

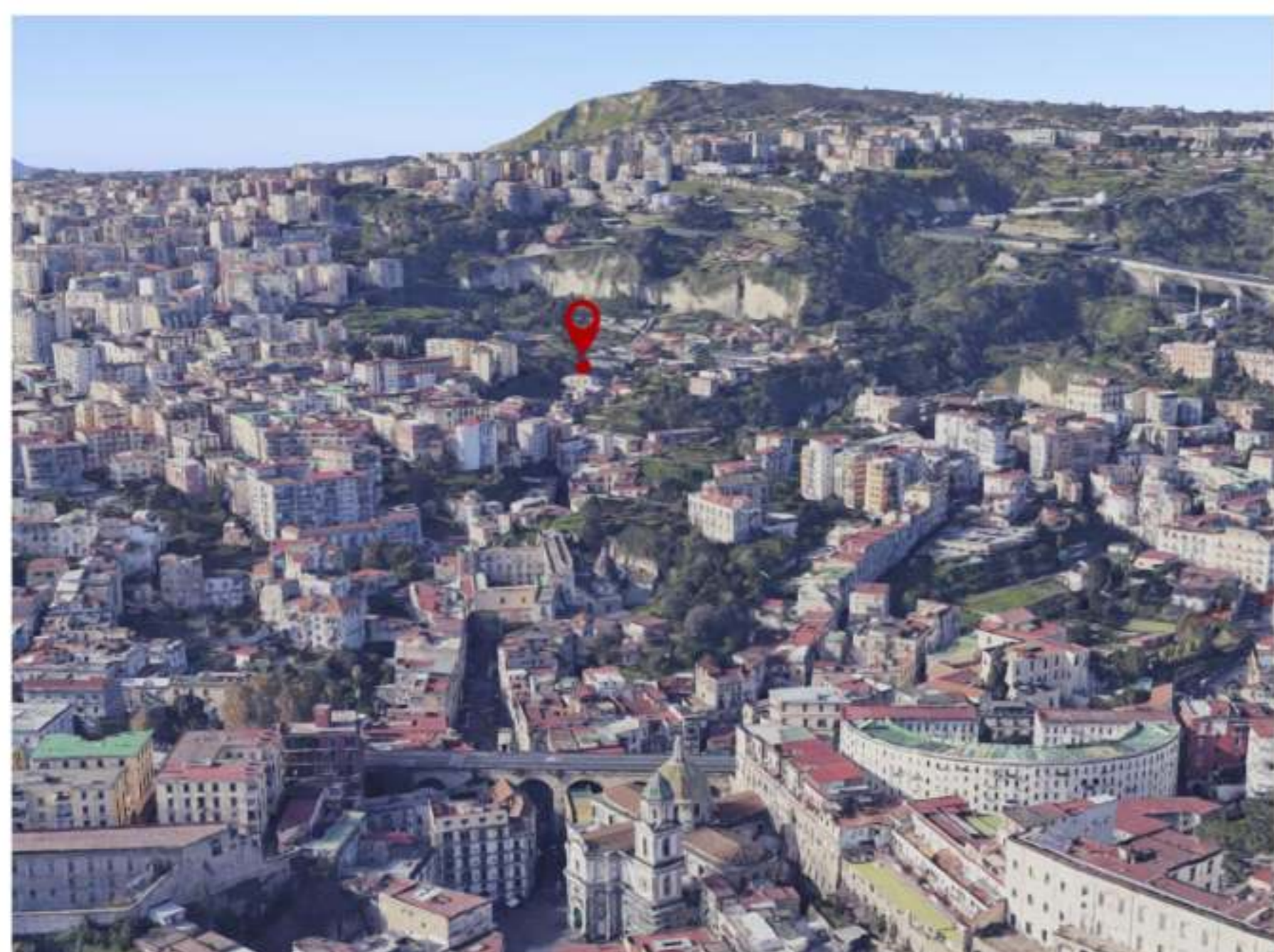
Community is much more than belonging to something; it's about doing something together that makes belonging matter

## CREATIVE TOURISM: connecting Fontanelle Cemetery to a larger touristic route



UNDERGROUND4VALUE

CA18110 – Underground Built Heritage as catalyser for Community Valorisation



Ossoteca



Main access to Rione Sanità



Chapel of Cemetery



RIONE SANITÀ ADMINISTRATIVE DISTRICT

How to incorporate infrastructure into planning?

