



CENTRALITY OF TERRITORIES: Facing challenges of touristic regeneration in a European perspective



Contents

- **s-Low Tourism: a network perspective** for the promotion of sustainable tourism and local development
- promoting **s-Low itineraries** focused on local knowledge and spatial capital in a European network
- creating a **multi-level network for s-Low tourism governance**

S-LOW TOURISM

**a network perspective for the
promotion of sustainable tourism
and local development**

The research goals

- Create a **multi-level network of European small and middle-sized cities**
- Enhance territories' present and potential opportunities through **sustainable tourism**
- Analyze potentials for a **multiscale and multilevel sustainable planning based on connectivity**

Focusing on a “s-Low” dimension of tourism

S (sustainable)

Tourism is related to **local development** for preserving and evaluating natural and cultural resources through **local communities participation**

S (soft)

tourism with **soft traces** and **micro transformation** of space

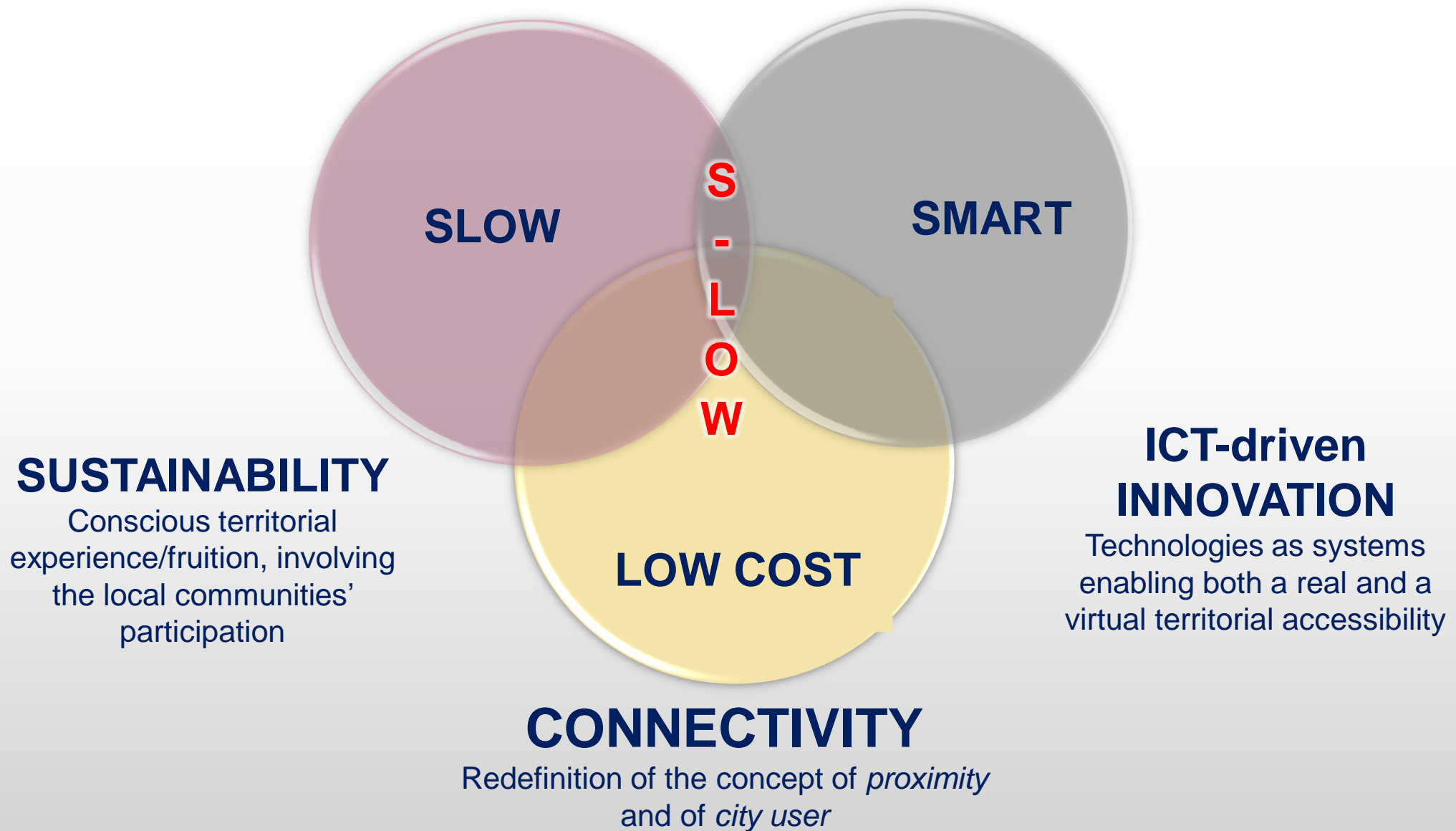
Low

Low impact and **low expences** but **high frequency** and **low cost connections**

SLOW

Slowness is a social value and the touristic experience is different from the accelared rythms of everyday life

TOWARDS A POLYCENTRIC MODEL FOR EUROPEAN SMALL AND MEDIUM-SIZED CITIES



SUSTAINABILITY

Conscious territorial
experience/fruition, involving
the local communities'
participation

