



HOW TO COPE WITH DISSONANT HERITAGE: THE CASE OF ATRIUM AND THE RATIONALIST BUILDINGS

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Aims of the paper

- To investigate whether dissonant heritage may be transformed into a driver of sustainable tourism.
- To analyse the contribution of transnational cooperation (see ATRIUM Route) to achieve this result

Atrium Route



Atrium includes 18 partners from 11 countries in Eastern and Southern Europe



Dissonant heritage

- Contrasting interpretations of the past give rise to competing meanings.
- The dissonance emerges
 - when there is more than one community or group creating their own discourse about the same places
 - when heritage incorporate values which are in contrast with the human rights.



Dissonant heritage and The European Route

- Transnational cultural memory based on travel
 - This is a tragic and negative memory
 - remember in order not to repeat
 - Not a nostalgic cultural tourism

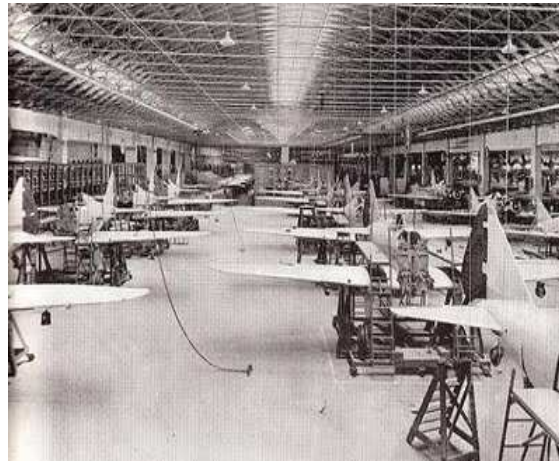


Predappio: A rural town «invented» during the Thirties

Ex casa del fascio e
dell'ospitalità: 1934-1937



Ex stabilimento Caproni



Cimitero monumentale
di San Cassiano



Forlì and the rationalist district

Tribunale: 1937



Stazione: 1924-1925



Poste : 1931-1932



Istituto tecnico industriale:
1937-1941



Ex collegio aeronautico Gil:
1934-1941E



Palazzi gemelli



Piazza della Vittoria: 1932





The research strategy

➤ Surveys:

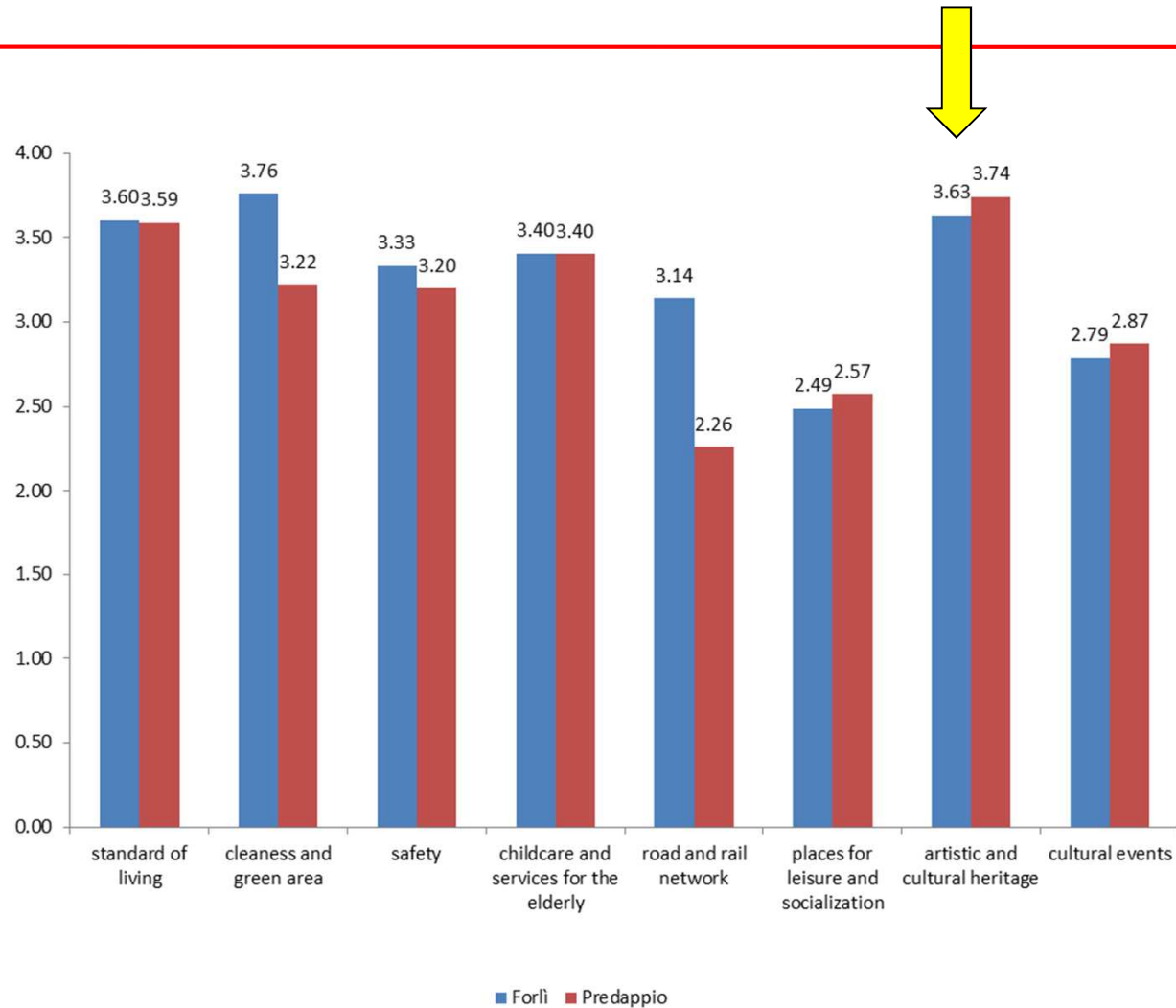
- The target population consisted of permanent residents of Forlì and Predappio.
- Out of a population of 116,196 and 6,480 residents, a total of 215 and 329 residents were interviewed, respectively for Forlì and Predappio.

