

Luisa Sturiale,
Maria Rosa Trovato

*Department of Civil and
Environmental Engineering and
Architecture, University of Catania,
Catania, Italy*

E-mail: sturiale@dica.unict.it
mrtrovato@dica.unict.it

Keywords: *net economy, territorial
web marketing, ICTs, UNESCO
website analysis*

Cultural resources, local products and technological innovations: a possible web marketing model to support of the Val di Noto's development

The Val di Noto is an area characterized by historical, cultural, architectural and urban heritage that belonging to the WHL, but also, by other highly qualified resources of the environmental, agricultural, social and political-institutional type.

An strategic planning approach may help to create a coordinated and sustainable development for all the territorial components and, therefore, may generate a sustainable socioeconomic development. In particular, in the era of globalization, the territorial marketing has a new field of action, the internet marketplace, and new tools to support the marketing actions by the Information and Communication Technologies (ICTs). The study proposes a methodological approach to analyze the efficiency of the web marketing in the Management Plan of the area.

Introduction

The Val di Noto was an administrative district in the Norman period. In 1812, when it was abolished the administrative district, it included the area of the south-eastern Sicily. Following the earthquake of 1693, the Val di Noto's major urban centers were destroyed.

In the first decades of the eighteenth century, the reconstruction after the earthquake has produced an admirable example in terms of art, of architecture and of urban planning, contributing to qualify this site as the excellence for the late baroque.

In this regard, the heritage of the eight towns (Noto, Palazzolo Acreide, Ragusa, Modica, Scicli, Catania, Caltagirone, Militello Val di Catania), which have been affected by the reconstruction in the late Baroque period, was entered on the World Heritage List (WHL) in the 2002. In particular, the Val di Noto is a large area characterized not only by the UNESCO's heritage, which represents some excellent examples of the historical and the cultural heritage, of the architectural and the urban planning heritage for the late baroque, but is characterized also by the presence of other highly qualified resources by the viewpoint environmental, agricultural, social and political institutional.

An efficient programming for the interventions to protect, to preserve and to enhance the Val di Noto's territorial resources, seen as a system of related resources, must be made on the basis of a strategic approach to planning. The strategic

planning approach may help to create a coordinated and sustainable development for all the territorial components and, therefore, it is capable of generating sustainable socio-economic development (Trovato, 2009). But in the recent years, despite, the Val di Noto's heritage has been the subject of some specific policies at the local and national level, that have been promoted by the United Nations, it is not able to express its full potential in terms of positive benefits to support the socio-economic development.

In particular, the UNESCO Convention has established since 2002, that all sites that would have been recorded at WHL after that date, must be provided of a management plan. In order to activate a process that is capable of expressing the economic and social potential of this territory, it is necessary to schedule and to plan a integrated process of enhancing, of the sustainable type for the resources (Trovato, 2012).

So, this integrated process must be aimed at the creation of a Local Tourist System. In this regard, it must be supported by specific sector strategies and trans-sectoral, and then, it must be accompanied by a plan to support the integrated territorial marketing actions between the different sectors. In particular, the territorial marketing as a tool for increasing territorial competitiveness in the era of globalization, has a new field of the action and with the advent of the technologic revolution by the Information and Communication Technologies (ICTs), has also, some new tools to support the development of marketing actions.

The ICTs can become an important tool to support the knowledge process of the territory (Sturiale, 2013; Trovato, 2013), of its the cultural heritage and of its the landscape, of the local identity, but also, to support the relationship between the different involved economic actors and the users.

To this end, the marketing uses more and more new technologies, thus giving rise to territorial web marketing: the identity, the usability and the cyber technology of a territory are the levers that must be activated in order to promote valorization actions on the basis of a process of targeted and strategic capturing of the actual and the potential users.

The use of ICTs is provided in the management plan UNESCO's sites to promotion the territory and of its tangible and intangible resources.

Even in the management plan for the Val di Noto is provided the use of ICTs as tool to promote the territorial resources.

The aim of this contribution is:

1. to classify the type of Val di Noto's website using a specific model of interpretation (Premazzi, 2001; Sturiale, 2013);
2. to compare on the basis of some features of this website type its position in relation to all other Italian and international, to identify the strengths and weaknesses of the network promotion actions which are operated in the official website;
3. to measure the degree of the promotion actions that are been implemented to date.

