21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku (Eds.)

Preface by Elena dell'Agnese

21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku

Editors

21st Century Landscape Sustainability, Development and Transformations:
Geographical Perceptions

Giovanni Messina, Bresena Kopliku (Eds.)

is a collective volume of the Open Access and peer-reviewed series
"Geographies of the Anthropocene"
(Il Sileno Edizioni), ISSN 2611-3171

www.ilsileno.it/geographiesoftheanthropocene

Cover: Antonio Cusimano, Rural area near Sigonella (Sicily), 2010

ISBN 979-12-80064-61-5

Vol. 7, No. 1 (May 2024)

Geographies of the Anthropocene

Open Access and Peer-Reviewed series

International Publisher "Il Sileno" (Il Sileno Edizioni) will discuss the new processes of the Anthropocene epoch through the various worldviews of geoscientists and humanists, intersecting disciplines of Geosciences, Geography, Geoethics, Philosophy, Socio-Anthropology, Sociology of Environment and Territory, Psychology, Economics, Environmental Humanities and cognate disciplines.

Geoethics focuses on how scientists (natural and social), arts and humanities scholars working in tandem can become more aware of their ethical responsibilities to guide society on matters related to public safety in the face of natural hazards, sustainable use of resources, climate change and protection of the environment. Furthermore, the integrated and multiple perspectives of the Environmental Humanities, can help to more fully understand the cultures of, and the cultures which frame the Anthropocene. Indeed, the focus of Geoethics and Environmental Humanities research, that is, the analysis of the way humans think and act for the purpose of advising and suggesting appropriate behaviors where human activities interact with the geosphere, is dialectically linked to the complex concept of Anthropocene.

The book series "Geographies of the Anthropocene" publishes online volumes, both collective volumes and monographs, which are set in the perspective of providing reflections, work materials and experimentation in the fields of research and education about the new geographies of the Anthropocene.

"Geographies of the Anthropocene" encourages proposals that address one or more themes, including case studies, but welcome all volumes related to the interdisciplinary context of the Anthropocene. Published volumes are subject to a review process (**double blind peer review**) to ensure their scientific rigor.

The volume proposals can be presented in English, Italian, French or Spanish.

The choice of digital Open Access format is coherent with the flexible structure of the series, in order to facilitate the direct accessibility and usability by both authors and readers.

TABLE OF CONTENTS

1. The *Fiera del Mediterraneo*: a (Post)Pandemic Landscape as Difficult Heritage

■ *Emanuela Caravello, Giulia de Spuches, Gabriella Palermo*

2. Cultural Heritage as a Mirror of Sustainable Development. Its Potential Roles and Functions in Areas of Environmental Crisis: a Case Study

■ *Valentina Castronuovo*

3. *The territorial challenge of the wine-growing system in Castiglione di Sicilia (Etna)*

■ *Leonardo Mercatanti, Mariacristina Ruffo*

4. *The "Instagrammability" effect: a new mass tourism or a digital panacea? The case of bakeries in the Sicilian landscape*

■ *Sonia Malvica*

5. *Social media and the iconization of natural landscapes in tourism discourse*

■ *Simone Gamba*

6. *Heritage and tourism: the case study of the Magna Grecia Park*

■ *Mattia Spanò*

11. Environmental risk perception and attitudes on climate-induced migration: survey insights among Geography students at the University of Turin

■*Sara Ansaloni, Daniela Santus*

12. Infrastructural development under CPEC and its impact on Pakistan's agricultural landscape

■*Muhammad Ammad Khan, Maryam Dogar, Mahreen Khalid*

10. "Sicilia Archeologica" and the Sicilian archaeological park system. A reflection on the newly launched territorial branding initiative

Giovanni Messina

10. "Sicilia Archeologica" and the Sicilian archaeological park system. A reflection on the newly launched territorial branding initiative

Giovanni Messina[1]

Abstract

The landscape figure of archaeological parks constitutes, especially in the case of established tourist destinations such as Sicily, a highly relevant horizon for territorial management and enhancement policies. The case study of "Sicilia Archeologica" (Archaeological Sicily) constitutes a trial that attempts to connect a specific political action, the foundation of a System of Regional Archaeological Parks, with an instrumental intervention that can accompany it. This paper aims to represent an initial reflection on the criticalities and potentialities of the initiative.

