# THE APENNINE COUNTER SPACE

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Apennine Counter Space

0   10   20        50km

# THE APENNINE
# COUNTER SPACE

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# THE APENNINES

The Apennines or the Apennine Mountains are a mountain range consisting of parallel smaller chains extending along the length of peninsular Italy. In the northwest they join with the Ligurian Alps, in the southwest they end at Reggio di Calabria, the coastal city at the tip of the peninsula. Its geographical, geological and geomorphic characteristics are nevertheless quite different from those of the Alps. Since prehistoric times the Apennines have been a place of human activity and host own culture and tradition.

**1**

**2**



```
0    100        300km
```

## Backbone of Italy

**Geographically and historically seen, the Apennine range can be described as a backbone, linking together the south and the north of the peninsula. Low altitudes (average below 2000 m.a.s.l.) and relatively mild Mediterranean climate characterize the 1'200 km long mountain ridge. Its highest peak is situated in the central part, in the Abruzzo region, on the ridge of the Gran Sasso d'Italia, and reaches a height of 2'912 m.a.s.l. Since forever, mainly the central part has been characterized by extensional tectonics, causing some of the largest earthquakes in Europe (1703; Norcia, Montereale and L'Aquila)**

## Early settlements

Since prehistoric times, the Apennines have been the home of people. The limited altitudes and resulting relatively mild climatic conditions, were all factors that allowed for a widespread and almost intense human use of these mountains. Agriculture, forest, and pastoral activities took place over the whole mountain range.

1 Early Map of Avezzano Region, 1790 A.D.
2 Map of Abruzzo Region, 1590 A.D.

## Economy in the Apennine slopes

The once heavily forested slopes of the Appenines have been greatly reduced by human activity. The clays and sands of the northern and southern parts of the Apennines are plagued by landslides and badlands (deeply eroded barren areas), inhibiting good soil formation and agriculture, but many of the intermontane basins, fed by springs and seepage from the permeable limestone, are remarkably productive. The high pastures of the central Apennines were traditionally used as summer grazing for flocks of sheep moved up from the lowlands, but the practice, known as transhumance, has largely declined since World War II. There are also many hydroelectric plants, located mainly along the western slopes. Tourism as an economic branch is getting more and more important, growing fast and competing the coastal resorts.



### ...in the foothills

In the foothills of the Apennines, there is a large number of small and medium companies, which has produced a manufacturing sector often focused on the export of niche market and luxury products, capable of facing the competition from China and other emerging Asian economies based on lower labour costs.
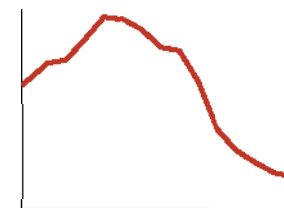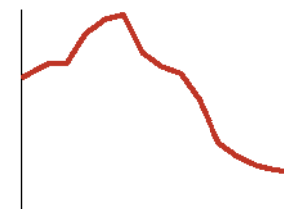


### ...in the coastal plains

Extraction industries have been developed in the adjacent coastal plain, often in association with important discoveries of natural gas. Such minerals as mercury, sulfur, boron, and potassic salts are also of significance, while the marble quarries - particularly those near Carrara - of the Apennines have been famous for centuries.
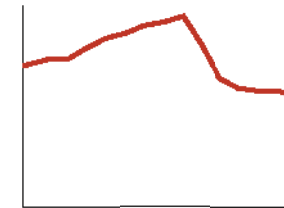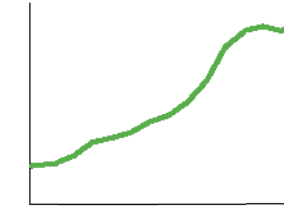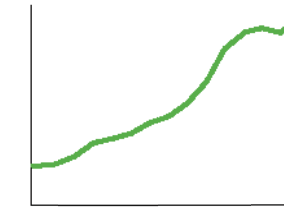


Amandola



Silvi
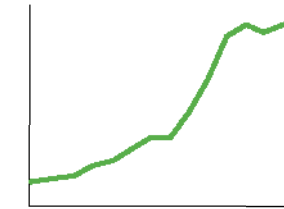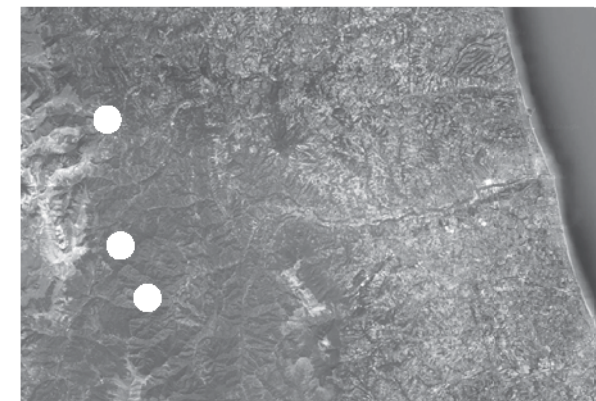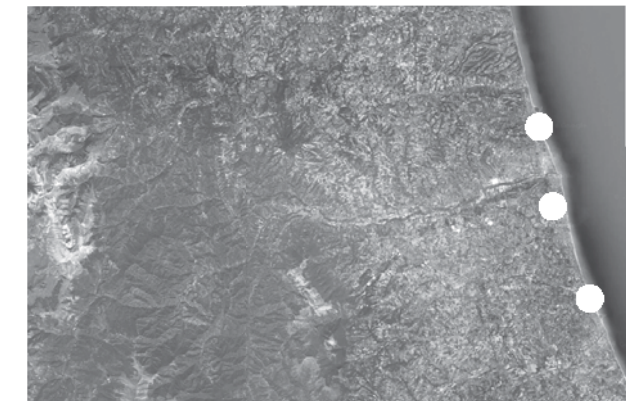


Montegallo



Giulianova



Arquata



San Benedetto del Tronto



Mountain slopes



Coastal regions

### Movement towards the coast

Rural depopulation in the Apennines, resulting from the loss of productive and economic interests in mountain areas, along with the formation of typically urban lifestyle models, has reached major proportions. This internal emigration has nevertheless slackened, mainly as a result of attempts to develop the local economy and tourism.

## Infrastructure as a barrier

Being in the middle means being in between. The transversal links crossing the Apennines permit an efficient system, but often neglect the close territory and cut it into pieces.

## Backstage of Italy

**Being the linking spine of the peninsula on one side, a shift of perspective brings along another view of the territory: the one of the backstage. Several facts/phenomena such as a difficult terrain, limited resources and poor economy cause major problems in terms of sustaining the infrastructure and vice versa. Depopulation phenomena and only slow growing economies are symptomatic for this communities. High concentration of relatively pure nature has lead to the founding of several protected areas, in which the extension of the urban fabric collide with natural wilderness.**
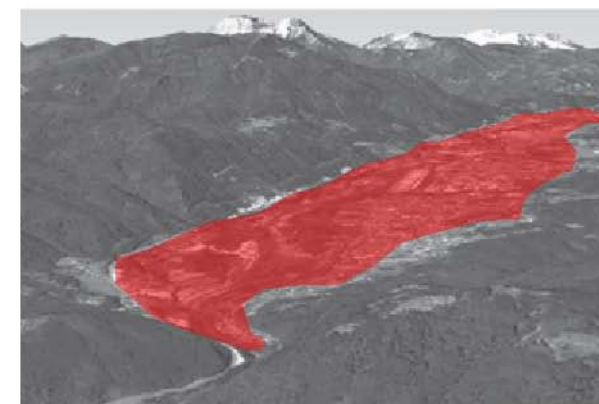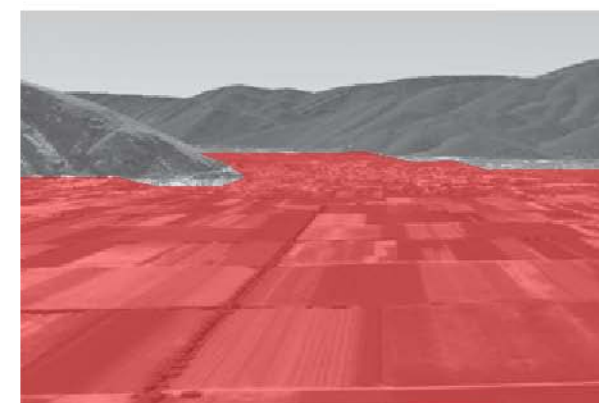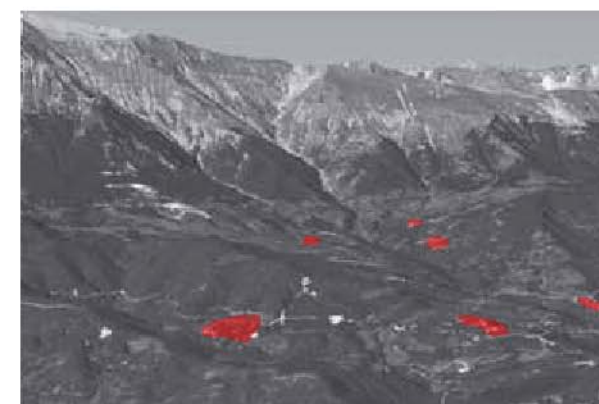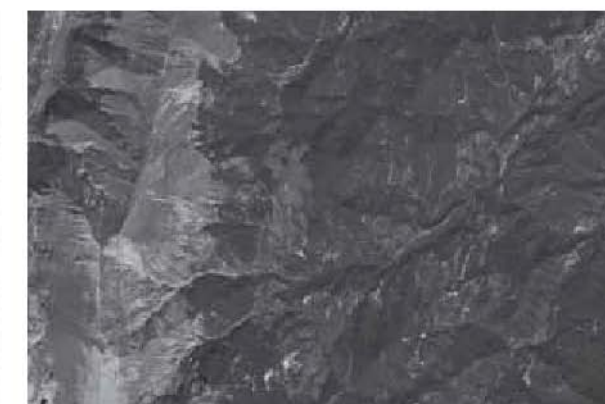



## Limited horizontal development

Today, the highest village settlement is found about 1'300-1500m above see level, at the upper limit of cultivated land. More densely populated areas are found in the wider river valleys (**1**), which are rich in alluvial and cultivated land (e.g. the valleys of Lunignia, Garfagnana, and those of the upper Arno and Tiber rivers). Internal basins (Foligno, Terni, Rieti, L'Aquila, Avenazzo) are also well populated (**2**) Furthermore, the steep and mostly isolated terrain has lead to a wide pattern of small settlements (**3**) mainly on the foothills (Montegallo, Montefortino).

## Italy's green belt

The mild climate in the Apennines provides good condi-
tions for both Fauna and Flora. Seeing biopermeability
(areas with low urban density including agricultural areas)
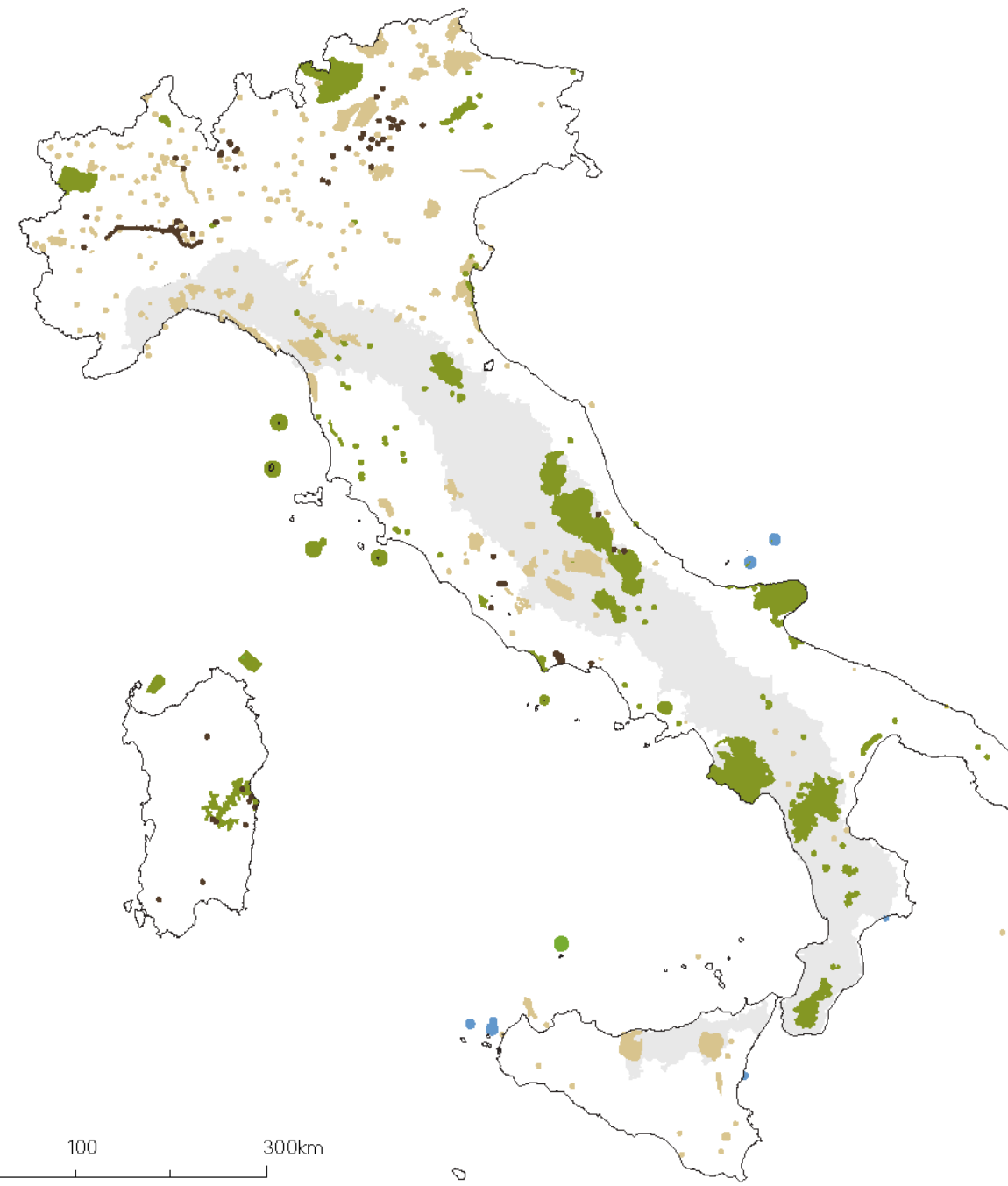as an indicator for the quality of natural resources, the
Apennines takes a key role in Italy's Ecosystem (with
several plant and animal species found exclusively within
the range, e.g. brown "marsicano" bear, the wolf, the
chamois).

Biopermeability:

■ >90%
■ 75-90%
■ 50-75%
■ 35-50%
□ <35%

## A chance for protected areas?

With the introduction of law 394/91 in 1991, Italy increased
its protected areas to now 9.7% percent of its state ter-
ritory, to mention that the concentration of this areas is
significantly high in the Apennine Range (22%). Bringing
this fact together with the steady decline of mountain
regions, the role of nature parks is getting an important and
complex question for future development again.

