

Special Issue Roots Tourism

FUORI LUOGO

Rivista di Sociologia
del Territorio, Turismo, Tecnologia

Guest Editors

Tullio Romita

Antonella Perri

Philippe Clairay



Direttore Fabio Corbisiero
Caporedattore Carmine Urciuoli

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Sommario

9. Editorial

Travelling Back by Roots Tourism

Fabio Corbisiero

11. Roots Tourism and Emotional and Sustainable Enhancement of Places. An Introduction

Tullio Romita, Antonella Perri, Philippe Clairay

Contributi

15. Rebuilding Hometowns: Religious Worship as an Identity and Tourist Strategies of Place-Making
Letizia Carrera, William Calvo-Quirós

29. Roots tourism: history and experiences in France

Philippe Clairay

41. Multiple Identities: Roots Tourist's Perception in the Host Communities

Tullio Romita

51. Roots Tourism, Second Homes and Terraphilia in a Portuguese Context

José António Oliveira, Maria de Nazaré Oliveira-Roca, Zoran Roca

67. The Dilemma of Tourism Moral Economy and the Turismo delle Radici: Reflections on the Italian Diaspora in Brazil and Experiences of the Italianità as Authenticity

Dimitri Fazito de Almeida Rezende

81. Ethnic Tourism: Preservation and Valorisation of Identity and Opportunity for the Development of Roots Tourism

Andrej Bertok, Moreno Zago

93. The Sacred Value of the Root's Journey

Antonella Perri

103. Cultural and Archaeological Heritage, Landscapes and Roots Tourism:

Developing the Enhancement of Territories

Stefania Mancuso

SEZIONI A 3T - INCONTRO FUORI LUOGO

119. Emigrazione Giovanile e Viaggio delle Radici Intervista a S.E.R. Mons. Vincenzo Bertolone

Giuseppe Sommario

SEZIONI A 3T - LETTURE FUORI LUOGO

129. Simone Corami legge Emilio Casalini *Rifondata sulla bellezza. Viaggi, racconti, visioni alla ricerca dell'identità celata*, Spino Editore, 2016.

131. Nausica Tucci legge Mariangela Palmieri *Profondo Sud. Storia, Documentario e Mezzogiorno*, Liguori Editore, 2019.

135. Carmine Urciuoli legge Antonella Perri *Il Turismo delle Radici*, Aracne, 2017.

SEZIONE FUORI LUOGO

139. Life at the Margins: Chronicles from Inner Areas of Calabria

Elena Musolino

151. When Tourism is too Much. Tourist Carrying Capacity of the Vesuvius National Park

Massimiliano Agovino, Fabio Corbisiero, Ilaria Marotta

Cultural and Archaeological Heritage, Landscapes and Roots Tourism: Developing the Enhancement of Territories²

Introduction

This paper emphasizes the development of cultural heritage in order to construct a planned, emotional and sustainable use.

Starting from a general reflection on the value and use of cultural heritage for the recognition of the territories and their culture, this work wants to contribute to the debate on roots tourism. In particular on the methods by which it is possible to construct a functional cultural offer for the development of this particular form of tourism, by analysing the territory of Calabria.

Although certain subjects are common to those currently discussed in the specific cultural sphere, the roots tourism may usefully define perspectives, operating practices and methods based on cultural heritage or consolidate and clarify those already in place. Actually, it can draw new attention to cultural heritage by generating the so-called "place attachments", to help identify new approaches and models for 'culture oriented' development (Russo & van den Borg, 2010).

Particular emphasis is placed on the archaeological heritage of the region, analysing the evolution of scientific research through the work of Paolo Orsi (First Superintendent of Calabria) carried out between the late nineteenth and early twentieth century. However, all the organisation results in terms of usability have been achieved since the 1980s of the last century. The analysis about the current system of valorisation of Calabria composed by museums, archaeological zones and parks, of state or local jurisdiction, took into account the entries of state structures in the area along the limited evidence available. So we will attempt to define what type of interest can activate the roots tourism on the archaeological heritage or how much the latter can contribute to consolidate the sense of belonging to the territory, evident in the tourism of the roots.

In many Italian towns not characterised by *over tourism*, the enhancement of cultural heritage, especially archaeological, implies a new awareness in the territories where community participation can contribute to cultural, environmental, political and economic transformation.

The stakes associated with roots tourism converge towards a new logic of valorisation of the archaeological heritage, which is no longer only passive and detached.

The new trend is now to turn every visitor from any origins and social background into actors in knowledge transfer and awareness of the value of cultural heritage; and the tourist of the roots could usefully participate in this process of re-appropriation, rediscovery and enhancement through what is called "public archaeology" form. This appears to be the most appropriate tool for creating new synergies and linkages between the territory and the communities, including the Rootists.

