

TOURBANISM

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Planning for tourism in Costa Smeralda



1. The Revival Programmes and Tourism Development in the 1950's and 1960's

The traditions and the culture of the internal part of the island were promoted.

The Sardinian beaches started to be at the centre of attention for attracting tourists not until the 1950's.



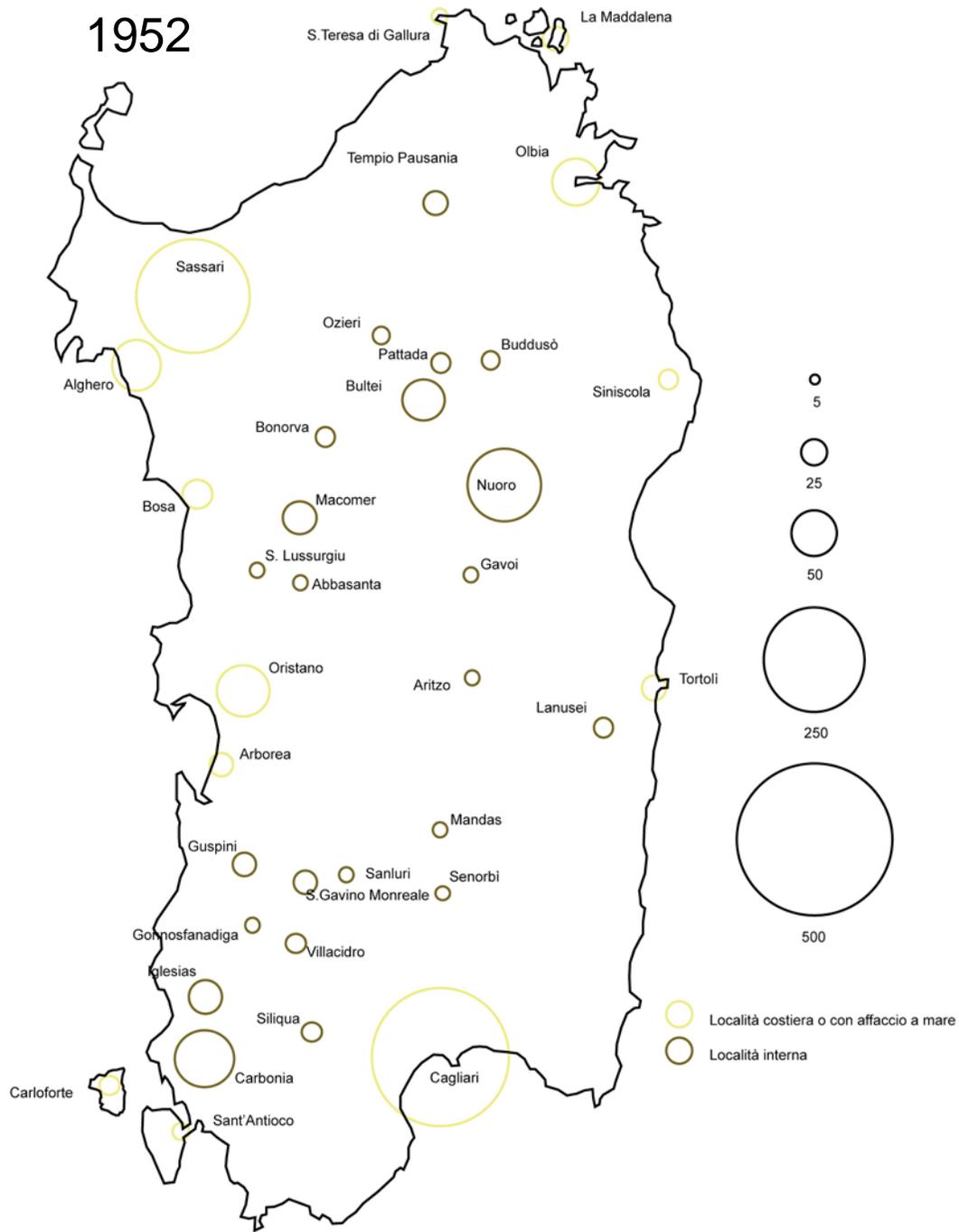
1. The Revival Programmes and Tourism Development in the 1950's and 1960's

1949- 1962 The first phase of regional planning for tourism (1949-1962) was carried out immediately following the establishment of the Regional Authority for National Domestic Affairs and Tourism and of ESIT (Ente Sardo Industrie Turistiche) – a planning instrument for the tourism industry in Sardinia, established in 1949, aiming at “implementing the regional programme for the sector”.

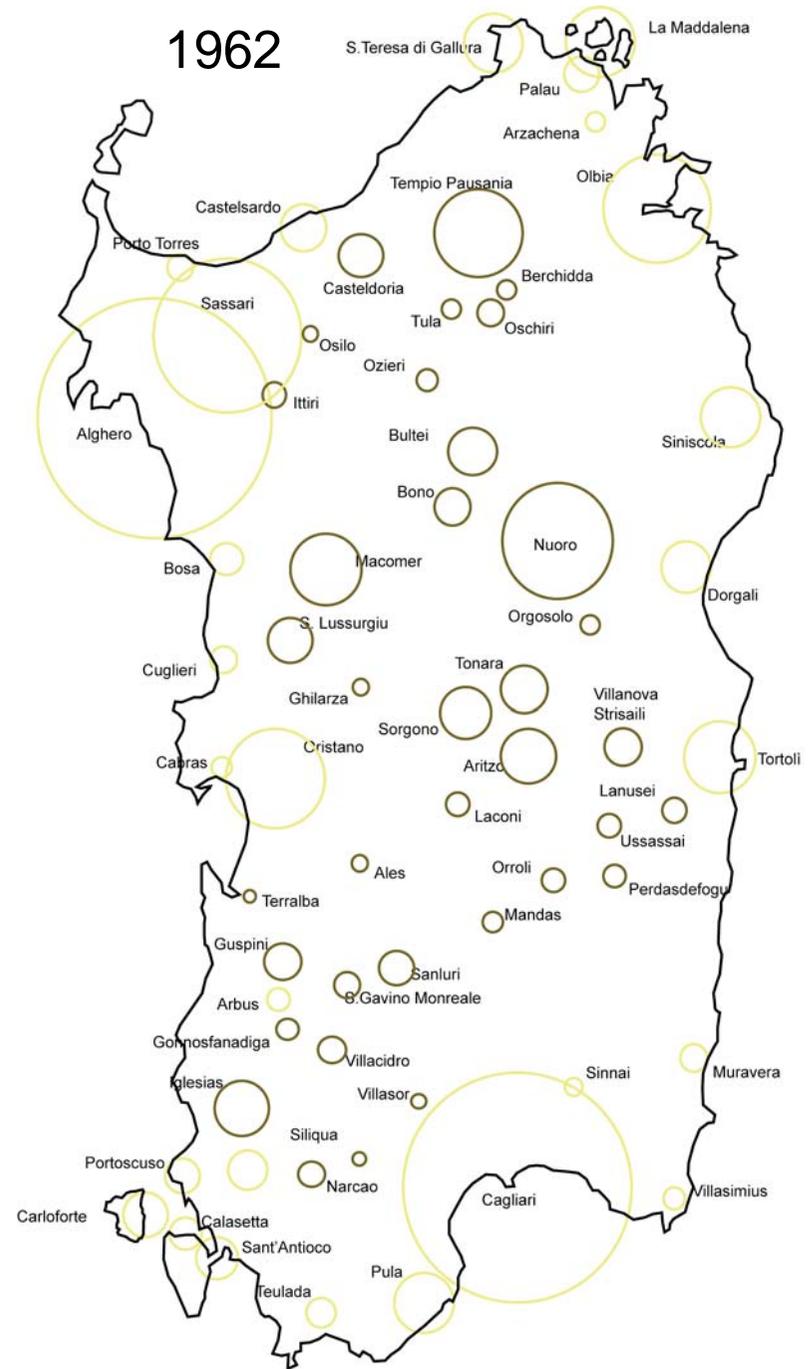
The objectives were:

- increase the paybeds/number of hotels by using regional cofinancing;
- improve the network of roads of the island and the transport system between mainland Italy and Sardinia;
- promote the beauties of the island and enhance sites that may be of interest to tourists – also through carrying out necessary projects and programmes;
- attract the attention of the rest of the world to Sardinia in general.

