIC SPACE RENOVATION





Altamura (BA). Satellite Image from Google Earth 2017.



La Piazza della Porta di Bari
The Square of the Bari Gate

Macro Urban Voids

The Park Outside the Walls

The town of Altamura, as well as all of the other regional and Southern Italian towns, lack of green public spaces. Although it is surrounded by the green of the countryside, this spontaneous and agricultural green pattern does not serve the town as a public space.

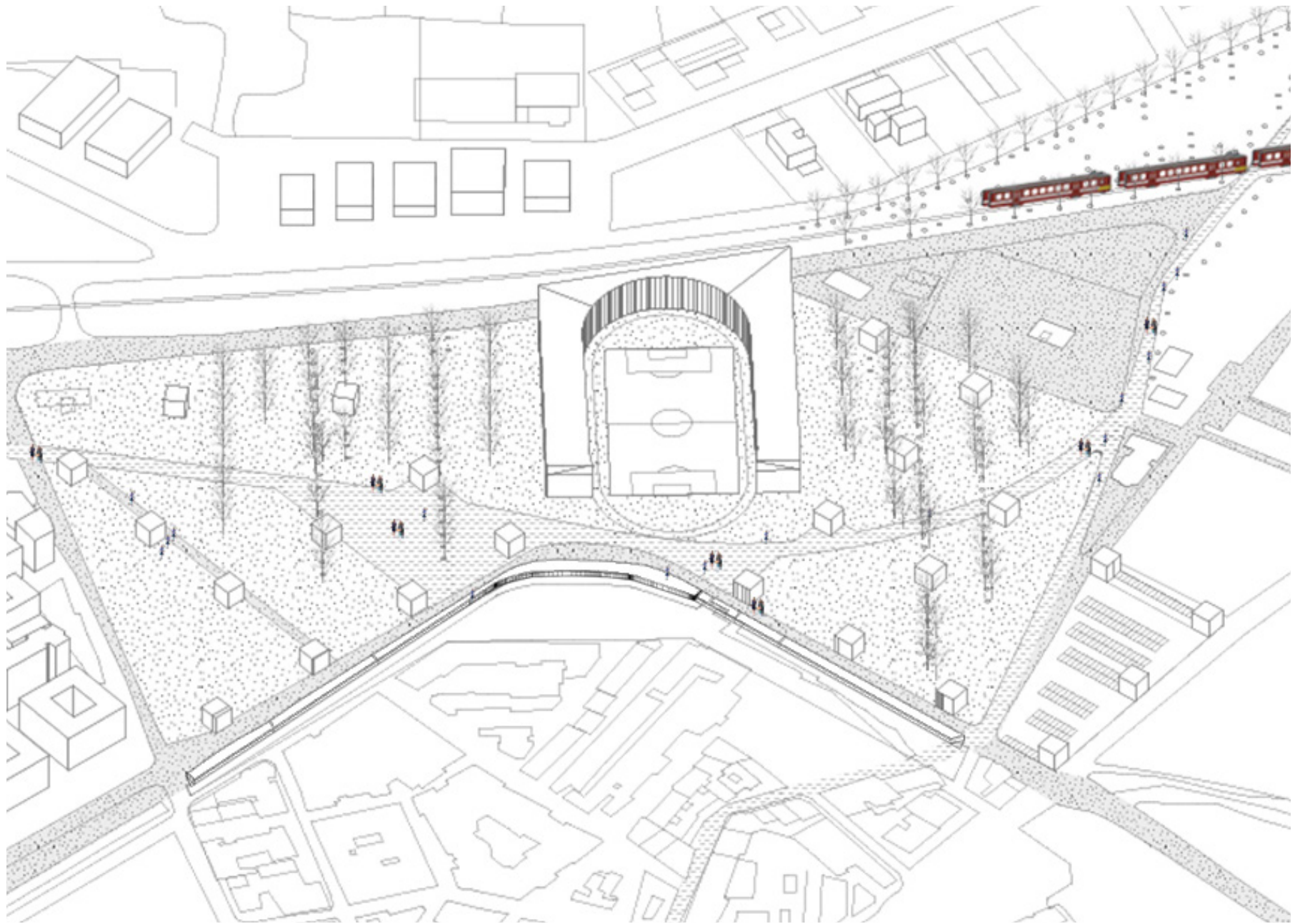
The project takes as an opportunity the Macro Urban Void just outside the town's boundary to develop it into a public green park.

The Macro Void is shaped by the Route on its Eastern side and by the ancient "Megalithic Walls" on its Southern Side. The Ancient Megalithic Walls are the rests of the second line of walls that gave the name to the town itself (from *Alta* = Tall + *Mura* = Walls). Built in the V secolo b.C., the Megalithic Walls (now rests) represents the very particular feature of the town, being the second line of walls (double defence against the potential invaders) around the inner town's core. The walls are called Megalithic because of the dimensions that they had in origin: 5,50 - 5,75 m width at the base with an height of more than 4 m. The Walls surrounded the town for 3600m.

Nowadays the most consisting rests are present at the Southern side of this urban void although neglected and sided by an overscaled infrastructure.

The void hosts a small stadium and local small businesses. The design embeds this programme developing it through further spaces and a parking lot.

The project defines and designs a multifunctional public park with local businesses located in small-scale pavillions and the stadium, reinforced in its presence by spaces for services. The historical site of the Megalithic Walls is enhanced and used as a zip between the park and the town. The dimensions of the Megalithic Walls at their origin are given back as a representation of by a pedestrian elevated path that while covering and protecting the rests of the walls, it gives a new point of view on the park. Moreover, the path, elevated as the Walls in their origin (4 m) re-builds the veiw from the top of the Walls and the visual connection with the countryside without compromising the architectural rests and their historical value.





● 1



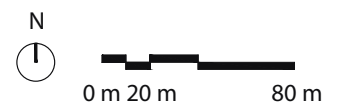
● 2



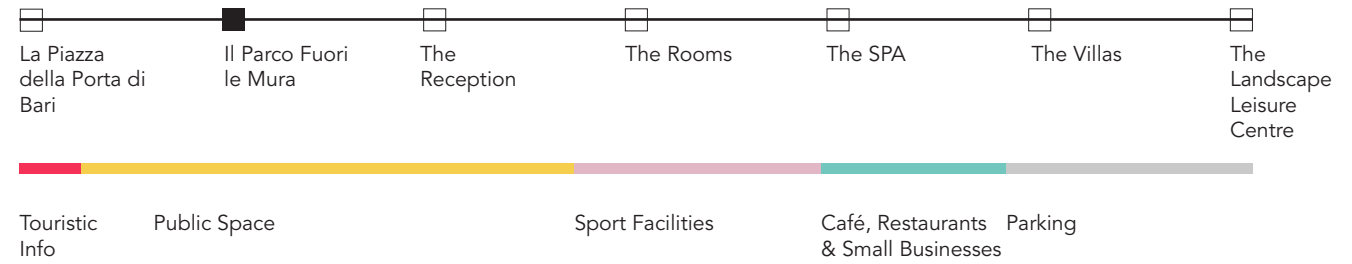
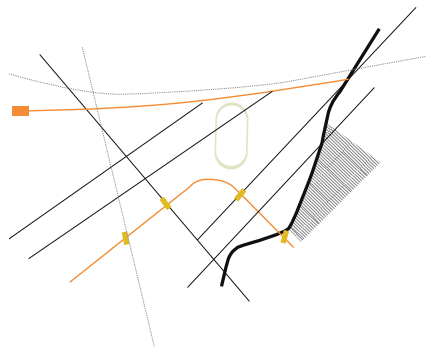
● 3



2.1 MACRO URBAN VOIDS
MULTIFUNCTIONAL WELCOME PARK



SCALE 1: 3000



"Il Parco Fuori le Mura"

The Park Outside the Walls

Site Typology: Macro Urban Void

Typology of Project: LUP (Large Urban Project) - PUBLIC SPACE

Sqm Interested Area: 130 680

Programme:

- 5% Touristic Information
- 40% Public Space
- 20% Sport Facilities
- 15% Café, Restaurants & Small Businesses
- 20% Parking

Among the General Application of the Principles, the following are concretized in this specific Spatial Design Project (ref at page 236):
 F01 - F02 - F03 - F04 - O04 - T02 - L03 - L04 - L09 - L10 - L11

Blending through Spatial Design the Industry of Tourism and the Local Reality by blending:

- Tourism-addressed Designs and the Local Space Quality:

Establishment of touristic info point and car/bike exchange. The project aims to shift the care to the quality of the town's public spaces. Shops, monuments at the boundaries of the park would be integrated in its development.

- Tourism & the Cultural Landscape:

Tourism is brought to the core of the town's experiencing its life and monuments. The arrivals from the railway station (on the West side of the park) would have the park as an entrance to the town.

- Tourism & the Local Businesses:

The touristic stream is guided to the inner city. Local businesses would have the opportunity of new spaces for their development.

Compositive Principles:

The Park is shaped along the town's Walls and builds a bridging network of pedestrian paths between the railway station and the Route.

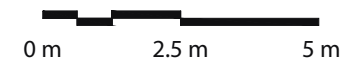
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1



2.2 MACRO URBAN VOIDS
MIXED USE INFILL (LUP)
PARCO DELLE MURA





'Il Parco Fuori le Mura' from 'The Route'
The Park Outside the Walls



Il Parco Fuori le Mura
The Park Outside the Walls

Information , Education & Coordination

The Reception

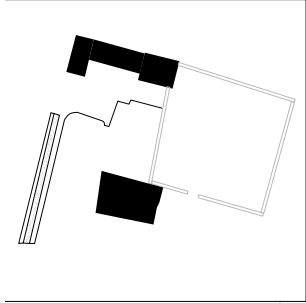
The project establishes a territorial Widespread accommodation Park in the surrounding landscape of Altamura. The expected incomings of tourist would be attracted towards the hinterland of the region and there hosted. 'Living the countryside' would be the image with which the accommodation is presented to the tourism.

The aim is to present the accommodation as an all-inclusive resort giving to its visitors the same typology of services and experience while guaranteeing a return for the local reality in spatial and socio-economical terms.

The Accomodation facility would be coordinated by a Reception placed in a crucial point along the Route and based on the expansion of an exhisting Masseria, the typical rural architecture of the Apulian countryside.

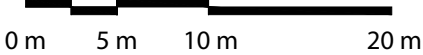
The Reception would work as the place where the the local is presented to the tourist and the stream of tourism is directed and guided across the countryside and towards the town of Altamura.

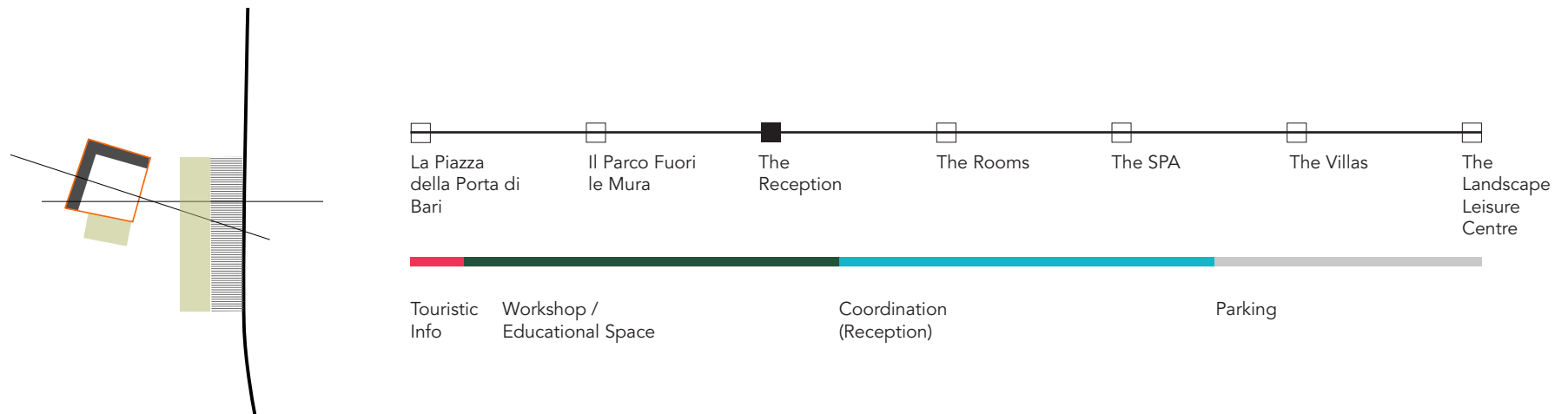
For this reason the Reception also provides with spaces where the local culture and folklore is presented to the visitors in the form of workshops and an agricultural "bar" where the agricultural culture is presented and experienced.