■ National Park
• State Nature Reserve
■ Region/Province Nature Park
• Region/Province Nature Reserve
■ other Protected Natural Areas
■ Marine Protected Area/Reserve

0    100    300km

# THE MONTI SIBILLINI TERRITORY

The Monti Sibillini National Park and its surroundings are paradigmatic for the territory in the Apennine mountain ranges. Framed by two transversal roads, the area is urbanized by small villages and towns standing far apart. Even though the depopulation of the last century has left its marks, most of the territories surface is still cultivated and attractive for visitors.
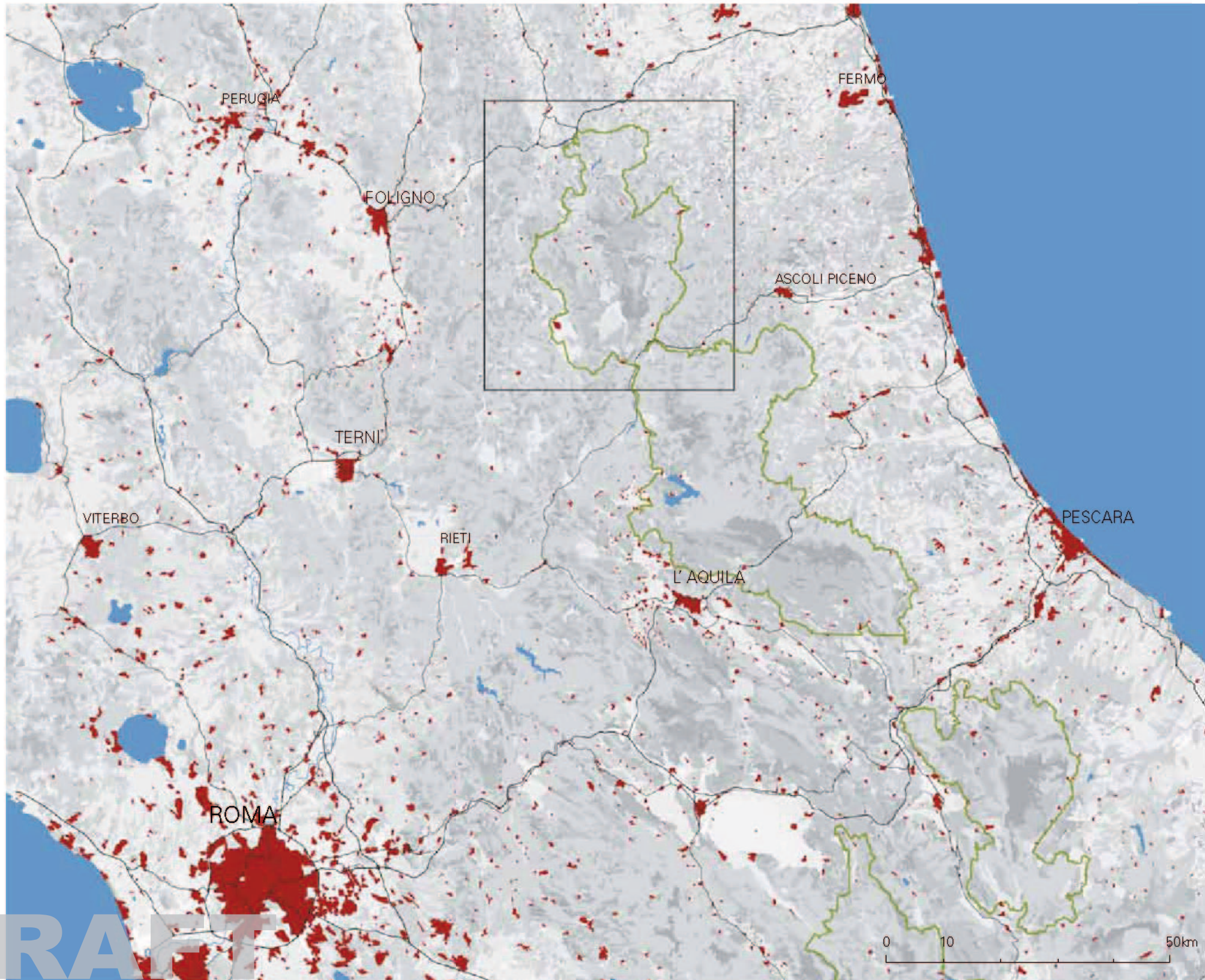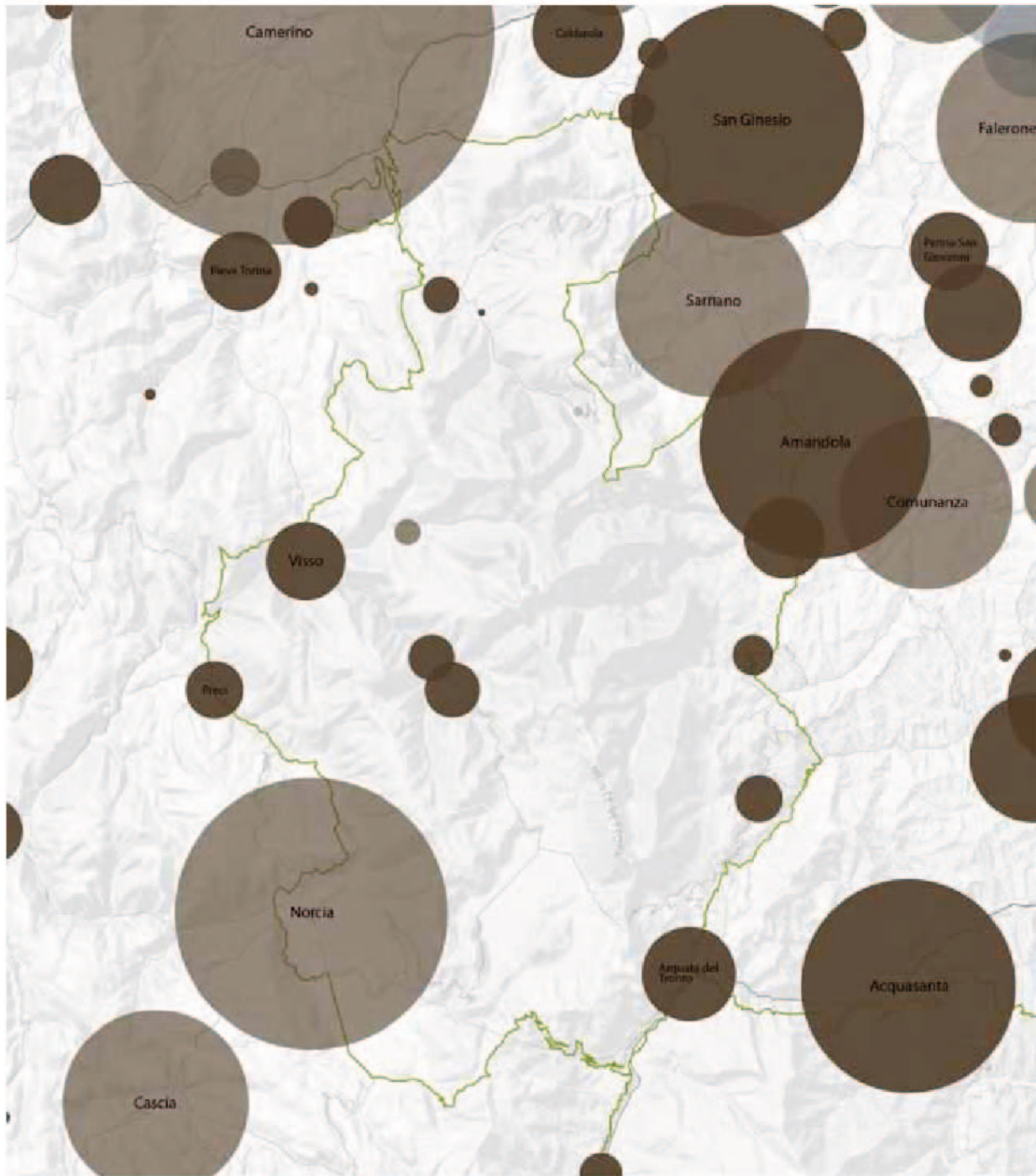
## North of Via Salaria

Following the Via Salaria through the low populated area of the Apennine, the road is bordered by two National Parks. The Gran Sasso National Park in the south, the Monti Sibilini National Park in the north. The analyzed territory is interstratified by small towns and villages with maximal seven thousand inhabitants.

0        10                    50km

Population of 1991 (1961-1991)
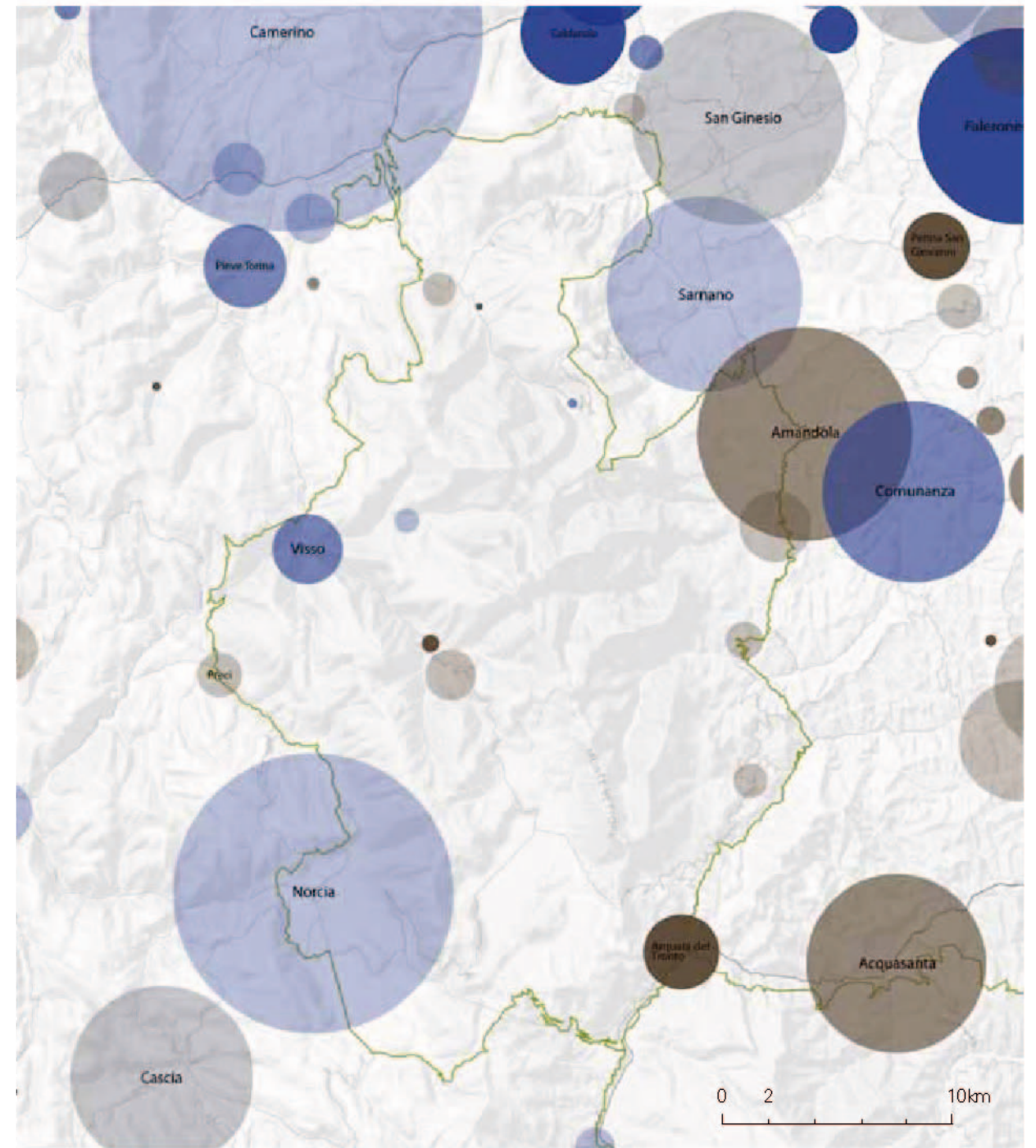
Population of 2009 (2001-2009)

## The End of Depopulation ?

In the last century the area lost a big part of its population. It was no exception for a town to loose half or even two thirds of the residents. In the last ten years the phenomenon reached the end of the decline and the most towns listed at least a slight growth. But the numbers have to be read with care, the most of the communes have an overaged population, and is common that residents who had left their towns in the past to find work are returning for their retirement.

2000 People

Annual Change

1% 0.5% 0.1% 0.1% 0.5% 1%
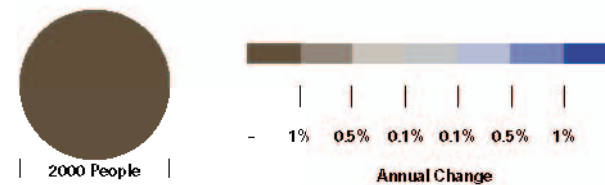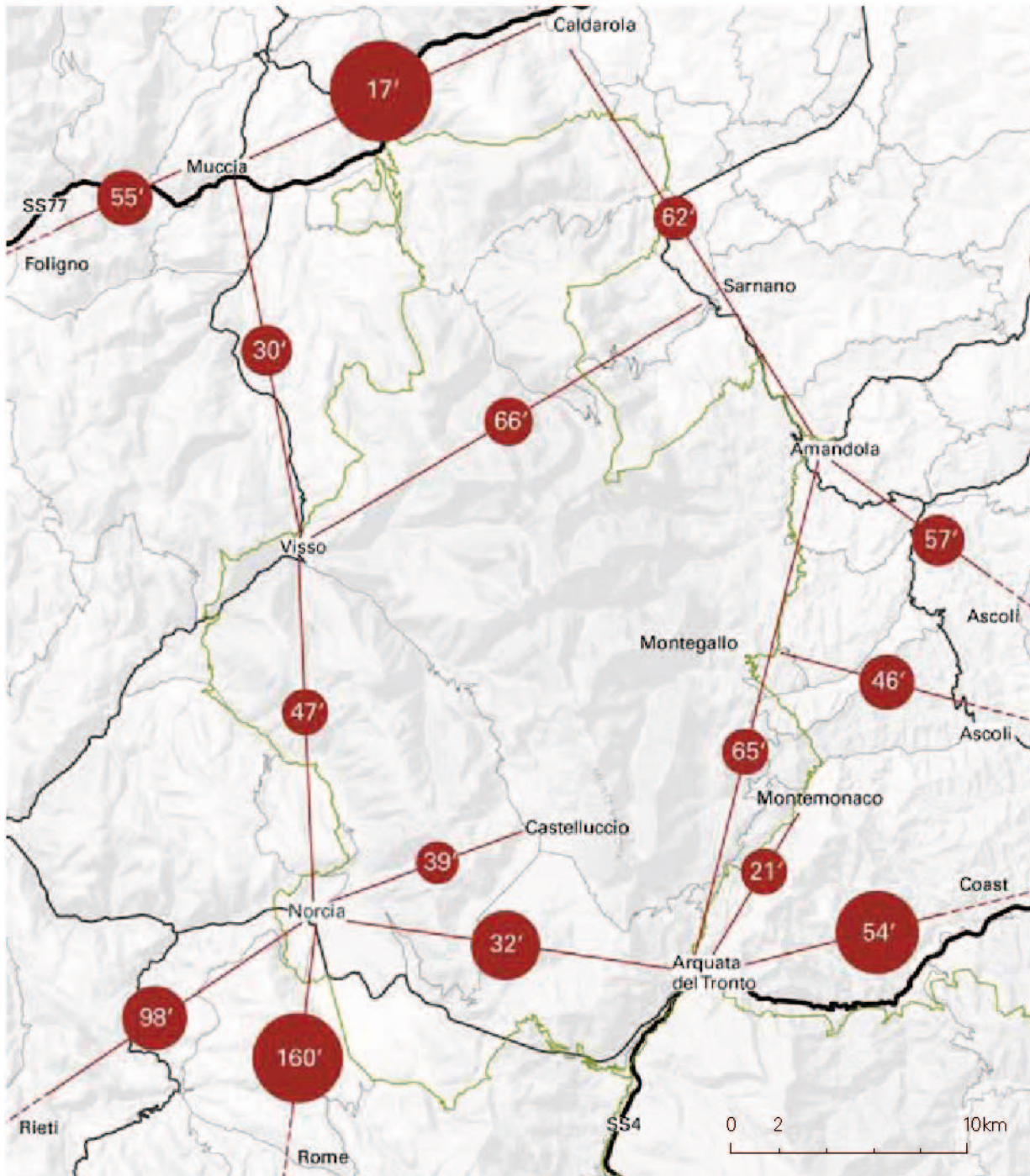
## Accessibility: In-Between Transition Routes

The most of the territory lies between two transversals. In the north it is the SS77 which connects Fo-ligno to the Adriatic Coast, in the South it is the SS4, Via Salaria. Next to two major streets, the space between is only crossed by slow rural roads. Although accessibility is an important factor for growth, it can't be linked directly to the demographic development, as examples such as Arquata del Tronto and Acquasanta Terme clearly show.