1952



1962



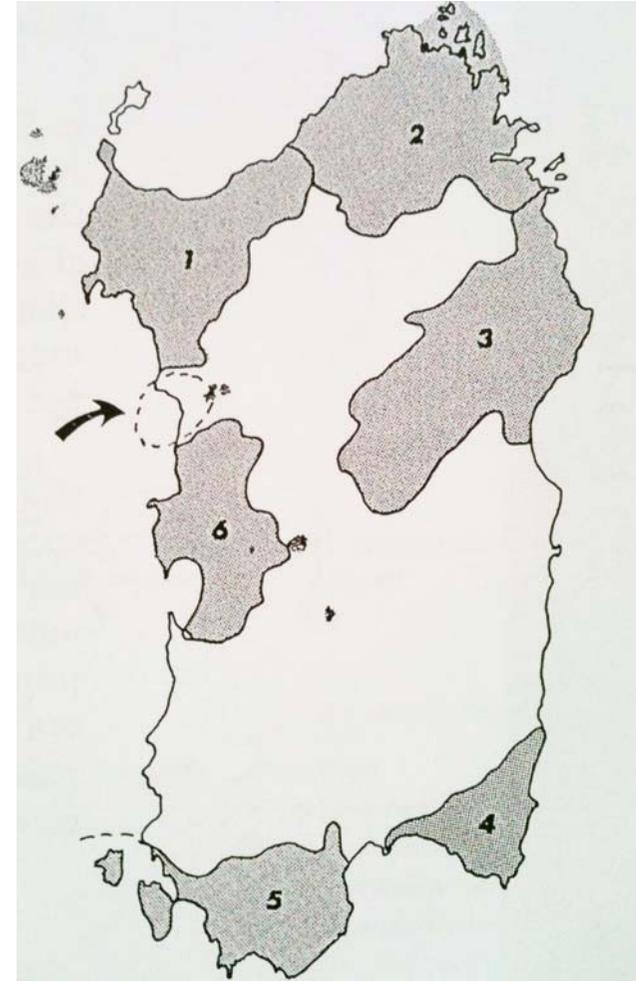
1. The Revival Programmes and Tourism Development in the 1950's and 1960's

1962-1978: the second phase coincided with the programme for socio-economic revival for Sardegna.

The programme aimed at intervening in the most promising fields of the Sardinian economy.

The main objective was to increase the level of occupation, and the regional gross product per capita.

“Touristic nodes” as regional strategic instruments



1. The Dominant Residential Pattern of Tourism

“Residential tourism” or “second home tourism” as dominant tourism model in Sardinia.

The construction of “second homes” initiated in the 1960’s and consolidating mainly during the 1970’s is a tendency which is general for the entire Italian peninsula.

Second homes were constructed mainly by Sardinians who, after Second War, had reached and improved their social status.

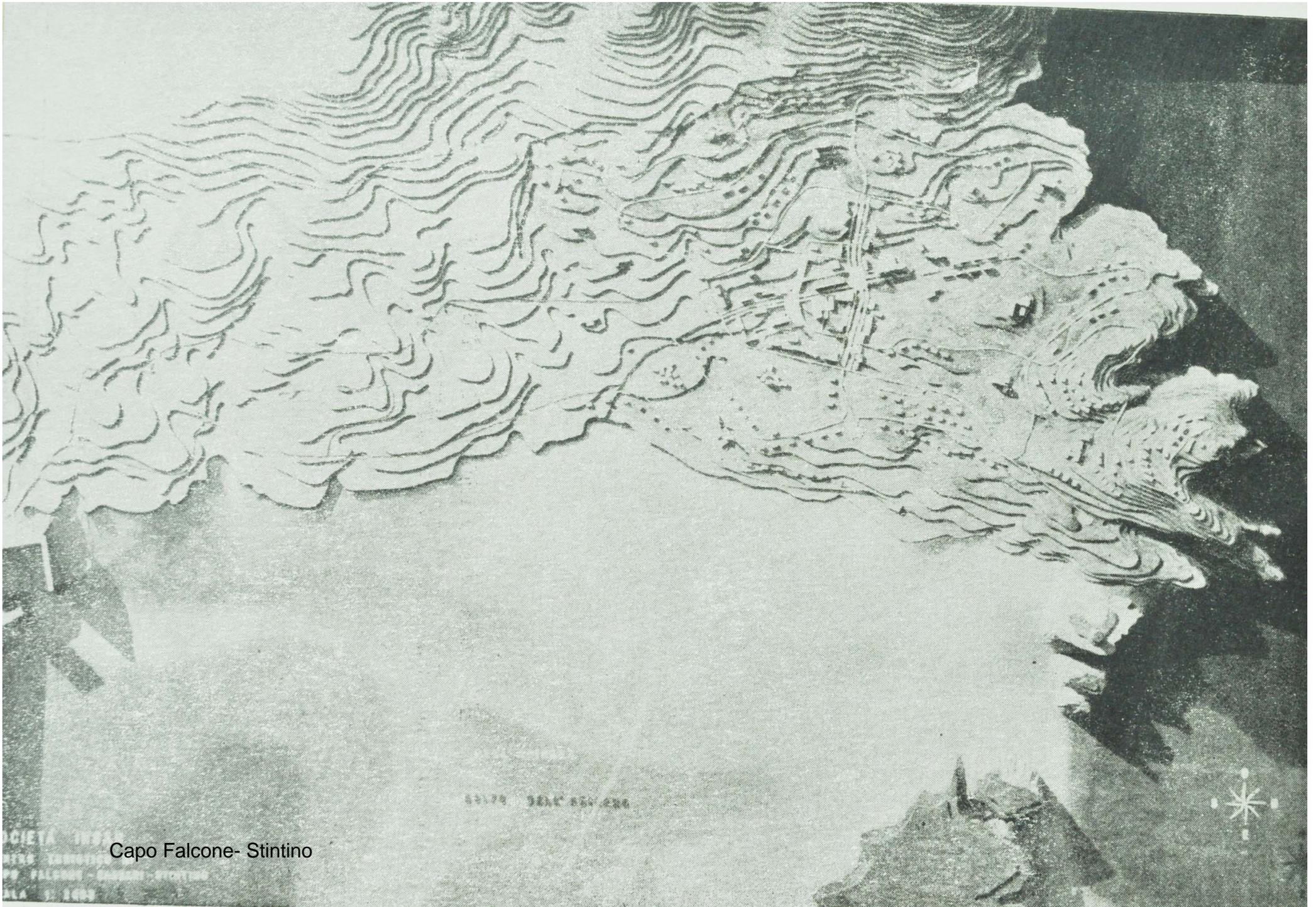
1962: Exhibition of Tourism Plans organized by the “Pro Loco” of Sassari.

