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DOCTORAL PROGRAMME IN URBAN PLANNING, DESIGN AND POLICY

The PhD Programme in Urban Planning, Design and Policy (UPDP) aims to explore the significance and impact of contemporary urban changes and understand how these processes can be governed through planning, design, and policy-making activities. The programme pays specific attention to the transition towards new, more sustainable and equitable modes of urban development and advancements in planning practices to foster potential innovations in traditional urban studies, urban design, and policy approaches.

The integration between different fields of urban research on the one hand and between theory and practice on the other distinguishes the approach promoted by the PhD programme.

Objectives

The programme's objective is to provide PhD candidates with analytical and interpretative skills and methodologies to advance research in urban studies, spatial planning, urban design and urban policy.

Students are encouraged to reflect upon traditional and innovative practices in these fields by participating in research activities concerning cities and regions in Italy and abroad, paying particular attention to international comparison.

By establishing a dialogue with the best European and International schools, this PhD programme is the place for research and innovative approaches to urban studies, spatial planning and urban design dealing, in particular, with the following themes:

- Multi-scalar regional urbanization processes: reshaping the city on a regional scale and addressing the challenges for the analytical approaches and descriptions, as well as for institutional and governance processes;
- Advances and challenges in contemporary planning theory and practice: the reshaping of citizenship, boundaries and collective action in urban areas and their effects in the urban environment;
- Urban transitions towards sustainability: strategies and tools for land and biodiversity preservation, energy conservation, and natural and technological risk prevention and mitigation;
- Social and economic changes and their effects on spatial processes: social inequalities and urban segregation; economic specialization and diversification in a global context;
- Evaluation and management tools for the feasibility, equity and design quality of urban projects.

Contents and research training

The educational programme's main objective is to offer PhD students a challenging environment with space for international debate, research, experimentation, and innovation based on a multidisciplinary approach.

The main courses and workshops focus on the following research areas:

Urban studies: Contemporary cities worldwide face increasing challenges regarding

local democracy, sustainable development, environmental resources and landscape management, social cohesion, and cultural diversity. The main issues addressed are social, economic, ecological and territorial transformations, governance problems and technological innovations. The main research topics are: forms and processes of the spatialization of social and economic inequalities; urban segregation; processes and institutions of urban governance; the spatial impact of social innovation; forms and processes of regionalization; social, economic and territorial development in local contexts.

Planning theories and practices: Urban planning is not a unitary and self-contained discipline. Planning knowledge and activities can be improved by delving into (and jointly considering) both theoretical and practical issues. First, the cultures, ethics, traditions and paradigms of planning are varied and have evolved differently according to their geographical, institutional and political context. Similarly, planning practice is multiform and can be understood from several perspectives. Studying the characteristics, the peculiar interpretations, and the effects of planning practices constitutes a second relevant research field. Thirdly, the selection and discussion of the intersections between planning and other disciplines (i.e., architecture, environmental sciences, policy studies, philosophy and others) can dramatically innovate planning theories and practices, going beyond traditional approaches and perspectives.

Design topics, forms and tools: In a scenario of changing socio-economic, environmental and territorial conditions,

theoretical and technical issues for the construction of urban projects and the implementation of urban policies are being experimented with to improve the quality of life. Specific research themes are the role and form of urban projects in leading territorial transformations; innovation in the description and representation of urban environments and landscapes; tools for the evaluation and management of urban projects and policies aimed at mastering the feasibility and equity of land development, as well as the sustainability and the design quality of the physical outcomes and strategies for land and biodiversity preservation and energy conservation.

The above-mentioned fields reflect the ongoing research at DASTU and represent a framework for future proposals. They are the backbone for PhD students' educational and research activities.

Professional and research profiles

According to its international orientation, the PhD Programme trains highly qualified researchers and professionals. It expects them to work in academic institutions, research centres, public administration and the private sector in the following fields: spatial planning, design and management of urban projects and policy, urban studies and urban governance.

PhD graduates with such a profile qualify for employment by Italian and international academic institutions, public bodies and research centres, and public and private development agencies.