| | |
|---|---|
| Car/Motorcycle 85.9% | |
| Public trasport 0.5% | |
| Coach 0.2% | |
| Camper 1.7% | |
| Bicycle 2.9% | |
| By foot 8.0% | |
| Rental car 0.5% | |
| Horse 0.2% | |
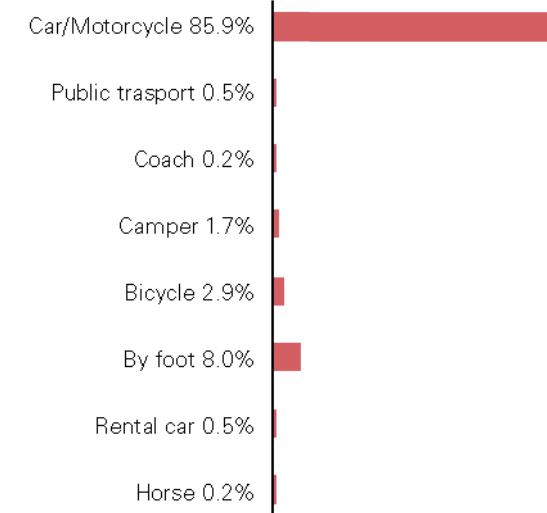


### Public transport: One bus per day

The public transport system is poorly developed as only 0.5% of the area's visitors use it. An additional reason lies in the fact that the area is split into three provinces, which provide their transport individually. The lack of coordination between them makes it hard to move between villages of different provinces.
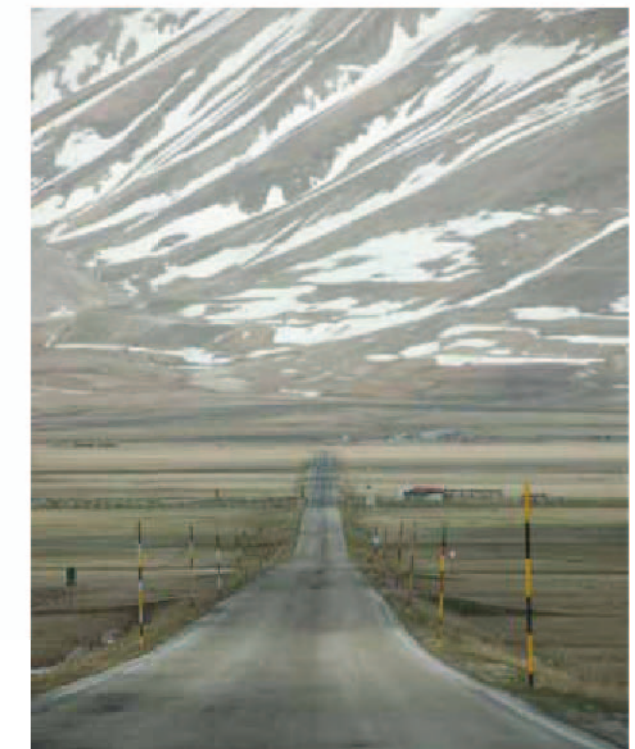
### By car: Drive through

The good condition of the streets makes it easy to move by car or other motorized private transport. Even the smallest villages are accessible over asphalt roads.
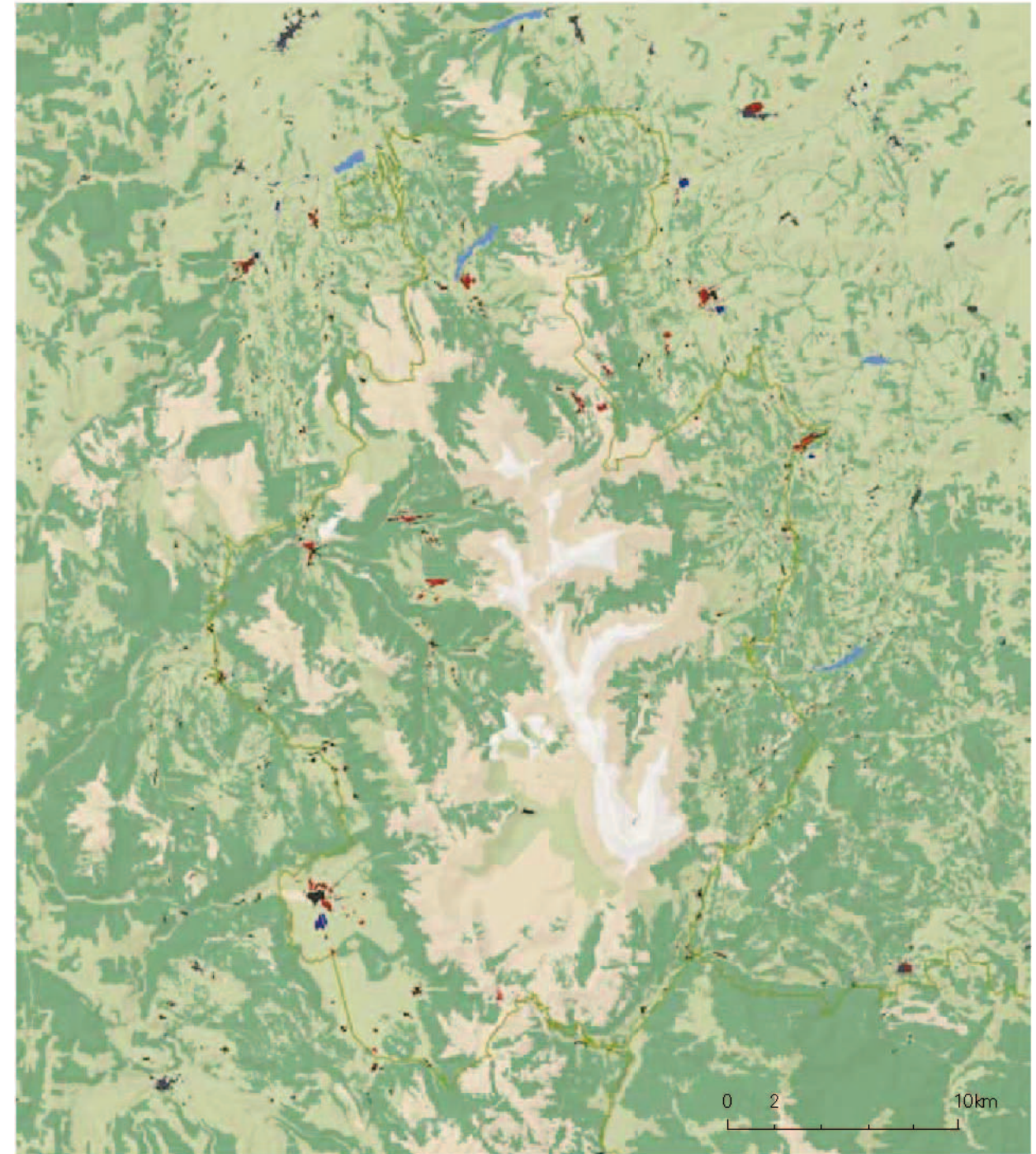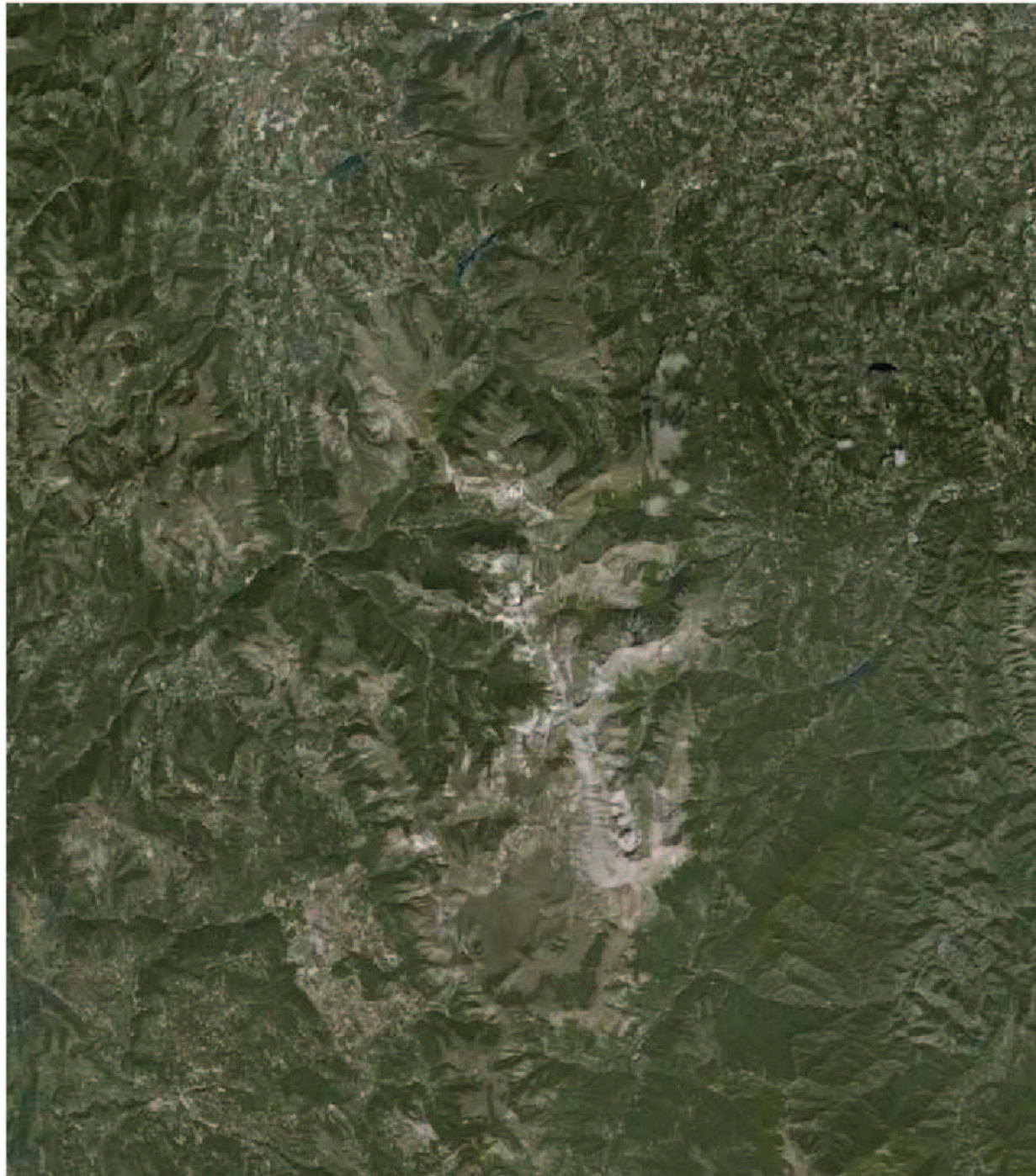
## Different Types of Territorial Occupation

In the heterogeneous territory of the Sibylline Mountains, the quality of the surface has a big impact on its occupation. The territory in its present form is the result of hundreds of years of cultivation. The following analysis deals with the question of the coherence of surface and its occupation and tries to create a portrait of the Monti Sibillini territory.



## Cultivated and settled territory

The major part of the territory is extensively settled, the higher areas are used for farming and grazing. Most of the cultivated areas and forests are in private ownership. Few parts of the mountainous areas are owned by the regions.

Rock Mass
Grassland
Forest
Agricultural Land

Buildings
Old Structure
New Structure
Production

0   2                10km

Shops for specialities are situated along the passing road

## Frozen Scenery

This type of settlement is found often in remote areas of great scenic and natural beauty. The structure consists nearly entirely of an ancient core. The number of the permanent residents is very low, their jobs are related to the tourism as the main source of income. In this example, Castelluccio di Norcia, the aesthetic value of the agriculture is at least as important as its main product - the lentils.







A freshly renovated part in the ancient core

One of the 15 permanent inhabitants and his business

Castelluccio di Norcia in the surroundings



200 m

## Wild Natural Emptiness

The only human occupation of this area are hikers. The altitude of this area is between 1800 and 2450 meters above sea level. This territory's nature is highly protected by the national park.

### Seasonal Settlement

These slack arrangements of younger buildings consist mainly of hotels and second or rental houses. There are no permanent residents, the occupants are seasonal workers and tourists. The Seasonal Settlement is an extension of a bigger provider town, such as Norcia in the case of Forca Canapine. It is dependent of its surrounding territory in terms of leisure activities like skiing or hiking.





A loose arrangement of buildings in the territory



A seasonal worker of the Hotel Canapine



Off-season: life stands still

The ruin of a shepherd's house



Even steep and remote areas are used for grazing



## Grassland

Intensive pasture farming of hundred of thousands of sheep led to erosion processes on the steep slopes. A lot of the bare land was once covered by forest, which has been cut down continually through the centuries.

The Via Salaria leads straight through the town

## Forgotten Destination

A touristic past is the reason for a highly developed infra-
structure in this type of town. During a period of flourishing
economy a lot of new buildings were erected. Even though
the towns are easily accessible the economy and popula-
tion are shrinking. This leads to abandonment and deterio-
ration of buildings.





A closed thermal bath



And the advertisement at the tourist office

## Everyday Village

The usual village in this territory has old historic cores mixed with newer structures from the first part of the 20th century. Depopulation as well as aging population are common phenomena. The agricultural background and the lack of opportunities for tourism generate a lack of perspectives.





Ageing of the towns population



One of the twenty inhabitants of the old town core



A common picture

The typical loose and mixed forest of the area
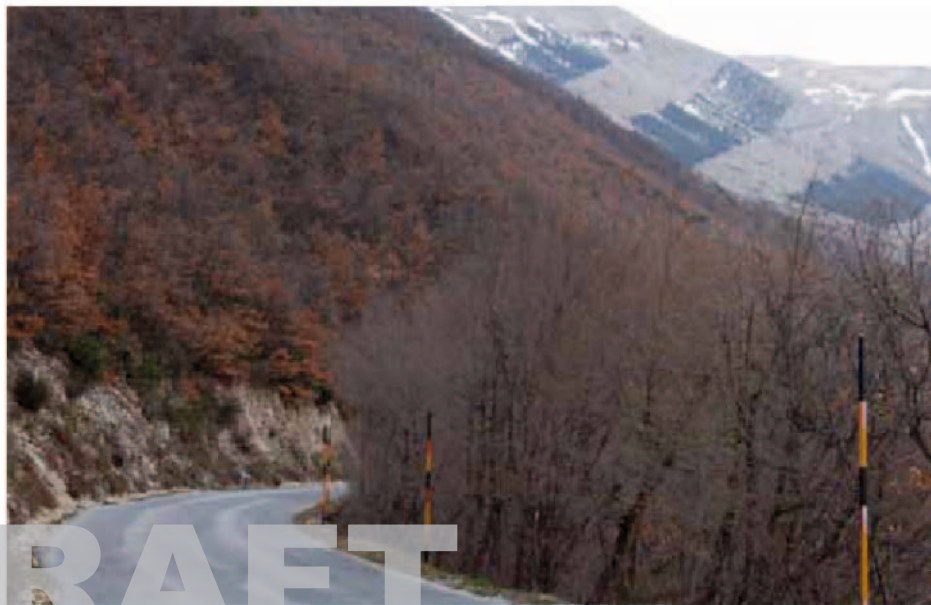