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1. Archaeological Heritage

1.1 Archaeology Research History

Paolo Orsi, "*The origins of archaeology between Calabria and Sicily*" is the title of the catalogue of the exhibition that the National Archaeological Museum of Reggio Calabria in 2019 dedicated to the Rovereto archaeologist, recognising him as the initiator of archaeological research in Calabria (Malacrino Musumeci, 2019).

From the end of the 19th century, Paolo Orsi began a new approach to scientific research for the knowledge of the territory and the collection of data, which has provided an accurate and reliable archaeological framework for some areas of the region, upon which further research was founded. When Paolo Orsi arrived in Calabria, he could count on a very sparse and uncertain complex of acquaintances made through antique-type research and studies, strengthened by the relations of foreign travellers animated by the knowledge of classical antiquities. These travellers are far from being the protagonists of the 18th Grand Tour, which was intended for the formation of the noble descendants of European society, who have left romantic and fictitious descriptions and information of our territory. They have been attracted mainly by the wild and rough scenery, observed by the characterization of people noting physical and behavioural peculiarities and lacking significant archaeological evidence (Liberti, 2018).

Prior to the scientific activity of Paolo Orsi there is a monumental work to mention, *La Grande Grèce* by François Lenormant (Lenormant, 1884). This work was "commissioned" by the French Ministry of Education to investigate southern Italy, beginning from the ethnographic approach travellers and foreigners carried out on the landscape which also combines historical and archaeological knowledge of the places. At the end of the 19th century Calabria had a first frame of knowledge of its antiquity, albeit made up by scholarly and unreliable references, but already oriented towards a new route of enhancement of the territory and awareness of the inhabitants and tourists as evidenced in his own words:

«This is the time for tourists to discover the natural beauty of this wonderful region which the Italians themselves do not know. The admiration which the Calabrian landscapes will arouse in their first visitors will soon attract more and I have no doubt that in a few years' time this region, one of the most beautiful in southern Europe, will become a regular destination for excursions if the government will keep the security as it currently is».

These considerations have been supported by observation of architectural and landscape heritage, and archaeological finds known in different parts of Calabria as: the excavations of Locri begun in 1791 by Domenico Venuti and continued in 1830 by the Duke of Luney, the Francesco Domenico Cavallari researches on the plain, where the unknown Sibari was raised, discovering from the most important plain the Favella della Corte, along Marquess Vito Capialbi's discoveries in Vibo Valentia.

Thus Paolo Orsi, basing his activity on these sporadic and dispersed knowledge, began his activity of protection and knowledge of the Calabrian territory defining a reliable picture of the subsequent discoveries. He visits many places mainly in the south, where he draws attention through direct excavations. His new or continuous search activity carried out between the end of the '800 and the beginning of the '900 concentrated in 34 municipalities with the reporting of 37 sites (Fig. 1) which are different in cultural typology and chronology (very interesting are his considerations on medieval monuments that are outside of current analysis). From 1924, when the Superintendency of Calabria was made independent from Syracuse and was entrusted to the direction of Edoardo Galli, the pursuit of Orsi's activities or the beginning of new investigations on the plain of Sibari entrusted in the 1930s to Umberto Zanotti Bianco and Paola Zancani Mon-

tuoro, will define the location, also thanks to the excavations carried out in the end of 800 on the plains of Cozzo Michelicchio and Torre del Mordillo.



Fig. 1 – The places of Paolo Orsi (Malacrino, Musumeci 2019).

Meanwhile, during these years, on the Tyrrhenian Sea surveys were conducted at Marcellina to identify the city of Laos.

If what is discussed above is the rather fragmented and discontinuous image of archaeological research in Calabria defined before World War II, it is clear that the actual knowledge in Calabria of many sites, cities, settlements, is the result of systematic and planned research carried out by the Archaeological Superintendency especially since the 70s/80s of the last century. Moreover, the discoveries in the 50's and 60's of the Madonna in Praia a Mare grotto and also the Romito in Papisidero enhanced knowledge regarding the specific occupation of the territory, although it is diversified by chronological and cultural domains (Mollo, 2018). Thanks to the archaeological research of the last five years, the towns of the Magna Grecia mentioned by the specific sources are nearly all identified (La Torre, 2011); the native population of Italy has assumed a well-defined appearance in comparison with the scarce written evidence, the occupancy system of Lucani and Brettii has well-studied models on both the Tyrrhenian (Mollo, 2003) and the Ionian (Taliano Grasso, 2000). Italian cities such as Cosenza, Taureana di Palmi, Mella di Oppido Mamertina, Castiglione di Paludi have their own clear urban image - (De Sensi Sestito, 2011; Mancuso, 2017); Roman occupation shows peaks of excellence in urban facilities and establishments in *villae* of residential and productive character throughout the regional territory (Sanginetto, 2012).