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INNER AREAS AND TOURISM. BETWEEN REVITALIZATION AND CREATIVE DEPOPULATION. A STUDY ON THE MATERAN TERRITORY

Stefano D'Armento – Supervisor: Prof. Maria Valeria Mininni – Tutor: Prof. Andrea Rolando

The thesis aims to investigate the role and the impact of tourism in remote areas. As a matter of fact, tourism is often considered the most important or even only tool able to trigger socioeconomic revitalization processes in remote areas suffering decades of socioeconomic decay. The question of the inner areas, and the increasing gap between centers and peripheries, with a large portion of the more peripheral and rural areas experiencing socio-economic distress and depopulation, is a phenomenon not limited to Italy but common to all western countries that already passed through a first demographic transition and are now living a second one. The work retraces the debate on inner areas in Italy, from its very beginning, just after the Unification of the Italy, until today. The debate on inner areas derives indeed from the three main questions of rural flight, Southern Question, and mountains depopulation. Special attention will be given to the work of agronomist Rossi-Doria, Svimez, and Cassa del Mezzogiorno studies. Also, projects and proposals of territorial strategies such as Progetto 80 and Progetto QuadroTER are included, since they gave territorial design suggestions on how to deal with inner areas in their relations with metropolitan areas and centralities. Finally, the reflection will get to the current policy of SNAI (National Inner Areas Strategy), and the recent academic debate risen after its start. Both the public and the academic debate mainly tend to tie the revitalization of remote areas to the sought of the overturn of the long-

lasting depopulation trends. The research opposes this vision, supporting the theory of the change of paradigm, which intends revitalization as a qualitative issue rather than a quantitative one. Within the framework of an ongoing generalized depopulation, the research supports indeed the idea of a change of paradigm, meaning not pursuing a re-establishment of a demographic growth at all costs for all of those areas, but instead dealing in a more complex way with the phenomenon, through different strategies as selection of areas where a new growth will be possible and creative depopulation. The thesis, with a wide literature review, presents several academic points of view regarding depopulation and abandonment and how to deal with them. On the one hand, this can be considered a first outcome of the research, questioning the point of view that is usually adopted in peripheral areas development strategies. On the other hand, it is a working hypothesis verified later in the case study. Hence, the thesis supports the idea according to which revitalization should not be directly dependent on the demographic question, opening to the rescaling and downsizing of territories, which should guarantee a good environmental and life condition quality in future conditions of lower population density. Within this context, tourism has a decisive role as a tool for triggering, sustaining, and promoting revitalization processes even in depopulating places. However, the thesis aims to overcome

the vision of tourism as a panacea for remote areas. The research provides a short review of the points of view on the tourism-led growth hypothesis and its criticism. Tourism is often believed to trigger and foster general economic development, but in the academic debate, positions differ according to the scale and the impacts considered. Then, different positions of scholars, in Italy and abroad, about the role of tourism in the development of lagging peripheral areas and its use in the policies are reviewed. After dealing with the general debate, the thesis examines specific common issues on the role and impact of tourism in peripheral areas. Those issues are frequently found in the literature on the topic and concern the potential of tourism in turning a peripheral place into a centrality; the conflicts and synergies between the development of tourism and environmental preservation; and the relationship and the conflicts that emerge between locals and visitors. The research hypothesis is tested using the territory of the province of Matera, Southern Italy, as a case study. Through the performing of geospatial analyses, planning and policies documents analysis, direct observation, interviews to stakeholders, socioeconomic data analysis, the reconstruction of the evolution of the role, and the impacts of tourism in shaping a remote territory were carried out. The research explains the evolution of the settlement pattern of the case-study area, showing the reasons for the current distribution of human activities

and urbanizations in the territory. The narrative briefly accounts for the ancient times and then the more recent processes are described, focusing on the way they started to disrupt the "traditional" pattern and started to build the current one. Finally, the current process of touristization of the space is described, mapping the change in the use of the territory and the population distribution in the case study area. Mapping helps to understand that the territory is a palimpsest that is continuously overwritten, overcoming the idea of a static landscape and pattern that has to be preserved the way it is. The research retraces the touristic strategies of the Region of Basilicata and of the municipalities of the Province of Matera. Since the 1990s, the Region heavily invested in tourism promotion and marketing and set up a network of attractions in the inner areas to foster the circulation of tourists, drawing them from the main tourist hot spots. The work provides an analysis of the tourist flows in the province which illustrates the tourists distribution and the tourism activities in the different areas of the territory. Then the research briefly accounts for the booming tourism industry of the city of Matera and its spillover effects on the rest of the territory and analyses in depth the Metaponto plain area. Then the thesis focuses on the inner area with a review of the planning instruments and policies related to tourism of all the municipalities of the area, and in the final part, the research develops in-depth five micro-cases, each one characterized by a specific