Knowledge Age and development of the territorial marketing

The peculiarities of the “Knowledge Age” are reflected in every sphere of society today: ICTs, developments of the Internet protocols, the diffusion of new electronic services covering every sector of our reality and have profoundly changed habits and established systems. Internet, while not changing the basic rules of the economy, has led to an amplification of the information revolution (Porter, Millar, 1985) in place, not only at the enterprise level, transforming business processes, but also at the industry level, influencing structure and competitive dynamics (Vescovi, Issepon, 2002).

Also the territories were affected by such revolution that has led to the progressive reduction of barriers to spatial mobility of goods and services, capital and people, resulting in the transfer of tangible and intangible resources from one area to another. For this reason the various players in the strategic planning of the territory (policy makers) turning more and more attention to initiatives that promote activities that allow users to generate value for the actual (internal marketing) and potential (external marketing) users of the territory.

The “Knowledge management” becomes a tool to generate capital gains across sectors and territories, based on a dialectic between material and immaterial resources, becoming a prerequisite to activate the processes of exploitation between different forms of capital (Trovato, 2013).

As part of the strategic spatial planning policy makers and local stakeholders have increasingly gained the knowledge to use these tools to promote the territories trying to activate processes of creation of a strong local identity and processes of communication of plus-values associated.

This process has also interested the territorial marketing, which can be understood as part of local development policies, on which they rely for decades the processes of economic growth and development. It arises from the transfer of a typical methodology of the company (marketing) in a particular context (geographical), concentrating the focus on territorial specifics and avoiding the mere transposition of the concepts and practices from the enterprise to the area (Sturiale, 2013).

We can not, for brevity of discussion, trace the evolutionary process of territorial marketing, referring to the literature on the subject¹, but will mention only a few key concepts to understand the importance of the use of ICTs and the potential of this instrument for the enhancement of the territory in a global context. The roots of territorial marketing is derived from three different conceptual approaches: relational, social and non-profit organizations (Caroli, 1999), which together help to build the complex theoretical foundations of this discipline, until a

¹ The literature on territorial marketing is very wide, therefore, refer, here, only some representative Authors: Caroli, 1999; Gilodi, 2004; Knight, 1995; Krantz e Schätzl, 1997; Moore, 1995; Muzzi, 2002; Sturiale e Trovato, 2013; Van den Berg, Bramezza e Van der Meer, 1994; Valdani e Ancarani, 2000; Varaldo, 1999.

few years ago held the frontier but is now entered fully in the academic interests and in several lines of research, to support local development.

It contributes, in fact, to create the *identity of the area*, through measures which make possible to highlight the strengths of the same, that is, the peculiar characteristics, durable and distinctive, that is, those that make an area unique compared to others (Ashforth and Mael, 1996; Biggiero, 2002; Muzzi, 2002; Sammarra and Biggiero, 2001). It is set in motion a process that, by focusing on the strengths and excellence in the area, to be able to use them and enrich them through appropriate “*conditions that are able to translate the knowledge resources in local development factors*” (Knight, 1995), in order to implement a business strategy and an efficient and effective management, including through coordination and harmonization of activities between institutions and local operators.

In the current economic environment, the widespread diffusion of ICTs inevitably involves the territories, which, therefore, must refer also to the policies and strategies of internet marketing (Premazzi, 2001). ICTs allow the development of new strategies for the promotion of territorial identity through technological configurations and innovative relational structures for businesses and territories. Virtual environments of communication and relationship, known as web sites, represent a great opportunity for the economic exploitation of the potential expressed by different territories, socio-economic, environmental, landscape and cultural heritage, and, therefore, for the diffusion of the local identity in global communication and may be an important variable in the new marketing models to support the development of the territory, the so-called *territorial cyber-marketing* (or *web marketing*) (Sturiale, Scuderi, 2011; Sturiale, 2013).

The special features of the site, which range from simple information to allow bi-directional communication to the direct exchange of goods and/or services, allow land managers to implement, through these new channels of communication and relationship with potential users, actions to build and develop their competitive advantage (Premazzi, 2001).

Certainly, in the complex territorial web marketing strategy the creation of the web site is of particular importance, because it is the virtual meeting place between stakeholders who can communicate but also exchange resources (tangible and/or intangible) and perform transactions: communication can take different forms depending on the number of subjects and users (actual and potential) concerned: many-to-many, one-to-many, many-to-one, one-to-one

Web, territories and UNESCO sites

Also the territories over the last decade have been included in the network, through a website or a portal, in order to communicate to the users (actual and potential) the provision of tangible and intangible resources in the area concerned, as well as all services, both administrative (for internal users) that of receptivity and tourism (for external users, mostly tourists).

