

**Demand analysis in support of projects for the valorisation of cultural and environmental assets. The Delphi Method applied to the Parco della Rimembranza**

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This thesis represents the final stage in a broader study in which we have been engaged over the last few years. The interest in the Parco della Rimembranza and the *Arboretum Taurinense* was triggered by our participation in the Restoration Workshop on the theme “the restoration of historic parks and gardens” held by Prof. M. A. Giusti. Since the *Arboretum Taurinense* represents a heritage of inestimable value, which is nonetheless practically unknown and under-valorised, our idea was to sketch out three metaprojects aimed at the promotion and valorisation of this environmental resource: the sport-wellness Pole, the entertainment-recreation Pole and the research and environmental training Pole. In order to identify the most viable alternative, we decided to implement, in an experimental manner, a forecasting technique normally applied to the refunctionalisation of architectural assets: the Delphi Method. Our aim was to identify the solution for which there was the greatest convergence of opinions on the part of the stakeholders, and to draw up a clear picture of the current status and the potential future scenarios to be submitted to the hypothetical decision-makers.

In the course of two rounds of interviews we presented the dossier of the case study to a panel of five experts. We collected the opinions and then elaborated these using statistical indicators. The final result shows that, in the opinion of the panel, the best alternative among those proposed is the research and environmental training Pole (RI-FO-AMB). The success of this proposal was due to a number of factors, including:

- The introduction of an innovative aspect: environmental research (environmental education visits, research and study in the field of botany...);
- The capacity to synthesise several aspects belonging to the two other Poles: the redevelopment of the existing premises, the improvement of the signage for trekking, the enlargement of the children’s recreation area...;

The RI-FO-AMB alternative is hence distinguished by its completeness. It is interesting to note how, despite proving to be the alternative most appreciated by the experts, at the same time it is also the option which generated the greatest oscillation of opinions, that is, most discussion. The principal perplexities concerned the achievement of the mixed-type management objective and the aspects related to economic feasibility.

To conclude our work, we verified the achievement of the initially prefigured objectives:

- it was fundamental to identify the best method for valorising the park. The RI-FO-AMB alternative, by boosting aspects which could render the park a pole of attraction on a large scale contributes to launching the process of “value enhancement” of the asset;
- the second objective concerns respect for the original project conceived by Prof. Pavari: the creation of a demonstration arboretum;
- the third objective consisted in verifying, in an experimental manner, whether it were possible to apply the Delphi Method to an environmental asset. The results obtained can be considered appreciable and in line with the forecasts.

Nevertheless, in the application of the method there does emerge a limitation linked to the nature of the environmental asset. Since by its nature an environmental asset is less definite and has less clear-cut contours than an architectural asset, it is more difficult for the experts to express a clear and exclusive judgement. A step forward, in a scientific rather than methodological sense, for the analysis of the convergence of opinions could be the use of further statistical tests, such as the analysis of the univariate and multivariate variance, for the purpose of identifying dependencies between the factors and variables that have impact on the judgement and on the convergence of opinions. This would mean using a version of the Delphi technique which is more robust from a quantitative point of view, or with a more significant statistical base.

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