3.1

THE ROUTE
MULTIFUNCTIONAL TERRITORIAL WIDESPREAD PARK
THE RECEPTION CENTRE





The Reception

Information, Education & Coordination

Site Typology: Countryside Implementation

Typology of Project: Architectural Renovation & Expansion

Sqm Interested Area: 10.530

Programme:

- 5% Touristic Information
- 35% Workshop/ Educational Spaces
- 35% Coordination (Reception)
- 25% Parking and Bike & Cart Management

Among the General Application of the Principles, the following are concretized in this specific Spatial Design Project (ref at page 236):

F02 - O03 - T02 - L02 - L03 - L04 - L07 - L08 - L09 - L11 - L12

Blending through Spatial Design the Industry of Tourism and the Local Reality by blending:

- Tourism-addressed Designs and the Local Space Quality:

Placing the Reception of the Widespread Territorial accommodation in the open countryside shifts the attention towards the countryside, evaluating it as a resource and as a natural park. The renovation of the historical building of a Masseria, present on site, helps the preservation of the rural architectural heritage and offers a model of intervention. The architecture of the Reception takes as guidelines the ancient dry stone walls to implement new functions, vital for the success of the whole project.

- Tourism & the Cultural Landscape:

The centre, other than working as a Reception for the touristic incoming, offers spaces for workshop/education for the promotion of local products and culture. (Presentation of the local archaeological and architectural monuments, how-to food related workshop but also business and management education spaces for the local towards their involvement in the management of the Widespread Park).

- Tourism & the Local Businesses:

The centre, other than working as a Reception for the touristic incoming, offers spaces for the promotion of local businesses and products. These spaces works as presentation samples for the town's businesses.

Compositive Principles:

The Reception expands the spaces of an ancient Masseria with small buildings that follow the lines of the ancient drystone walls. The volumes are thought as a accumulation of the architectural typological elements identified and "taken out" from the town of Altamura.



The Access to the Reception Centre



Learning from Agriculture
First Insights Education Point
of the Reception Centre



The Reception Centre



The Reception Centre



The Workshop Centre Info Point
in the Reception Centre

Accomodation I

The Rooms

The Widespread Territorial Multifunctional Park proposes an alternative to a traditional all-inclusive touristic accommodation facility, thanks to its spatial design and agenda, is able to contribute to the local spatial and socio-economical development.

However, in order to present itself as a reasonable competitor to an all-inclusive facility, the accommodation project has to provide with landscape attractions, commodities and services.

For these reasons the accommodation programme is spread in the countryside, offering the image and the experience of the typical relax-rebirth vacation.

The project provides with two different typologies of accommodation based on the same principles but with different architectural/dimensions outcomes: the Rooms & the Villas.

The Rooms are spread in the countryside along the landscape lines marked by the agricultural wheatfields, and the dry stone walls that define their boundaries. The new buildings are hidden in the landscape behind the hills that characterize the territory of Altamura. The visual impact of the new constructions is kept under control also through the typology of architecture, based on the small volumes and on the appearance of the architectural elements that compose the town of Altamura.

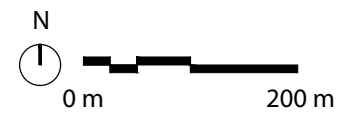
The design of the 64 rooms of 50 sqm of and their spatial configuration also aims to prove the possibility of living again the countryside and to test the ability of the rural landscape to “absorb” the implementation without being compromised in its landscape qualities.

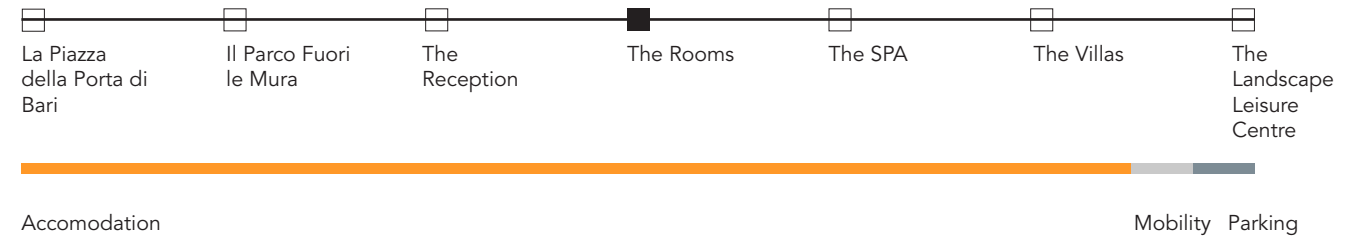
On one hand the Accomodation, as implemented here, offers a real experience based on the real qualities of the agricultural countryside and its workers, to the tourists. On the other hand the accommodation facility provides , in the bigger framework of the project, for the necessary element in which private investors could find an attractiveness. Housing tourists in the countryside surroundings Altamura establishes a contact with the landscape and with its citizens.

The Accomodation Facility is thought to be functional and attractive across the whole year, defying the phenomenon of overcrowded summers and poor touristic winters (in terms of incoming of people and revenues) through the promotion of a different typology of tourism.



4.1 THE ACCOMODATION
MULTIFUNCTIONAL WIDESPREAD TERRITORIAL PARK
THE ROOMS





The Rooms Accomodation

Site Typology: Open Countryside

Typology of Project: Countryside Implementation

Sqm Interested Area: 3200

Programme:

- 90% Accomodation
- 5% Parking
- 5% Mobility

Among the General Application of the Principles, the following are concretized in this specific Spatial Design Project (ref at page 236):

F03 - O03 - L01 - L02 - L03 - L04 - L05 - L06 - L12

Blending through Spatial Design the Industry of Tourism and the Local Reality by blending:

- Tourism-addressed Designs and the Local Space Quality:

The necessary touristic facility of the Accomodation Rooms is established in the landscape reducing as much as possible its visual impact on the territory. The dimensions of the volumes are as small as much as possible to keep the accomodation offer competitive towards the traditional all-inclusive.

- Tourism & the Cultural Landscape:

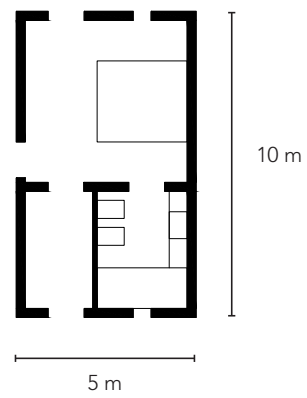
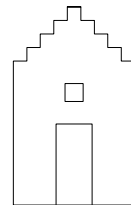
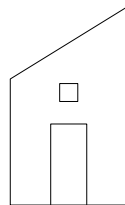
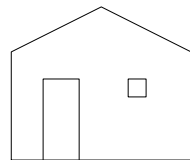
The architectural style of the Rooms is defined according to the material and appearance of the architecture of the town of Altamura to enhance its belonging.

- Tourism & the Local Businesses:

The touristic accomodation facility would provide revenues for the locals in terms of jobs and local businesses. The whole new Accomodation settlement depends on the town for food, supermarkets and services. A private service of transport must be provided by the management of the Territorial Widespread Multifunctional Park due to the relatively long distances between the town and the accomodation. The transport service is thought to be based on electric cars charged with solar-energy panels placed all over the roofs of the new settlement.

Compositive Principles:

The Rooms emulate the volumes and the appearance of the defined architectural urban element of the town of Altamura. The architectures are not a copy of existing town's architectures but aim to establish a relationship of belonging by using specific characteristics: volume, materials, appearance. The definition of the "architectural urban element" of the town of Altamura aims to define essential characteristics. The outcome is an architecture that is new in its typology and image but that establishes a relationship of belonging with the town.





Winter



Spring



Summer



Fall

Leisure & Landscape I

The SPA

The Widespread Territorial Multifunctional Park provides the town of Altamura with a SPA immersed in the landscape of the countryside.

The Landscape and Tourism are blended together in their functions and spaces. The wild countryside and the agricultural wheatfields are enhanced in their landscape quality.

The two worlds of tourism and the local agriculture co-exist in a space that coordinates and distributes the programme across the landscape.

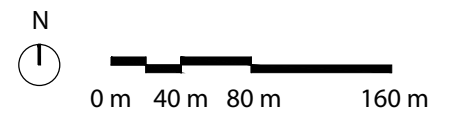
The facility of the SPA are placed along the landscape lines defined by the boundaries of the wheatfields. The pools and the biggest facilities and services (including the parking lot) are placed in the countryside already modified by men: the agricultural fields.

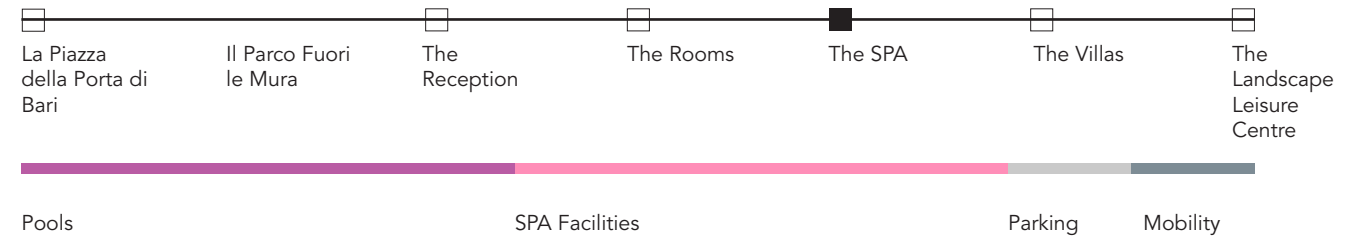
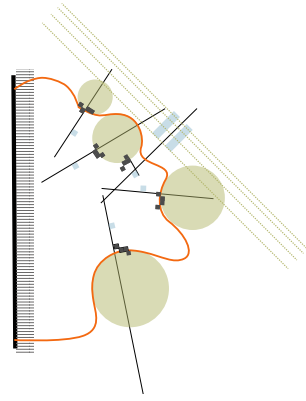
The wild countryside is preserved in its spaces, flora and fauna.





4.1 THE ROUTE
MULTIFUNCTIONAL WIDESPREAD TERRITORIAL PARK
THE SPA





The SPA

Leisure & Landscape

Site Typology: Open Countryside

Typology of Project: Countryside Implementation with Semipublic Facility of a SPA

Sqm Interested Area: 97.000

Programme:

40% Pools

40% SPA Facilities

10% Parking

10% Mobility

Among the General Application of the Principles, the following are concretized in this specific Spatial Design Project (ref at page 236) :

F02 - O04 - T02 - L04 - L06 - L07 - L10 - L12

Blending through Spatial Design the Industry of Tourism and the Local Reality by blending:

- Tourism-addressed Designs and the Local Space Quality:

The countryside is made usable by enhancing its leisure qualities. The SPA, essential element of an all-inclusive touristic facility, is positioned in the territory in order to gain its quality from the existing landscape: the agricultural wheatfields, the Murgia (wild countryside) and the hills dotted with limestone stones.

