

ADAMO Project Strategic Plan

An example of innovative valorization of Cultural Heritage

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Introduction - The contribution reports the experience realized for the ADAMO Technologies of Analysis, Diagnostics and Monitoring for the preservation and restoration of Cultural Heritage for Technological District for Cultural Heritage of Lazio Region. Result of the project is an innovative form of Plan, that aims to be an useful example of the valorisation strategy of secondary touristic areas, to be enhanced especially in the field of European policy for metropolitan inner peripheries.

Identification of ADAMO area - The identification of the sites and ADAMO's area are the result of a context analysis. This analysis, carried out by STeMA 3.0 methodology (Prezioso, 2015), focused on the cultural assets in accordance with the goals of the project. The set of the sites in the area are represented in the Fig. 1, processed in the STeMA lab, with STeMA methodology.

Analysis of distribution of cultural economy - The activity of drafting of Strategic Plan took in charge the mapping of all the enterprises, in the ADAMO Area, working in the field of Cultural

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Heritage: museum, libraries, artistic activities, building companies specialized in Cultural Heritage, film production, creative and editorial companies...

This mapping gave the place evidence to the importance of the Cultural Heritage for the local economy, showing the strong concentration of cultural enterprises in the area, with particular concentration in the outer ring of urban area.

Thanks to the mapping, the Strategic Plan was able to highlight the territorial vocation towards the exploitation of activities related to Cultural Heritage in general, and specific economic activities in particular.

Area emerged as particularly suited to host actions related to science economy and, in particular, for the promotion of a scientific tourism, not yet enhanced within Rome system: this element represents a specialization strategy for the area, able to evaluate the territorial capital related to Culture economy, giving strong resilience elements to the business system of the area.

Integrated and sustainable strategic management plan - The integrated strategic and sustainable tourism plan is based on contextual analysis of the specific components of the territory and the tourist context in which it falls (Prezioso, 2015). This integrated strategic analysis process has assessed the availability of resources and skills found in the area as a whole in order to identify the main factors of attractiveness and differentiation with respect to tourism systems already present in neighboring areas and areas more central than Roma Capitale. Also taking into account the sustainability criteria the proposal account of what already exists proposing in some cases a new reading of routes and use of existing tourism resources. The plan takes into account the sustainable strategic vision of Rome metropolitan city focusing on the Sustainable Development Agenda, adopted by the United Nations. In

addition, some of the proposals take account of what already exists in the area in terms of tourism, but are integrated into an integrated perspective. Therefore, by virtue of the above, the proposed plan combines the possible routes and sites to experiences diversified by type of user based on personal and professional interests or age groups.

Key element of this strategy is the valorisation of territorial capital and cultural heritage by new technologies according to circular economy pillars, where territorial elements are fully integrated with sustainable use of material and immaterial resources in order to re-generate and re-use existing elements.

Fig. 1 - Map of the study area

Source: <http://progettoadamo.enea.it/wp1-eng/>

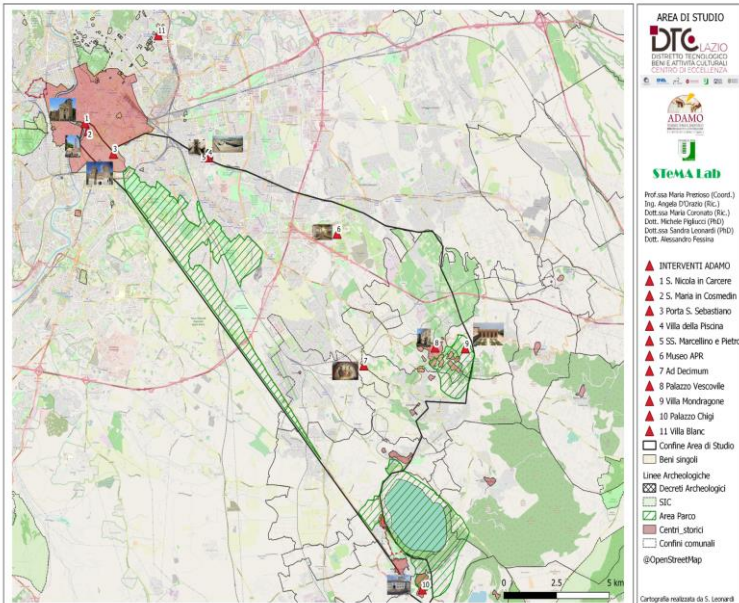
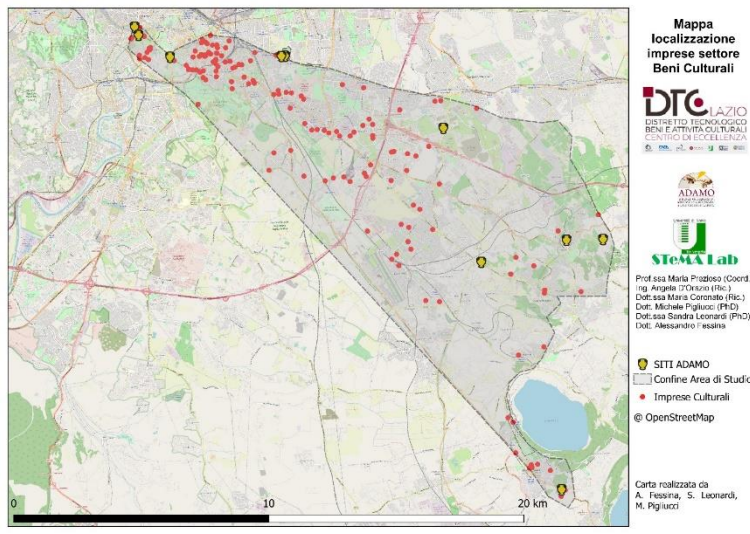


Fig. 2 - Map of companies working in Cultural Heritage

Source: <http://progettoadamo.enea.it/>



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