niche of tourism activity: Irsina: silver and residential or amenity tourism and migration; Castelmezzano and Pietrapertosa. environmental tourism and the impact of a macro-attraction; Craco: tourism of abandonment; Aliano: events and cultural tourism; Grottole: Experiential tourism. Finally, after drawing the general theoretical conclusions, the thesis envisions suggestions for future visions and guidelines for the future development of the territory, combining the management of demographic, settlements, and tourism dynamics. Strategic planning strategies for the inner areas are provided including also indications for planning contraction and managing degrowth and resizing of settlements and renaturalization of formerly inhabited and used areas, even funding plans of demolition and urban surgery. In conclusion, the research is innovative in its theoretical framework in support of the thesis that territorial revitalization should be unrelated to demography and hence including tools and strategies such as resizing and managing contraction and renaturalization. The work tries to fight the stigma around the idea of managing a territorial resizing proposing and envisioning concrete strategies and guidelines. Tourism is one of the strategies, with a major role in those processes of resizing, however, it cannot be considered as a panacea.

ABANDONMENT AS A SOCIAL FACT. THE PROBLEM OF UNUSED AND UNMAINTAINED PRIVATE BUILDINGS IN A NEO-INSTITUTIONAL PERSPECTIVE

Anita De Franco – Tutor: Prof. Stefano Moroni

Abstract: As is well known, the problem of the abandonment of buildings is much discussed in literature and in public debates. However, the impression is that there is a certain imprecision in this regard, for example in the use of certain terms and concepts (e.g. abandoned, vacant, empty, derelict, deserted, decommissioned buildings) that are not always unequivocal. This conceptual confusion does not help to understand the nature of the problem, to estimate its magnitude nor to decide when and how to intervene. In revisiting the issue this thesis focuses on: *private properties* (owned by private subjects, e.g. individuals, firms, enterprises); *buildings* (i.e. fully built structures); *urban contexts* (i.e. dense, compact, socio-economically stable settings). The thesis proposes to define as “abandoned” a building whose *owner* does not fulfil his/her responsibilities ensuing from ownership. In this perspective, abandonment is considered as a *social fact*, because, to define it, institutional concepts such as “owner” and “responsibility” are required. The type of responsibility at stake in this case could be defined as a “pragmatic duty” that is, a duty that exists for someone not in an *absolute* sense, but in *relation* to his/her status (in our case, the status of owner of an asset). The thesis assumes that owners cannot renounce to their pragmatic duties, and focuses on how they may fail to fulfil them (e.g. maintenance) leading to abandonment problems. This thesis aims to understand how this happens while providing a solid methodology to identify abandonment

“warnings” and anticipate negative effects on local contexts. To do so, the work adopts a neo-institutional approach. The central question of the thesis is: What changes in the interpretation of, and intervention on, the problem of abandonment once we recognize it as a social fact? From a neo-institutional perspective, the general research question is then articulated in a series of sub-questions, such as: (i) to what extent can the institutional framework be co-responsible in the emergence of the phenomenon of abandonment, and (ii) what modifications to the institutional framework may favour the recovery of what now lies abandoned? From a methodological point of view, the thesis is based on: (i) an extensive literature review; (ii) reports and documents of Italian and international public and private institutions and agencies; (iii) an analysis of Italian laws and regulations; (iv) interviews with key actors; (v) one main case study (i.e. the case of Milan). The case has been chosen because local authorities discussed and announced new strategies to tackle the problem of abandonment of buildings (in a non-shrinking city). The resulting policies have been the subject of local and national debate, in light of a problem considered endemic in many areas of the country. The main features of the particular neo-institutional perspective adopted are the following. Firstly, to acknowledge in a more explicit way how social agents react to (interpret) the context they inhabit, including the normative one. Secondly, to place the relationship

between objects and people at the centre of attention, and the special “deontic qualifications” that put them in relation. Thirdly, to accept in a more radical way the dynamic aspect of urban phenomena trying to combine attention to institutions with theories of urban complexity.

SOCIAL WELFARE SPACE - QUESTIONING THE SPATIAL CONFIGURATIONS OF SOCIAL ASSISTANCE SERVICES. STREET-LEVEL INSIGHTS FROM SOCIAL COUNTERS IN BOLOGNA, ITALY.

Benedetta Marani - Tutor: Prof. Stefania Sabatinelli - Supervisor: Prof. Paola Savoldi

Major socio-economic, demographic, and political challenges reshaped national welfare systems and social protection measures over time. Whether and how these changes affected - and currently affect - the spaces dedicated to social welfare provision is still an under-investigated issue, which questions the role of space in delivering social policies and rights. This thesis analyses the spaces of contemporary social welfare services at the crossway between urban planning and social welfare policies. Beyond its more abstract meanings, the manifold notion of 'space' is hereby examined from two perspectives.

