

## Dottorato di ricerca in Architettura: innovazione e patrimonio XXXV ciclo

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Cultural Identity and Branding: an Integrated Approach to Enhance the Heritage Value

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Curriculum

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### Abstract

Valorising the cultural identity (CI) and Indigenous/local communities, the research fills the gap between the heritage marketing process and branding the heritage site's image linking the cultural landscapes, the stakeholders, the community, and visitors. They can experience the culture in their lifelong learning or short-term memories through edutainment activities. Hence, this valorisation could preserve CI as a source of socioeconomic development.

The research adopts grounded theory as a research methodology in an interpretive-constructivism paradigm. It used both qualitative and quantitative research methods to ensure integrated results. It was based on two empirical case studies in Viterbo: the Cultural Landscape of Civita di Bagnoregio; and Farnese Palace in Caprarola.

The research outcomes aim to support local authorities and decision-makers in generating socioeconomic opportunities, especially for heritage custodians and the youth, enhancing their sense of the place or the level of stewardship. Adding to the urban identity preservation policies, it reformulates a heritage preservation-based definition of CI concept to sustain the communities' CI and valorise the values of cultural diversity in

the same demographic area.

Heritage-based incentives and motivations can lead to innovative business and entrepreneurial ideas, and promote the use of heritage building better partnerships. Including EU Horizon 2020 project Be.CulTour, it strategically supports people-centred cultural tourism by operationalizing a dynamic partnership among three partners: the community, the public and the private sectors, developing a People-Public-Private Partnership as a circular/participatory business model (a corporate entity) (Diagram 1).

Regarding that, the research develops a people-centred heritage branding approach (Diagram 2) that invests CI manifestations to create a sustainable brand image and emancipate community involvement. Thus, it generates technical tools to provide the updated socioeconomic needs of the communities and mitigate the rapid modification and deterioration of their authentic cultural knowledge.

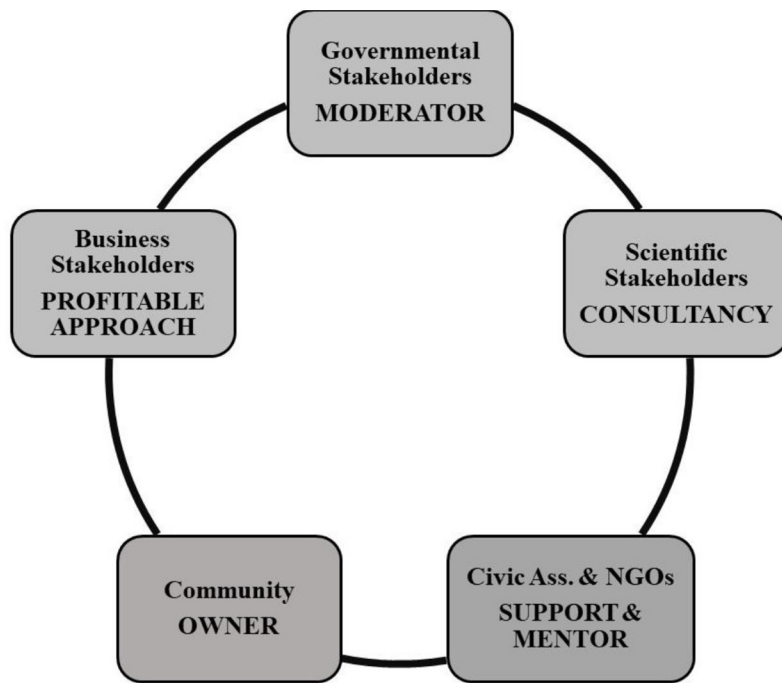


Diagram (1): Corporate Entity/People-Public-Private Partnership.

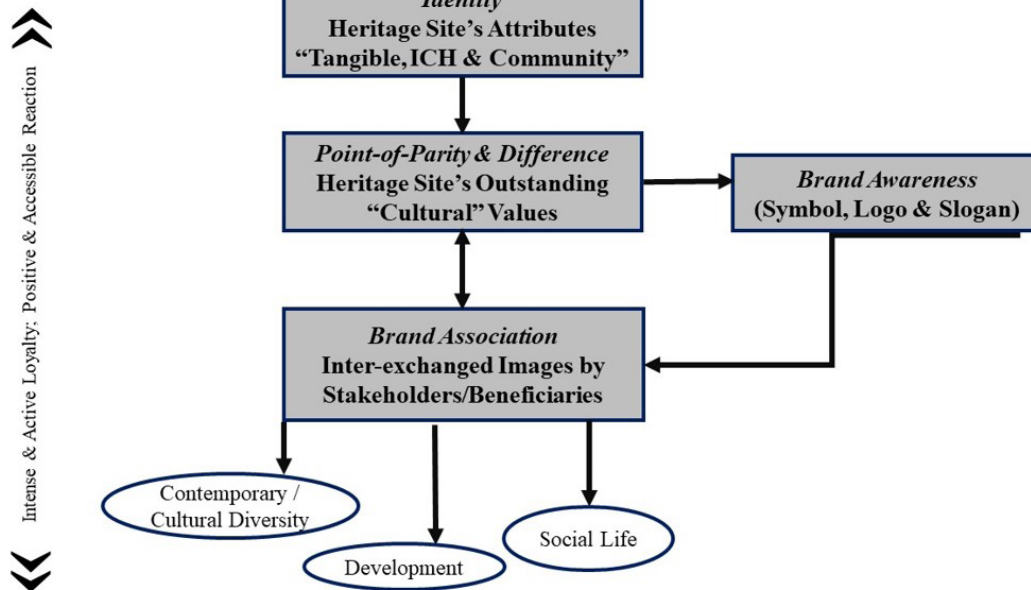


Diagram (2): People-centred Heritage Branding Approach.