



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

3.3.2 - Good Practice Collection

Title of the Good Practice

Via Francigena Valle di Susa

Area Identification Information

Area:

Susa Valley from Monginevro and Moncenisio passes to Torino (about 100 km)

Population:

about 90.000 inhabitants

Number of Churches:

30

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)

A historical itinerary, the main route where in the past thousands of faithful from Europe went on a pilgrimage to Rome. The Francigena routes in Piedmont are suggestive paths of faith but also routes suitable for everybody. The Susa Valley has been a central point for connecting Italy with France, through the Monginevro and Moncenisio passes. The medieval period endorsed its leading role as a gateway between the Italian peninsula and the rest of Europe for merchants, armies, aristocrats, men of Church and pilgrims who were aiming to reach Rome or Santiago de Compostela. Already in 333 AD, the Monginevro Pass was crossed by the anonymous author of the oldest description of a Christian pilgrimage route for reaching the Holy Land: precise notes were made of the mansio and the statio in Susa Valley. The project aims to make accessible the most known and about 100 km long and important cultural heritage present, developing and qualifying the offer of municipalities, religious buildings, monuments, natural features and landscapes and local products. In the project were involved private operators interested in providing accommodation, food and local products, encouraging economic impact on local o

Actions implemented

- paths definition and implementation of a map of the itineraries (in Italian, French and English), with indications of: distances, descriptions of cultural heritage, hospitality and other information necessary for the pilgrim/tourist
- Selection of foodservice operators located near the path, open on weekends and available to offer a agreed menu to a fixed cost (up to 20 euro)
- Training of private operators (hotels, restaurants) and involvement of local communities
- Promotion actions: distribution of material in tourist offices, participation to fairs and meetings, creation of a dedicated section of the website of "Turismo Torino e Provincia", activation of a Press Office for the organization of press conferences and sending press releases to present the project, production of educational materials for the press and tour operators
- raising of the awareness of the issue of heritage and hospitality

Achieved results

- increased visibility of the territory and its religious monuments in the national and European context
- raising of the awareness of the issue of heritage and hospitality and its cultural/environmental assets
- Increased number of tourists along the Via Francigena
- Diversification of tourist offer: high Valley (winter tourism)/low valley (niche tourism interested in cultural heritage)
- Increased earning opportunities for the local operators.

Timing

The project of the Susa Valley started in 2009 and is expected to continue in the coming years with new initiatives for the promotion and marketing of the product. Currently there is an active collaboration with France aimed to develop a cross-border project ALCOTRA ("Alta Via") that connects the Via Francigena (from Monginevro to Vercelli) with the Camino de Santiago (from Monginevro Arles).

Added value at a local level

The involvement of 122 tourist operators (accommodations, restaurants and stores), 39 Municipalities and three National Parks (Park of the Gran Bosco di Salbertrand, the Orsiera Rocciavrè Park and Park Lakes Avigliana) along the routes is an important example of positive cooperation between public and private sectors.

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)

- p.lamborghini@turismotorino.org : "Agenzia Turistica Locale Turismo Torino e Provincia"
 - d.broglio@turismotorino.org : "Agenzia Turistica Locale Turismo Torino e Provincia"
 - marburg3@gmail.com : Mario Burgay, consultant of "Provincia di Torino"
- <http://www.turismotorino.org/viafrancigena/EN/home>