**Community Engagement**  
*Is at the centre of this scenario for future sustainability.*

**Educational Program**  
Knowledge transfer to empower local communities to follow creative tourism projects.

- Virtual tour & panels
- workshop
- sign
- wall-panels

**Infrastructure**  
Improvement of mobility and the access to the site for locals & visitors to overcome remoteness.

- new busstop
- e bike
- shared taxi
- new signpostings

**Physical Integration**  
Interlinks to further major touristic attractions and sites in the city.

- thematical tours
- tour tickets
- Neaples city card

**Communication**  
Raise of the site visibility in the city in general.

- Flyers
- poster
- social media
- social gamification

How can we overcome remotness of Rione Sanità?



**Cultural Events**  
Planing and implementing a series of cultural events taking place at the cemetery.

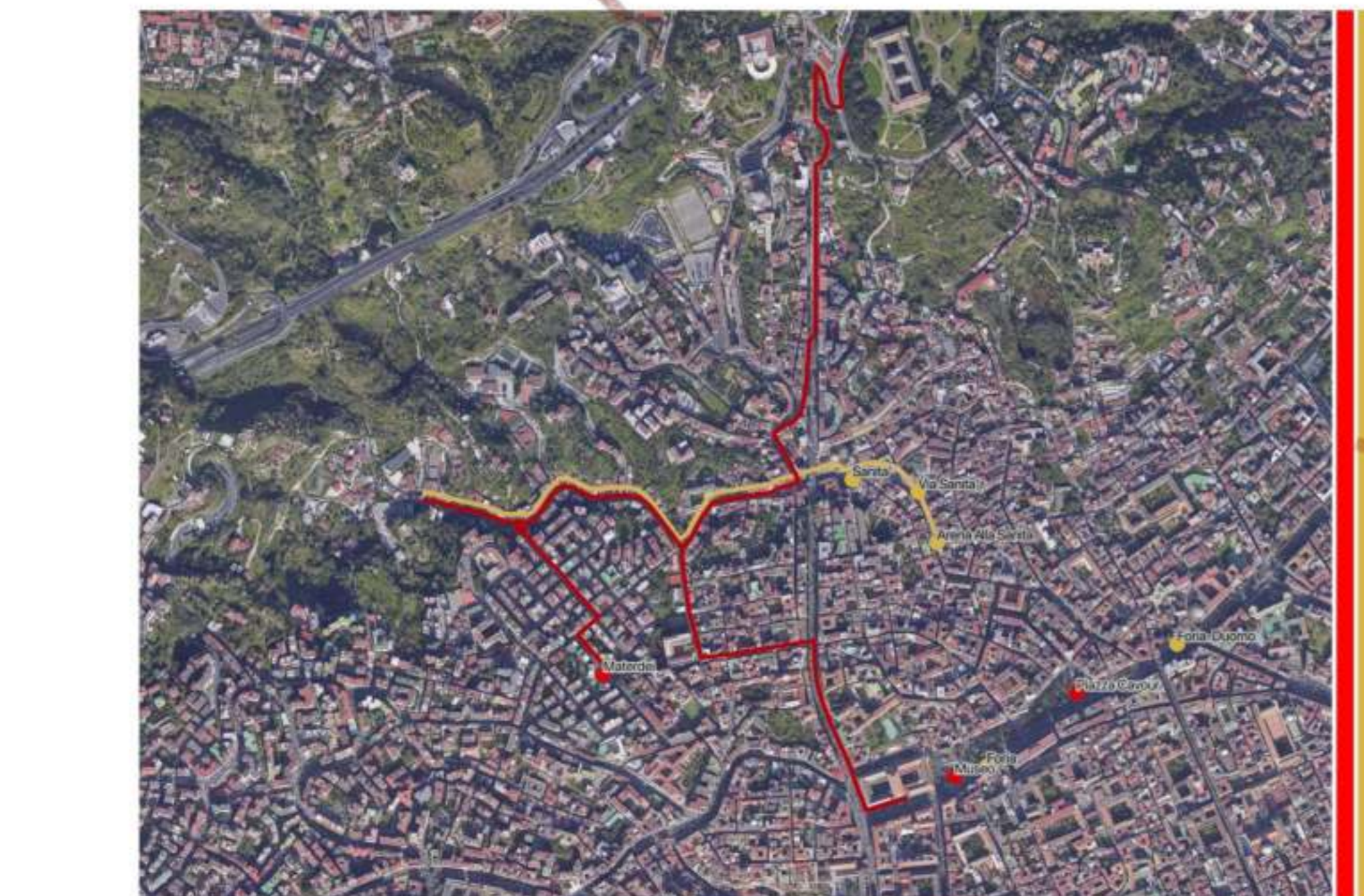
- Theatre
- concerts
- exhibitions
- school events
- competitions

