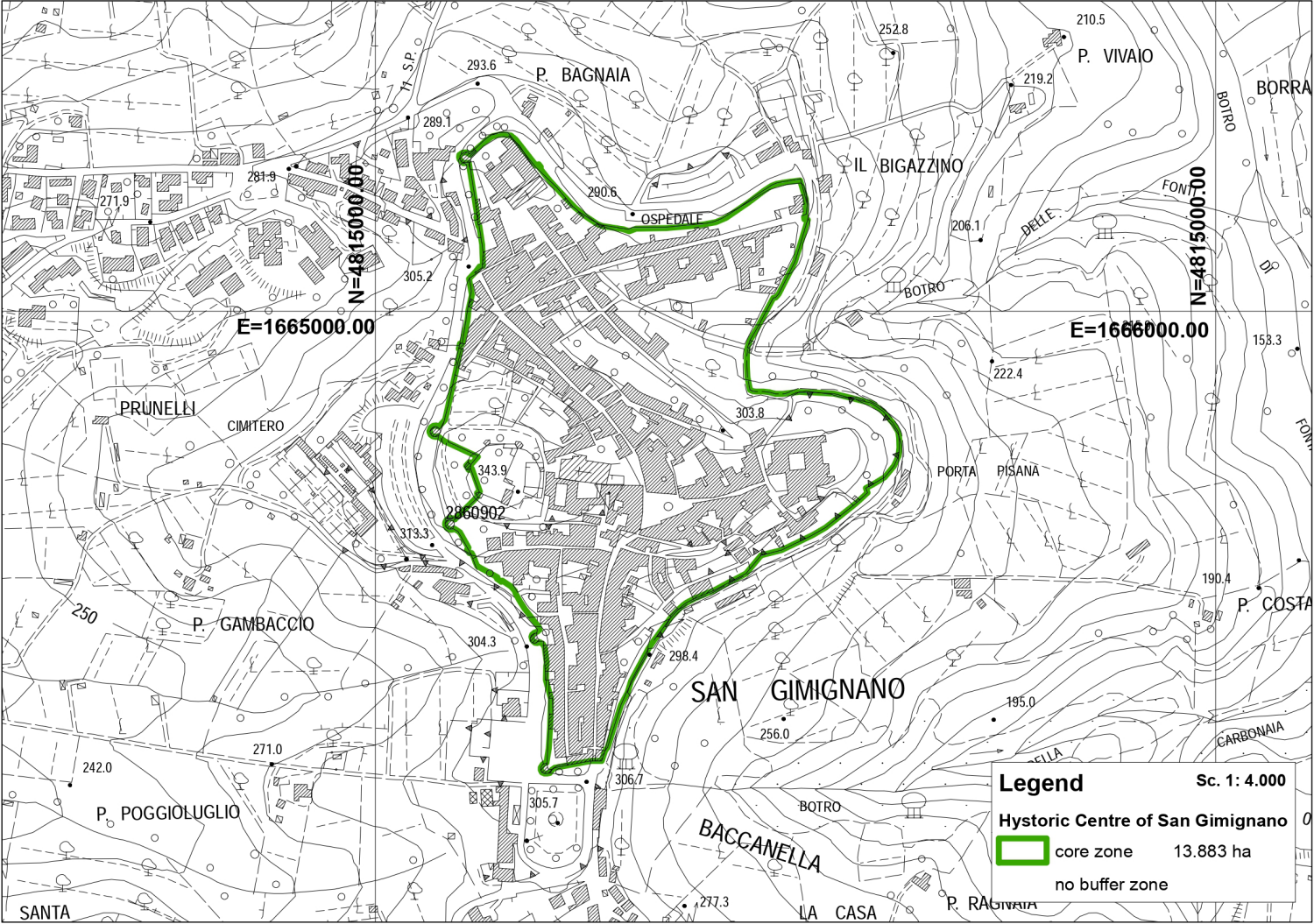


ANNEXES





ATTACHMENT 1
MAP OF THE PERIMETER

ATTACHMENT 2

SOCIO-ECONOMIC STUDY OF THE SITE

The urban project of San Gimignano is characterized by the presence of a large number of towers built since the 12th century as a consequence of a series of determining factors. The growth of which was mainly due to the proximity to the Via Francigena route that throughout the Middle Ages represented the main artery of communication between Italy and the rest of Western Europe, determining the formation of the first seeds of economic activity that formed the basis of the fortunes of the Valdesan center. In spite of everything, the so-called Via Francigena throughout the twelfth century was an important crossroad for travelers, pilgrims, and knights, but at the beginning in 1200 began to gradually lose its importance due to the reclamation of the Elsa Riverbed. On the contrary, an alternative route which crossing San Gimignano and connecting Siena and Pisa was destined to become the second center to a great quantity of trade, encouraging the continued growth of the income of many agricultural products. The nature of the land of San Gimignano still permits the search of some of those same products already recognized by the medieval period as "luxury goods" including white wine, Vernaccia, Vin Greco, and Saffron. The Medieval period of the Communes and great economic growth helped highlight the entrepreneurial skills of many families in the village, whose fortunes they owe to the exponential population growth, with people flocking from neighboring cities. This way, not only the rich and powerful had a say in the administration of the city but most of the population, made up of small landowners, merchants, doctors, hoteliers, and many other members of the arts including weavers, grinders, and blacksmiths all participated in public works. In this scenario the towers represented not only the tangible crowning of a life of work and effort, but an association of many families of San Gimignano with an exclusive elite. From 1214 to 1297 the population grew from 3000 inhabitants to 7720 and the municipality was forced to consider the needs of the growing number of residents by investing part of their own funds for the construction of various infrastructure projects including new walls, fountains, hospitals, and places of worship. One of the most relevant points of the period was maintaining the center of connection between Florence, Pisa, and Volterra, Colle and Siena, attested by the presence of 9 hoteliers in 1262 to a slightly lower number by the century's end. From an architectural standpoint the new towers were designed to respond to the needs for habitability and usability, having for the first time the space needed to accommodate spaces for large stores, shops, and exchange counters. The demographic progress of these years generated an unprecedented densification of buildings, regulated by the statutes tasked with defining conditions for occupying land and the volume of new buildings. To the actual project resulting from statutes the organic urban fabric had been restored, and even evolved in perfect harmony with the surrounding landscape. The year 1312 was a significant date to the agricultural economy, as the property tax came into force. This was composed of two separate entries: the first concerning the census, in topographical order, with an evaluation of their comparative income in wheat, and the second concerning the collection under the name of the owners of the relative businesses, refers to the form of conduction recorded, and the tributes paid by the workers, thus becoming a real tax. Specifically, the census included:

- The land belonging to the four districts of the city (Castello, Piazza, San Matteo, and San Giovanni) divided into vegetable gardens and vineyards cultivated inside and immediately outside the city walls
- The Companies pertaining to the 44 villas in which the countryside of San Gimignano was divided. These companies were classified into farms, lands/crops, and finally pieces of earth. It has been possible to ascertain through the property taxes that by the 14th century there were more than

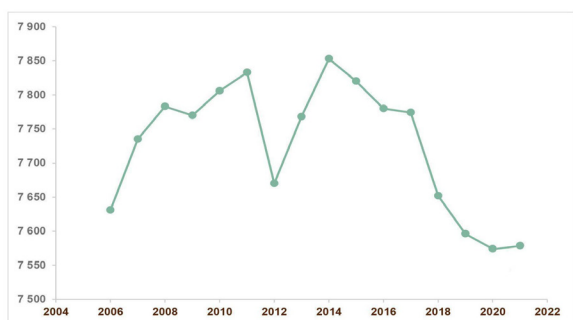
800 sharecropper heads of family in San Gimignano. The agricultural population made up of landowner and sharecroppers exceeded 1800 units with the largest landowners residing within the urban circle.

The 639 landowners in the city who represented 61.8% of the landowning population owned 84% of rural properties while the remaining 16% belonged to 392 countryside owners. Within the city, the richest landowners were concentrated in the "Piazza" district with the average of their taxable income more than doubling that of the other resident owners of the other districts. It is also interesting to note that in these years the society of San Gimignano was not formed by classes presenting opposing interests, in fact there was no merchant, lender, or craftsman who was not the owner of some land and there was no landowner whose sole income was gained through the rent of land. What did however produce wealth during these years was the way in which the farmers reinvested their agricultural proceeds. In this regard, the activity that characterized the people of San Gimignano were their use of usurious money lending practices. To this was added yet another important sector, namely that of the merchant arts, already well established from the early decades of the 1200s and marked by the opening of close collaborations with the companies of neighboring municipalities. In 1332 in the 4 districts of San Gimignano there lived about 1687 families for a total of 9785 inhabitants. The commercial thrust that determined the construction of the urban warehouse was slowly running out and the new village was preparing to become progressively a satellite city of Florence, useful in the wars against Siena. The process of consolidation of the urban fabric undertaken with the Statutes of 1255 had to be updated, which is why in 1314 the mayor Bellicione Donati completely reorganized the municipal regulations, providing for the ultimate closure of the last "chiassi" interposed between one building and another, marking the formation of the first city blocks. In 1348 a disease outbreak interrupted the urban experiment of San Gimignano, drastically reducing the population by 60% bringing it to about 4000 inhabitants. The same epidemic occurred two more times, this time decimating the population by almost 80%, resulting in the abandonment of small fields which yielded a lower income and concentrating the few surviving families in the largest and most profitable land holdings. The comparison with other Tuscan metropolises gives an idea of how much the economic system based on international trade and niche agriculture was insufficient to ensure recovery after the plague. The only substantial transformation was imposed by the construction of the Cassero of Montestaffoli in 1353. In the second half of the 14th Century in determining the unstoppable decline of San Gimignano contributed to the process of provincialization of the Elsa Valley, and yielded on the one hand the political affirmation of Florence on all of the main centers of the area and on the other hand the itinerary changes of the Francigena that led to the loss of the preferential road access for communications with the Padania Plains, in favor of a new route that directly connected Poggibonsi to the city of Florence and Bologna. In 1400 San Gimignano housed only 2000 inhabitants and the only significant investments came from religious bodies that held most of the property. The middle and artisan classes then preferred to concentrate their economic activity within the city walls, shifting their preference from exchange with outside the village to exchange within the village itself. The ancient 13th century tower had now become stubs embedded in bare facades, and the medieval windows were progressively blocked off. The symbols of a glorious past were doomed to collapse due to the failure to keep up with maintenance. They had to wait until 1602 for the emanation of the municipality of new regulations governing the conservation of surviving artifacts, undertaking a real urban restoration effort to be transmitted to the future generations. After

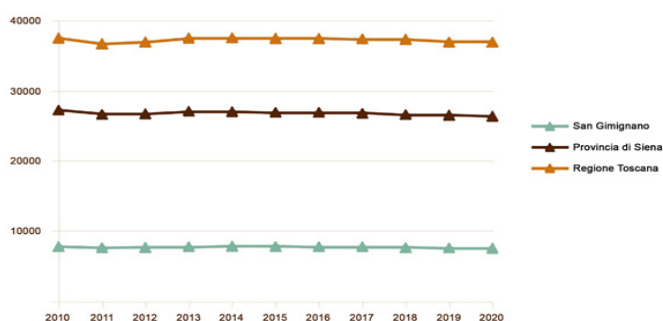
the arrival of yet another epidemiological wave in 1632, the population stood at only 1000 inhabitants, and so in the second half of the seventeenth century San Gimignano came to record its lowest demographic and consequently economic level of the millennium. During this period 39.1% of the rural property passed into the hands of religious communities and hospitals, and large private property holdings ended up prevailing over the average and small with an income that reached 42.8% of the total of all incomes of the time. Finally, we must consider two emblematic dates for the economic history of San Gimignano: 1315 and 1674, which represent two antithetical worlds: the first, dominated by a very active and dense bourgeois class, a source of continued renewal and improvement where the agrarian, manufacturing, and mercantile economies were harmoniously blended into a system free from prejudice and privileges, and where it was possible to witness the rise of the lower classes. The second period on the other hand, was characterized by a sharp contrast between the social classes, with an economy based entirely on agriculture and that saw and increasing decline in the number of small owners in favor of a few very rich families holding the entirety of agricultural wealth, while the mass of land laborers had no chance to rise from the condition of sharecroppers. Between the sixteenth and seventeenth centuries San Gimignano lost nearly all of its economic vitality and only from the eighteenth century onward did it experience a slow resumption of various industries including dying, hat making, the manufacturing of linen canvas and leather, iron work, and wood and brick production. Luigi Pecori reports on statistics dating back to 1670 on the sum of inhabitants in the village. From his records it was noted that about three quarters of the population of 3354 inhabitants was considered "poor" or "miserable" and about a twelfth of the community was composed of clergy, with the remaining wealthy population composed of Florentine landowners. The road to recovery from the wave of 1631 was a rather long and slow one and only in 1794 did San Gimignano recover its pre-epidemic population levels with about 4500 people. The disasters that had occurred continued to be evident: the economy revolved almost exclusively around agricultural activity with commercial and manufacturing reduced to negligible levels of importance. The main agricultural products of the time were grain, rye, sorghum, barley, spelt, panic, and broad beans. Textile crops were characterized by the use of flax, while the percentage of silk mulberry, introduced in the late sixteenth century no longer had a significant role in the economy of the time. The production of Vernaccia and the cultivation of saffron were able to resist various crises and upheaval. With the death of Gian Gastone dei Medici in 1737 the once powerful Medici family had been replaced with the Lorena among whose members was Pietro Leopoldo who was known for his great far-sighted reforms, in particular in San Gimignano where he had the streets repaved from a state of total abandonment and awarded the municipality with the rank of vicariate minor, recomposing the constitutional order. The enlightened rulers also ended the tax privilege situation for ecclesiastical bodies that, in 1789, received a hard blow with the imposition, transfer of their assets to public ownership. At the beginning of the 19th century both political and military events followed one another in rapid succession and Tuscany, now a French province through the Napoleonic conquest, was divided into three departments: The Arno, The Ombrone, and the Mediterranean. The latter belonged to San Gimignano which in the meantime underwent new trade and agricultural developments and found themselves in a new state of well-being and prosperity. From this moment on, the village continued to be densely populated, counting 5773 inhabitants in 1830, 8525 in 1881, up to 11270 by 1936, and 11297 by 1951. This period of incessant growth was opposed immediately after a demographic setback

marked mainly by the movement of many families towards the neighboring industrial centers. Driven precisely by the need to seek new occupations that would ensure greater economic stability, far from the management of agricultural holdings. This new trend led the municipality to go from 10,039 inhabitants in 1962, to 7371 by 1981, with some slight growth in recent years as by 2021 the city is said to host about **7581 inhabitants**.

