COASTAL ARCHAEOLOGICAL EVIDENCE IN THE BAY OF NAPLES: VULNERABILITY AND ISSUES OF CONSERVATION AND ENHANCEMENT

Claudia Aveta

Abstract: There is no region in Italy and, perhaps, in the world that presents such a wealth of archaeological evidence, even underwater, as Campania and, in particular, along the coasts of the Bay of Naples: a site that includes all the territories bordering the gulfs of Naples and Pozzuoli, including the islands of Procida, Ischia and Capri.
It is precisely the extraordinariness of this richness that makes it a particularly complex case, bearing in mind that we are dealing with highly urbanised areas and, therefore, decidedly exposed to human action.
This contribution attempts to outline the complex problems of the coastal archaeological areas, including underwater areas, in the Bay of Naples, starting from the definition of their consistency and varied typology and the phenomena of degradation that characterise them, to arrive at a definition of the risks to which they are exposed and to point out possible directions consistent with desirable urban regeneration processes: among these are the significant experiences of the submerged archaeological parks of Baia and Gaiola.

Keywords: Bay of Naples, archaeological evidence, valorisation, conservation

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Foreword

There is no region in Italy and, perhaps, in the world that presents such a wealth of archaeological evidence, even underwater, as Campania, in particular, along the coasts of the Bay of Naples: a site that includes all the territories bordering the gulfs of Naples and Pozzuoli, including the islands of Procida, Ischia and Capri.

It is precisely the extraordinariness of this richness that makes it a particularly complex case, taking into account that we are dealing with highly urbanised areas and, therefore, decidedly exposed to anthropogenic action, in addition to natural action. We are faced with values of exceptional interest for the history of the civilisations that have succeeded one another in these territories, from the Greeks to the Romans, and even before, characterised, however, by great fragility and vulnerability, as they are exposed daily to damage, theft and tampering of all kinds by man, but also to the effects of natural events and disasters, such as the seismic and bradyseismic events that have cyclically occurred throughout history and up to the present day.

Thus, coastal archaeological evidence, even on an urban scale such as Pompeii, is an integral part of a palimpsest of artefact values in continuous transformation due to the combined action of nature and man, who intervene on them with transformations that overlap over time, contributing to increasingly weakening the recognisability of these sites, which thus lose strength in the memory of the community and also risk their very perception. We witness, on the one hand, the alteration and loss of their spatial configuration caused by the intense exploitation of the coastline and, on the other, the continuous and incessant phenomenon of naturalisation of the ruins due to the dynamic action of coastal environmental conditioning, even though the fascination of all the classical remains scattered along the coastline of the Gulf of Pozzuoli and Naples remains. Here one encounters urbanised areas, even disused industrial areas and ports, heavily built-up areas, with a historic centre of extraordinary extension and value, UNESCO heritage sites (Naples) or minor ones (Pozzuoli, Castellammare, etc.), archaeological sites, even submerged ones, agricultural areas, other areas in their natural state. From the west are the Phlegraean Fields, Naples, the Vesuvian coast, the Sorrento coast and Capri; at sea are the Protected Marine Areas (Regno di Nettuno, Parco sommerso della Gaiola, Parco sommerso di Baia[1], Punta della Campanella; then, the Riserva Naturale Statale Isola di Vivara); the Area Naturale Protetta Baia di Ieranto.

These are coastal sites, rich in cultural heritage, expressions of the way in which man has shaped and transformed nature to adapt it to his needs, true Historic Urban Landscapes. The settlements found their historical reason in commercial needs, in relations with other coastal populations: thus, they constituted means of connection between civilisations.

The significance of these territories must be interpreted for the purposes of protection, yes, but also of valorisation, with a dynamic and no longer passive or

[1] This park is the first Italian underwater site to receive UNESCO recognition as ‘good practice’ for the conservation of underwater cultural heritage.

anachronistic approach based on integrated conservation of the existing. A cultural analysis of the coastal territory is useful for this purpose: starting with historical and iconographic data. A cultural analysis of the coastal territory is useful for this purpose: starting with historical and iconographic data. In this type of multidimensional investigation, complex factors emerge: the diversity and affinities of coastal sites from a geomorphological point of view; geological features; high coasts with accessibility problems, landslide risk and prospects for natural engineering interventions; disused industrial areas; low coasts: bathing sites and the protection of coastlines; commercial and tourist ports; historic harbours and villages; coastal archaeological sites and submerged archaeology; sea beds, protected areas and reserves. In short, it is necessary to seek ways in which these complex coastal systems, whose intrinsically dynamic character has lent itself and continues to lend itself to being crystallised and musealised, can be protected and conserved and enhanced. It is necessary to combine the conservation of such extraordinary but fragile sites with the sustainable development of local communities.