➤ Questionnaire:

- The questionnaire comprised four main sections:
 - residents appreciation for the services provided;
 - relationships between residents and the rationalism;
 - identification of the monuments representative of the cultural identity;
 - residents' support for tourism development



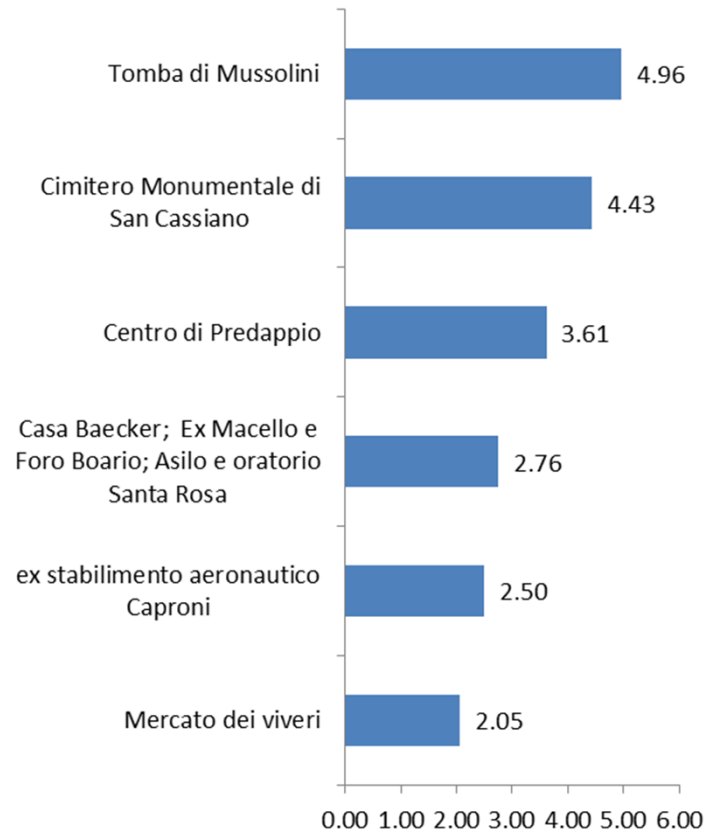
How do residents perceive their town?