1.2 The Foundation of Museums and Archaeology Parks

This dense and articulated framework of knowledge corresponds to an articulated valorisation system in museums, archaeological areas and parks. These are not just sites created to preserve them, as the results of the research and their underlying value are mostly used and promoted. In fact, they represent the tangible sign of the historical and cultural stratification of the region and therefore the places that can help disclose the antiquity of the territory, in which it is appropriate to define strategies for receiving residents and tourists, and therefore to develop a specific application proposal regarding this paper analysis which is Root Tourism. In this respect, there is now a new definition of museum approved by ICOM International in Prague on 24 August this year that reads as follows:

«the museum is a permanent non-profit institution at the service of society, which conducts research, collects, preserves, interprets and exhibits tangible and intangible assets. Open to the public, accessible and inclusive, museums promote biodiversity and sustainable development. They operate and communicate in an ethical and professional manner and with the involvement of communities, offering varied experiences for education, pleasure, reflection and knowledge sharing».

With the establishment of museums and archaeological parks in Calabria it is possible to monitor the progress of interest for archaeology in the region, and above all the growing contribution to the awareness and sense of belonging to the cultural heritage by the organizations responsible for protection and also the communities that have favoured it over the years (Lattanzi, 1994, pp. 839-840). Beyond the purposes with which each museum was created and the path that each structure followed during the various phases of its activity, the regional panorama of museums, archaeological sites and parks is highly diversified, because each structure has its own appearance and a use that varies depending on the context in which it belongs, management policy and the role assigned to it by the political and cultural community.

As research in the area intensified, museums, archaeological areas and parks sprang up to tell the ancient story of the different places of the region. As state offices draw more attention to museums linked to Magna Grecia's specificity, some materials present the complexity of the historical stratification of the Calabria area: the prehistoric population, the protohistorian which referred to the new Greeks in the last part of its attestation, and the *brettio*. This is followed by the Roman presence and the transformation of the territory in the late and medieval phases.

The history of Calabrian museology (Mancuso, 2004) begins with the establishment of the Provincial Museum of Catanzaro inaugurated in 1879 and created by Prof. Domenico Marincola Pistoja. In his speech he points out the purposes as follows:

«to obtain, from the exhibited objects, decorum and civilisation for the inhabitants; expand the museum's small collection with additional materials from donations or excavations, and prevent materials found in the region from being scattered in other museums in Italy as had happened in the past for other objects».

In 1882 the Civic Museum of Reggio Calabria was founded and later, with the advice of Paolo Orsi, it was turned into the Archaeological Museum of the State of Magna Grecia. Now it is called the National Archaeological Museum of Reggio Calabria with autonomous management. The third museum in the region, chronologically, is the Cosenza Civic Museum, which was founded in 1898. Edorado Galli's activity on the province's territory led to the expansion of the collections made in 1970 to organize the structure in the public library. Since 2009, after a new closure and renovation, the museum of Brettia and Enotri is located in the monumental complex of St. Agostino (Cerzoso & Vanzetti, 2014), with the prospect to tell the protohistoric phase of Northern Calabria historized with the materials of the Torre del Mordillo collection, the phase of Brettia

occupation of Cosenza and the surrounding territory, intended to become a landmark in the urban archaeology of the poorly evaluated city.

Although Catanzaro, Reggio Calabria and Cosenza were the first three museums of the region founded at the end of the nineteenth century so remembered by the emigrants who left Calabria in those years, today they also represent for the roots tourism a new cultural proposition which frames the collections in a better historical and archaeological dimension more coherent and scientifically valid.

Even the province of Crotona, in spite of the requests of the baronial families, who from the end of the 800 pushed for the creation of a museum, had an exhibition space only in the 1930s when the 'Lucifer collections' found a place in the Castle, with the contributions of the Berlingeri, Sculco and Sabatini families. It was only in 1968 that the museum was established near the castle, with a temporary headquarters at Morelli Palace. Finally, in 2000, the Crotona National Archaeological Museum was inaugurated in a renovated building in the historic centre.