1967: The national law 765/ 1967 granted Italian municipalities one year for preparing a General Regulatory Programme.

1969: the Regional Law 17/1969 stipulated the deadline to present a Programme for December 1969.

1970: In December 1970 the Regional Council obligated the largest coastal municipalities to present a General Regulatory Plan (It: PRG) or Construction Programme (It: PdF).

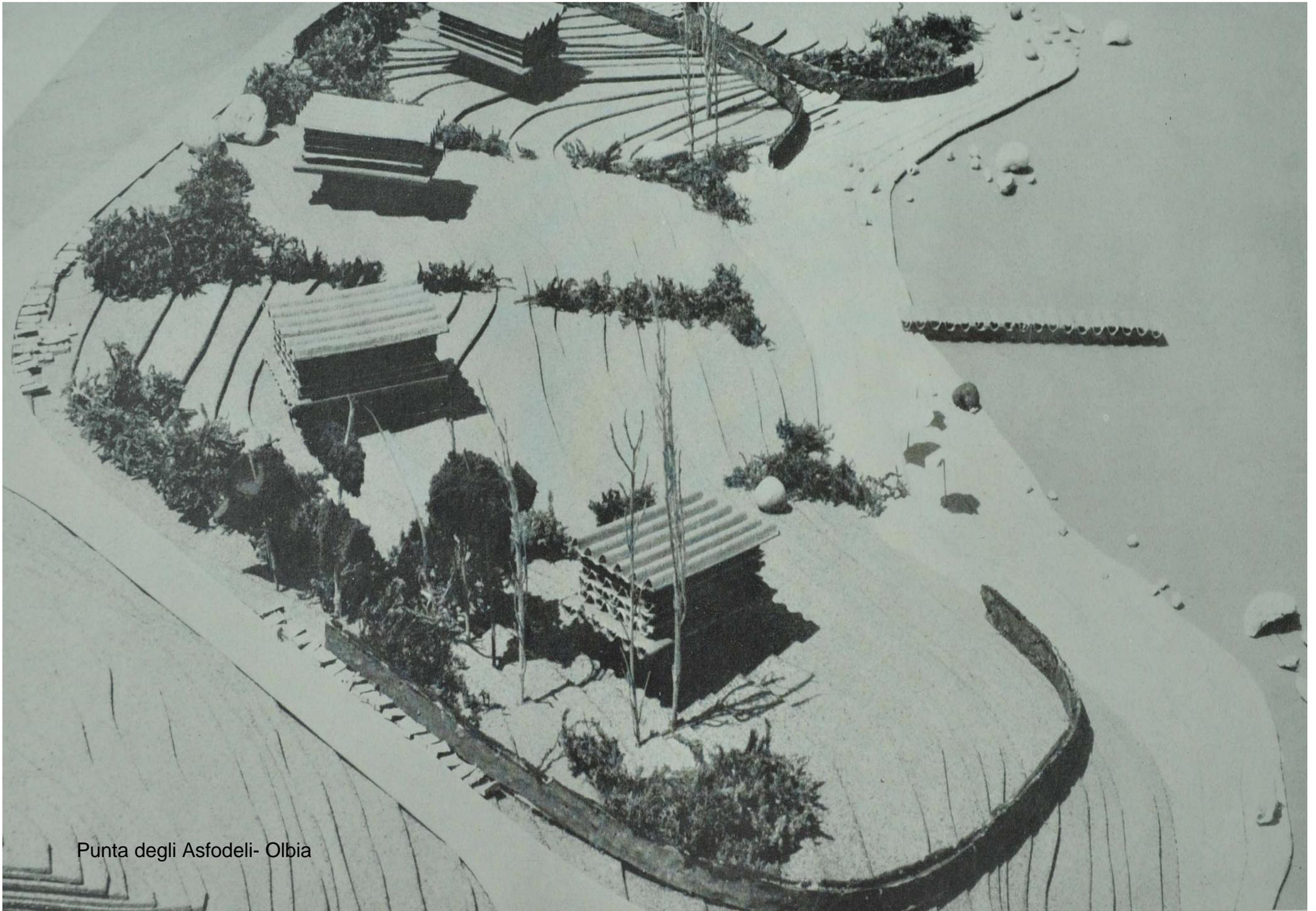
1972: the rest of the municipalities were urged to present these planning documents.



Capo Falcone- Stintino

ACIETA 1954
MIRA TORRENTI
PO FALCONE - STINTINO
ALA 1 1953

53.79 38.14 65.486



Punta degli Asfodeli- Olbia



Valle dell'Erica- Santa Teresa Gallura

2. The Emergence of Costa Smeralda



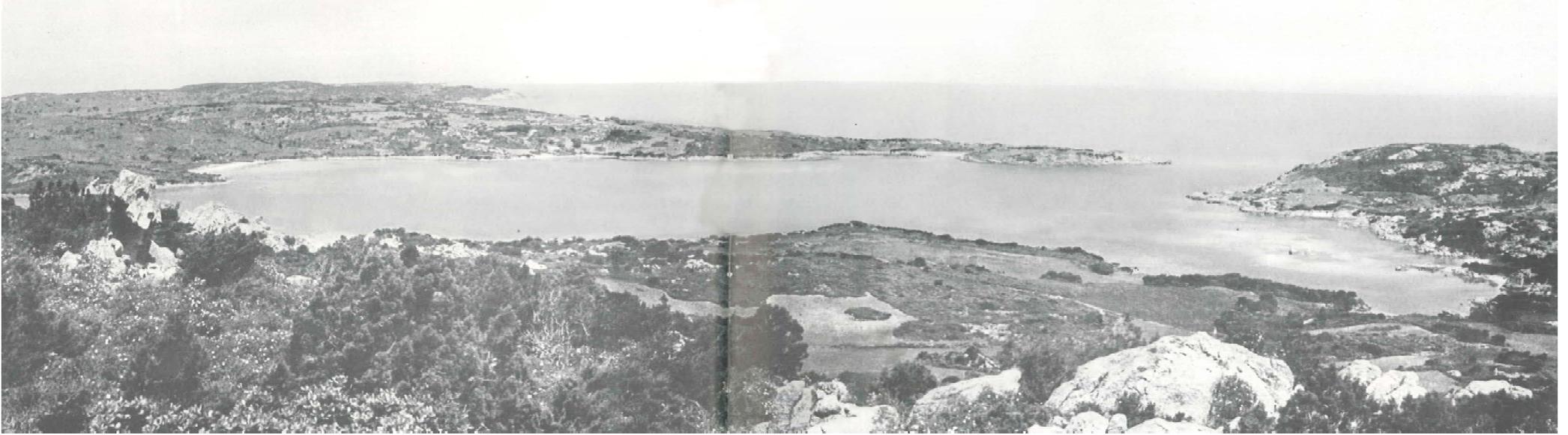
Territory of Costa Smeralda:

