

**Title: The role of museums in the development of sustainable tourism in Calabria. Focus on the Amarelli company museum and on the Musaba museum park between infrastructural deficiencies and new communication technologies.**

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### **Abstract**

The contribution analyses the role of the museum in the recovery, management and enhancement of the local cultural heritage as a tool capable of promoting the development of sustainable tourism in a region with evident infrastructural problems located in the south of Italy. In particular, the following work analyses the management dynamics of two museums: the Amarelli company museum located in Rossano (CS) and the MUSABA museum park in Mammola (RC) and their relationship with new technologies. The two museums were chosen as a research area as they represent two internationally recognised excellences in the territorial context. The first is located in the north of the region in a more developed urban context while the second is located in the south in an internal area that presents numerous critical issues. The Amarelli Museum was inaugurated in 2001 and exhibits the tools used in the processing, marketing and extraction of the root of *Glycyrrhiza glabra* from which liquorice is obtained, as well as clothes, objects, manuscripts related to the Amarelli family, engaged in the production for about 3 centuries of the famous liquorice in the same name. It is the only Italian museum on this subject. In 2001 it won the Guggenheim Impresa & Cultura 2001 prize. According to research by the Italian Touring Club, it is the second most visited business museum in Italy (55,000 visitors in 2016), behind the Ferrari Gallery in Maranello. Musaba is an open-air museum park among the few in Europe to house a laboratory of artistic experimentation and is located at the foot of the Aspromonte National Park. Both museums are privately managed, have a website and regularly use social networks in order to promote their business and reach the greatest number of people. The spread of the Internet has had very important consequences in all economic sectors, and especially in the tourism sector. The Internet has revolutionised the world of communication and the way to promote products and services. With specific reference to "Information and Communications Technology" (ICT), it is evident that a close connection between the tourism sector and new technologies has become increasingly necessary over time. The relationship between ICT and sustainable tourism is a commonly discussed theme in literature, in particular web communication strategies, the phenomenology of experiential tourism and the use of ICT for the enhancement of cultural heritage. This work is placed in this context of analysis and intends to deepen the role of ICT in the development process of sustainable tourism, linked in particular to museum attractions, in an area characterised by evident socio-economic difficulties. ICT understood as a strategic tool capable of allowing, due to its peculiarities, the overcoming of present infrastructural limits and barriers and to best express the existing potentialities by reducing costs. The objective is to demonstrate how an adequate museum management activity through an innovative and integrated organisation of tangible and intangible resources and an efficient use of financial resources, can contribute significantly to its growth, attracting the attention of conscious tourism. The survey was conducted through the analysis of all the documentation provided by the museum managers relating to their operation. Through the administration of questionnaires and the analysis of data on tourist flows. As a result, the demonstration of how the use of new technologies can work as an attractor on a global scale and how a correct business model can make museum structures take off in an unfavourable infrastructural context is expected.

**Keywords:** Sustainable tourism; company museum; museum park; ICT; territory; governance.