

TRANSCRIPTION OF THE CONFERENCE SPEECHES

held on 19 October 2025 at
the Council Hall of the
Municipality of Tramonti (SA)

Free Event – EMOTIVE Project

SPEAKERS:

- Mayor of Tramonti, Domenico Amatruda
- Mario Amura, Visual Artist e creator of the EMOTIVE project
- Prof. Domenico Tajani
- Dr. Antonio Giordano
- Deputy Mayor of Tramonti, Vincenzo Savino
- Dr. Antonio Raia
- Giovanna Del Pizzo – Felicia's Country House

Introduction to the Conference


The conference held on 19 October 2025 in the Council Hall of the Municipality of Tramonti forms part of the research and development project **EMOTIVE** – Emotional Interactive Videotour Experience, developed by **Emoticon S.r.l.** in collaboration with the Municipality of Tramonti and Ca' Foscari University of Venice, within the activities of the **CHANGES Programme – SPOKE 9 (CUP H53C22000850006), funded under PNRR M4C2.**

The EMOTIVE project aims to explore and enhance the cultural identity of local territories through interactive technologies and emotional-analysis methodologies. The conference offered an opportunity for public discussion on the first results achieved and on the future applications of the experimental model developed—an approach that integrates behavioural data, local narratives, and digital tools to reinterpret the relationship between resident communities, visitors, and cultural heritage.

During the event, public officials, researchers, scholars, and citizens shared reflections, testimonies, and experiences, contributing to a multifaceted overview of Tramonti's socio-cultural evolution and its potential in the field of identity-driven and sustainable tourism.

The full transcripts of the presentations are published here to encourage the dissemination of the insights shared and to ensure maximum transparency and accessibility to the work carried out.

Tramonti Emotive

EMOTICRON Comune di tramonti  phily

Speech by Mario Amura

Good morning, everyone, and thank you for being here.

Today we gather in Tramonti to begin a shared process of reflection and exploration on what it truly means to enhance the value of a village, and in particular, on which strategies can most effectively support its tourism promotion while respecting its identity and its most authentic characteristics.

Let me introduce myself: I am Mario Amura, head of Emoticon S.r.l., which—together with Ca' Foscari University of Venice and in close collaboration with the Municipality of Tramonti—has developed a research and development project entitled **“Tramonti Emotive.”**

The title already suggests the approach we chose: not a cold or purely technical observation, but an attempt to connect with the emotional dimension of the territory and its inhabitants. Our goal has been to understand the human side of the people of Tramonti, the deep traits that define their identity, and to use this understanding as a guide in interpreting possible pathways for cultural and territorial enhancement.

Before presenting the results of this first phase of the research, I would like to sincerely thank the Municipality of Tramonti, the Pro Loco Tramonti association, and the Forum dei Giovani. Their contribution has been essential: thanks to their widespread and dedicated involvement, we were able to circulate the questionnaire throughout the

community with remarkable reach, collecting an invaluable body of responses.

It is precisely through this broad participation, combined with the technology we have adopted, that we have been able to obtain data and indicators that we believe to be highly meaningful—and which I will share with you during today's session.

Now, after these necessary acknowledgements, I am pleased to give the floor to the Mayor of Tramonti, who will officially open the round table and introduce the guests who have kindly accepted our invitation to share their insights and experiences.

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Speech by the Mayor of Tramonti

Good morning everyone, and welcome to Tramonti.

Today is an important day for several reasons, and I would like to begin by thanking Mario, whom we had the pleasure of meeting a few months ago. Everything started when he came here looking for a spot from which to photograph Mount Vesuvius on New Year's Eve. On that occasion, he showed me some 3D headsets, and I began to sense the direction of his work—even though it was not immediately easy to understand its full scope.

From that first meeting, a meaningful journey began. I realised the value of what he was proposing when the documentary was presented in Rome, in a hall attended by high representatives of the Italian State. I could not be there in person, as I followed the event from a hospital bed. When, at the end of the

presentation, the images of our beloved Tramonti appeared, I felt a strong emotion that more than compensated for the discomfort of that moment. This is why I feel it is my duty today to thank Mario for the work he has carried out.

I remember clearly when he called me to say he had an important project. I answered with full trust, and together we set the date of October 19th. Since then, we have worked to ensure that this day could be realised in the best possible way. Following the progress of the project, I gradually understood the meaning of the questions posed to the citizens: questionnaires which, despite their apparent simplicity, were constructed with great care to capture profound aspects of our territorial identity.

This project, funded with European resources, was also presented in Venice. For personal reasons, I could not attend, but the Municipality was represented and was able to bring the voice of Tramonti to a prestigious context. Seeing our community placed at the centre of that presentation was a source of pride.

I would now like to introduce the speakers of this event.

First, the Deputy Mayor, Dr. Antonio Giordano, a deep connoisseur of our history and promoter of important cultural initiatives, including an editorial collection gathering studies and publications dedicated to the territory. It is a valuable work that contributes to building shared memory and strengthening collective identity.