- Tourism & the Cultural Landscape:

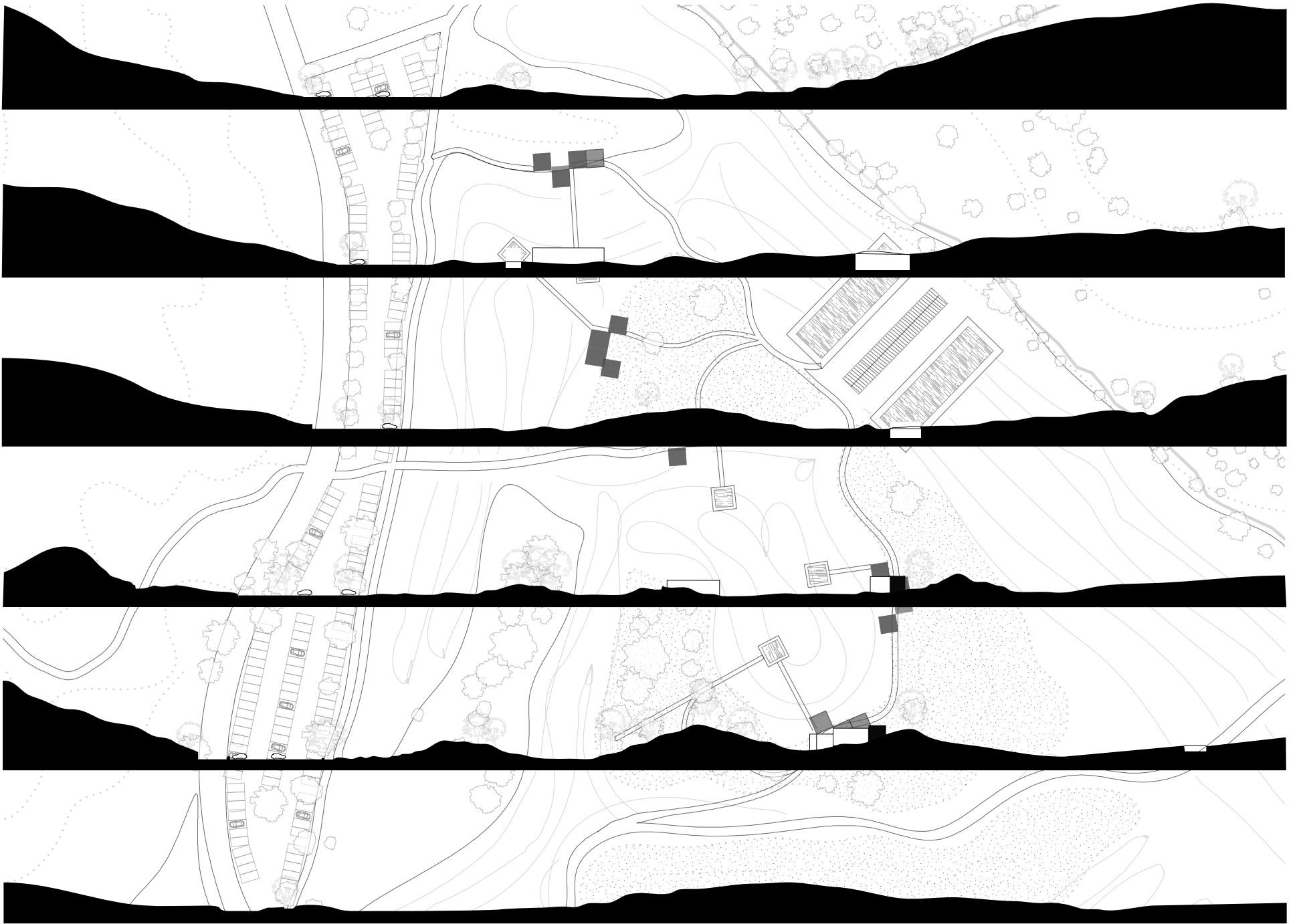
The SPA is complementary to the functions present in the town. The town citizens would gain a new facility where the contact between the locals and the international population is made.

- Tourism & the Local Businesses:

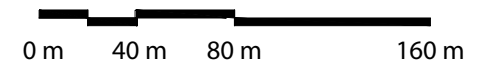
The SPA, being complementary in its functions to the town, will be served by the town's local businesses. The SPA would also be a generator of a different range of jobs.

Compositive Principles:

The pool of the SPA are positioned in the wheatfield to gain the experience of complete immersion in the countryside. Its buildings are positioned along the edges of the wheatfields and hidden behind the hills. The SPA paths are placed across the landscape to experience its different typologies. Elevated paths would give a different point of view and experience of the countryside.



4.2 THE ROUTE
MULTIFUNCTIONAL WIDESPREAD TERRITORIAL PARK
THE SPA





The Time of Nature - SPA Wellness Programme



The Time of Nature - SPA Path

Accomodation II

The Villas

The Widespread Territorial Multifunctional Park proposes an alternative to a traditional all-inclusive touristic accommodation facility, thanks to its spatial design and agenda, is able to contribute to the local spatial and socio-economical development.

However, in order to present itself as a reasonable competitor to an all-inclusive facility, the accommodation project has to provide with landscape attractions, commodities and services.

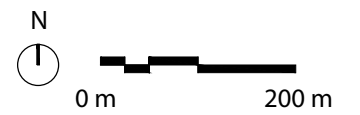
For these reasons the accommodation programme is spread in the countryside, offering the image and the experience of the typical relax-rebirth vacation.

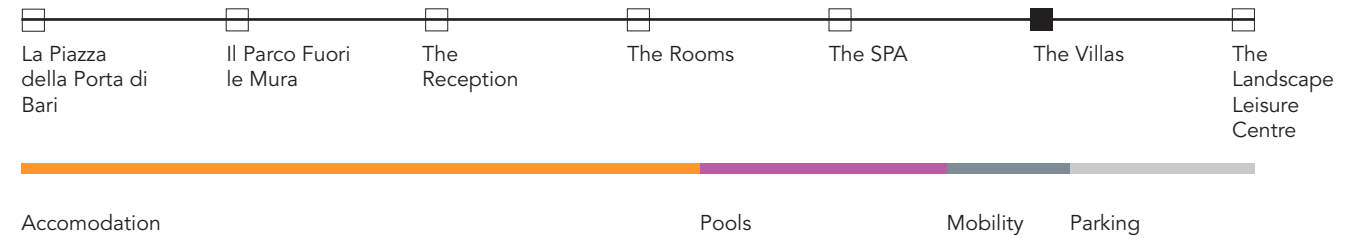
The project provides with two different typologies of accommodation based on the same principles but with different architectural/dimensions outcomes: the Rooms & the Villas.

The Villas, 27 of 100 smq, each provided with a small-sized private pool, are distributed under the form of a village along a pattern of existing dry stone walls that form together a small-village like grid. This consideration would help the enhancement and preservation of these landscape regional typical elements.



6.1 THE ACCOMODATION
MULTIFUNCTIONAL WIDESPREAD TERRITORIAL PARK
THE VILLAS





The Villas

The Accomodation

Site Typology: Open Countryside

Typology of Project: Countryside Implementation

Sqm Interested Area: 97.000

Programme:

- 60% Accomodation
- 20% Pools
- 10% Mobility
- 10% Parking

Among the General Application of the Principles, the following are concretized in this specific Spatial Design Project (ref at page 236):
F03 - O03 - L01 - L02 - L03 - L04 - L05 - L06 - L12

Blending through Spatial Design the Industry of Tourism and the Local Reality by blending:

- Tourism-addressed Designs and the Local Space Quality:

The settlement of the Villas follow an exhisting grid of dry stone walls.

- Tourism & the Cultural Landscape:

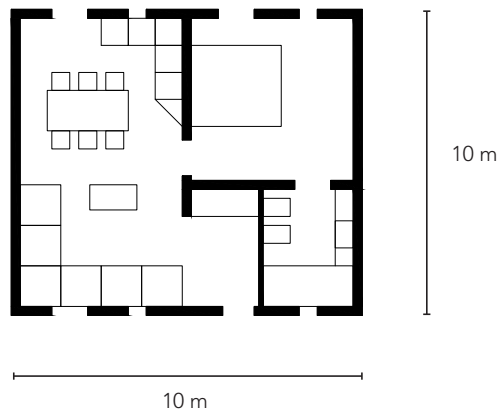
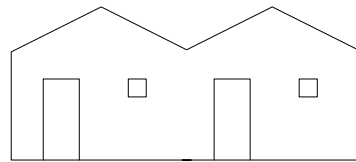
The Villas, placed in the agricultural and countryside context would enahnce the landscape as one of the most precious cultural regional elements.

- Tourism & the Local Businesses:

The Villas would be served in terms of jobs and facilities by the town of Altamura, depending on it.

Compositive Principles:

The Villas are composed in their architectural design by a composition of the defined architectural element.





Day



Night

Leisure & Landscape II

Sport Centre

The last step of the Route is the Sport Centre, a core in the middle of the countryside that provides the touristic facility and the locals for a point of reference for activities in the natural landscape such as trekking and horse riding. Local guides and association would be involved in the management of the centre and put in contact with the touristic population.

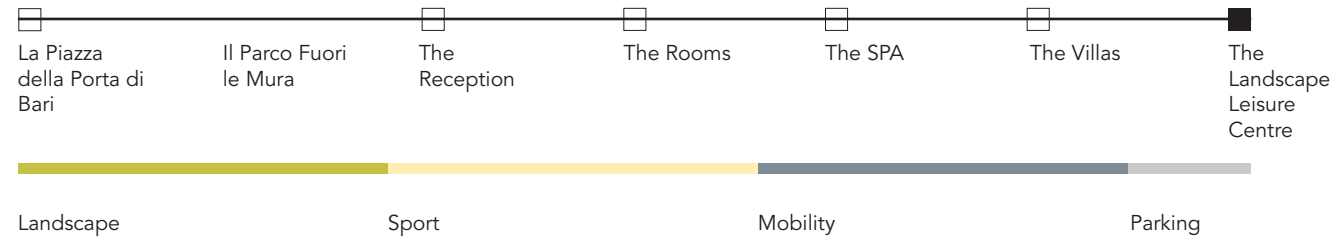
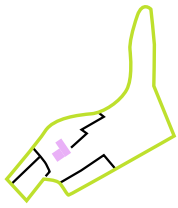
Trekking and activities in the natural landscape are particularly important in the environment of Altamura, given the rare characteristics of its landscape. 1900 m further in the countryside there is the natural attraction of the *pulo*, the biggest sinkhole of the Apulian countryside.

The centre also means to be a connection and a coordination centre for the National Natural Park of the Alta Murgia, which boundaries are 2000 m far from the centre.

The end point of the route aims to be complementary to its start: the micro urban void of the square in the urban context. This contraposition remarks the aim to connect the core of the urban centre to the “core” of the natural landscape.

The centre would also be a botanical centre for the knowledge and preservation of the authentic wild species of the Murgia (Apulian countryside) and its natural heritage. Close to the site there is a centenarian oak that would become part of the park, protected and preserved.





The Landscape Leisure Centre

Leisure & Sport

Site Typology: Open Countryside

Typology of Project: Countryside Implementation, Landscape Mobility

Sqm Interested Area: 130 000

Programme:

- 30 % Landscape
- 30% Sport
- 30 % Mobility
- 10 % Parking

Among the General Application of the Principles, the following are concretized in this specific Spatial Design Project:

F03 - O03 - O04 - L03 - L04 - L07 - L09 - L11

Blending through Spatial Design the Industry of Tourism and the Local Reality by blending:

- Tourism-addressed Designs and the Local Space Quality:

Establishment of leisure landscape paths that allow trekking and sport activities. The project aims to make the countryside usable as a natural park with aprks and temporary structures for picnics, horseridings and trekking.