ICT-driven INNOVATION

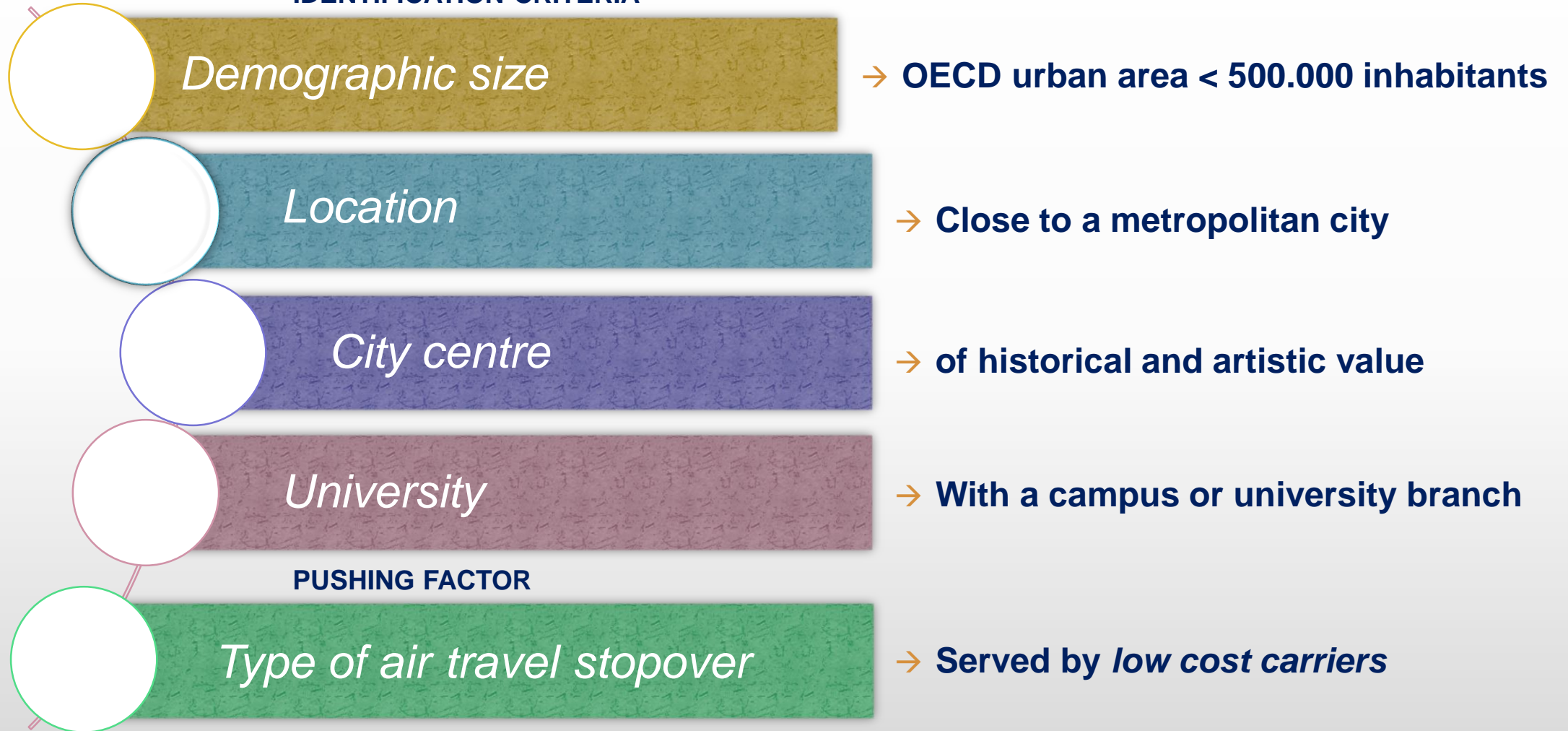
Technologies as systems
enabling both a real and a
virtual territorial accessibility

CONNECTIVITY

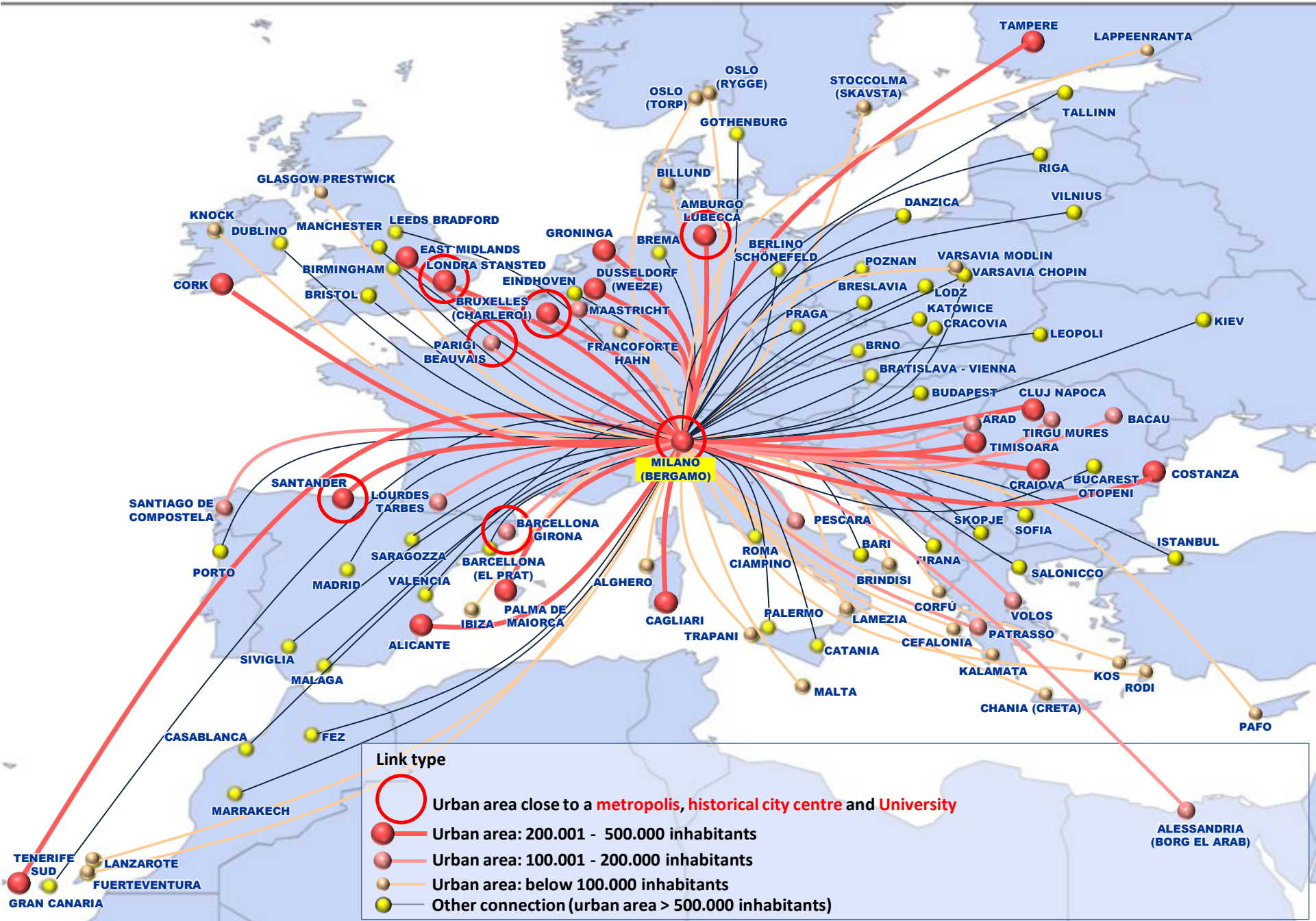
Redefinition of the concept of *proximity*
and of *city user*