Some local collectors in the early 1900s were founded in the Locri Civic Museum and created in 1914. It was later closed with the transfer of materials in the *Antiquarium* built in the archaeological site and inaugurated in 1971, then in 1998 was declared National Museum. It underwent an overall restructuring and rearrangement according to modern museography criteria that led to the re-opening to the public in 2022. Over the last few years, the Locri cultural site has been integrated with another public exhibition venue, inaugurated in 2018, Palazzo Nieddu del Rio. It narrates the territory before the arrival of the Greeks, also by the results of investigations carried out in the territory for the purpose of building modern infrastructures and exhibit private collections given to the State.

The decision to establish the Civic Museum of Castrovillari in 1957 rose around the original nucleus of the collection of the Marquis Galli, enriched over time with materials from the modern city area. After having several locations today, it is hosted in the spectacular newly restored Franciscan Protoconvent and become a cultural centre of the city.

The birth of the archaeological museum of Nicotera in 1970, which is currently not usable, is also due to civic initiative.

In the town of Vibo Valentia, the establishment of the museum dates back to 1969, when the collection of the Capialdi family was placed in the Gagliardi Palazzo to be relocated in 1992 in the Norman-Swabia Castle according to a new, more modern layout.

Even in Sibari, at the end of the 60's, the materials of the former site had a temporary arrangement that allowed the use of the objects. Thanks to the modern construction finished in 1992 and inaugurated in 1996, the museum exhibits materials of the ancient site of the city and those of the surrounding area. Today, the museum has an autonomous administration which is also responsible for the museum "V. Laviola" by Amendolara, which was inaugurated in 1992, and is currently in the process of being restored. It will follow a new reordering exhibition which in a general vision, will connect the two museum structures to activate a symbiotic storytelling of the territory, by the cultural specialisation of the two structures.

It should be noted that at the end of the eighties and nineties there was an increase in museum facilities in the region. In fact, in 1985, with the *Antiquarium* of Torre Cimalonga of Scalea and in 1987 the *Antiquarium of Tiriolo*, reorganized in 1995, a process of community awareness has started, which led to the establishment of the Municipal Museum of Praia a Mare in 1995, the Lametino Archaeological Museum in 1997 (rearranged elsewhere in 2010), the Palmi *Antiquarium Comunale "Nicola De Rosa"* in 1997 (reorganized in 2014), the Santa Severina State Archaeological Museum in 1999, the Rosarno Museum in 2014 located in the existing archaeological park following the expropriation in the 80s, the Blanda Museum in Tortora opened its doors in 2015 following the installation in a new place of materials exposed in a temporary exhibition at the Palazzo Casapesenna since 1999, and the newly renovated Civic Archaeological Museum of Cirò Marina in 1999. However, there are also interesting collections of documentation about the protohistory and the indigenous population of the

region (for instance, the Serra d’Aiello museums opened in 2007, Cetraro in 2011 and Calanna in 2017).

The process of creating archaeological parks embedded in the foundation of museums is marked by the evolution of field research. Officially *Sibari* and *Scolacium* have been archaeological parks since 1974 and 1982, and in recent years specific measures have been taken to improve them. The Sibari Archaeological Park (Fig. 2), despite the critical problems associated with the aquifer and the separation of archaeological zones due to SS 106, which in the next period will attempt to come up with a solution, is embedded in a beautiful landscape. The largest plain in Calabria, crossed by the Crati and Coscile rivers, stretches between the Pollino and Sila Greca mountains, defines the majestic contours which emerge from the horizon of the flat arc.



Fig. 2– Sibari (CS)

The park of *Scolacium* (Fig. 3), even at the time of the expropriation, had the salient characteristics of the archaeological park, a shell of naturalistic and landscape archaeological interest. The huge estate owned by Baron Mazza was an element of conservation of the area that had prevented the overbuilding which affected the coast between Catanzaro Lido and Squillace Lido. Thus, today the park, with its thick olive grove, appears to be the only green oasis, from which you can stretch your gaze towards the Serre mountains to its interior, dominate the Isthmian crossing route or wander the coastal part from Isola Capo Rizzuto to Copanello. The archaeological areas where specific interventions have been made in recent years are linked to the public monuments of the Roman city (theatre, amphitheatre, forum, capitolium), and along *Scolacium* it is possible to witness the transformation of the landscape and the colonization between Roman antiquity and the late Middle Ages, seen by the majestic Norman church, today an iconic monument of the region. Since 2005, the park also has an archaeological museum in the manor house of Mazza and an industrial archaeological museum linked to the mill which was the basis of the economy of this territory for some time.



Fig. 3– Scolacium (CZ)

The former city of Locri Epizephyrii extends over 230 hectares and grows between a flat and a hilly area occupying a very large estate. The visit of the archaeological park takes place through various paths which show the private quarters, the sacred areas, the city walls, the theatre. The transformation of the colony between the Greek and Roman eras is set up in the Casino Macrì Estate, a 19th-century residence built on the remains of the Roman baths, today an exhibition place of the occupation of the town in Roman and Late Antiquity.