Keywords: *Archaeological sites, Destination management, Brand*

[1] Department of ancient and modern civilizations (DICAM), University of Messina, giovanni.messina@unime.it.

1. Introduction

André Corboz (1983) taught us to look at the territory in the guise of a palimpsest. Like a text (Cosgrove, Jackson, 1981) in continuous overwriting. Eric Dardel (1986), with the very powerful images of the curved line and momentum, thinks of the landscape in its dynamic tension.

In this framework, archaeological emergencies constitute a peculiar case on which we will try to insist, electing Sicily as a case study.

The excavation (Bianchi Bandinelli, 2005) is the scientific act that reassigns to Uranus and Gaea what Kronos had consigned to the darkness of Hades. Resurfacing is the ripping open of the parchment of territory. It is the epiphany of a submerged world that *ipso facto* begins to dialogue with surface relations, to knot itself in territorial plots, to inscribe itself in the image of the landscape, immense and revealing, as Gunnar Olsson (1999) taught us to believe.

This paper intends to mention the debate, proper to Human Geography, on the role that cultural heritage, and especially archaeological heritage (Gable, 1987), can play now in defining the local *milieu* (Pioletti, 2006), now in triggering local development opportunities (Pollice, Rinaldi, 2015) in Sicily.

Cultural heritage, heritage, represents a firmly rooted element within the geographical discourse. It in fact constitutes a material junction of the synchronic and diachronic interfacing of communities with space regardless of artistic connotations, (Caldo, 1994). On the symbolic value of the monument in the representation of territory and communities, Söderström intervenes, who, reiterating the concept of semiophora, notes how appropriate it is to «consider heritage as the result of a production process and not as a datum of the territory. In other words, the value of heritage is not given by the object, nor is it stable over time: instead, it is contextually constructed[2]» (Söderström, 1994, 33). What, then, are the entanglements and perspectives that connect geography to heritage? It is useful to recall in footnote the words now of Brian Graham, Greg Ashworth and John Tunbridge[3] now of Girolamo

---

[2] Our translation. Original text in Italian: «considerare il patrimonio quale risultato di un processo di produzione e non come un dato del territorio. In altri termini, il valore del patrimonio non è dato dall'oggetto e non risulta nemmeno stabile nel tempo: esso è, invece, costruito contestualmente».

[3] «In the first instance, heritage is inherently a spatial phenomenon. All heritage occurs somewhere and the relationship between a heritage object, building, association or idea and its place may be important in a number of ways […] Second, heritage is of fundamental importance to the interests of contemporary cultural and historical geography, which focus on signification, representation and the crucial issue of identity. Places are distinguished from each other by many attributes that contribute to their identity and to the identification

Cusimano[4].

One glimpses an interpretive plot, within Cultural Geography, that connects within the dynamics of local development, heritage to tourism. And it is precisely on the contribution of cultural heritage to local development that Dallari's reading, which we quote *in extenso*, insists:

> «the countless projects and initiatives supported by public and private entities and by many communities to learn about, conserve and enhance cultural heritage are a testimony to the fact that on a global and local level a cultural revolution is taking place such that it constitutes a crucial issue in social and economic debate. [...] If Cultural Heritage is interpreted as a referential sign of culture understood in its broadest sense, the cultural heritage constituted by them is far more extensive than what is conventionally understood: it coincides with all the products of man. [...] We are convinced that the preservation and enhancement of territorial signs related to the historical territory and cultural heritage is revealed as a strategic project, where Cultural Heritage assumes a strategic territorial function of relationship and communication, but also of innovation and creativity» (Dallari, 1996, 89-91)[5].

of individuals and groups within them. Heritage is one of these attributes. The sense, or more usually senses, of place is both an input and an output of the process of heritage creation. Geography is concerned with the ways in which the past is remembered and represented in both formal or official senses and within popular forms, and the implications which these have for the present and for ideas and constructs of belonging. […] Heritage is both a cultural and an economic good and is commodified as such. This multiple use and consumption occurs with virtually all heritage and is a potent source of conflict between the various interest groups involved» (Graham and others, 2016, 4-5).

