

The Outstanding Universal Value of the *Isola Ellenofona*

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Abstract. This paper is a summary of the research carried out to bring out the distinctive elements of cultural heritage, for the outstanding and universal value, they characterize a well-defined area of Calabria to get UNESCO recognition. This action is part of a broader framework of interventions, aimed at understanding the importance of the actions for the protection, preservation and transmission to future generations of the cultural, natural and intangible heritage in the territory through the establishment an integrated actions to be taken to the economic development and social context.

Introduction

Calabria is a land where they are strong individualism that the personality of the one part, and the deep roots on the other hand, contribute to the survival of traditions, crafts, languages that have been preserved with extraordinary spontaneity, despite the depopulation and misinterpretation and management identifying characteristics present. The awareness of the importance of these values, with the design of appropriate interventions revitalization and actions that lead to sustainable economic and social long-term, are the steps required in order to exploit the full context. Aim also to a hypothetical recognition by UNESCO, would enter the Calabria in the international panorama.

The context

Calabria is a land where they are strong individualism that the personality of the one part, and the deep roots on the other hand, contribute to the survival of traditions, crafts, languages that have been preserved with extraordinary spontaneity, despite the depopulation.

The cognitive analysis has allowed the identification, in an area of southern Calabria, of area which is now recognized as Area Grecanica, (Fig 1), the *Isola Ellenofona*, a core areas, located along the natural river bed Amendolea It consists of six historic centers: Bova, Bova Marina, Condofuri, Roccaforte del Greco, Roghudi and San Lorenzo, which still recognize

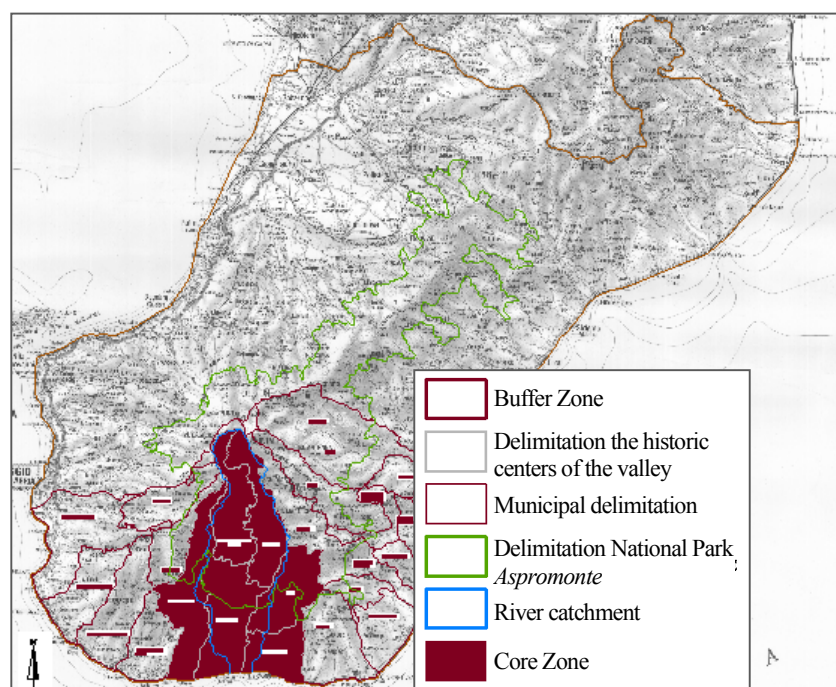


Fig. 1, The context

strong components of Greece Calabria, perceptible in a tangible way, which found particular expression in the persistence of the original idiom, Grecanico, protected by law n. 482/1999 e dalla L.R. 15/2003.

The research, however, starts from the identification of a reference area larger than the *Isola Ellenofona*, called buffer zone, this is confined to east from Sant'Agata's river, to west with Buonamico's river; in this territory live elements that make this a unique slice of Calabria: the historic centers of excellence, artifacts, archaeological sites, environmental emergencies, cultural landscapes, and places where it was found homogeneity of values that still evoke the grecanici cultural characteristics.

The presence of this linguistic minority, together with its complex cultural arises, therefore, the emergence of finding viable solutions and consistent that conflict substantially the inevitable disappearance of this heritage, which deserves, however, greater attention. It is for this reason that a viable proposal could be the application of the *Isola Ellenofona* lists of World Heritage Sites.

The cultural heritage as a resource: protection, conservation and increase the value of them

Un bene diviene risorsa quando una comunità lo assume come tale ritenendolo adeguato al soddisfacimento di alcuni bisogni e opera per un suo sfruttamento [1].