55 km of coastline

3000 hectares



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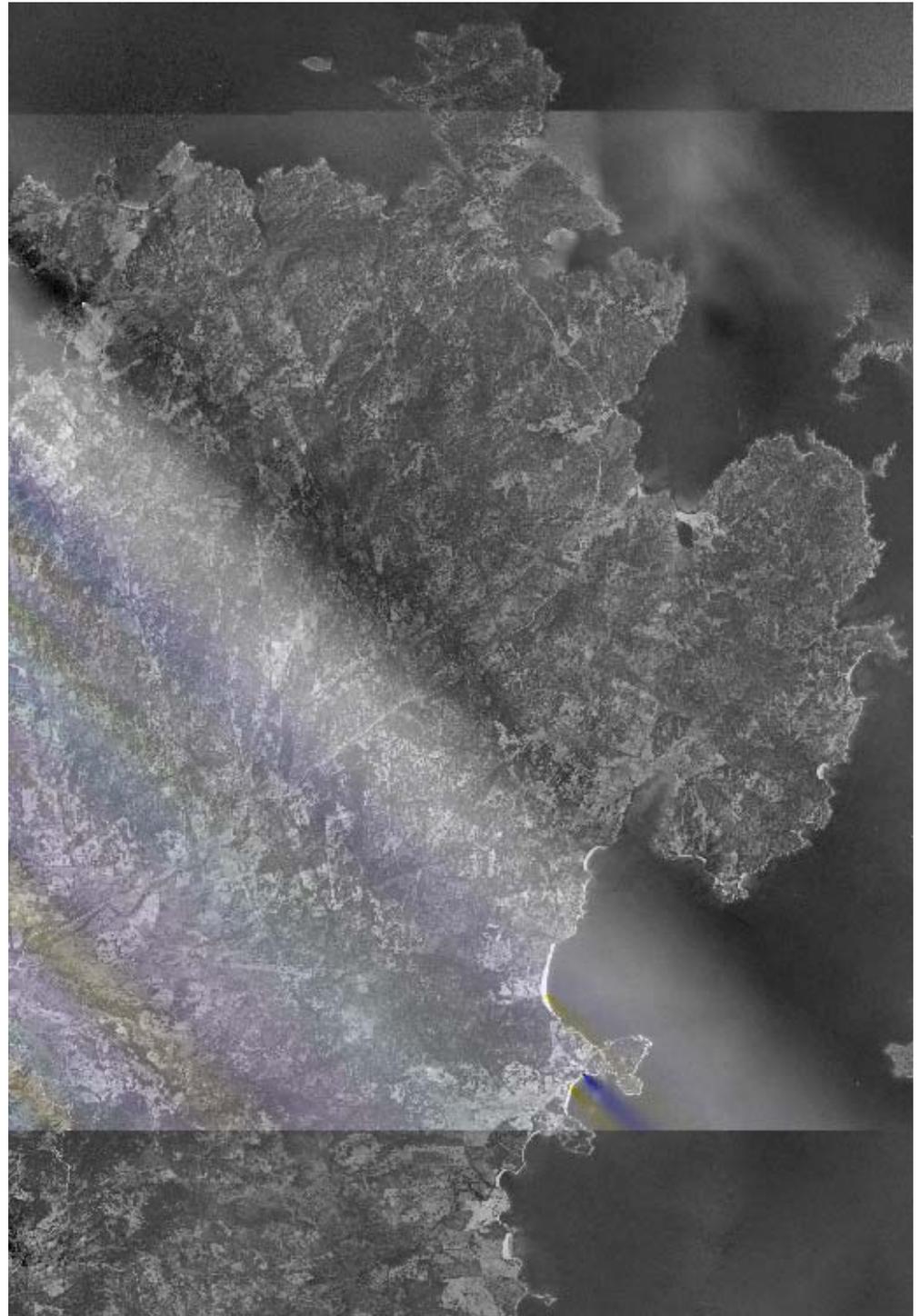


1959 Mr. Duncan Miller, representative of the World Bank of London, travelled around in southern Italy, looking for sites and regions which would be suitable for the World Bank to invest in.

1959-1960 Prince Aga Khan and the other partners visited Sardinia, and what had to be a purchase of land for a holiday, became a real estate investment.

It began the purchase of land. The price went from 40 lire (2 cents approx.) to 5000 lire (2.50 euros) per square meter. They bought a total of 3000 hectares

1954





3. The Consortium Costa Smeralda

1962 The final and binding constitutive act for the Costa Smeralda Consortium was signed the 14th of March, 1962. The six founders: Aga Khan, André Ardoin, Patrick Guinness, Bigio Felix, John Duncan Miller, René Podbielski and the notary, Mr. Altea, were present.

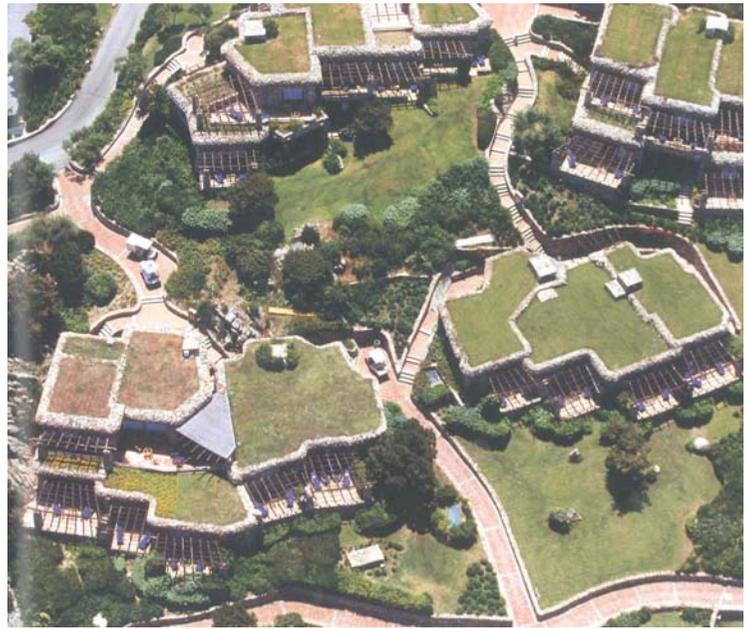
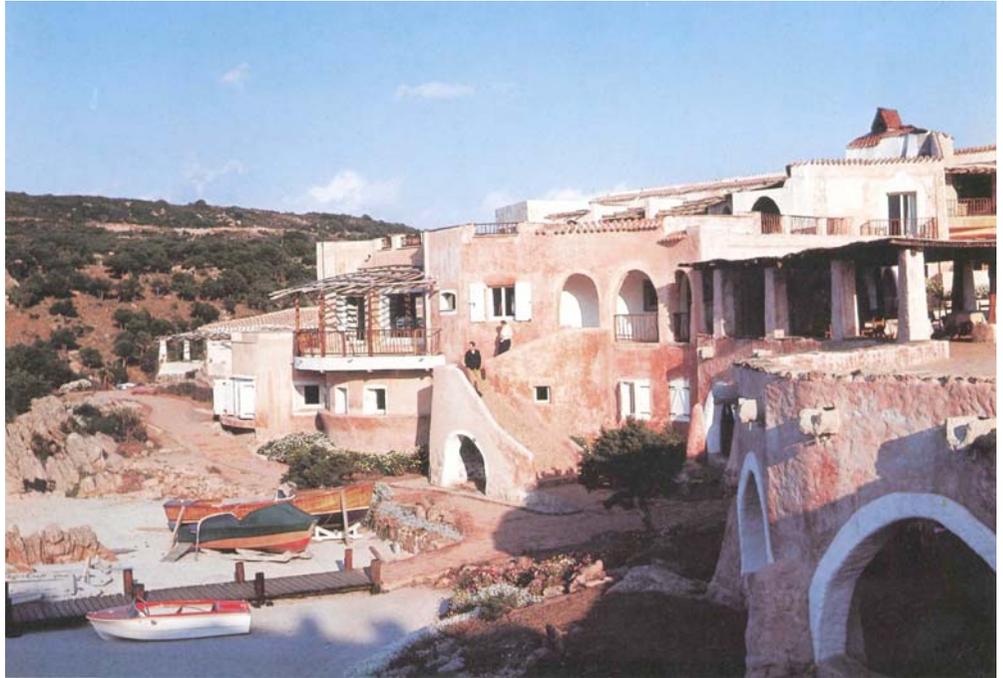
The Consorzio Costa Smeralda is regulated by Italian law and is composed of:

-Atto Costitutivo e Statuto

-Regolamento Edilizio

The Consortium was presented as a non-profit organisation “aiming at planning for a balanced urban and residential settlement through quality-interventions necessary for an improved valorisation for tourism”.





4. The Committee of Architecture



Architect Luigi Vietti managed the Development Plan, from which – however – no documentation remains today, apart from a few photos in which planning documents are visible. This does, however, merely confirm the fact that a first planning process of the area was actually carried out and presented to the Regional Council in 1964.

5. The Master Plan of the Costa Smeralda

In 1968, the Studio Sasaki Associates in Boston, USA was commissioned by Aga Kahn to carry out a multidisciplinary plan and draft a long term Master Plan, so as to permit supervision and monitoring of the various phases of construction in Costa Smeralda

¿Why did Prince Aga Khan choice an american planner?

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Trend towards non-mass tourism

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EXCLUSIVENESS

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Trend towards non-mass tourism  **EXCLUSIVENESS**

Model exclusive resort of Costa Azul in decline  **NATURAL ENCLAVE
INSULATED**

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Proximity to the academic world
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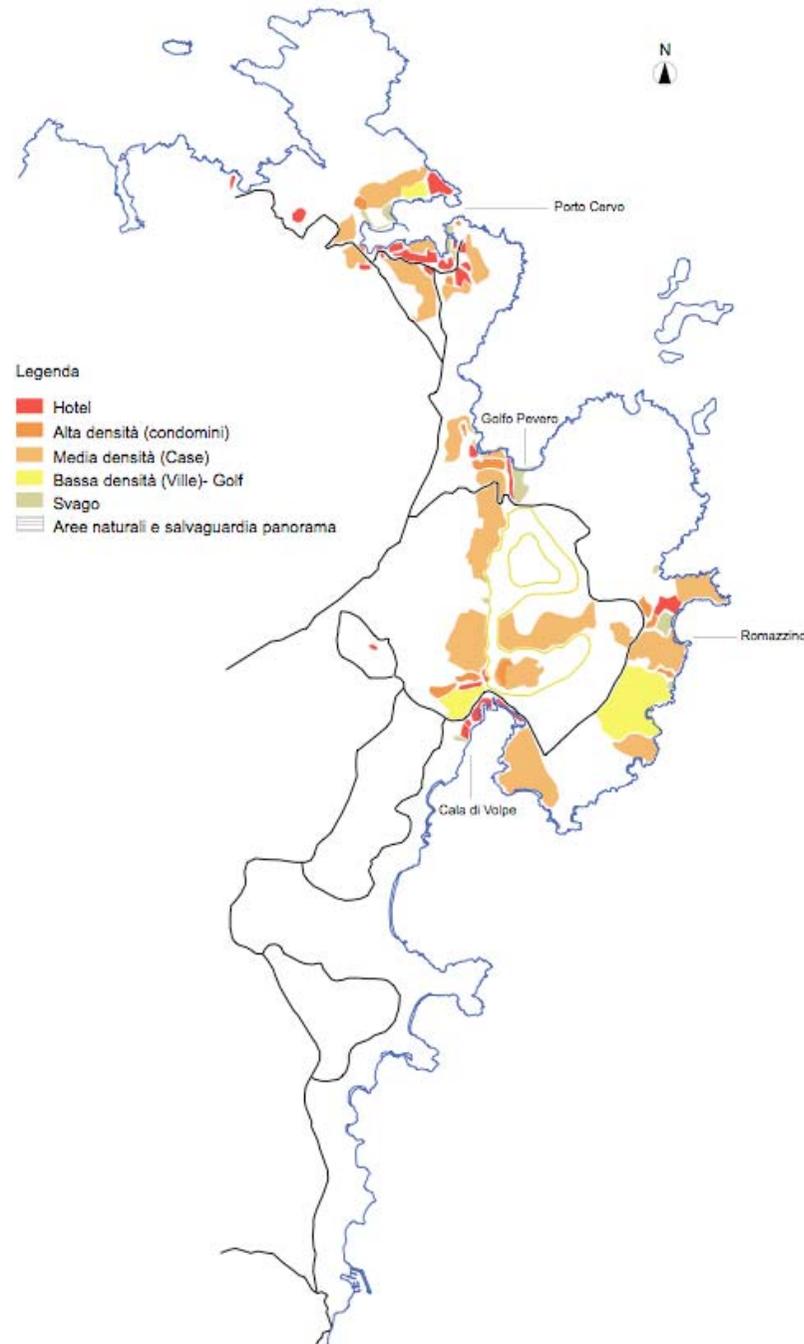
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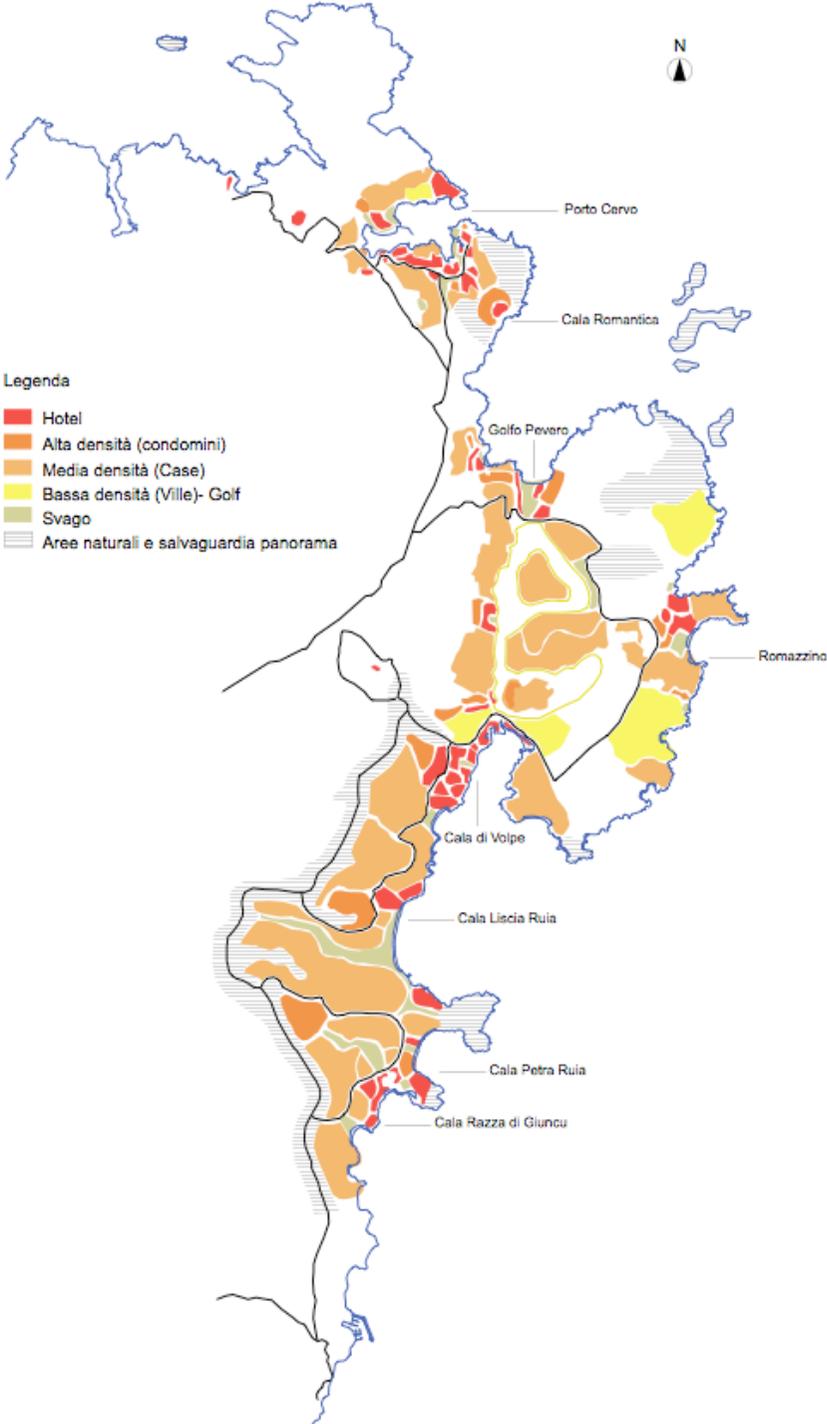
Proximity to the academic world
of Harvard  **REFERENCE TO THE
LANDSCAPE ACADEMIC
ENVIRONMENT**