[4] «La dimensione della cultura, intesa tanto nella epifania dell'artefatto monumentale come nella sua accezione di sistema o di indotto creativo, intervenga e, spesso demiurgicamente agisca, nella creazione del senso dei luoghi, nella rappresentazione dei *milieu* locali e, dal punto di vista più operativo, nel rinsaldare l'offerta turistica dei territori. Molto, a partire dagli anni Ottanta, la geografia umana e culturale hanno riflettuto sul valore che la dimensione patrimoniale della cultura, il monumento, il bene culturale abbiano nell'indicazione del senso del luogo. Il discorso geografico ha saputo individuare con strumenti concettuali e metodologici propri, scevri dunque da derive artistico-architettoniche, il reticolato di significati costituito da territori e beni culturali» (Cusimano, 2018, 9); (our translation: «The dimension of culture, understood both in the epiphany of the monumental artifact as well as in its meaning as a system or creative inducement, intervenes and, often demiurgically acts, in the creation of the sense of place, in the representation of local milieus and, from a more operational point of view, in reinforcing the tourist offer of territories. Much, since- the 1980s, human and cultural geography have reflected on the value that the heritage dimension of culture, the monument, the cultural good have in indicating the sense of place. Geographical discourse has been able to identify with its own conceptual and methodological tools, thus free from artistic-architectural drifts, the network of meanings constituted by territories and cultural goods»).

[5] Our translation. Original text in Italian: «gli innumerevoli progetti ed iniziative sostenuti da enti pubblici e privati e da tante comunità per conoscere, conservare e valorizzare il

2. The issue of territorial branding. Some critical insights

As early as 2008, two Destination Management experts such as Umberto Martini and Joseph Ejarque were straightforward about the extent to which the tourism market had activated a global dynamic of competition that had in the territories its driving hub. The implementation of the so-called territorial in tourism offer has become, even in local development rhetoric and planning (Celata, 2004), a kind of categorical mantra, rightly or wrongly. Issues concerning the promotion and enhancement of the territory pertain to a specific critical debate (dell'Agnese, 2001) involving the most cross-cutting experiences and formations. Geographical discourse is well suited to participate, with good merit, in the intense scholarly activity on these phenomena, focusing its attention on the management policies of space, in terms of its positioning in the increasingly global market. The representations of space can have a strong performative characterization (Rossi, Vanolo, 2010); the way through which a space is organized and redefined by design cannot but orient the *modus operandi* of the actors present in the territory in an attempt to create an opportunity for its systemic development. The representation and communication of the development project, or at least of its vision, thus become the crucial hubs on which to aggregate internal consensus and on which to base initiatives to open up the territory to the external market (Messina, 2016).

The voluntary production of territorial images and representations are the test-bed, the instrument of control and verification, of the territory's development process. The concept of territorial branding actually, in a serious planning perspective, should pertain to a sublimating and synthetic process that condenses an entire universe of values into a sign (Kavaratzis, Ashworth, 2005). Forcing and rhetoric are serious risks to which one typically exposes oneself when attempting such representational processes (Bonazzi, 2020). However, one must ponder the complexity of the abstract and symbolic process that aims at the theoretical goal of complete

---

patrimonio culturale, sono una testimonianza di come a livello globale e locale sia in atto una *rivoluzione culturale* tale da costituire un tema cruciale nel dibattito sociale ed economico. [...] Se i Beni Culturali si interpretano quale segno referente della cultura intesa nella sua accezione più ampia, il patrimonio culturale da essi costituito si presenta di gran lunga più esteso rispetto a ciò che convenzionalmente viene inteso: esso coincide con tutti i prodotti dell'uomo. [...] Siamo convinti che la conservazione e la valorizzazione dei segni territoriali legati al territorio storico e al patrimonio culturale si rivela come un progetto strategico, dove i Beni Culturali assumono una funzione territoriale strategica di relazione e comunicazione, ma anche di innovazione e di creatività».

collective recognition of a system in its logo, to constitute public trust, sense of belonging, and recognizability (de Spuches, 2023). It is a matter, and this is the real challenge, of telling stories about a place, stories that are able to elicit a sense of recognition in the local identity fabric and at the same time the liking and familiarity of outside investors and visitors.

