

## NEAPOLITAN ROUTES

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### Abstract

The law nr. 56 of 2014 has established the *Metropolitan City of Naples* that, since January 1 2015, includes the 10 metropolitan cities of the capital city of Campania and 91 municipalities.

Naples and its provinces are a single big metropolis within which material and immaterial goods of an extraordinary quality are so much condensed as to deserve several inclusions in the UNESCO World Heritage list.

The New territorial entity can represent an important chance for the whole area to revisit the repertoire of Cultural Heritage, identifying lower local realities, spreading the knowledge of a wider and more heterogeneous heritage and enhancing it for public use.

To this end, it is necessary to use some strategies in order to make the most of the cultural potential in its complex.

The *System Culture & Tourism* can represent an important lever both to enhance and to develop the new metropolitan territory. But the tourist-cultural offer is extremely uneven. It lacks a direction working by strategically coordinating initiatives: in fact, institutional bodies mainly promote the most appealing goods, while the enjoyment of other sites is often boosted by countless cultural associations, offering cultural and educational routes that sometimes can overlap and can be not completely satisfying.

Besides, in the present socio-economic context, the traveller is much more aware and watchful to the search for a cultural tourism. In fact, the turning point for cultural tourism is represented by the requirement of the shift from simple passive knowledge to active and interactive participation of the user.

Therefore, it is necessary to adopt a communication *strategy* to enhance and enjoy the New cultural potential, to spread the territory's knowledge, to stimulate and inspire the tourist, to increase competitiveness of tourist and cultural offer at international level, to create synergies among the cultural products offered which are present on the territory, to carry out a network of cultural heritage, to propose thematic itineraries, to develop ad-hoc activities and events meeting the expectations of the tourist still in the organizational stage where his/her voyage has begun.

A fundamental aid to enhance the cultural heritage of the whole territory can derive right from multimediality: digital means of communication allow to immediate interface and integrate with similar tools of spread making cultural information complete and developing the perception of the metropolitan reality from a new perspective.

Therefore, the Website [www.percorsinapoletani.it](http://www.percorsinapoletani.it), is proposed as a single reference on the territory and the link with the most important *Social Networks*, to meet the need of active and interactive participation of the traveller, supported by the creation of geolocalized *Apps* for mobile devices: *Qr-Codes* corresponding to the site, to affix in the different places to visit, and *percorsiNapoletani*, direct application to the website, both allowing the user to retrieve additional information, *Interactive Maps*, proposed according to subjects and typologies; *Apps* that can exploit also the new technologies of the *Augmented Reality* (AR).