Next, Professor Tajani, to whom I extend a special thanks. He has recently obtained an important academic achievement and represents an example of cultural commitment that deserves recognition. His work on the history of the Amalfi Coast is precious and provides a significant contribution to the understanding of our roots.

Finally, I am pleased to introduce Giovanna, a young professional from our territory. We have followed similar professional paths, but she had the courage to undertake, together with her family, a high-quality hospitality project. She has built an alternative model of tourism—rural, authentic, gastronomic—distinct from the coastal model yet deeply complementary to it, capable of responding to the needs of those who seek beauty, tranquillity, and regeneration away from the more hectic areas. It is a tourism that does not imitate the coast but offers a different, coherent extension of it.

We have much to value, and I believe that today marks the beginning of a journey in the right direction. The Municipality of Tramonti has secured funding through the “Borgo del Gusto” project, which activated public resources that also supported private initiatives. Without public investment, many realities would not have been able to develop; at the same time, without private initiative, the territory would not have benefited from true growth.

I firmly believe that the development of a community depends on the combined commitment of the administration, local operators, and citizens. Tramonti has shown that it knows how to work together.

Initiatives such as the one led by Ubaldo Minieri demonstrate how fruitful the dialogue between public and private sectors can be.

Today we are meeting in the Council Chamber, the most representative place in our town. It is here that important decisions are made, and where the identity of the community is preserved. For this reason, I believe it is significant that this project is presented here, in a space that belongs to everyone.

I will not add anything more. Thank you for your participation, and I wish you all a pleasant day.

Speech by Mario Amura

Before giving the floor to Professor Tajani, I would like to briefly introduce the theme of his talk, which in many ways represents the underlying thread of today's discussion. Professor Tajani has been asked to explore a traditional saying from Tramonti that struck me from the very first moment he mentioned it: *“A Tramontano is a man with one foot in the vineyard and one foot on the boat.”*

As the Mayor recalled earlier, my connection with Tramonti began on New Year's Eve at the Valico di Chiunzi, where I was photographing fireworks. That night marked the beginning of my fascination with this territory. Over time, as I spent more time here, I realised that Tramonti is characterised by a kind of dual perception: on the one hand, the way in which the people of Tramonti see themselves; on the other, the way the village is perceived by those arriving from outside.

I come from Torre Annunziata, and like many who are not from here, I had always thought of Tramonti as the gateway to the Amalfi Coast. This perception implies that, despite being nestled among the mountains, Tramonti is often interpreted as a “passageway,” a sort of antechamber to the main tourist destinations. In some cases, these risks diminishing the experience of the village, as if it were merely an intermediate step rather than a destination with its own identity.

In reality, the data we collected reveal a deeply mountain-based identity—expressed in local cuisine, in the tourism offer, and in the community's own sense of self. This internal identity, strong and coherent, often does not coincide with the external perception.

For this reason, I now invite Professor Tajani to help us better understand the meaning of that evocative and symbolic expression: what does it mean, for you, to say that a Tramontano has one foot in the vineyard and one foot on the boat? And which elements of the local history and culture are reflected in this image?

Speech by Prof. Tajani

Good morning everyone, and thank you for the opportunity to present, even briefly, some aspects of the history and culture of our Amalfitan heritage and the territory that belongs to it.

This reflection was born during a conversation with Mario at the bar “La Puglia.” We spoke about the

meaning and the deep value of the expression I had mentioned — an expression that goes back to my own personal and family origins, firmly rooted in Amalfitan culture. I began thinking about the centuries in which the ancient inhabitants of these lands, besides being sailors, were also cultivators of the soil.

It should not surprise us, therefore, that Tramonti — although located inland — is in every respect an integral part of the Amalfi system. This is demonstrated by the many families who, over the centuries, moved from the coast toward the interior, including my own. The expression “*one foot on the boat and one foot in the vineyard*” describes precisely this: when the Amalfitans sailed and conducted their commercial activities, the wealth they accumulated was invested in the land.

And what was the best investment? Agriculture. Numerous medieval documents attest to this, recording contracts for the cultivation of land (the *pastinato*), agreements for managing vineyards, chestnut groves, and farmland. It was thanks to these investments that rural communities flourished. Tramonti, though not directly on the sea, remained connected to it — even through the taxes that were due at the time.

There is a historical event that we still commemorate every year: the arrival of King Ferrante of Aragon during the Battle of Sarno. After being offered hospitality in Tramonti, the king granted the village an important privilege: exemption from the tax required to haul boats ashore, known as the *valanga*. This privilege, granted despite Tramonti not being

located on the coast, shows how the village was considered an integral part of the Amalfitan system.

When Mario asked me to explain this identity, my thoughts went to a study by Mario Del Treppo and Alfonso Leone on medieval Amalfi, in which the authors offer a very effective definition of Amalfitan life: a life suspended between maritime trade and the cultivation of the land, in which the bourgeoisie invested wealth from the sea into inland properties.