3. The rebranding of the archaeological heritage of the Sicilian region

3.1 "Sicilia Archeologica" project summary and methodology

By DDG no. 3861 of 14/10/2021, registered by the Central Accounting Office of the Department of Cultural Heritage and Sicilian Identity at no. 4 of 02/11/2021, the total sum of € 129,124.80 was committed to cap. 376630 (SIOPE Management Code U.1 .03.02.19.001) of which € 18,446.40 (including VAT) is to be charged to the 2021 financial year, € 55,339.20 (including VAT) is to be charged to the 2022 financial year and € 55,339.20 (including VAT) is to be charged to the 2023 financial year for Expenses for Innovation, Modernization and Management of Digital Services for Technical Assistance and Content Update Maintenance Portal[6] "Sicilia Archeologica", in favor of ETT[7] s.p.a. of Genoa (Sicilian Region, 2022).

In other words, the Sicilian Region entrusted a private company, ETT, with the task of intervening in the renovation and enhancement of the archaeological heritage placed under its jurisdiction, with particular reference to the digital dimension. This contribution intends then, moving from a qualitative approach (De Lyser et al., 2010) and through the methodology of Document Analysis (Bowen, 2009; Karppinen, Moe, 2012) integrated with unstructured interviews with two project managers, to analyze the criticalities and opportunities, of cultural and tourism policy, underlying the enhancement strategy of the island's archaeological parks.

3.2 The role of archaeological parks in the Sicilian tourism sector

Due to its geographical position and its important historical-archaeological connotation, Sicily represents a recognized tourist destination in the world. With nearly 5 million arrivals and 15 million presences (Sicilian Region, 2023a), the island in 2022 was again confirmed among the leading destinations in the

---

[6] https://parchiarcheologici.regione.sicilia.it/
[7] https://ettsolutions.com/

Italian tourism supply system, with particular reference to beach, cultural and nature tourism. Sicily's cultural heritage, including as many as 5 UNESCO sites or itineraries, is considered by the Regional Strategic Plan for Tourism Development 2019/2023 fundamental; «improving the conditions for the enjoyment of cultural heritage potentially contributes to the achievement of all the overall goals outlined in the Strategic Plan[8]» (Regione Siciliana, s.d., 12).

Regional archaeological parks, which each integrate a plurality of sites, are then, in the governance vision, a key resource on which to intervene to improve the area's overall performance. They are (**Fig.1**):

Archaeological and landscape park of the "Valle dei templi di Agrigento" (UNESCO site);
Archaeological park of "Gela";
Archaeological and landscape park of "Catania e della Valle dell'Aci";
Archaeological park of "Morgantina e della Villa del Casale di Piazza Armerina" (UNESCO site);
Archaeological park of "isole Eolie" (UNESCO site);
Archaeological park of "Naxos e Taormina";
Archaeological park of "Tindari";
Archaeological park of "Himera, Solunto e Iato";
Archaeological park of "Kamarina e Cava d'Ispica";
Archaeological park of "Siracusa, Eloro e Villa del Tellaro, Akrai" (UNESCO site);
Archaeological park of "Leontinoi";
Archaeological park of "Segesta";
Archaeological park of "Selinunte, Cave di Cusa e Pantelleria";
Archaeological park of "Lilibeo".

As mentioned, 2022 marked a year of huge recovery in tourism after the Covid-19 pandemic. With respect to the enjoyment of regional museums and archaeological parks[9], the Department has issued a note of extreme interest for the purposes of our reasoning:

---

[8] Our translation. Original text in Italian: Il miglioramento delle condizioni di fruizione del patrimonio culturale contribuisce potenzialmente al raggiungimento di tutti gli obiettivi generali delineati nel Piano Strategico.
[9] L'unica fonte in tal senso è ancora il *report* del Dipartimento regionale per i Beni Culturali, aggiornato al 2021.

«The year 2022 was a record year for Sicily's archaeological parks and major museums. In fact, more than 3.3 million visits were recorded, almost double the 1.7 million recorded in 2021. Leading the way was the Naxos Taormina Park, which, with the archaeological site, Greek Theater and Isola Bella, recorded 844,542 visitors compared to 352,484 the previous year (+139 percent). It is followed by the Valley of the Temples Park with 809,513 (almost 82 percent more than the 445,000 in 2021) and the Syracuse Park with 764,853 in 2022 compared to 254,713 admissions in 2021 (+200 percent)[10]» (Regione Siciliana, 2023b).

