GENERAL CONCEPT BY PRESERVATION MODEL OF CINQUE TERRE NATIONAL PARK, ITALY.
(From smart history towards common European heritage)

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The objectives of the project are: 1) to identify the main problems related to open-air parks and their heritage as a result of a tourist overflow and change of economy, 2) to find relevant solutions and to develop the model which will be replicable by European parks of a similar type, 3) to bring together young people from different European countries in order to create a network based on a long-term co-operation bringing up necessary solutions for common European heritage, 4) to exchange know-how across Europe in different disciplines which are not, from the traditional point of view, directly linked to a heritage preservation.

The eastern Ligurian Riviera between Cinque Terre and Portovenere is a cultural site of outstanding value, representing the harmonious interaction between people and nature to produce a landscape of exceptional scenic quality that illustrates a traditional way of life that has existed for a thousand years and continues to play an important socio-economic role in the life of the community.

The project Smart History aims at developing the replicable model for preserving national parks suffering from overload of tourism which causes running down of original objects, production, landscape and ambience. The original exploitation of area is changing due to new economy and tourist industry. The Cinque Terre Park was selected as a representative for establishing this model which will enable finding solutions for preserving a combination of cultural and agricultural heritage. A short time ago this park was listed as UNESCO monument of a high value. As such it is a great attraction for tourists. It is important to provide tourists with the right information and to facilitate their stay in Cinque Terre. At the same time it is important to preserve the original heritage.

The unique atmosphere of National Park of 5 Terre became not only an object of scientific work, it has united creative teams of 6 countries (Belgium, Italy, Poland, Slovakia, Serbia, Ukraine)., also providing international integration of professionals from different fields of knowledge. The Odessa's team was including of professors, PhD and students of four higher schools – Academy of Construction and Architecture, National University I.I. Mechnikov, National Polytechnic University and Economic University. In each country is a national co-ordinator which is responsible for the local management of national working group. One of the aims is to establish a long-term co-operation between these universities and persons, especially students, to ensure a long-lasting effect of the project. Methodological base for our research were: preliminary materials, prepared by the administration of Park; local acknowledgement, communication with experts, authorities; open air analysis on site; workshop materials.

Architecture and urbanism On our opinion, the best way to save the existing cultural heritage is to develop scheme of functional division into zones of different historical and material value. Thus the authorities of National Park 5Terre would be able to point their efforts on to areas of main meaning and to protect the aspects of heritage. This will give an opportunity for a right-away protection of walking paths, old buildings and, of course, the attractions of the coastline.

We totally agree with our economists, about vertical division of Park'o into "zones of a different price", which will give us a chance to avoid tourist overflows in a coast line, and spread tourists up the hills with meanings of accommodation in ecological hotels.

This concept also demands a great amount of attention to the ways of communication between objects of interest and cities. They include walking paths, car roads and parking system, vertical gondolas, to make people move up to the mountains, and a system of short-cuts for older tourists

Agriculture. Each city which located on the territory of national park we can look as a nearly closed ecological system. The increase of an anthropogenic pressure, which will be inevitable to increase with development of tourism to save an ecological equilibrium in such system would be all more complicated even at the expense of entering a huge amount of additional energy.

Therefore preservation of a landscape-anthropogeneous system shouldn't be considered only point of view of 2 from of tourism (agricultural and historical). It is necessary developing more kinds of tourism (ecological, scientific and other), that is demands of

appropriate organization of territory of national park, forming tourist tracks of ecological, agricultural, historical and other kinds of tourism.

There is suppose to be a program to be held on terraces preservation with meanings of development cultures variety according to possibilities of their root system. We have to consider culture balance, when making such a changes into a ecological system.

Tourism management. The affinity of the National Parks generally is based on the so called constant resources including natural, cultural and other ones that are the object of protection. Cinque Terre Park is an example of a park of unique and excellent combination of resources providing tourists with the wide range of activities.