The Capo Colonna area (Fig. 4) was also the subject of a project to build the park for the preservation of the remaining column of the temple of *Hera Lacinia*. The project was aimed at consolidating the cliff, continuously subject to the constraints of the marine force that undermines its conservation. There is also a large pedestrian area within the temenos that creates a 'protective area' around the column, which is often vandalized. The building of a modern museum complements the creation of the park. Other archaeological parks have been built in Monasterace Marina, known as ancient Kaulonia, where an attempt was made to turn the entire study area into an archaeological study site, which was performed with the opening of the Archaeological Museum in the 2000s.

Another important intervention in recent years is the creation of the urban park of Vibo Valentia which includes the protected zones of Belvedere Telegrafo and Cofino, a good part of the Greek walls, the urban area of St. Aloe town – which is also connected with the Roman phase of the city of Valentia – and the castle of Bivona for the medieval period.



Fig. 4– Capo Colonna (KR)

In recent years in Marcellina of Santa Maria of Cedro, the archaeological area of Laos town (IV century. b.c.) have created a useful path and recently installed a small *Antiquarium*.

It is very important to cover the prehistorical period to highlight the following interventions: the Madonna Grotto of Praia a Mare along the Romito Grotto of Papisidero, that turned them into accessible natural shrines; the realization of an open-air museum at Broglio of Trebisacce; the structuring for the use of the Grottoes of Sant’Angelo in Cassano Ionio and the Grotto of the Monaca in Sant’Agata of Esaro.

In addition, the new interventions will enhance the temple of Apollo Aleo in Cirò marina, the protected areas of Medma in Rosarno, Taureana of Palmi (Fig. 5), Terina in Lamezia Terme, the villa of Palaces in Casignana, the theater and the villa of Naniglio in Gioiosa Ionica, the Baths of Acconia in Curinga, the Archaeological Park of the Ionian Sila as Cariati - Terravecchia, the villa of Larderìa in Roggiano Gravina, the villa of Pian delle Vigne in Falerna, the Cozzo Piano Grande in Serra d’Aiello, and will broaden the overview of the structures organized for the archaeology knowledge in Calabria.



Fig. 5 – Taureana of Palmi (RC)

1.3 Management Organization of Archaeological Parks Areas and Museums

The history of archaeological research and its development, briefly described above, provides a broad and varied picture of the different cultural realities investigated in the Calabrian territory. Until 2014 the State had jurisdiction through Superintendencies or local authorities with municipal or provincial structures.

The 2014 marked a major transformation in the legal systems of the Ministry of Cultural and Environmental Heritage, now known as the Ministry of Culture, which defined a new and structured framework from a bureaucratic and therefore operational point of view, or at least that was the intention of the legislator. Who with the D.P.C.M. 29 August 2014, n. 171, presenting the new organization regulation of the Ministry of Cultural Heritage and Activities and Tourism, introduced the Directorate General of Museums (Volpe, 2016).

The DM 43 of 23/01/2016, keeping the amendments to the decree of 23 December 2014 on "Organization and functioning of state museums", reorganised the Ministry of Cultural Heritage, Activities and Tourism into the following offices:

Regional Secretariats

Superintendency of Archaeology, Fine Arts and Landscape

Regional Museums Directorates

Museums, archaeological and parks areas, other places of culture

Archival and Bibliographic Superintendencies

State Archives

Libraries

This paper focuses on the Regional Museums Directorates, the Non-General Executive Offices, which are peripheral links to the Museums Directorate. They ensure the territorial performance of the public service in the use and development of cultural institutions and places delivered to the State or otherwise assigned to the State.

Following the amendments in all regions of Italy, museum structures and parks have a different affiliation and hierarchical organization from those that created them.

Consequently, the museum overview of Calabria is organized as follows:

- 1) Two autonomous structures: the National Archaeological Museum of Reggio Calabria (Reform of the MiBACT of 2014) and the Archaeological Park of Sybaris which also has jurisdiction over the Amendolara museum (D.P.C.M.n.76 of 26 June 2019).
- 2) The Regional Museum Directorate (DRM Calabria) which groups the following structures:
 - San Francesco d'Assisi Church - Gerace (Reggio Calabria)
 - Cosenza National Gallery
 - The Catholic - Stilo (Reggio Calabria)
 - Le Castella - Capo Rizzuto Island (Crotone)
 - "Archeoderi" Archaeological Museum and Antiquarium - Bova Marina (Reggio Calabria)
 - Metauros Archaeological Museum - Gioia Tauro (Reggio Calabria)
 - "Vito Capialdi" National Archaeological Museum - Vibo Valentia
 - Crotone National Archaeological Museum
 - Museum and Archaeological Park of the Ancient Kaulon - Monasterace (Reggio Calabria)
 - Archaeological Museum Lametino - Lamezia Terme (Catanzaro)
 - Capo Colonna Museum and National Archaeological Park (Crotone)
 - Museum and National Archaeological Park of Locri (Reggio Calabria)
 - National Archaeological Museum and Park of Scolacium - Borgia (Catanzaro)
 - Risorgimento Museum - Catanzaro
 - National Museum - Mileto (Vibo Valentia)
- 3) The Superintendence of Archaeology, Fine Arts and Landscape of Cosenza province has competence on the Antiquarium of Scalea and the Superintendency of Archeology, Fine Arts and

Landscape of the Metropolitan Province of Reggio Calabria and Vibo Valentia on the park and archaeological museum of Rosarno and Palmi.

The remaining museum structures or archaeological areas that are protected by superintendents belong to local or provincial authorities, or are private-owned.

2. The Methodology

The current panorama of the Calabrian archaeology systems consists of several varied museums, archaeological areas and parks settled in 47 municipalities of Calabria which can boast improved cultural facilities (Fig. 6). The analysis made it possible to define them in terms of bureaucratic and administrative organization distinguishing them according to the belonging of the Regional Directorate of Museums of Calabria, the Directorate General of Archaeology, Fine Arts and Landscape, the state with autonomous management and local authorities (communal or provincial) or private (Fig. 7).

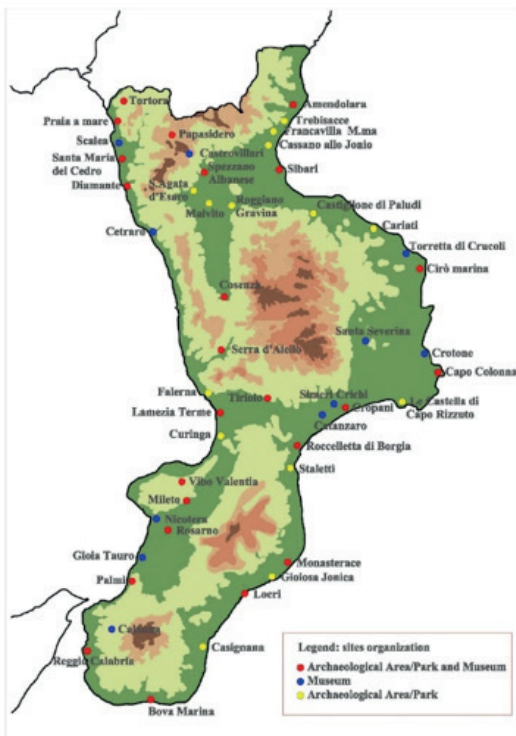


Fig. 6 – Archaeological sites and museums in Calabria

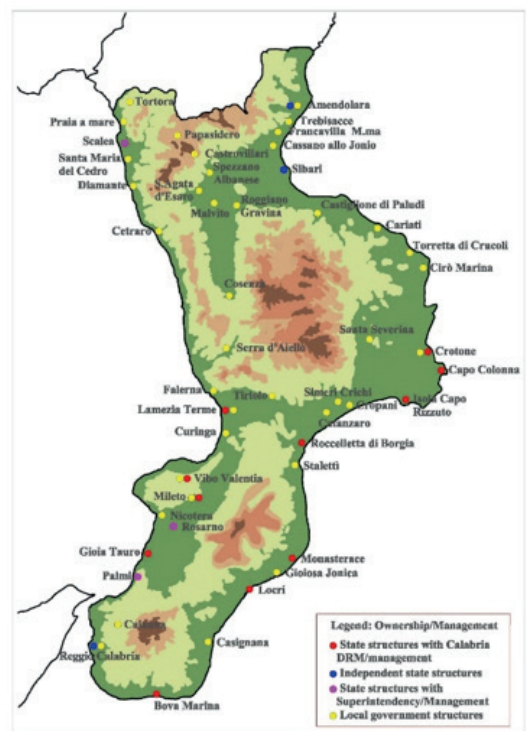


Fig. 7 – The enhancement structures divided by ownership/management

In addition to the observation of the regional organisation outlined above, data on visitor flows were analysed especially for state museums. In fact, the other public or private structures, or universities, are excluded as they do not have a flow detection tool since they do not have a ticket office but just a visitors log.