Afforestation in the North of the national park
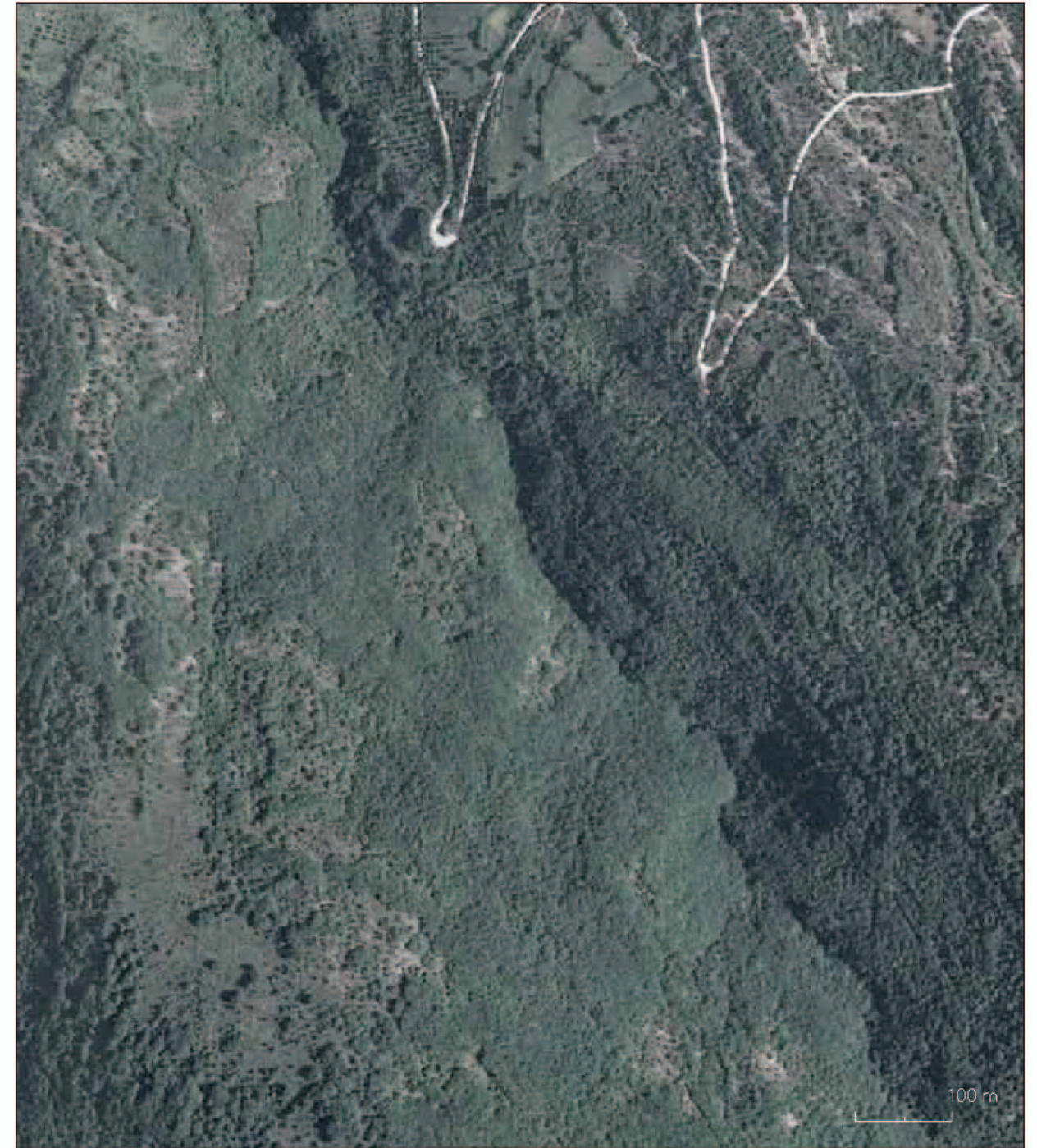


## Formed Forest

The production of wood charcoal and the need of new
grazing grounds led to a disafforestation of the whole area.
Even though the need for wood is in decline and the park
authority has projects for reforesting the area, the signs of
human impact will stay clearly visible for a long time.

### Happy Island

A Happy Island such as Norcia consists of combined quali-
ties of the previous typologies. The town is easily acces-
sible and has a highly developed infrastructure. Its touristic
importance and a small solid industry lead to stability and
growth of population. The connection to the surrounding
territory is the fundament of its success.





Between modern and traditional production



One of many speciality shops



Piazza of the ancient city core



High-end hotel in Norcia

Surrounded by common or garden

200 m

### Farmland Rag Rug

The use of the soil for agricultural production is as old as
the surrounding towns. The small parcels of the agricultural
surface testifies to the complex system of ownership in
the past. Nowadays a lot of the cultivated area is used to
produce feed for farm animals.

# THE MONTE SIBILLINI SYSTEM

The Monti Sibillini territory has always been a landscape with strong cultural identity, dating back to Roman and pre-Roman times and even before. In the relative isolation, the locale culture developed in multiple layers. Rich cultural influences, from the mystic sagas of the Sibillini to the butchers of Norcia, have created a unique composition which characterizes the territory and its inhabitants until today. But as in many other places, the mountain region of the Sibillini is strongly affected by social and economic phenomena of our time: For example the opening up to tourism threatens local identity.
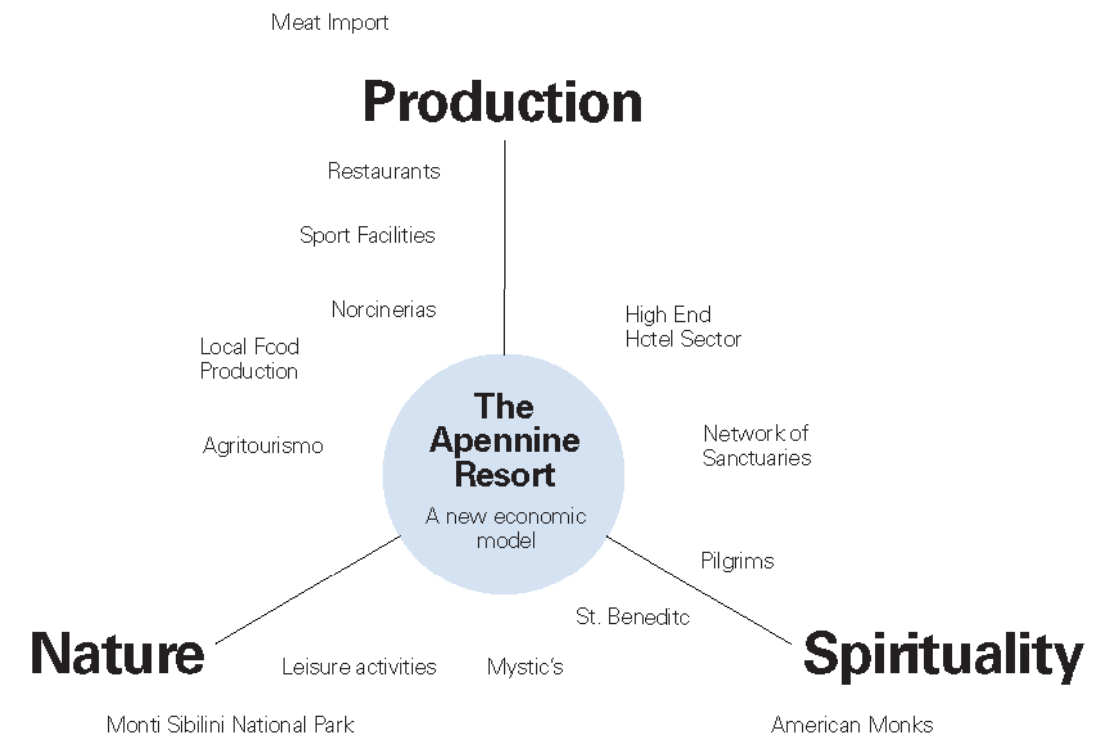
Background: The Apennine fallow land



Meat Import

**Production**

Restaurants

Sport Facilities

Norcinerias

Local Food
Production

High End
Hotel Sector

Agritourismo

**The
Apennine
Resort**

A new economic
model

Network of
Sanctuaries

Pilgrims

St. Benedito

**Nature**

Leisure activities    Mystic's

**Spirituality**

Monti Sibilini National Park

American Monks

## The Monti Sibillini System: Mechanics of Attraction

As most parts of the Apennines are characterized by fallow land and its conditions, it is even harder for communities to develop. External and internal limitations such as the harsh climate, the topography and therefore the isolation call (and have called since the past) for a strong identity. Often this identity is based on tradition and culture, in which the three different aspects of the regions quality (Production, Spirituality, Nature) play key roles. Only few places master to find the right balance between these three attractors, giving them the possibility to succeed on the competitive market.
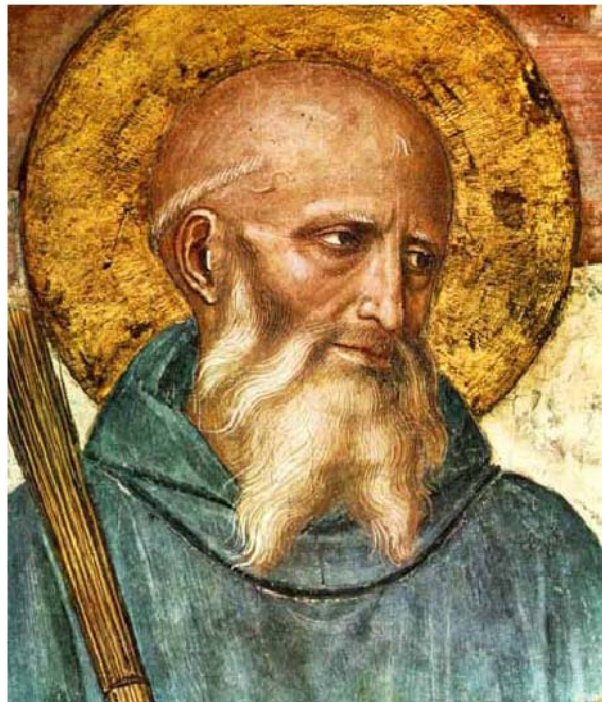
## Production of Identity 1: Spirituality

How did and still does religion and history affect the territory and its human presence? An interesting key to reconstruct that question is given by the widespread presence of religious and historic buildings. The life of two of the most important protagonist of Christian faith (Rita from Cascia, Saint Benedict of Norcia) is linked directly to the territory, present in several interventions of the town structure. Modern infrastructure and intense communication have brought spirituality to the very surface.
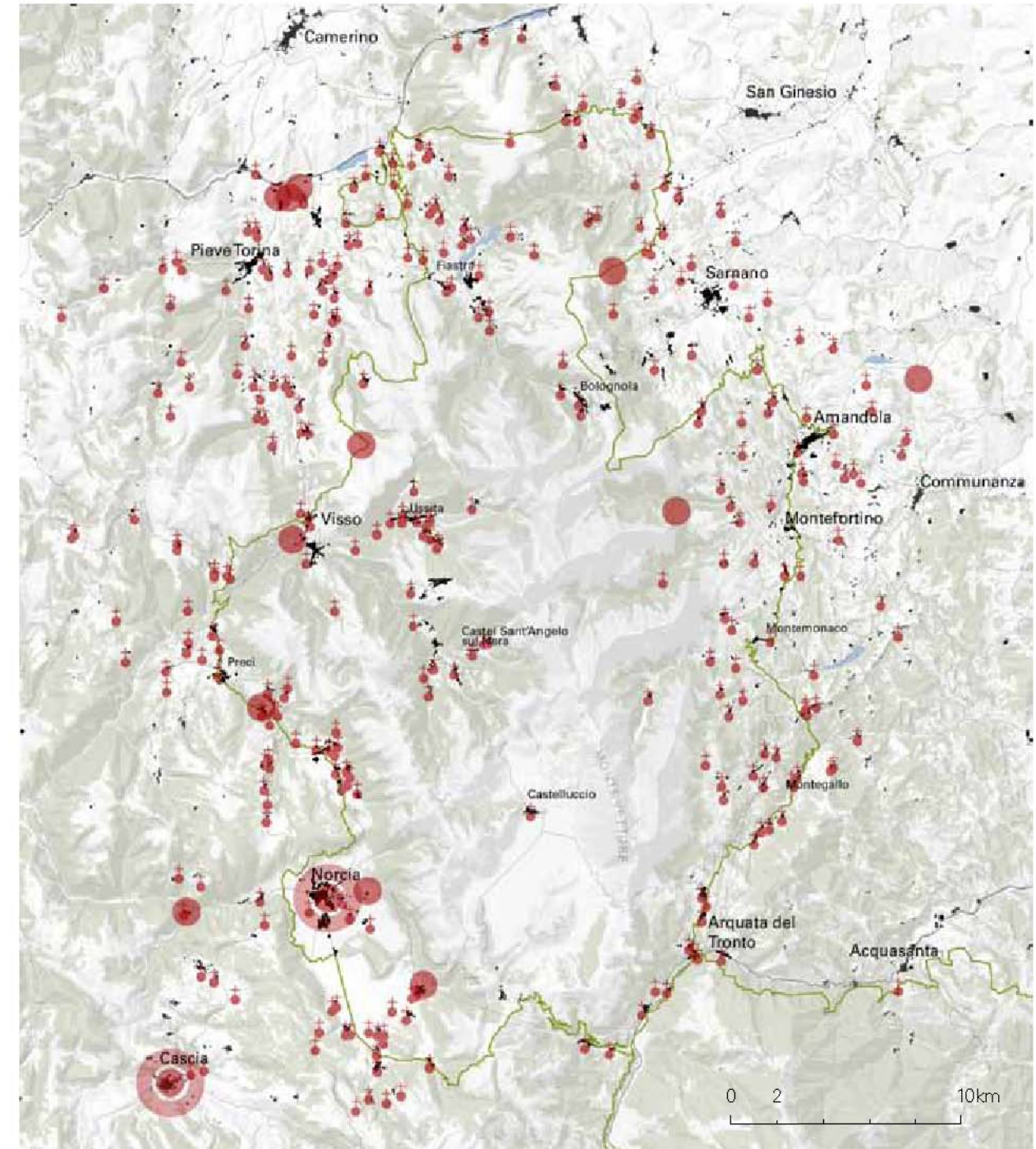


## The dense carpet of sanctuaries

Around 150 churches and chapels are spread over the territory, mostly in and around small settlements, forming a dense pattern of visual landmarks. Over 12 monasteries from different religious orders maintain these structures.

† Churches, Chapels
● Monasteries
◉ High frequented Sanctuaries

"Characteristics that make Cascia a city loved by the world"

## Modern infrastructure in Cascia

As one of the most frequented pilgrimage cities in the closer area, pilgrim tourism and its facilities takes up a prior task in town planning. Infrastructure and signalization providing efficient visitor flows.



## The modern way of pilgrimage

The lack of public transport induce problems concerning the growth of private transport.
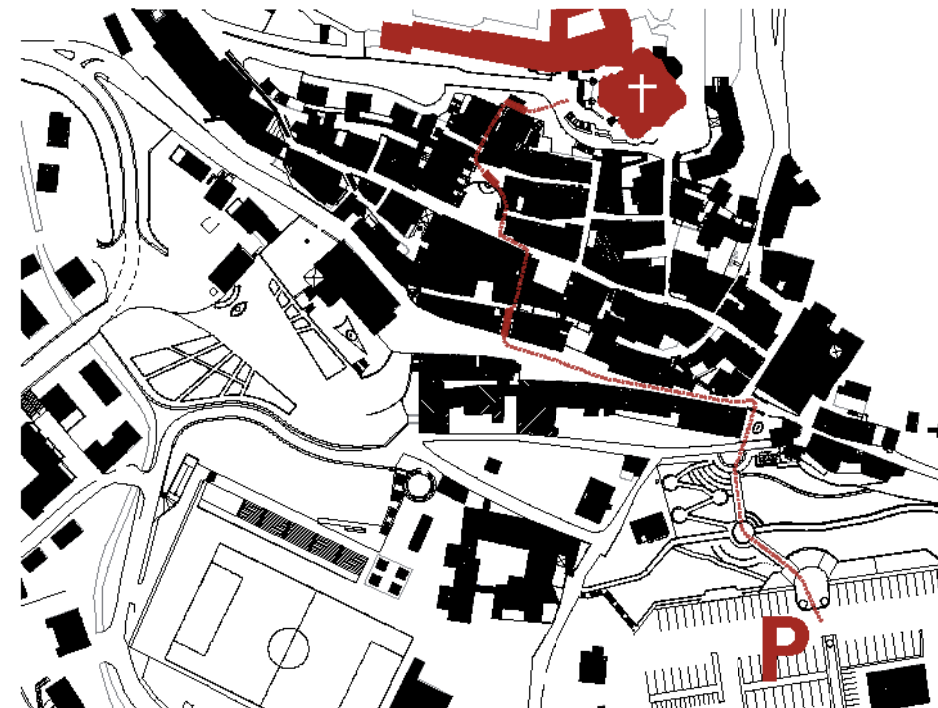


## Managing pilgrim flows

An organization of Parking and Basilica via the old town core gives the shop owner - mostly souvenir and traditional food - the possibility to sell their gods directly to the visitors. The detour as a concept.