The richness of the coastal archaeological heritage in the Bay of Naples

A first theme is related to the consistency and value of archaeological sites on land or emerged due to bradyseismic phenomena and those submerged in the sea. Both typologies are unique in the Bay of Naples, bearing witness to the stratified history of the various civilisations that have inhabited these sites since antiquity. The first from the 8th century BC dates back to pre-colonisation, a real territorial conquest: the presence of Mycenaean settlements is attested by the discovery of ceramic artefacts in both Pithecusa (Ischia) and Vivara. Greek colonisation proper, developed from the 8th century B.C. onwards. Campania saw the arrival of the Euboeans, from the cities of Eretria and Chalkida, who founded Pithecusa and Cumae, while later the Cumanians founded other Greek cities in the region such as Neapolis. The location of the various populations in the area of present-day Campania at the end of the 6th century BC is taken from Strabo's Geography and Pliny the Elder's Naturalis Historia.

After the Romans occupied the territories of Campania with multiple conflicts during the 3rd century B.C., taking them away from the Samnites, Lucanians and Bruttii, and after the pax romana, the Campanian coasts were much frequented by the imperial family and the nobility of Rome, as the remains of the many villas and patrician residences along the coast testify. The ports of Campania were also important in Roman times, both for commercial traffic and for arming the military fleet.

Following the fall of the Western Roman Empire, the centres on the coast suffered attacks and devastation from invading peoples, including the Saracens, who landed in Sicily in 828 AD. Some of the ancient coastal settlements disappeared, others survived, and still retain the memory and culture of the civilisations that generated them.

As for the extraordinary wealth of archaeological evidence to be found along the coasts, starting with those in the Gulf of Pozzuoli, we indicate the main

testimonies, referring you to the extremely rich bibliography of studies and research.

In the Phlegraean Fields, the island of Ischia, ancient Pithecusa, shows important findings of its ancient origin, starting with Mycenaean ones. In the municipality of Lacco Ameno, the vast necropolis of San Montano shows the maximum development of the settlement between 770 and 700 BC. In the first half of the 8th century B.C., a group of Euboic settlers settled on Mount Vico, at the base of which is the aforementioned necropolis at San Montano. Grave goods testify to the presence not only of the Greeks, but also of the Phoenicians: Mycenaean painted pottery from the 14th century B.C. shows a continuous stratification of the settlement from the Bronze Age to the 1st century B.C. There are still traces of the acropolis with remnants of Greek walls and Roman or late Roman tombs at the foot of Monte Vico. In the locality of Mezzavia, remains from the 7th century B.C. also indicate an earlier Mycenaean period. Other archaeological evidence can be found in the locality of Castiglione and under the church of S. Restituta in the Museum. In the municipality of Ischia, on the promontory of S. Pietro, which closes the harbour basin to the west, sea erosion on the eastern side has uncovered remains testifying to the existence of a Greek village; important findings were made a few years ago in the waters of Cartaromana. The ruins of a Roman thermal building at the hot springs of the Regina Isabella Hotel are still remembered.

On the islet of Vivara, which is connected to Procida, interesting finds dating back to the Middle and Late Bronze Age (15th to 12th century B.C.) have been unearthed, as well as fragments of Mycenaean-made painted pottery from the mid-14th century B.C.