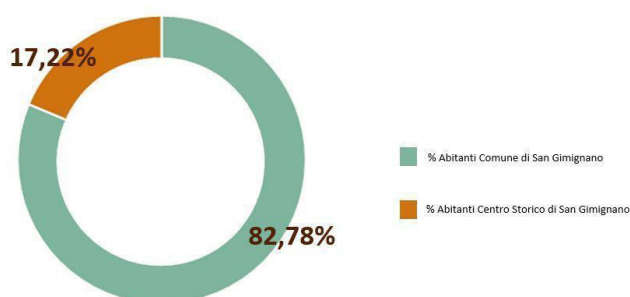
In recent decades, traditional agricultural activities have been accompanied by new resources from the industrial and tertiary sectors. The industrial sector represents the largest employer of the area with impressive number and a reputation of excellence in the caravan industry and its entire supply-chain, agribusiness, and precision mechanics. The tertiary sector also assumes an important value to the economic backbone of the society of San Gimignano, generating investments especially in the sectors of tourism and agritourism. In the agricultural sector the main product have been continually constituted by vines, in particular the production of the traditional Vernaccia whose etymology that remains somewhat uncertain hinges on three different hypotheses: there are those who connect the name to the word "Vernaculum" (literally of the place or local), those who like the seventeenth century poet Marco Lucidi derives the same from verno (icy), and those who assert that the name derives from the Ligurian locality of Vernazza located in the Cinque Terre. Today it is the first Italian wine to have been awarded the title of protected and controlled denomination (DOC) and in 1993 it was promoted to a higher protected denomination (DOCG). Wine production is then associated with the rediscovery, starting from the 1990s, and of saffron whose cultivation in the lands of San Gimignano presents an extraordinary rich series of sources dating back to the first decades of the 1200s, and today it is still recognized for its multiple applications. It has been certified with a protected designation (DOP) since 2005. Although in recent years there have been signs of good economic stability, the population shows no improvement in terms of growth, and the causes of this failure (to return to figures from the early 20th century) can be found in several factors: the first regards the general Italian demographic decline combined with the types of jobs available, that is mostly seasonal work in the tourism and agricultural industries, in which employees often come from neighboring municipalities or settle in the city only for a short period. The second concerns the prices of rent and of properties, which are considerably higher than in neighboring municipalities. A third aspect concerns the services offered to the local community: Being a small town that hosts only kindergartens and primary schools, residents are forced to move between different municipalities in order to attend secondary school via public transport.



Graphic 1: Population trends in the Municipality of San Gimignano.



Graphic 2: Spatial comparison of population trends (ISTAT Data Processing)

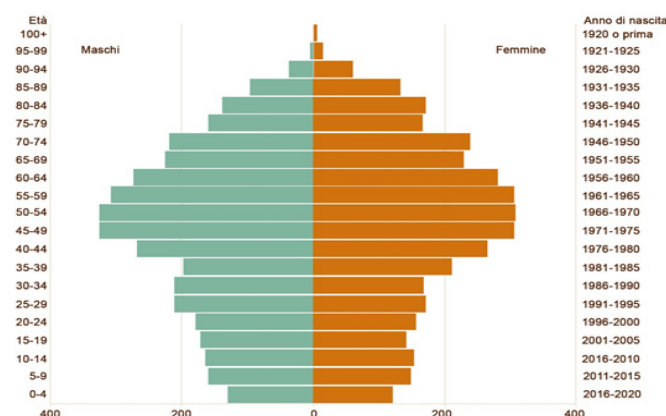


Graphic 3: Population distribution in the municipality of San Gimignano (ISTAT data processing)

The below graphic, called the age pyramid represents the distribution of the resident population of San Gimignano. The population is reported by class with age divided by 5-year intervals on the Y axis and two mirroring bar charts on the X axis with males on the left and females on the right. In general, the form of this type of chart depends on the demographic trend of a population with visible changes in periods of strong demographic growth or a declining birth rate due to wars or other events. In Italy it had the same pyramid shape until the 60s, that is until the end of the years of large demographic growth.

SAN GIMIGNANO AS A TOURIST DESTINATION

The concept of tourist destination has entered the literature and practice of the tourism industry in relatively recent times, which is since the 1990s. There is however a wide variety of overlapping definitions for "Tourist Destination" primarily identified in a "geographical context" (location, district, small town) chosen by tourists as the destination of a trip. The destination is also defined by the different needs and requests of the potential guest, as well as by the services that they intend to consume. The same concept, however, can have multiple meanings: a destination can in fact be interpreted not only from a geographical point of view but also from an economic, sociological, and business perspective. Every actor in their respective destination (workers, visitors, local population) has their own perception, resulting in the conveyed image and that which is received by each of them in terms of social, environmental, and cultural stimuli in which they live and work, their needs, expectations, past experiences, as well as their consumption behaviors. From the perspective of supply the destination necessarily includes natural and human resources, the local community, the workers who supply the goods and services, but also the identity of the destination itself. Considering first and foremost that these destinations are also places, it becomes essential to be able to identify these entities in a concrete way, which is far from an easy task to undertake. Given that often destinations tend to "self-recognize" on the basis of criteria of a different nature (be in political/administrative or historical/cultural) in the context of tourism, the subjects that concretely give value to destination are the tourists themselves: a place becomes a destination when the market acquires awareness of it and when the latter results in effective demand. As previously states "destinations are defined by demand", in turn attributable to the stimuli and the various third-party interest. Based on what has been previously mentioned, an essential end in terms of communication is also to convey an idea and an image of the destination that appears consistent in the eyes of tourists with the truest essence of the locality. The tourist areas instead represent aggregate forms through which the municipalities are linked through the signing of real territorial agreements, as is the case for the areas of Valdelsa and Valdicecina that were born out of an agreements with the Tuscan Tourism officials, and is in fact recognized as a tool for linking the management of policies for specific "destinations", starting with information services and reception of tourists. Thanks in part to its peculiarities, the territory (with for example cities like Volterra and Monteriggioni) it can assume in the eyes of the national public the connotations of a real brand, overcoming the traditional approach to tourism development and a move towards an unconventional method of communicative development. The analysis described in the following chapters have allowed us to frame the touristic phenomenon within a geographically restricted area of the territory, that



Graphic 4: Population by age and sex in 2021 in the Municipality of San Gimignano. (Source: Tuttitalia.it)

of San Gimignano, the so called “Pompeii of the Middle Ages” as described by Massimo d’Azeglio, which since 1765 and even more so from the second half of the nineteenth century has become a must for many travelers from Northern Europe, who remain significantly impressed by the beauty of the village and its skyline characterized by the imposing house-towers that still dominate the surrounding countryside. The Trend of positive growth in the tourism sector in recent years has made it possible to identify this sector as an important economic vehicle for the company and acts as an “engine” for the export of local products produced with excellence. These aspects however, are contrasted with the criticality of tourist tendency for “hit and run” in destinations that are complemented by two stronger poles in the nearby vicinity (in this case Florence and Siena) but this also makes it possible to seek synergistic relationships and become more actively involved in a network of top-tier international destinations that both at the provincial and regional level have both points that are universally recognized excellence and uniqueness. The opportunity for the implementation of virtuous synergies is to be founded in the constant search for quality, for example through the offering of adequate structures that meet the highest of standards required by the market, which are combined with modern management practices, and in which are identity characteristics of the place are immediately perceivable.

THE TREND OF TOURISM IN SAN GIMIGNANO

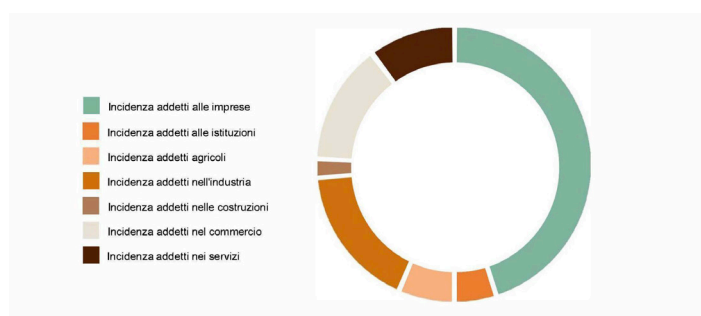
Tourism is a phenomenon that is wedged squarely between that of economics and statistics. It is in fact thanks to these disciplines, through descriptive and especially inferential investigations, that the total aspects that represent the phenomenon itself are identified. Traditionally the Province of Siena and the same area of San Gimignano, thanks to their endogenous characteristics, have been and continue to be a tourist attraction for both domestic and foreign visitors. The present work, taking hints from the analysis of tourist flows detected by the tourist observatory of the Municipality of Siena and the Tuscan region, is consulting the information found from the Data Appeal Studio (sentiment analysis tool) it has been proposed to verify the characteristics of a deterministic nature (trends and seasonality) inherent in the phenomenon associated with the area of interest, as well as to be an alleged programming phenomenon on which to base the appropriate manage policies. The tourism phenomenon in general is quite complex and dynamic, so the statistical interpretation is an obligatory path that cannot be done without. From this point of view, for the period from 2011 to 2021 the data results are recorded according to the following typology:

- Italian Tourists
- Foreign Tourists

Figure 1 shows, in addition to the summary image of the total of incoming tourists how the phenomenon itself in the land of San Gimignano is quite regular. In fact, beyond the random and our systemic fluctuations, these movements appear, regardless of the year, structurally homogenous with each other.

The same graph also shows that the tourism market is based on foreign demand with a strong European Presence; the latter, including the percentage of Italian visitors, is estimated with an average share of 88.7% of total flows. In recent years the absence of non-European markets has weighed heavily with the latter in the first quarter of 2022 representing only 3.5% of total flows and about 30% of total foreign presence.

A negative break is represented by the figures for the year 2020, the year in which the pandemic had hit the tourism economy particularly hard, leveraging the characteristics and strengths of the sector, and represented by an increase in domestic demand, in contrast with the usual dynamism of foreign tourism. This last segment was without a doubt the most penalized by the onset of COVID-19, which in fact prevented or strongly discouraged air travel and longer-distance travel, as well as organized travel, rewarding instead, albeit only in relative terms, shorter-range travel, and self-organized travel with a greater capacity to respect social distancing norms. For short-range travel, the forms are self-organized and have a greater capacity for guaranteeing social distancing. The reduction is de-



Graphic 5: Percentage employed by sector 2011 (ISTAT data processing)



Graphic 6: Subdivision of inhabitants based on income level.

mand by foreign tourists has significantly affected tourist cities (as is the case of San Gimignano), hotel accommodations, and has significantly contributed to the reduction in tourism consumption leading to a negative impact on the economy. While 2020 has undoubtedly been one of the worst years for the tourism industry, 2021 has already a partial recovery albeit far from a full compared to the levels that preceded the pandemic crisis. It has been made clear that if the tourism industry is to contribute immensely to the Tuscan economy, it must adapt to come to terms with the new demand behaviors in a post COVID-19 world.