The finding comes from the *Isola Ellenofona* recognition of universal values that this area is able to preserve their uniqueness both in terms of material values, both in terms of the intangible values which is extraordinarily rich. This awareness leads to demand the protection of the environment, through actions of development and conservation of heritage identified. Specifically, the first is addressed to the exercise of the functions and regulation of activities aimed at promoting the knowledge of cultural heritage and to ensure the best conditions of use, with the sole objective of promoting the development of culture [2].

Instead, the second understands and implements all the actions that have as their

essential objective is to increase the enjoyment of

the cultural property, including through the planning and implementation of conservation actions, aimed to restore, to recreate, to rediscover or simply to keep the values that characterize the same heritage, both it cultural that landscape.

According to this consideration, through a proper use, heritage becomes generator of economic values, as it is capable of implementing the possible development processes relating to all aspects that are not directly linked to the heritage but that revolve around it and nevertheless relate to the economic growth of the area in which the property is located, (Fig.2).

It is, therefore, evident that the property, in the sense of resource constitutes a capital able to counteract the negative impacts of globalization of markets, advantage of its distinctive features: identity and authenticity, against risks of cultural homogenization [3, 4], and to promote the socio-economic development and local development, for instance, the processes of sustainable development of tourism flows. With this purpose, the design of a development plan for the valorisation of the *Isola Ellenofona* includes a series of achievable goals through specific actions and interventions that arise from the direct reading of the territory, with the identification of weaknesses and opportunities. This would be supported by a plan strategies 'system', then addressed not only to the cultural heritage, but to all the other resources that characterize and represent the distinguishing marks that history has settled in the territory.

Being a local development project an indispensable step is made by the action of sensitization of the population, it is necessary to recover the collective sense of belonging to the land rediscovering

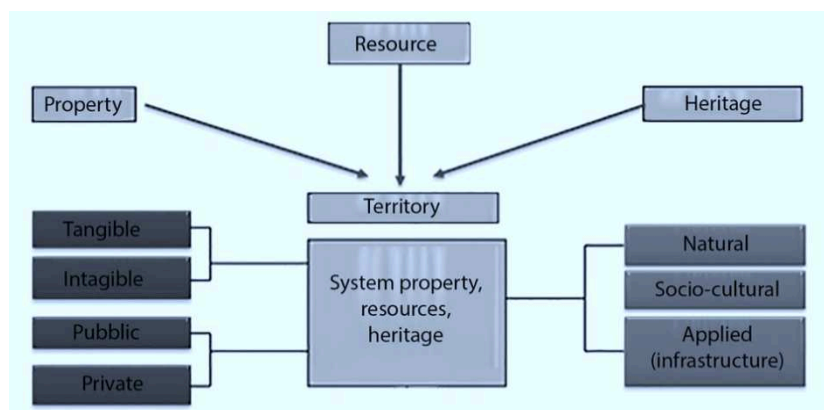


Fig.2. Diagram of the concept of territory as a system of property, resources, heritage

their roots and strengthening them, avoiding attitudes nostalgic or closing, and reinterpreting them with respect to new conditions and opportunities that arise.

The involvement of local communities, implemented through the networking of relevant stakeholders in the area, it raises the awareness of the cultural heritage, understood as the ability of citizens to recognize their identity in that heritage, to recognize it as their own and, consequently, to cooperate for its preservation. The integrated resources can also generate direct economic impacts, with the outsourcing of activities and services related to its management, as well as indirect impacts. These result from the fact that the system is built around heritage enhances the appearance of competitiveness of a territory, then this is more able to attract financial and human resources, outsourcing and increasing tourist flows towards reality so-called minor [5].

The principle of integration is not only to be understood as integration of resources, but also and especially as integration of sectoral policies which have as their fundamental objective to intervene simultaneously on all dimensions that give rise to situations of degradation, then a set integrated actions of physical, economic and social.

The awareness of values of Calabria, not only urges the widespread significance of conservation, but also the knowledge of international level, to spread those values which meet the requirements of universality and uniqueness that suggest Calabria deserving of wider recognition of assets to World Heritage according to the definition of the center of a World Heritage Site by UNESCO.