We analysed the 2021 data flows released by the MIC (Minister of Culture) which was based on the number of tickets that each establishment gives for free or paid entrance. However, there are certain issues with this method. In fact, the data considered loses some of its relevance under an

in-depth analysis: a perfect match between tickets and the number of visitors is likely to distort the total data. Since the same visitor can visit multiple cultural structures, reducing the parity between the tickets given and the people with access to the heritage. Another problematic issue is that the numerical data analysed does not allow the distinction between foreign and Italian visitors, either gender or age group.

As a result, where other data cannot be examined, the considerations that will be considered are helpful in defining macro trends. However, for our present work, these findings are useful for the DRM or peripheral organs of the state for planning and organising systematic host strategies for the roots tourists.

3. Analysis Results

The observation of the bureaucratic administrative organisation has produced a very complex framework which lends itself to very interesting considerations regarding the heritage valorisation policy in relation to the Roots Tourism.

Firstly, of the 56 cultural structures, which are distinguished by museums, archaeological zones and parks, only 17 are public and the remaining 39 are owned by local government or private entities. This examination confirms that in addition to the unitary policies that could be pursued by the State through its peripheral bodies, many initiatives could be activated by the local governments who are even more familiar with the background of the tourist of the roots or so-called Rootists. In fact, they could define specific strategies for knowledge and participation in order to achieve a particular type of tourism.

The analysis of data published by the MIC in 2022, referring to the 2021 survey, with reference to the Calabria region, led to the following considerations. First, obviously, the increase in visitors in Calabria in 2021 over 2020, as in many Italian regions, due to the opening and reduction of restrictions linked to the spread of the COVID-19 virus, and this number is expected to increase in the coming years.

The total number of visits in 2021 was 210,167 with different attendance in different provinces (Fig. 8), among them emerges the province of Reggio Calabria (where there are the National Archaeological Museum and other five autonomous state structures) along other state structures as indicated in the attached table (Fig. 9).

CATANZARO	1	1	2	4.678	3.692	8.370	1.379	9.749	22.418,00
COSENZA	1	3	4	4.002	2.382	6.384	5.313	11.697	19.049,00
CROTONE	1	2	3	3.260	3.184	6.444	54.604	61.048	12.598,00
REGGIO DI CALABRIA	5	4	9	85.884	28.085	113.969	6.255	120.224	544.072,00
VIBO VALENTIA	1	1	2	3.692	2.641	6.333	1.116	7.449	17.713,00
CALABRIA	9	11	20	101.516	39.984	141.500	68.667	210.167	615.850,00

Fig. 8 – Number of visitors by province

CALABRIA	Museo e Parco Archeologico Nazionale di Scotadium	A Pagamento	CATANZARO	BORGIA	4.678	3.692	8.370,00	22.418,00	22.301,30
	Museo archeologico Lamezzano (in gestione al Comune)	Gratuito	CATANZARO	LAMEZIA TERME	0	1.379	1.379,00	0,00	0,00
	Museo archeologico nazionale di Amendolara	Gratuito	COSENZA	AMENDOLARA	0	478	478,00	0,00	0,00
	Museo Archeologico Nazionale e Parco Archeologico della Sibaritide	A Pagamento	COSENZA	CASSANO ALL'IONIO	4.002	2.382	6.384,00	19.049,00	19.049,00
	Galleria Nazionale di Cosenza	Gratuito	COSENZA	COSENZA	0	3.901	3.901,00	0,00	0,00
	Antiquarium di Torre Cimalonga	Gratuito	COSENZA	SCALEA	0	934	934,00	0,00	0,00
	Museo Archeologico Nazionale di Crotone	A Pagamento	CROTONE	CROTONE	3.260	3.184	6.444,00	12.598,00	12.598,00
	Museo e Parco Archeologico Nazionale di Capo Colonna	Gratuito	CROTONE	CROTONE	0	25.764	25.764,00	0,00	0,00
	Le Castella	Gratuito	CROTONE	ISOLA DI CAPO RIZZUTO	0	28.840	28.840,00	0,00	0,00
	Museo archeologico e antiquarium "Archeodol" (fino al 16/06/2021 in gestione ad una cooperativa)	Gratuito	REGGIO DI CALABRIA	BOVA MARINA	0	599	599,00	0,00	0,00
	Chiesa di San Francesco D'Assisi	Gratuito	REGGIO DI CALABRIA	GERACE	0	4.881	4.881,00	0,00	0,00
	Museo archeologico di Metauros	Gratuito	REGGIO DI CALABRIA	GIOCIA TAURO	0	208	208,00	0,00	0,00
	Circolo Archeologico (Museo del Palazzo Naddu del Rio - Musei e Parco Archeologico Nazionale di Locri)	A Pagamento	REGGIO DI CALABRIA	LOCRI	26	0	26,00	156,00	156,00
	Musei e Parco Archeologico Nazionale di Locri	A Pagamento	REGGIO DI CALABRIA	LOCRI	3.445	1.522	4.967,00	16.865,00	16.865,00
	Museo del Territorio di Palazzo "Teodoro Naddu del Rio" - Locri	A Pagamento	REGGIO DI CALABRIA	LOCRI	108	314	422,00	394,00	394,00
	Museo e Parco Archeologico dell'Antica Kaulon	A Pagamento	REGGIO DI CALABRIA	MONASTERACE	1.935	536	2.471,00	7.786,00	5.450,20
	Museo Archeologico Nazionale	A Pagamento	REGGIO DI CALABRIA	REGGIO DI CALABRIA	67.562	23.536	91.098,00	468.507,00	468.507,00
	Museo e Parco Archeologico di Rosarno	Gratuito	REGGIO DI CALABRIA	ROSARNO	0	567	567,00	0,00	0,00
	La Cattolica	A Pagamento	REGGIO DI CALABRIA	STILO	12.808	2.177	14.985,00	50.394,00	35.254,80
	Museo Statale	Gratuito	VIBO VALENTIA	MILETO	0	1.116	1.116,00	0,00	0,00
Museo Archeologico Nazionale "Vito Capalbi"	A Pagamento	VIBO VALENTIA	VIBO VALENTIA	3.692	2.641	6.333,00	17.713,00	17.713,00	
CALABRIA Totale				101.516	108.651	210.167,00	615.850,00	598.288,30	