Several studies conducted by the end of 1990 on models to insert in the web

companies from different economic sectors, it was found that the latter were already present in the physical market, develop their web presence in a gradual manner, from an initial situation that do not have a site, the construction of an informative web site, to move to e-commerce, with levels of interactivity with the users diversified.

It's obvious that get on the Internet is not just build a website, but a strategy more complex and integrated with marketing policies already implemented by the company.

If this were not so, would just be a mistake, as they have already had the opportunity to experiment with some companies, leaving the whole improvisation, have fallen into a resounding flop, as they have lived as a "must" presence on the web without defining the objectives to be pursued (Sturiale, 2000).

Probably, the mistake made by several companies in the pioneering phase of the Internet, that saw the proliferation of web sites, was to consider it only as a sales channel, while we are realizing the strategic potential of this instrument as a channel of information (Kotler, 2002), capable to active an interactive marketing that meets the needs of web consumer, creating value from the perspective of one-to-one with the same.

In the literature, it is possible to find different methods of website analysis, in relation to different variables. For the purposes of this contribution, worthy of note is those of Lugli, Ziliani, 2001, which classify the sites into three types, depending on the different level of interaction with the navigator and acquisition of information.

In addition to this classification, we cite Jarvela et al., 1999 for tourism businesses. Others have been proposed to interpret the patterns of "e-business", which is not much different from those mentioned, except for the peculiarities of the industry and the introduction of other levels of interactivity, which over time the network offers to web users².

Web sites that develop marketing strategies have been the subject of a small number of specific research, because very often they are incorporated within the investigations relating, in particular, the tourism sector, which only represents a function, giving a reductive vision of the phenomenon. Unexplored is the market space of the websites linked to UNESCO, for which specific searches are really small, so this contribution proposes to start the discussion and debate on the topic, which will be increasingly important for the exploitation of resources tangible and intangible assets of the UNESCO sites and the socio-economic question.

Yet the importance of the web-based tool to support the development of a UNESCO site and the promotion of related resources is supported by internation-

² Among the different, are cited: Bucca, Scuderi, Sturiale, 2006; Di Vittorio, 2002; D-WEB, 2010; Ottimo, 2001, Premazzi, 2001; Ràthonyi, Vàrallyai, 2011; Sturiale, Scuderi, 2011; Sturiale, 2013.

al³ and national⁴. normative references. In the case of the UNESCO World Heritage Site “City late Baroque of Val di Noto” the importance of the web-based tool to support the development of the site and related land resources is inserted fully into the Management Plan, which aims to activate a special Web Site for the promotion and enhancement of the site concerned. In particular, in the Management Plan is present this important point:

- C. Cultural and economic enhancement
- *action plan C4*: Promotion of sectoral plans; project 16: Brand image;
- *intervention 16 C*: web site⁵.

From surfing the net, however, is not the existence of an official website. In fact, both the world site UNESCO (<http://whc.unesco.org>) than the ministerial national one (www.unesco.beniculturali.it), refer to the websites of each city included in the Val di Noto. There is, however, a portal unofficial, <http://www.siciliasud-est.it/>, on which the survey was conducted, and other sites (unofficial), that create confusion in web users.

An analysis model for the UNESCO websites oriented to the territorial marketing

In order to identify the main territorial marketing purposes for the Val di Noto website: <http://www.siciliasud-est.it/>, has been employed an interpretation method, adapting an approach already adopted in the literature for similar analysis (Premazzi, 2001; Sturiale, 2013). In particular this method allows to classify the Val di Noto’s website and to identify on the basis of some features of this website type its position in relation to all other Italian and international websites for the UNESCO’s sites. In particular, proceeding with the “navigation” by using the possible forms (Web Site or portal) for the virtual communication environment, and by monitoring the type of support to the enhancement of territories, it was possible to constitute the sample to be detected. The proposed interpretation method helps to identify the modes by which the territories are taking advantage of the emerging opportunities that are offered by the new technologies. In fact by using the ICTs is possible to convey the territorial “competitive advantage”, which is based on local identity into “*glocal identity*” (global+local) (Sturiale, 2000).

The model by which will be examined the virtual environment of the territorial marketing for the UNESCO’s sites , consider the following variables:

- the information broadcast is characterized by some strategic elements, as: the pursued purpose in the use of the virtual communication environment, the rela-

³ UNESCO, (2005), (p. 132); UNESCO, (2008), (p. 134); UNESCO, (2011), (p. 136); UNESCO, (2012), (p. 136); UNESCO, (2013), (p. 136).