Mean value of satisfaction (Likert scale 1-5)

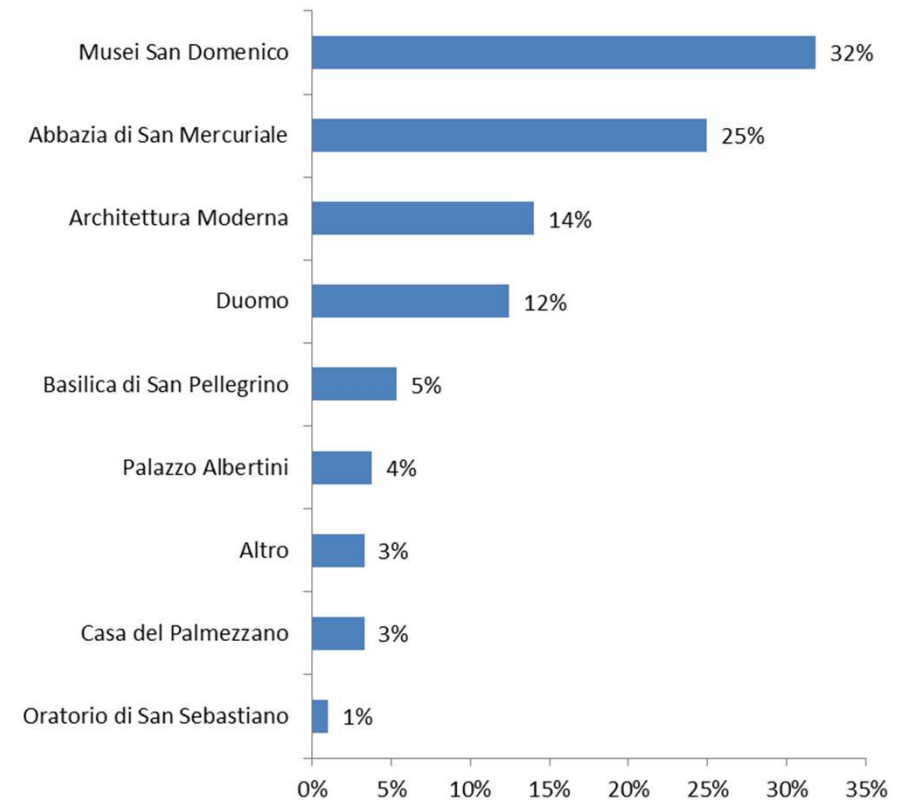
Heritage and local identity

Predappio



Mean value of agreement (Likert scale 1-5)