I would like to conclude by recalling an episode linked to the early days of the Amalfitan rise. When Amalfi began to establish itself as a powerful city, the Lombard princes of Salerno attempted to hinder its ascent, but they could not overcome its economic strength. They tried a different strategy: attracting some of Amalfi's most influential families with promises of privileges and wealth. Many families did move to Salerno, but once they realised that the promised prosperity did not compare to the quality of life and the freedom they had left behind, they replied proudly that they had no need for "rich gifts": their stony but genuine lands were more than enough. Thank you.

Speech by Mario Amura

Thank you, Professor.

I will now give the floor to Dr. Antonio Giordano, who served as Mayor of Tramonti for many years and who, like everyone seated at this table, nurtures a profound love for his land. I have asked him to

provide us with an overview of the last decades, with particular attention to the period corresponding to his administration and experience in governing the territory.

Our aim is to understand how the perception of Tramonti has evolved both from the perspective of visitors and tourists, and from that of its residents. With him, we would like to retrace the key stages of the village's socio-economic development, in order to gather a testimony that can offer a broader perspective — not only in terms of identity, but above all in relation to the growth and transformation of the territory.

Dr. Giordano, the floor is yours.

Speech by Dr. Giordano

Thank you, and good morning, everyone. Today we add another piece to a journey that has been underway for many years — at least the last thirty — but whose roots extend back more than forty years of work dedicated to the development of our territory. This round table and this project, too, help Tramonti move forward along a path I have envisioned since I was a young man.

Since my school days, I believed that Tramonti could aspire to a form of development that was not limited to its rural or agricultural vocation. Our farming identity is a value, but from that very identity a new kind of growth can emerge — and for me, that has always meant tourism. I was born in Tramonti, grew

up frequenting the Amalfi Coast, and for professional reasons worked between Naples and the coast, while keeping my roots firmly here. From that experience came the conviction that Tramonti could open itself to a different evolution, one based on enhancing its uniqueness.

An interesting element also emerges from a university thesis written by a young woman from Tramonti, who carried out an in-depth study on the tourism potential of the area. Her research identifies 1970 as a turning point for the development of tourism on the Amalfi Coast. Before that date, tourism was essentially an elite phenomenon, which began in the early 19th century when only a few could afford to stay on the coast. Even then, Tramonti timidly began welcoming visitors, offering hospitality and refreshment, and valuing its landscape and rural way of life.

In the 20th century, hotels began to appear, but Tramonti never had large accommodation structures. Our model has always been different. In the 1970s, when I attended high school in Amalfi, I experienced daily the contrast between the tourist reality of the coast and that of Tramonti. This is why I fully agree with the analysis found in that thesis, and I recognize that all administrations that came before and after mine have worked hard to make the territory known, to lift Tramonti out of what I have, on other occasions, described as a kind of “ghettoization” compared to the coastal towns.

The municipalities overlooking the sea enjoy immediate and almost natural visibility. In Tramonti, instead, we must transform our green landscapes into something equally compelling. And over the

years we have succeeded, through hard work and sacrifice. When I first took office as administrator, the territory had only nine available beds. Today, thanks to a collective effort, we count more than five hundred, distributed among bed & breakfasts, holiday homes, and small family-run accommodations. We do not have large hotels, nor do we want them: our model is a tourism of personal relationships, authentic and rooted in human connection.

For the future, I believe the concept of an *albergo diffuso* — a “scattered hotel” — is not only possible but already partially present. The people of Tramonti have an important trait: they are not dazzled by passing trends. It is true that tourism grew exponentially in recent years — before the pandemic and especially after — but now we are witnessing a physiological slowdown, which requires awareness and adaptability. Tramontani know how to enter the tourism circuit without renouncing their identity.

Every day I see groups of visitors — Finnish, Dutch, French, German — walking along the trails we have restored and enhanced. This is a kind of tourism that works and sustains our activities through all seasons, as demonstrated by Tramonti's restaurants, open year-round, unlike many on the coast that close in autumn.

A great deal of work has gone into improving our road system, enhancing services, introducing fiber-optic networks, installing electric charging stations and promoting sustainable mobility. We now have an electric bicycle service that many envy —

connecting Tramonti to both the Coast and the Agro — opening an ideal route toward Naples and the rest of the region.

At the same time, we have invested in our vineyards, which today form a breathtaking landscape. The wineries — seven, eight, perhaps ten — have restored and transformed their land into vineyards of extraordinary beauty. In these days, if you look around, you will see colors reminiscent of a Missoni fabric: yellows, greens, reds, and autumnal tones that testify to the richness of our natural heritage.

I would like to recall a sentence from the thesis I mentioned:

“Over the past years, the village, thanks to a strong public commitment, is transforming itself through the creation of infrastructures necessary for modern development. Alongside public effort, numerous private initiatives — especially in hospitality — now place Tramonti among the most appreciated destinations of the Amalfi Coast.”

Recently, the Amalfi Coast Tourism District received an important award, and I believe it is essential to highlight that Tramonti is part of it in every respect. We do not represent a “hit-and-run” tourism model but a different kind of tourism, based on excellence and specific identity — just like the experience created by Giovanna and her family, who have attracted visitors from the worlds of entertainment, sports and culture.