Criteria for the identification of cluster cities in 2013

IDENTIFICATION CRITERIA

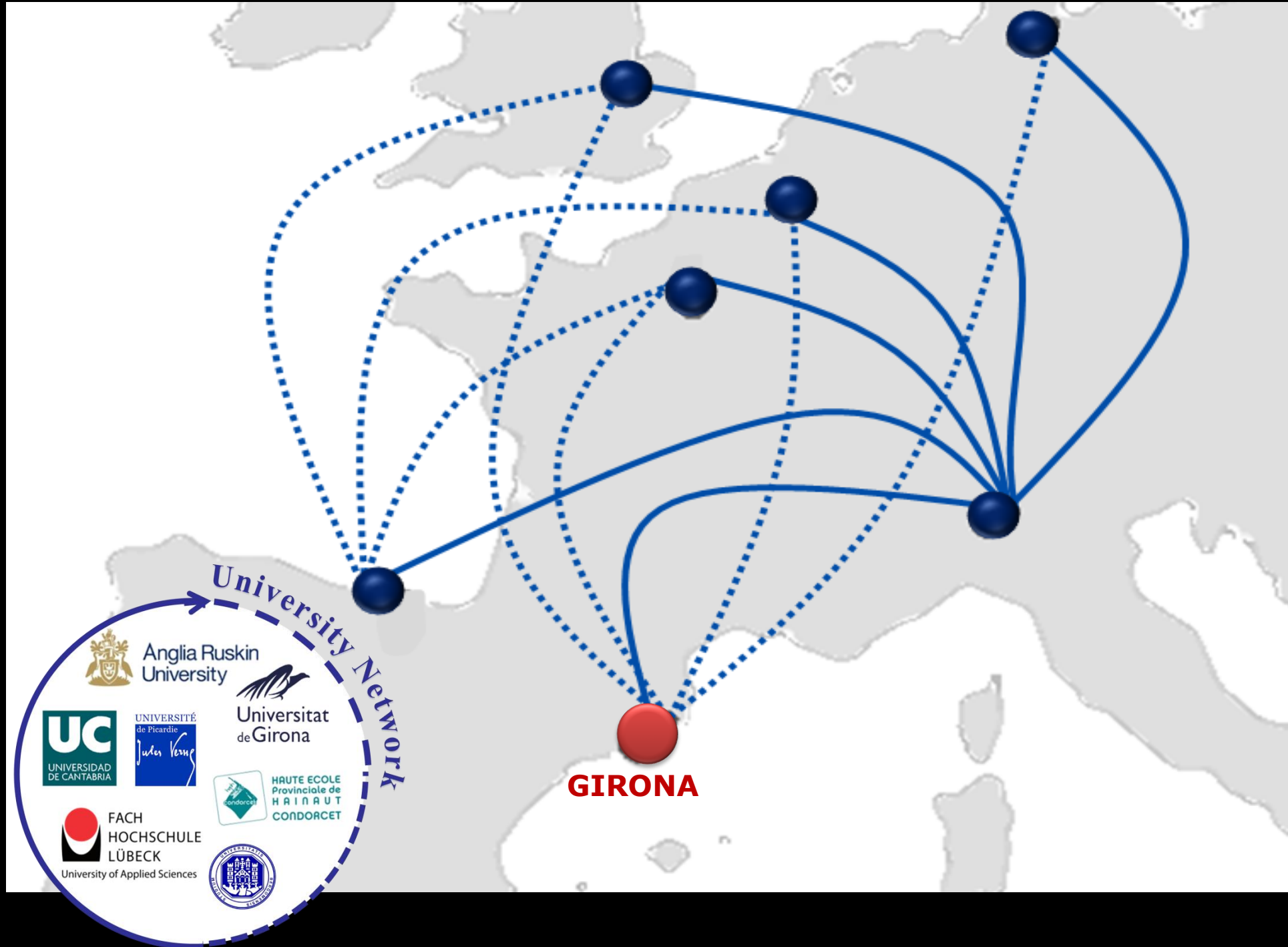


Analysis of the cities connected to Bergamo via