Fig. 9 - Number of visitors by Calabria state structures

The highest number of visitors is registered in August with 72,366 people, reduced by about 50% in the month of July with 38,998 and September with 38,987, further reduced to 25% in June at 14,454 and October at 1,827. In the remaining seven months of the year, the participation rate is very low and that must be taken into account, especially for cultural structures that have great potential for knowledge not only for the tourists, but also for the residents.

From this analysis based on public structures, some interesting topics emerge that can be used in relation to Roots Tourism. The highest number of visitors during the summer months suggests that some of the attendance may also be traced to the Roots Tourism.

In fact, from the *sample cognitive study on the development and improvement of Residential Tourism in Calabria* (source - CReST 2014), it turns out that 12.3% of Rootist visited museums and/or exhibitions during their holidays, versus 9.8% of other tourists. So, there is a latent demand from the Roots Tourism to the cultural heritage of the area and especially archaeology, that could be usefully expanded by planning a special offer for Roots Tourist. Indeed, their cultural purpose is more than just cognitive but also of awareness and attachment to its own history and the cultural heritage of the region that gave birth to the tourists of the roots or their ancestors.

Conclusions

When we talk about roots tourism (Perri, 2020; Romita & Perri, 2009) the reference to the attachment to the cultural heritage refers mainly to the architecture that includes churches, palaces, castles. These places create emotional and sentimental feelings in people who have left and when they return to their hometowns wish to seek them by delving into the architectural context from which the memory has been preserved. Consequently, the development of cultural heritage requires particular care and attention to the protection and preservation of the architecture and buildings characteristic of these small boroughs.

The consideration above regarding the archaeological heritage loses its meaning once the Calabrian archaeology and its development was brought to light due to research carried out mainly since the 1970s and 1980s. It means that for the people who left their land in the years of the largest emigration, the archaeology with its parks and museums has little *emotional impact* on them because, when they left, a lot of ancient stories had not yet been identified.

The question that follows is: what role can, and should, archaeological heritage play in Roots tourism?

It plays an important role and, consequently, its development must be greatly supported (Manuso, 2021). In fact, for a tourist of the roots who comes back to the country of origin, the encounter with archaeology can represent the opportunity of a path of formation and experience, which is why it must be offered to instill the pride of being a Calabrian. It is necessary to take advantage of what is positive today in the Calabrian region, in order to produce an identifiable territory that can go beyond its borders, which needs to be promoted and become a strong motivation to travel also for second and third generation, thus grandchildren descendants, whose memory is formed through fossilized storytelling related to times and lifestyle that are no longer traceable in the places of origin.

However, it is necessary to develop appropriate exploitation strategies which consider the new methodology of "public archaeology" (Volpe, 2020), as an activity aimed at arousing interest in and participation in archaeological research and communication activities, also with the creation of a "heritage community" as stated in the Convention of the Faroes, to which could also belong the tourists of the roots.

In this way, they become an active part of the local community (Megale & Monti, 2021) which takes responsibility and actively participates in promoting archaeology and its value.

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