- Tourism & the Cultural Landscape:

Tourism is brought through the landscape enjoying the beauty of the natural authentic landscape.

- Tourism & the Local Businesses:

Local guides and sport businesses are involved in the leisure programme of the touristic facility.

Compositive Principles:

The leisure paths through the landscape are designed in order to have the least impact and transformation of the territory. Impermeable surface are forbidden throughout the whole Park. The rural rests of a Masseria are turned into a facilities for a riding school and trekking management centre.

Programme

Mobility & Energy

The guidelines described in the following chapter are based on the Test Case of Altamura but applicable across the whole regional context.

Programme

The programme of the Widespread Territorial Multifunctional Park has been built as complementary to the functional programme present in the town of Altamura.

This choice aims to integrate the socio-economic life of the touristic facility with the town's citizens and local businesses.

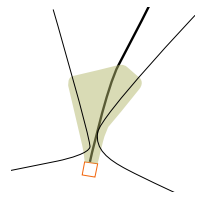
The functions that are not present in the town and that are vital for the competitiveness of the touristic facility are implemented in new constructions such as the SPA. Some of these programme is implemented in architectural expansions and renovation of existing architectures in the countryside. The ruins of the ancient typical constructions of the Masseria are preserved and brought back to life through the establishment of the Reception of the touristic facility. The "jazzo", the rural countryside courtyards characterized by rectangular - shaped plans of dry stone walls boundaries are turned into the boundaries of new facilities. Due to this design the Reception centre is also provided with a workshop and educational spaces where the town's businesses can be presented in bits to guide the tourists towards the town's attractions.

The touristic facility would take the opportunity to upgrade the countryside existing network of rural paths and to make the countryside enjoyable as a natural park.

The touristic facility would completely rely on the town's existing businesses for food, supermarkets, restaurants, museums, nightlife, events... contributing to the local economy while experience the reality of the Southern Italian life.

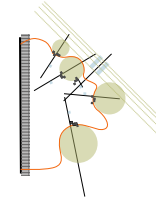
The Widespread Territorial Multifunctional Park

La Piazza della Porta di Bari



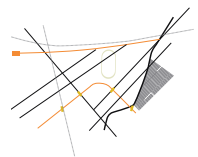
- 10% Touristic Information
- 90% Public Space

The SPA



- 40% Pools
- 40% SPA Facilities
- 10% Parking
- 10% Mobility

Il Parco Fuori le Mura



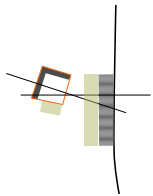
- 5% Touristic Information
- 40% Public Space
- 20% Sport Facilities
- 15% Café, Restaurants & Small Businesses
- 20% Parking

The Villas



- 60% Accomodation
- 20% Pools
- 10% Mobility
- 10% Parking

The Reception



- 5% Touristic Information
- 35% Workshop/ Educational Spaces
- 35% Coordination (Reception)
- 25% Parking and Bike & Cart Management

The Landscape Leisure Centre



- 30% Landscape
- 30% Sport
- 30% Mobility
- 10% Parking

The Rooms



- 90% Accomodation
- 5% Parking
- 5% Mobility



The Functional Programme

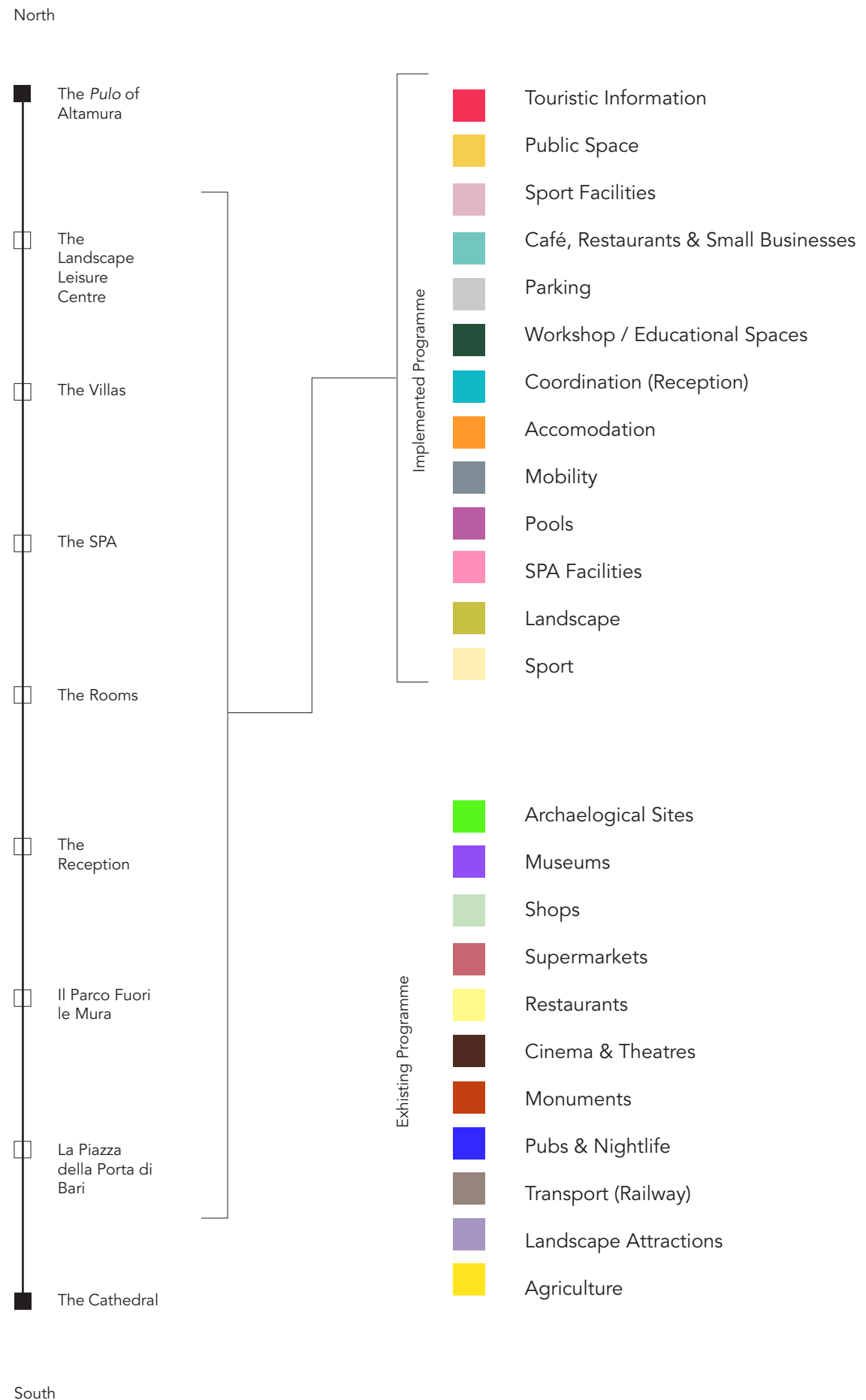
The functional programme usually condensed in the bubble of the all inclusive is spread between the town and the countryside landscape, between the urban area and the touristic accomodation settlement.

The programme between the town and the landscape is developed on the base of the existing programme.

The programme between the town and the landscape is complementary. Only the functions that are vital to a touristic accomodation and that are not present in the town, are implemented in the countryside landscape.

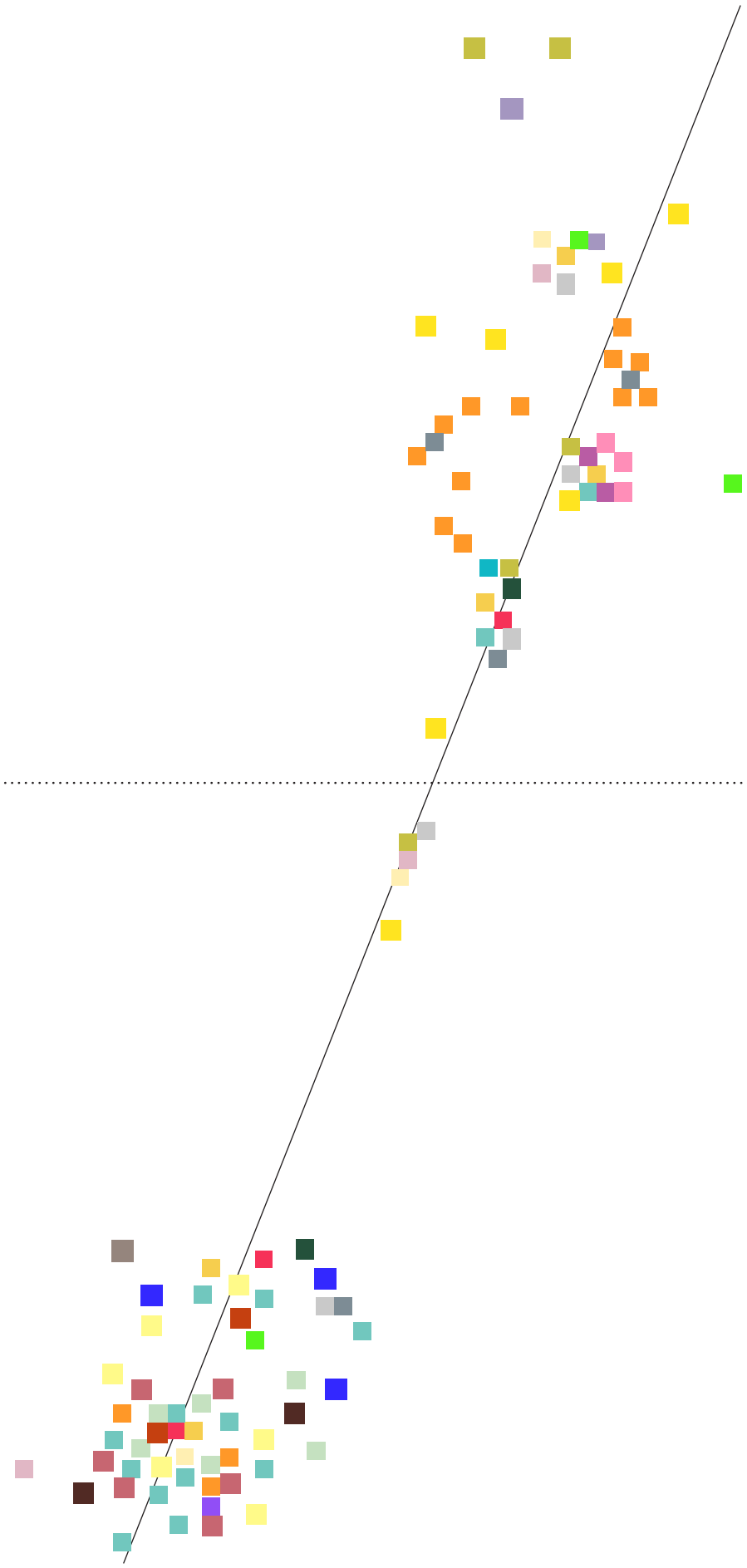
The aim is to involve as much as possible the town's citizens and businesses in the development of the Widespread Territorial Multifunctional Park. Moreover, the aim of this choice is to minimize the economical investment and the impact on the landscape in terms of constructions.

The diagram show with complementary colors the complementarity of the programme between the landscape and the town.



Open Landscape

Town of Altamura



Mobility & Energy

The project of the mobility of the Widespread Territorial Multifunctional Park aims to free the town of Altamura and its surrounding landscape from the dependence on cars.

Although small with relatively narrow roads, Southern Italian towns are overcrowded with cars, causing problems of traffic congestion and pollution.

Moreover, the distances and the needs of capillary transportation across a typical all-inclusive would worsen the congestion and pollution problems.

The project takes in consideration the issue by designing a spatial strategy that relies the mobility across the park on solar renewable energy.