low-cost flights in 2013



Centrality of Territories network in 2019



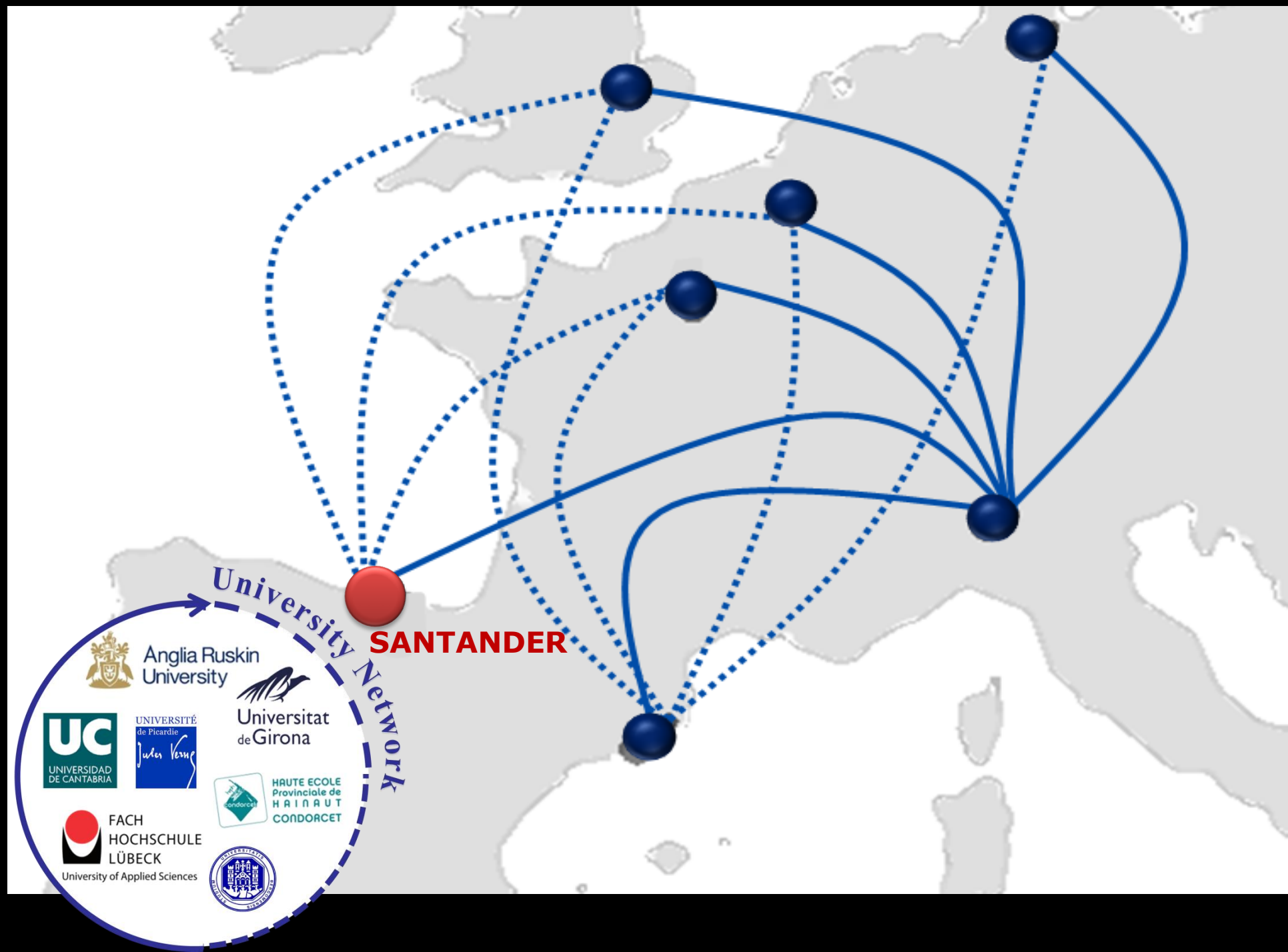


GIRONA





Pals and Begur - Cittaslow