⁴ Ministero per i beni e le attività culturali, (2004), (p.30); Ernst & Young Financial Business Advisor S.p.A. e Ministero per i beni e le attività culturali, (2005).

⁵ Ministero per i beni e le attività culturali, (2004), (p.30); Ernst & Young Financial Business Advisor S.p.A. e Ministero per i beni e le attività culturali, (2005).

tion type (information and/or interactive), the use of the social networks, which is characteristic by the current use Web 2.0 (it is already talk of Web 3.0);

- the nature of the subject recipient of the territorial marketing action (user actual and / or potential);
- the type of involved person actively as a promoter of the territorial marketing action (the PA institutions, chambers of commerce, trade associations, associations of local operators, etc.).
- the reference territorial ambit (local, regional, national, international).

The survey was conducted through the navigation of all the italian UNESCO's websites, it began in spring 2013 (it still is under way and it is involving also some European UNESCO's websites). On the basis of the considered variables, it was possible to give an interpretation of the phenomenon of cyber-marketing planning, distinguishing the websites in the following four categories of the sites in the Table 1. The proposed four categories don't allow to identify uniquely the class of the sites, rather (in most of the identified sites) indicates the main function of the site, in fact, it is possible that some of them can also have some characteristics of the other categories.

Table 1. The categories of the sites.

INFORMATIVE SITES TO SUPPORT THE KNOWLEDGE AND THE USE OF THE TERRITORY: usually, they are triggered by local authorities and they are intended for the stable and potential users of the area; they allow to give visibility to the resources of the area and the activities of local governments.

INFORMATIVE SITE TO PROMOTE THE TOURISM:

they are activated by different subjects (municipalities, provinces, regions, bodies of the Tourism Promotion, etc.), and can be seen as the cyber-marketing actions planning outwards , its aim is to provide detailed information on the use and on the livability of the area so as to influence the choice of the potential user turning it into effective user.

INTERACTIVE SITES TO SUPPORT THE SOCIAL AND ECONOMIC LOCAL DEVELOPMENT:

they are triggered by the municipalities, whose main purpose is to offer a range of online services to the citizens, to the businesses and to the organizations in the area; these are a cyber-marketing planning that promote actions towards the inside, then, they allow a high level of interactivity between the users, with benefits in terms of the effectiveness and the efficiency of the services.

INTERACTIVE SITIES OF THE E-COMMERCE AND E-SERVICE:

they are activated by different subjects (individual local entrepreneurs, local trade associations, governments, forms of governance for local development, etc.); they may be of B2C or B2B type ,but they are always focused to enhance the local typicality and to promotion of the tangible and intangible resources; these sites by online transaction are supporting the "globalization" process, in fact, they offer to the global potential users, the knowledge and the ability to buy local goods and services.

In Table 2, have been reported only some of the investigated UNESCO's websites (for brevity of the discussion), and then, reference is made to a complete nav-

Table 2. The web sites of the italian UNESCO sites which are connected with the <http://whc.unesco.org> (some examples).

Inormative sites to support the knowledge and the use of the territory	Informative sites to promote the tourism
http://www.unesco.it	http://www.aquileia.it/
http://www.rappunesco.esteri.it	http://www.egm.it/it/agrigento
http://www.reggiadicaserta.org/	http://www.cilento.it/
www.sacrimonti.net	http://ville.inews.it/eintro.htm
http://www.ourplaceworldheritage.com/	http://www.touristbureau.com/
http://www.pompeisites.org/	http://www.costadiamalfi.it/errore.htm
http://www.comune.assisi.pg.it/	http://www.amalficoast.it/
http://www.casteldelmonte.org/	http://www.costadiamalfi.it/italiano/tour_escursioni.htm
http://www.comune.modena.it/	http://www.villaggiocrespi.it/
http://www.parks.it/parco.nazionale.cilento/	http://www.turismo.ra.it/ita/Collegamenti/Visita-virtuale/Panorama
http://www.comune.vicenza.it/	http://www.turismo.ravenna.it/ita
http://ville.inews.it/eintro.htm	http://www.comune.fe.it/
http://www.associazionenema.it/	http://www.comune.fi.it/
http://www.crepidadda.org/	http://www.xmarks.com/site/www.cib.na.cnr.it/
http://www.turismo.ravenna.it/ita	http://www.romaonline.it/
http://www.comune.fe.it/	http://www.comune.siena.it/
http://www.comune.fi.it/	http://www.comune.pienza.siena.it/
http://www.romaonline.it/	http://www.urbino.com/
http://www.comune.roma.it/	http://www.comune.urbino.ps.it/
http://www.comune.siena.it/	http://www.allakatalla.it/
http://www.comune.pienza.siena.it/	http://www.officineculturali.net/
http://www.comune.urbino.ps.it/	http://www.comune.noto.sr.it
http://www.unesco.beniculturali.it/	http://www.comune.catania.it
http://www.regione.sicilia.it/beniculturali/	http://www.italyguides.it/us/pisa/pisa_italy.htm
www.comune.noto.sr.it	
http://www.comune.catania.it	http://www.turismo.pisa.it/
http://www.opapisa.it/	http://www.emmeti.it/Welcome/Liguria/Cinqueterre/
http://www.comune.pisa.it/	http://www.cinqueterre.it/info.php
http://www.parconazionale5terre.it/	http://www.parks.it/parco.nazionale.cinque.terre/
http://www.cinqueterre.it/info.php	http://www.parconazionale5terre.it/