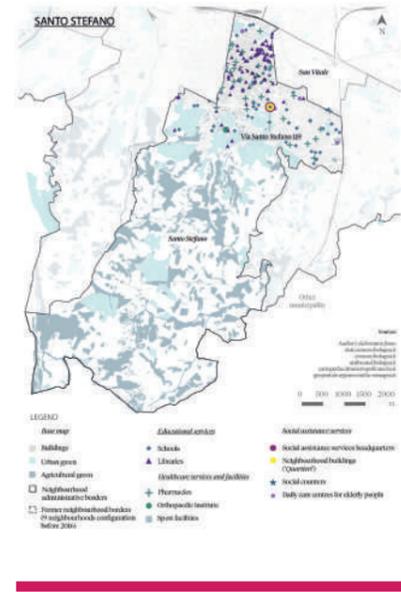


Fig. 1
Localization - Santo Stefano Neighbourhood: an overlook on social welfare services and urban facilities. Elaboration of the author, 2019.

First, as the tangible trace of policy decisions and instruments enacted by different governance levels in both the considered policy fields. Second, as the (re)production of people's interactions and behaviors, that shape and simultaneously are shaped by different spatial settings. In this sense, the thesis deepens how various policy tools governed the spatial configurations of social welfare services over time and investigates their current features at different analytical levels and scales of observation (see Fig. 1,2,3). The manuscript focuses on social assistance services, the 'Cinderella' of Italian social welfare policies, for they have long been neglected by both urban planning and social welfare policies and studies. In particular, it deepens the role and the spatial features of first-access services, the meeting points between citizens and social workers within the local welfare system. These services are the 'doors' to the local welfare system and provide orientation and information throughout the overall panorama of welfare services. The selection relied on two main points. First, first-access services have a key role in the increasingly mixed offer of social welfare services, that many citizens might find problematic to orient through. Second, these services and their spaces play a crucial role in marking citizens' paths through the local welfare system, for they are asked to understand their needs and to address them to the most suitable service. The thesis analyses how different spatial configurations affect services provision and shape the encounters

between citizens and the public administration through empirical research led in the city of Bologna, in the Emilia-Romagna region, Italy. The selection of this case study relies on the peculiar traits of both regional and municipal administrations and the policies they implemented over time. Emilia-Romagna is well-known for the provision of social welfare services, consolidated since the beginning of the XX century with a decentralized model. Indeed, plans and programs implemented in the west part of the region (Emilia) also ground the basis for broader national reforms becoming a 'model' for the whole country. The city of Bologna has been selected because it represents the main features of the 'Emilian model' as well as the main challenges of the contemporary Italian metropolises. To grasp the peculiar traits of the selected case study, the manuscript proceeds in two directions. First, it traces the history and the evolution of social welfare and urban planning policies at the national and regional levels, to understand how they contributed to the creation of social welfare spaces and how they affect their current configurations. Second, it develops in-depth research on the structures of social assistance services in the city, investigating which planning instruments generated and currently regulate them. This analysis relies on the direct observations led between February and March 2019 inside the social assistance services in Bologna, with a particular focus on *Sportelli Sociali* (i.e. Social Counters), the doors

to the local welfare provision. This on-site research has been developed using the *shadowing* methodology, a non-stationary but non-participatory technique that allows the researcher to stand alongside the object of observation with few interferences with the research field. Also, the research is grounded on a set of semi-structured interviews with politicians, professionals, and academics from different disciplinary fields, who contributed to collecting the former and present panorama of plans, regulations, and programs that contributed to the creation of social welfare spaces. The manuscript reports the results of these observations and frames them within the street-level bureaucracy theoretical debate, focusing on the relationships between social workers and users inside the services, but



Fig. 2
The environs - Facilities and services surrounding Sportelli Sociali in via Santo Stefano 119. Elaboration of the author from the fieldwork, 2019 and OpenData.



Fig. 3
The container and content- Plan of the ground floor in Via Santo Stefano 119, Baraccano. Elaboration of the authors from the on-field observations.

also on how they reciprocally modify the spatial features through their interactions. While analyzing the bureaucratic encounters in space, the thesis also questions how social welfare services might be understood as symbols and witnesses of institutional values and norms, of which street-level bureaucrats are the spokespersons. In this direction, it argues that through user-provider interactions, 'space' might become a tool for policymaking processes and organizational learning.