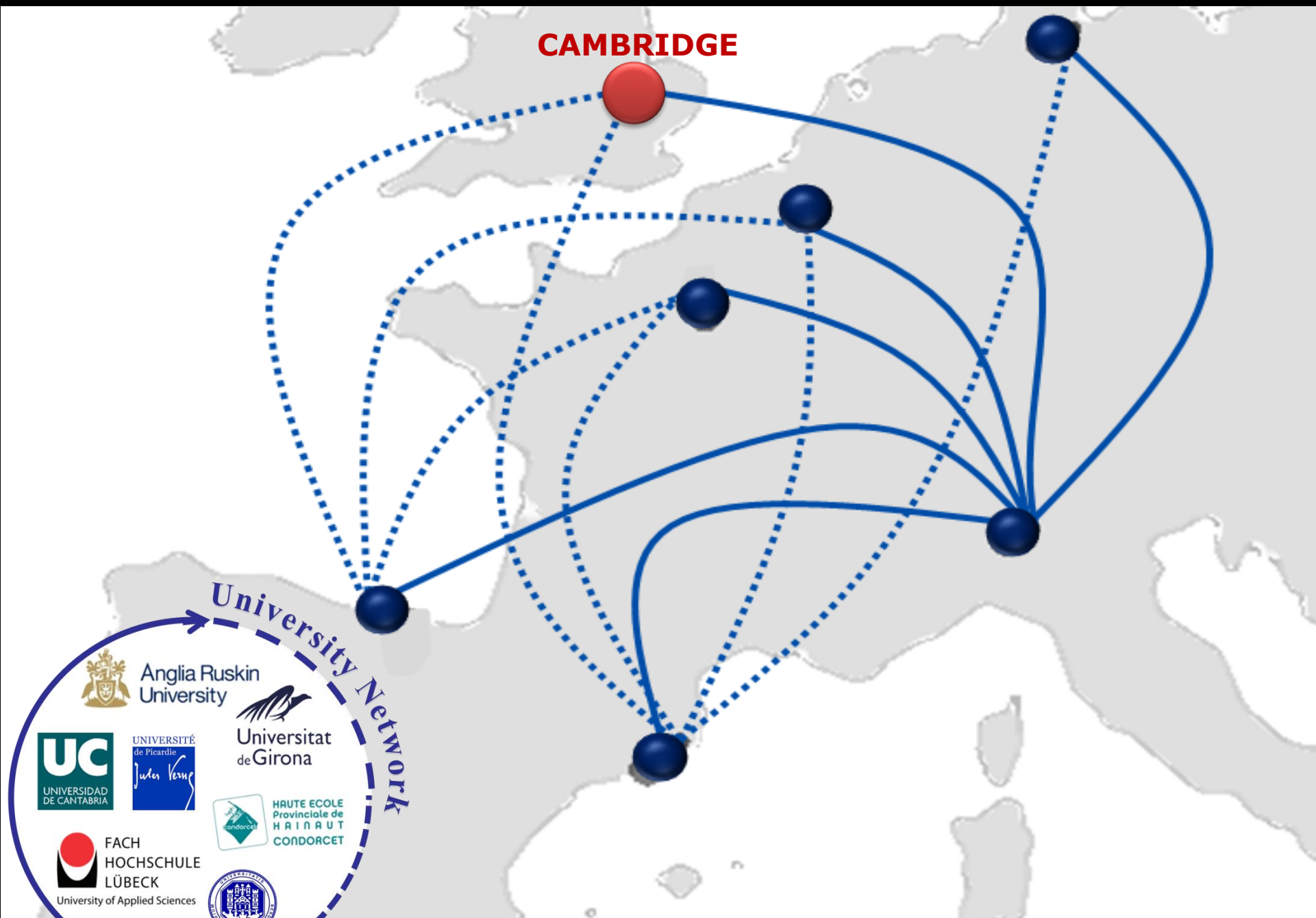
SANTANDER



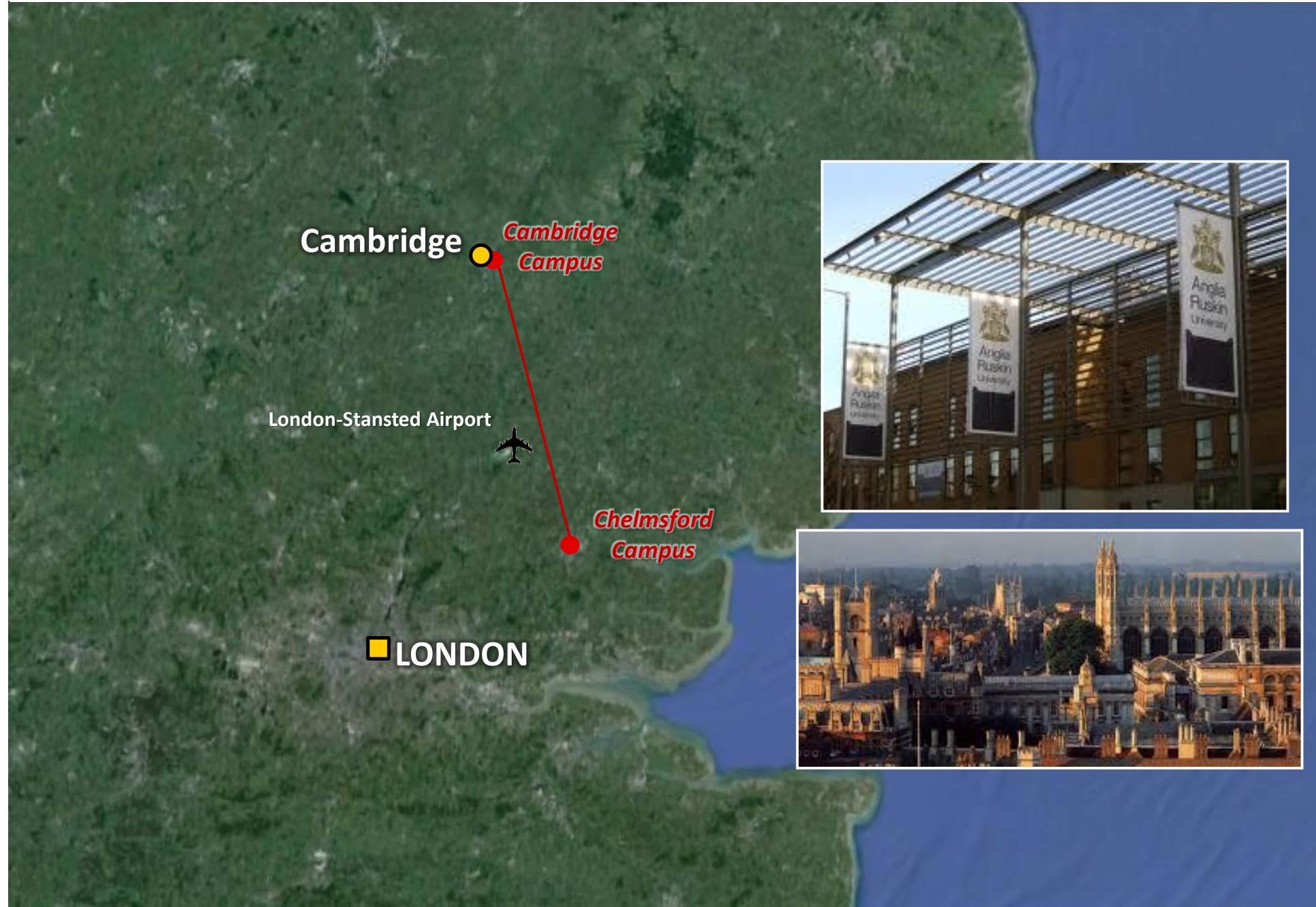


CANTABRIA REGION

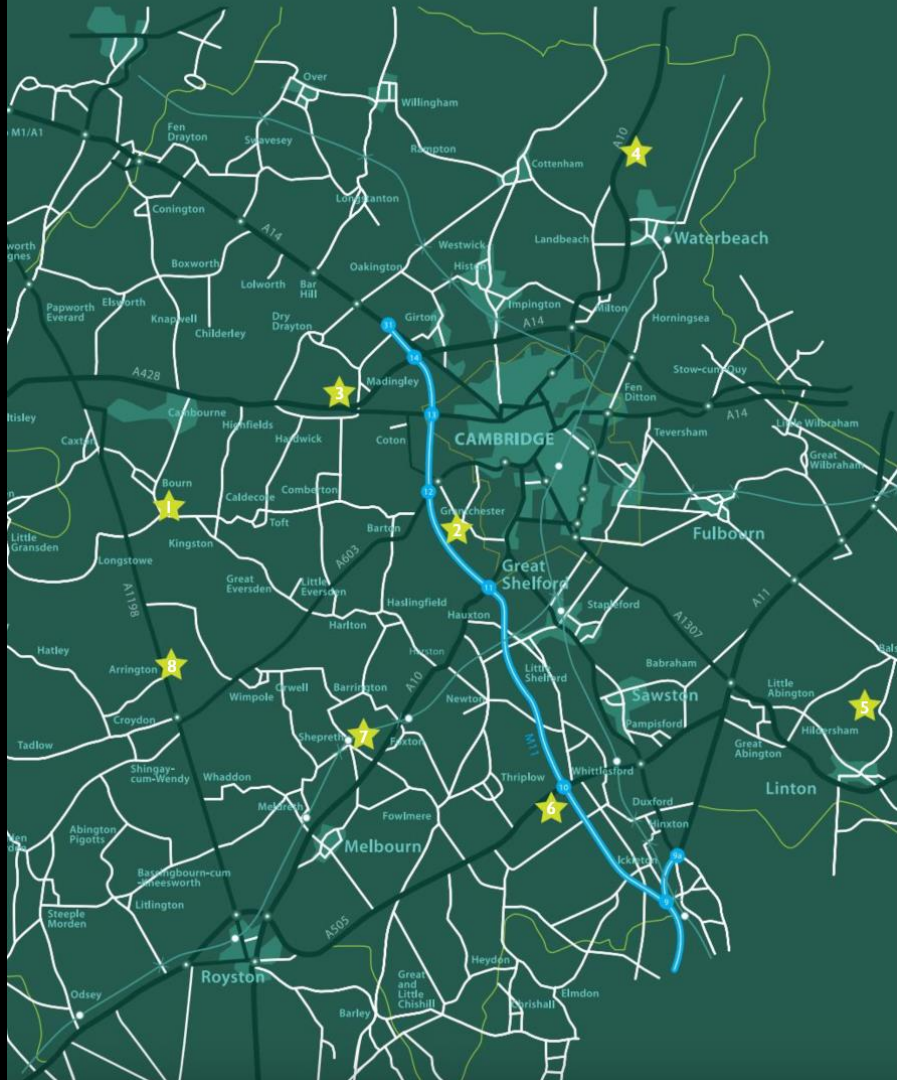
CAMBRIDGE



CAMBRIDGE