While doing analysis on tourist potential we concluded that:

- primary tourist resources are very rich and various - natural resources (landscape, sea coast, beaches, mountains, climate); cultural resources (foot paths, terraces, unique architecture); social resources (local traditions);

- secondary tourist resources are rather limited - accommodation facilities; catering facilities; no tour operator's sector; transport – train, buses; no amusement; info points are only at the station, but rather limited in their functionality; few additional services.

As we did the first analysis, we came up with conclusions printed in next pages of strategy suggestions for different fields.

Economics and strategy. As long as, a coast area and cities are overcrowded with tourists, we decided to suggest a way of intellectual economic division, to spread incomers by the points of interest, territorial possibilities and economic possibilities of individuals. Such division will give an opportunity to avoid a mess in tourist migration around the Park and to provide new ways of area development growth. This actions will cause agriculture, manufacture development, also a new ways to protect existing economic centers of the cities.

Specific interventions on new structures. Architecture and urbanism. According to the analysis of existing unique area of National Park, we decided to offer new types of architectural complexes that will give an opportunity to attract tourists, without bringing any harm to natural resources.

First idea was to organize new type of ecological accommodation for tourists in mountains, such as existing villas. These hotels are a good chance to move people up from the coast line closer to the area of sightseeing from the hills. Placed above the level of sanctuaries and churches, they will give a unique opportunity to travel by the vertical ways of communications and walking paths down to the sea but to live above the levels of main protection. These small villas complexes need to be organized into small self-managing hotels without any high storage construction.

Second idea was to create a underwater sightseeing center with educational auditoriums, sea museum and panoramic café. Such center will help to educate and fulfill tourists curiosity without diving clubs. Moreover it will work for outstanding image of National Park.

Third idea is work out a new concept of vertical mechanical communications, such as gondolas and electric monorails. Right now Park is unable to give opportunity to disabled and older people wonder around its unique landscapes.

Agriculture. The main agricultural cultures at this moment are: grapes (*Vitis vinifera* L.); olives (*Olea europaea* L.); lemon (*Citrus limon* (L.) Burm. F.). The main culture which has created glory of district, is the grapes. The second significant culture is olives and the small squares are occupied under citrus (lemon) and spicy cultures. The main contaminant for the environment is the grapes, because the development on it of diseases and pests and the farmers must spray it 5-6 times during the vegetation period.

The main recommendation for a modification of a structure of agricultural squares, is an expansion of a range of agricultural crops. Addition to assortment of cultivation crops which has a volatile oil (species of genus Nepeta L., chrysanthemum with volatile oil and other). Also restoration such type of a wood as maquis.

Tourism management. Other proposition to be present, according to the analysis done:
- widespread network of accommodation to better manage tourist flows
- creating new tourist itineraries along with creating a very accurate touristic map of the whole area
- intellectual tourist zoning
- develop infrastructure using modern tourist and information technologies
- promoting Park image by using all the arsenal of the marketing communications
- promoting ecological and linguistic knowledge
- developing youth educational tourism (camp/university)
- widespreading of ecomarking services and goods.

Economics and strategy. Development of restaurant and hotel business in view of the factor of safety of landscape and antropogenious sphere and application of an ecological life-support system. In addition to existing entertainments, new facilities have to be added to a number of existing, to provide better services, such as: spa-interiors, underground aquariums, games for adults like a quest, children's playgrounds and children's restaurants.

On cities: Monterosso - a line of comfortable beaches, cafe at coast, a disco on the sea; riomagorre - manarola - popularization of avenue of love (in spirit of the Roman mythology), rejuvenating fountains, pigeon mail for enamoured, poets, musicians; Cornilia and Vernazza - verandahs under a grapevine and the open theatre.

Communication technologies. For most full information supply of tourists it is offered:

- To organize the real-time remote videoreview of the most interesting kinds of the Park (through the Internet).

- To provide the remote videoreview of the most interesting views and tourist routes in the Park from rooms of hotels with the purpose of a choice of an optimum way.

This task can be solved, using: the terminals established in rooms or halls of hotels; by means of PDA with wireless LAN-card, a using LAN of hotel (Park).