TOWARDS THE CONVERGENCE BETWEEN PEOPLE-BASED AND PLACE-BASED APPROACHES IN POVERTY REDUCTION STRATEGIES: LESSONS LEARNED FROM THE B-MINCOME PILOT PROJECT

Giulia Marra – Supervisor: Prof. Costanzo Ranci Ortigosa

Poverty constitutes a structural phenomenon in contemporary societies. On the one hand, it tends to cluster in cities, especially in specific urban areas, the so-called *deprived neighborhoods*; on the other, the spatial concentration of poverty produces a series of significant effects, the so-called *neighborhood effects*. The causal mechanisms of poverty concentration lie in the interaction between individual poverty and structural inequalities. Some factors are individual, such as income inequality (i.e., how the differences in disposable income determine residential opportunities); others are exogenous and deal with the housing market dynamics, the unintended consequences of public housing policies, the migration waves, and the self-segregation models of wealthy communities. Living in a 'high-poverty neighborhood' determines a structural disadvantage for its residents through two main mechanisms: it negatively influences their life trajectories (in terms of opportunities and possibilities of choice); and it seriously affects their capabilities, undermining the sense of agency, the capacity to take individual action, assume responsibilities, and make decisions. The reciprocity of poverty concentrations and neighborhood effects relies on the much-debated question of the relationship between poverty and space: thus, the different ways in which urban space may (or not) influence the individual living conditions. Urban poverty expresses the relationship between individual poverty (assumed as a multidimensional concept to include all the multiple forms of

deprivation) and area poverty (introducing the concept of 'poverty of places'). Whether (and to what extent) to invest in deprived areas or vulnerable people is a well-debated dilemma within the public policy field. Two main approaches distinguish traditional anti-poverty policies: the area-based (or place-based) approach, which explicitly targets specific deprived urban areas and people living in those given areas; and the people-based approach, which explicitly targets vulnerable indi-

viduals independently from where they live. Some common trends have been identified in the limitations of both policy approaches, the low efficacy in contrasting urban poverty, the limited coverage rates, and the unwanted and contradictory consequences that they can potentially – directly or indirectly – generate as side effects. From an analytical point of view, the empirical hypothesis behind this dissertation suggests that these limitations push the traditional policy approaches towards

some innovative form of convergence. The empirical research aimed to verify this assumption through a case-study approach. The case of Barcelona – the EU-UJA B-MINCOME pilot project – has been selected as a paradigmatic case study as it perfectly combined the 'selective universalism' of income support policies (in this case, a guaranteed minimum income traditionally associated with four active social policies) and the 'spatial targeting' of area-based interventions. From a methodological perspective, this research is a systematic study that evaluates the effects of a specific anti-poverty policy: a 'territorialized' minimum income scheme, implemented between late 2017 and late 2019 in the city of Barcelona and distributed over a specific territory (the most deprived area of the city, the Eix Besòs). Wonder how the convergence between people-based and place-based approaches has taken place within this frame; how it has been defined in the policy design; what challenges has it brought to the implementation process; and what effects has it produced on participants and their communities have been formulated as the research questions of the case study research. The reliability of the evaluation study is based on a mixed-method approach, integrating a complex set of qualitative and quantitative research techniques. The research findings have confirmed not all the initial hypotheses. Some of the pilot's weaknesses are strictly associated with its specific experimental limitations, the first (and most crucial)

one being the short time frame, which has not allowed addressing the most urgent problems. However, the project focused on the lack of social relations (or social isolation/relational poverty) as the primary risk factor of the Eix Besòs communities. By assuming the influence that contexts have in determining life chances and shaping individual behaviors, the research has deeply analyzed the interaction between vulnerable families and their neighborhoods to understand to what extent the territory could be considered a source for the collective resources it can mobilize. Moreover, B-MINCOME focused on the local, territorial assets, an extensive network of public facilities left on the territory by decades of traditional area-based integrated interventions, using the low space utilization as an opportunity to reactivate and strengthen the role of these spaces. The added value of combining people-based and place-based policy approaches as a strategy to combat poverty and social exclusion – thus, concentrating economic aid in a specific urban area and fostering the relationships of beneficiaries with the social and commercial fabric – seems to be, then, to generate territorial impacts, aimed at both program participants and their living environments. Finally, to fully understand the capacity of the B-MINCOME project to determine a change in the long-term, it is worth mentioning the innovations brought to the administrative machine at two levels: the way it operates internally (in terms of operational procedures) and the way it relates with the social actors of

the territory (relational dynamics). The capacity of the pilot to innovate the institutional working methods, approaches, techniques is a relevant result in the short term. However, it can be considered an exciting result in the long term, as it highlights the potential for these 'path-breaking' time-limited experiments for scaling up and becoming permanent 'path-shaping' strategies. The wealth of knowledge generated within this pilot project could contribute to the scientific debate on urban poverty and the policy debate, providing some recommendations backed by empirical evidence about designing and implementing a policy that aspires to combine people and place-based approaches. Research conclusions suggest replacing the overused dichotomy of people vs. place-based approaches with 'place sensitive' frameworks, responding to each given territory's time-specific, area-specific, and actor-specific opportunities and constraints. Nonetheless, the B-MINCOME findings stress, as well, the importance of a multi-scalar perspective (and the relationship with non-local institutional policy frameworks) to counteract the specific dangers of localism and produce relevant changes.