The district's data confirm what defines us: 28.5% art and culture, 16% nature, 15% activities and experiences, 15% food and cuisine.

These numbers show that Tramonti has a clear and recognizable identity.

I have always believed that visitors should leave Tramonti carrying something with them. For this reason, years ago we created a calendar featuring an image of the territory or its fruits for each month. Thousands of copies circulated throughout Italy. Every time a new image of Tramonti arrived, many felt moved, recalling their bond with this land.

My idea of future development still revolves around tourism, but a tourism that does not distort the identity of Tramonti. The people of Tramonti are like foxes: they know how to adapt, seize opportunities, but never lose their essence. Losing that essence would mean risking, one day, to regret the past.

Our traditions — from the Fior di Latte festival to the Chestnut festival, from mountain celebrations to wine events — have been for years a fundamental part of our tourism offering. They are occasions that tell the true soul of the territory. As does the historical parade that preserves our heritage.

Regarding the *albergo diffuso*, I would like to quote a definition that perfectly captures the vision of our future:

“The aim is to recover local real estate and relaunch the village’s economy through tourism activities that create new demand, increase employment and generate benefits for a network of local operators. The scattered-hotel model will protect the environmental and architectural heritage and will be an essential tool for the development of sustainable rural tourism.”

This is the path I envision for the future. A path I ideally entrust to the friends and administrators present today, recalling a thought by sociologist De Masi, who described *conviviality* as the truly scarce good of big cities. Tramonti possesses this conviviality — this capacity for authentic human connection. It is a precious heritage that we must protect, together with our identity.

This project is part of a broader vision for the development of our territory and represents yet another step in the journey we are building together.

Thank you.

Speech by Mario Amura

Thank you, Dr. Giordano. I would like to add just two brief reflections to accompany your remarks.

The first concerns an aspect of identity that I discovered while spending time in Tramonti: the remarkably high number of emigrants. This is a community that not only created a distinctive style of pizza — the *Pizza Tramontana* — but also spread it across the world through its diaspora. Many Tramontani who opened businesses abroad chose to name them *Pizzeria Tramonti*, turning a local tradition into a global marker of identity. Your reference to the calendar reminded me of this: that calendar, circulated far and wide, became another cultural vehicle through which Tramonti made itself known beyond its borders.

The second reflection draws on an image you repeated several times: the Tramontano as a fox. It is an effective metaphor, because the data we collected clearly reveal a very particular form of hospitality. It is warm, but never servile; welcoming, yet never at the expense of one's own identity. The Tramontano welcomes visitors into his home, but never forgets that the house is his. This attitude differs from places where tourism tends to replace the resident community — as has happened in parts of Venice or as is now happening in Naples' Spanish Quarters, where the shift is from “hit-and-run tourism” to “fry-and-run tourism,” with fry shops and souvenirs every few meters.

What emerges from our data is that, in Tramonti, visitors perceive an authenticity that is increasingly rare — and it is precisely this authenticity that generates appreciation, recognition, and positive memory.

For this reason, I am particularly glad to hear Giovanna's testimony now.

I have heard a great deal about her work, often through the stories of the Deputy Mayor — who has reminded me more than once, with affectionate irony, of Harvey Keitel's character in *Pulp Fiction*, the one who always has a solution for everything.

Through these stories, I learned that Giovanna's *Felicia's Country House* welcomed, among its guests, none other than Madonna. I won't go into the details that would have thrilled my fourteen-year-old self, who had her posters on his bedroom wall, but it is clear that this fact holds meaning. Madonna is

famously selective about her travel experiences and chooses places that are authentic and aligned with a certain idea of quality. The fact that she chose Tramonti speaks volumes about the value of what is offered here.

For this reason, I would like to ask Giovanna two things:

first, what she believes motivates this type of traveller — more traveller than tourist — to choose Tramonti; and second, what impressions or memories they carry with them, based on the feedback you have received over time.

Giovanna, the floor is yours.

Speech by Giovanna del Pizzo

Good morning everyone. I would like to thank the municipal administration, and in particular the Deputy Mayor, Vincenzo Savino, for inviting me. I am very happy to be here, even though speaking in public is not something I usually do. I still felt this was a wonderful opportunity, because being able to share what we do in the place where we were born is truly a privilege.

My name is Giovanna and, together with my mother Felicia — after whom our business is named — we created *Felicia's Country House*, a small family-run venture that began about three years ago, while I was still working at my previous job in a bank. Our activity takes place in our family farmhouse, a 17th-century building where my grandparents still live.

What we offer is an authentic home experience. The house itself is the heart of our hospitality: those who come to us are guests, not clients. We never use commercial language, because we want to preserve a genuine, simple, family-like relationship.

From the very beginning, we chose to offer private experiences reserved for small groups or couples. We are not a restaurant with many tables and a constant flow of people: we devote time and care exclusively to the guests we welcome, offering an intimate, thoughtful, and personalised experience. My mother, for example, may spend an entire afternoon teaching a couple from the United States how to make fresh pasta.