These numbers condense the strategic nature of the archaeological sector as a key factor in Sicily's tourist attractiveness.

Before the launch in 2023 of the Sicilia Archeologica project, the regional parks were present on the network in an uneven way, without branding and coordinated image strategies and with portals (where present) not only misaligned with respect to the recent needs of the most common User Experience but also rather lacking, where not reticent, about publishing reports on the sites' activities and performance. This criticality is quite significant, especially for those who need to access the datasets of institutions (public ones moreover) for research or partnership reasons. The fragmented digital presence has undoubtedly not contributed to the activation of synergies in the promotion of parks, which remain highly polarized between sites crucial to the local tourism system and completely marginalized sites. The statistics provide evidence of this, which is still constructed (when available) for individual sites and not aggregated into parks.

---

[10] Our translation. Original text in Italian: Il 2022 è stato un anno da record per i parchi archeologici e i principali musei siciliani. Sono state, infatti, oltre tre milioni e 300 mila le visite registrate, quasi il doppio rispetto al milione e 700 mila del 2021. Punta di diamante il Parco di Naxos Taormina che, con il sito archeologico, il Teatro greco e Isola Bella, fa registrare 844.542 visitatori a fronte dei 352.484 dell'anno precedente (+139%). Segue il Parco della Valle dei Templi con 809.513 (quasi l'82% in più rispetto ai 445 mila del 2021) e il parco di Siracusa con i 764.853 del 2022 a fronte dei 254.713 ingressi del 2021 (+200%)

Site	Visitors	Incomes (euro)
Valle dei Templi	445.925	3.522.075,50
Taormina (theatre)	312.145	2.585.914
Siracusa	226.558	2.697.878,50
Selinunte	127.488	562.579
Segesta	124.781	587.214
Villa del Casale	102.018	850.298
Catania (theatre)	46.120	220.821
Naxos	32.311	21.820
Lilibeo	18.061	38.138
Tindari	17.427	79.746
Morgantina	2.702	17.098
Himera	1.740	3.522

Tab.1. Visitors and incomes of the main archaeological sites in the Sicilian Region. Source: Regione Siciliana - Assessorato BB.CC. e I.S., 2021.
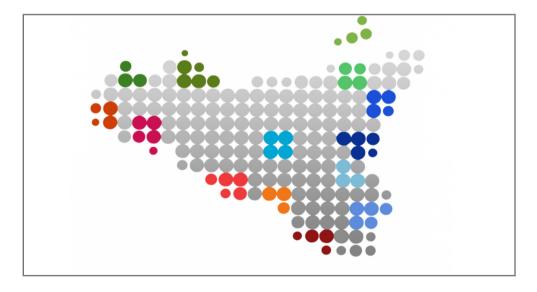
Fig. 1 Thematic sketch with location of regional archaeological parks in Sicily. Source: Sicilia Archeologica

3.3 The "Sicilia Archeologica" project. Between policies and tools.

From the missive with protocol 59847 of December 2019 delivered to ETT by the Offices of the Assessorato ai Beni Culturali[11], it is clear that the need to launch the Sicilia Archeologica project responded to a precise choice of territorial policy: to give substance to the strategy of creating a system of regional archaeological parks. The Regional System of Archaeological Parks, envisaged by Regional Law 20 of 2000, with a twenty-year delay actually got underway with the establishment of the Archaeological Park of the Aeolian Islands, the Archaeological and Landscape Park of Catania and the Valley of Aci, the Archaeological Park of Gela of the Archaeological Park of Himera, Soluto and Side, the Archaeological Park of Kamarina and Cava d'Ispica, the Archaeological Park of Leontinoi, the Archaeological Park of Lilybaeum, the Archaeological Park of Morgantina and the Roman Villa del Casale in Piazza Armerina, the Archaeological Park of Syracuse; Eloro and Villa del Tellaro, Tindari Archaeological Park, as well as Selinunte and Pantelleria Parks, Segesta Park, Naxos Park and Valley of the Temples Park, established a few years earlier. Developing a coordinated digital visual identity for the constituting system of Sicilian archaeological parks, a nodal point of the island's tourism and cultural development strategies, was then an unavoidable need and prompted the region's partnership with ETT, after concluding a public competitive bidding process.