Within the urban fabric of San Gimignano, the tourist flows described so far have also generated a series of changes that significantly affect the quality of life of the resident population. It is therefore useful to identify the potential impacts that tourism has on this area, which despite have created jobs and widespread economic benefits, have also produced a series of negative consequences link to the coexistence of the small community and the significant flow of visitors. In this regard, among the aspects to be evaluated with particular attention are the changed that take place at the demographic level, mainly those caused by the differences that are created between the permanent resident population, and the seasonal tourist population. Many historic centers including that of San Gimignano are still being affected by depopulation, as there have been progressive movements of local inhabitants to external areas which they considered better suited to accessing their needs. The effect produced by the so-called “mass tourism” is to be included among the reasons for this trend, attributable both to economic reasons (unaffordable rent, and consequence gentrification) as well as those of a social and cultural characteristic, have marked the progressive replacement of those city users in the center among which includes commuters and tourists.

	Esercizi	Posti letto	Arrivi
Castellnuovo di Val di Cecina	25	333	2.146
Montecatini Val di Cecina	44	878	7.830
Monteverdi Marittimo	13	288	2.938
Pomarance	66	1.163	7.863
Volterra	155	3.355	36.029
Casole d'Elsa	66	1.456	6.679
Colle di Val d'Elsa	69	1.277	20.539
Monteriggioni	91	1.499	32.142
Poggibonsi	69	1.473	19.989
Radicondoli	40	576	2.050

Table 1: First statistical data of 2020 in the Valdelsa Valdicecina Tourist Area.

Anno	% Visitatori italiani	% Visitatori europei	% Visitatori extraeuropei
2016	48,54	84	16
2017	43,75	84,23	15,77
2018	38,58	83,57	16,43
2019	36,06	81,22	18,78
2020	68,61	96,48	3,52
2021	54,86	95,39	4,61
2022	84,56	96,46	3,54

Table 2: Data of European and non-European tourist flows to San Gimignano in the period 2016/2022 (Source: Data Appeal Studio)



Figure 7: Trend of European and non-European tourist flows to San Gimignano in the period 2016/2022

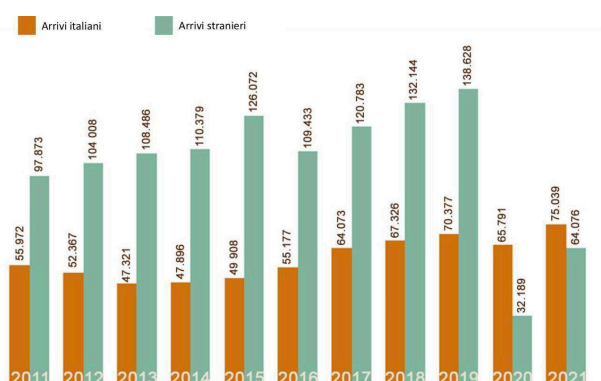


Figure 2: Distribution of Italian and foreign arrivals in San Gimignano in the period 2011/2022

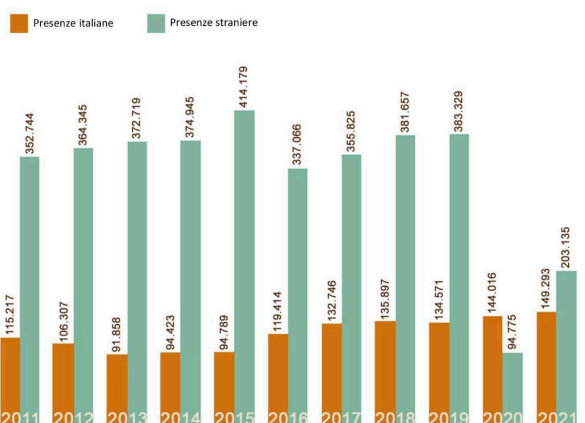


Figure 3: Distribution of Italian and foreign presences in San Gimignano in the period 2011/2022

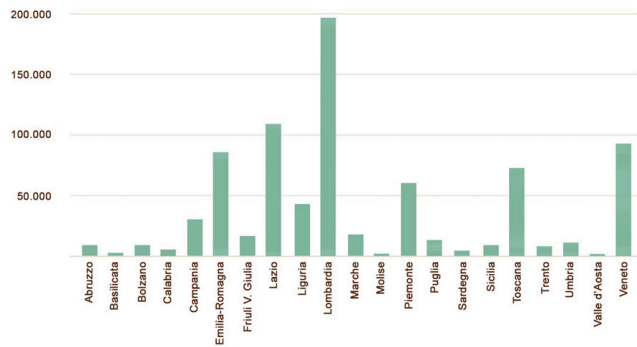


Figure 4: Tourists from various regions of Italy

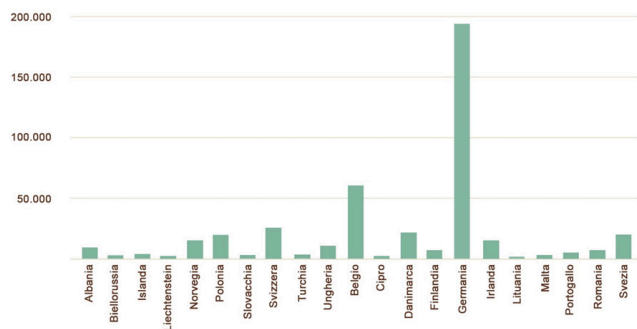


Figure 5: Tourists from European countries

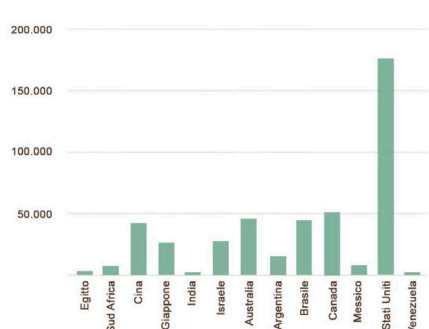


Figure 6: Tourists coming from ex-European countries.

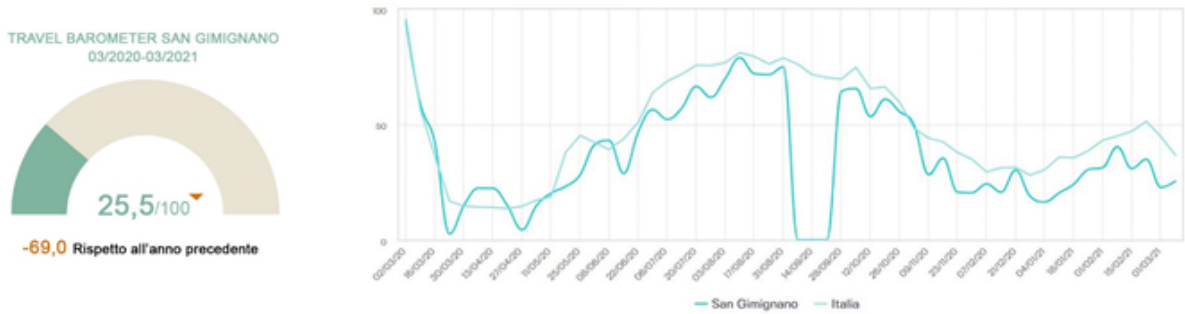


Figure 7: Travel Barometer of San Gimignano for March 2020 – March 2021 (Source: Appeal Studio)



Figure 8: Travel Barometer of San Gimignano for March 2021-March 2022 (Source: Appeal Studio)

THE SEASONALITY OF THE TOURIST FLOWS

With the term seasonality what is meant is the “fluctuations” of demand and supply of the tourism industry influenced by a multitude of factors. Considering one of the most characteristic aspects of tourism, often viewed as one of many major problems for the industry as a whole, having impacts on diverse areas including: marketing, the labor market that manages the quality and sustainability of the work, and for the whole industry from intermediaries to stakeholders who participate in the processes of the tourism industry. The phenomenon of seasonality strikes to a certain degree every tourist destination and understanding the principal characteristics can help modify the evolution. As a matter of fact, one of its peculiarities is that of being regular and consistent, rendering the phenomenon more predictable so that it is possible to anticipate and therefrom change them with adequate political management. As evidenced by the below graphic that analyzes the profile of seasonality between 2017 and 2020, we recognize a summer season characterized by a high peak of presences this outlining the model of the typical “monoseasonality”.

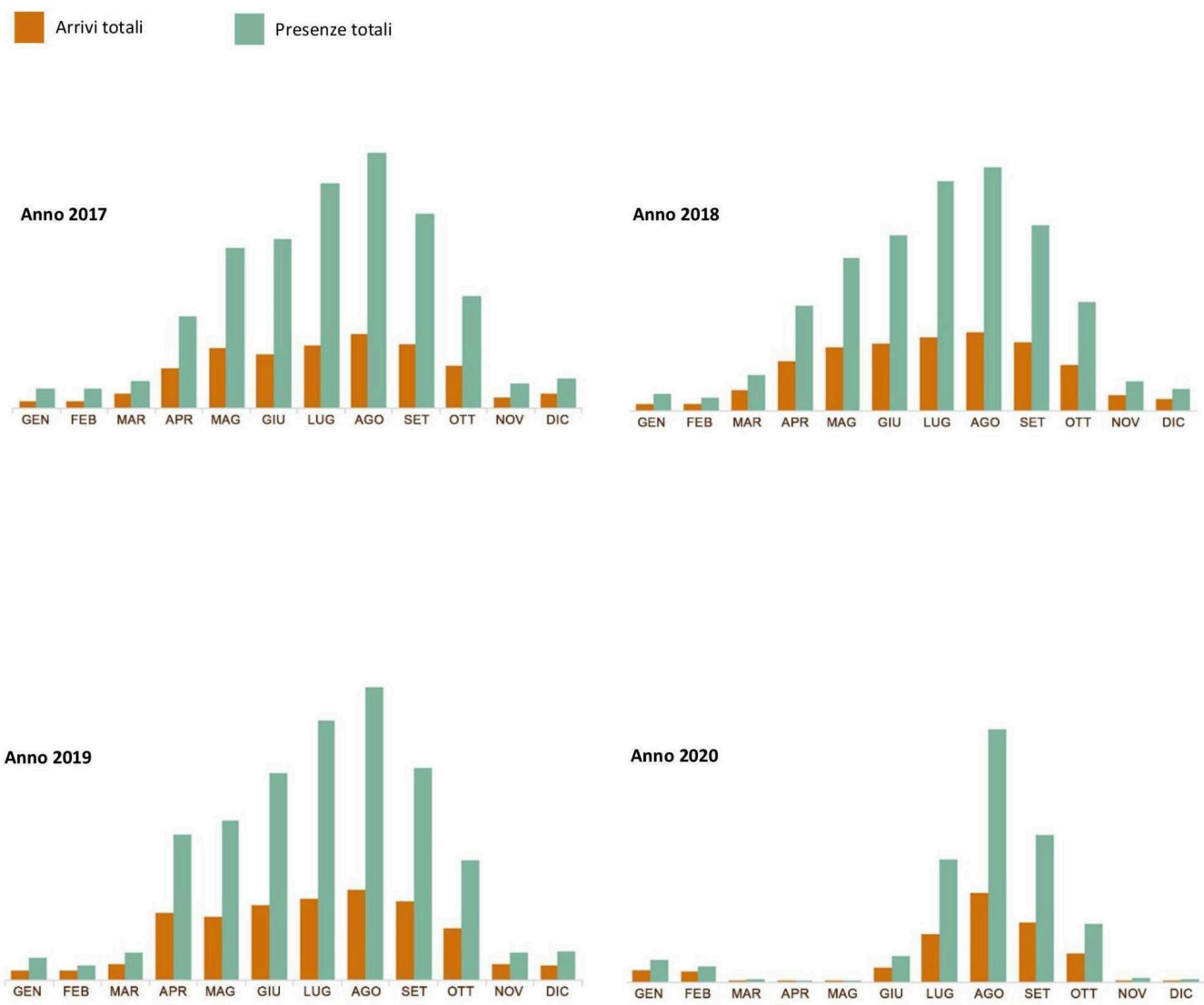
The causes of the seasonality of the flows can thus be divided into two main groups: those caused by natural phenomenon, and those caused by institutional phenomenon. As far as natural factors are concerned, these refer primarily to the climate of the destination and include variations in temperature, precipitation, humidity, wind, and snowfall. In the past few years, a strong impact on the choices of tourist destinations in relation to even preferences, expectations, perceptions, that the user tends to carry out. It is therefore important to highlight that due to recent changes in climate impact that is constantly growing and exerting a greater influence of the motivations of individuals whose push to travel is based on the attractiveness of the destination, travel times, and the perceived value by the consumer. However, climate and natural conditions are not the only determining factor, although the spectrum of elements influencing seasonality is much wider and more complex. The second category of seasonal factors is that related to institutional causes which vary much more widely than the previously discussed categories. Physical factors are the basis for the “real tourist season”, while the institutional causes (represented for example by cultural events) affect the number and characteristics of tourists who choose the destination of their holidays. As for the economic impacts, even in San Gimignano the seasonality shows its negative effects, especially in the so-called “off-peak” seasons (that is, those with a smaller number of tourists), which in turn results in a loss of profits caused by an inefficient use of resources and accommodation facilities. The difficulty for many businesses is obtaining substantial revenues in the span of only a few months during the peak season to guarantee success for the rest of the year, as for small and family own businesses which due to seasonality have in addition to the problems of too little returns on their investments also have problems in attracting and retaining qualified skilled workers whose preference tends towards annual employment. In addition to the negative impacts on the working environment it is also important to discuss the social and cultural effects as the local community is often forced to deal with the problems that generate peak tourist periods, which in turn hinder the normal conduct of everyday activity. Some examples include crowded services, slow traffic, and increases in local prices. As previously mentioned, the tourist flows in San Gimignano are mainly manifested in the summer months, concentrating mainly in a few streets and squares in the historic center. The need then appears to prolong the current tourism season and distribute the flows in a homogenous way through the identification of a series of initiatives that aim precisely at “seasonality” and expand the offering. Some actions include, for example offering new types of multisensory experiences, creating a product that is memorable and extraordinary for the tourist. Some examples of viable solutions include a diversified offering of tourist experiences including the “Vernaccia of San Gimignano Wine Experience” that then become an opportunity to further promote the culture of excellence in the food and wine industry in

the surrounding territories and countryside. This type of experiences combined with a range of cultural initiatives promoted by the local administration which in turn is committed to extending them throughout the year. In particular since 2015, a program of winter events has been created called “what happens in winter” that aggregates the offering and allows for proper communication. The civic museum has opened exhibitions in winter to facilitate the visiting of the city at the time of year in which moreover it is more accessible and less crowded. Working in terms of tourism and enhancing the countryside allows for the spread of flows into the neighboring territories and the expansion of the offering by providing useful elements to increase the average stay.

