

## DESCRIPTION AND GENERAL CHARACTERISTICS

### Location:

Loc. Nuraghe Arrubiu, Municipality of Orroli (Cagliari province).  
(39°39'43,75" N, 9°17'51,48" E)

### Description:

Nuraghe Arrubiu is one of the greatest examples of Sardinian Nuraghe, the typical building of the nuragic civilization during the Bronze Age (1800 – 1200 B.C.E.). The monument's building period is estimated around 1500 B.C.E., the "crisis" period with destruction of its towers was around 1200 B.C.E. and for an entire millennium was abandoned until the Roman's arrival, around 100 B.C.E. The size of Arrubiu is really impressive: the main structure (village and huts excluded) fills 5000 m<sup>2</sup> with a central tower rounded by an incredible total of 18 smaller ones, placing Nuraghe Arrubiu as the greatest nuraghe in the whole Island.

Moreover, worth mentioning the fact that Sardinian Nuraghe censed at the moment are between seven thousand and ten thousand (and they were probably double in the past), making Sardinia the most intensely bronze – age settled territory in the whole world. The 35% of nuraghe (especially in the south of the island) have the main entrance at south east direction, quite perfectly aligned with the summer solstice. Quite a lot of independent studies have been carried out for demonstrate this fact but the scientific debate on the astronomic orientation of nuraghes is still open.

Protection category: No protection categories are now effective. As typology of the monument we can just mention the fact that another great nuraghe (the Barumini's one, 36 km westwards from Arrubiu) is under UNESCO's protection list.



## ACCESSIBILITY

### 1. Accessibility of the resource (universal):

The site is managed by a local cooperative called "Is Janas" (website: [www.nuraghearriubiu.it](http://www.nuraghearriubiu.it)) Telephone: +39 782 84 72 69) that, beyond visits (see below) sells services also in the Service Center and the surrounding area of the site as use of external pic-nic facilities (1 €), typical lunch (12 €), archaeological digs simulations and didactical labs for children.

### 2. Resource Signaling

Outside and indoor signals are in a good state and the visitor can easily reach the site from Orroli. Maybe the signals could be improved starting from Cagliari, the capital, because a lot of tourists reach the site randomly and just viewing signals on the route.

### 3. Level of accessibility:

Outside access by bus is easy: up to 20 bus of 55 places can park outside, just a few dozen of meters from the main structure. A 700 m2 Service Center is available with baths, bar and dining room for lunch.

## MARKETING

### 1. Marketing profile:

The only online resource of the monument is the website mentioned above ([www.nuraghearriubiu.it](http://www.nuraghearriubiu.it)) and it would need to be improved with more information and interactivity. By telephone all information are kindly given but not all the staff speaks English so it could stand some risk of misunderstanding that, reading info on the website could be avoided.

### 2. Information available of the resource:

By googling nuraghe Arrubiu such a lot of images and resources are available. Here 2 examples directly from local government websites:

1. Official video: <https://www.youtube.com/watch?v=Erq2aLseuEQ>
2. Official informations : <http://www.sardegnaicultura.it/j/v/253?s=20452&v=2&c=2489&c1=2123&t=1>

## VISITS

### 1. Capacity of the establishment

More than 100 persons per time. The site has four different entrance so also great groups can rotate in such a large number of yards and internal spaces in the towers. So with pauses of a few minutes it is possible to visit the nuraghe also with three or four groups quite contemporary.

### 2. Schedule and Availability for visitors:

The site is open all the year with no pauses. Turns depend on external light, so:

On summer: 9.30 – 20.30 (13.00 and 14.00 turns with no guide available)

On winter: 9.30 – 13.00 and 14.00 – 18.00

Italian guides guaranteed all the time.

English, French and Spanish language guides are available only with reservation.

### 3. Admission:

Full 4€. Reduced 2€.

### 4. Limitations:

It is possible and it has been tested to.

### 5. Tour of the resource

it is possible to choose, at the same price, guided visit (strongly recommended because of the complexity of the site and the quality of guides: see Tripadvisor) or the free one.

## TOURIST RATING OF THE RESORT

### 1. Hierarchical level of resource: LEVEL 3

- Level 3: With exceptional Attractive and of great significance for the international tourist market. Capable to motivate by itself an important stream of visitors (actual or potential).
- Level 2: Attractive with exceptional features in a country, able to motivate a stream of foreign or domestic visitors (current or potential), either alone or together with other adjacent resources.
- Level 1: Attractive with some striking feature, able to interest visitors from long distance that had come to the zone by other touristic reasons, or capable to motivate local tourist flows.
- Level 0: Attractive without enough features to be included in the previous hierarchies, but which is also part of the touristic heritage as an element that can complement other resources in higher hierarchies in the development of touristic resorts.

### 2. Tourist demand

Traditionally the tourism is mostly from Italy and the European nations as Germany, France, UK, Switzerland, Spain. In general all these nationalities accept the English language visit. In the last years are emerging new nationalities as Czechs and Russian that prefer their own language for the visit instead of English.

### Based on the aspects analyzed and the information available, what is your assessment for the resource from a touristic point of view?

Assessing the touristic potential of Nuraghe Arrubiu we are forced to a comparison with its principal "competitor". The nuraghe Arrubiu suffers a non-central position in relation to the usual touristic paths offered by the majority of tour operators. Those prefer a little deviation from 131 highway until Barumini, the most visited and popular nuraghe in Sardinia, instead of a harder street to Arrubiu and the consequent loss of time in the whole tour that very often touch all the island corners in a few days. This makes Barumini a very busy site, while Arrubiu, not having all this traffic, maintains an atmosphere more relaxed and genuine for its visitors, includes a relative freedom of stand some time longer for explanations, both with local or tour guides.

More over Arrubiu has less technical obstacles for the access by persons with physical handicap. It is not fully prepared but with some effort, and a longer time of the visit, also disable persons, if accompanied, can visit a good part of the monument (and in Barumini this is not possible at all).

All that to say that the potential of Arrubiu could be great and the managers of the site know that because is a rare case of all year open prehistoric site.

In a thematic astronomical tour the presence of nuraghes, and in particular the Arrubiu one (also due to the fact that is close to Pranu Mutteddu's site) is absolutely recommended because of their probable astronomic orientation.