For us, hospitality isn't based on complex strategies. It is simply sincerity, care, and authenticity. We believe that people come to places like ours because they are searching for truth and genuineness. In a world where everything is accessible and it is easy to find beautiful locations or luxury structures, what is becoming rare are the simple values: family, human warmth, everyday gestures. Many visitors are surprised to discover that such authentic experiences still exist.

Our mission is to create memories not only linked to the physical place — the historic farmhouse, the greenery, the view — but above all to the feelings and emotions that our guests experience. Many of them tell us, before leaving, that they are leaving a piece of their heart here and wish to return.

The success of this experience was not born from a desire to “do business.” I felt entrusted with the task

of bringing together what already existed in our home: my mother's passion for cooking, the gestures and traditions of my grandparents, the images and scents I grew up with. My grandfather still follows his daily routine: he goes to the vegetable garden, picks ripe grapes, and brings them to the table. Our guests witness scenes from our real life — not staged, not curated. And that is what moves them: the spontaneity of simple gestures.

These rituals belong to our culture, but in today's world they are often forgotten. Teaching someone to make fresh pasta, sharing a home-cooked meal, picking produce from the garden together — in these gestures many find a deep sense of well-being. It feels like a return to one's origins, surprising and in many ways comforting.

Tramonti is the perfect place to offer this kind of experience: a bucolic, green, quiet environment with a natural beauty that helps people reconnect with themselves and with where we come from.

We are proud to have created this small family-run reality, and we hope it can inspire others and contribute — even in a modest way — to generating value for our town. Tramonti has so much to offer, through its history, traditions, and resources, and still has much to express and preserve. Thank you.

Speech by Mario Amura

Thank you, Giovanna. Your heartfelt and sincere contribution offers many points for reflection. Meetings like this are useful not

only for identifying opportunities for development, but also for highlighting potential risks and the less desirable scenarios that may arise.

One example that comes to mind is the historic centre of Bari. A few decades ago, it was considered a place to avoid—especially in the evening—yet today it has become a major tourist attraction. Several news reports have shown how some local women sell the famous *orecchiette* pasta as handmade, even though the demand is now so high that producing such quantities manually would be nearly impossible. Many of these *orecchiette* are supplied industrially and then presented as artisanal. It is a clear example of how tourism, when it grows too quickly, can turn authentic traditions into purely commercial operations.

Giovanna's words highlight something essential: we are living in a time of major expansion in global tourism, with a growing influx of visitors in our region. Alongside these opportunities, however, lies the risk of being overwhelmed by this wave and losing what makes a place unique, ending up serving a model that does not belong to its true identity. The example of Bari shows how easy it is to make mistakes if there is no widespread, collective attention to the quality and authenticity of what is offered.

This connects closely to what Dr. Giordano said about the concept of the *albergo diffuso*: authenticity is fundamental. Just as everything at Giovanna's family-run establishment is guaranteed by direct oversight, one may hope that the same approach could become more widespread throughout the territory. Tramonti is made up of

thirteen hamlets—thirteen small villages that together form a single historic community. What stands out is not so much the size of the municipality—just over twenty-four square kilometres—but the extraordinary internal variety of these settlements. Preserving authenticity means enhancing this complexity, without flattening it or reducing it to something generic.

I would now like to introduce Deputy Mayor Savino, who has also served as president of the Association of Pizzaioli. I like to call him “our Wolf,” because in my experience—and in that of Dr. Giordano—he has always been able to find quick and precise solutions to any request, driven by his love for the area and his deep knowledge of its traditions.

I have asked him to focus on a subject he knows extremely well: the culinary heritage of Tramonti. During our conversations, two aspects struck me in particular. The first concerns the origins of the *Pizza Tramontana*, which retains a direct connection to ancient bread-baking practices and represents a strong, identity-defining gastronomic tradition. The second is an unusual but fascinating recipe: chestnuts and *friarielli*. The contrast between the slight bitterness of the greens and the sweetness of the chestnuts seems so unique that it deserves a deeper look in the future.

I am sure that Deputy Mayor Savino will be able to address both topics with great precision. The floor is yours, Dr. Savino.

Intervention by the Deputy Mayor of Tramonti

Good morning, everyone.

I apologise for not standing up, but I would like to follow the notes I prepared so I can keep within the allotted time. Over the past months, I've had the opportunity to collaborate with Mario in Venice as well, together with Dr. Antonio Raia, and I recognise here many of the reflections we shared during those experiences. As the Mayor recalled a moment ago, in the photograph taken at the University — which I sent him immediately — Tramonti was once again at the centre of the image: a symbolic coincidence that perfectly represents what Tramonti means to us. Tramonti is present everywhere, thanks to its people, to the many tramontani who, over the years, have distinguished themselves and who today live across Italy and around the world.

Among them are well-known professionals, entrepreneurs, leading figures in the pizza world, and even prominent personalities such as the Cuomo family, originally from Tramonti. In these very days, Mario Cuomo — the son of Matilde, whom many of us remember fondly — has announced his candidacy for Mayor of New York. It is a bond that continues, and one of which we are proud.