Informative sites to support the knowledge and the use of the territory

Informative sites to promote the tourism

<http://www.parks.it/parco.nazionale.cinque.terre/><http://www.regione.piemonte.it/>

<http://www.parconazionale5terre.it/>

<http://www.comune.torino.it/>

<http://www.regione.piemonte.it>

<http://www.comunealberobello.gov.it/>

<http://www.comune.torino.it/>

<http://www.comune.matera.it/>

<http://www.nuraghi.org/>

<http://www.comunealberobello.gov.it/>

<http://www.comune.matera.it/>

<http://www.venicethefuture.com/it/home/>

<http://www.unesco.org/new/en/venice/home/>

<http://www.veniceinperil.org/>

<http://www.comune.venezia.it/>

http://sights.seindal.dk/sight/901_Hadrians_Villa.html.

<http://www.alfanet.it/welcomeitaly/roma/itinerari/tivoli>

<http://www.villadestetivoli.info/indexe.html>.

http://sights.seindal.dk/sight/456_Villa_Romana_del_Casale

http://www.architesi.polito.it/pdf/PascuzziV_EN.pdf

Interactive sites to support the social and economic local development

Interctive sites of the e-commerce and e-service

<http://www.comune.modena.it/>

<http://www.cilento.it/>

<http://www.comune.vicenza.it/>

<http://www.cisapalladio.org/>

<http://www.comune.verona.it/>

<http://www.romaonline.it/>

<http://www.comune.fe.it/>

<http://www.comune.roma.it/>

<http://www.comune.fi.it/>

<http://www.comune.fe.it/> <http://www.comune.fi.it/>

<http://www.comune.roma.it/>

http://www.italyguides.it/us/pisa/pisa_italy.htm

<http://www.comune.siena.it/>

<http://www.comune.pisa.it/>

<http://www.comune.pisa.it/>

<http://www.comune.matera.it/>

www.regione.piemonte.it/

<http://www.comune.venezia.it/>

<http://www.comune.catania.it>

igation, that will allow to identify in an interactive way the functionality and the capabilities of the sites.

The Val di Noto's website: strengths and weaknesses

In order to provide a more complete picture, although not exhaustive, of the web marketing strategy that is adopted to the web site the "City late Baroque of Val di Noto" (<http://www.siciliasudest.it/>) is been used the model of 7C (Bucca, Scuderi and Sturiale, L. 2006).

This model was adapted to the specific case. It allowed to identify the features and to show the strengths and the weakness of the site. These elements are very important to improving the level of the web marketing for the UNESCO's site that is in question (Table 3).

In relation to items previously identified, can be seen, as in the face of a high quality mix of the territorial resources, the web tool to support the development of these resources is inadequate to support the potential socio-economic development that is connected to these economies of scale, making unexpressed these potential.

In particular, focusing on the material resources related to the agri-food deposits in the UNESCO site territory, the analysis has highlighted, among the many aspects that here it is not possible, that these resources are not well exploited.

In particular, only a few of the quality products (marked with P.D.O., P.G.I. and wines D.O.C. and D.O.C.G.) are retrieved and otherwise highlighted, as shown in the Table 4.

The web must be developed as targeted action to support the implementation of the marketing strategies. In the case of the UNESCO's site the "Late baroque cities of the Val di Noto" although for it has been drawn up for a Management Plan (2002) and an Operational Plan (2005), the planning process of the actions on the heritage and its the management, lacks of an appropriate marketing plan.