**Crafts & Food**  
Promotion of existing local offers shops etc. and encouraging new community-based initiatives.

- DIY interactive instructions
- bracelet
- local crafts
- cooking

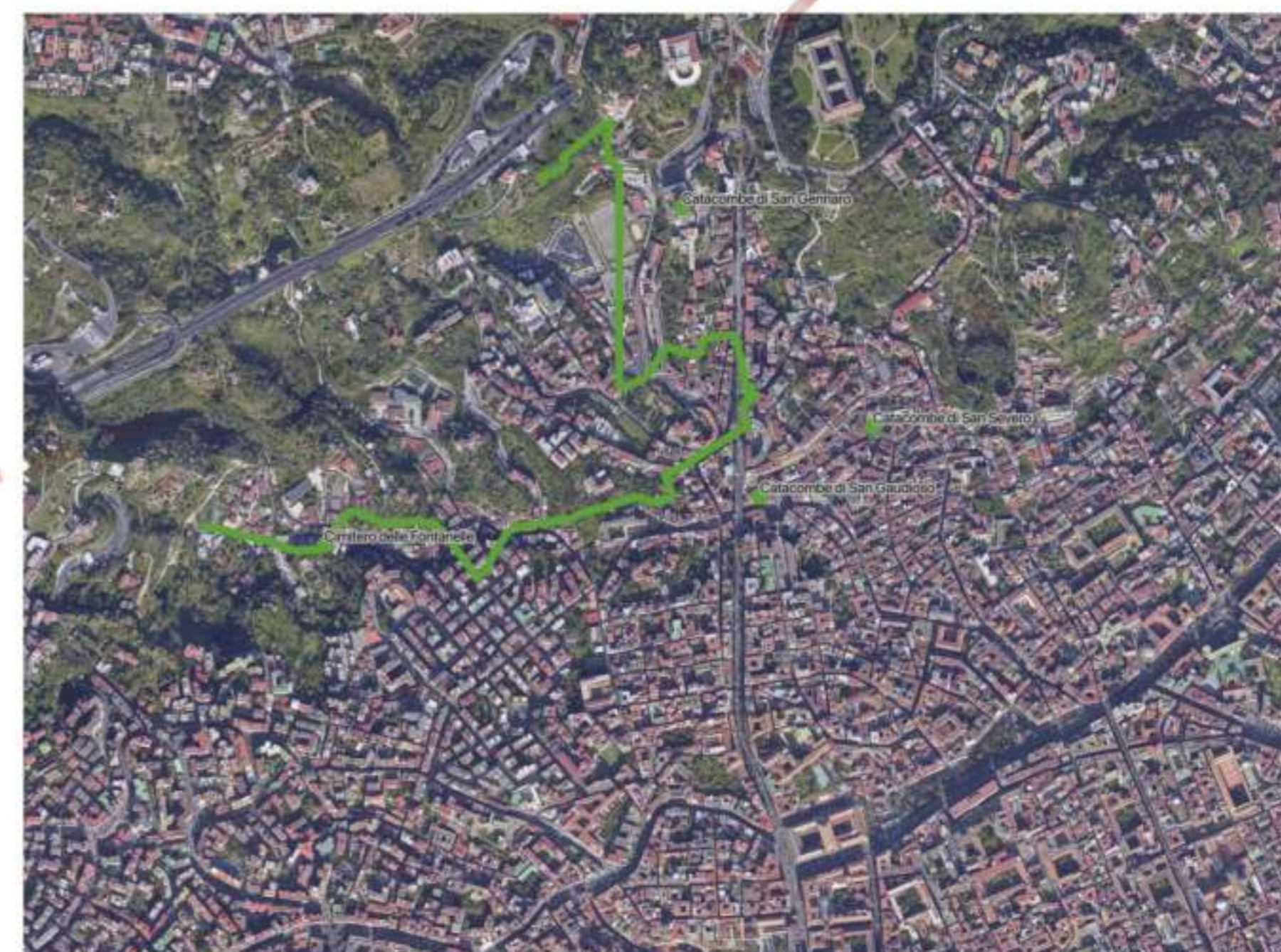
**Legal responsibility**  
Trust-building activities such inviting responsible policy makers to community events and meetings.

- roadmap
- community and private sector



METRO- BUS ITINERARY

How the local community can benefit the UBH itineraries?



UNDERGROUND HERITAGE ITINERARY