Turning to the *Tramonti Emotive* project: during the presentation day in Venice, our initiative appeared prominently at the centre of the hall, as the Mayor mentioned. And this was no coincidence: the project enhances the cultural heritage of Tramonti through

interactive experiences and the collection of community memories. Those who completed the online questionnaire know this well: *Tramonti Emotive* was created to narrate the deep identity of the territory.

We are here today to reflect on who we are and who we are becoming, and I thank the many visitors and enthusiasts who are present in this room.

I will try to be brief. I have walked this path together with Dr. Giordano, with the Mayor, and with many administrators over the last twenty years. Summarising all this is not simple, because each stage of Tramonti's growth has been the result of far-sighted decisions and clear priorities. The Mayor recalled some of these priorities: Tramonti was the first municipality in the Amalfi Coast to be equipped with a wastewater treatment plant; we renewed the water network, eliminating asbestos pipes; major works were carried out on roads and sewage systems. Without these foundations, none of what we are discussing today would have been possible. We owe gratitude to those who were able to look ahead.

Today the wind has changed — and I use this expression deliberately, because the *tramontana* wind has a deep connection with our history. I explained this in Venice to the guests and journalists present: the definition of the wind, as it appears today even on Wikipedia, still carries the imprint of the Amalfitan sailors and of our nautical tradition. Even such seemingly minor details reveal our identity.

Thanks to the *Borghi* programme, Tramonti received one million euros in funding, which is generating new entrepreneurial initiatives. Among those present today, I can see several: Spun, a digital storytelling start-up; artisanal and gastronomic businesses such as Alessandro's pastry shop; and new enterprises created in collaboration with the Casa del Gusto. These are concrete signs of a community investing in itself.

Furthermore, the Costa d'Amalfi Tourism District enabled us to participate in an important call dedicated to mountain areas. Together with Agerola and Scala, we obtained resources for the improvement of the *Sentiero delle Formichelle*, which was also featured in a four-minute television segment on *Studio Aperto*. Telling the story of our trail network and our traditions means connecting territory, history and community. From the Formichelle path — used by women who carried lemons from the mountains to the coast — were born a book, a business, and a cultural narrative that we are now promoting at national level.

We are also working on the development of the *Sentiero delle 13 Chiese*, in collaboration with the Regional Park of the Monti Lattari. We recently presented a volume dedicated to the 27 municipalities of the park, focused on worship, traditions, and the trail network.

Another essential area is communication. Starting in 2026, we will have a dedicated press office: in a world where “you do not exist unless you communicate,” it is crucial to tell the story of our

territory consistently. Tramonti has so much to offer, and much of the world still does not know it.

Tourism data are extremely encouraging: from April to December 2025, we will reach 30,000 certified overnight stays, an increase of 7,000 in a single year. But beyond the eighty officially registered accommodation facilities, there is a parallel network of experiences — such as Giovanna's — that attracts thoughtful, authentic travellers seeking to explore the territory in depth. The average stay on the Amalfi Coast is three nights; in Tramonti it is increasing thanks to experiences, trails, tastings, visits to the world's oldest vineyards and to the wineries producing *tintore*, an identity-defining wine we have worked on extensively.

On the cultural front, we are investing heavily in historical sites. A few years ago, due to the limited availability of guides, we created a multilingual audio-guide app that accompanies visitors through the main points of interest. Yet much of our heritage remains little known — sometimes even to residents. It is an area where continued effort is needed.

There are also curious episodes that show the cultural richness of Tramonti: from the visit of Liliانا De Curtis, daughter of Totò, who shared here a family anecdote never revealed before, to the discreet presence of famous personalities who choose Tramonti precisely because of the respect for privacy that our community is known for. It is a distinctive trait.

Let me now move to culinary tradition.

The *Pizza Tramontana* has its roots in the culture of bread. In the past, it was prepared to test the

temperature of the communal oven before baking the twice-cooked bread intended for families or for bartering with sailors. Our flour was a natural blend of rye, barley, millet and spelt, still cultivated locally today. The dough was made with sourdough and left to mature for a long time, which is why the pizza was baked at a lower temperature than contemporary Neapolitan pizza. In the post-war period, a tramontano who had emigrated to northern Italy founded a dairy in Oleggio and later created a network of more than 80 pizzerias, effectively anticipating the concept of franchising. From there, Tramonti's pizza became a global tradition.

Another identity-defining dish, rediscovered through a historical manuscript, is chestnuts and broccoli — the traditional one-plate meal of peasant families. Today many pizzaioli reinterpret this combination in gourmet pizza, but for us, the true gourmet pizza remains the *marinara*, perhaps topped with an anchovy from Cetara.

I will close with a thought: we people of Tramonti are storytellers of emotions. Our mission is to convey them to those who come here, telling the story of our territory exactly as it is — with authenticity and pride. Thank you.

Speech by Mario Amura

He is part of the research centre at the University of Salerno and has worked with me on the development of the project, focusing on the processing of data and results.

