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Access and interpretation - Italy

Country: Italy

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▼ 5.1.A Specific measures to improve visitor access to heritage sites?

Yes

If so, where can information be found for visitors' access to Publicly owned / Privately owned heritage sites?:

Approach (click to collaps)

Integrated Approach

Publicly owned/managed sites:

Publicly owned/managed sites:

References

Published guides

Public access databases	http://www.beniculturali.it/mibac/opencms/MiBAC/sito-MiBAC/MenuPrincipale/Luoghi...
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Websites	http://www.culturaitalia.it/pico/
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Privately owned/managed sites:

Archaeological Heritage

Publicly owned/managed sites:

Privately owned/managed sites:

Architectural Heritage

Publicly owned/managed sites:

Privately owned/managed sites:

Landscape Heritage

Publicly owned/managed sites:

Privately owned/managed sites:

▼ **5.1.B Participation levels in European Heritage days**

5.1.B Participation levels in European Heritage days:

Année la plus récente **Nombre de sites participants** **Nombre de visiteurs**

2010	435700
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▼ **5.1 Commentary**

5.1 Commentary:

Commentary (click to collaps)

Integrated Approach

Until 2009 preservation in Italy was the number one priority in the legal and administrative framework for heritage policy. As a consequence emphasis was placed on heritage conservation rather than on public access to it. This had a positive effect in so far as it resulted in the creation of heritage preservation institutions and regulations among the best in the world. However, the prioritisation of heritage preservation also meant that Italy has not focused its policy on the establishment of an effective and visitor-friendly museum organization. In 2009 the General Directorate for the Enhancement of Cultural Heritage has been set up, aiming at better integrating the traditional preservation functions of this Ministry, with a new boost to managerial, promotional and communication functions pertaining to heritage, in order to encourage wider participation of Italian citizens in arts and culture, as well as to enhance Italy's image abroad.

In order to promote public access to culture every MiBAC organizes yearly special events, tours of artistic and historic sites, monuments and archaeological sites, evening or night tours and opening of sites usually closed to visitors, architecture, cinema, dance, music events. (not only country's state museums), free for everyone or with reduced ticket. Main events are the Culture Week, S. Valentine day, Woman day, Night of museums, Council of Europe European music day, European heritage days etc. In order to invert the negative trend due to financial crisis MiBAC set up in 2009 a new communication strategy to boost attendance at the museums, better promoting national events through national advertising campaigns, and improving the presence on Youtube and social networks Facebook and Twitter.

As a result of this new policy the first 6 months of 2010 record an increase of visitors of 12,2%, compared to the same period in 2009, in state-owned museums.

(Source: Culture in Italy 2009 - Basic Figures. Office for Studies of the Ministry for Heritage and Cultural Activities.

www.ufficiostudi.beniculturali.it/mibac/export/UfficioStudi/index.html)

▼ **5.2.A Initiatives within the field of raising awareness**

5.2.A Are there national initiatives within the field of awareness-raising? :

Yes

▼ **5.2 Commentary**

5.2 Commentary:

▼ 5.3.A Specific measures (policies or regulations) for the commercial promotion of heritage in the context of tourism

5.3.A Specific measures (policies or regulations) for the commercial promotion of heritage in the context of tourism:

Yes

Name of the administrative level

1. Region (20)
2. Provinces (110 - 2 with heritage responsibility)
3. Municipalities (8 094)

▼ 5.3.B Number of visitors who come to the main heritage sites

5.3.B How many visitors come to the main heritage sites of your country / SAU? Is information available on economic return of heritage tourism ?

:

Année la plus récente	Nombre de visiteurs	Rentabilité économique (par € dépensé)

▼ 5.3 Commentary

5.3. Commentary:

▼ 5.3.C Main recurrent heritage events

5.3.C Please list the main recurrent heritage events :

Name of event: Culture week
Location: Italy

Heritage category

Integrated approach

Details

Frequency: Yearly
Organisation: Ministero per i beni e le attività culturali (Ministry for Heritage and Cultural Activities)

▼ 5.4.A Measures (policies or regulations) taken to ensure the creation of systematic scientific (preliminary) reports

▼ 5.4.B Scientific summary records available as on-line databases

Please provide the main URLs▼ **5.4.C Scientific summary records placed in a single publication****Please indicate how these summary record publications are organised and if these are according to subject group (archaeology, ar**▼ **5.4.E Knowledge of number of comprehensive specialised studies (i.e. monographs of sites, summaries of topic based research)****Please give details for the year with most recent information**▼ **5.4.F "Official" periodicals on heritage (i.e. published by a governmental organisation)****Please specify their target audience**▼ **5.4 Commentary****5.4 Commentary:****Year:**

2013

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