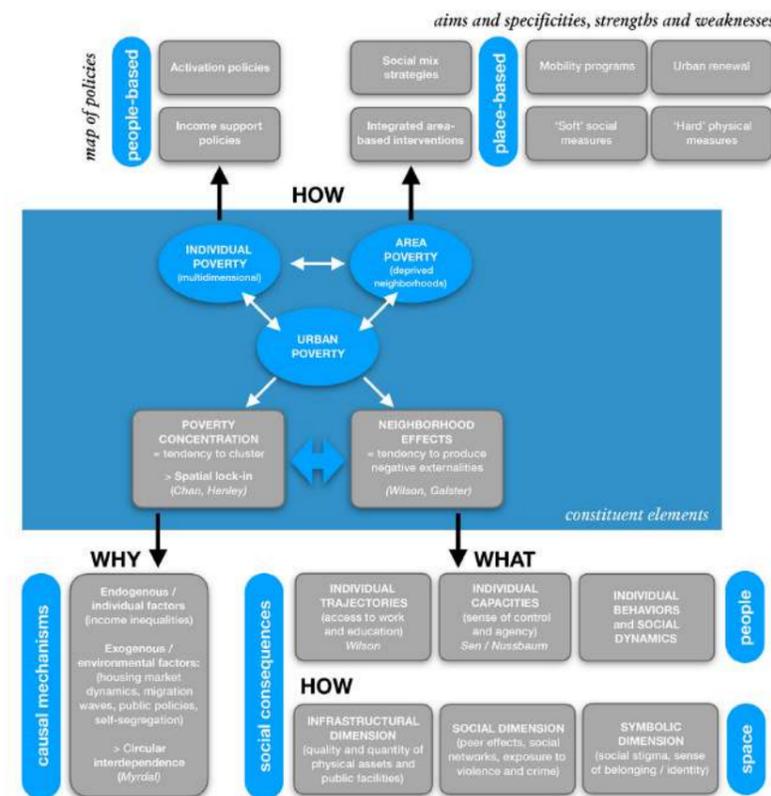


Fig. 1 Theoretical framework (Source: author's elaboration)

LINES, SLOW TOURISM AND PLANNING: AN OPPORTUNITY TO REGENERATE MARGINALISED TERRITORIES IN ITALY.

Rossella Moscarelli – Supervisor: Prof. Paolo Pileri – Co-supervisor: Prof. Rubén Camilo Lois González

Marginal areas, lines and slow tourism. These are the ingredients on which this thesis and the question that supports the research are based: can slow tourism lines contribute to the regeneration of marginal areas? The starting point stems from the development of an Italian public policy that defines interventions in support of the so-called “inner areas”, the National Strategy of Inner Areas (SNAI, using the Italian acronym). Inner areas, approximately the 60% of the National territory, are defined as territories that are substantially far from centres offering essential services, such as education, mobility and healthcare, which are regarded as crucial in order to guarantee an adequate condition of citizenship. Processes of territorial marginalisation are increasing not only in Italy, as highlighted by the SNAI, but also across Europe, especially in rural and in mountainous areas. Marginalisation can be described as a process driven by a combination of social, political and environmental factors by which certain areas cease to be viable under an existing socio-economic structure. Some key signs highlight such condition: population falling below the critical threshold and demographic ageing, due to dwindling employment and use of territorial capital.

Starting from this context, the research aims at studying how and why lines along which it is possible to travel slowly could contribute in the regeneration of Italian marginal areas.

If it is true that any research starts from a series of choices with which to define the objectives and the gaze

orienting the research are established, it is necessary to declare, at the beginning, the premises that have supported this thesis.