■ Basilica from St. Rita of Cascia
■ Stairways

1



2

## Religion and heritage

Most of the religious buildings in the area belong to one or another monastery. Present expansion of religious orders (such as the St. Benedictines) take advantage of the old inventory and try to renovate abandoned buildings.
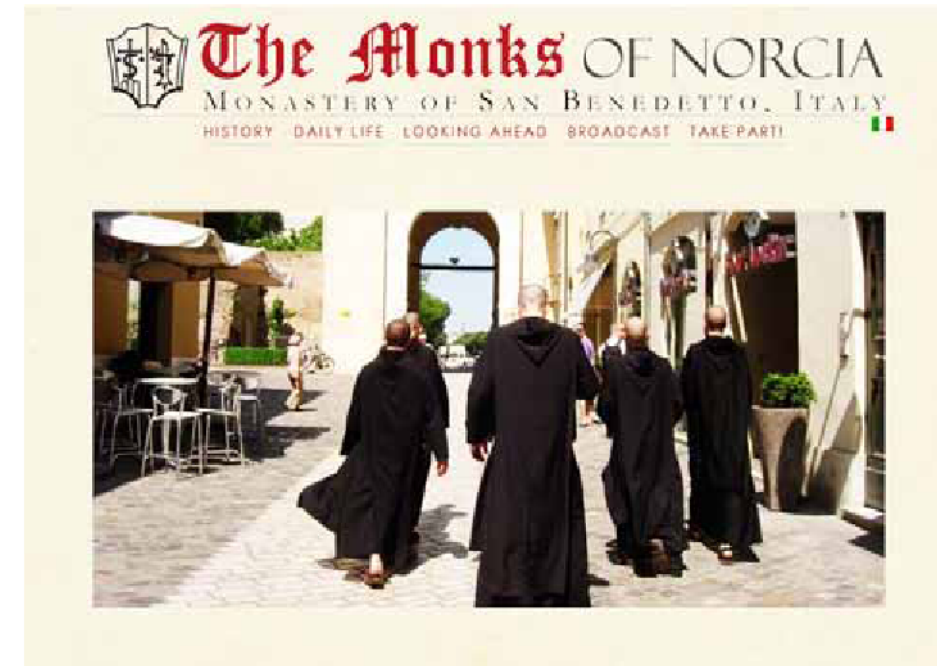
## A fully globalized spirituality

As Saint Benedict's was born 480 A.D. in Norcia, American follower monks open up a monastery in 2000 in the town. Intense evangelize activities in the past had lead to this comeback, showing up the global framework certain towns are getting in. Their very modest way of living contrasts with their international origin and background. Whereas other monasteries are anchored very local.

1 Website of the Monks of Norcia
2 Schema explaining past evangelize activities and recent return
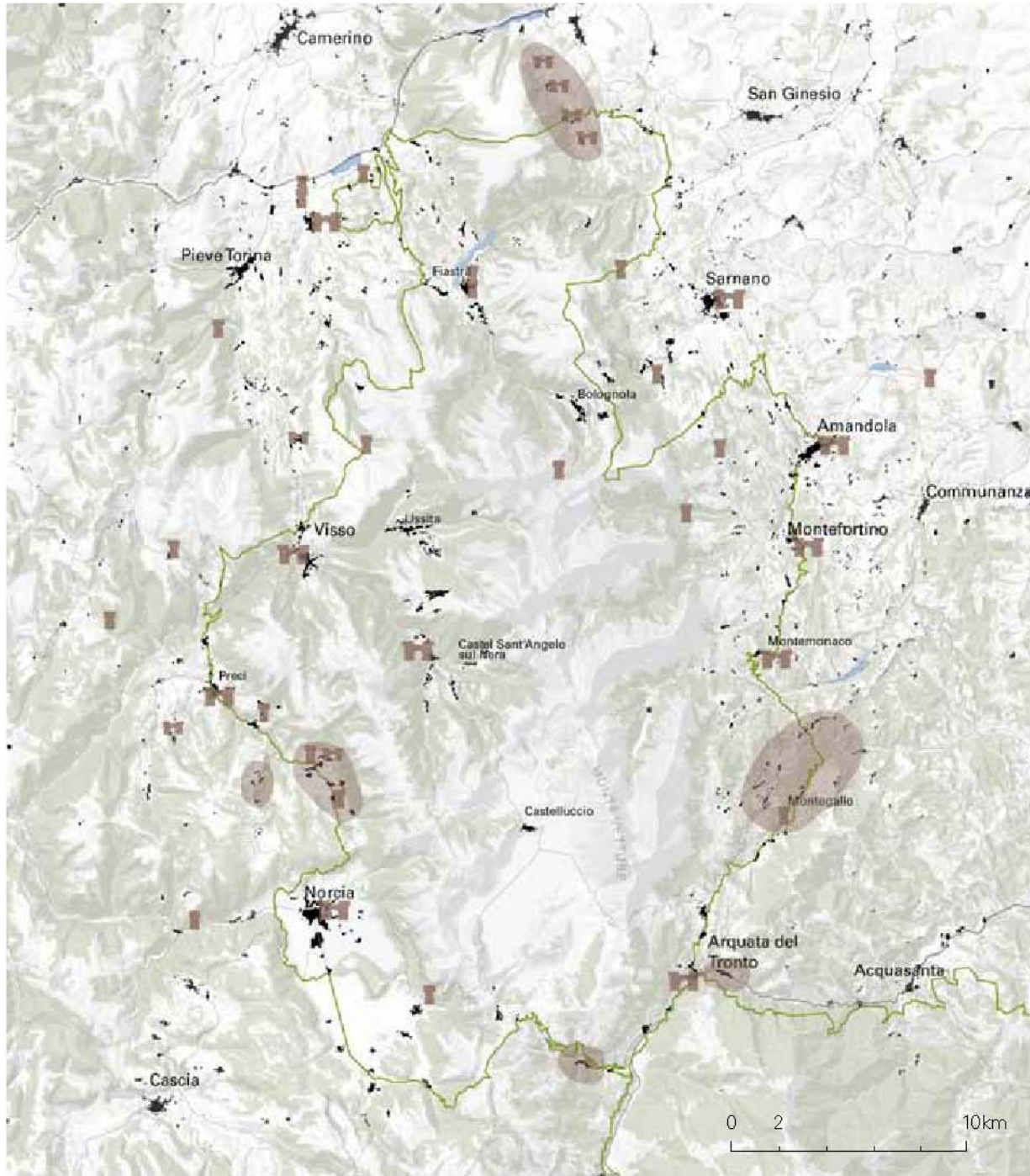
## Dominating the landscape

Above: Ruins of Castelfranco castle, near Campi (sec. XIV)

Beneath: Castellina built from Vignola, Norcia (sec. XVI)



## History as a capital

Since prehistorical times, the character of certain settlements depends on the role played by the people passing through because of work (transhuman), religion (pilgrimages), and power (wars).

▮ Settlement with arch.-hist. importance
▮ Small settlement with arch.-hist. importance
▮ Artefact with arch.-hist. importance
▮ Area with high presence of artefacts

## ...and the town

The condition and present use of these artefacts vary from the very forgotten and collapsed ruins to the well maintained and reconstructed museums, whereas all of them play a major role as cultural heritage.

## Production of Identity 2: Nature

Since the very past, nature always have played a major role in shaping towns and its surroundings in the Monti Sibillini area. However this conditions are not as unpredictable as they were in ancient times, nature still has an big influence and attraction on the people. As the landscape outside the walls always inherited a certain wilderness which had to be bridled, modern urbanization has turn back this perspective. Nature protection and preservation efforts showing the limitation of natural resources and turning nature into a concrete entity. The variety of different types of protection concepts showing the complex relations between nature and local population, last but not least introducing tourism and local economy.
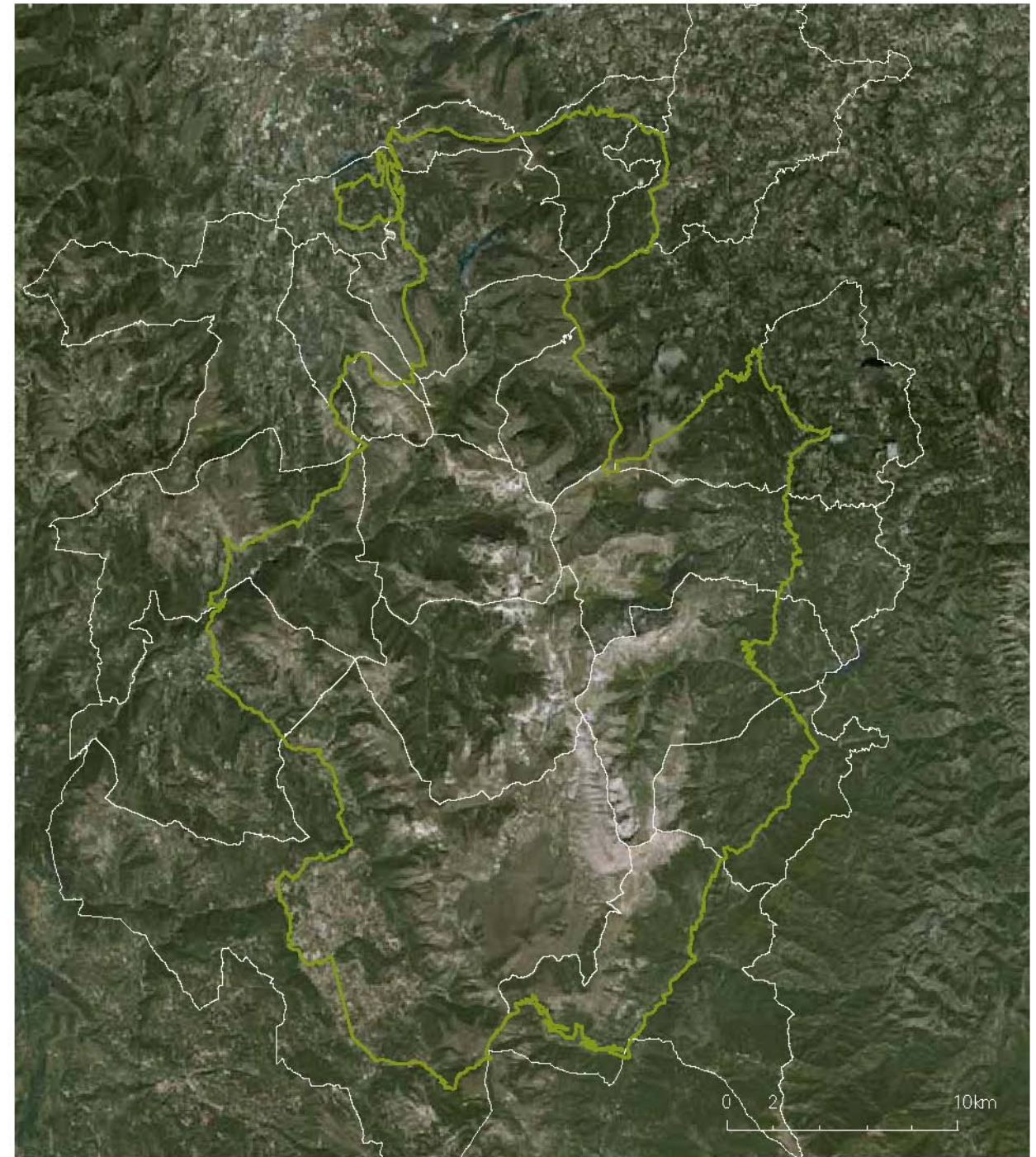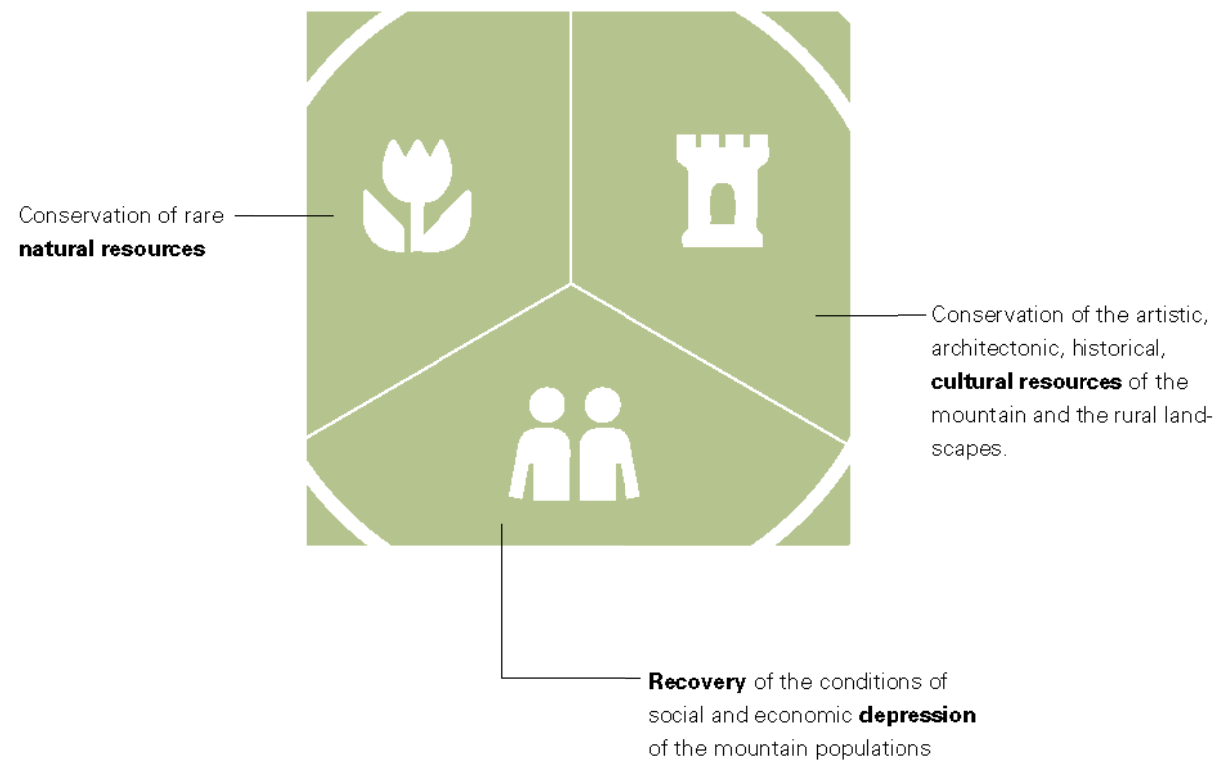


## Monti Sibillini National Park:
## 19 communes, 13'000 inhabitants

Planed since 1990 and opened 1993, the Monti Sibillini National Park covers 69'722 ha of land, including several large towns and small industries. Most of the communes own land in- and outside of the park bo

Species:    **150    20    50    1'300**

| | IUCN Category | Managed for |
|---|---|---|
| Ia | Strict Nature Reserve | Science |
| Ib | Wilderness Area | Wilderness protection |
| II | National Park | Ecosystem protection and recreation |
| III | Natural Monument | Conservation of specific natural features |
| IV | Habitat/Species Management Area | Conservation through management intervention |
| V | Protected Landscape/ Seascape | Landscape/ seascape conservation and recreation |
| VI | Managed Resource Protected Area | Sustainable use of natural ecosystems |

## IUCN Categories

Since 1959 every kind of protected areas is listed and categorized by the IUCN, the International Union for Conservation of Nature.

Conservation of rare **natural resources**

Conservation of the artistic, architectonic, historical, **cultural resources** of the mountain and the rural landscapes.