It seemed very appropriate, we read in the regional document, in the framework of the activities in the start-up phase, especially for the newly established parks, to recognize a fundamental value to the communication and promotion aimed at the recognition of the System of Parks, that is, the archaeological heritage of the Island that for its vastness and richness constitutes a founding identity principle for Sicily. It was then decided to define a brand for the System, connected to cultural marketing to be achieved by creating a coordinated image by identifying the Portal of the Parks System as a tool, a fully bilingual and highly usable digital platform where to aggregate and connect all the information on Sicilian archaeological parks. The project was launched in 2023.

With this project, coordinated by the Department of Cultural Heritage, the region aims to integrate the communication of archaeological areas, museums, antiquaria and the many historical artifacts the regional administration keeps by creating an umbrella brand. Information, images and access to services

---

[11] Internal document kindly made available to us by ETT, a leading public limited company in communication and multimedia consulting.

related to cultural sites have been aggregated in a single digital container to enable a more orderly, recognizable and organized use. The entire system of Sicilia Archeologica thus takes the form of a digital platform, capable of delivering information and in-depth content in a multichannel mode, using a main and single portal coupled with 14 sites entirely dedicated to the individual Parks that share their design and structure.

In addition to visual and textual content, from the "Sicilia Archeologica" portal it is also possible to access all the useful information for visiting (schedules, tickets, maps, info and contacts), news and events promoted by the Parks, browse specific websites and social media profiles. There is also an "educational" section aimed at activities with educational institutions and students. The same structure is also maintained in the pages of the individual Parks, with a cross-reference to those for purchasing tickets, when they exist, active on the platforms of external managers.

From conversations with internal sources[12] (and subsequent verification) we learned that among the parks, seven already have their own websites that will be gradually decommissioned and absorbed within "Sicilia archeologica". Here, too, a gradual integration with the web and mobile platform "Sicilia Virtual+" is planned for multimedia and augmented reality enjoyment of content referring to various cultural sites of the regional heritage.

Responding to the objectives set by the client, the Sicilian Region, ETT took care of the technical part and thread of the project, the principal portal from which to reach the websites of the individual parks directly. Visitors have the opportunity to deepen their knowledge and experience, both on-site and remotely, through images, texts and videos. For this purpose, existing content was conveyed and new content was produced, ensuring a homogeneous use thanks to a model capable of synergistically coordinating the communication of the entire regional Parks system. ETT produced the content in Italian and English, produced the photo and video services, implemented the augmented reality solutions, created the main portal and those of the parks and oversees, with a dedicated and ad hoc trained human resources unit, their management in synergy with the Regional Offices.

The portal complies with the legislation on websites of Public Administrations, Legislative Decree No. 33 of March 14, 2013, reorganization of the discipline regarding the obligations of publicity, transparency and dissemination of information by public administrations (13G00076, OJ No.

---

[12] We thank Drs. Averna and Sparacio, project managers for ETT for their availability. The discussion with them, summarized in this paragraph, is to be considered an essential source for the entire contribution.

80 of 5-4-2013); complies with the regulations on IT accessibility of Public Administrations (Law No. 4 of January 9, 2004, as amended); and complies with the main recommendations in terms of international accessibility and, in particular, those defined in the Web Content Guidelines 2.0 (WCAG 2.0) as also provided for in the Decree of March 20, 2013.

As of September 30, 2023, there were 6,230 correctly indexed pages, 121,027 direct web search clicks and 2,910,000 search engine impressions.