In terms of sustainable tourism, the City Council has always tried to keep the participation of citizens high with regards to the dynamics of tourism and the creation of offerings and tourist experiences within the city. The presence of numerous cultural associations has always been encouraged through the support of their activities with the aim of having a lively and reactive community capable of cultivating its own identity and being an active partner in the dynamics of tourism.

In general, the experience is identified with the evolution of traditional tourism models and the affirmation of new scenarios contributing to the birth of innovative forms of tourism. Among these new trends are emerging the so-called responsible tourism, which consists of a set of activities in which the well-being of the traveler is associated with concepts such as socio environmental integrity and the reduction of contamination. This way outdoor and slow tourism are able to place the user in close contact with a variety of rural and landscape beauties dedicated to the discovery of the symbolic values and identities of territory. In this scenario there is a recovery of ancient itineraries including the famous via Francigena, which offers an equal opportunity to the local community to enjoy cultural traditions, the unique landscape as well as food and wine products and thus overcoming the problems of the consumer optics typical of the mass tourism industry. Moreover, to encourage responsible tourism a campaign titled “enjoy and respect” was initiated in 2022 to encourage residents and tourists to care for and respect the cultural heritage as well as the environment. Finally, regarding the subject of “mobility”, to encourage greater flows of visitors in the offseason, the administration has established a new management program related to the “check point” services for tourist buses, providing for the reduction of parking fees during winter months.

Figure 9: Distribution of seasonality profiles in San Gimignano in the period 2017/2020 (Source: Municipality of Siena - Tourism Observatory)



ACCOMMODATION FACILITIES

Faced with an increasingly personalized tourist needs, the renovation of accommodation facilities must not be identified only with the ability to offer a structurally well organized “space” in which to welcome guests but there is also a need for the improvement in the quality of the services offered, intended to meet more and more new requests for experiences expressed by the tourists themselves.

The same question is becoming increasingly polarized between two extremes: on the one hand experiential tourism, which favors direct relationships with local populations, choosing travel experiences as authentic as possible and in contact with the landscape and environment; On the other hand the mass luxury interested in “all inclusive” offers and destinations that meet the need of escape from everyday life to a fantastical and high quality environment, usually represented by the upper class is coming from emerging economies and characterized by important numbers. The accommodation system of San Gimignano in recent years has responded positively to the changes in tourism demands on the aiming at the management as well as the diversification of the proposed services. Within this context an important fact to highlight is that the ownership of most of the structures is linked to the people living within the territory itself.

In 2021, based on data obtained from the tourist observatory of the municipality of Siena, the hotel businesses represent a rather limited component, characterized by a structure and dynamic evolution lesson tune with tourist trends, instead allowing the extra hotel accommodation to grow into a full-fledged undisputed competitor. Also, in 2021 in town there were twenty hotel businesses and **276 extra-hotel activities**, the latter in turn dominated by the presence of guest houses and agritourism facilities.

Particular attention was then paid to the **local agritourism system**, as a representative of the most quantitatively relevant types of accommodation, with about 103 establishments registered in the non-hotel panorama. the prevalence of this hospitality sector compared to others found in the municipal tourism market has been marked by a progressive expansion over the years of services offered, surpassing those related to traditional accommodation and catering. The Farm houses of town represent to this day the demonstration of strong attention not only to the reception but of above all to the enhancement of all those aspects of sustainable tourism, in which, thanks to the multiplicity of proposed activities, operators have proved not only to be able to appreciate the peculiarities of the naturalistic and cultural territory, improving its fruition, but also to spread possible knowledge related to agriculture and related traditions.

Considering a context in which choice prevails with respect to non-hotel accommodations, the latter is manifested first of all not only as an economic opportunity but also in terms of welfare and protection of the public heritage, in which greater participation of citizens in the management of common assets is encouraged. with emergence of the sharing economy, a larger number of residents prefer to reinvent themselves as tour operators, responding to the desire for authenticity of contemporary tourists and thus satisfying the emerging demand for typical experiences. But, while the possibility of renting private spaces guarantees the spread of a sharing economy platform, the latter, together with the liberalization of the real estate market overtime has become the driver of urban gentrification with its coronary of residential displacement represented by an exponential increase in property prices.

MESE	Anno 2019 totale		Anno 2020 totale		Anni 2019/2020		Indice perm.media	
	ARRIVI	PRES.	ARRIVI	PRES.	Variaz. %	Variaz. %	2019	2020
GENNAIO	1 781	2 986	3 001	4 525	68,50	51,54	1,68	1,51
FEBBRAIO	2 266	2 894	2 442	3 127	7,77	8,05	1,28	1,28
MARZO	3 604	4 938	289	416	-91,98	-91,58	1,37	1,44
APRILE	9 849	17 085	0	0	-100,00	-100,00	1,73	0,00
MAGGIO	10 159	19 363	15	19	-99,85	-99,90	1,91	1,27
GIUGNO	11 139	23 568	2 103	3 185	-81,12	-86,49	2,12	1,51
LUGLIO	10 804	26 114	6 173	12 308	-42,86	-52,87	2,42	1,99
AGOSTO	11 552	27 527	12 205	27 574	5,65	0,17	2,38	2,26
SETTEMBRE	11 441	25 772	8 251	16 810	-27,88	-34,77	2,25	2,04
OTTOBRE	9 156	16 260	4 149	6 457	-54,69	-60,29	1,78	1,56
NOVEMBRE	4 081	6 231	188	274	-95,39	-95,60	1,53	1,46
DICEMBRE	2 842	4 382	67	74	-97,64	-98,31	1,54	1,10
TOTALE	88 674	177 120	38 883	74 769	-56,15	-57,79	2,00	1,92

MESE	Anno 2019 totale		Anno 2020 totale		Anni 2019/2020		Indice perm.media	
	ARRIVI	PRES.	ARRIVI	PRES.	Variaz. %	Variaz. %	2019	2020
GENNAIO	1023	2943	1592	4013	55,62	36,36	2,88	2,52
FEBBRAIO	990	2402	1514	2682	52,93	11,66	2,43	1,77
MARZO	3044	6525	259	834	-91,49	-87,22	2,14	3,22
APRILE	14456	33836	6	360	-99,96	-98,94	2,34	60,00
MAGGIO	13580	36210	71	484	-99,48	-98,66	2,67	6,82
GIUGNO	17167	50658	3171	6995	-81,53	-86,19	2,95	2,21
LUGLIO	18511	65624	11963	34827	-35,37	-46,93	3,55	2,91
AGOSTO	21557	74385	22196	69610	2,96	-6,42	3,45	3,14
SETTEMBRE	18480	52609	14386	39442	-22,15	-25,03	2,85	2,74
OTTOBRE	12894	34343	6631	15923	-48,57	-53,64	2,66	2,40
NOVEMBRE	3368	6924	231	1280	-93,14	-81,51	2,06	5,54
DICEMBRE	2648	5695	54	851	-97,96	-85,06	2,15	15,76
TOTALE	127718	372154	62074	177301	-51,40	-52,36	2,91	2,86

Table 3: arrivals and presents in the accommodation structures in town from 2019 to 2020 (source: municipality of Siena).

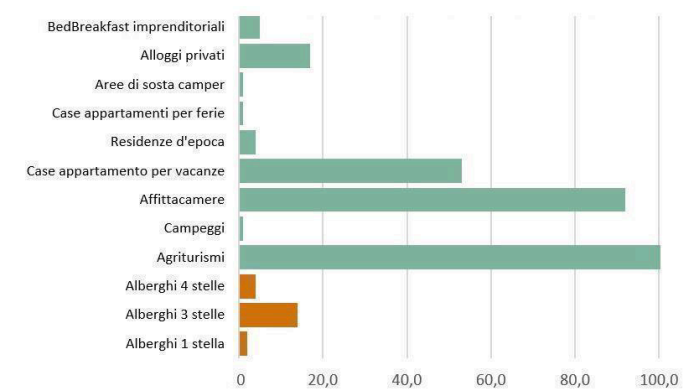


Figure 10: types of hospitality structures and hotels present in town

INFLOWS OF CARS AND TOUR BUSESSES

Regarding the tourist inflow of cars from 2012 to 2019 the numbers are estimated to be approximately 400,000 presences per year, with the largest peak of almost 500,000 vehicles occurring in 2018. A noticeable drop occurred between 2019 and 2020 (this following the pandemic situation) with a major reduction of about 50% (we went from 491,601 cars in 2019 to 238,934 cars in 2020). in 2021 there was an important recovery with almost 100,000 more cars arriving than in 2020.

A similar trend was observed for tour bus inflow data, with the peak reached in 2015 (17,803 buses). again, in this case there was a significant drop between 2019 and 2020 from 17,368 buses in 2019 to only 1314 buses in 2020. From 2020 to 2021 there was a slight recovery with just over 800 more tour buses arriving than the previous year.

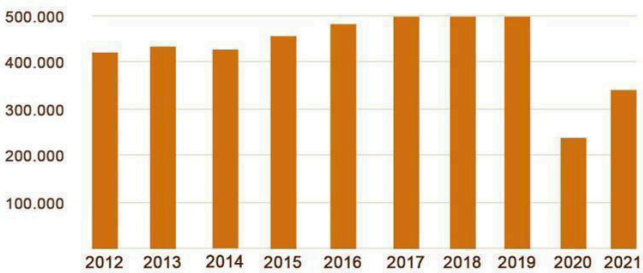


Figure 11: the flow of cars (source: parking data office for the municipality of San Gimignano)

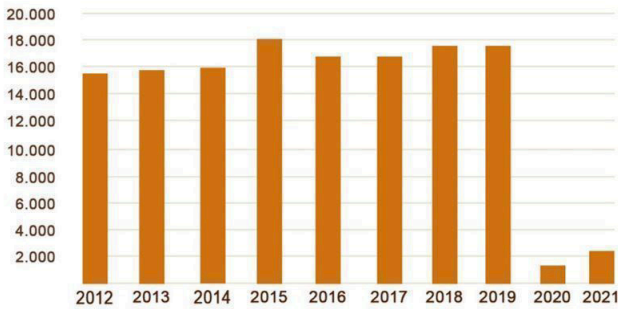


Figure 12: the flow of cars (source: parking data office for the municipality of San Gimignano)

DISTRIBUTION OF POINTS OF INTEREST

In a postmodern society with complexity where even the motivation for tourism seems to multiply, one of the main reasons is surely the search for learning. This can be seen from statistics that make cultural tourism a constantly growing sector, not only in large cities but also in smaller urban contexts such as in San Gimignano. The benefits of cultural tourism are also clearly visible in terms of the integration of, with a view to strengthening one's identity, encouraged by the so-called heritage tourism, which has become one of the pillars of the economic development for the community. In general, the transformation of the notion of "culture" intervene in the Taurus experience was favored by the changes, between the 70s and 80s of the last century, the cultural offering present in museums and exhibitions for example the "containers" officially recognized as a place of conservation and enhancement of culture, generating effects, first and foremost, on the social level: museum attendance, at one time only for a few has become a practice that involves an increasing number of visitors.

