

**Data Card - Slow Tourism**



For years, Italy has been promoting forms of tourism aimed at enhancing the landscape, artistic and cultural heritage spread throughout the national territory. The 2019 was the Year of slow tourism, while in 2016 the MIBACT had promoted the **National Year of Walks**, helping to enrich travel experiences on foot along different itineraries (at least 44) long 15,400 km spreading along the whole the Peninsula and crossing over 1,435 municipalities, 944 of which are small (Symbola Foundation and IFEL-ANCI, 2020). The year 2020 should have helped on providing visibility and strengthening local railways, with the Ministry's initiatives to promote the Year of the Tourist Train, but the emergency cancelled the launch of this initiative (scheduled for 25 February) that would have seen MIBACT operate in partnership with the Ferrovie dello Stato Italiane Group.

**Tourism and inland areas**

Tourism is one of the central areas for cohesion policies: there are **24,516 projects** surveyed within the **Tourist Attractiveness focus** of OpenCoesione (data are updated at 30th April 2020). Despite the identification of those who explicitly refer to slow tourism is rather complex, it is interesting to focus on the interventions planned in the marginal areas of the country, as part of the National Internal Areas Strategy. The chapter "[Tourism as a development opportunity for the internal areas of the country](#)" of the XXIII Report on Italian Tourism (data updated at 30th June 2019) provides a further insight on how 19% of the funds that finance the first 45 approved area strategies are spent all aimed at increasing the attractiveness of the natural, cultural and tourist heritage, for approximately 133 million euros. The report also compares the year 2018 with the previous year 2017 highlighting a slight increase in tourist flows observed in the internal areas of the country both in terms of arrivals (+ 6.5%, over 213 thousand more visitors) and attendance (+2,3%, in absolute value almost 300,000 overnight stays). From the financial point of view, these are planned interventions to rely mainly on the Community structural funds (ERDF and ESF among those published on OpenCoesione). The **new focus Tourism-Culture-Nature** highlights funding of over **4 billion Euros** for the **tourism sector**, **7.6 billion Euros** for the **culture sector** and **2 billion Euros** for the **nature sector**, for a **total of 13.6 billion Euro**.



**Slow tourism - the projects**

In relation to slow tourism, cohesion policy has embraced, supported and implemented policies of inter-regional territorial relevance, such as the interventions on the "walking paths" supported by MiBACT, following the Year of the walking paths and the adoption of the [Strategic Plan of Development of Tourism 2017-2022](#), and through the FSC Culture and Tourism Extract Plan, under the flagship of slow and sustainable tourism. Among the ongoing interventions there are [Via Francigene del Sud](#), including the [Appia Antica](#), [Cammino di San Benedetto](#) (between Norcia and Subiaco) and on the [Via di San Francesco](#). In many cases, these are interventions currently under implementation related to the maintenance of the walking path, the promotion and the infrastructures for the reception of pilgrims. [Here](#) is an example of an intervention already carried out by the Municipality of Poggio Bustone, in the Rieti area, where one of the Franciscan paths and that of San Benedetto meet: it is the functional restoration of a section along the Path of San Francesco, financed by the [ROP CRO ERDF LAZIO](#) on the axis "Environment and risk prevention". For this Data Card we have selected 5 projects, which offer an overview of different ways of expression of "slow tourism" concept. From wide-range cycling itineraries to slow urban tourism, from the enhancement of industrial archeology and the historical-artistic heritage of less-known sites in Italy to accommodation in natural parks.

**BIKE NAT - Cycling routes to improve the natural and cultural heritage**

The project, with the **total budget of € 2,188,603.00** financed by the ERDF under the Interreg **Italy-Austria 14-20 Programme**, is aimed at giving a concrete answer to the problems related to the difficult accessibility to some destinations of naturalistic and cultural interest on the part of cyclists along the network of cross-border cycle routes between Italy and Austria caused by the presence of risk areas, architectural barriers,



difficult routes, low level of intermodality (bus-bike, bus-train) and traffic cross-border interoperability and with the clear need to improve individual nodes for sustainable growth. Furthermore, the entire area is represented by the lack of development of professional activities related to cycling tourism, while even the support services are still inadequate. As a response to these critical issues, and in consideration that the natural and cultural heritage represents an opportunity to contribute to the diversification of the economy and the positive development of the tourism sector, this project was born with aim to enhance the cross-border territory by enhancing its external visibility and physical usability of the itineraries respecting the environment and the needs of tourist mobility.