Solar energy has an enormous potential in Southern Italian towns due to their climate.

Moreover, European and regional programmes already active are promoting solar panels installations through subsidies and campaigns.

The project defines a type of mobility structure where cars are substituted as much as possible by bikes and electric small-size vehicles (carts).

The mobility is designed in a way that guarantees the comforts of an all-inclusive with a taxi service entirely based on electric cars.

The positioning of parking lots spread across the territory would guarantee the possibility of parking cars in the most convenient places of arrival to switch as soon as possible to carts and bicycles.

The whole area is thought to become a network based on green transportation. The town of Altamura would become a model and a prototype of small-scale town entirely based on sustainable transportation.

The connections between the town and the main city of arrivals of Bari would be guaranteed by the railway transportation.

The establishment of new construction would take the opportunity to install solar panel on the roofs to make the Park entirely dependent on renewable energy.

The programme plan is thought for the Widespread Territorial Multifunctional Park but it is applicable in its essence to different typologies of project

Typology of mobility in order of preference



By foot

1 mq solar panel = 0,2 kWh
0,2 kWh x 5h (direct sun hours) = **1 kW**



By Bike

1 cart to full charge = 1,8 kWh



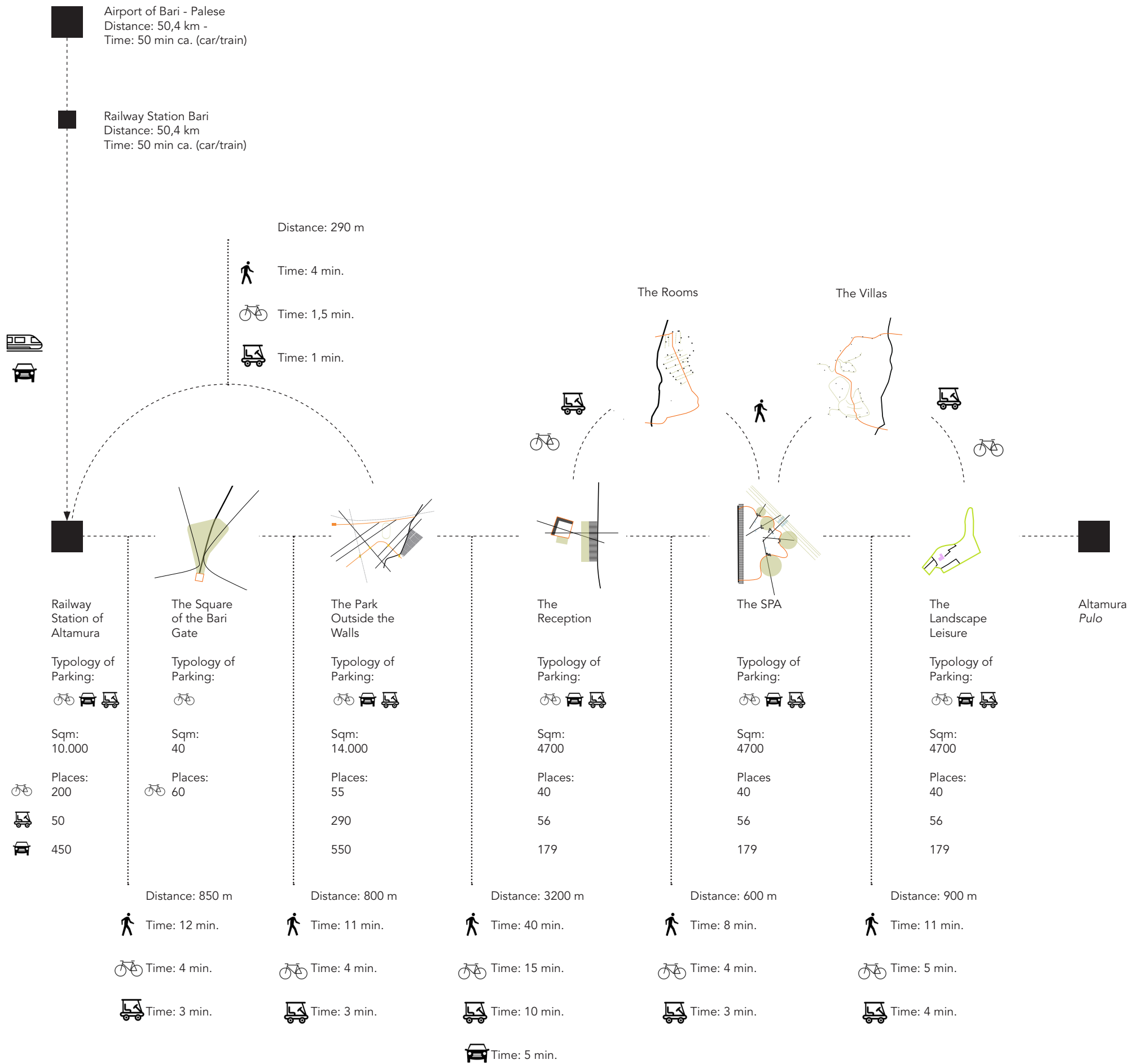
By Electric Cart

2 mq solar panel = 1 full charged cart in 5 hours



By Car

Moreover, carts are provided with solar panel roofs that make them completely autosufficient.



Principles of
Integrated
Regional
Development,
Applicability &
Requirements

Principles of Integrated Regional Development

Formative Principles

Operative Principles

Territorial Design Principles

Local Design Principles

Requirements of Applicability & Principles of Selection

Process of Implementation

Actors

Money Flow

Spin - Off

Principles of Integrated Regional Development

Formative Principles

F01

Research by Design: Spatial Design has at the core of its explorative process the project of the future.

F02

Development by Design: Local Spatial Design with a Vision can be the main unit of a greater territorial spatial and socio-economical development.

F03

Tourism as a Potential: Tourism as a global trend represents the key for a potential regional development and internationalization.

F03

Tourism as a Potential: Tourism as a global trend represents the key for a potential regional development and internationalization.

F04

Design As Politics: A strong relationship among Politics, Tourism and Strategic Territorial Design stands at the base of a development strategic plan for the region.

Operative Principles

O01

The regional territory has to be strategically understood and planned per areas of commonalities: “Macro - Areas” enhancing the features that put them in relationship with tourism.

O02

The project’s urgency is determined by the convergence of two conditions: a low socio- economical situation and the potential touristic interest.

O03

The project has to define a spatial strategy that takes the stream of tourists through the territory in a process of three steps: entrance, welcoming, guiding.

O04

The project builds a bridge between the interests of the region (public realm) and the interests of tourism.

Territorial Design Principles

T01

The urgency of the intervention is given by the strongest disparity between the heritage value (interest for tourism) and the GDP. In parity, the number of inhabitants that would be affected by the project determines the project location.

T02

Defining the Project

Landscape and Identity according to:

- landscape commonalities
- local issues
- touristic interest
- local potentials (agricultural production and transformation of raw products - oil mills and wineries).

Local Design Principles

L01

The private programme (accommodation) is hidden and distributed in the landscape by secondary lines. The more public functions are located along the main mobility line in clusters.

L02

New constructions when renovation is not possible, are placed along the landscape lines. The landscape lines are identified as the edges where the hills of the countryside (Murgia) and the agricultural valleys meet in order to limit their visual impact on the territory.

L03

The elements of the landscape are highlighted and developed. For example, the dry stone walls are preserved by upgrading their lines in double sides of new slow landscape mobility lines.

L04

New construction typologies follow the guidelines of the essential features of the existing architecture: proportion, limited volume, appearance, local materials.

L05

The mobility is hierarchical and designed according to its width. The primary route width is enlarged and serviced by a cycle and pedestrian paths. The Stone Dry Walls (Muretti a Secco) are preserved when present and doubled when necessary.

L06

The countryside is made usable as a territorial park and preserved in its specific features of flora and fauna through essential design interventions.

L07

The local economy is enhanced by integrating the new programme with the existing local businesses present in the town.

L08

The local society & culture is enhanced and preserved by defining spaces for the promotion of events related to the local culture such as workshops.

L09

The local society & culture is as much as possible involved in the life and programme of the new facilities through the definition of spaces of integration.

L10

The new programme is defined as complementary to the programme existing in the urban centre.

L11

The local businesses are involved in the development of the new facility as part of the new body of programme.

L12

The functional programme necessary for the success of the design project, that results not-existing in the urban centre or its surroundings, is implemented as the project's spatial agenda.

Requirements of Applicability & Principles of Selection

The Principles of Integrated Regional Development are an instrument of regional and territorial management and planning that supports the instrument of government already present in the regional territory. The instrument is addressed to the public entities and the privates who are interested in investing in the field of tourism for the development of the territory that they belong to and that they are actively present in.

The Principles of Integrated Regional Development aim to be a proactive instrument for the regional socio-economical development, based on using tourism as a driver through spatial design.

The Principles aim to be an instrument to be used by the Region to propose competitions for spatial design projects in the touristic field that work towards the regional socio-economical development. "Principles of Integrated Regional Development", provides with guidelines and requirements for a private-public partnership oriented to the proactive investment on the territory.

The applicability of the principles is defined by the compresence on the territory of great touristic potentials and a lagging socio-economical situation. The principles are applied on the region of Puglia, Southern Italy but are applicable on all of the territories and regions that present this duality and that aim to their development.

The principles take in consideration a typology of tourism that enhance the qualities of the territory and its preservation.

PRINCIPLES OF INTEGRATED REGIONAL DEVELOPMENT

REQUIREMENTS OF APPLICABILITY

TO WHOM THE PRINCIPLES ARE ADDRESSED TO:

Which touristic environment

The Territories and the Regions that are heavily affected by tourism.

The Territories and the Regions that have a great touristic, unexplored, potential.

The Territories and the Regions that have a great differentials in terms of number of touristic incomings.

Which typology of Landscape

The Territories and the Regions that present a difference in terms of spatial and socio-economical development between two areas of the same region, namely the coast and the hinterland.

Which socio-economical environment

The Territories and the Regions that stand in lagging socio - economical conditions, quantified in terms of un-employment, youth unemployment, GDP, and range of job typologies offer.

Which actors

To the public entities interested in the development of the territory that they manage.

To the privates who are interesting in investing in tourism in their territory of belonging and presence.

To small privates who are interested in developing their own business/activity on their territory of belonging and presence.

The Principles of Integrated Regional Development are here applied on the Test Case of the region Puglia, Suthern Italy. However, the principles are also applicable to the Italian and foreign regions and territories outside the Italian context that meet the requirements of applicability.

The Principles of Integrated Regional Development are an instrument of regional and territorial management and planning that supports the instrument of government already present in the regional territory.

The Principles of Integrated Regional Development aim to be a proactive instrument for the regional socio-economical development, based on using tourism as a driver through spatial design.

The Principles aim to be an instrument to be used by the Region to propose competitions for spatial design projects in the touristic field that work towards the regional socio-economical development.

The Region is thought to be the advertizer of public competition which principles of applicability, participation and selection are defined by the Following Criteria.

CRITERIA OF PARTICIPATION

The Region is thought to be the advertizer of public competitions which principles of participation are defined by the following criteria.

- The project has to propose a spatial design intervention.
- The project has to propose a project related to a typology of tourism that enhance the hidden qualities of the territory.
- The project has to propose a location where the potential for the touristic interest is high and un-explored.

The Principles of Integrated Regional Development are here applied on the Test Case of the region Puglia, Southern Italy. However, the principles are also applicable to the Italian and foreign regions and territories outside the Italian context that meet the requirements of applicability.

CRITERIA OF EVALUATION

The project participating to the competition would be evaluated according to the following criteria. The submitted projects would receive a score according to the proximity with which they meet the criteria.