The first premise concerns the need and urgency to deal with marginal areas and with the intervention policies defined for these areas. This choice derives from the idea that public policies, not private economic forces, should be concerned with the future of a territory. This reflection, also elaborated thanks to the deepening and study of two approaches to territorial development policies, the space-neutral and the place-based, leads to focus on the role of a public institution who has in its very nature the duty to take care of everyone, be they citizens or places. When the government of a country is not reduced to a corporate-style management, in which the places that are successful progress while the others lag behind and are cut off from intervention and development policies, the failure of a place itself becomes the failure of a country. And a country, which is not a company, cannot fail. Or at the very least, we, as citizens and planners, cannot surrender to a failure of the country. In other words, Gabriele Pasqui explains this positions by saying that “even in an explicitly competitive logic, territorial development is irreducible to a purely competitive positioning operation, that is typical of corporate marketing”.

Even if this belief were not shared, there would be another consideration that would justify the need to deal with marginal areas and worry about their fate. The failure, which manifests itself in depopulation, in

the dispersion of human capital, in the absence of care and supervision of the territory, also determines the failure of the central areas. At the basis of this consideration, we find a second premise on which the thesis is grounded: centres and inner areas have to be seen as communicating vessels, namely as systems influencing each other. The research is in fact developed starting from a reflection on the theme of territorial marginality, which is seen as a condition of territorial imbalance between “central” and “peripheral” places. The maturation of the awareness of this duality, has raised the conviction that it is necessary to ask oneself if it makes sense to discuss policies in support of marginal areas without simultaneously thinking about what happens in the centres and how the condition of marginality is determined by an unbalanced relationship between these two poles. It therefore makes sense to explore the field of actions that can activate relationships of balance, including support where necessary, between places. Hence the experimentation on slow tourism lines projects, seen



Fig. 1
Scheme of the research question: can the project of a slow tourism line contribute to the rebalancing between cores and inner areas?

as an opportunity for actions that can establish dynamics of cooperation between territories and coordination between policies and planning. But what are the lines of slow tourism on which the research focuses? These are pathways, cycle ways, bridleways, historical railways that develop on a territorial and not a local scale. The desire to experiment with the tools of lines and slowness are linked to two further choices that have guided the research.

The choice of exploiting the lines as designing tools is born from the third premise. It regards the fact that the local development strategies are usually elaborated and applied through what we will call a “point-based approach”, defined as projects that focus on zones with homogeneous characteristics. In the case of the strategy analysed in the thesis, the SNAI, the projects for the regeneration of the areas are carried out within boundaries defined by the grouping of several municipalities, all classified as inner areas. On the contrary, cycle or walking paths, examples of what we define “line-based projects”, draw geographies that hold together the places they cross, whether these are inner areas or centres.

Instead, the desire to think about lines to travel slowly, other than fast infrastructures, is based on the premise that different speeds allow people to establish a different relationship with the travelled territory. Pathways or cycle ways are slow lines that do not overtake places. Thus, they can establish a relationship between traveller and territory along the entire path.

The intersection between the theme of marginality and that of tourism, and in particular slow and sustainable tourism, is not new both in the international context and in the Italian one, also with reference to inner areas. The original contribution of this research can be found in the reflection (1) on the theme of tourism and (2) on that of the line as a tool for rethinking the boundaries of territorial policies. Concerning the former, tourism is here seen not only as an opportunity for economic development and territorial marketing, but rather as a possible lever to rethink the planning of places. Tourism is therefore interpreted as a matter of regional planning and urban studies. Moving to the latter, the line is experimented as tool that allows to keep together the places crossed, drawing boundaries that we will define “of meaning”, namely not dictated by administrative divisions or territorial classifications.

The main purpose of the thesis is thus to understand whether projects that are activated and realised along a slow line are able to define new paradigms and relationships between core and peripheries

B2C E-COMMERCE AND HOME DELIVERY OPTIMIZATION THROUGH PUDOS AND LOCKERS: AN EMPIRICAL ANALYSIS OF MILAN

Stefano Saloriani – Supervisor Prof. Ilaria Mariotti – Co-supervisor Prof. Riccardo Mangiaracina
Prof. Angela Tumino

The growth of B2c e-commerce can be framed within the development of the economy empowered by digital technologies. Several and different fields are influenced by this mainly economic and organisational change, based on both immaterial and material flows the complex relationship between which is difficult to analyse and interpret.

This phenomenon has highlighted the importance of conceiving new delivery strategies to deal with the increasing challenges of an internet-driven society. E-commerce continues to grow every year, and the analysts have predicted that its market penetration will have increased by up to 25% by the year 2026. Moreover, the Covid-19 pandemic has boosted online shopping by, for instance, forcing many physical stores to start selling online, a trend that is unlikely to be reversed in the future. The main problem in relation to delivery in urban cities arises in the last mile logistics, i.e., the concluding distribution process to the end customer is particularly critical. In recent years, the process of transporting parcels to consumers underwent significant improvements with an increase in efficiency and decrease in costs (e.g. transporting goods via freight rail networks to a specific station or via container ships to some port). However, the final stage of the home delivery process – the so-called last-mile – is often the least efficient, the most expensive and polluting part of this process and accounts for up to 28% of the total cost of delivery.