Starting from the analysis of the current situation related to the accessibility to the main locations of interest, the methodologies and solutions are being developed with aim to facilitate the users' accessibility (first of all by tourists and cyclists) by the means of the promotion and systemization of existing public transport, as well as by improving the overall practicability of the **Alpe Adria Radweg-CAAR cycle path**. Some of the solutions studied and proposed by the project consist in the launch of new experimental intermodal services for passengers, such as for example **bike + bus from MI.CO.TRA railway stations**, the launch of new bike friendly services and the implementation of common actions of tourism promotion with the preparation of the appropriate common signals near the centers of

of the CAAR. The lead partner in agreement with the partners Land Carinthia and the respective competent tourism bodies, will help identify the links with the most important cycle routes in the area, for greater usability of the cross-border natural and cultural assets. The project foresees the pilot actions for the safety of the CAAR, while eliminating the architectural barriers and critical points present in a stretch near the Municipality of Pontebba, through the reuse of the former Pontebbana railway, improving the efficiency of intermodality and starting new services oriented towards sustainable transport and low environmental impact.

**VIVI 2.0 - The wavs of the traveler 2.0**



The project, with the **total budget of € 1.474.252,16** financed by the ERDF in the framework of the **Interreg Italy-Switzerland 14-20 Programme**, is aimed at developing innovative products and services: the diversification of the tourist offer and the promo-marketing on the international markets of the cross-border tourist itinerary "Le vie del Viandante", capitalizing on the results of the previous 2007-2013 programming period. The objective of the project is the coordination of a network of enterprises and the creation of stable methods of public-private collaboration, in order to tackle two problems of competitiveness that concern the tourism industry and in particular the small enterprises that are part of the sector and have some difficulties in accessing the most modern promotional and marketing tools available on the market, as well as identification of an internal manager of the itinerary able to propose it as a tourist package. Therefore, the project aims to achieve the placing on the market of an innovative tourism product capable of responding to the demands of an international market that requires diversification and products accessible even to people with special needs. The result will be the target point for "exporting" the product "Le vie del viandante" and developing package proposals to be sold on European markets.

This product must act as an attractive element available to all enterprises located in the territory of the itinerary in order to allow them to define proposals for tourist services consistent with the new product. As result indicators on the target Micro and Small Medium Enterprises are expected by the end of project no. 50 enterprises of which 5 on the Swiss side and 45 on the Italian side able to define valid holiday proposals starting from the product innovations implemented within the thematic packages of the project. The target group of the project, the SMEs, will for the first time have the opportunity to dialogue with the international tourism market according to the standards that this requires and will have access to intermediation channels on international markets, otherwise not accessible by individual enterprises, in order to offer a coordinated reception service that is adequate to the standards required by advanced customers with high expenditure capacity. The project, with its cross-border dimension, will also be able to provide support for a stable collaboration between companies in the Area, as the Local Exchange market and the creation of tourist packages foresee a collaboration between enterprises able to present an integrated Italian-Swiss proposal.

## SLOW VENICE NETWORK FOR ETHICAL AND SUSTAINABLE TOURISM



In 2014 was born **SlowVenice Network**, a network of enterprises in the Northern Lagoon with the objective of proposing travel experiences that would attract a new type of tourist, interested in an authentic experience with a low environmental impact, based on the principles of slow tourism, aimed at shifting traditional tourist flows concentrated on the city of Venice towards less known and less commercial routes. **Limosa Tour Operator** is the leader of SlowVenice Network, this network of tourism enterprises deeply rooted in the territory of the Venetian lagoon, from Chioggia to the Cavallino coast, which together intend to offer the user all the elements that make up a "slow" holiday, characterized by principles of authenticity, sustainability and contamination with elements of local culture and traditions, such as:

- accommodation in structures suitable for every need, but all characterized by careful hospitality and placed in beautiful and functional places for visiting the area;
- typical food, in line with the local traditions and products;
- everything one might need to move slowly: traditional or modern and functional boats, rental with technical assistance of bicycles for all types of needs with solutions for people with disabilities;
- agriculture enterprises, educational farms, fishing valleys, Venetian villas... places to live exclusive experiences and great emotions;
- team of environmental guides - expert in the sector and with educational skills, to meet the needs of even the youngest guests

With contribution of the **ROP ERDF 2014/2020 call of the Veneto Region - Action 3.3.4, Sub-Action B (DGR n° 2221 of 23/12/2016)**, the network has made tangible and intangible investments aimed at product innovation, improvement of the environmental sustainable offer. With the € 171.505,00 invested by the network enterprises, the Veneto Region disbursed € 85.752,50 in grants for the start-up, development and consolidation of "product club" in the form of business networks. Furthermore, some members of the network have chosen to invest on



their own in line with the aforementioned guidelines. In fact, purchases and investments were made to reduce the energy impact of enterprises' activities within the destination in order to innovate the services that make up the network product (adoption of hybrid technology for boats, purchase of underwater baskets for oil sprays / fuel and marine litter). The visibility and promo-marketing actions have also made it possible to get in touch with the main institutional and entrepreneurial contexts that represent sustainable tourism at local, national and international level. The values expressed by the Network and the product innovation that it manages to communicate are the most obvious expression of the SlowVenice brand with which trips and excursions are offered on foot, by bicycle, by canoe and with typical boats, to discover hidden places.

## IS BIAS BECCIAS, ROUTES AND STAGES FROM THE NURAGHI TO THE UNITY OF ITALY - I SENTIERI DEL GRANO CONSORTIUM



The operation, funded by the **ROP ERDF 2007-2013 Region of Sardinia Programme (AXIS IV, Line: LdA 4.2.4.c)** provides for the creation of adventure paths for practicing Nordic walking, new cycling and pedestrian traffic systems, information points and new connections with the main archaeological sites with the aim of promoting the territory and its specificities to structure a new way of doing tourism in the municipalities of Escolca, Gergei, Gesico, Mandas, Selegas, Siurgus Donigala and Suelli. Implementing body of the project is represented by the consortium **I sentieri del grano**.

The Region of Sardinia, in fact, invests in the care of the natural environment with a view to long-term sustainability. The aim is to allow future generations to enjoy the same environmental heritage that we have today, through actions for the conservation of biodiversity and natural habitats. Testing new forms of mobility, more environmentally aware, is an excellent strategy for enhancing natural assets. The cycle and pedestrian paths go in the direction of redesigning regional mobility according to more ecological standards.



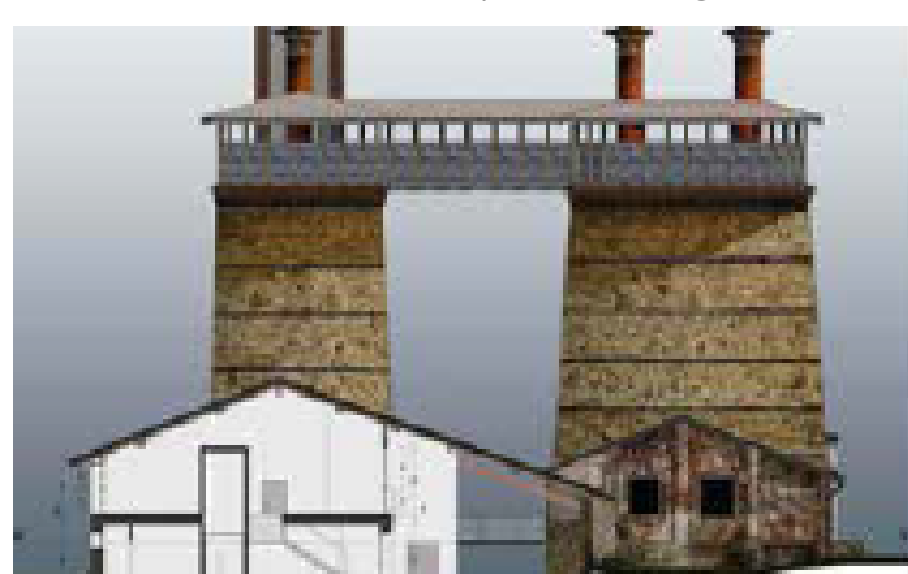
The "Is bias beccias" tourist itinerary develops through the **upper Trexenta, the Marmilla and the Lower Sarcidano**, the area that was once part of the so-called "granary of Rome". At the center of the itinerary is Mandas, home station of the **green train** that connects the **coast of Cagliari to the coast of Arbatax passing through Suelli, Gesico Selegas and Siurgus Donigala to the south and Escolca and Gergei to the north**. The itinerary of about 100 km in length seeks to recover not only the section of the green train but also the old "is bias beccias" roads identified through the 1860 cartography of the De Candia cadastre.