SPATIAL CRITERIA

- The project has to be realized with the minimum impact on the territory in terms of constructions and transformation of the territory.
- The project has work towards the preservation and the enhancement of the heritage.
- Projects that promote the use of the countryside landscape are highly encouraged.

ECONOMICAL CRITERIA

- The spatial projects have to be supported by an economical business model.
- The business model has to provide for a model of partnership between private and public actors to be concretized in the spatial design project.
- The project has to combine the local economical interest with the touristic interest.
- Actors and stakeholders involved in the project have to be locally present and active.
- The project has to be based on a 50% / 50% partnership between private and public investors.
- The project has to be based on a programme bar that is as much as possible close to the following percentages:
 - Tourism: 50 %
 - Mobility: 10 %
 - Heritage: 10 %
 - Public Space: 30 %*
- The project must not provide spaces for functions that are already present in the town of reference if not strongly related to them through defined relationships.

The Principles of Integrated Regional Development are here applied on the Test Case of the region Puglia, Southern Italy. However, the principles are also applicable to the Italian and foreign regions and territories outside the Italian context that meet the requirements of applicability.

* The Values have been based on the Test Case carried out in the town of Altamura with the Widespread Multifunctional Territorial Park

Process of Implementation

Guideline for Integrated Regional Development Implementation Process & Partnerships Building

The diagram describes the process of project implementation and the actors involved as the project develops.

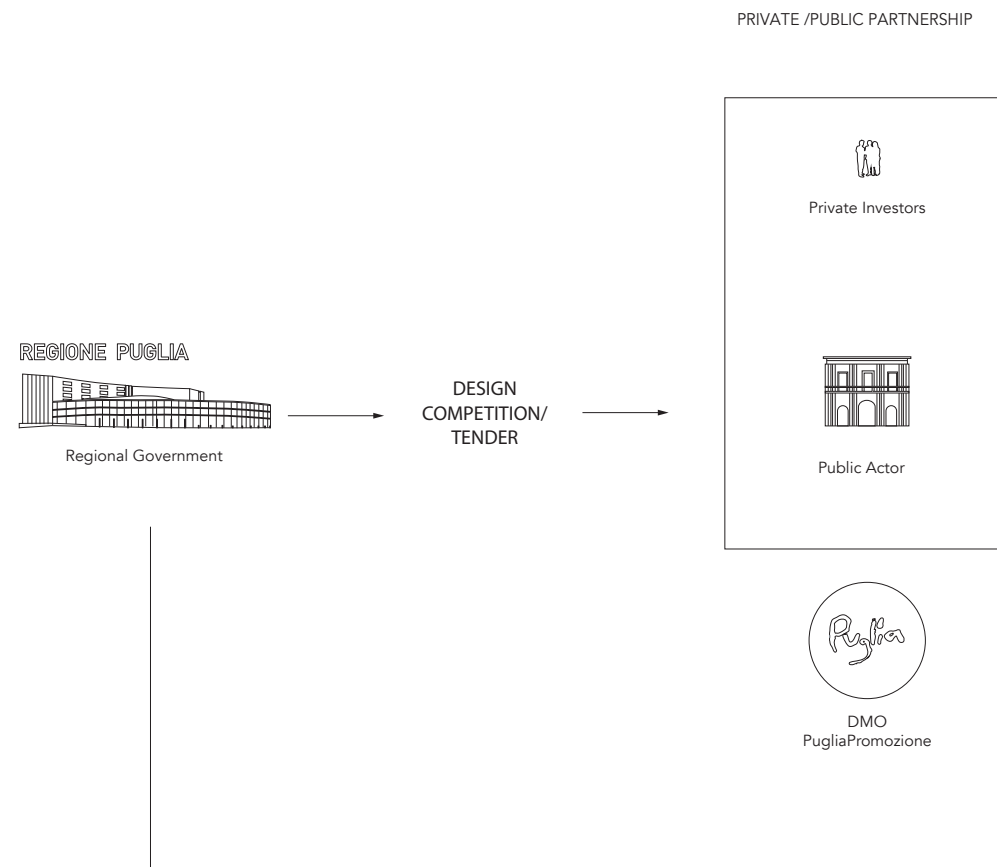
The initiator of the project is thought to be the Regional Government. The region publishes a competition for a spatial design project implementation related to tourism.

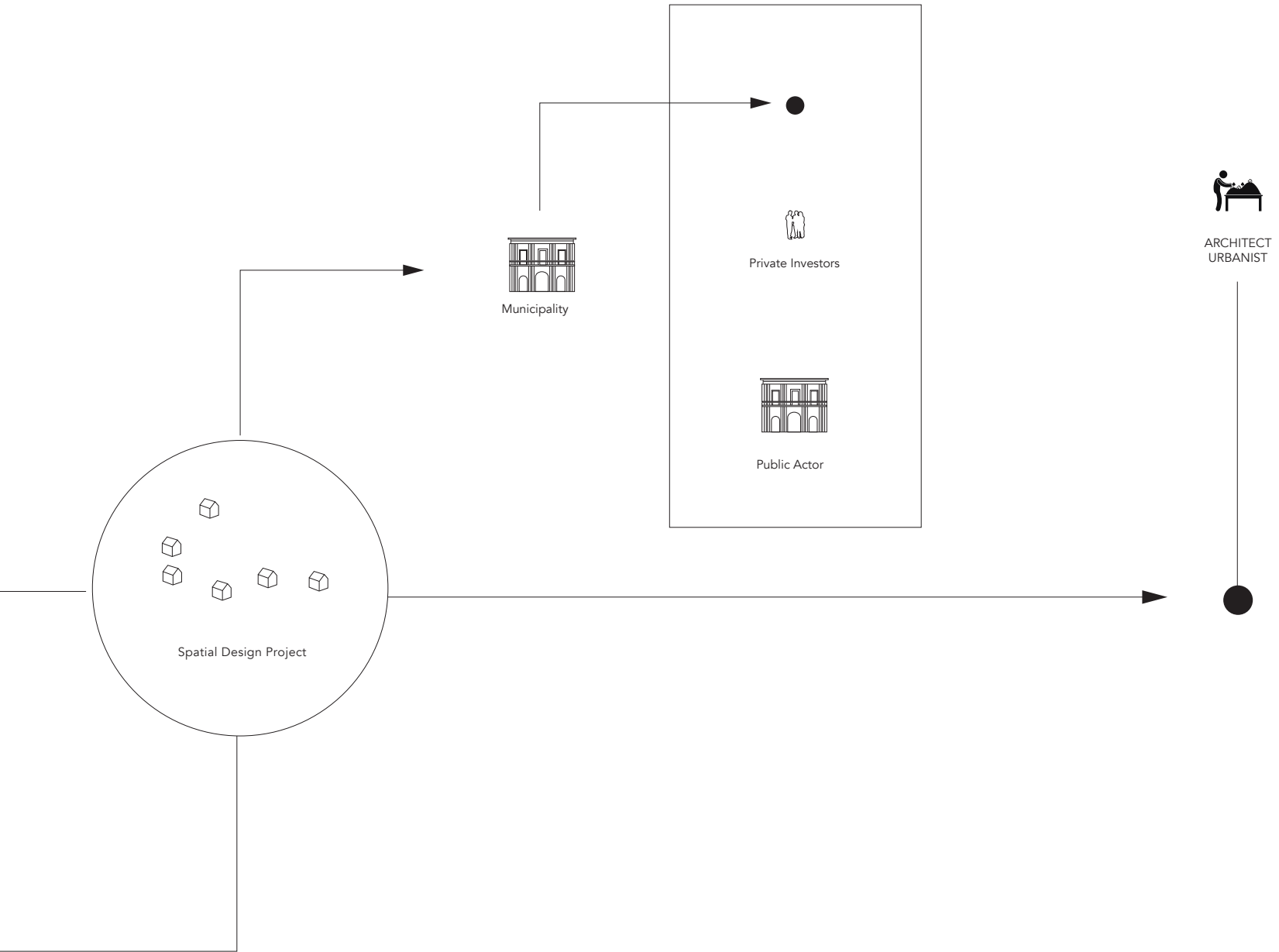
The competition is outdrawn through the principles defined by the Principles of Integrated Regional Development and their applicability and requirements of application.

A public/private partnership or a consortium proposes a spatial design project.

The project is evaluated on the base of the requirements defined by the Principles of Integrated Regional Development by the Region and proposed to the Municipality (if not already involved in the proposal).

With the approval, the Municipality become part of the consortium and the project is ready to be designed by an architecture/urbanism firm.





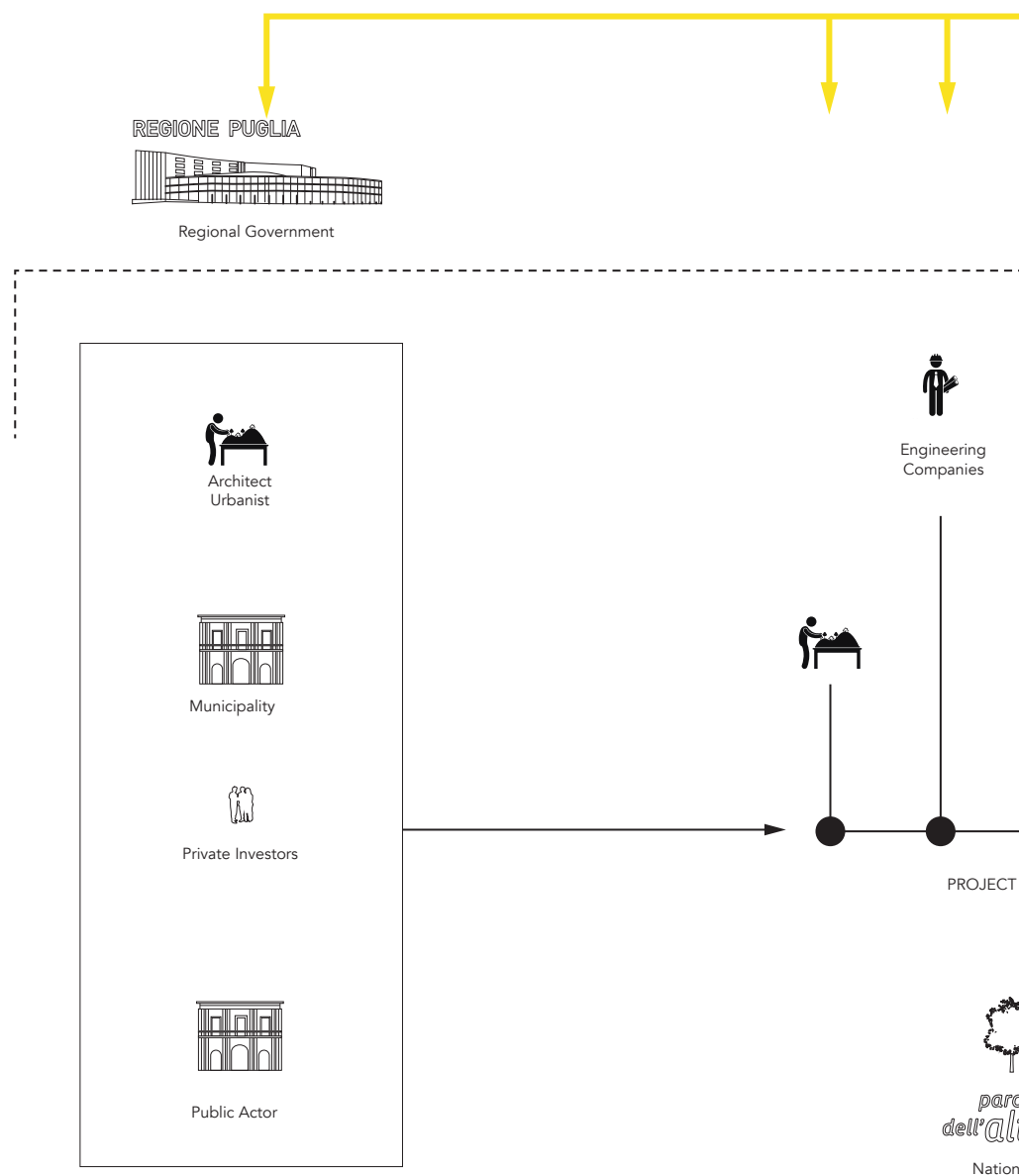
The project is defined and designed by the firm in collaboration with the Consortium following the guidelines defined by the Principles of Integrated Regional Development. The project is supervised by the Regional Government which works for the implementation of the project in the bigger regional strategic framework of the territorial design.