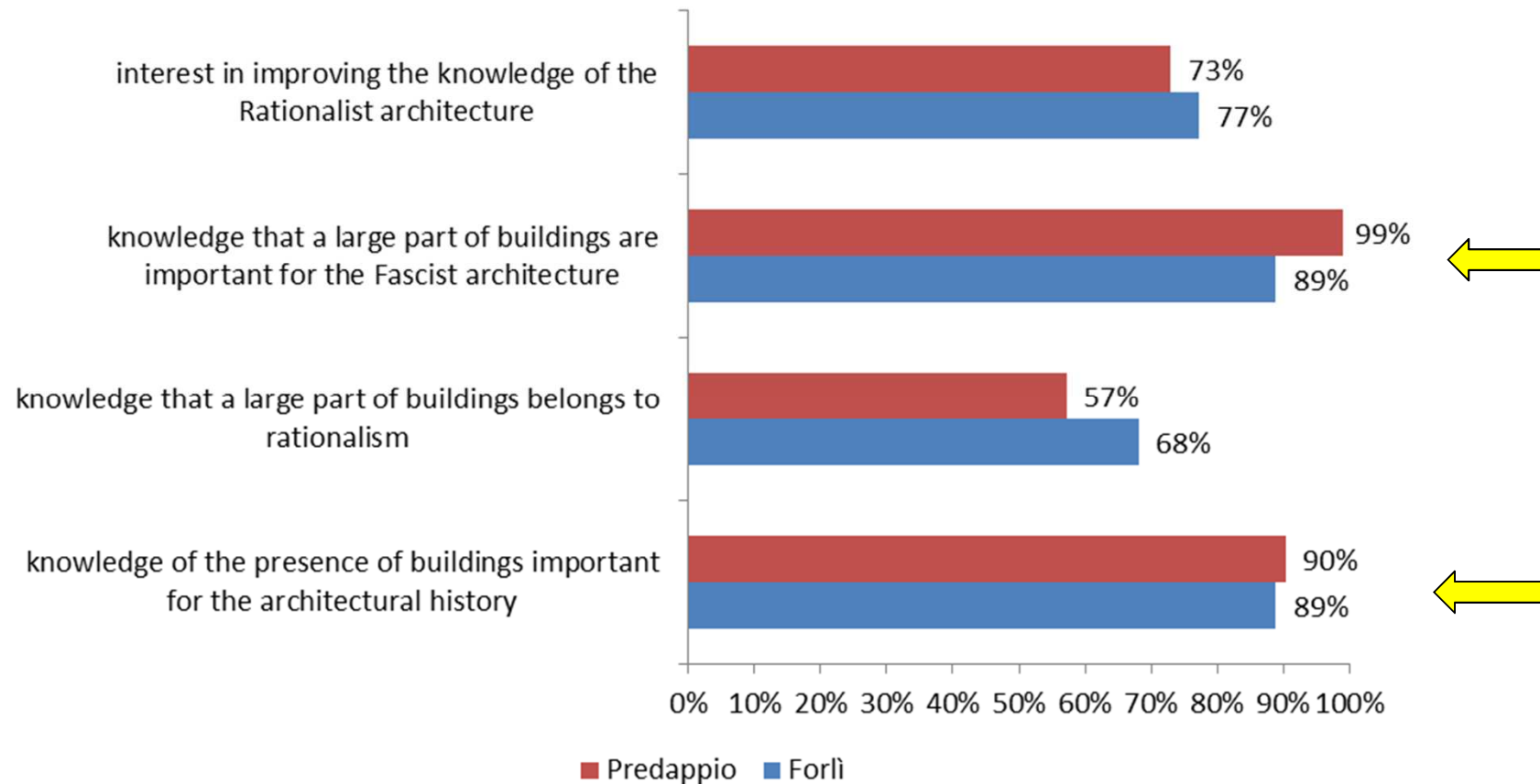
Forlì



Frequency of responses

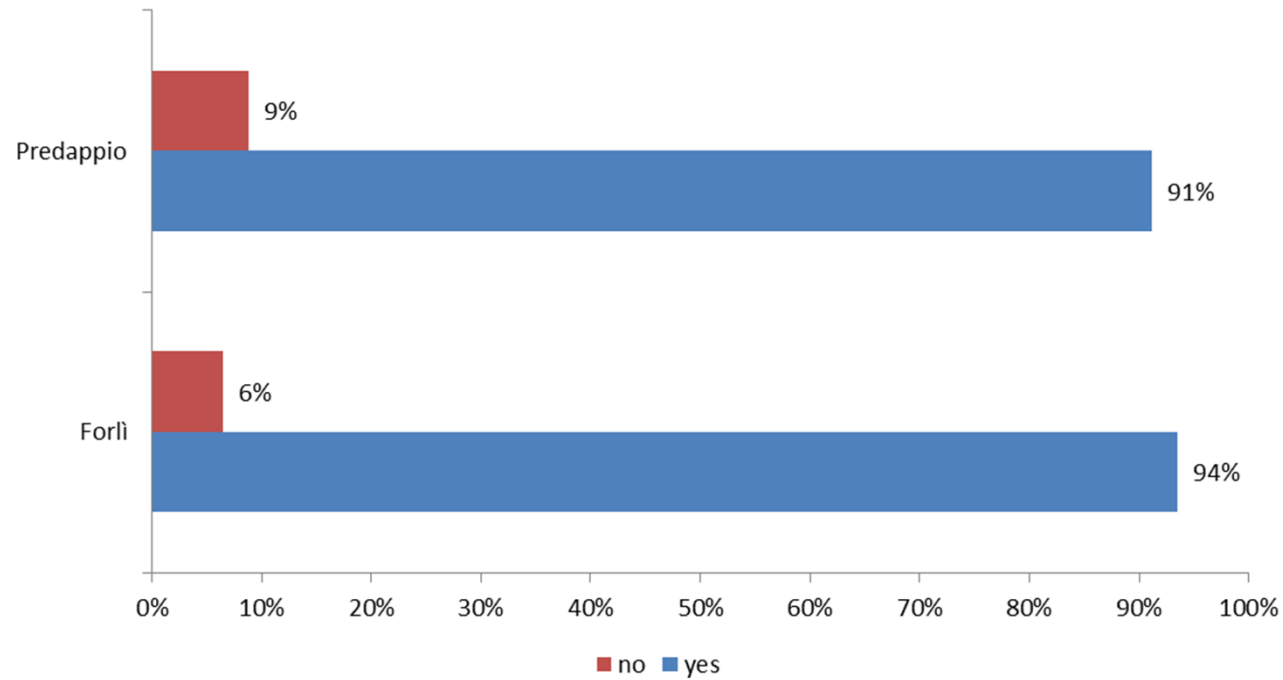


Knowledge and interest in Rationalism

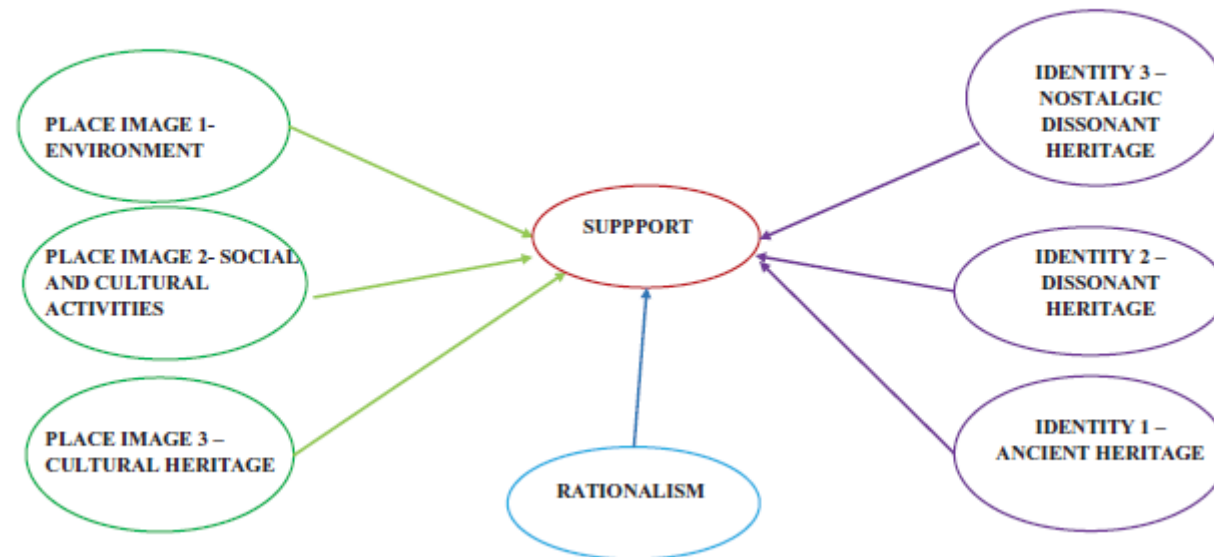




Support for tourism



Lisrel Model





Results

Table 4. Parameter estimates.

	Forlì	Predappio
Place image 1 – Environment → Support	0.00	–0.43***
Place image 2 – Social and cultural activities → Support	–0.19	–0.34
Place image 3 – Cultural heritage → Support	0.23**	–0.10
Rationalism → Support	–0.20*	1.20***
Identity 1 – Ancient heritage → Support	0.32***	–
Identity 2 – Dissonant heritage → Support	0.39***	0.94***
Identity 3 – Nostalgic dissonant heritage → Support	–	–1.82***
Chi-square	58.37	575.60***
RMSEA	0.02	0.14
GFI	0.99	0.92

p*-value 10%, *p*-value 5%, ****p*-value 1%.



Conclusion 1

- The local community can create a strong tie also with dissonant heritage.
 - At present, both Forlì and Predappio's residents consider the rationalist buildings to be part of their cultural identity and they are interested in sharing their memories with tourists. The only exception is the nostalgic dissonant heritage of Predappio (the Mussolini's tomb).
- In nostalgic places, dissonance negatively influences permanent resident support for tourism when the past totalitarian regimes' authorized heritage discourse overcomes the current narrative.



Conclusion 2

- Sustainable tourism development based on dissonant assets is possible only by building a critical memory in the local area and involving the local population.
- A new narrative is required to avoid the nostalgic feelings supporting the authorized discourse of fascism.
- From this point of view, the strategy based on transnational cooperation tool – the ATRIUM route – has been crucial to replace the dissonant value of the local heritage with a new international interpretation.



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Thanks...