**Recovery** of the conditions of social and economic **depression** of the mountain populations

## The 3 aims

Being a "Park for everyone" means not only protecting nature and its environment, but going far beyond, including local population and traditional economy. In the IUCN categories, Italy's national parks mainly keep the category II, meaning to protect lowercases ecosystems and providing, educational and recreational opportunities. The 3 aims of the Park are set up in the "Plan for the Park" which includes all the details.
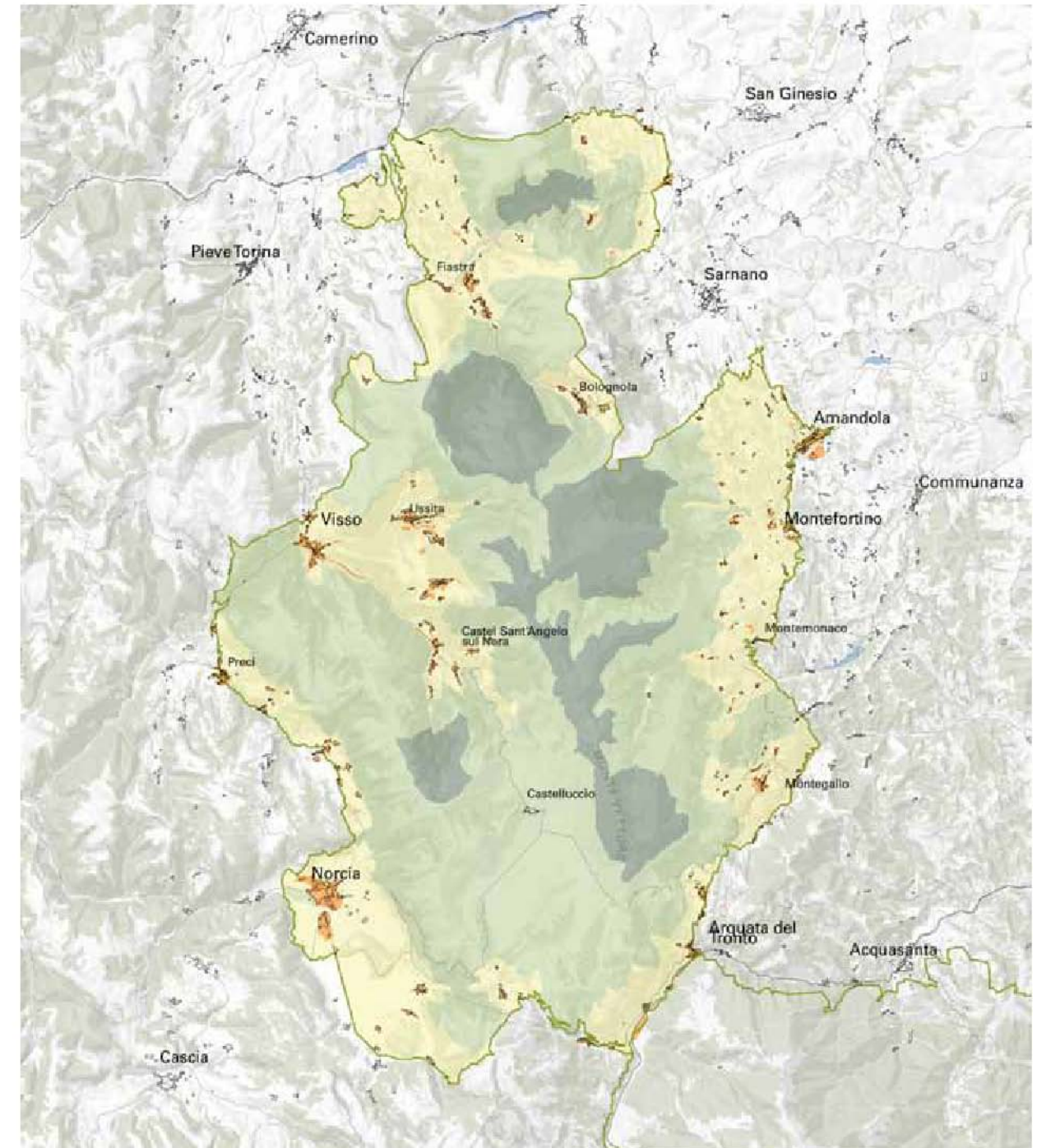


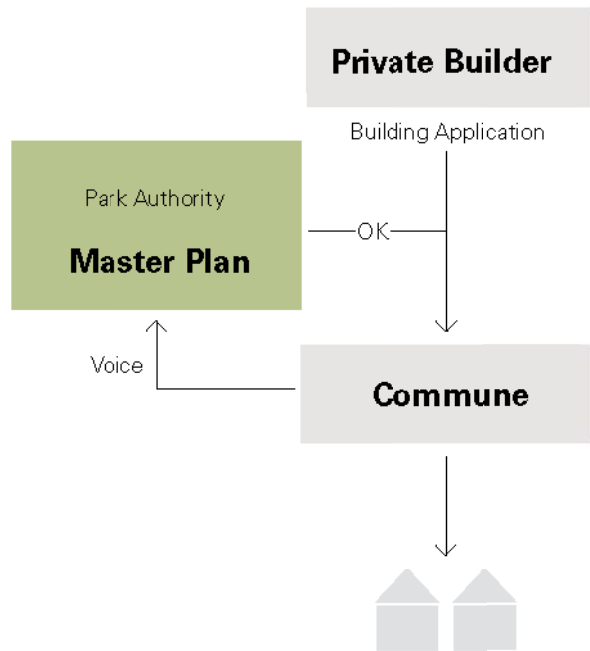## Master plan: a territorial division

A main tool of nature protection is given by the master plan, which is held up by the local park authorities. The territorial division into different gradients of protections channels the parks development in a conceivable and sustainable way.

- Zone A, highly protected reserve
- Zone B, protected reserve
- Zone C, agricultural land
- Zone D, urban development

## Investing in identity　　　■ € 50'000
Examples: Programs and costs

Sustainable agriculture, farming , € 619'557.20
■■■■■■■■■■■■

Visitor Centers Norcia/Preci , € 516'456.60
■■■■■■■■■■

Plan for the Park, development , € 1'367'678
■■■■■■■■■■■■■■■■■■■■■■■■■■■
■■■■■■■

Protection of the Piani di Castelluccio , € 593'925.40
■■■■■■■■■■■

Easy accessible learning pathways (families) , € 357'700.11
■■■■■■■

State → Park

## Cashing in the brand
Examples:

Park tourism, ecotourism

Sibillini label as quality standard:
"Nerea" mineral water

Ad campaigns (movie shots) in Piani di Castellucio:
Volkswagen, Renault

### Private Builder
Building Application
—OK—

### Master Plan
Park Authority
Voice

### Commune

## Building in the park:
## The evaluation of new buildings
As the master plan has compulsory character, but the urban fabric somewhat still is growing, communes have a certain voice in the act of adjusting the park's master plan. The duality of both the parks - and the communal authority allows an nevertheless pragmatic development of the area, involving nature protection and local mechanics. By having the park authorities controlling the urban development, the building process take much longer than outside of the park, and therefore make it although more expensive.
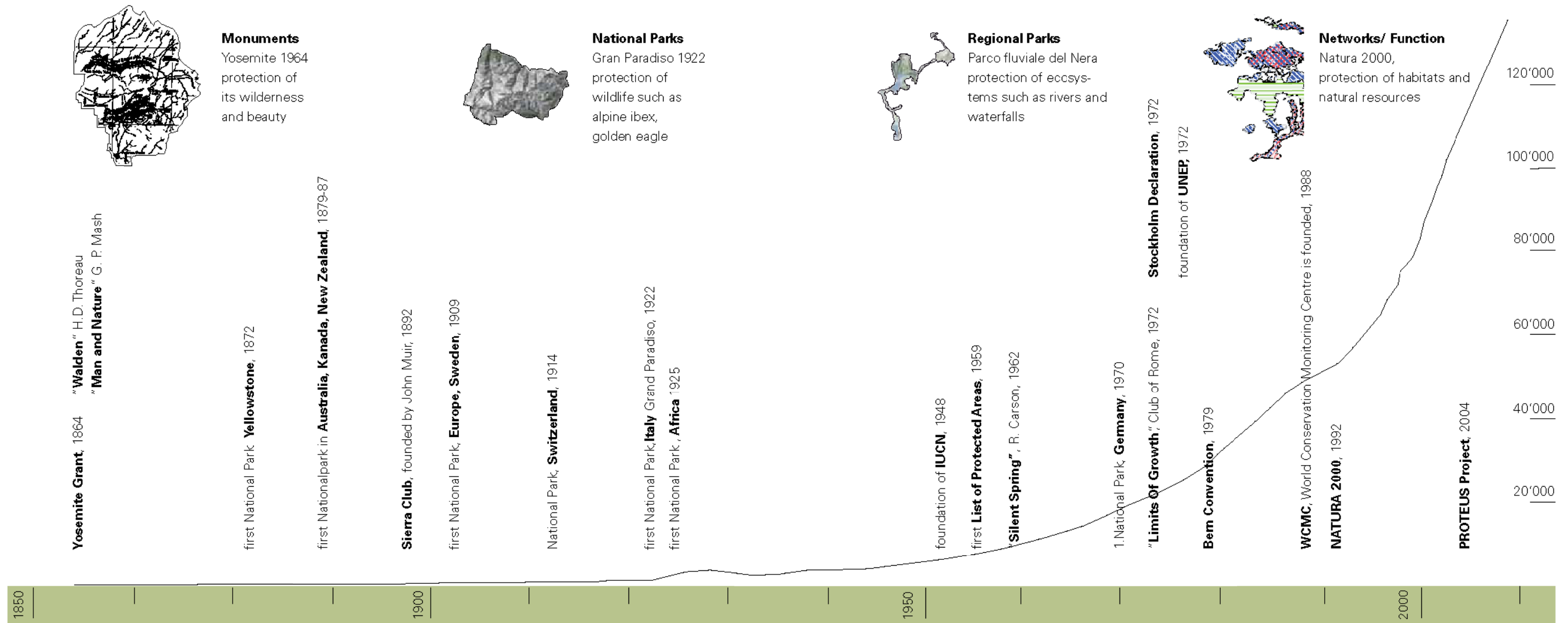
## ...and renovation of the old
By putting up money for the renovation of architectural and historic structures, the park himself appear as a builder.
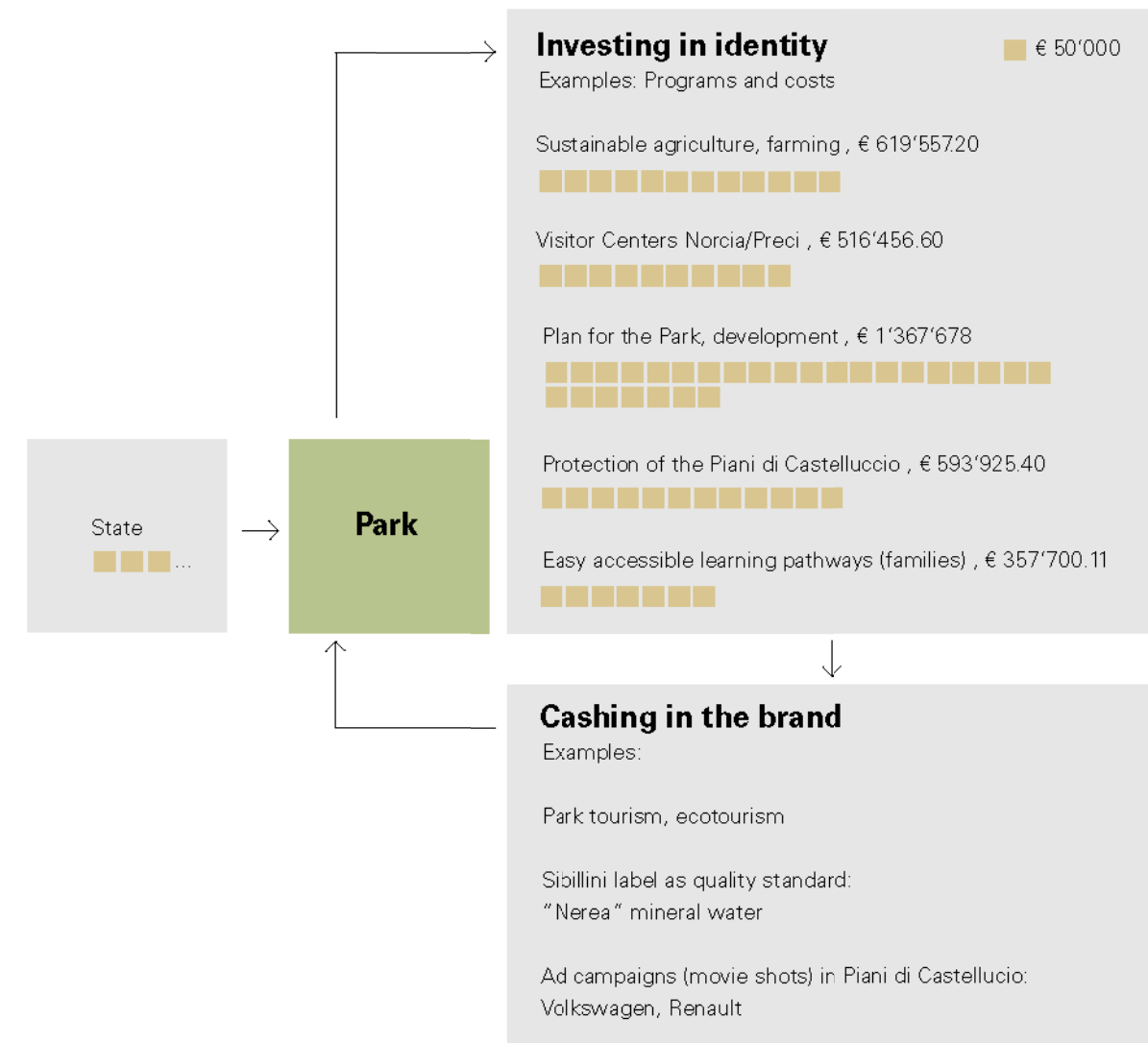
## Thin border between brand & identity
Visiting the park is always linked to certain expectations. Whatsoever they might be, the park appears as an concept with a clear identity. People remember the park trough experiences often far away from protecting nature. All the more the park intents on investing in a strong identity,which is often based on tradition and local culture. By putting money in projects referring to the preservation of this identity, the park then gets the possibility to sell this qualities as a label.

**Monuments**
Yosemite 1964
protection of
its wilderness
and beauty

**National Parks**
Gran Paradiso 1922
protection of
wildlife such as
alpine ibex,
golden eagle

**Regional Parks**
Parco fluviale del Nera
protection of eccsys-
tems such as rivers and
waterfalls

**Networks/ Function**
Natura 2000,
protection of habitats and
natural resources

120'000

100'000

80'000

60'000

40'000

20'000

**Yosemite Grant**, 1864

"**Walden** " H.D.Thoreau

"**Man and Nature** " G. P. Mash

first National Park **Yellowstone**, 1872

first Nationalpark in **Australia, Kanada, New Zealand**, 1879-87

**Sierra Club**, founded by John Muir, 1892

first National Park, **Europe, Sweden**, 1909

National Park, **Switzerland**, 1914

first National Park,**Italy** Grand Paradiso, 1922

first National Park , **Africa** '925

foundation of **IUCN**, 1948

first **List of Protected Areas**, 1959

"**Silent Spring**" , R. Carson, 1962

1.National Park **Germany**, 1970

"**Limits Of Growth**," Club of Rome, 1972

**Stockholm Declaration**, 1972

foundation of **UNEP**, 1972

**Bern Convention**, 1979

**WCMC**, World Conservation Monitoring Centre is founded, 1988

**NATURA 2000**, 1992

**PROTEUS Project**, 2004

1850     1900     1950     2000

## History of a "land use" type

The idea of nature protection has it's roots long before the establishment of national parks. Over 2000 years ago royal decrees protected certain areas in India. In Europe rich and powerful people protected hunting grounds for a thousand years. From the national and regional scale, nature protection became a global and international matter. The concepts and motivation for protection diverted. Australia's first national park for example, was founded out of economical reasons. Over time, the protection goals were extended and gained in complexity. The romantic view of nature and its beauty was detached through the more abstract concepts of habitat and biodiversity. The change of ideas is visible through the different shape and size of the protected territory.

