

SUSTAINABLE MANAGEMENT AND PROMOTION OF TERRITORY:A CHALLENGE FOR THE RURAL AREAS IN THE WORLD

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Abstract

The authors present at the first part some considerations about the relevance new approach about the modern governance of territory and its promotion.

In the face of the global crisis which involves manufacturing, financial, social and moral aspects, a continual process must be initiated that must go beyond the options of sustainable development, green economy and a third industrial revolution, in order to give tangibility to the two guidelines of the World Summit on Sustainable Development in Rio de Janeiro in 2012 (Rio +20) for an operational implementation of the Strategy of Sustainable Development and Fight against Poverty in the World.

The territory in its widest and most holistic form, together with man with his capacity to analyse, choose and operate together with the "humanity" which distinguishes him from all other living creatures, should be brought back to the center of strategies used by any development model by using a concrete, operational parameter in order to create the basic conditions for an infeasible "NEW RENAISSANCE".

The actions of territorial programming and planning must be strongly supported by an appropriate and widespread use of advanced instrumentation of Information and Communication Technology-ICT, of which GIS, GPS, DSS, (decision support systems, geomatics, geographic information systems, remote sensing and monitoring) and broadband Internet should be the key elements of the "user friendly" store of knowledge of the modern agronomists and agricultural experts registered in their respective professional associations, all for the sake of the innovative continuity of the guiding principles of the Declaration of Cork and the G8 in Treviso–Cison di Valmarino 2009.

After this they stress that about the diffusion of the new and modern governance of territory need particularly the formation and training. Following this affirmation they present the experience at the Department of Agricultural Economics, Farm Appraisal and Food Sciences of Perugia University.

The Department of Economic and Food Estimative-DSEE-University of Perugia since 1996 has triggered a Doctorate in the field of Sustainable Rural Development, Environment and Territory. This educational initiative was followed a few conferences organized just after the publication of

the famous Brundtland Commission report of 1987 "Our Common Future".

The success rates for the positive activities that educational research has meant that gradually the same Department has acquired a leading role for the issues of integrated rural development and sustainable initiatives with domestic and international.

Since 1987, an intense network of relationships were established with fellow researchers and teachers more than 30 countries of Latin America, Central and Eastern Europe, Asia and the Mediterranean Basin.

This activity has increased the visibility and the organizational capacity of the same DSEE that in September of 2000 also held in Perugia on "The World Forum of Farm and Rural Tourism", which saw the participation of experts and entrepreneurs from over 65 countries. On that occasion, was also founded IAERT (International Association of Experts in Rural Tourism and Agri-tourism) which accounted for some years an international reference point on this specific topic.

More recently, in September 2011, the DSEE aims Land Management and Promotion" which he saw as the promoters State Agricultural Technical Institute "A. Ciuffelli" of Todi and the Association of Ex- Alumni to promote a Summer School entitled "Sustainable.

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The partnership has seen, in particular the town of Todi and two bodies as the Institute Veralli-Cortesi and Consolation-ETAB, working with intense interest and wide availability 'even in the organizational stages.

The Summer School is part of a more broader project called AMAR (World Association of Friendship of Rural Areas) which we would like to realize in Todi in 2014, and that it's the anniversary of 150 years of the Foundation dell'ITAS "A. Ciuffelli".

The path of the AMAR Project saw as the first step the development of the Charter of Todi as the Final Document of the activities of the Summer School.

It already been signed by 60 experts and personalities from italian and foreign.

The Charter of Todi in the keyword-TRADITION (tradition and innovation) stands for "Territory, Rural Areas, through Development, Innovation, Organization, Valorization, user-friendly Technology, ICT sharing, Online Networking, which reflects the possible actions concrete to give effective sustainability

administrative attention to projects and programs in the area the "pillar of reference".

The Charter of Todi is also in the original representation of the square of words an intriguing frame of reference, as the following scheme, for the Operational Sustainable Development Strategy fact that you can share with the future World Network of Friendship of Rural Areas-AMAR.

The authors of this abstract and in its entirety the operating partnership to the success of an innovative and integrated sustainable land development around the world are proposed by the presentation of the Charter of Todi and AMAR Project with the hope we can share already at the SSI -2011 and Rio +20 in 2012.

In conclusion they stress that the way of a concrete implementation of a Sustainable Development Strategy could be achieve trough a policy based in the new governance of territory but also linked with the innovative action of its promotion. This is the challenge for the rural areas in all the world.

Territory	Holistic	Dematerialization	Invent
Tradition	Observation	Digitalization	Innovation
Training	Orientation	Demonstration	ICT
Tutoring	Organization	Development	Internazionalization

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