That being said, in recent years the orientation of many museums and their approach to visitors has concerned the realization of a greater participatory dimension, through the collaboration of the offering with the publication of personal content on primary communication platforms. this type of business is also the prerequisite for the creation of the sense of belonging for a social group, as well As for the creation of identity, tastes, shared passions and the possibility of expanding communication horizons not only with the museum but also with those other users who participate in co-production of its value, also expanding towards the territory in which that same museum is located. Among the most innovative museum user communication options is the storytelling method, through which a museum, through its website can ask the user to express an emotion aroused by an everyday object of the past or present perhaps accompanied by an image or comment, encouraging and emotional involvement and an opportunity for reflection or remembrance that refer to the background of each individual, to his or her experience and culture. The use by museums or, more generally, of tourist destinations, of the content produced by users published on the relevant websites, including the pages of social media platforms, is considered a commercial practice which could provide a solid basis on which to formulate new management policies.

In this work, the analysis of the content digital human experience composed of reviews, comments and scores has allowed us to extrapolate the data relating to the emotional tone towards the main attractions distributed within the town's reality; The different "points of interest" have been summarized in graph 13 of this paragraph.

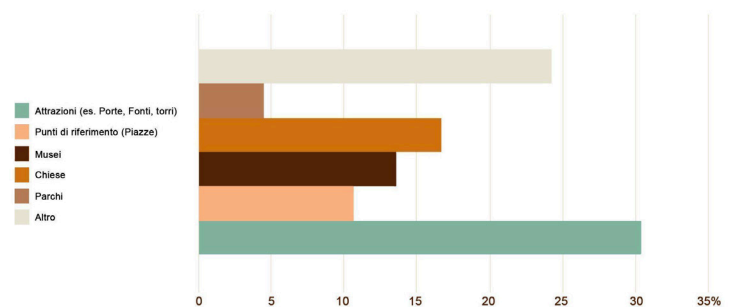


Figure 13: analysis of principal points of interest for the period March 2021 to March 2022 (source: Data Appeal Studio)

ATTACHMENT 3

REDEVELOPMENT OF SAN DOMENICO AND SANTA FINA

Within the perimeter of the core zone has given impetus, in order to enhance significant areas of the historic center, a multiplicity of recovery interventions on the existing stock of buildings. These interventions are guided by the common intent to return these spaces to public use and to improve the services of everyday life as well as the quality of the places of the core zone, both for the inhabitants themselves as well as for tourists. The projects given particular impetus include the enhancement of the complex “ex convent and former prison of San Domenico, As well as the creation of a new district through the recovery of the ex-hospital of Santa Fina. In addition to these projects there are several other timely interventions including the conversion of the former agricultural consortium into the new municipal Civic Center “Le Granaglie”, the reopening of the Leggieri theater, and the recovery and strengthening of the “Bogolar” center. The two main projects related to the complex of San Domenico and the former hospital of Santa Fina are described below:

Restoration and development of San Domenico complex

This is an architectural complex of considerable importance recognized for its historical and artistic interest with additions to the municipal code in 1982 the complex comes under protection and safeguard through the legislative Civil Code. San Domenico Has been purchased by the municipality of San Gimignano and the region of Tuscany. The complex was founded as a Bishop's castle in 928, then became a convent in the 14th century until 1787, the year of the suppression of the monastery by the Grand Duchy of Tuscany. Later, it was used as a penitentiary from 1833 according to the project of the architect Giovanni Battista Silvestri, and carrying out important transformations in terms of distribution, elevations and walls, while maintaining the original spatial elements. The transformations continued until the 1980s, when the complex was recognized for its artistic and architectural historical value with a ministerial decree of the 23rd of June 1982, as an integral part of the historic center and then of the UNESCO site. Property abandoned its function as a prison in 1992, the complex remained in a state of unuse. Inserted within the first walls of town, in front of Piazza della Cisterna and Piazza Duomo, it is the end point of via Del Castello, one of the three main axes of the urban structure of the historic city center. Spread over an area of about 13,000 square meters, the complex occupies approximately 10% of the building fabric of the historic center.

Built on the site of an ancient church and the result of successive enlargements San Domenico develops a central cloister of considerable value. At present, the original convent structure, of which appreciable evidence remains, is altered by the subsequent functional settlements within the complex, as previously indicated. Given the architectural importance of the complex, it has been recognized for its potential in terms of recovery of the historical heritage And a new use for activities related to the territory both cultural and artistic, thus encouraging other virtuous processes of urban regeneration for the community, as well as for the development of sustainable tourism and balance with the socio economic, environmental, landscape and artistic fabric of the turreted city. To confirm this, the reuse of the site of San Domenico as the main action for the conservation and enhancement of the environment and territory is clue did in the management plan of the UNESCO site #550 for the historic center of San Gimignano drawn up in March 2010.

To this end the successive administrations, in agreement with the ministry for cultural goods and heritage and tourism, the region of Tuscany and the agency grab this state regional office of Tuscany and Umbria, have given impetus to a path aimed at the protection and enhancement of the collective good, having as its cornerstone, unenhanced meant agreement for the redevelopment safeguarding and protection of the complex, which was followed by further acts and actions, such as the drafting and approval of a “preliminary project relating to the works for rehabilitation enhancement of the complex of San Domenico”, the approval of a governance agreement between the city and the Tuscan region for the definition of the modalities of implementation of the above, the completion of a public consultation for the collection of expressions of interest for the enhancement of church, the call for a tender for the award of the concession in the project financing of the complex itself, the conclusion of the concession contract, the drafting of a recovery plan for the complex. The redevelopment plan will lead to the creation of a multifunctional center that will host: a conference area, exhibition area, InfoPoint, experiential accommodation facilities with rooms made in the former rooms of the convent, artistic residences, outdoor area for events, a walkway and a 360 view of the city and new public spaces for the community to host spaces for food and drink vendors, toilets, multimedia galleries and local craft shops.

Redevelopment of the ex-hospital Santa Fina, and the creation of a new social/health district.

The hospital of Santa Fina of San Gimignano was founded in the mid-thirteenth century, shortly after the death of Fina dei Ciardi (on the 12th of March 1253) and thanks to the offerings left on his tomb. The hospital was founded by the municipality of San Gimignano and its history is inextricably linked to the political and economic history of the Valdelsan center. In founding the hospital of this city, it was originally planned as a structure used exclusively for a charitable function with its own identity and recognition, as a sign of charity and importance of the city itself, located at a point of confluence (near the gate of San Jacopo.)

During the following centuries, numerous works have been carried out to enlarge and equip the services, make the hospital more accessible to the city and its inhabitants. The structure as we know it today is the outcome of a centuries old evolution to which has concluded with ownership 86% by the southeastern region of the Tuscan health department and the remaining 14% by the municipality of San Gimignano. It hosts sleeping quarters, and a functional rehabilitation center.

The structural plan of the municipality of town- approved by the City Council with resolution number 78 on the 30th of November in 2007-provides for the recovery enhancement of the health complex of “Santa Fina”, also through the demolition of Later editions in particular those on the downstream front. the action subsequently approved by the municipality were based on these design principles.

With resolution number 47 of the 30th of July 2013 the City Council approved the specific variant of the UK for the redevelopment of the health and social protection of “Santa Fina” The above variant contains a new specific data sheet for the area “R4”, already called in the UK as “RQM 12_2. recovery area for social and health services: hospital complex of Santa Fina, San Gimignano. The data sheet, prepared in order to implement the redevelopment of the building complex of historical and architectural value with an adjacent dark area and pine forest, lays down the rules and requirements for redevelopment according to the guidelines established

ATTACHMENT 4

COMMUNITY INVOLVEMENT

MEETING 1 OF MARCH 22, 2022

Quality of life: residence, commerce, accessibility, and mobility.

by the structural plan. The recovery plan -a public initiative- provides for a careful redevelopment study in order to ensure a unified design of the health and social care facility and its relevant spaces. The primary aim of this project is the enhancement and the recovery of the property in its entire T and the preservation of the historical artistic and architectural character of the complex, as well as a functional reorganization of the distribution of the functions provided in parallel with consolidation of the structures where they are necessary. to this end, the property has been divided into areas according to the historic and artistic value, determining different categories of intervention.

The project in place, based on the affirmation objectives includes the following interventions:

- The creation of a rehabilitation and interim care center and Hospice with inside the building with 25 beds complete with clinics necessary services and daily activities.
- Creation of a health care Center for the elderly who are not self-sufficient with a capacity of 40 beds.
- creation of a social health district site hosting services for citizens including ambulatory services blood draw centers and spaces for training and conferences.
- the creation of semi covered parking spaces that guarantee protected access to both ambulances as well as other vehicles that to serve the structure.

The meeting was held around three guiding questions:

1) What does it mean to improve the quality of life in the historic center of San Gimignano?

2) The strategic projects submitted: what spaces and services

3) Are there other places that could be important to intervene and what other actions must be taken to improve the quality of life?

Below is a summary of the issues arising from the discussions of the working groups.

Tourism

The historic center is suitable for tourists but not for residents, that is very few people from San Gimignano actually live in the historic center.

Today, the months from June to September are very active for the city from a touristic point of view and the quality of life for residents suffers; It is important to focus more on quality tourism and less on mass "hit and run" tourism, instead favoring more lasting days that can be supported also by the improvement of extra urban attractions that the territory has the potential to offer.

One possibility could be to decrease the number of buses or days or to increase the parking tickets in relation to the time the car remains still, thus penalizing the "hit and run tourists".

Some have proposed to create a type of tourism that utilizes the whole city in a complex route, and is not only concentrated in the main stretch, also by inserting the decentralized points of interest (for example photography exhibitions) that lead to a precise and more complete path for visitors.

Incentives and facilities for residents

Local people must be encouraged to live in the historic center, for example by providing economic facilities for young people.

Regarding parking for residents, opposing needs have emerged: some have expressed a desire to be able to reach their home or private property within the historic center more easily, taking into account the option of more comfortable residential parking spaces close to homes or other means of facilitating the attainment of properties. Others, on the other hand, believe that there should be an increase in parking for residents, but outside of the walls to get cars out of the center.

Commerce

It is also important to modernize the business plan of the historic center by improving the quality of shops and encouraging the development of shops not only close to the main row but also on the course for secondary roads, to make them more interesting: shops must not only entertain the interest of tourists but they must also bleed implemented and supported to encourage providing essential goods for residents. It is also important to diversify the commercial offering by focusing mainly on essential goods as this would not only help make the village become an open-air museum but could help provide what is lacking to current residents.

Among other things, commercial activities aimed only at tourists often close at the end of the season, making the town lifeless for many months, often with prices calibrated towards tourist consumers and not towards residents even in large retailers. This of course causes many residents of the historic center to move to other municipalities in order to satisfy their shopping needs.

Viability and Mobility

The participants were unanimously aware of the need to combine the improvement of the quality of life in San Gimignano with the best traffic management systems for the historic center and the surrounding area. The center, despite the administrative actions of recent years, remains heavily trafficked primarily in the summer: however, to lighten the load of traffic around the center, the City Administration has planned the completion of the ring road (as an alternative to the Provincial Road 1) by 2023. The town's lack of attention for green transport or green areas reserved for physical activity were also highlighted.

It is also necessary to promote an outdoor parking line (further away but with an appropriate shuttle linkage) for visitors and a stop line inside or near the walls exclusively for residents. Before constructing new car parks near the city center, it might be worth remembering that if tourist parking spaces were made along the ring road, those dedicated to tourists now outside the walls could be converted to residential parking.

With regards to the roads much dissatisfaction has been expressed with the predictable footprint that will be created in the area of Baccanella upon the opening of the ring road, which will require careful management also from the provincial level disseminating from Siena with importance placed on provincial viability.

A city bus service was also reconsidered as a possibility and may be considered necessary in a town like San Gimignano (both for tourists and residents) but today is not very practical, as has been seen this previous winter.

Finally, it was proposed to diversify the limited traffic zones to make transportation easier for residents and arrange the viable spaces within the walls.

Culture and Aggregation

Young residents have complained about the lack of nightlife or rather the lack of opportunity to form a nightlife scene in San Gimignano.

They have requested that we create a greater sense of loyalty with residents by creating dynamic and continuous proposals of cultural events, assistance for the elderly, promotion of youth life, so as to avoid depopulation and the recreational and cultural migration of the local population to elsewhere.

It is therefore necessary to support and encourage cultural, artistic and expression initiatives of the youth population in order to make San Gimignano competitive and connected to the social fabric of the Valdelsano youth. There has also been discussion of the renovation of exhibition spaces inside the historic center, which are vital for the new generations of artists, and it is therefore good that they're adequately and professionally equipped, so as to create incentives and ideas that benefit the entire community.

With more spaces for congregation, with continuous events and cultural proposals, the Old Town would be more appreciated by residents even if they are faced with a higher cost of living.

Finally, our city's rich and abundant cultural heritage must be protected: the Knights of Santa Fina, the pentagram music school, Sottomondo, Recurring events such as festivals, junior coordinators, the parish group, and companies of dance and theater etc. Consideration has also been given to the possibility of creating associations, in particular youth associations already in functioning places (e.g., Le Granaglie) to motivate and support such groups.