4. Conclusions

The landscape figure of archaeological parks constitutes a highly relevant horizon for land management and enhancement policies, especially in the case of established tourist destinations such as Sicily. The case study of Sicilia Archeologica constitutes an example of top-down planning that attempts to connect a specific political action (and codified in a law), the creation of a Regional Archaeological Park System, with an instrumental intervention that can accompany it. The issue of branding then takes on a twofold significance. In addition to the outward communicative one, it seems clear how the rationalization of the digital presence represents an important input for internal synergies within the system. A gradual turnaround concerning the parameters of transparency and accessibility of information can be expected. We can then, by points, identify potentialities and criticalities of the project: a) Sicilia Archeologica, financed with 129,124.80 euros by the Sicilian Region, has already renewed, ordered, and made usable in Italian and English, the entire archaeological offer of the Sicilian parks. b) It has yet to resolve the criticality on performance reporting (in favor of researchers and potential investors), which remains poorly updated and deficient. c) It brings about conspicuous innovation in branding processes, which are central to any communication, promotion and marketing strategy. d) It aspires to affect the synergies that concretely should be activated among the parks, now aggregated into a system, improving their performance.

References

- Bianchi Bandinelli R., 2005, *"Introduzione all'archeologia classica come storia dell'arte antica"*, Laterza, Bari.

- Bonazzi A., 2020, "Bologna City Branding", *Bollettino della Società Geografica Italiana*, 3, Special Issue, 63-71.

- Bowen G., 2009, "Document Analysis as a Qualitative Research Method Article", *Qualitative Research Journal*, 27-40.

- Caldo C., 1994, "Monumento e simbolo. La percezione geografica dei beni culturali nello spazio vissuto", in Caldo C., Guarrasi V. (Eds.), *"Beni culturali e geografia"*, Patron, Bologna, 15-30.

- Celata F., 2004, "L'esperimento dello sviluppo locale nel Mezzogiorno: il territorio come variabile retorica", https://web.uniroma1.it/memotef/sites/default/files/FCelata_sviluppolocale_2004.pdf, last access: 11/11/2023.

- Corboz A., 1983, "The Land as Palimpsest", *Diogène*, 31, 121, 12-34.

- Cosgrove D., Jackson P., 1987, "New Directions in Cultural Geography", *Area*, 19, 95-101.

- Cusimano G., 2018, "Doni della storia e sviluppo locale", in Cannizzaro S. (Ed.), *"Cultura e creatività per la valorizzazione del territorio. Casi studio sul Mezzogiorno d'Italia"*, Patron, Bologna, 9-10.

- Dallari F., 1996, "I Beni Culturali, elemento di strategia territoriale. Un nuovo progetto geografico", *Geotema*, 4, 89-96.

- Dardel E., 1986, *"L'uomo e la terra. Natura della realtà geografica"*, Unicopli, Milan.

- dell'Agnese E., 2001, "Premessa all'edizione italiana", in Massey D., Jess P. (Eds.), "Luoghi, culture e globalizzazione", UTET, Turin, VII-XX.

- DeLyser, D. Herbert S., Aitken S., Crang M., McDowel L. (Eds.), 2010, *"The SAGE Handbook of Qualitative Geography"*, Sage, London.

- de Spuches G., 2023, "Il *brand* 'Palermo arabo-normanna' e le sue geografie immaginarie", in de Spuches G., Mercatanti L. (Eds.), *"Viaggiare nell'immaginario. Immaginare il viaggio"*, Palermo University Press, Palermo, 67-85.

- Gamble C., 1987, "Archaeology, geography and time", *Progress in Human Geography*, 11, 2, 227-246.

- Graham B., Ashworth G.J., Tunbridge J.E., 2016, *"A Geography of Heritage. Power, Culture and Economy"*, Routledge, London-New York.

- Karppinen K., Moe H., 2012, "What we talk about when we talk about document analysis", in Just M., Puppies M. (Eds.), *Trends in communication policy research: New theories, methods and subjects*, Intellect, Bristol, 177-193.

- Kavaratzis M., Ashworth G.J., 2005, "City branding: an effective assertion of identity or a transitory marketing trick?", *Tijdschrift Voor Economische en Sociale Geografie*, 96, 506-514.

- Martini U., Ejarque J., 2008, *"Le nuove strategie di destination marketing. Come rafforzare la competitività delle regioni turistiche italiane"*, Franco Angeli, Milan.

- Messina G., 2016, "Identità e luoghi. Il caso di Menfi", L'Erudita, Rome.
- Olsson G., 1999, "Landscape. Border-station between Stonescape and Mindscape", in Cusimano G. (Ed.), *"La costruzione del paesaggio siciliano: geografi e scrittori a confronto"*, Facoltà di Lettere e Filosofia - Università di Palermo, Palermo, 135-146.