We have now reached the concluding part of this day, which has been truly rich and inspiring. The actual conclusions will be drawn together with Dr. Raia, on the basis of the analysis carried out through the questionnaires we distributed and the interactive experiences offered between July and September as part of the EMOTIVE project.

CUSSMAC — our research centre — has played a crucial role, particularly in defining a reliable and methodologically solid model for interpreting the data collected. The goal was to identify a credible framework capable of describing the potential evolution of a tourism offer grounded also in emotional dimensions — those of the visitors who arrive in Tramonti and those of the residents who experience this village every day.

For this reason, I now give the floor to Dr. Raia, who will introduce the technical and scientific aspects of the model we have developed. Afterwards, I will share some significant data points, and then we will move towards the final greetings.

Speech by Dr. Raia

At this point, I would technically have the unenviable task of presenting a full scientific report on the project, but I will spare you an overly technical discussion. Instead, I will offer just a few remarks, which I believe are necessary.

First of all, I would like to thank Mario for involving us in this initiative, and the Municipality of Tramonti for its

hospitality. I did not know Tramonti before this project: I discovered it thanks to Mario, and I learned to appreciate it even more during the trip I shared with the Deputy Mayor on the occasion of the presentation in Venice. During that journey, I listened to his stories and reflections, and I felt the strong emotional charge that Tramonti conveys to those who truly experience it. These same emotions resonate today in the words of all the speakers.

The research group I represent (CUSSMAC) has been working for years on the study of tourism, with particular attention to territories located on the margins of major tourist flows, rather than those already saturated by mass tourism. We study how such territories can adopt development models based on their environmental and cultural resources, and what services — especially digital ones — can be integrated to generate value through a sustainable use of local identities.

For this reason, the EMOTIVE project proved to be perfectly aligned with our work: it stems from the desire to enhance the intangible heritage of the territory and to understand its emotional dynamics. From the outset, we agreed on two fundamental paradigms of contemporary tourism:

1. **The passive tourist no longer exists.** Visitors no longer wish to simply observe; they want to participate, experience, and form relationships with places and people.
2. **Modern tourism is a process of identity transmission.** A tourist feels “in the right place” when they perceive

an authentic identity and when that place is capable of moving them emotionally.

From this perspective, Tramonti is an ideal territory for research: it is rich in tradition, authenticity, and emotional depth — all elements that make it perfect for a scientific exploration of emotional tourism.

Our goal was to understand how the territory is experienced and perceived by visitors, not only through traditional questionnaire-style questions — “did you like it / did you not like it” — but through the combined analysis of real behaviours, the use of digital services, and guided responses within interactive experiences.

New technologies, combined with the large amount of data now available, make it possible to infer the emotional states associated with a visit: not only basic emotions (pleasure, surprise, sadness), but also more complex ones. Through this approach, we can understand:

- whether the current offer matches the emotional expectations of different groups of visitors;
- whether certain proposals work better for specific categories of users;
- how to model or optimise tourism services;
- how to provide public decision-makers with more accurate tools for planning cultural and hospitality strategies.

In other words, what we are doing is building an **emotional profile of the territory**, useful both for private operators and public administrations.

We believe this contribution represents an important component of the overall analytical model developed for EMOTIVE.

I thank you once again for the opportunity, and I bring with me the enthusiasm of my entire research group. For us, Tramonti has proven to be the most fertile ground we could have hoped for.

The final conclusions will be delivered by Mario. Thank you.

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Speech by Mario Amura

We now come to the conclusions of this day, which has been remarkably rich in content and meaningful insights. These conclusions can be approached from two perspectives: the first concerns the method and technology used in the project; the second concerns what we have learned about Tramonti — both through the questionnaires and data collected, and through the testimonies we have heard today.

1. Method and Technology

From a methodological standpoint, data today are traditionally collected through cookies: the pieces of information users leave online while browsing, which large platforms like Google and Facebook aggregate in order to create profiles and detect preferences. It is an increasingly invasive model, which requires us daily to accept or deny tracking requests.

The technology adopted in the EMOTIVE project follows a completely different logic. We are not the ones “entering” people’s digital lives; it is the users who enter an interactive experience designed to be welcoming and non-invasive. Visitors select what they want to see, choose videos and thematic paths, and through these choices naturally generate valuable information about their behaviour and interests.

The categories through which we structured the experience — art, food, events, and adventure — allow each visitor to personalise their digital journey with a level of depth that no traditional video can offer. A static promotional video, for instance focused only on food, would be effective only for users interested in gastronomy; by contrast, an interactive system allows each person to build their own pathway in real time.

These interactions feed into an analytical dashboard available to the Municipality of Tramonti, enabling administrators to understand visitors’ preferences over time, observe how choices vary according to season or age, and continuously improve the local offering.

The strongest advantage lies in engaging younger generations. Gen Z users no longer accept content that must be watched passively: they want to interact. Not surprisingly, while a traditional video holds attention for only a few seconds, the interactive experience recorded an average interaction time of **44 seconds**, with an engagement rate among Generation Z rising to **34%**.