- To give an opportunity to use PDA with wireless LAN-card and camera as the videoguide (the expanded analogue of the audioguide used in the European museums) with the purpose: recommendation or choice of an optimum route in Park. Thus integration with GIS is possible; educational tourism. For example, imposing of historical animated or a video sequence on the real area image, received by PDA camera, is possible; interactive dialogue with Park administration (the manager etc.) for reception of the inquiry or the advanced order of services (restaurant, hotel, the guide etc.) during of trip on the Park.

Interventionas and existing structure.   Architecture and urbanism. A big amount of activities is suppose to be managed for protection of the existing unique cultural heritage inside the cities and up on the level of sanctuaries and churches. As long as a humid sea air is breaking the walls of living and social buildings, we have to develop a program of meanings of conservation. We need to work out a program with economists of social activisation by the rule : let the museum work for itself. New type of city area zoning by the types of social places of interest will properly spread the tourist flows inside the cities, the same time pricing policy will keep incomers in specific areas by rules accepted with the authorities of National Park.

Agriculture. Attempts to generate wood arrays on existing terraces with the purpose of their preservation have not brought an expected outcome because for want of creation of wood arrays as a dominating kind used a pine (*Pinus pinnea* L)., which forms a surface rooted system and develops large a biomass, that result in such phenomenon as landslips. In connection with above for want of shaping of wood arrays (and reconstruction of old arrays of a wood) it is recommended to take into account two factors, as probable paths of shaping of a wood array:

 Disposition. The distance from agricultural fields the wood array places, that is very important for shaping of yield by agricultural crops.

 Biological variety of species. Creation of wood arrays, which can take the soil with the

terraces. Different species must have different root system.

Tourism management. The key ingredients of a sustainable tourism product are:
Original offerings:
Natural attractions (landscape, climate, water, wildlife)
Cultural attractions (both material and immaterial)
Derived offerings (required to make the attractions available for tourism use)
Holiday facilities (accommodation, food, shops, entertainment, events, etc.)
Mediating facilities (tourist information offices, tour operators,
internet services)
Market research
To identify who the potential customers are and what they want
To find out the right market segments
A marketing strategy
To inform about the product/destination
To make people want to come
Service delivery
Provision of facilities, services and information
Maintenance of the above
Customer satisfaction
Adequate infrastructure and supporting services
Pricing policy
Setting a competitive price
Ensuring sufficient profitability to repay investments

Economics and strategy. Expansion of sphere of services - leisure of the tourist. Construction of leisure of the tourist under the scheme "5x5", i.e. the script of rest for all tastes. The sense of such approach consists in the following: there is an opportunity to operate streams of tourists with the purpose of the account of the factor of safety of the landscape and antropogenious environment. The technology is those: on a place with each tourist (group of tourists) the conversation for revealing personal preferences and interests in rest is spent. After the analysis of the received information "the expert on

leisure " offers the special plan of rest in 5-Terre. It will emphasize the special attitude to each tourist. In an ideal well organized scheme "5x5" in work should remind a clockwork where one gear goes after another.

Economic development. Expansion of volumes and a level of existing manufacture: winemaking, fishing, olives. Schools of crafts: training to skills of the crafts inherent in given district in short term.

Communication technologies. Create a more detailed tourist map with information about difficulty of routes: on the paper; on the flash-memory connected to PDA. It can be improved map of GPS or map is integrated with same system.

Design and create datawarehouse of the Park that includes: detailed information about all sides of the Park life like: description; history; structure; economics; routes; library of the Park still images; library of the Park movies.

Tourists can access to all this points for receipt of specific text, images, and video information. Translate all of the information (newsletters, brochures, posters, tourist guides, scientific and other publications) to English and to other languages.

Smart History project will deliver a model which can be replicable by any European national park which experiences part or all the problems identified in Parco Cinque Terre. The solution can be easily replicable by similar organisations. Apart form providing solutions for preserving cultural and agricultural heritage the Smart History model is targeted to provide both tourist and educational information.. The identified problems and offered solutions will also help relevant policy-makers to plan right preservation strategies when planning organisation and support for open-air national parks.