The possibility of the Application Lists of World Heritage as a development opportunity

The inclusion of the *Isola Ellenofona* between sites recognized as World Heritage by UNESCO, means not only the acquisition of a title, but the adoption of an effective method for long-term development of the area in question, contributing substantially to growth, that is the increase of goods and services produced by the economic system, and the development of the territory, that is the increase and improvement of quality of life, including elements of social, cultural and political life. Activate the processes related to the start of an application, however, implies the need to make a series of changes, including a different approach to the management of heritage and landscape, or even in terms of high costs, from the drawing up a appropriate candidature dossier, as established by the World Heritage Centre in the Guidelines [6], which will be essential to initiate numerous and extensive studies of scientific value, and will be evaluated on the basis of which the request for nomination [7]; the



Fig. 3, Friendly farm, in the background the village Amendolea



Fig. 4, Amendolea torrent and Roghudi



Fig. 5, Bova

application must contain details of the site with its description of the property, it must explain the reasons why that particular heritage should be included in the lists, must consider the conservation's conditions and factors affecting the site, indicating the form of protection, management and monitoring, which explicate the Outstanding Universal Value. This value, expressed through at least one of ten criteria established by the World Heritage Convention in 1972, is the meaning of cultural and / or natural so unusual as to transcend national boundaries and which proves to be of common importance for present and future generations of the humanity [8], together with the requirements as to authenticity, suggested by the Nara Document of 1994, and integrity.

Specifically, given the peculiarities of which it is composed, the Isola Ellenofona is recognized a exceptional nature and universality, as evidence of past civilizations interwoven with an elaborate system placed in a natural environment and strategic position in the Mediterranean.

This territory defines a Cultural Landscape, meaning joint work of man and nature as indicated by the World Heritage Centre, and on the basis of representativeness at territorial scale in which individual monumental testimonies are connected to the history, the image and the cultural values this rich and complex landscape. In the *Isola Ellenofona* the natural element is combined to that of humans, which over the centuries has formed the seemingly inhospitable and harsh territory, creating numerous historic towns castled on the slopes of the Aspromonte, taking advantage of the flow of rivers to generate the driving force of water mills and crushers or shaping the hilly land to grow with the characteristic terraces, fortified orange trees, vineyards and olive trees land inhabited by herds of goats and herds of cattle and as a result the landscape seems to recall the timeless bucolic images, made even more true by a strong presence of intangible values, such as the multiplicity of spiritual places, the churches of the Byzantine rite, the hermits caves and Christian sanctuaries, such as the Polsi or the procession of Pupazze of Bova, where religiosity and always is combined invariably pagan aspect; another distinctive characteristic is the presence of the idiom and grecanico, an essential element of the cultural landscape that is emerging in the area Grecanica, this element is configured as a common thread that integrates with all the other [9], (Figs. 3,4,5,6). This landscape shows the evolution of society and of human settlement over the centuries, under the influence of stress and / or benefits originated in their natural environment and the social, economic and cultural later, internal and external, as stated in the Regulations for the Implementation of the World Heritage Convention.



Fig. 6, Procession of Pupazze, Palm Sunday, Bova

Open questions

The recognition of the centrality of territory in the design processes and procedures of land development aimed at creating value implies the need to deal not only with the conditions of local development but also with the competition and / or cooperation with a view to a government participated and the appropriate bodies to support it over time. It is obvious that in this logic, the boundaries between the public and private sector institutions become less clear.

The concept is expressed just found the limit for the development of the territory. In fact, shares of no control, have often led to outright negation of the cultural landscape, the moment has failed to recognized the importance of values, that is, when no account was taken of the original building fabric of the villages instead of entering buildings made with techniques that are not compatible with the territory and new achievements in areas not intended for buildings, when they are missing the attention to the crops and the agrarian settlements, and so on. What emerges is that the basis of good governance of the territory must be first of all the knowledge of reality, as the local policy is

closely linked to socio-economic reality and its evolutionary dynamics, the definition of integrated projects that consider not only the plurality of resources and put in the system, the activity in order to implement policies, programs and projects with greater efficiency and effectiveness in the public interest, but could improve in the growth stage management and dissemination of technical skills and administrative. Finally, evaluation is needed and the constant monitoring of the actions taken.

A Local Governance lead to the strengthening of the capacity of the system territory to think, plan and act as a collective actor towards a scenario of sustainable local development, including facilitating the introduction in the processes of urban and regional planning some qualifying elements such as participation, aimed at the legal accountability of the public sector (public or stakeholders competitors to the realization of public interests) involved in the decision-making process, communication, aimed at training and orientation of consent with respect to all the issues at stake and to a greater extent than the main problem, the evaluation aimed to support, data, and processing scenarios, decision-makers in the exercise of their functions [10,11,12,13].

Currently fortunately, significant elements of the cultural landscape of the *Isola Ellenofona* have been preserved, but enough to stay in time and be especially put in value, you must trigger a series of processes and long-term interventions, implementing the above. And what better time, if not trying to put in order the 'pieces', returning each piece in the right place, to try to teach the process of candidacy to the list of World Heritage?

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