- 1. short, intermediate and long term planning**
- 2. the organisation of a system of tourist poles or clusters**
- 3. the hierarchy among infrastructures**
- 4. public space and space for leisure**

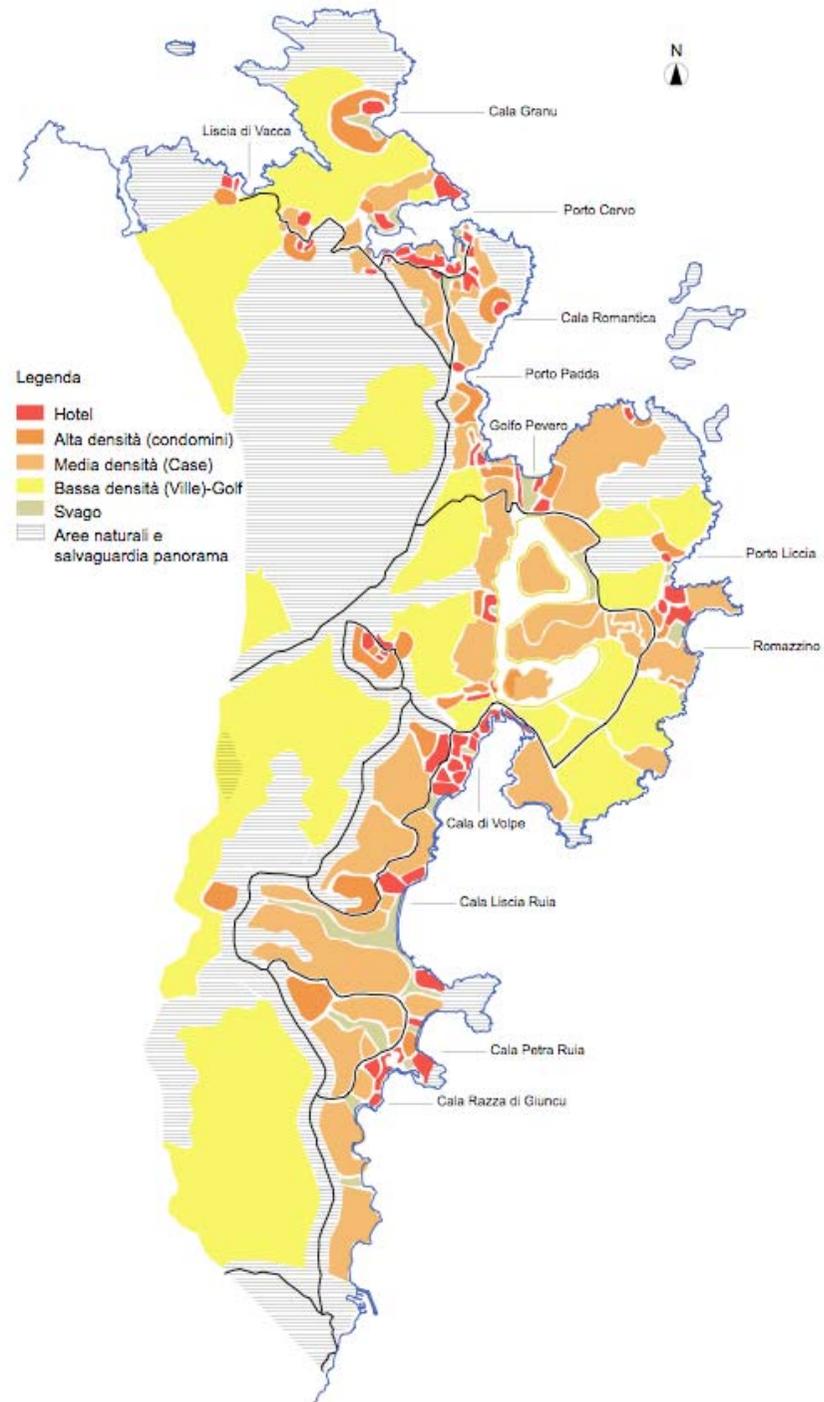
SHORT TERM MASTERPLAN



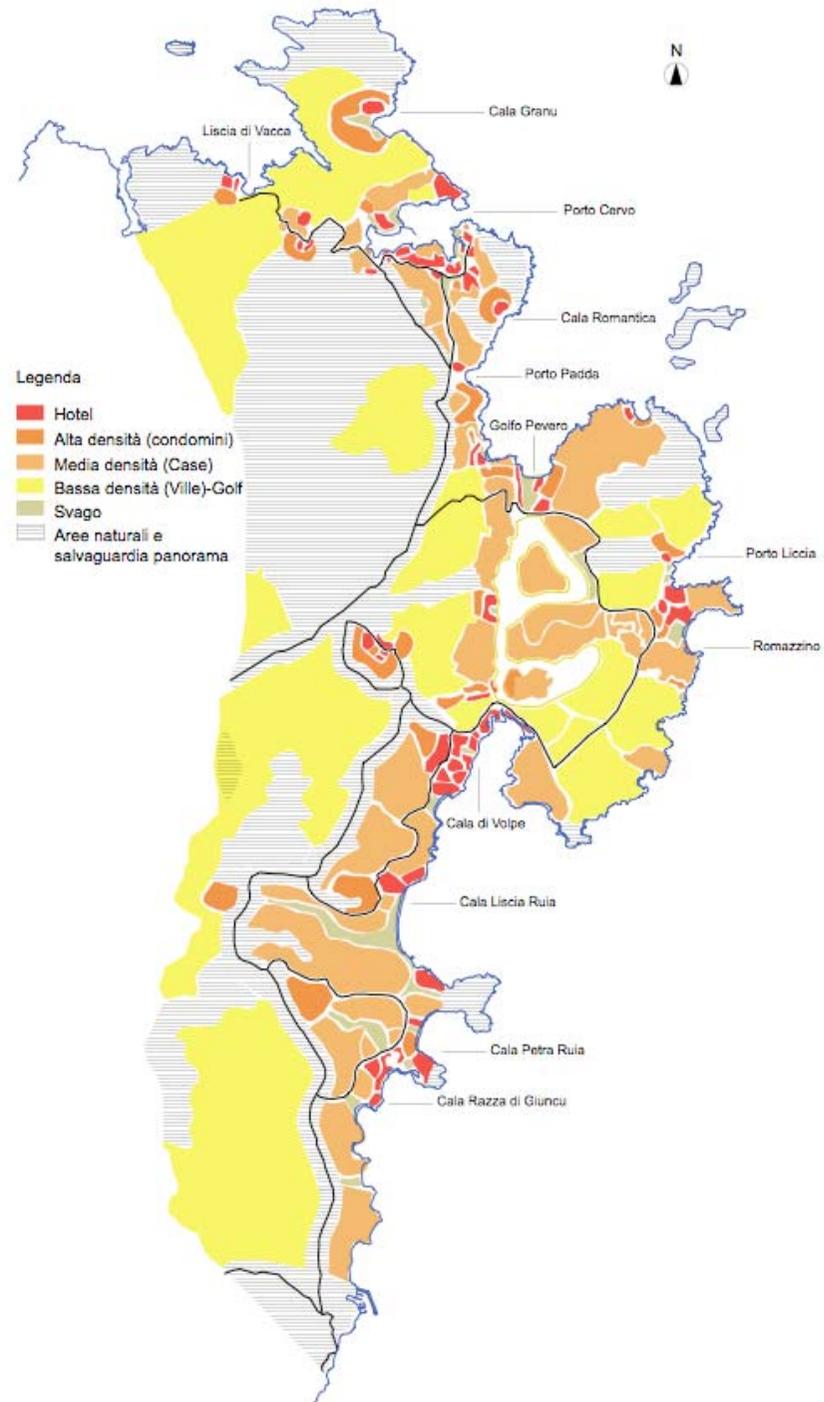
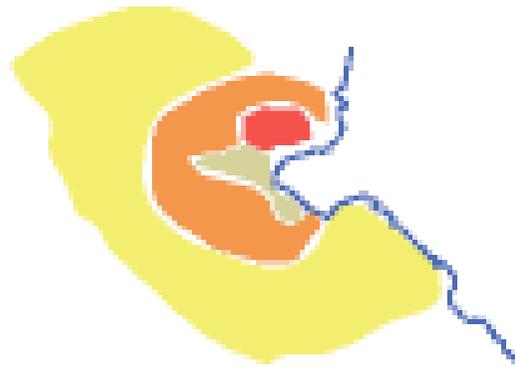
MEDIUM TERM MASTERPLAN