At *Torre Gaveta*, which was part of Cumae, remains of buildings from the Roman era have been preserved, such as cisterns, parts of rustic villas and other testimonies from the 3rd century B.C. *Miseno*, with its natural harbour of the Cumani, has traces of an ancient settlement dating back to the 6th century B.C.: it assumed great importance in the Augustan age, when it became the base of the Roman military fleet in the southern Tyrrhenian Sea. The remains from the Roman period are: the port, the town centre (cisterns, tombs, parts of villas and the theatre, the Sacellum of the Augustals), the Piscina Mirabileis, the cistern for supplying the fleet built in the Julio-Claudian period. In *Bacoli and Baia*, from the 1st century B.C. and throughout the imperial age, villas and rich residences were built: the Tomb of Agrippina, columbaria, the Cento Camerelle. These sites are subject to bradyseismic phenomena - currently undergoing dramatic recovery - and many archaeological remains are submerged in the sea. In Bacoli there are the Cento Camerelle, the oldest cistern system in a private villa; the Piscina Mirabilis, an imposing cistern from the first half of the Augustan age built for the benefit of the Misenate fleet; the Sepolcro di Agrippina, the remains of the cavea of a small *odeon* of a maritime villa. Bacoli was the Port of Cumae in Greek times and owes its greatest development to the imperial era, when the thermal springs began to be exploited, becoming the site of a holiday resort for wealthy Romans, who built numerous villas there. It is enough to mention the complexes of extraordinary value such as the Baths of Mercury, those of Sosandra, the Temple of Venus and the Temple of Diana.

In terms of underwater archaeology, Baia constitutes one of the largest and richest archaeological areas in the entire Mediterranean Sea. From the first discoveries in its waters in the 1920s to the present, it was only in recent years that a marine protected area was established in 2002. Surveys and studies were carried out in the late 1950s by N. Lamboglia and A. Maiuri; the excavation of Punta Epitaffio was directed between 1981-82 by F. Zevi and B. Andreae and conducted by P.A. Gianfrotta. A highly articulated topographical picture emerged, highlighting how the port complex of Lucrino and that of Puteoli constituted an integrated system of military (Portus *Iulius*) and commercial (*Ripa puteolana*) infrastructures. In 1987, the Superintendence imposed an archaeological restriction on the 500-metre strip of sea that runs from the port of Baia to the stretch of coast facing Lake Lucrino to safeguard the remains of *Portus Iulius*. In 1998, the same Superintendency was granted the management of a large stretch of sea of about 80 000 square metres to initiate a research and enhancement programme. Finally, in 2002, the Ministry of the Environment and Protection of the Territory, in agreement with other Ministries and in agreement with the Campania Region, established the aforementioned Underwater Archaeological Park of Baia, together with that of Gaiola, equated to a protected marine area, with the subdivision into three zones with different degrees of protection.

Pozzuoli, the ancient *Dicearchia*, founded in 530 B.C., was under the rule of the Samnites, until it became the most important Roman port from 215 B.C. onwards: it was extraordinarily important between the 2nd and 1st centuries B.C. Famous for its thermal waters, the town survived even after barbarian invasions and bradyseismic phenomena. Its most significant Roman monument is the Flavian Amphitheatre, the third largest in the Roman world, after Rome and S. Maria Capua Vetere. Most notable is the Macellum, known as the Temple of Serapis.

In the Gulf of Naples, then, between the Neapolitan capital and Castellammare di Stabia, there are centres of varying size and importance:

Naples: the archaeological testimonies of the historical centre of the Neapolitan capital, a Unesco heritage site, are well known. Recent discoveries have also uncovered artefacts of port structures, uncovered during work on the new Metro line. There are also many archaeological remains submerged in the sea: the Gaiola park deserves special attention: here, one marine protected area has been identified as an integral reserve (the two islets of Gaiola and the Trentaremi caves) and the other as a general reserve, which includes the entire Trentaremi bay, a large part of the rocky bank of the Gaiola and Cavallara shoals, as well as the stretch of water in front of the Marechiaro village. Going down the Gaiola descent, one finds the remains of the Roman villa of Vedio Pollione, one of the most striking examples of maritime villas, which stretches along the portion of the hill between Trentaremi Bay and Cala dei Lampi, as far as Marechiaro.

In *Portici*, numerous archaeological finds from Herculaneum are preserved in the Royal Palace: a mosaic floor, the statue of Victory decorating the Fountain of the Sirens, the statue of Flora. *Herculaneum*, damaged by the earthquake in 62 A.D., was buried by the eruption of 79 A.D.; the archaeological city owes its main discoveries to A. Maiuri for the main findings. In *Torre Annunziata*, in the ancient *Oplontis* partly buried under the modern settlement, the Villa di Poppea, partially destroyed by the earthquake of AD 79, stands out. *Pompeii* is one of the most

important archaeological sites in the world and in recent decades the continuous discoveries, both of artefacts and evidence of material culture, have further enhanced its historical-documentary value. *Castellammare di Stabia*, the ancient *Stabiae*, was first destroyed by Sulla in 89 BC and then by the eruption of Vesuvius in 79 AD. The archaeological remains consist of parts of Roman villas from the early imperial age, including those *maritimae*, on the Varano hill.