Urban regeneration and strategic projects

Regarding urban regeneration, the need for more public bins has been stressed, moreover the redevelopment of San Domenico is a central point to be addressed as it is still difficult to access. Urban regeneration must also be accompanied by improvement in the number and quality of services.

The strategic projects are seen as opportunities to make services and public spaces relevant and public domain with delicate attention placed on residents, and the need to recover spaces that today are abandoned and that have increased the distance between tourist and resident.

The ring road project is essential for eliminating the summer traffic but must also have direct access to the city center, and it is therefore desirable to create a parking system similar to that utilized by San Marino.

Regarding the submitted projects, the hopefuls are as follows:

Il Bagolaro must become a recreation center equipped to keep up with the needs of the elderly, the activities offered must be implemented as a basic way for older residents to congregate.

Santa Fina must return to a certain "centrality" for the Valdelsan fabric, despite its unfortunate location within the walls.

The Leggeri theater must be made active as soon as possible or a new theater must be created, it is unacceptable that a place like San Gimignano does not have a theater, a cinema, nor any substantial exhibition spaces.

The renovation of San Domenico has provoked even more debate: for some it must be a place for residents, and for others they do not consider such a large space useful for local artisans and artists, and prefer that the space be used for services, or to construct new apartments so as to encourage new families to come to San Gimignano.

It was also suggested the possible planning of the use of some of the new spaces in San Domenico on the back of the Favara Cultural Park and the architecture school to provide activities to children (Possible only after school, in winter when everything else seems "dead", and would represent a sort of "winter parallel" to the popular summer camps like Santa Lucia and Campino, including the possibility of staffing such offerings with local residents).

Protection, decorum, and the enhancement of the historical heritage

It is important to encourage the use, the consultation, and the visiting of municipal libraries and archives, as well as the complex of city museums (mainly by the resident population).

It would be useful to upgrade the Rocca di Montestaffoli to incentivize the journey, life, and care.

The lighting of the towers and walls should be enhanced for a better aesthetic rendering of the artistic heritage.

The search for a balance between concessions and constraints to protect the heritage is considered important. It refers to floral decorations, absent in the town, and in general to revise signs and road signs to appear similar to those in other Tuscan towns.

It calls for the renewal of places like the Fonti (and the surrounding area) and the path of Banda-Vecchie Fonti, the enhancement of the Rocca di Montestaffoli (and various houses of the Rocca) but also the recovery of unknown and poorly maintained assets.

Eco-Sustainability

Citizens have also requested proposing new projects that encourage eco-sustainability and develop ecological awareness, energy efficiency, improve the level of comfort, but also stressed the difficulty of applying energy saving tools to the historic center (due to existing restraints, it is impossible to install solar panels, apply energy saving external coatings, etc.)

There was also talk of external comfort in public spaces and of urban green issues, like the reduction of “heat islands” in highly paved areas, repaving for the containment and Phyto purification of rainwater, waste issues, sustainable mobility, re-evaluation and care for spaces that have great potential in the heart of the city (like Campino).

Green Spaces

It has been stressed that parks and green spaces are of fundamental importance to those living within the city walls of San Gimignano and that it is therefore important that they are given greater care and attention. Other spaces shall be considered beyond the Rocca Park where to carry out various activities during the cultural summer season, to give everyone a chance to enjoy life both tourists and residents of San Gimignano.

Collaborative and participatory climate

Some active citizens have complained about the difficulty of open dialogue with the municipal administration, as well as the rest of the population. They believe that in reality there is no real interest in change by most citizens, thus accumulating a feeling of mistrust.

It will be necessary to reconsolidate the fabric of social relations between citizens and encourage a sense of community, including through participatory events like those that were organized for the updating of the Management Plan.

MEETING 2 OF MARCH 29, 2022

Intangible and environmental heritage: the river, the territory, Vernaccia, and the gastronomic heritage.

The meeting was held around two guiding questions:

1) How can the environmental elements of the territory help contribute to the image and perception of San Gimignano as a UNESCO World Heritage Site?

2) What traditions, memories, practices, and recurring events should be re-evaluated and updated, or risk being lost?

Below is a summary of the issues arising from the discussions of the working groups.

Environmental elements outside the historic center

The environment is important to San Gimignano and also for tourism as many tourists are getting into the habit of walking and staying overnight in more rural areas and in structures scattered throughout the territory. Therefore, attention must be paid by the Municipality (which must be demanded also by private citizens who have property in rural areas) to the management of suburban green spaces, maintenance of roads and dirt roads, maintenance of vineyards, woods, and hills). We need a recovery and maintenance plan for roadways, including dirt roads, for example the road to San Galgano must be maintained as currently it is overrun with brambles. We must focus on the redevelopment and recovery of abandoned houses scattered throughout the territory.

Care and maintenance are important for the countryside of San Gimignano just as it is for the historic center as it is the whole that creates the image of San Gimignano. We must respect the existing environmental resources (green spaces, air, water) seeking a virtuous balance with that which is built, also trying to create partnerships between the private and public.

There is also a need for greater maintenance in the areas immediately ad-

jacent to the town (there is an abundant presence of wild boar, roe deer in close proximity to the town).

Inside the historic center, the Park of the Rocca di Montestaffoli must be recovered.

By focusing all the attention on the historic center, you risk forgetting about what's outside. There are important spaces and places in San Gimignano that need to be enhanced, including the Etruscan tombs or The Castelvechio Natural Reserve. There is a lack of information and promotion of these places in addition to a lack of maintenance.

Connections “outside-inside”

There should be written references for places outside of the city walls but located in the historic center or found at information points in order to encourage tourists and citizens. The important thing is to keep these spaces maintained, and to keep them active. It would be also useful to have a map of walking and cycling paths of San Gimignano and its surroundings.

There is a lack of transportation services from the historic center to the countryside.

There are no bike paths from the historic center to the surrounding area, it would be nice to build some that are above all usable and safe.

Industrial and Artisanal Areas

The Val d'Elsa is also an industrial area that provides wealth through the countryside and villages linked to tourism. It is necessary to create guidelines that create a compromise between industrial and agricultural/tourist areas. Industrial mustn't necessarily be synonymous with ugliness (e.g., the chimney of the distillery created a great inconvenience to the tourism in the area.)

The river

The environment of the Elsa River must be enhanced. In the river area of the Elsa there has concentrated many industrial and craft activities, such as the locality Zambra, and this generates a great pressure on the river; one must avoid further increasing the pressure on the river, maintaining the water quality, and must pay more attention to waste disposal (both “industrial” and non-industrial) on the border with other towns along the Elsa river. or necessary, the degraded areas along the river must be reclaimed. There are towns like Badia a Elmi, which would like to enjoy more of the territory and would like a greater protection for the environment. With this in mind, the project “beyond borders, towards a contract of the Elsa River” of which the municipality of San Gimignano is the leader, and we hope it goes in the intended direction.

Traditions, Memories, and Recurring Events

There is a lack of events for the more or less youth population of the town, especially two years after the pandemic. There is the general feeling that the town is lacking a cinema and a theater.

There is a lack of spaces even within the districts, now most spaces where people can congregate have been closed. Instead, there is a great need for less touristic meeting spaces that serve the community, spaces where one can walk and exchange light discussion in the afternoon or evening.

The Rocca Could be arranged and used again as a meeting space, as it once was, and it could be recovered from the season of the opera d'autore (Church of San Piero).

It would be worth strengthening the historical craftsmanship of San Gimignano.

We must create a space, perhaps inside the former prison, dedicated to the collection and transmission of memory of the partisans of San Gimignano (Which there was already but must be developed further).

The community and the story of the town

The community should be more active in the history of the town, and bet-

ter now the history and traditions. Citizens themselves can intervene and try to be more interested in what is outside of the historic center. Sometimes it is the tourists themselves who point out to citizens the things in their territory that they did not know. Citizens have a responsibility to pass on memories, they must activate awareness of the reality around them in such a way as to make it accessible and at the same time to protect it. There is a need to reactivate a sense of belonging and pass it on to new generations.

Meeting number 3 of April 5, 2022

Culture and the tourism systems.

This meeting was held around two guiding questions:

1) In terms of use, participation, and cultural production, what would you like for San Gimignano?

2) How can we strengthen the partnership between institutions, entrepreneurs and citizens in the tourism industry?

Below is a summary of the issues arising from the discussions of the working groups.

What does *Culture* mean to San Gimignano?

Culture and art are fundamental for social development and congregation, they are important for the exchange of ideas and personal and community enrichment. But the term "culture" is an umbrella term under which divided into multiple forms in ways of application and yield: in the case of San Gimignano, it can be divided roughly into two sections, on the one hand fruition and production of popular tradition and on the other that of a more experimental nature.

San Gimignano, compared to other places, has a beautiful name which can be enjoyed, the result of historical administrative and social choices, which have allowed for the transformation of the city into an internationally recognized and appreciated site around the world.

Events and Cultural Offerings

As for cultural fruition, the majority of citizens have agreed that the cultural offering is of excellent quality and is strongly present, perhaps a bit more during the summer than during the winter.

At the tables, however it was also stressed the need to channel the resources available to the public administration for what have always been our strength, the most important and renowned cultural events for San Gimignano, for example the opera season or the Rocca cinema.

One cultural core profile that's very near and dear to the citizens is that of the opera season which is a typical celebration of culture in San Gimignano. However, this and similar initiatives cannot be separated from the availability of resources and of a virtuous management.

A fundamental problem for these initiatives is the gap between activities that may affect citizens and activities aimed at tourists. A balance must be sought between the two: and we must develop events for tourists and citizens who may have different interests.

The young people present at the discussion reiterated the need to have more cultural spaces and dedicated initiatives also realized with their contribution.

There has been talk of making the summer calendar of events more substantial and the need to expand the programming events from spring to autumn has also been brought to light.

The participants at the discussion have also insisted that events be held in Piazza Duomo, but also on the importance of trying to hold events in alternative and less known places (Rocca, Private Courtyards, Hidden Gardens, Fai Residence, etc.). One of the proposals that has emerged was in fact to encourage performances and little-known spaces of San Gimignano, and above all to involve the villages in order to create a cultural offering that does not develop only within the historic center. Once again, it emerged the lack of a venue that can host these various types of events such as small

music sessions, live shows, presentations, debates, so as to keep the city active even during the winter and especially during the painful closure of the Leggeri Theater.

Particular interest has been given to contemporary art and new media, which have the very important task of bridging the modern with the ancient. The dichotomy between the medieval and historical aspects of the village and the new arts within the village give San Gimignano a far-sighted view and brings importance to the name of the town while affirming it as a tourist and cultural destination.

Finally, it has been highlighted once again the importance of involving children such as with primary schools or even nursery schools, in order to educate children in a more dynamic and innovative way in the world of culture and the ways of San Gimignano in general, not just limited to daily visits to the civic museums and other museums within the city.

Cultural sites

In order to "create" culture there must be ample spaces where it can be cultivated. With the closure of the theater this problem has become more acute because currently there is no place offering certain cultural activities, especially musical activities. There is a real need for a theater/auditorium. Spaces and places must return to the center of culture.

Some therefore consider San Gimignano to be lacking with regards to places for shows, for example The Rocca seems suitable but it's hard to access and has unsuitable acoustics. Others complain about the inadequacy of the spaces that exist and the fact that it takes a long time to make these places usable. Others believe that spaces are available, but they're not well adapted for a certain type of show and therefore it is possible to utilize alternative spaces.

These spaces are therefore closely connected to the type of cultural offering that they provide. Given the current lack of theater it is also important to think about the search for different forms of cultural expressions more suitable for the enjoyment of the citizens in places already available to them. There is no shortage of open spaces for public use, halls of museums, churches and outdoor spaces, but some of them are not well equipped for certain types of events. A response to this problem, could be temporary and certainly not conclusive direct programming of cultural events that can be adapted to the contexts available.

Surely, for the realization of events, the squares were and are the ideal places for them. Unfortunately, there remains many overlapping issues and at present the squares are not widely used.

During the discussion it was also underlined the lack of festivals in San Gimignano, using the Spoleto Festival as a comparison we can attribute this to the lack of or little to no communication and the lack of a solid network to connect different "fabrics".

In order to improve the ability, it is necessary that the season of cultural events is spread out not only over the summer. But it's continued throughout the winter, so as to ensure artistic coverage and cultural dissemination 365 days a year. To facilitate and encourage this, it is useful that the administration supports, invites, urges businesses and restaurants to have the opening shifts even longer during the winter in order to avoid a "ghost town" effect during the months with less tourists.

Communication of the Cultural Offering

Culture is a part of our identity and is an investment to be promoted through precise, suitable and effective communication for those citizens who seek the events out and most importantly the creation and related debate of the summer calendar. That is to say a punctual, annual and continuous offering.