A marketing plan is instrumental to implement the coordination between the resources and the users and to implement the coordination between a demand of the increasingly global cyberspace type and an integrated territorial offer.

Conclusion

The web marketing planning to support the exploitation of the resources is useful to guide and to converge the users towards a potential Local Tourist System of the Val di Noto. It can become a tool to generate capital gains across sectors, that is based on a dialectic between the material and the immaterial resources, but also, it can become a prerequisite to start up of the exploitation processes affecting different forms of capital. The enhancing for the Val di Noto's territorial resources means transferring the value of the same territory to the user, who can perceive the use of local products and services as opportunities to increase the individual or collective value. So, the web marketing planning can be identified as a potential tool able to implement the transfer of value from the territory to the user.

Then, it can be see, in the processes of territorial planning, as the tool capable of transforming the excellence of the available resources (the site UNESCO, the

Table 3. SWOT Analysis UNESCO Web site: <http://www.siciliasudest.it/>.

STRENGTHS	WEAKNESS
<ol style="list-style-type: none"> 1. the managing body is a institutional type, it is, in fact the Superintendent BB.CC.AA, and so, the site is characterized by a institutional profile; 2. the content of the site is offered in both Italian and English; 3. consistency of the promoters; 4. the presence of different types of interactive and relational tools that offering online applications which allow a high level of the interaction between the website, such as the Geblog tool; 5. the presence of some social media platforms, such as YouTube; 6. the presence of some social networks, such as Facebook and Twitter; 7. a good ability to provide information support to different types of users; 8. consistency with the objectives for which the site, it was designed ; 9. consistency of the contained information with the general information objectives of the site; 10. the presence of a support tool to feedback; 11. the presence of some offered services, albeit of basic level, to support the socio-economic system, almost exclusively of promotional tourism type. 	<ol style="list-style-type: none"> 1. low capacity of the site to be customized by the visitors; 2. there is a strong weakness in the identifiability of the site by the users due to: <ul style="list-style-type: none"> • absence in the name of reference to site content; • the inability for the user to identify the institutional nature of the site and its relative reliability; • the presence of websites with similar content, ie with reference to the Val di Noto's heritage that are present in the cyberspace; 3. lack of the information about the local transport system; 4. partial visibility of the Val di Noto's agro-food quality products , many of which are absent; 5. repetition of information about the agro-food products, in fact, there are the same but belonging to the different municipalities of the Val di Noto; 6. no connection, even informational type with the production system, in fact, there are not link to the agro-food companies producing for the products that are been listed on the site.
THREATS	OPPORTUNITIES
<ol style="list-style-type: none"> 1. no connection with the production system, in fact, there are not any connections with the manufacturers of the agro-food for the products that are listed on the site, also informational only; 2. no B2C; 3. no B2B; 4. low degree of correlation with other sites. There are only some links of the local institutional type; 5. no correlation with sites of nature tourist accommodation, culinary and commercial; 6. no connection with sites of socio-cultural nature; 7. local dimension of the site; 12. no connection with official websites of the institutional supranational level such as: the site www.unesco.org, and national, such as: www.unesco.it and www.sitiunesco.it, which shows a marginal position of the official site within the international and national UNESCO's network. 	<ol style="list-style-type: none"> 1. a connection with the official sites of the Val di Noto's towns and therefore, the presence of a local and institutional network. 2. high qualification of UNESCO's heritage; 3. high qualification of natural and environmental heritage; 4. high qualification of agro-food products that are presented on the site. 5. high mix of local resources.

Table 4. The Val di Noto's quality products presented in the WHL and in the web site <http://www.siciliasudest.it/>.

The Val di Noto's quality products that are been presented in tabs of the proposal for the nomination of the site to WHL

The Val di Noto's quality products which are promoted on the web site <http://www.Siciliasudest.It/>