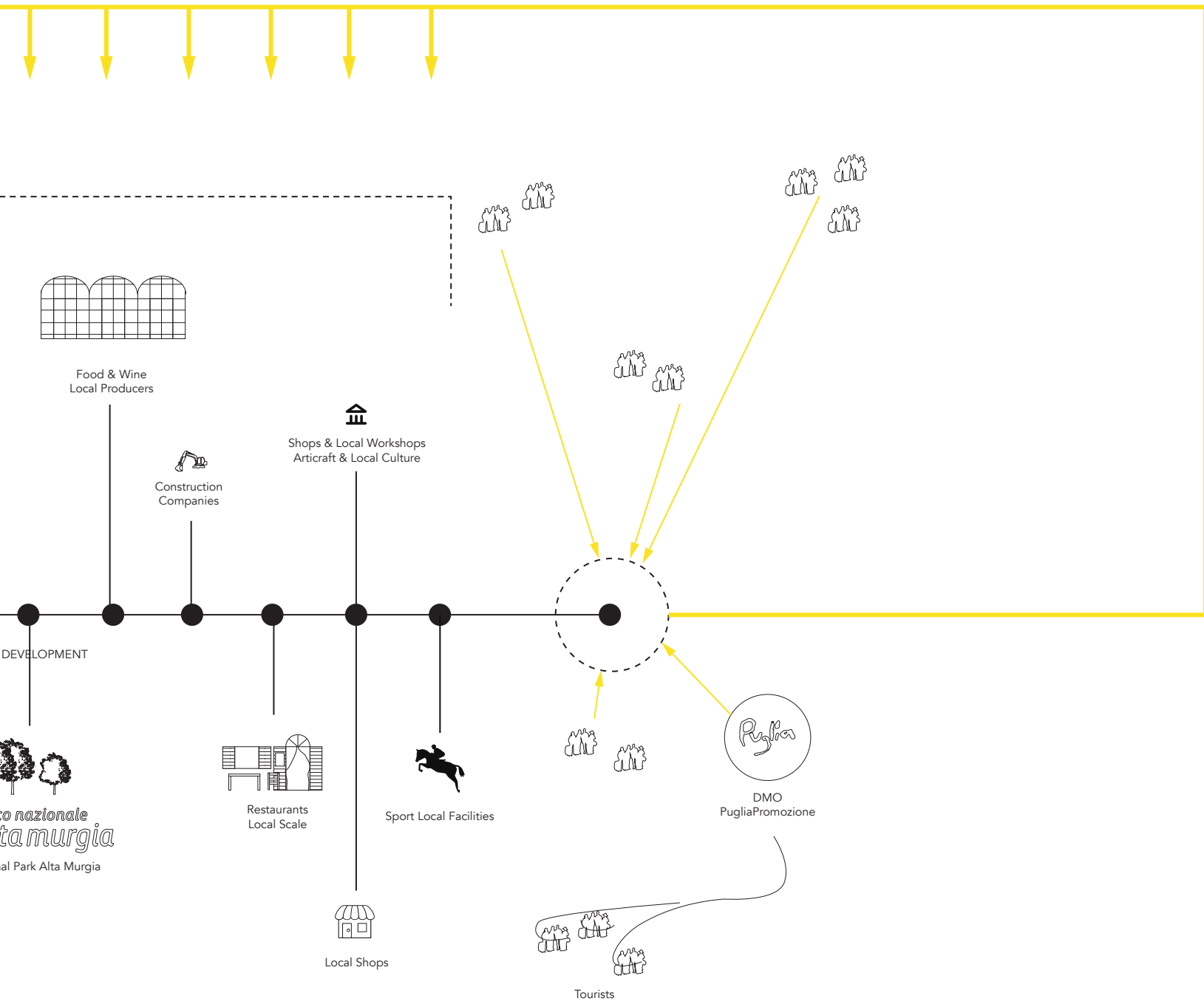
The project is developed in design phases that aim to involve in the process as many local actors as possible, from local small businesses, to cultural entities, to promotional agencies, to private and public stakeholders.

The project is then implemented in the local reality and promoted by the regional touristic agency PugliaPromozione as a touristic destination.

In a model of circular economy the revenues from the tourism industry return in the hands of its small and big investors according to the scale of their investment.

Thanks to the Principles, the spatial design is implemented in a way that strengthens the relationship and the contact between the touristic industry and the local reality, between the citizens and the international community, between the rural landscape and the town.





Actors

The Widespread Territorial Multifunctional Park is based on the partnership of private and public actors that works as a model for any project identified by the Regional Territorial Project Principles of Designing with Tourism.

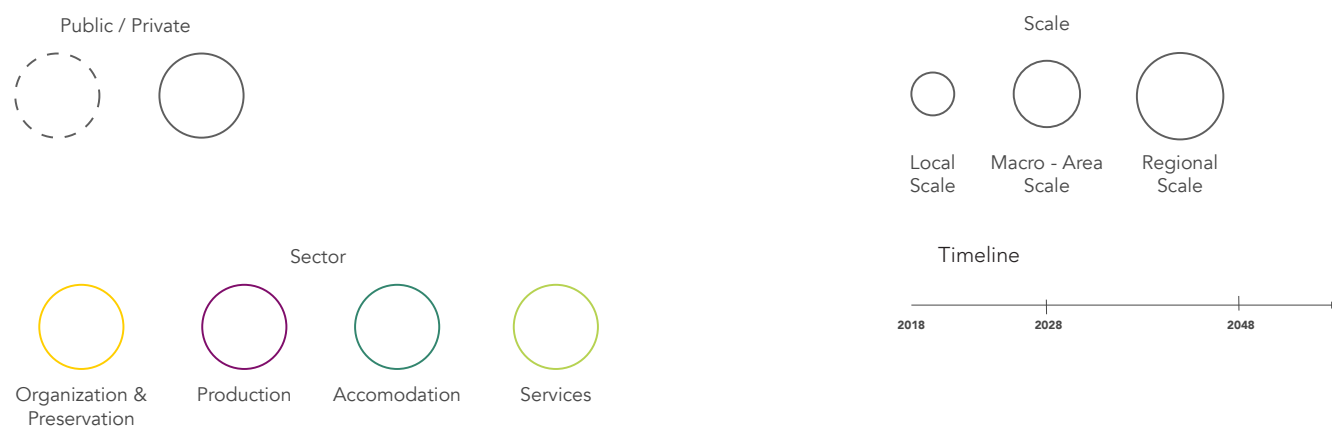
Designing with Tourism is based in its strategic desing on the partnership and collaboration of public and private actors.

The main public entity of the Regional Government is thought to be the main initiator of the project. The aim is to provide with a regional territorial network of economical drivers projects that would affect the socio-economical situation of the whole region.

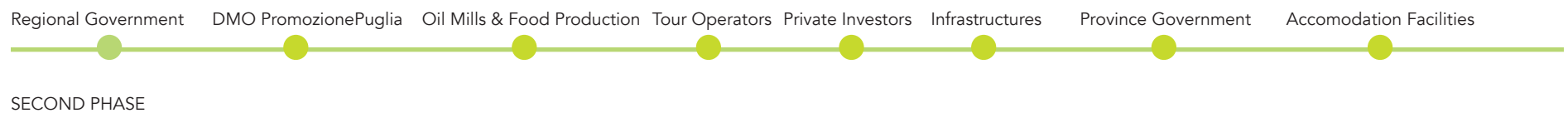
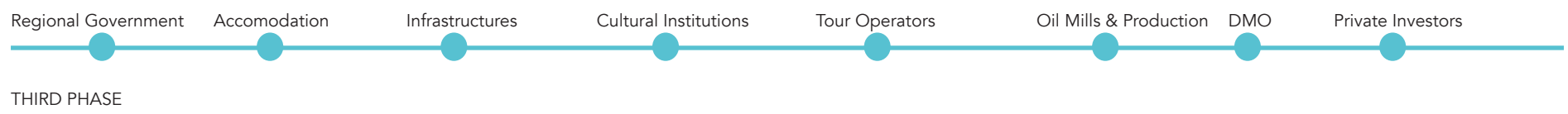
The Region would be the entity that puts in relationship local actors, local economies, local investors with European subsidies and the regional planning.

The project takes in consideration different typologies and different scales of actors in order to involve in the project different ranges of jobs and economies.

Designing with Tourism identifies four phases of partnerships in the development of the Local Scale projects spread on a timeslot of 60 years but potentially further growing in the future.







INVESTORS

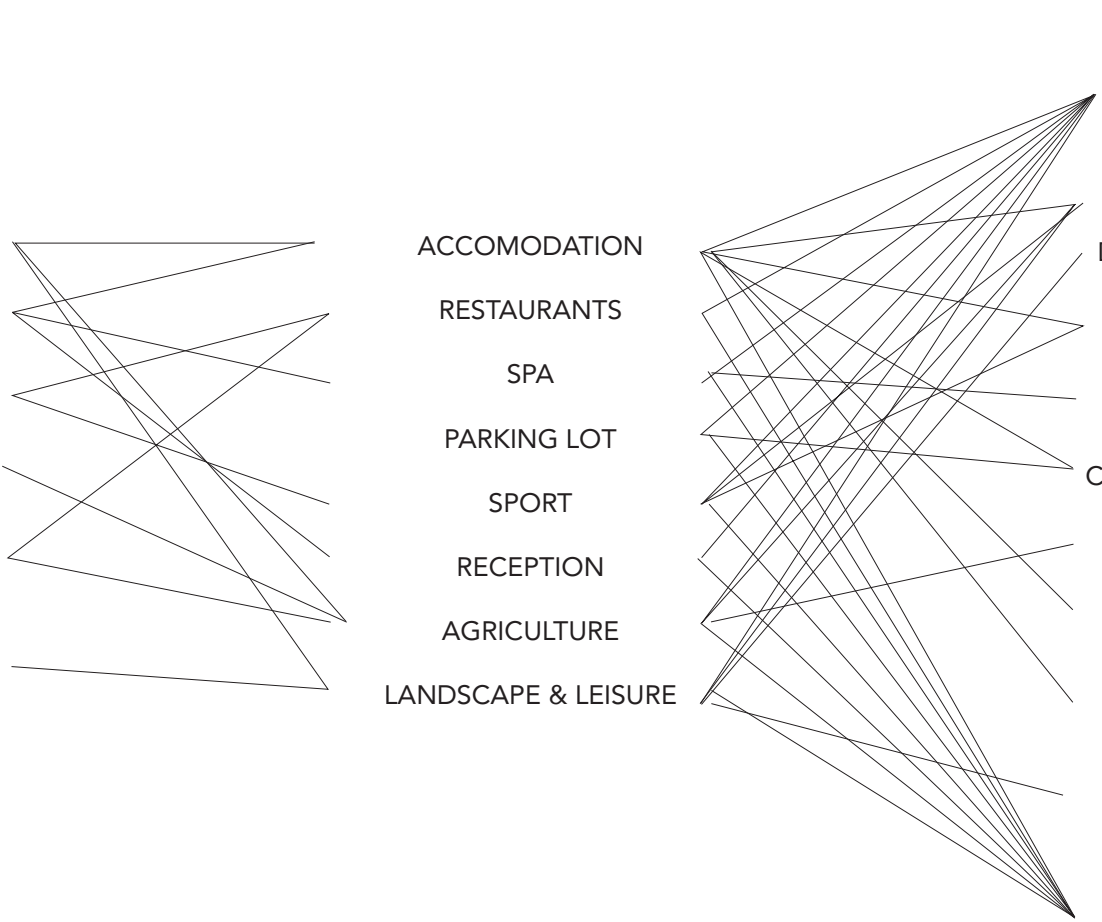
REGIONAL GOVERNMENT
MAIN PRIVATE INVESTOR
SECONDARY PRIVATE INVESTORS
AGRICULTURAL PRODUCERS
LOCAL INVESTORS IN THE GASTRONOMIC INDUSTRY
LOCAL INVESTORS IN THE LEISURE INDUSTRY (TOURISTIC GUIDES AGENCIES...)