Continuing along the Sorrento coast we find: *Vico Equense* with traces of necropolis related to the pre-Roman period, including that of Via Nicotera (7th-5th century B.C.), discovered in 1892, with elements of Etruscan production, the remains of which are preserved at the Antiquarium in Corso Umberto. There are also the few ruins of the Villa at Marina di Equa, as well as walls and cisterns below the Pacognano settlement, the fossils at Capo d'Orlando, and the caves. In *Piano di Sorrento*: the ruins of Villa il Pizzo near the coast. Sorrento is the ancient *Surrientum*, possibly founded by the Greeks. It was a holiday resort of Roman patricians, as the remains of the so-called Villa di Pollio Felice at the Capo di Sorrento testify, with the maritime part found at the small basin known as *Bagni della Regina Giovanna*. At *Massa Lubrense* and *Punta della Campanella* there is the Villa at Capo di Massa, and the one at the aforementioned Punta: here there are the remains of a sanctuary dedicated to Athena, later adapted to the cult of Minerva, where Robert D'Angiò then had the Minerva Tower built in 1335. The ancient *sacred way* still exists with its route from Termini to Punta Campanella.

On *Capri*, the most important remains from the early imperial age are the villas where Augustus and Tiberius stayed. Archaeological sites and assets are of great importance: the prehistoric remains at Valletta di Tragara; fortification walls of the Greek acropolis from the 5th-4th centuries BC, Villa Jovis on the north-eastern promontory of the island, the Bagni di Tiberio on the coast near Marina Grande, the *opus reticulatum* walls at Castiglione, caves transformed into nymphaea, such as at Matromania, Arsenale, Castiglione, the remains of a Roman landing at Tragara.

Anthropogenic and natural hazards between land and sea

Natural hazards to which archaeological evidence on land is exposed include a number of aspects: salt crystallisation of stone materials, seismic and bradyseismic events.

The first, in particular, concerns porous materials, and represents one of the most insidious forms of degradation for artefacts such as buildings, bridges, roads.

For seismic events, cyclically repeated over the past centuries and up to the present day, the Vesuvius Observatory evaluates the data collected to understand their nature and impact. The Phlegraean area, then, is subject to slow soil deformation known as bradyseism (slow soil movement) that occurs in different ways over time, leading to both uplift and subsidence of the soil. This natural phenomenon is also making its effects felt under the sea and, albeit slowly, the earth's crust is also rising to the seabed.

For terrestrial archaeological assets, the *Great Pompeii Project* is of significant reference, which aimed to strengthen the effectiveness of protection actions and interventions in the archaeological area.

This Project stems from an action of the Italian Government that, through Decree-Law no. 34/2011, allowed for the development of an Extraordinary Programme for Conservation, Prevention, Maintenance and Restoration. Financed in 2012 within the framework of the Interregional Operational Programme Cultural, Natural Attractions and Tourism (FERS 2007-2013), its implementation developed in two phases: the first completed in 2015, the second in 2022. The implementation programme was divided into five major Plans, investing in 76 different interventions amounting to more than EUR 105 million and ultimately representing a *best practice* in the spending of EU funds in terms of objectives achieved and spending and reporting capacity.

It was an exceptional operation, which changed the face and image of Pompeii and which, in addition to solving the problems of the physical conservation of the archaeological evidence, addressed the new anthropogenic risk determined after the end of the pandemic: the excessive number of visitors and its effects on the fragile archaeological context. Referring to the many publications on the recent restoration of archaeological Pompeii, here we highlight how, thanks also to multiple university agreements - which have fostered the contribution of many scientific disciplines, and thus the fundamental multidisciplinary contribution needed to tackle the complex problems of restoring archaeological evidence - a shrewd coordination of the impressive flow of visitors has been carried out, with well over 3 million visitors in 2023: an increase in the opening hours of the excavations and the differentiation of routes have been planned.

