

**SEGOVIA - 20/21 OCTOBER 2016**

***Study Cases selected***

***II encuentro Asociaciones Patrimonio Mundial***

***Su Nuraxi di Barumini - Archeologica Area***

The Management Project for Cultural Heritage of the city of BARUMINI begins in 2006 with the establishment of the FONDAZIONE BARUMINI SISTEMA CULTURA, a foundation - whose capital is totally held by the municipality of Barumini - which has been entrusted the management of its entire Cultural Heritage.

BARUMINI is a small town of 1300 inhabitants, situated in the central south of Sardinia, in a territory that is home of an extraordinary cultural heritage represented by:

- “Su Nuraxi” archeological zone - the only Unesco Site in Sardinia - a megalithic building named “nuraghe”, dated back to the 14<sup>th</sup> century BC, surrounded by a village of huts developed in the following centuries.
- “Casa Zapata” Museum, a baronial house, built at the end of the 16<sup>th</sup> century on the ruins of a well preserved nuraghe, which has become the seat of the archaeological museum.
- The Centre for Communication and Promotion of Cultural Heritage “Giovanni Lilliu”, dedicated to the great archaeologist who discovered Su Nuraxi, which hosts exhibitions, events, congresses and other cultural and artistic activities.

The abundance and the relevance of this cultural heritage, especially of the Unesco site which until recently has been undervalued and free of rational and successful management, have prompted the municipal administration, led by the current mayor Emanuele Lilliu, to put in doubt the traditional management system, giving life to a new model of organization and management for protection, enhancement and promotion of cultural heritage, also able to determine an important economic and social development in a territory which didn't have and still now doesn't have other significant factors of production.

Sardinia is an island strongly geared to seaside tourism, which has its peak in the summer season. The city of Barumini, far away from the beautiful coasts of

Sardinia, managed to establish itself as a destination complementary to the seaside and summer tourism, and even if only partially, spread the flows of tourism to the low season. Indeed, the favorable mild weather of the island allow us to have a lot of visitors, especially foreigners, even during autumn and winter months.

The municipality of Barumini, through a real plan of territorial development based on cultural heritage management, has been successful in determining a turnaround in a land that was characterized by a high unemployment rate and a strong tendency to depopulation due to migration of young people in search of work. With the creation of the Fondazione Barumini Sistema Cultura, it has provided itself with a means capable of operating in the economic world through entrepreneurial and managerial methodologies aimed to an effective and efficient economic management of cultural heritage and able to respond to a growing demand jobs.

The Fondazione Barumini Sistema Cultura today ensures the rational and efficient management of Cultural Heritage of the territory through reception, ticketing and information services, multilingual guided tours, educational workshops, production of ceramic artifacts, design of showrooms and exhibitions, organization of events, bookshop and small catering services. Therefore, it has an organization able to generate a network of tourist and cultural services, create wealth for the community and offer important professional prospects for local young.

The importance assumed within the local economic system by the cultural tourism is an indisputable fact. That's why the municipality and the foundation continue to invest on it so that the recipients of economic benefits and consequences of this complex and ambitious project can be more and more.

Thus, the city of Barumini has achieved a strategic position in the field of Cultural Heritage, not only because it has turned itself into a privileged destination for cultural tourism (we estimate more than 120,000 visitors a year, and the major part of them are foreigners) but especially because by the establishment of the Fondazione Barumini Sistema Cultura it has become the protagonist of a new process of development. It has gone from the conservation of the historical and monumental heritage to its development and promotion, until coming to create a wide and diversified cultural offer. Thanks to this,

tourists can visit our cultural places, know the origins of Sardinia culture and its recent evolution, see exhibitions, be actively involved in a workshop, see and learn how a ceramic artifact is made, take part in events and conferences, enjoy the atmosphere of a small settlement of Sardinia where it is still possible to immerse oneself in the tradition and culture of a time.

Not less important is the data that today more than 60 employees work within the foundation. Having different professional profiles, they ensure an excellent level of quality services and have enabled the Fondazione Barumini Sistema Cultura to impose itself as one of the most important companies in the field of Cultural Heritage in Sardinia. Indeed, they are archaeologists, tourist guides, museum operators, educators and engaged in educational services, art historians, architects, potters, museum and exhibition curators, supervisors and installers of museums and exhibitions, security and maintenance attendants and employees for additional services. Moreover, the foundation gives to them a continuing education through training courses which are concentrated in winter months when the flow of visitors tend to be reduced.

To get an idea of what proportions the phenomenon takes, it is also interesting to analyze how a municipality of 1300 inhabitants succeed to finance a company with 60 employees and to ensure an offer so wide for over 120,000 visitors, who each year come to Barumini from all over the world. The resources of the Fondazione Barumini Sistema Cultura come from a Sardinia Region grant but mostly from the income of collateral and additional services (as Bar, Bookshops, Ticketing services.....) that are more than 50% of sustenance sources and staff expenditures, which obviously are the major spending voice.

After having invested important resources in management and enhancement of Cultural Heritage, the municipality now aims to develop a new and ambitious project on the specialized education in the field of archaeological learning, through which create professional figures aimed to the protection, conservation and enhancement of Archaeological and Cultural Heritage. Next to an articulated network of cultural services, a project on scientific education and research is in fact developing. Having reached the awareness of the culture multifunctionality - capable of influencing and affecting the process of cultural, social, economic and civil development - a new consideration has established itself: the need to respond to a specialized cultural education demand according to the university

education and to cover a field still unexplored in Sardinia. In the educational-scientific field, the Municipality of Barumini has already made a master of high education in archaeological excavation, restoration and preservation of cultural heritage, organized in cooperation with the University of Cagliari and the Superintendency for Archaeology in Sardinia. Now the purpose is to give life to some permanent courses of archaeological excavation and restoration (University Masters, Stages,.....) whose aim is to provide the scientific competence and a deeper technical and practical study in the field of archaeological knowledge and professional skills aimed at the protection, conservation and enhancement of Archaeological Heritage.

The presence, in the municipal territory and in the adjacent areas, of important archaeological, architectural and art-historical sites, some of which already known and others to be discovered, allows to create a survey area of great attraction and call for Italian and European students and graduates wishing to participate in research and studio projects, campaigns of digs and restoration in the temple of Nuragic culture, the only Unesco site in Sardinia.

The educational offer, developed on the base of the scientific project well-kept by the University, aspires, in fact, to have an international appeal also thanks to the possible opportunity to insert the educational project within the network of schools associated to Unesco and then in a circuit of specialized and scientific education centres of supranational appeal.

Ten years after the establishment of the Fondazione Barumini Sistema Cultura we can say that the aims of the Municipality of Barumini have been largely achieved.

With the establishment of the Fondazione Barumini Sistema Cultura which has been entrusted the management of cultural heritage of Barumini, we have been successful in creating an organized and complex structure able to ensure a wide varied touristic and cultural offer and at the same time in guaranteeing significant employment development and an economic and cultural development process of the whole territory.

We are waiting in Barumini so that you can admire personally the beauty of places and the efficiency of our organization.

On behalf of the Municipality of Barumini and the Fondazione Barumini Sistema Cultura I would like to thank the organization and particularly Raquel for her

**support and availability, the Associazione Beni Italiani Patrimonio Unesco (Association of Italian UNESCO Cultural Heritage) for its effort in supporting all of us, and all those who have made us possible to be here.**