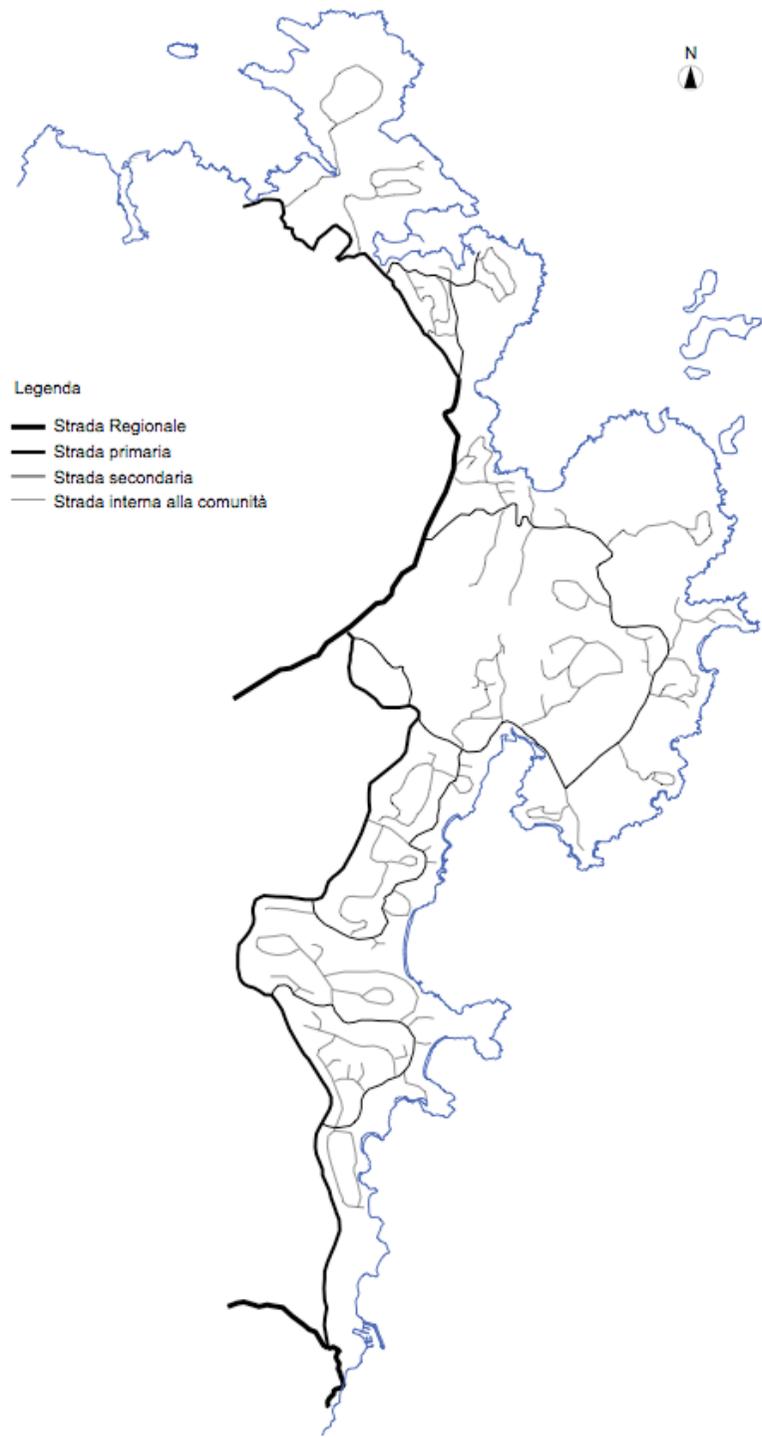
LONG TERM MASTERPLAN



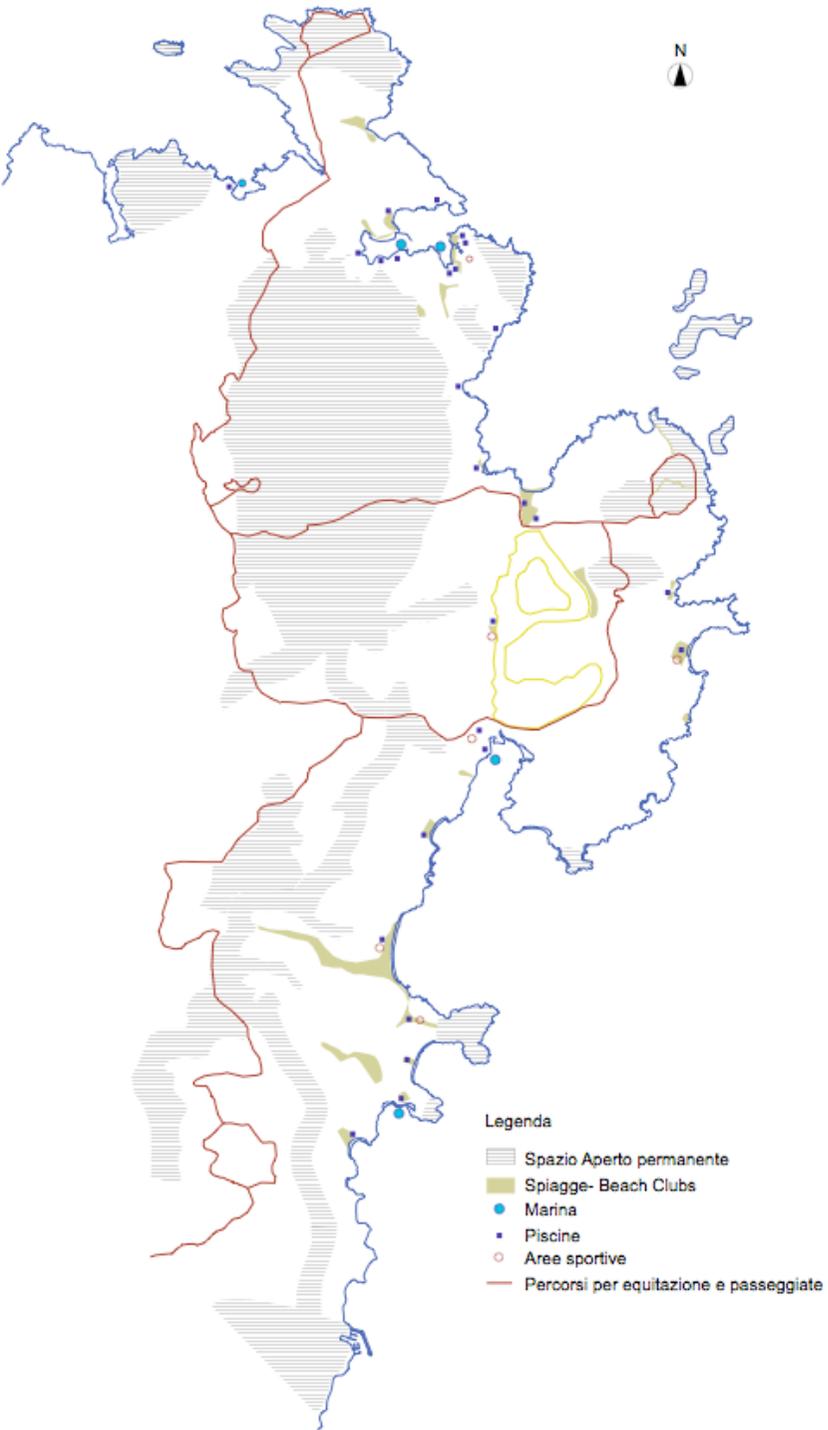
LONG TERM MASTERPLAN



INFRASTRUCTURE HIERARCHY



PUBLIC SPACE AND SPACE FOR LEISURE



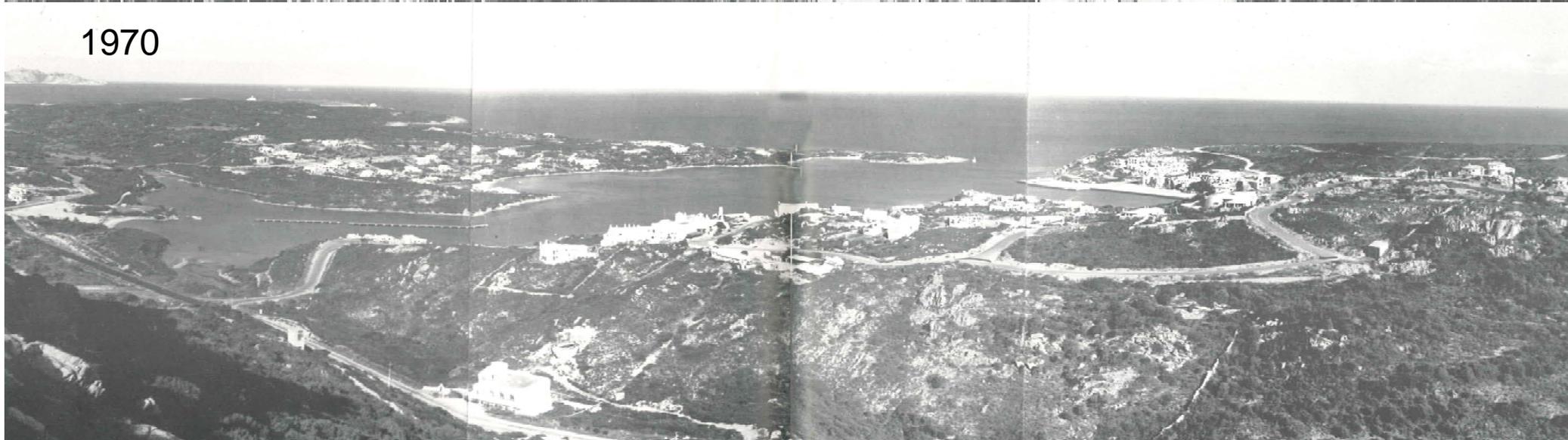
Conclusions

- Sasaki mentions the good qualities of the coastal landscape, as well as the inland areas, and claims that preservation is indispensable. A vast area of land is to be kept untouched. Extensive construction might bring short-term financial return, but would - in the long-term perspective - cause the loss of the unique qualities that distinguish the Costa Smeralda among other tourist areas.
- The organisation in clusters, each one dependent on the others and, at the same time differentiated through a hierarchical and functional order – is a contemporary tendency in the field of planning.
- Sasaki often uses a basic set of elements in his works, and it is clear that he has been inspired by American landscape planning, particularly the projects of Landscape Designer Olmsted, for initialising the “clustering” of nodes in Costa Smeralda
- The panoramic view towards the sea and the nature become the most important features of first the urban and then the architectural project. The adoption of a sinuous, curvilinear infrastructure is indispensable for provoking a surprise for the visitors, who – constantly - find themselves immersed in distinct glimpses and landscapes. The approach to the landscape is always scenic, and descriptions are often close to being picturesque.

1960



1970



2000



Thanks for your attention!

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