PROGRAMME

ACCOMODATION
RESTAURANTS
SPA
PARKING LOT
SPORT
RECEPTION
AGRICULTURE
LANDSCAPE & LEISURE

FIGURES INVOLVED

ARCHITECT
URBANIST
LANDSCAPE ARCHITECT
REGION PUGLIA
DMO PUGLIAPROMOZIONE
RESORT MANAGEMENT
SPA MANAGEMENT
CONSTRUCTION COMPANIES
LOCAL RESTAURANTS
LOCAL GASTRONOMY SERVICES
LOCAL SHOPS
LOCAL HERITAGE SITES MANAGEMENT ORGANIZATION
CITIZENS



Spin - Off Effect

The project claims the possibility of reaching a socio-economical spin of effect of development through spatial design. The project defines the modalities and the conditions for achieving its aim.

The design project aims to define proactive principles of regional planning and design.

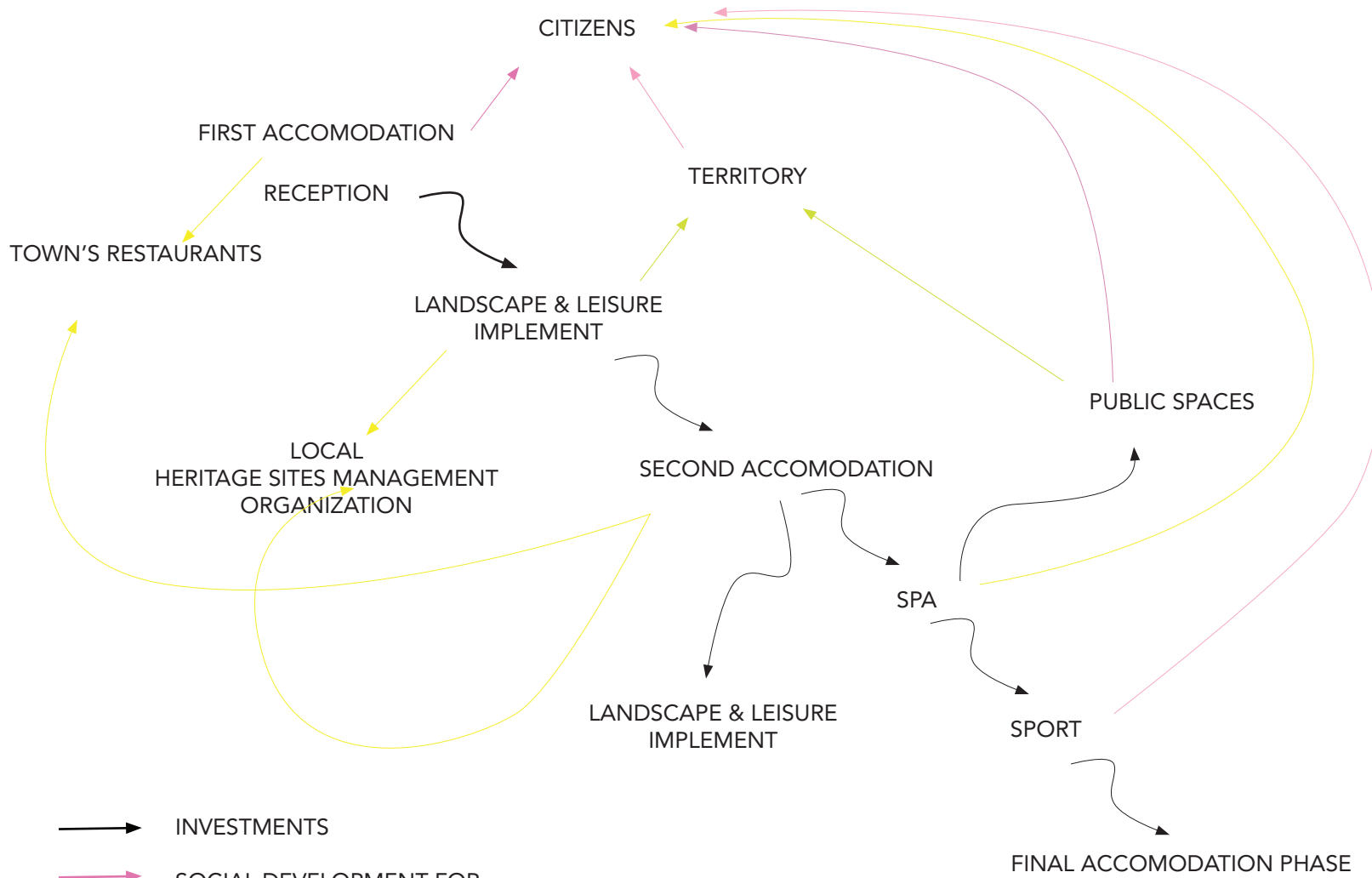
The project aims to generate an income for the local businesses and a social development for the rural towns of the regional hinterland. Moreover, the project aims to generate a range of different typologies of jobs.

The contact established between the touristic population and the local citizens would work for the internationalization of the latter.

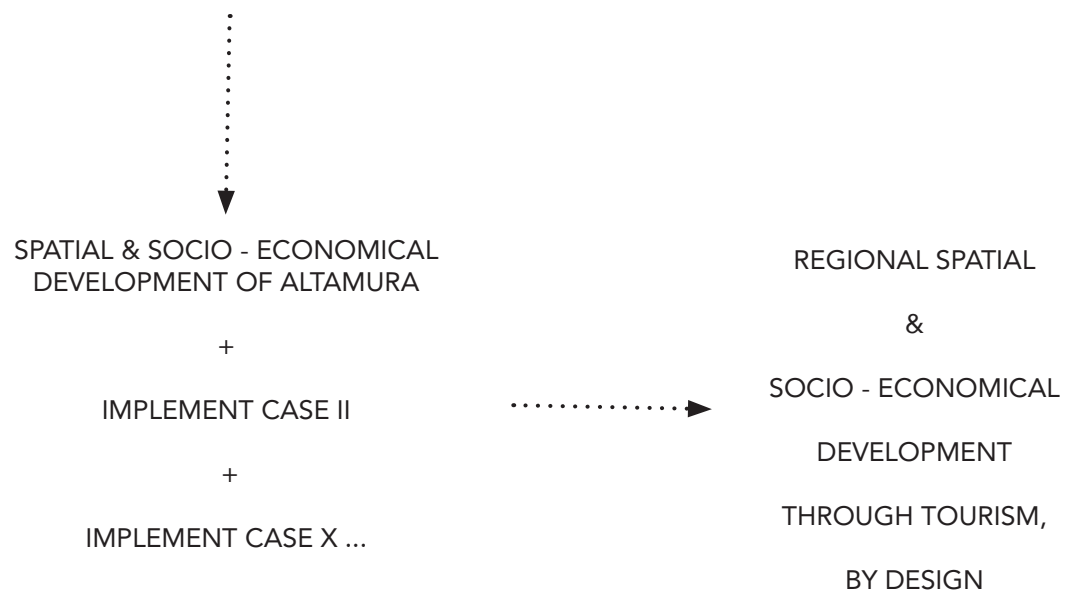
The local landscape and cultural qualities would be enhanced and preserved. The attention and care, expressed through spatial design, towards the cultural and architectural heritage would become an example of practice.

The mobility of the project, based on a car-free scheme would become a model for the other regional towns.

The commonalities of the regional territory in landscape and socio-economical terms, guarantee the applicability of the principles throughout the whole regional territory.



- ▶ INVESTMENTS
- ▶ SOCIAL DEVELOPMENT FOR
- ▶ SPATIAL DEVELOPMENT FOR
- ▶ ECONOMICAL DEVELOPMENT FOR



IN CONCLUSION

Tourism could be used as a driver for the regional socio - economical development through spatial design projects that integrate the life of the touristic industry with the local realities, the programme of a typical touristic facility with the functional programme present in the town.

Designing with Tourism

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Referenced Artworks

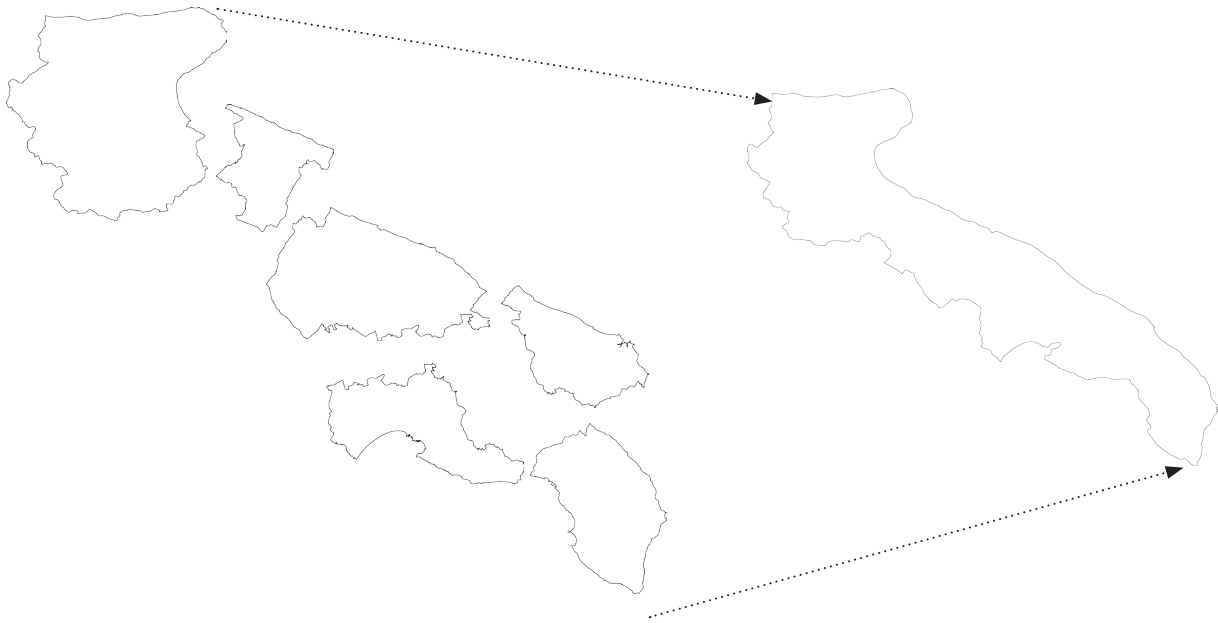
Designing with Tourism

represents an alternative approach for the regional development in Puglia, Southern Italy, using tourism through spatial design.

The approach have been tested on the town of Altamura (BA) and it proposes a **Widespread Territorial Multifunctional Park** that blends the industry of tourism with the local reality aiming to its spatial and socio-economical development.

The project defines and implements in the test case the **Principles of Integrated Regional Development**: an instrument for the territorial management in support to the instruments of territorial management already present in the regional context.

The Principles of Integrated Regional Development are applicable to all of the territories and regions that meet its defined requirements, according to their prescriptions.



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