

EFFECTIVENESS

Historical-Aesthetic value
(BACK OFFICE)

Relation with users
(DEMAND-SIDE)

**Sites/Buildings/
Monuments:**
- "The Great Aquileia"
Project: no "Museum of
the City"
- The "South Hall of the
Baptistry" Project

- no audience segmentation
(Scientific Community; Local
community; general
audience);
- partial attention to
Didactics (young people,
school)
- New Exhibitions relatively
attractive

**Excavations/
Archaeological Sites:**
- excavation "ex-Cossar"
Area
- excavation "Great Public
Buildings"
- Archaeological/Historical
Research without a
Scientific Plan

SUBSTANTIVE ASPECTS

- Long-term decline in the
level of service (no
"Archaeological Park")
- Level of service in the
National Museums will soon
be overcome (Programs of
investments and museology
exposition evolution for
National Museums)

Collections:
- evolution of museums'
collections without priority

- Digital/Virtual
Reconstruction

- Loss opportunities
(systematic restoration
plan) for National
Museums (SBA)
- New Exhibitions without
strategic coherence (FA)

Partial improvements in the
characteristics of the service:
- joint ticket in a part of the
WHS area;
- no systematic analysis of
demand

PROCEDURAL ASPECTS

- partial attention in the
added services (bookshop,
restaurant, merchandising)
- some difficulties in the
systematic reporting of the
exhibition activity

EFFICIENCY

Acquisition and use of resources
(SUPPLY-SIDE)

- No Master Plan WHS UNESCO
- extraordinary founding as routine;
- lack of internal human resources (in terms of type and
higher professional positions) (FA, SBA)
- Strong turning towards externalization (FA)
- "relevance lost" and "fragmentation of work" in the
allocation of funds between National Museums and
Archaeological Sites

- Selective externalization process, turning to external
general contractor, without managerial control (FA, SBA)
- Need to develop a control systems for WHS, introducing
the reporting in an "integrated" way between internal (FA,
SBA) and external systems (activities in outsourcing)

Organizational problems:

- overall design of coordination of the system of the
National Museums, the Archaeological Areas, Universities/
Research Institutes, FA and SBA;
- obstacles in the sizing and management of human
resources;
- risk of a marginal position of professional competencies
in the overall National administration of Cultural Heritage
- impossible to define trend towards the reform of
institutional setting (a decentralized centralization of
accountability)