Location	Product	
Caltagirone	Monti Iblei's extra virgin olive oil P.D.O.	X
	Wine D.O.G.C. Vittoria's Cerasuolo	
	Mazzarrone's table grapes P.G.I.	
Modica	Ragusa's caciocavallo P.D.O.	
	Monti Iblei's extra virgin olive oil P.D.O.	X
Noto	Monti Iblei's extra virgin olive oil P.D.O.	X
	Almond "Pizzuta" that is protected by the Slow Food	X
	Noto's Natural Moscato C.D.O.	
	Noto's Fortified Wine C.D.O.	
	Nero d'Avola wine C.D.O.	
	Cherry Tomatoes P.G.I.	
	Ragusa's caciocavallo P.D.O.	
	Cantaloupe melon P.G.I.	X
	Carob (that is present on the list of the traditional food products)	
	Palazzolo Acredie	Ragusa's caciocavallo D.O.P.
Ragusa	Monti Iblei's extra virgin olive oil P.D.O.	X
	Tartufoie	
Ragusa	Monti Iblei's extra virgin olive oil P.D.O.	X
	Ragusa's caciocavallo P.D.O.	X
Val di Noto	Ispica's novella carrot P.I.G. (*)	
		Other products which are present in the list of traditional food products

(*) This product is not present in the tables of the proposal for the nomination of the site to the WHL, but it is present on the site <http://www.siciliasudest.it/> from the date of recognition of the P.G.I.

nature reserves, the high level of typical agri-food products and of the quality agri-food products), in a form of excellence perceived by its users.

The made analysis has allowed to identify the characteristics of the web site and the territorial web marketing type that is been developed to support it. In particular, the analysis was conducted by comparing the case study with those of

other UNESCO sites. This analysis has highlighted a number of strengths of the site, but, unfortunately, also some weaknesses that should be removed to allow at this tool to activate the promotion and development processes for the territory and for its resources. It is possible to highlight some of the advantages that the use of ICTs offer to the considered territory.

These can be summarized on the one hand, in the extension of the network of the involved actors in local marketing activities and, on the other hand, in the extension of the reference spatial context, which thus becomes a “glocal”.

The “glocal” dimension of the territorial marketing offers some modular and synergistic enhancement initiatives, including have particular importance those, which are aimed at the conservation and the enhancement of the cultural identity diffusion, as the use of social networks, and then, the use of all the Web 2.0 tools.

References

- Ashforth, B., Mael, F. A. (1996), “Organizational identity and strategy as a context for the individual”, *Advances in Strategic Management*, No. 13, pp. 19-64.
- Biggiero, L. (2002), “Identità e marketing nelle politiche di governo locale”, in Biggiero, L., Sammarra, A. (by) *Apprendimento, identità e marketing del territorio*, Carocci Editore, Roma.
- Bucca, M., Scuderi, A., Sturiale, L. (2006), “Metodologie di analisi delle strategie di web marketing delle imprese agroalimentari nelle Regioni dell’Obiettivo 1”, *Rivista di Economia Agroalimentare*, No. 1, pp.101-125.
- Caroli, M. G. (1999), *Il Marketing territoriale*, Franco Angeli, Milano.
- Di Vittorio, A. (2002), “Innovazione tecnologica e informazione per le imprese”. *Economia Italiana*, Rivista quadrimestrale, No. 1, Banco di Roma.
- D-WEB (2010), “La valutazione dei portali turistici delle grandi destinazioni: un confronto internazionale”. *Rapporto IULM*.
- Ernst & Young Financial Business Advisor S.p.A. e Ministero per i beni e le attività culturali, (2005), *Progetto di definizione di un modello per la realizzazione dei Piani di Gestione dei siti UNESCO*.
- Gilodi, C. (2004), *Territorio e marketing, tra letteratura e nuovi percorsi di ricerca*, Liuc Papers, No. 149, Serie Economia e Istituzioni, No. 13.
- Jarvela, P., Loikkanen, J., Tinnila, M., Tuunainen, V. K., (1999), “Business models for electronic commerce in the travel services”, *Information Technologies and Tourism*, No.2, 3 and 4.
- Knight, R. V. (1995), “Knowledge-Based Development: Policy and planning Implications for Cities”. *Urban studies*, No. 32, pp. 225-60.
- Krantz, M., Schätzl, L. (1997), “Marketing the city”. in Jensen-Butler, C., Shachar, A., van Weesep, J. (by), *European cities in competition*, Aldershot Avebury Press.
- Kotler, P. (2002), “Il Marketing in movimento. L’evoluzione del marketing nel mercato governato dal cliente e trasformato dalla tecnologia”, *Relazione presentata alla Fiera di Vicenza, 19 April 2002*, Vicenza
- Lugli, G., Ziliani, C. (2001), “Dalle carte fedeltà a Internet: l’evoluzione del micro marketing”, *Micro & Macro Marketing*, No. 1.
- Mecenate 90’ s.r.l., (2005), *Avvio operativo del Piano di Gestione del sito UNESCO: “Le città tardo barocche del Val di Noto”*, Rapporto finale, Roma, p.149.
- Ministero per i beni e le attività culturali, (2004), *Il Modello del Piano di Gestione dei Beni Culturali iscritti alla lista del Patrimonio dell’Umanità*, Linee guida, Paestum.
- Moore, M. H. (1995), *Creating public value: strategic management in government*, Harvard UP, Cambridge London.