SOUTH CAMBRIDGESHIRE



★ Wysing Arts Centre



★ The Orchard Grantchester



★ American Cemetery & Memorial



★ The Farland Museum & Denny Abbey



★ Chilford Hall



★ IWM Duxford



★ Shepreth Wildlife Park

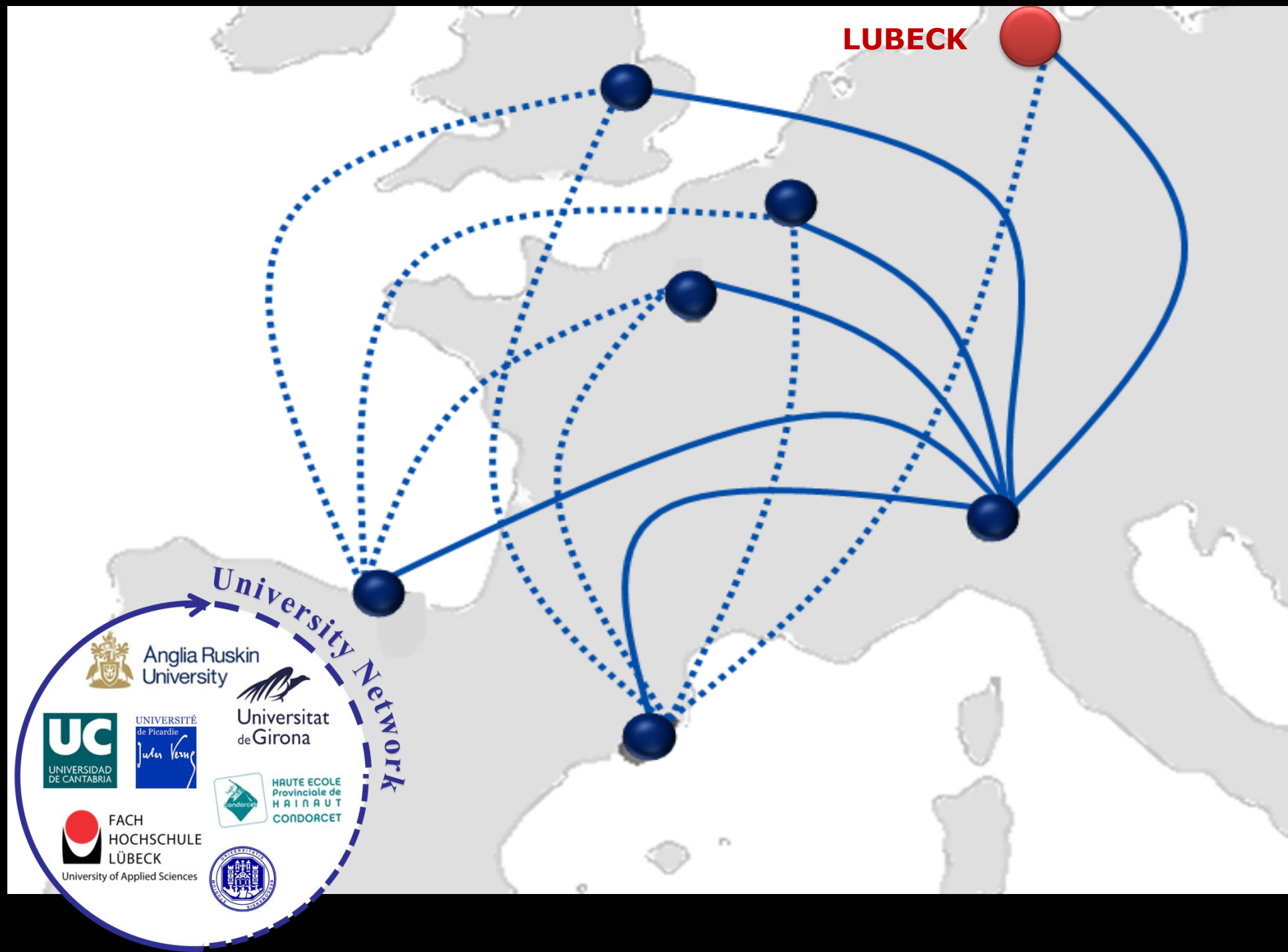


★ Wimpole Estate



visitcambridge.org

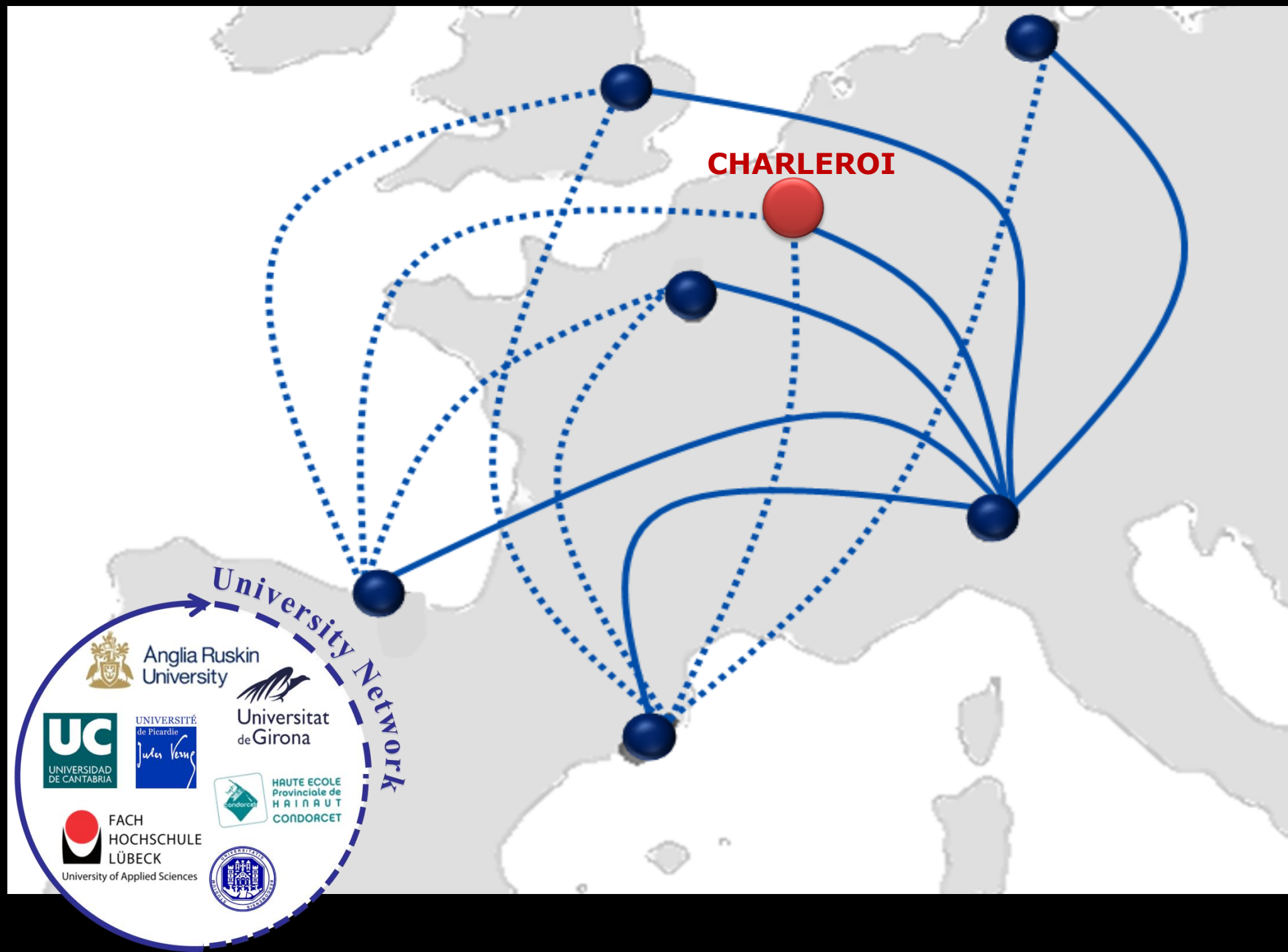
South Cambridgeshire