In 138'000 protected areas
with totally 147'000 km²
13.4% of the world surface
is protected

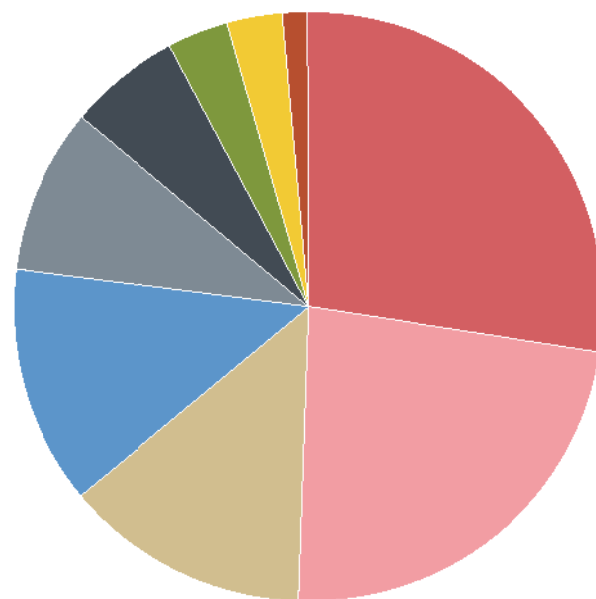
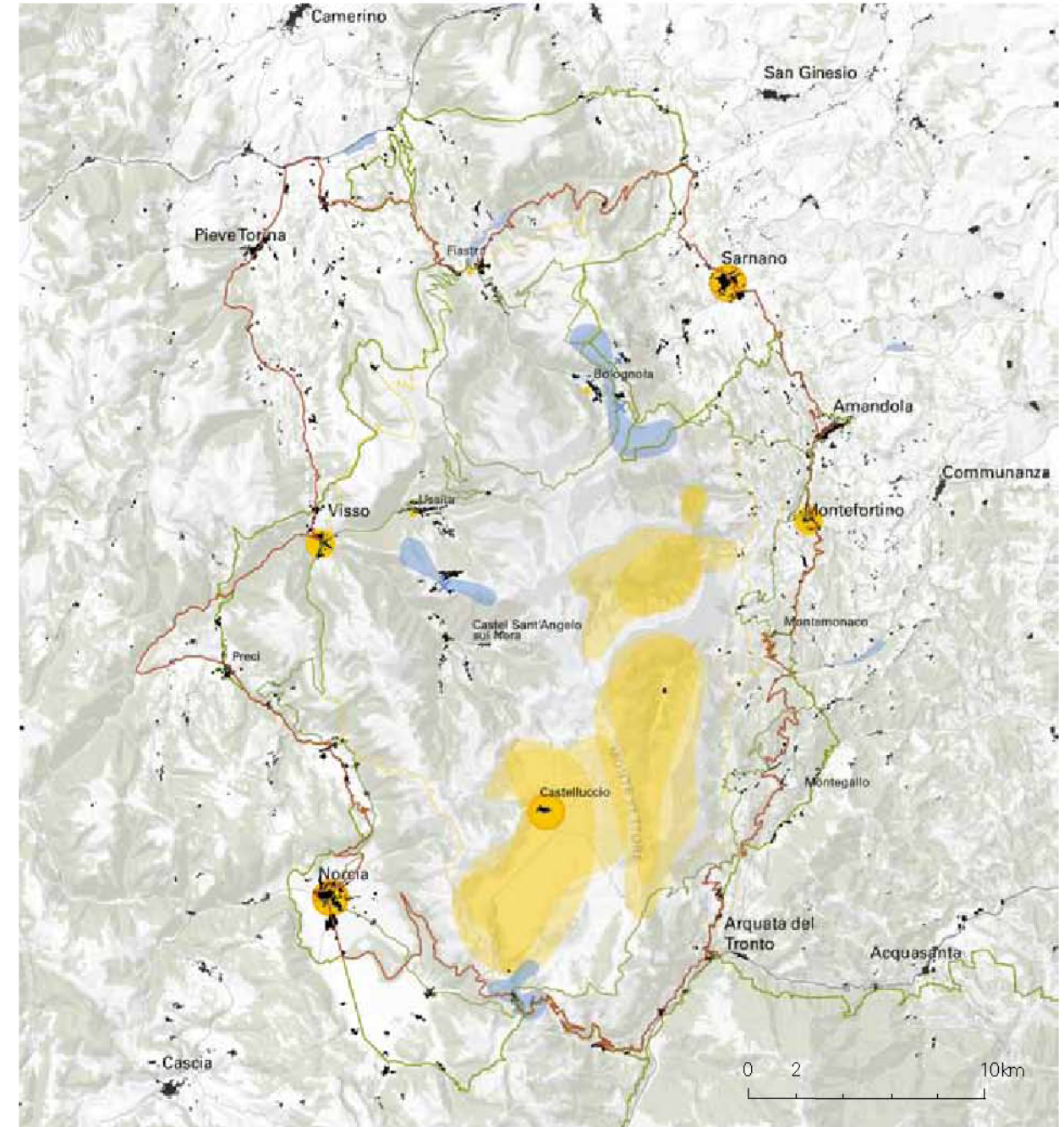
## The effort towards UNESCO

A good example for strengthen the identity is the attempt of the parks authority and the region of Umbria to bring the Piani di Castelluccio under UNESCO Protection. The internal basin is famous for its stunning landscape.



## Touristic hotspots

A small number of tourist centers can be found within the Sibillini territory, most of them linked to on or another natural hotspot. Amongst them, the Piani (plains) di Castelluccio and the area around the Monte Vettore are the most famous, containing a series of breathtaking panoramas. Even inside the national park borders, there are three Ski Resorts providing winter activities.

- Tourist centers
- Tourist settlements
- Mountain tourist resorts
- Area of high tourist visits

- Strada del parco, car
- Grande anello, bike
- Grande anello Sibillini, Hiking

8

## Production of Identity 3: (Food)production

**Various kinds of natural food goods are produced in the wider area of the Monti Sibillini, keeping an important economy running and providing jobs for the population. The once very local producing factories have always been part of the local culture, although they more and more have to compete with external producers. The so increasing price erosion sometimes led to questionable label strategies and production chains.**



## The role of traditional resources

Poor in mineral resources, the widespread forest and grasslands of the Apennine slopes provides good conditions for wildlife, pastoral activities and agriculture. Local specialities such as meat products, truffle and lentils enjoy a extraordinary reputation also in the wider area.

### Fish farming
Fish farms are located in several places, benefiting from the clear water of the river passing trough the bottom of the valleys.
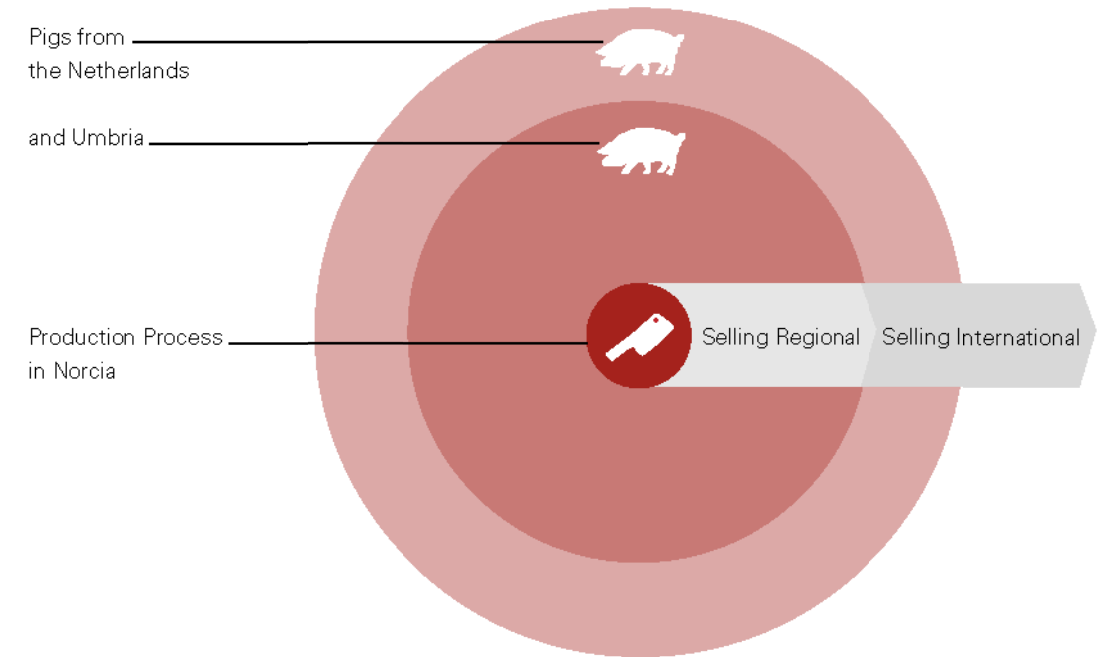






### Local: Pecorino/ Ricotta
The widespread sheep husbandry is mainly used to make cheese (wool is not profitable anymore). As the competition is getting harder not only here, but in agriculture in general, the producers often focus on high quality standards, taking advantage of the areas reputation. As the sales in this scale are often to low, secondary business (e.g. Agritourismo) are common. Setting up coalitions with other producers, new sale channels such as Online-Shops are getting possible

### Regional: livestock breeding
Mainly in the plains and valleys, intense agriculture forms such as cattle breeding and the cultivation of pasture is prevalent. The often big scale farmsteads sell their animals to butcheries nationwide. A wide range of breeding allows to serve all kinds of customers.

Pigs from
the Netherlands

and Umbria

Production Process
in Norcia

Selling Regional    Selling International

1



## The Norcineria concept

In Italy, the term "Norcino" refers (besides the inhabit-
ants of Norcia) to the skilled pork butchers of this city.
Their traditional way of treating pork meat have been held
in high regard for centuries. In past times, these people
travelled around Italy and sold their meat products such
as salami and prosciutto directly to the people. Nowadays,
Norcinerias exist all over the country and the real origin and
process is often obscure, yet unknown. Different labels are
trying to protect the traditional process, but often risk of
being a farce by guaranteeing only certain aspects.

2

3

## Globalized food production

Where the production sites of traditional products sold
by the Norcinerias are all close to Norcia, the origin of
the processed meat comes mainly from Umbria and the
Netherlands.

1 Production process
2 Production Site
3 Meat treatment
**Label left**: PGI - Protected Geographical Indication
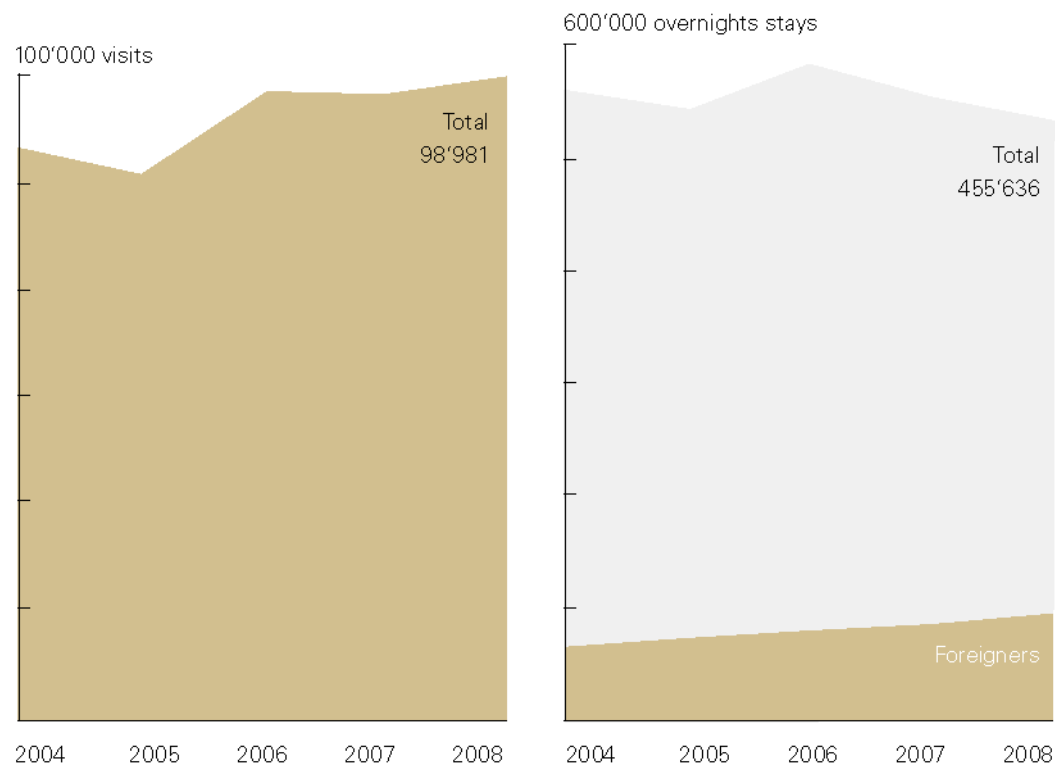
## Tourism: Exploitation of identity

Increasing tourism numbers over the last few years have shown that the exploitation of the forego-ing aspect of a local identity is linked closely to local welfare. Nationwide surveys affirm the fact that tourist visits are growing faster in inland resorts than in coastal ones, and that mountain areas are less prone to tourist crisis than its coastal equivalent. A quit high accommodation ratio (hotel to rental) in some towns can be return to the increasing demand of both low and high standard hospitality.
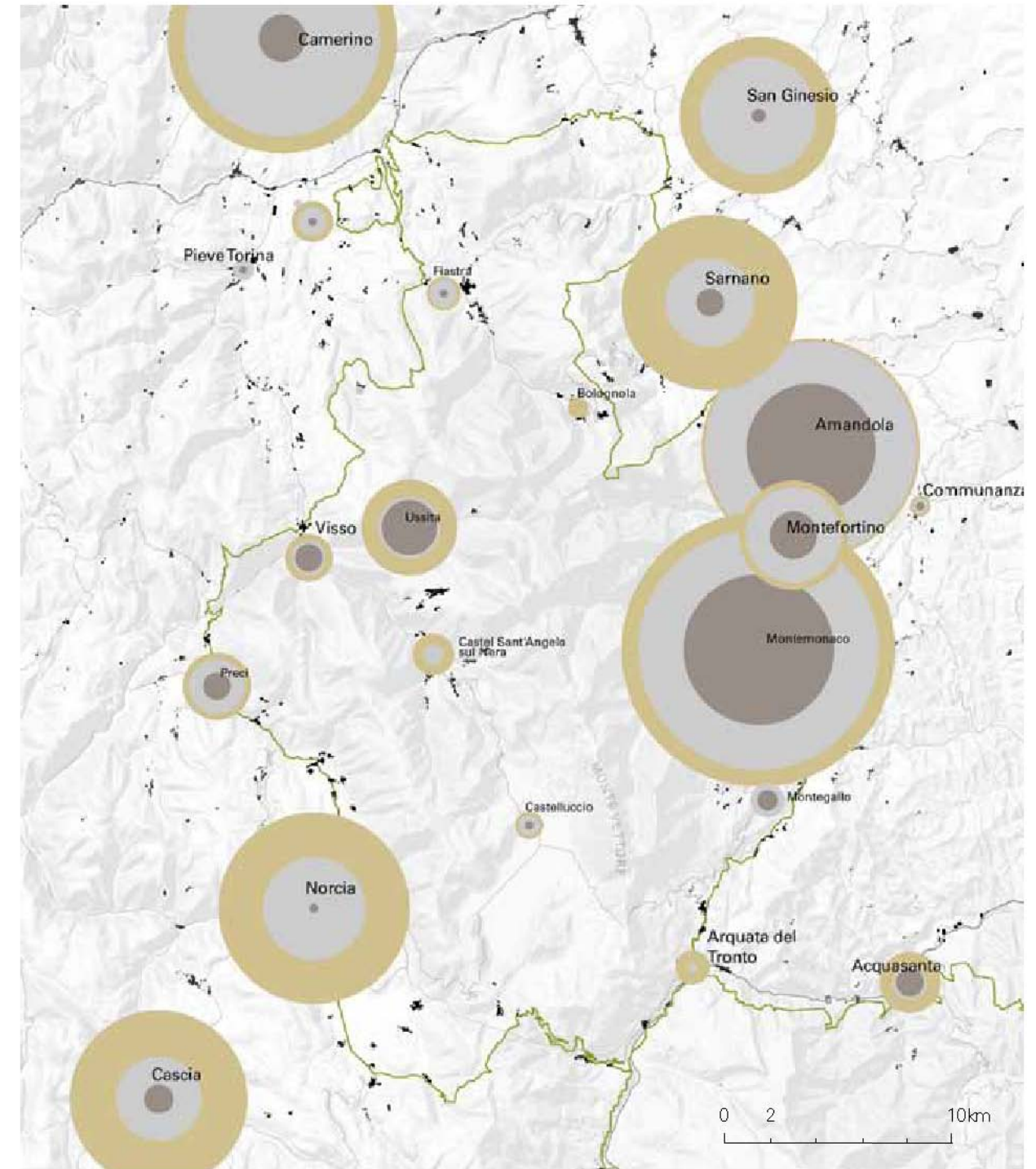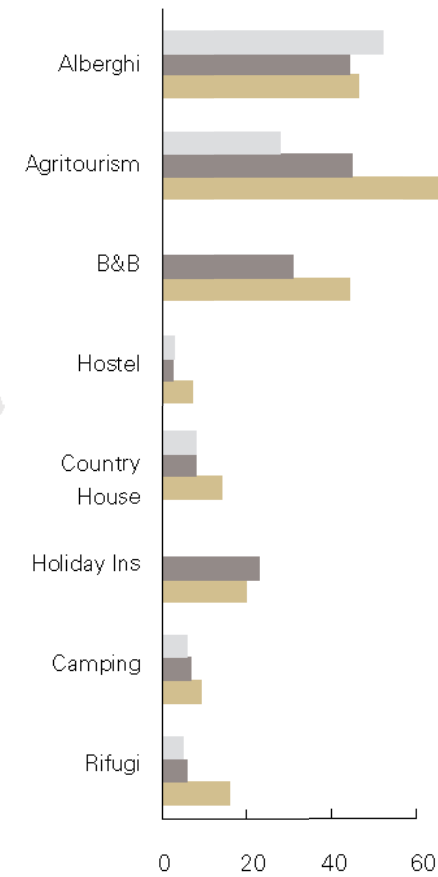
## Hotel vs. Rental - and what it means