To the many problems of excavation, conservation and valorisation of above-ground finds - tackled by archaeologists with the support of architects, engineers, art historians, chemists, physicists and many other professionals - are added the problems of the numerous submerged archaeological remains in the Bay of Naples.

Submerged archaeology between standards, guidelines and practice

As previously highlighted, there are many extraordinary underwater archaeological evidence in the Bay of Naples, towards which the attention of Italian governments has turned in fairly recent years: in fact, a specific reference can be found in the Code of Cultural and Landscape Heritage (Legislative Decree 42/2004). In the second section there is Article 94 (Unesco Convention), there is a rule prescribing the discipline contained in the annex of an international convention on the protection of the underwater cultural heritage: this is the one adopted by the Unesco General Conference on 2 November 2001 in Paris. This contains specific regulations to protect the underwater heritage understood as every trace of human existence of a cultural, historical or archaeological nature that has been wholly or partially submerged for at least one hundred years, and is supplemented by an annex consisting of 36 *Rules on Underwater Cultural Heritage Interventions*. In the above-mentioned article of the Code, reference is made to assets found on the seabed in the sea area extending twelve nautical miles from the outer limit of the territorial sea.

In addition to the regulations in force in Italy, there are also the Conventions and Charters that have been registered at international level, which testify to the

increasing awareness towards the protection and conservation of this particular type of cultural heritage in recent decades. The following are worth mentioning: *The international Charter on the protection and management of the underwater cultural heritage* (ICOMOS 1996); *Syracuse Declaration on the Cultural Heritage of the Mediterranean Sea* (Syracuse 2001); *Convention on the Protection of Underwater Cultural Heritage* (UNESCO 2001); *Protocol on Integrated Coastal Zone Management in the Mediterranean* (Council of Europe 2008).

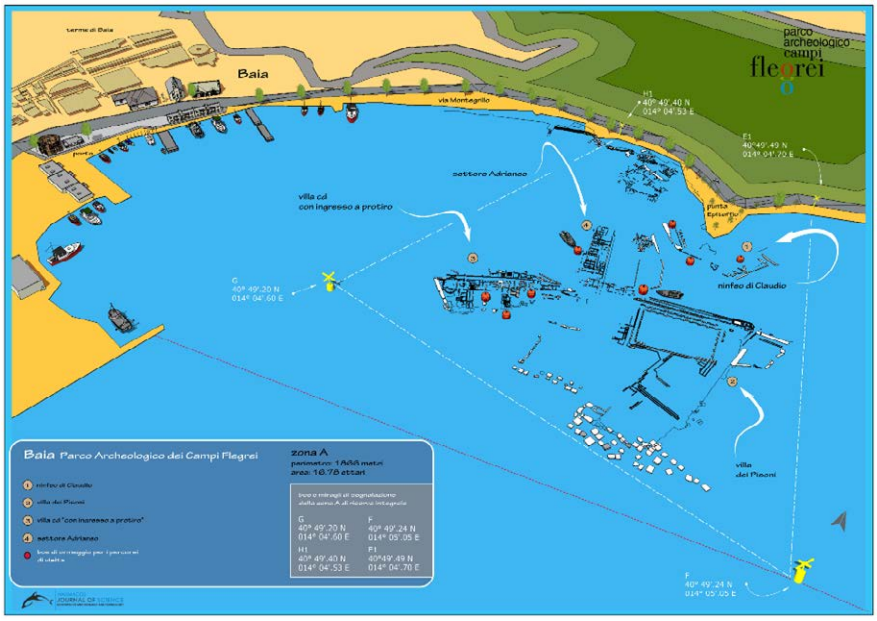

Figure 1 – Archaeological routes in the Baia Underwater Park. (https://www.parcosommersobaia.beniculturali.it/it/percorsi-archeologici).