- Muzzi, C. (2002), "Le tecnologie di rete a supporto del marketing e dell'identità del territorio nei distretti industriali", in Biggiero, L., Sammarra, A. (by) *Apprendimento, identità e marketing del territorio*, Carocci Editore, Roma.
- Ottimo, E. (2001), "Obiettivi di comunicazione e variabili progettuali di un sito web: il caso del turismo leisure", *Micro & Macro Marketing*, No. 2, pp.277-300.
- Porter, M. E., Millar, V. E. (1985), *How information gives you competitive advantage*, Harvard Business Review, Boston.
- Premazzi, K. (2001), "Cyber-marketing territoriale: l'attivazione di un sito web per la valorizzazione del territorio", *Micro & Macro Marketing*, No 2, pp. 277-300.
- Ràthonyi, G., Várallyai, L. (2011), "WEB 2.0 and tourism", *Proceedings of V International Conference on Information and Communication Technologies in Agriculture, Food and Environment*, 8/11 September 2011, Skiathos, Greece.
- Sammarra, A., Biggiero, L. (2001), "Identity and identification in industrial districts", *Journal of Management and Governance*, No 4, pp. 61-82.
- Sturiale, L. (2000), "Il commercio elettronico, vincoli ed opportunità con particolare riferimento al sistema agroalimentare", *Economia Agro-Alimentare*, Anno V, No 1.
- Sturiale, L., Scuderi, A. (2011), "Information and Communication Technology (ICTs) and adjustment of the marketing strategy in the agri-food system in Italy", *Proceedings of V International Conference on Information and Communication Technologies in Agriculture, Food and Environment*, 8/11 September 2011, Skiathos, Greece.
- Sturiale, L. (2013), "Information and Communication Technologies (ICTs) and territorial marketing: the websites as an instrument to enhance the territory", "Society, Integration, Education", *Proceedings of the International Scientific Conference*, Udine, 27/28 June 2013, Volume III, pp. 273-285.
- Sturiale, L., Trovato, M. R. (2013) "The enhancing of the environmental landscape and the cultural heritage by a project of agricultural park", "Society, Integration, Education", *Proceedings of the International Scientific Conference*, Udine, 27/28 June 2013, Volume III, pp. 201-212.
- Trovato M. R. (2009), "Modello di pianificazione partecipata e negoziata", *Estimo e Territorio*, Sole24ore, n.3, Milano.
- Trovato, M. R. (2012), "Un modello a supporto del piano di gestione dei siti UNESCO", *Valori e valutazioni* n.8, Roma.
- Trovato, M. R. (2013), "Information and Communication Technologies (ICTs) and participatory values to support of the territorial governance processes", "Society, Integration, Education", *Proceedings of the International Scientific Conference*, Udine, 27/28 June 2013, Volume IV, pp. 273-284.
- UNESCO, (2005), *Operational Guidelines for the Implementation of the World Convention*, Parigi.
- UNESCO, (2008), *Operational Guidelines for the Implementation of the World Convention*, Parigi.
- UNESCO, (2011), *Operational Guidelines for the Implementation of the World Convention*, Parigi.
- UNESCO, (2012), *Operational Guidelines for the Implementation of the World Convention*, Parigi.
- UNESCO, (2013), *Operational Guidelines for the Implementation of the World Convention*, Parigi.
- Valdani, E., Ancarani, F. (2000), *Strategie di marketing del territorio. Generare valore per le imprese e i territori nell'economia della conoscenza*, Egea, Milano.
- Van den Berg, L., Bramezza, I., Van der Meer, J. (1994), "Gestione e marketing della città: l'esperienza olandese". *Impresa & Stato*, No 27.
- Varaldo, R. (1999), "Attualità del marketing territoriale", *Atti del Convegno "Il marketing territoriale"*, Napoli, 6 maggio 1999.
- Vescovi, T., Issepon, M. (2002), "L'evoluzione di Internet come strumento di comunicazione e di marketing nelle imprese minori", *Micro & Macro Marketing*, No 3.