



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



**CENTRAL  
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## Pilot Seminar Meeting 04 February, 2014 Turin

# INNOVATIVE MARKETING PACKAGE

OUTPUT 4.1.4.

Mario Burgay



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The aim of this document is to define tourism market policies :

- the “Novalesa product”
- the reference markets/target
- the communication and promotion tools
- the possible ways of selling

to preserve and develop sustainable local economy.

Cultural heritage sites are not only monuments to be visited, but should be also a tool to achieve economic results and to involve local community.



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## The Novalesa tourism product

The currently tourist offer in Novalesa consists mainly in a series of really important **tourist resources**, but mostly unknown :

- The Abbey complex of Saints Peter and Andrew, with its Chapels
- The Parish Church of Saint Stephen (Caravaggio, Rubens, François Le Moine,...)
- The Ethnographic Museum of Mountain Life
- The Museum of Alpine Religious Art
- Via Francigena
- The natural environment
- ...



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## The Novalesa tourism product

... but there is a severe lack of **tourist facilities** :

only

- two hotels, with a total of approximately 50 rooms
- two bed and breakfasts
- three restaurants

and

- lack of sites of production and sale of typical food and wine or artisan products
- lack of structured welcome facilities and tourist information services



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## The Novalesa tourism product

it is impossible to speak of a real “tourism product”

which evidently implicates the presence of facilities of sufficient number and quality, besides the offer of important cultural resources, particularly face to the **current needs** expressed by tourists.

Novalesa presents an articulated and varied system of resources with potential value in terms of tourism, but it has to find a positive synergy among the local stakeholders and between the latter and the Valle di Susa, which is a kaleidoscope of historical, linguistic, cultural and human landscapes.



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## Markets and targets

### Actually :

So far Novalesa has never benefited from significant flows of tourists even though is located in a very touristic area :

“Real” tourists (who spend at least one night away from their home town) are very limited in number; the majority of people are “visitors”.

The Abbey is visited by 30,000 people circa per year and the Archaeology Museum by 12.000 people circa from January to October 2013, 50% individuals and 50% organised (schools, cultural and religious groups), with over 60% of them from the province of Turin .

Only a small number of visitors visit the village of Novalesa, despite the presence of very interesting attractions.

The Abbey is the only real attraction at the moment



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## Markets and targets

At the current stage of the project development, the **targets** to aim at with the launch or strengthening of tourism policies are:

**schools** of each grade, first of all within and outside the region and, then, coming from every European Country, which are interested in learning about a territorial “unicum” set in an artistic and historical context of considerable importance;

**organised groups**, from within and outside the region and, in future, all over Italy and Europe (religious groups, work-related social clubs, service clubs, and cultural associations );

**individual users** attracted by thematic proposals (culture, art, environment, history, food and wine, country life, ...);

**cultural tourism** identified as a new “journey of knowledge” based on the exploration of places, social and cultural contexts to hold their real essence;

**tourists present in the Valley** for other reasons, to whom it is possible to offer an opportunity to diversify their holiday and a chance to discover something new.



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## Communication and promotion tools

The level of development of the Novalesa tourist product is still in the **embryo stage**, particularly due to the lack of a sufficiently extensive and qualitatively functional system of services.

Before launching broad spectrum communication and promotion policies (which are very expensive), it would be better to invest in what **already exists**, to develop and improve it, setting up positive **synergies** with the organisations institutionally involved in tourist information and promotion processes.



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## Communication and promotion tools

For **individual proximity tourism** (the people of Piedmont and tourists in the Valle di Susa) it is necessary to strengthen **information and local welcome structures** (i.e. information corners in the busiest places). This method requires a parallel action to create **awareness and training** for people in contact with tourists.

Set up a close relationship with the network of **ATL Turismo Torino e Provincia** and partnership with the “**Valle di Susa Treasures of Art and Alpine Culture**” association (use of the **website**, with **apps** for tablets and mobile phones)



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## Communication and promotion tools

For the **organised groups** (schools, cultural and religious associations, work social clubs,...) it is necessary to structure relationships with the **local and national networks** of the organisations, creating a **selected database** and guaranteeing constant updates to information.

For the **school tourism** segment, the production of a **videogame** for the discovery of the territory is envisaged, guaranteeing a playful approach to the heritage of cultural, artistic and landscape assets.

In short, it is essential to create **“hot” and customised communication channels**, highlighting all the opportunities and facilities available, with a view to growing visibility to a proposal that might not receive sufficient exposure if it were to be presented as a mere opportunity for a cultural visit to historical assets.

All the **social networks** (facebook, twitter, etc.) must be exploited to the full.



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## Potential sale channels

**During this phase** it is very difficult to build up tourism packages for the tour operators : the offer is extremely restricted and the potential business too slight to be an opportunity for a professional operator.

**In the near future**, it would be a good idea to **segment** and carefully **select the operators** that work in this sector (coach tour operators, work social clubs, tour operators specialised in holidays for the elderly,...) to cooperate with them in order to build up an attractive offer for organised groups.



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## Governance tools

This project intends to favour the production and issue of assets and services with a view to **constant exchange with the local community**.

Now we can test the results of the integration process in the stakeholders started some years ago in the Susa Valley.

Novalesa is the place identified to begin this evaluation.

The capacity for the mobilisation of resources and the active involvement of the stakeholders will make it possible to achieve in-depth **collaborative integration** with **reduced costs and flexible management**.



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## Governance tools

The stakeholders to involve are:

**public institutions:** the municipality of Novalesa, municipal consortia, Turin Polytechnic;

**organised groups:** territorial associations, Plan to enhance the value of the Valle di Susa - Treasures of Art and Alpine Culture;

**citizens:** local population actively involved in the project for the supply of services, with a sense of belonging to the territory and with professional and operational features at local level.

The involvement of these stakeholders is a **key element** of our project.

The aim of their involvement is to give them the chance to participate in the decision making process, express their points of view and influence the solutions adopted.





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THANK YOU FOR YOUR KIND ATTENTION

