



*THEmatic Transnational
church Route development
with the Involvement of
local Society*



3.3.2 - Good Practice Collection

Title of the Good Practice

"Dai beni faro alla valorizzazione del sistema dei beni ambientali e culturali nelle Alte Valli"

Area Identification Information

Area:

In Italy: Valli Chisone e Germanasca, Val Pellice, Val Sangone, Pinerolese Pedemontano, Alta Valle Susa e Bassa Valle Susa (Provincia di Torino)

In France: Briançonnais, Pays des Ecrins, Guillestrois, Escarton du Queyras (Hautes Alpes); Syndicat du Pays de Maurienne (Savoie)

Population:

About 280000 inhabitants

Number of Churches:

Detailed description of the Good Practice (please provide details also on: stakeholders involved, target groups, main and specific goals of the Good Practice, elements of sustainability)

The project "Dai beni faro (landmarks) alla valorizzazione del sistema dei beni ambientali e culturali nelle Alte Valli" is included in the program of cross-border cooperation between Italy and France "Alcotra". It comes from the observation of the increasingly central role assumed by the value of cultural, historical, artistic, natural and environmental in the territory of the Susa Valley and then the importance of its protection and enhancement. The intent is to recover these resources in order to offer to mountain areas that are home to more potential for tourism and socio-economic development. The Mountain Community Valle Susa and Val Sangone, leader of the project, has created a web application which lists the "Beni Faro" and allows the visitor to know the offer of the Valley. This is an interactive map that indicates points of interest, and routes in the area, which make it easier to plan a stay in the valley according to their interests: archaeological sites, sacred art, museum collections, parks, forts, hotel activities and food and wine. Moreover through the establishment of spaces, installations and use of media touchscreens the "Beni Faro"

Actions implemented

Project actions:

- formalization of the partnership;
- creation of the organizations governance and management system;
- census information on sites and projects, training interventions-action and animation network
- creation of integrated and accessible tourist products;
- coordination and dissemination of the cultural season of the High Valleys;
- marketing plan and territorial positioning of the High Valleys
- management, coordination and monitoring

Achieved results

On the territory in question there is an important tourist and cultural heritage with excellences recognized and very popular (the Abbey of San Michele, the Diocesan Museum of Sacred Art of Susa, Novalesa Abbey, Fortess of Exilles) and others that are struggling to present itself to the public and have problems of organization, promotion and of economic nature. The networking of cultural heritage can help to overcome this fragmentation, offering proposals for higher quality with lower costs and act in a more organic way, both at national and international.

The goal of this project is:

- overcome fragmentation and offer coordinated and shared products that involve various local actors (associations, tour operators, etc..)
- encourage the participation and the development of tourism - cultural operators , wine and food, consortiums, trade associations that, working in synergy, can come to the definition of integrated products.

Timing

In 2012 have been installed the totems and have been activated the internet site with interactive map that indicates points of interest, and routes in the area

Added value at a local level

The proposed actions allowed to increase in the number of visitors, to encourage the participation and the development of tourism, to offer coordinated and shared products that involve various local actors (associations, tourist facilities and tour operators)

Are there elements of transferability at a transnational level?

The project management experience applied to a large area and dealing with transnational issues can be usefully used as a pilot project for the development of activities on a larger scale, for example, to develop initiatives aimed to exploit territory resources . This model of governance between public and private operators is an example of transferability to similar situations.

Contact details (please provide contact details of a reference person for the Good Practice)

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