- Pollice F., Rinaldi C., 2015, "Patrimonio archeologico, comunità locali e sviluppo territoriale nel bacino del Mediterraneo", in Cusimano G. (Ed.), *"Il turismo nelle/delle destinazioni"*, Patron, Bologna, 137-150.

- Pioletti A.M., 2006, "La cultura ed il paesaggio. Promuovere il luogo", in Cusimano G. (Ed.), *"Luoghi e turismo culturale"*, Patron, Bologna, 269-279.
- Rossi U., Vanolo A., 2010, *"Geografia politica urbana"*, Laterza, Bari.

- Söderström O., 1994, "I beni culturali come risorse sociali di progetti

territoriali", in Caldo C., Guarrasi V. (Eds.), *"Beni culturali e geografia"*, Patron, Bologna, 31-38.

- Regione Siciliana - Assessorato BB.CC. e I.S., 2019, "Lettera a ETT con protocollo 59847 del 6 Dicembre 2019".

- Regione Siciliana - Assessorato BB.CC. e I.S., 2022, "D.D.S. n. 5276", https://www.regione.sicilia.it/sites/default/files/2022-11/D.R.S._05276_del_24-11-2022_-_liquidazione_fattura_ETT_spa_3_trimestri_2022_cap._376630_.pdf, last access: 11/11/2023.

- Regione Siciliana - Assessorato BB.CC. e I.S., 2022, "Fruizione Luoghi della cultura 2020/21", https://www2.regione.sicilia.it/beniculturali/dirbenicult/info/urp/Fruizione BCI RS 2020-2021_def.pdf, last access: 11/11/2023.

- Regione Siciliana - Assessorato Turismo e spettacolo, s.d., "Piano strategico regionale di sviluppo turistico 2019/2023", http://pti.regione.sicilia.it/portal/pls/portal/docs/148509643.PDF, last access: 11/11/2023.

- Regione Siciliana, 2023a, "Movimenti turistici nella Regione - Dati provinciali", https://www.regione.sicilia.it/la-regione/istituzioni/strutture-regionali/assessorato-regionale-turismo-sport-spettacolo/dipartimento-turismo-sport-spettacolo/aree-tematiche/attivita-staff/osservatorio-turistico/osservatorio-turistico-della-regione-sicilia/movimenti-turistici, last access: 11/11/2023.

- Regione Siciliana, 2023b, "Musei e parchi siciliani, oltre 3 milioni di visitatori. Amata: 2022 anno d'oro", https://www.regione.sicilia.it/la-regione-informa/musei-parchi-siciliani-oltre-3-milioni-visitatori-amata-2022-anno-d-oro, last access: 11/11/2023.

Sitography

ETT spa, https://ettsolutions.com/

Sicilia Archeologica, https://parchiarcheologici.regione.sicilia.it/

Territories continue to transform due to endogenous and exogenous development drives. The thickening of logistics and transport networks, large commercial hubs, energy supply options, agricultural and industrial policies, tourism and migrations constitute then, individually and in a systemic sense, some of the lenses available to read the transformative dynamics of territories in the crucial current geopolitical context. In addition, the increasing reach of digital technologies in the spaces and practices of our daily lives, has changed the way we perceive and use the landscape. These transformations find a reified outcome in landscape transitions, becoming a foothold for a trans-scale geographical reflection. We therefore want to insert this volume on this horizon. In fact, we have wanted to stimulate the geographical community to try their hand at landscape analysis to identify, through methodological and/or applied research contributions, problems, practices and trajectories inherent in the transformative dynamics of territories, compressed between the urgency of development and the need to change the energy and consumption paradigm.

Giovanni Messina is Geographer at the Department of Ancient and Modern Civilizations (DICAM) of the University of Messina. His research mainly focuses on geography and literature, cultural landscapes and local development. His last book (Pontecorboli, 2022) is About the journey. Stasis, chiasmus and interruptions. A geography essay.

Bresena Kopliku is a Researcher and Lecturer at the Department of Geography University of Shkodra, Albania, where she is currently the Head of the Department. Her research interests relate to migration and its diverse typologies, return migration, transnationalism, and diaspora.