

The papers edited in this volume which follows up the conference held in Isernia in 2010 represent a good example of the wide discussion on the safeguard and the fruition of the cultural heritage. It contains a theoretical and practical section and several national and international case-studies. The general framework discusses issues and factors such as the definition of cultural heritage, the applications adopted for increasing knowledge, the importance of musealisation processes, the creation of parks and reception centers, preservation and valorization, economic management and governance, the relationship to the territory and the social network, quality credit and sustainability.

Today the topic of heritage is at the centre of the international debate in particular concerning its identity and the possible economic spin-offs keeping an awareness for its conservation and enhancement in relation to tourist development and the surrounding territory.

From this viewpoint our country occupies a particularly favorable position since it includes a high percentage of the worldwide heritage from all the cultural phases of our long history. We should add the natural, environmental and landscape emergences which are as important as the cultural ones. Nonetheless we are shaken by the fact that in our country the dual concept of cultural value and economic effects hardly finds an equilibrium of sustainability in connection to its favorable situation. This topic leads us far away, arising bitter disputes which strengthen in the public a feeling of alienation rather than an idea of approval accompanied by proposals of improvement, re-organization and development.

The public sector thus tends to assume a supporting role even from the point of view of economic management. Nonetheless in almost all cases no sufficient staff is available and even not the necessary financial support which should be necessary in order to assume such an important role. Private individuals feel guaranteed by law and are hardly able to elaborate innovative projects thus risking of their own. Therefore most initiatives focus successfully on natural and archeological parks within dominating private contexts and with no direct contact to the cultural heritage itself which tends to assume a rather hypothetical reference role.

The fact remains that our cultural heritage is rich, along with the awareness that in most cases it cannot guarantee an autonomous economic sustainability. Therefore our aim is to do more than it was done so far by undertaking initiatives which can guarantee the cultural heritage as public and inalienable, and allow innovative valorization and fruition experimentations further beyond the entrepreneurial limits of rigid, heavy and expensive social structures, which are often governed by sectorial circles thus favoring a network of stable collaborations even of volunteers as it was already done in some important sectors.

This could represent the topic of our next meeting pointing to a shift from the analysis of the issues of the present reality to those of future with possible developments in terms of entrepreneurial and management credibility in order to boost wider economic spin-offs and new interventions for the safeguard and conservation of the cultural heritage.

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