The cultural offering of the territory is often penalized by promotion that takes place too close to the events and that fails to reach many of the possible stakeholders. We need a correct circulation of information on all public initiatives aimed at both citizens and tourists as often information

arrives late, and this compromise is the fruition of many initiatives. This aspect of communication is certainly to be strengthened.

Active participation from the population is also possible if you provide the citizens with a way and the tools for communication: promptly and in detail to the accommodation facilities and to private individuals.

It is necessary to design effective communication strategies in order to promote cultural initiatives channel to different targets and different age groups.

The communication of cultural events, guided tours, and historical presentations, which is any cultural or touristic event, must be clear and effective and above all shared beforehand by those involved. Only through constant confrontation and a solid and clear communication strategy will it be possible to have a balance between citizens, institutions, entrepreneurs and cultural and commercial associations.

Accessibility of the cultural offering

The issue of accessibility is important: San Gimignano is inaccessible by public transport in the late evening for those who do not live in the historic center, it would be useful to think about implementing shuttles or enhanced service for the summer season. However, in the winter period, the capital is still difficult to reach by public transport in the late evening for those who do not live in the historic center.

Another problem that has emerged is that of the scarcity of parking, in the summer, and the subsequent discomfort in the access to places of the historic center, for those who want to enjoy the events organized there.

The library

Some have discussed the importance of places of culture with particular reference to the library. Investing in the library could make it a place to exchange ideas and a place for fundamental meetings on a group basis. In particular it was discussed the opening and closing times which are considered unsatisfactory.

Partnerships, dialogue, cooperation, networks

In order to create a homogeneous and well-designed cultural and touristic offering it is necessary to have a discussion with all the actors involved.

For this reason, it has been proposed that we create a participatory meeting session such as those held during the updating of the Management Plan of the World Heritage area, in which the whole town can debate and discuss what can be done to make the town a well-defined and aligned cultural destination.

On the assumption that it is not easy to involve the inhabitants or tour operators with the areas of commerce, many private individuals have stated that they are willing and ready to cooperate with the current administration. That which they ask is to offer a package of pre-established services, seeking a redevelopment of tourism, especially in the field of opera and services currently considered unsuitable and through the use of new itineraries and guided tours.

The communication between these entities has always been very difficult and continues to be so because unfortunately, for the number of attempts made, each of these entities constantly tries to think in an individual way, setting aside collective thinking. It is not impossible, however but surely everyone will be able to enjoy the fruits of this dialogue and policy to find and share with all in the long term, as there will be no short-term effects in any case.

In general, the social fabric of San Gimignano shows a certain corporatist attitude that is not very inclined to dialogue between the various actors on the social and cultural economic scene. We must overcome the logic of the individual and create more cooperation.

This discussion has established the importance of the formation of a group capable of creating a true participatory synergy that can directly involve private individuals, a group that can be created through the confrontation, capable of directly involving such individuals, whose contribution is considered important to the associations.

The theme of partnership was recently addressed in a series of meetings between municipalities, citizens, operators and trade associations. The appreciation for a planning meeting was unanimous as well as the one on the DMO experience, where we asked for more active involvement by operators, focusing on participation.

It is necessary to establish a synergy between public and private, which is already existing, in order to address tourism issues in the best possible way. This synergy must be strengthened above all by the participation of private operators, with the view to the common good and collective benefits.

Citizens must also be involved because they will determine what is or is not of quality.

Dialogue between the historic center and the surrounding areas

San Gimignano must learn to open their dialogue between parties both inside and outside of the city: creating a network can be a solution to integrate the historic center, both with the surrounding countryside as well as with the whole Valdelsa.

Culture can be produced through the local associative network, but also remaining open to the influences and alternative artistic suggestions, ensuring quality in all of the Valdelsa, to be able to compete with other cultural realities of the neighboring territories. Therefore, it may be beneficial to create a network with Poggibonsi, Colle Val d'Elsa, Certaldo, so as not to isolate San Gimignano. This can be done by promoting subscriptions and possibly keeping parking fees under control for those who stay in the village for a long period of time or in combination with repeated cultural events in the neighboring territory.

There have also been suggestions of making the contemporary cultural proposal more interactive through art exhibitions in the areas to be restored as well as through youth street art projects, respecting the heritage and aesthetics of the town, and looking for a "refreshed" language that is attractive in terms of communication.

Once again, attention has been paid to the creation of a detailed itinerary of walking or cycling routes, which connect the surrounding area of San Gimignano to the historic center, so as to encourage slow and sustainable tourism.

Some operating proposals

- Create moments end meetings of these city population perhaps in the library to discuss local history and encourage a reappropriation and discovery of local heritage
- Encourage library attendance by organized meetings and presentations or delicate to associations or private initiatives to disseminate and create moments of cultural exchange
- Create specific refreshment points around the library and civic museums in order to facilitate the attendance and aggregation of the youth population and students.
- Improve coordination with opera and respect the proposal of the opening of the civic museums so as not to make fun of the visitor to improve the agreements with regards to the cost of parking for those who stay for specific cultural events or for more than one day, etc.
- Integrating young people as much as possible into the design of the summer cultural offering and trying to propose innovative and contemporary solutions, in order to stimulate local artistic production and attract people from surrounding areas.

- Coordinate a relationship with farms in order to create various types of cultural meetups such as organized themed evenings in farmhouses with tastings in order to make up for the lack of a theater.
- Organize collaborations between restaurant tours and merchants with artists to host temporary exhibitions located throughout the city as well as to encourage street art and contemporary forms of artistic expression.
- Collaborate with nearby cultural and associative realities of the territory.
- Think of cultural programs and artistic events that can hold and entertain visitors for more than one day or evening.

Attachment 5

Glossary

A

ATTRIBUTES

Elements processes and characteristics of a site both tangible and intangible that associate and express the value of this site (UNESCO, 2011a) Generally understood is the aspects that substantiate and then making some way evident the exceptional universal value of the site, indispensable to understand its authenticity and integrity. Therefore, attributes must be put at the center of the measures of protection, conservation and management of the site. A non-exhaustive set of possible varieties of attributes, including:

- Form and design
- Materiality
- Use and function, traditions and techniques
- Localization and context
- Language and other forms of intangible heritage
- Emotional and spiritual aspects
- Other internal and external factors

AUTHENTICITY

Authenticity can be understood as the requirement of credibility/genuineness, which is the registered site should really be what it claims to be. The degree to which sources of information on the value of the site are understood as credible or truthful. Cultural heritage must first be considered and judged within the cultural context to which it belongs. The complete concept of authenticity is found in paragraphs 79 to 86 of the operational guidelines, among which paragraph 82 indicates a number of possible varieties of attributes that can express the authenticity of a World Heritage site:

- Form and design
- Materials and substances
- Use in function
- Traditions and techniques
- Location and setting
- Language and other forms of intangible heritage
- Spirit and feeling
- Other internal and external factors

A detailed definition is given by the Nara document on authenticity (ICOMOS, 1994)

ADVISORY BODIES

International non-governmental or intergovernmental organization that are named in the convention with the aim of advising and directing World Heritage committee in its deliberations and measures.

ICCROM - International Center for the study of conservation and restoration of cultural heritage. An intergovernmental organization established in Rome in 1956 to strengthen and promote the preservation of cultural heritage in all of its forms through research, documentation, training and technical assistance. Its primary function is to provide the tools, knowledge and skills to support states parties and preserving their heritage, thereby contributing to the environmental, social and economic sustainability of communities.

ICOMOS - International council on monuments and sites. this is an international nongovernmental organization founded in 1965 with an interna-

tional secretary in Paris, which provides an assessment of the cultural and mixed heritage proposed for the inclusion of the World Heritage list of the committee. In the case of the evaluation of cultural landscapes, the organization, the main point of reference for this category of goods is supported by the IUCN.

IUCN - International Union for Conservation of Nature. This is a non-governmental organization founded in 1948 based in Gland Switzerland which provides the committee with technical assessments of natural and mixed heritage sites and reports of the state of conservation of listed properties, through its worldwide network of specialists.

B

BUFFER ZONE

Buffer zone surrounding the core zone. This perimeter provides an additional level of protection to the World Heritage site and has the aim of safeguarding the immediate background, the main views and other structural and functional features of the site.

C

CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE

An international treaty adopted on the 16th of November 1972 during the 17th session of the UNESCO general conference. A legally binding instrument that provides an intergovernmental framework for the international cooperation in order to identify protect and preserve the world cultural and natural heritage. It provides for the adoption of the World Heritage list, which will include those goods considered unique and irreplaceable with universal value.

CORE ZONE

Terms used to indicate the area of the World Heritage site whose perimeter was defined during the registration in the list and formally recognized by the center of World Heritage is an area of exceptional universal value.

SELECTION CRITERIA

Necessary requirements (together with authenticity and integrity, protection and management) for the registration of a site in the World Heritage list. The site must meet at least one of the 10 criteria specified in paragraph 77 of the EAGGF:

Criteria 1 - Represent a masterpiece of creative genius of man

Criteria 2 - to show an important exchange of human values, over a long period of time or within a cultural area of the world, on developments in architecture, technology, in monumental arts, urban planning and landscape design.

Criteria 3 - being a unique or exceptional testimony of cultural tradition of our civilization living or missing.

Criteria 4 - An extraordinary example of a building or architecture together with technological or a landscape which illustrates one or more important stages in human history

Criteria 5 - An exceptional example of traditional human settlement, the use of territorial marine resources, representative of a culture or cultures or of human interaction with the environment especially when has become vulnerable due to irreversible transformations.

Criteria 6 - Being directly or materially associated with living events or traditions, ideas or beliefs, works of art or literature, having exceptional universal significance.

Criteria 7 - Presenting exceptional natural phenomena or areas of exceptional natural beauty or aesthetic importance.

Criteria 8 - To constitute an extraordinary testimony of the main periods of evolution of the earth including evidence of life, of geological processes in place in the development of characteristic physical features of earth surface or of significant geomorphological or physiographic characteristics.

Criteria 9 - presenting representative examples of importance ecological and biological processes in the place and evolution on development of ecosystems and terrestrial plant and animal environments of water, coasts and marine life.

Criteria 10 - presenting the most important and most significant natural habitats, suitable for posting biological diversity including those where endangered species survive, those of exceptional value from a science or conservation point of view.

CULTURAL HERITAGE

The heritage constituted by cultural heritage and landscape heritage, according to the guidelines indicated in the code of cultural heritage and landscapes.

E

ENHANCEMENT

The exercise of functions and the regulations of activities designed to promote knowledge of the cultural heritage to ensure the best conditions for the public use and enjoyment of that heritage and. It also includes the promotion and support of conservation interventions.

F

FACTORS AFFECTING THE PROPERTY

A list of threats affecting the *ou*v of the World Heritage site, adopted in 2008 by the World Heritage committee with the main purpose of facilitating the compilation of the report as well as a status report. It consists of 14 primary risk factors and secondary factors. The full list of factors can be found on:

<http://wch.unesco.org/en/factors>

G

GUIDANCE ON THE IMPACT ASSESMENT FOR CULTURAL WORLD HERITAGE PROPERTIES

The guide drawn up by ICOMOS, establishes a methodology to allow World Heritage cultural sites to assess the effect of the transformations on the attributes that confer the *ou*v in a systemic and consistent manner. The contents of the assessment shall cover:

The context of the site

- Tools, resources and skills needed for site planning and management
- Identification of the purpose of the work
- Methods for characterizing the asset resource and defining the qualities that confer *ou*v
- Drafting of a scoping report following the consultation process
- Description of the transformation
- Assessment of the magnitude of the effects and impacts
- Mitigation measures to be implemented

H

HELSINKI ACTION PLAN FOR EUROPE

A plan developed by the focal points of the European region with the support of the World Heritage center in order to respond to the needs of the European sites that emerged during the second cycle of the periodic report. The plan may be used by state parties to improve the implementation of the convention and to ensure better protection, management and promotion of the World Heritage of Europe. The plan is available at the following link: <https://whc.unesco.org/document/137743> In 2016 the results were presented in the first Helsinki action plan monitoring survey: <https://whc.unesco.org/document/158656>

HERITAGE IMPACT ASSESMENT

Appropriate methodology to monitor and measure the effects of changes and transformations of the *ou*v of World Heritage sites. The process is based on the guidance on heritage impact assessments for the cultural world heritage properties prepared by ICOMOS in 2011 and currently in the process of being updated. Is an effective tool to?

- Identify the potential impacts of development actions and projects on *ou*v and attributes of the World Heritage site
- systematically and consistently assess these impacts
- Help to limit the negative effects through the proposal and possible implementation of mitigation measures.