Demonstrating the special interest in underwater archaeology in recent years is a series of studies and research, some of which have been completed, some of which are ongoing. Among the former is the *Arrows* project for the use of robots in archaeological research, tested both in the Baltic Sea and in the Mediterranean Sea, in completely different contexts, with the participation for the Italian side of the University of Florence, CNR-ISTI, EdgetLab srl and the Department for Cultural Heritage and Sicilian Identity. Also, the COMAS Project, which developed methodologies, techniques and new materials for the restoration of underwater heritage in situ. Participants included UNICAL, Whitehead, Sistemi Subacquei, Ageotec, Syremont, ISCR and the Scuola Superiore di S. Anna in Pisa. The *THESAURUS* Project has developed underwater robots, methodologies and multidisciplinary scientific technologies to locate, survey and document artefacts and wrecks of archaeological, historical-artistic and ethno-anthropological value:

these are underwater reconnaissance methods using optical, acoustic and magnetic systems. The *Restoring Underwater* Project, which lasted about twenty years, studied tools, materials, methodologies and techniques for the *in situ* restoration of submerged ancient artefacts, and was commissioned by the Istituto Superiore per la Conservazione ed il Restauro and MIBACT. The *VISAS* Project is aimed at enhancing the value of underwater archaeological sites through the implementation of augmented reality and virtual reality services: it was developed by Dimeg Unical University of Calabria, CNR Iamc, 3D Research srl, Applicon and Enviroconsult.

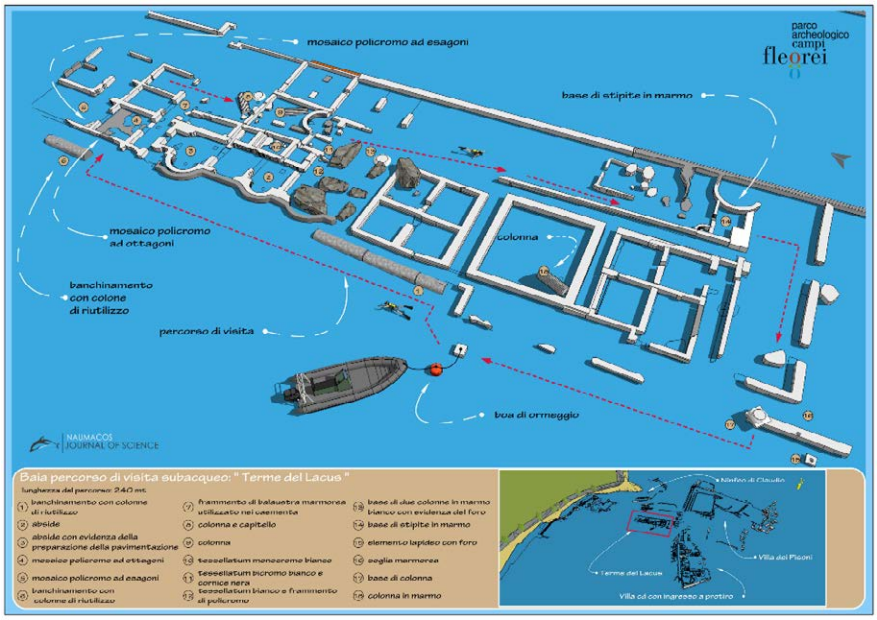

Figure 2 – Baia, underwater tour: Lacus Baths.
(https://www.parcosommersobaia.beniculturali.it/it/percorsi-archeologici).

Ongoing research includes the *MUSAS* Project (Museums of Underwater Archaeology) aimed at using advanced technological solutions for networking underwater and land-based archaeological sites, with applications in the underwater port of Egnazia. The *ARCHEOSUB* Project for the application of innovative solutions such as networks of underwater sensors placed on the seabed of archaeological sites to provide real-time and monitored data on artefacts: is carried out by the University of Rome la Sapienza, MDM Team, University of Florence, WSENSE. Furthermore, the *iMARECulture* Project is aimed at raising European public awareness of maritime cultural heritage through virtual tours, games with immersive technologies and augmented reality visits.

Since 2004, the General Directorate of the MIC has launched the *Archeomar Project*, which aims to census, locate and document the archaeological assets in

the seabed in the southern regions of the country where cultural heritage is under the jurisdiction of the state administration (Basilicata, Calabria, Campania and Apulia). This is also to help improve the management and enhancement of underwater sites. Furthermore, in 2019 the National Superintendence for Underwater Cultural Heritage was established, which has its headquarters in Taranto and operational centres in the Archaeology, Fine Arts and Landscape Superintendencies of Naples and Venice.

In the case of submerged archaeological evidence the issues, compared to those on land, become considerably more complicated. In specialist research, the different issues have been addressed, at least from a methodological point of view, and only in some cases in specific applications.