The project includes several interventions.

In **Selegas**, the restoration of a building within the perimeter of the former military area of "Pranu de Seuni" and the acquisition in the same area of equipment for active tourism and an equipped parking area of one thousand square meters reserved for tourists hikers departing from Gesico station on the "green train" railway line. In **Suelli** the adjustment of the road that leads to the plateau of "Pranu Siara" where there are several hypogean tombs, a nuraghe and the votive chapel of the "Madonna della Croce". In **Siurgus Donigala** the construction of an "adventure camp" in the Canavatzu forest, taken over in 2009 by the Sardinian Forest Authority, not far from Lake Mulargia. In **Mandas**, in the premises of the former Monte Granatico, the construction of a tourist information point, with an educational room and the arrangement of the park which is opposite the railway station. In **Gergei**, the equipment of the area located at the entrance to the town, near the old cemetery, where a botanical garden with local essences will also be created. In **Escolca** the renovation of the road leading to the park of the church of Our Lady of Grace and the construction of a new public lighting system. In **Gesico**, the furnishings of the Dessi manor house recently restored with the financing of another ROP. The seven municipalities that are part of the "I Percorsi del Grano" consortium have a total area of just over 240 square km and about ten thousand inhabitants. They all have a rich archaeological heritage consisting of nuraghi, tombs of giants, urban and rural churches and various monumental buildings such as the house museum of Escolca, the ethnographic museum "is lollasa de is aiarius" of Mandas which have all been included in the tourist itinerary "is bias beccias". The works that will be carried out with the project financed by the Regional Authority of Sardinia will make the seven municipalities more welcoming, relaunching all on quality agriculture, livestock farming and tourism.

## JOURNEY INTO HISTORY: HISTORICAL-ARCHAEOLOGICAL CIRCUIT OF THE PIACENTINE APENNINES

The integrated project with a **total budget of € 1.495.000,00 financed by the ROP ERDF Emilia-Romagna 14-20 Axis 5** sees the **Union of the Mountain Municipalities of Alta Val d'Arda** (lead partner) and the **Municipality of Ponte dell'Olio** as the implementing bodies.



The project involves all the mountain areas of Emilia Romagna with the aim of launching new forms of development: connecting monuments and historical-artistic testimonies, creating a real path to enhance the territories of the **Alta Val d'Arda** in a tourist key logic; by creating a network of real excellences such as the **medieval village of Vigoleno**, Castell'Arquato, the archaeological site of Veleia Romana.

The ancient **Abbey of San Salvatore di Tolla** and the historic **Fornaci di Ponte dell'Olio** are also objects of the operation, since they tell the history and traditions of the area from Roman to contemporary times. In Vigoleno (municipality of Vernasca) the restoration and consolidation of the medieval villages is planned - with interventions at the **Renaissance Oratory of the Beata Vergine delle Grazie**, the adjustment of the municipal

while in **Castell'Arquato** the **restoration of the Torrione Farnese, of the Fontane del Duca** as well as the recovery of an area intended to host cultural and recreational events. The interventions in the archaeological sites included in **Veleia Romagna** the provision of new services for the visit, starting with a space able to accommodate school groups and other groups, multimedia equipment and a digital museum, while at the Abbey of San Salvatore di Tolla, the works are aimed to the protection of the site and the introduction of information services to facilitate visitors.

Finally, the works in **Ponte dell'Olio** are aimed at the recovery and safety of the furnaces built at the end of the 19th century and their transformation into a museum and documentary center of the territory for tourists as well as hosting a multimedia production laboratory self-managed by young creative people of the territory.