Finding ways to improve this final stage is known as the Logistics Last Mile

Problem (LLMP).

The main crucial parts of the LLMP are: (i) the lack of economies of scale: business-to-consumer deliveries often involve one package per stop with an increase of the traffic, (ii) the difficulty of finding the specific home address of the end consumer, either in large apartment blocks in the city, or in rural areas, and (iii) the missing deliveries. This work focuses on PUDOs and lockers as a solution to the LLMP. PUDOs are places or physical structures in which the customer can collect the goods avoiding being at home all day long. This alternative is a good solution for the logistic players because they can deliver the goods to just one place reducing costs.

The objective is to improve the current network of PUDOs and lockers in Milan by assuming different scenarios through the use of a transportation model.



Fig. 1
Lockers in Spain



Fig.2
A PUDO in London

The research is basically divided into two macro-sections. The first is the theoretical part, while the second follows a more operational approach. For the first part of the work, the objective is to outline the general framework of the e-commerce phenomenon and investigate the spatial effects of e-commerce by means of a literature review.

In fact, a systematic literature review has been done and it was possible to delineate the main spatial effects, namely:–Changes in traffic patterns affecting urban spaces;

- Changes in traffic patterns affecting urban spaces;
- The use of e-commerce is widespread both in cities thanks to the additional services offered (i.e. instant deliveries) and in rural areas where the reduction in the number of commercial spaces increases the need for online purchases
- Suburbanisation of warehouses;
- The location of people and

commercial spaces could change in the medium-long term because of e-commerce.

The second, more operational part of the research aims to optimise home delivery through eight scenarios which simulate different network PUDO and locker networks.

The thesis tries to enable operation of the transportation model that needs some steps to be built. The main one is the construction and the spatialisation of a database that simulates consumer demand for e-commerce. To do this the socio-economic profile of the online consumers will be constructed. So, for creating the profile of the e-commerce consumer and their location, the Istat database “Multipurpose analysis – Aspects of daily life” will be used for profiling and then the Istat 2011 census for the spatial part will be analysed. Then, applying

a logit regression and a classification tree, it will be possible to obtain the characteristics of consumers and then, with the spatial data from the Istat census, localise them on the map. As mentioned, this data will be used by the transportation model for scenario building.

Once all the steps for creating the e-commerce demand map for the Lombardy Region have been taken, the objective is to test different scenarios in the city of Milan to find the optimal one. Eight scenarios will be constructed to understand how the traffic volume of B2C e-commerce goods distribution in urban areas could be reduced and optimised. The scenarios will test many solutions to support more efficient, less expensive, and greener home delivery, by means of the different simulations. The scenario with the best performance has a balanced share between the

current network of lockers and some new ones located in public spaces. Finding that for Milan the introduction of PUDOs and lockers in public spaces, especially in a shared network, could improve home delivery is an exciting result. This could spur administrations to get interested and directly intervene in urban logistics issues. A new way would also mean working directly for the occupation of vacant spaces and introducing more accurate and efficient rules and restrictions.

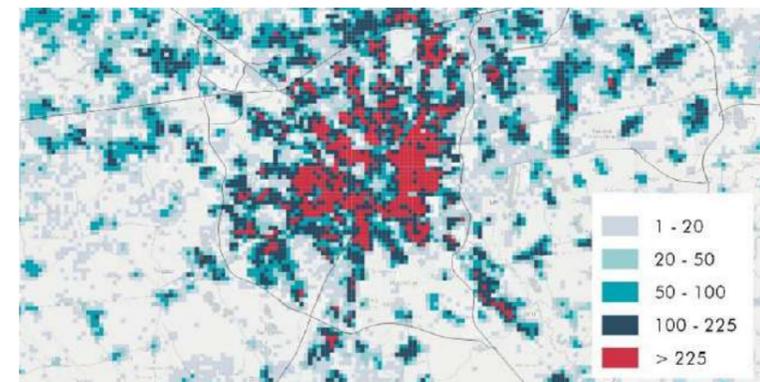


Fig. 3
Zoom of the e-commerce demand map. Above the area between Milan, Bergamo, and Brescia. Below the urban area around Milan
source: data processing by the author