HISTORIC URBAN LANDSCAPE

Unapproached focused on the quality of the human environment and aimed at enhancing their productive and sustainable use of urban spaces in a balanced and sustainable relationship between urban and natural environment as well as intangible heritage. The recommendations on historical urban landscape (UNESCO, 2011) define the concept of HUL, considering an urban area as the result of a stratification of historical values and cultural and natural attributes, which includes the wider urban context and its geographical context. This product context and includes the topography, Geo morphology, hydrology and natural features of the site; It's built environment; Its infrastructure; it's open spaces and gardens, its land use patterns and spatial organization; perceptions in visual relationships, as well as all other elements of urban structure. It also includes social and cultural practices and values, economic processes and intangible dimen-

sions of heritage as well as related to diversity and identity. (UNESCO 2011)

The **methodological tools** are the following:

- Tools of involvement of the community: participation of the community and the local stakeholders
- Knowledge and the tools of planning: urban planning with respect to integrity and the authenticity of the values of the urban cultural heritage
- Regulatory systems: adoption of a system of legislative measures of protection, conservation, valorization and of urban heritage and landscape
- Financial instruments: the availability of financial funds adequate for funding these projects.
- Finally, always in line with this new approach, the process of integrated Land Management and its revaluation develops in six stages:
- Research and mapping of natural, human and cultural resources
- Reaching consensus through participatory planning and consultation of stakeholders on further values and attributes to be protected
- Definition of vulnerability levels of attributes and values with respect to impact agents
- Integration of values, attributes and related vulnerabilities and spatial planning
- Prioritization of conservation and development actions
- consolidation of partnerships, identification and exchange of good management practices.

I

INTEGRITY

Integrity measures how complete and intact the natural end or cultural heritage and its attributes are. The integrity condition is based on three elements:

- At the site includes all elements necessary to express its exceptional universal value
- that the site is of adequate size to ensure the complete representation of the characteristics and processes that convey the meaning of the good
- That the site is unrelated to adverse effects of development and or negligence.

L

LAW 77/2006

Special measures for the protection and use of the sites in the Italian elements of cultural landscape and environmental interest including those on the heritage list and placed under the protection of UNESCO.

Provides funding to support activities of enhancement, communication and use of the sites themselves. Issued on the 20th of February 2006, it establishes for the first time the interventions a UNESCO World Heritage sites have priority, as unique sites representing the excellence of cultural

heritage, and Italian landscape, and natural sites.

LIST OF WORGE HERITAGE SITE IN DANGER

Provided for undefined by article 11.4 of the World Heritage convention, it reports the sites that, on the basis of the report on the state of conservation, are declared by the committee to be in danger with regard to the loss or compromise of the ouv. Paragraphs 177 to 198 of the OG provide guidelines and criteria for listing sites on the World Heritage endangered list. at the moment, 52 sites have been included in this list due to strong threats of various kinds. If the states party of the sites in question do not provide for the mitigation of threats and if there is significant alteration or damage to the ouv, the sites could be permanently removed from the World Heritage list, as has happened for the sites of the Elbe Valley (Germany), the Sanctuary of the Orice of Arabia (Oman), and of Liverpool (UK)

M

MANAGEMENT PLAN

World Heritage center recommends, through the operational guidelines, that each World Heritage site via equipped with an appropriate management plan that specifies how the exceptional universal values preserved, enhanced and communicated. Therefore, deep management plan is a necessary tool that analyzes, through the involvement of different actors and stakeholders, the forces of change and the transformations that occur from the cultural, environmental and socio-economic point of view in the World Heritage site of reference and identifies short- and long-term objectives threats and strategic actions

MITIGATION MEASURE/STRATEGIES

Measures to avoid, reduce or compensate for the possible negative effects of a development project or action, maybe general or site specific. Mitigating measures are therefore understood as those necessary measures to be applied before, during and after the development of a project.

O

OUTSTANDING UNIVERSAL VALUE (OUV)

Exceptional universal value is defined by article 49 of the operational guidelines of the cultural and or natural meaning so exceptional as to transcend national boundaries and to be a common importance for president future generations of all humanity. As such, the permanent protection of this heritage is OF the utmost importance for the entire international community (UNESCO, 2019).

For good to be considered of exceptional universal value, it must:

- Meet one or more of the selection criteria
- Meet the conditions of integrity and authenticity
- And have an adequate system of protection and management to ensure its protection.

OPERATIONAL GUIDELINES

These are useful tools for understanding and implementing the World Heritage convention they indicate the criteria and procedures for:

- The protection and conservation of World Heritage sites
- The request for international assistance within the World Heritage fund
- Mobilization of national and international support for the convention

The OG First drawn up in 1977 is periodically updated with new concepts, knowledge and experience with the decisions taken by the committee. The text in force can be found at: <http://wwwhcn.unesco.org/en/guidelines>

P

PERIODIC REPORTING

This is a monitoring tool by which state parties are invited to submit a report to the World Heritage committee every six years, in the form of an online questionnaire in which indicates compliance with an inflammation of the convention at a national level the state of conservation and management of each site. The main purpose of the report is to:

- Provide an assessment of the application of the convention
- Verify the permanence of the value for which the site has been included in the list of World Heritage sites
- Provide up-to-date information on World Heritage site about their state of conservation and any changes
- Provide a tool for cooperation and exchange of information and experience between state parties with regard to the implementation of the convention.

The periodic report is compiled by geographic area to facilitate the process. For Europe, the first cycle of the periodic report was established from 2001 to 2006, the second cycle began in 2012 and ended in 2014, of a third will take place in 2022 to 2024.

PROTECTION

Exercise of the functions and discipline of the actions directed, on the basis of an adequate cognitive activity, to identify the assets constituting the cultural heritage and to guarantee its protections and conservations for public use.

S

SITE MANAGER

Professional within direct responsibility for the conservation and management of the heritage site.

STATES PARTIES

Countries that have ratified the 1972 World Heritage convention in that agreed to identify and nominate potential sites on their territory to be included in the World Heritage list. In the event of registration, states parties shall provide for the protection, monitoring of the sites and shall periodically communicate the conservation conditions to the World Heritage committee.

5C STRATEGY

This strategy is indicated in the UNESCO World Heritage declaration of Budapest in 2002 and aims to:

- Strengthen the credibility of the World Heritage list (CREDIBILITY)
- Ensure the effective protection of sites (conservation)
- Facilitate and promote world heritage training (capacity building)
- Raise public awareness through communication (communication)
- Involved resident population when applying the convention therefore strengthening the role of the community (COMMUNITY)

STATE OF CONSERVATION

Result of the reactive monitoring process in the periodic report. Reports on the conservation status of the monitored sites are reviewed annually by the World Heritage committee. Since 1979 / 4050 reports on nearly 600 listed sites have been compiled, analyzed, collected, digitized and made available online. P Documentation is essential to understand and monitor the various issues of conservation linked to the sites.

STATEMENT OF OUTSTANDING UNIVERSAL VALUE

Reference document for the protection and management of the site, within which the inscription of the property in the World Heritage list is justified. It is the official declaration adopted by the World Heritage committee at the time of registration of a site in the World Heritage list, which can subsequently be updated by the committee in consultation with the state party and revised by the advisory bodies. The requirement for drafting of the declaration, introduced by the OG in 2005 became operational from 2007. The declaration as set out in point 155 of the EAGGF, includes:

- A brief description of the site.
- Summary of the decision of the World Heritage committee for which the site has been considered of exceptional universal value
- Justification of the selection criteria on the basis of which the site has been inscribed, with examples of key attributes or aspects contributing to the OUV of the site
- Of the integrity conditions and only for cultural and mixed sites of authenticity
- Declaration of this system of protection and management of existing assets and actions planned

SUSTAINABLE DEVELOPMENT GOALS

Approved with the 2030 agenda for sustainable development and September 2015 by representatives of 193 countries gathered at the United Nations General Assembly. On the basis of the eight Millennium Development Goals, the member states commit themselves to pursue, by 2033, 17 objectives articulated in 179 targets to improve the living conditions of millions of people around the world. Sustainable development is identified as a development that meets the needs of the present without compromising the ability of future generations to meet their own. In order to achieve sustainable development, it is important to harmonize three key elements:

Economic growth, social inclusion and Environmental Protection.

U

UNESCO

UNESCO (United Nations Educational, Scientific, and Cultural Organization) Was founded in London in November 1945 as an agency specialized in education culture and science at the United Nations. Its headquarters are in Paris and its constitution states that “since wars began in the minds of men it is the minds of men that the defenses of peace must be built End Quote. The objective of the organization is in fact to “contribute to peace and security promoting cooperation between nations through education, science and culture in order to ensure universal respect for justice, law, the human rights and fundamental freedoms recognized by the charter of the United Nations for all peoples, irrespective of race, sex, language or religion.” UNESCO is organized into five educational sectors including natural sciences social and human sciences communication and information as well as culture.

UNESCO currently has 193 member States and set 11 associate states. The institutional bodies of UNESCO are divided into:

- Governmental bodies: the general conference and the executive council
- Executive organ: the secretariat

The general conference convenes all member states every two years in order to establish your organizations policies programs and budget.

It also elects the members of the executive council and, every four years, the general director. The overall management of UNESCO, the work and the monitoring of the implementation of the decisions taken by the general conference are carried out by the executive council which consists of 58 member states, including Italy and which meets twice a year. The executive body of UNESCO is the secretariat made up of the director general and its staff. The director is responsible for enforcing the commitments made by the member states. Currently the general director of UNESCO is Audrey Azouley, elected in 2017.

The sentencing objectives are listed below:

Objective 1: To end all forms of poverty in the world

Objective 2: Ending hunger, achieving food security, and proving nutrition and promoting sustainable agriculture.

Objective 3: ensuring health and well-being for all ages.

Objective 4: to provide quality, fair and inclusive education and learning opportunities for all.

Objective 5: achieving gender equality for the empowerment of all women and girls.

Objective 6: Ensuring the availability and sustainable management of water and sanitation for all.

Objective 7: Ensuring access for all to affordable, reliable, sustainable and modern energy systems.

Objective 8: encouraging sustainable, inclusive and sustainable economic growth, full employment and productive and decent work for all.

Objective 9: building resilient infrastructure, promoting innovation and fair industrialization that is responsible and sustainable.

Objective 10: reducing inequalities within and between nations.

Objective 11: making cities and human settlements inclusive, safe, sustainable.

Objective 12: Ensuring sustainable production and consumption patterns.

Objective 13: take urgent measures to combat climate change and its consequences.

Objective 14: to conserve and make lasting use of the oceans, seas and marine resources.

Objective 15: to protect, restore and promote sustainable use of the earth's ecosystem, manage sustainable forestry, to combat desertification, halting and reversing soil degradation, and stop the loss of biological diversity.

Objective 16: promoting peaceful and more inclusive societies for sustainable development by providing access to justice for all and create an effective responsible and inclusive body for all levels.

Objective 17: strengthening the means of implementation and renewing the global partnership for sustainable development.

W

UNESCO WORLD HERITAGE CENTER

The UNESCO World Heritage center, established in 1992 and based in Paris at Place de Fontenoy 7, coordinates all UNESCO World Heritage activities. It is responsible, first of all for the management and implementation of the World Heritage convention of 1972, the organization of the annual meeting of the World Heritage committee, communication and training of the public and various stakeholders involved on the theme of World Heritage. The center operates with a subdivision of regional competence areas (Africa, Arab states, Asia and Pacific, Europe and North America, Latin America and the Caribbean) and cross-sectional themes. That website for the center offers a large amount of information and documentation to the public at large and especially to managers of sites and goods (<http://whc.unesco.org>)

WORLD HERITAGE COMMITTEE

This is an intergovernmental committee of 21 states whose representatives are elected by rotation of the General Assembly. The committee shall meet annually to:

- Implement the World Heritage convention
- Define the use of World Heritage funds
- Granting financial system to the requesting state parties
- Decide on the registration of a site into the World Heritage list
- Examine the reports on the state of conservation of the registered sites
- Request appropriate actions and actions from state parties for sites not adequately managed
- Decide on the inclusion of a site into the World Heritage list

The current composition of the committee approved by the 23rd General Assembly is the following:

Argentina, Belgium, Bulgaria, Egypt, Ethiopia, Greece, India, Italy, Japan, Mali, Mexico, Nigeria, Oman, Qatar, the Russian Federation, Rwanda, Saint Vincent and Grenadines, Saudi Arabia, South Africa, Thailand, Zambia.

WORLD HERITAGE LIST

Provided foreign defined by article 11.2 of the World Heritage convention it reports the sites (cultural, natural or mixed) exceptional universal value and let me requirements of the convention. Following the 44th session of the World Heritage committee in Fuzhou, the number of sites including the list are 1154. The list is continually updated.

WORLD HERITAGE SITE

Cultural, natural or mixed sites defined in accordance with articles one and two of the 1972 World Heritage convention deemed to be of exceptional universal value, meeting one or more of the criteria as indicated in the OG. As unique goods with international value, established at the time of registration on the World Heritage list, they must be protected, preserved and valued with all available tools. World Heritage assets are categorized into cultural heritage, natural heritage, mixed sites and cultural landscapes