We also developed the same experience for touchscreen totems, making it accessible even to those less familiar with smartphones.

2. What We Have Learned About Tramonti

Let us now turn to the findings of the research. The first concerns the relationship between **mountain and sea**, which emerged as the true interpretative key to Tramonti's identity.

From the questionnaires, 40% of residents identify primarily with the mountain, while an additional 45% identify with both mountain and sea. In total, **85% of the population sees Tramonti as a mountain village**, deeply rooted in its hinterland.

Visitors, however, tend to perceive it very differently: about 45% interpret Tramonti as a place “near the sea”. This divergence is significant because it reveals how external narratives about the area are often reductive. It is the logic of the “gateway to the Amalfi Coast” — a definition that does not reflect the community's own self-perception and fails to convey the richness of the place.

In this sense, Professor Tajani's expression — “*one foot in the vineyard and one foot on the boat*” — perfectly captures Tramonti's dual identity. And it is precisely this dual nature that can become the core of Tramonti's future narrative: a storytelling approach capable of linking the maritime past to the cultural strength of the mountains.

The second element concerns **perspective**. When we presented the project in Rome, I tried to summarise a concept that I believe applies to all

historic villages: every small town carries within itself the seed of universal principles. Tramonti, in particular, preserves a symbolic heritage of extraordinary power. The example of the word *Tramontana* — connected to the legend of the Amalfitan sailors who gave one of the eight winds the name of this very village — is emblematic. It is evidence of a history that has left deep marks, often underestimated in contemporary narratives.

The third point concerns the need to change perspective: **not to transform Tramonti, but to transform the way Tramonti is told.** For years, tourist imagination has looked exclusively toward the coast. And yet my own first experience here — photographing New Year's Eve from the Chiunzi Pass — showed me how powerful it is to turn one's gaze inland. The view from Monte Cerreto, for example, is one of the most breathtaking landscapes in Campania and represents a vast, still largely unexplored potential.

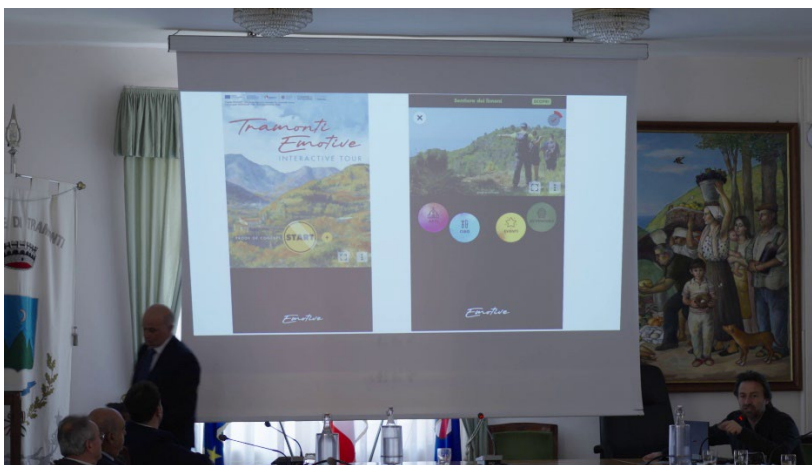
I hope that today — through stories, data, and shared emotions — can become an invitation to discover Tramonti from new perspectives. Before we conclude, I will show you a short video featuring images from my photographic project *Napoli Explosion*, on which I have been working for fifteen years. Starting this year, also thanks to this journey, Tramonti has become a permanent part of the project: one of the photographs you will see was taken right here. The project will continue in the years to come, and Tramonti will continue to be part of this visual and emotional landscape. Thank you all for your attention and for being here with us today.

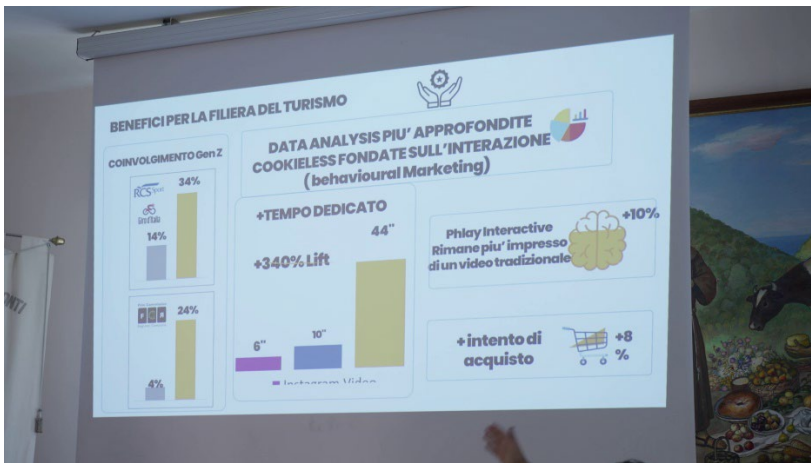
A Selection of Photographs from the Conference Held in Tramonti's Council Hall on 19 October 2025

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