Rental, Agritourismo and Hotel are the three accommoda-tion types most common. The amount of rentable rooms correlates significantly with the demographic trend - show-ing a close link between depopulation and vacant space.

37% Marche
26% Lazio
12% North-East
9% North-West
6% Umbria
6% Toscana
4% South and Isles



Alberghi
Agritourism
B&B
Hostel
Country House
Holiday Ins
Camping
Rifugi

0    20    40    60

1999
2004
2008

## The coastal backyard

As a result of the geographically situation along a transversal link between the two coastal stripes, visitors mainly enter the territory from this two directions. The origin of Italian tourists can be distributed hardly on the main cities on the coast (Perugia, Ancona, Ascoli, 37%). A significant part (34%) takes the province of Rome itself. This movement contrasts with the general phenomenon of migration towards the coast.

## Soft Tourism - an ongoing trend

A change of accommodation possibilities over the past years shows a trend towards Agritourismo and Bed&Breakfast, last but not least because of subsidies efforts from the regional authorities. Recent abuse tendencies have questioned this concept of support.
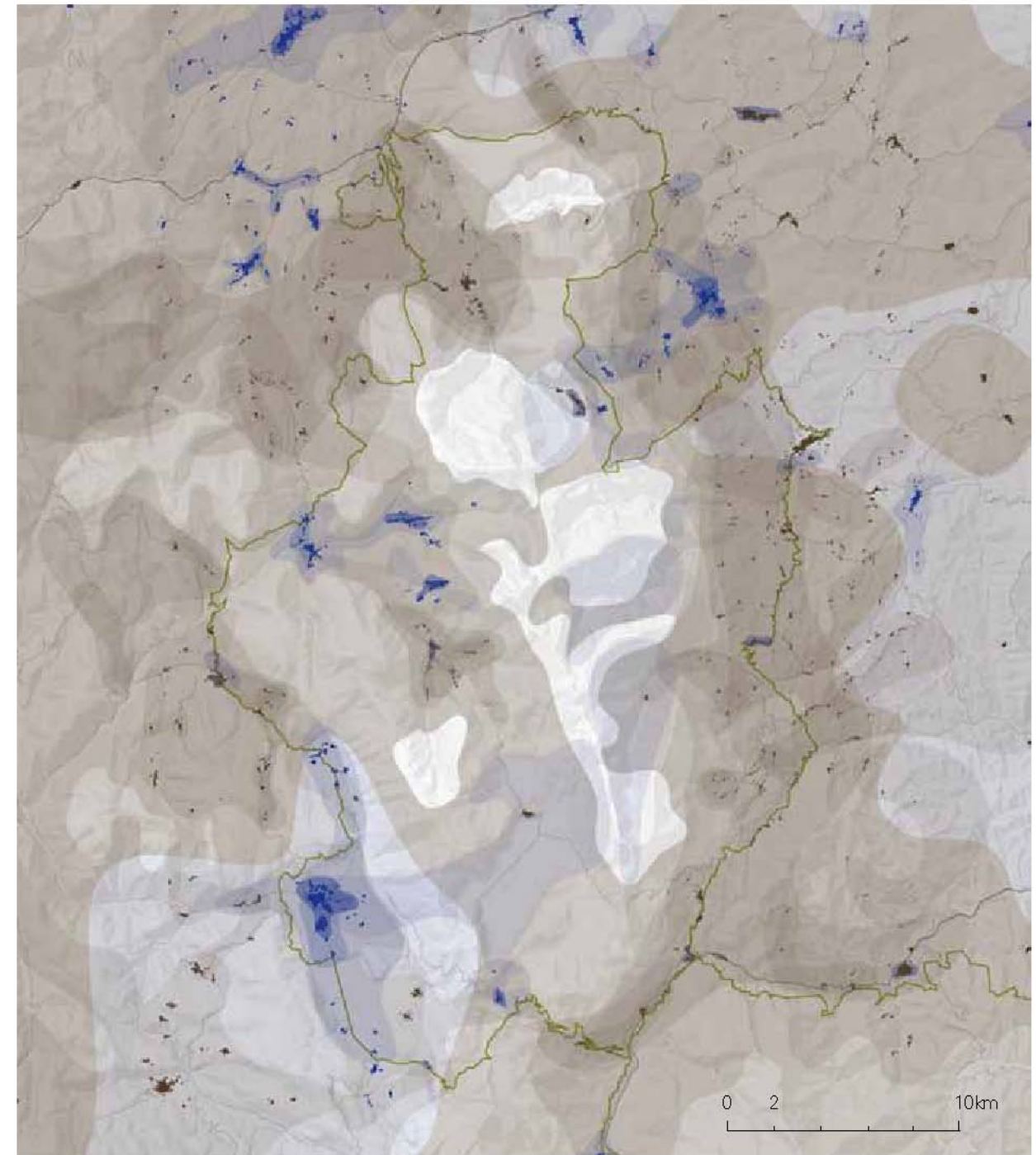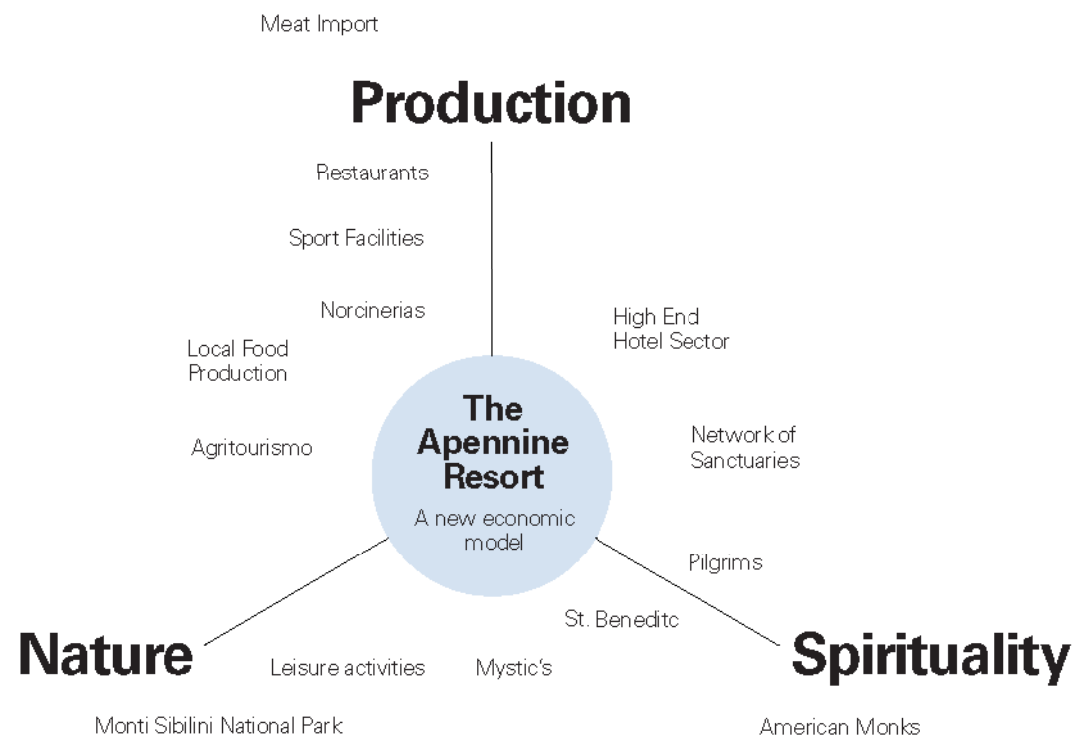




## Phenomenon Agritourismo

The originally term of Agritourismo is based on the idea of Farm Holidays, an alternative solution to the mass tourism of the coastal resorts. Since 1985 the state pays help aids to families running an Agritourismo business, mainly out of the idea of introducing an second income pillar to the declining agriculture. The close contact to everyday life of the local people and nature seems to be a successful economic formula, although the huge increase over the past years has lead to an intolerable competition. Many families today are not able anymore to attract the minimal amount of guests, and therefore have to shut down their service.
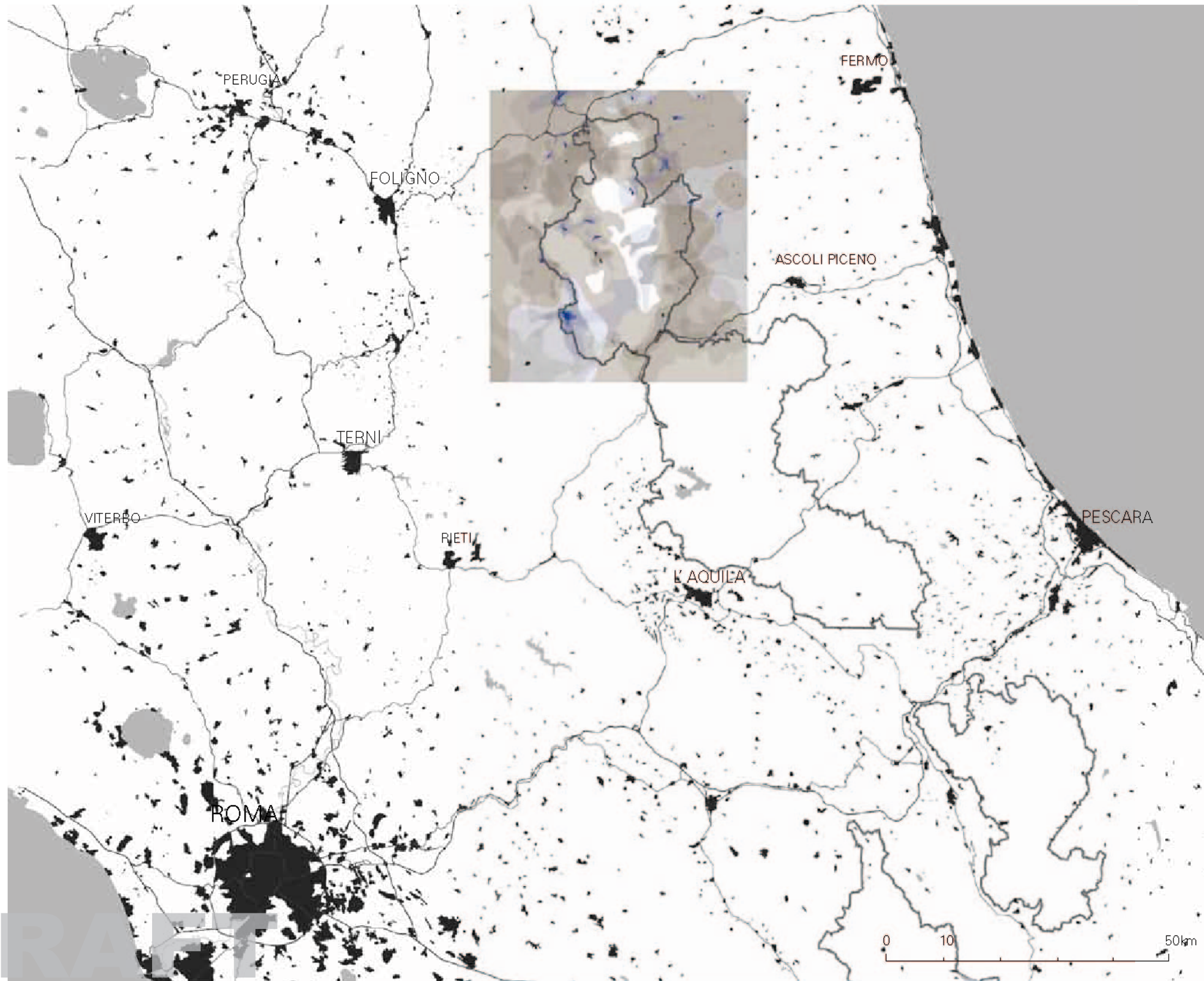
## Phenomenon Luxury Hospitality

At the other edge of hospitality, there is a remarkable tendency towards luxury accommodations such as the recently opened "Palazzo Seneca" in the center of Norcia. The 4½ Star Hotel is managed by an old local family, which runs several other hotels and dependances in the town. As the standards are quit high, the focus primarily lies on rich international guests.

Meat Import

## Production

Restaurants

Sport Facilities

Norcinerias

High End
Hotel Sector

Local Food
Production

Agritourismo

**The
Apennine
Resort**

A new economic
model

Network of
Sanctuaries

Pilgrims

St. Beneditc

## Nature

Leisure activities        Mystic's

## Spirituality

Monti Sibilini National Park

American Monks



### Territorial Bond

Compared to the industrialized urbanization in the valleys and the coast, the Apennine towns of Monti Sibillini are still strongly bound and dependent to its surrounding territory. The eddying of depopulation and a shrinking economy threaten to extinguish old traditions and cultural heritage. The communes, the regions and the state are forced to find a way to preserve the value of the Apennine mountain ranges. New and old models of territorial use are combined to stabilize and redevelop the area. The consideration of sociological, demographic and territorial aspects lead to a conclusion that few successful towns prosper in a landscape otherwise marked of stagnation and decline.

| | | | |
|---|---|---|---|
| ▨ | Growing population | ▨ | Stagnation or declining population |
| | Ageing index <200 | | Ageing index >200 |
| | Touristic areas | | Low service areas |
| | Amount of hotels | | Towns with less than 15 inhabitants |
| | Industry | | Towns with more than 50% of population working in agriculture |

**Expanding the view**

Zooming out of the area, it becomes apparent that more than ever a remote area such as the Monti Sibillini Territory does not stay unaffected by processes on a larger scale. In the opposite internal and external contrasts are multiplied.

0　　10　　　　　　　　　　　50km

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## MAPS

**Monti Sibillini National Park Map 1:50'000 (Visso)**

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