When artefacts cannot be moved from the site, in situ protection systems are adopted, using geotextile and sand covers, metal tube structures and removable panels, polyethylene sheets and sandbags, silicon casings, etc., as appropriate. These are expedients of various kinds that can slow down or contain the phenomena of degradation in the marine environment and that, above all, seek to protect valuable evidence underwater from theft and vandalism.

The specific methodology is that of restoration, which starts from knowledge to arrive at the most appropriate interventions for the conservation and enhancement of the artefacts. Knowledge requires defining the morphology of the seabed, depth, currents, visibility and transparency of the water, sea conditions, the possible presence of pollutants, and the passage or stationing of boats. Then there is the knowledge of the physical alterations of the finds due to corrosion phenomena, encrustations of a biological nature, etc. There are many fields of scientific knowledge involved: archaeologists, underwater archaeologists, physicists, chemists, geologists, petrographers, architects, structural engineers, etc.: all of them are useful in the cognitive phase, both in defining the consistency of the finds and in diagnosing deterioration and disruption.

The survey phase also makes use of specific methodologies and technologies: from aerial photography to satellite surveys, acoustic and magnetic prospecting systems, such as Side Scan Sonar, Sub-Bottom Profiler, and Multibeam. To these are added photographic surveys with photomosaics and the use of photogrammetry. The use of robots is also of fundamental importance.

Similar complexity presents the definition of degradation processes and restoration techniques.

Thus, the submerged archaeological heritage in the Bay of Naples has extraordinary documentary value but requires a complex approach with multidisciplinary contributions, necessary to overcome the difficulties of the marine environment in which they are found.

Figure 3-4 – The statues of the Sunken Nymphaeum of Baia, photo by F. Lucci. (https://www.parcosommersobaia.it/statue-di-Baia.html).

Possible strategies and scenarios

The objectives to be pursued to enhance and redevelop coastal landscapes are many and among them are aspects that concern redevelopment policies to safeguard their diversity and variety and, therefore, to preserve the historical alternation of built and unbuilt spaces, in the spirit of containing further land consumption as much as possible; to consider the sea as a large public park of the Bay of Naples; to ecologically redevelop the settlements with a tourist function; to decompress the urbanised or industrialised coastal strip with appropriate delocalisation projects; to redevelop coastal landscapes in an integrated way within a Cultural and Ecological Network.

With reference to this last objective, which aims at the creation of a Network of territorial resources, the need for an analytical-cognitive process of the stratified history of coastal sites, up to the present day, is linked with the fundamental support of historical-iconographic, archival, bibliographic and urban planning research. They are, in fact, territories of extraordinary value, rich in physical and intangible cultural values linked to the civilisations and communities that have lived and transformed them over time: a true 'cultural mosaic' to be interpreted, protected and enhanced. The large number of archaeological evidences, also submerged, present along the coastal territory under examination and previously reported make Campania an absolute unicum in the national and international context.

It is desirable that in landscape policies the extraordinary value of these territories be enhanced for the multiple potentialities they express. Among these, that of constituting the fulcrum of a policy for the protection and enhancement of a context even wider than the coastal one. In a process of integrated valorisation of territorial resources, it is desirable that coastal archaeological areas, even

underwater ones, can be part of a fruitive offer that is not limited only to these extraordinary sites, but connects them with the other types of cultural resources in which the context is rich (from historical centres to historical-artistic heritage, intangible assets and so on). Just think of the possible relationships with the many historical centres in the territories that can be reached by archaeological sites, coastal defence tower systems, castles, etc. A complex operation, but possible: enhancing the centrality of coastal archaeological sites requires the definition of a strategy that is shared and concerted by a set of actors, starting with the regional authority, the municipalities, the Superintendencies, the managers of Protected Areas, Parks and Nature Reserves, hotel associations, environmental associations, and the communities themselves. With joint actions, it will be possible, among other things, to trigger a process of greater awareness of the territorial resources present in the various sites; to achieve more efficient planning of the various activities and events, also for a better distribution of tourist flows; to carry out better maintenance and control of the territory; and to improve the accessibility of services, infrastructures and territorial systems. In essence, it is essential that a more effective *governance* structure be created for these territories.

In conclusion, the coastal archaeological areas of the Bay of Naples, if safeguarded and enhanced, may well be one of the drivers for a new model of social, economic and cultural development that is truly sustainable for local communities.

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