LUBECK HANSEATIC CITY

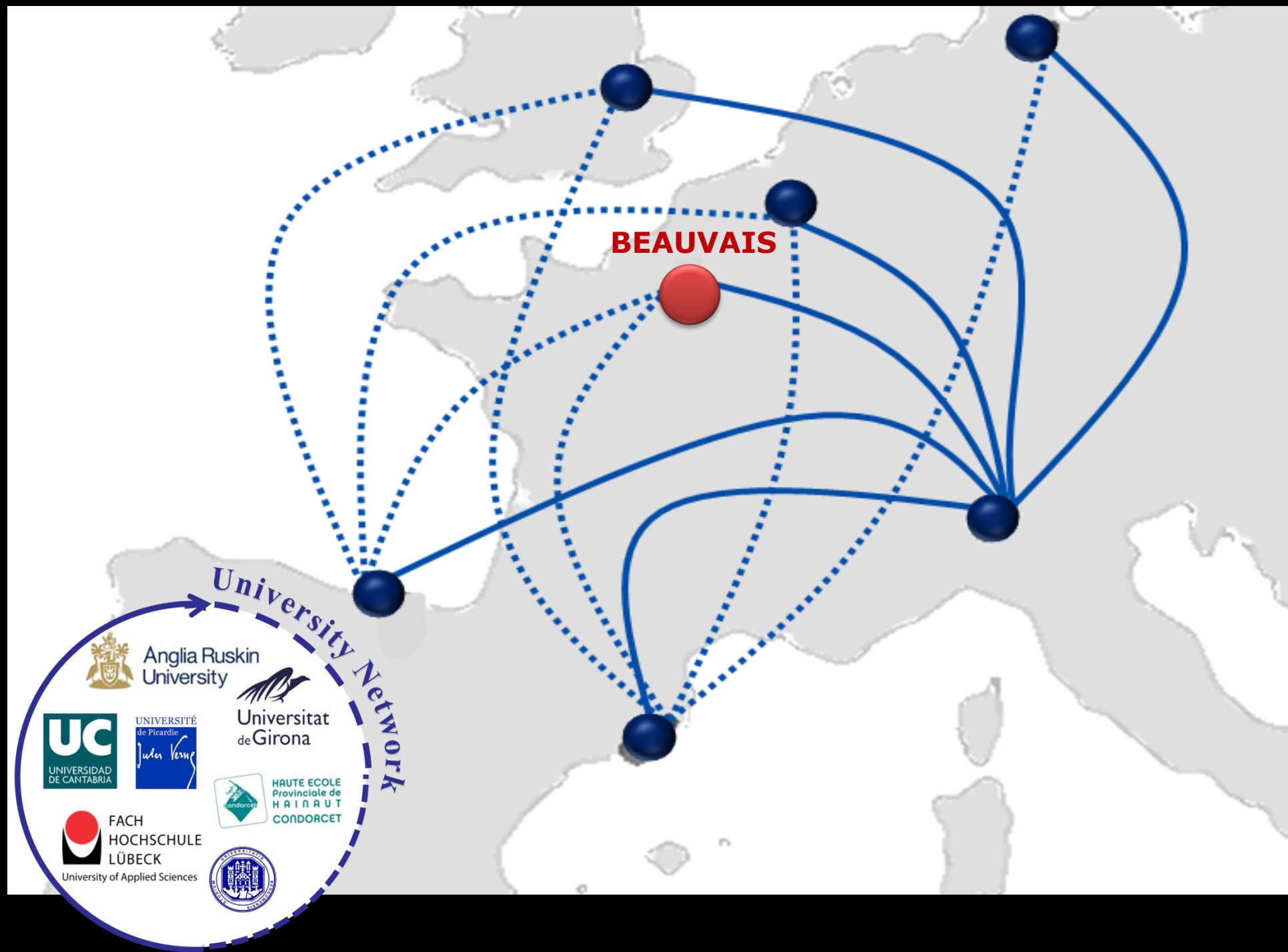


CHARLEROI

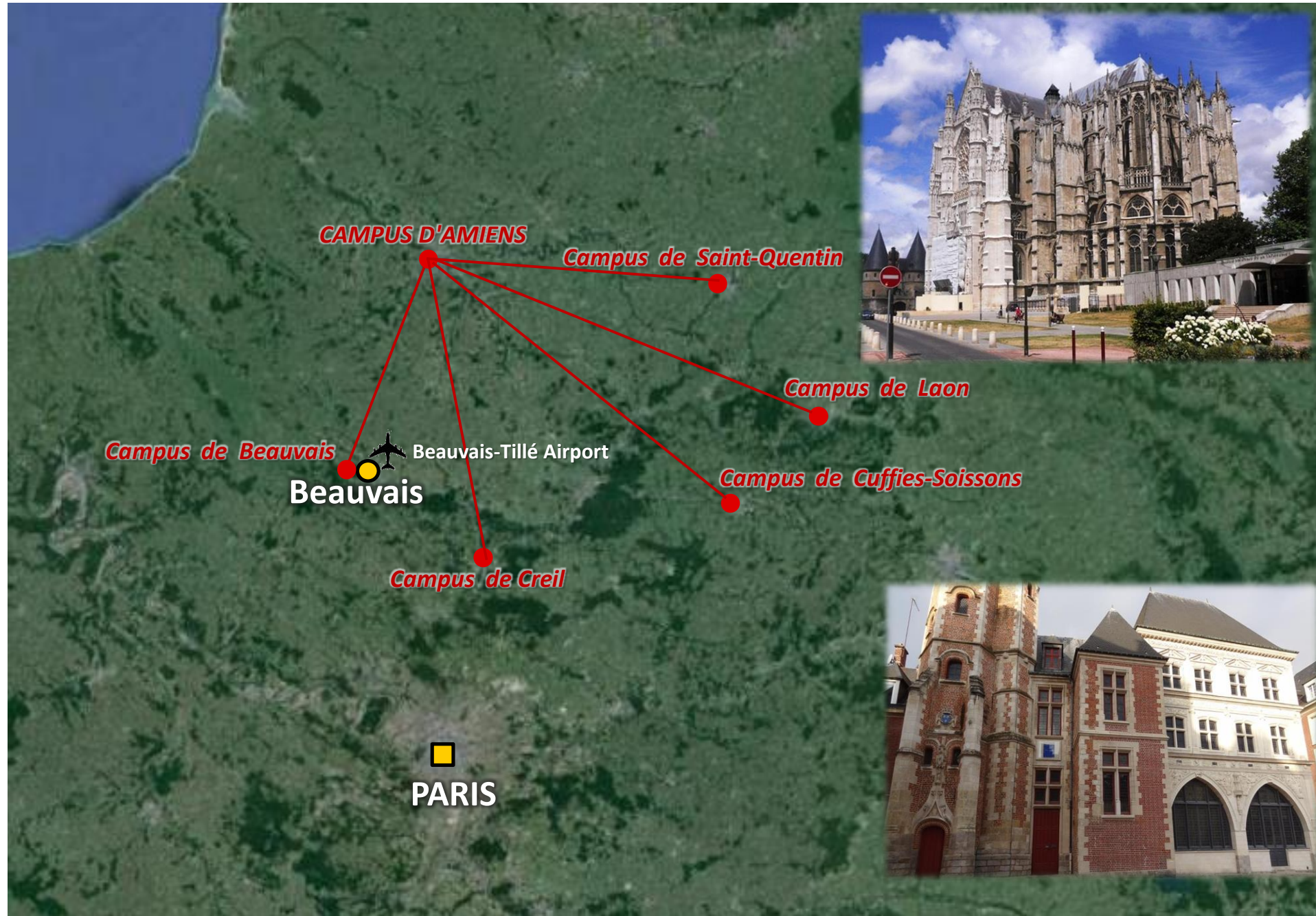




THE «TERRILS» INDUSTRIAL LANDSCAPE



BEAUVAIS



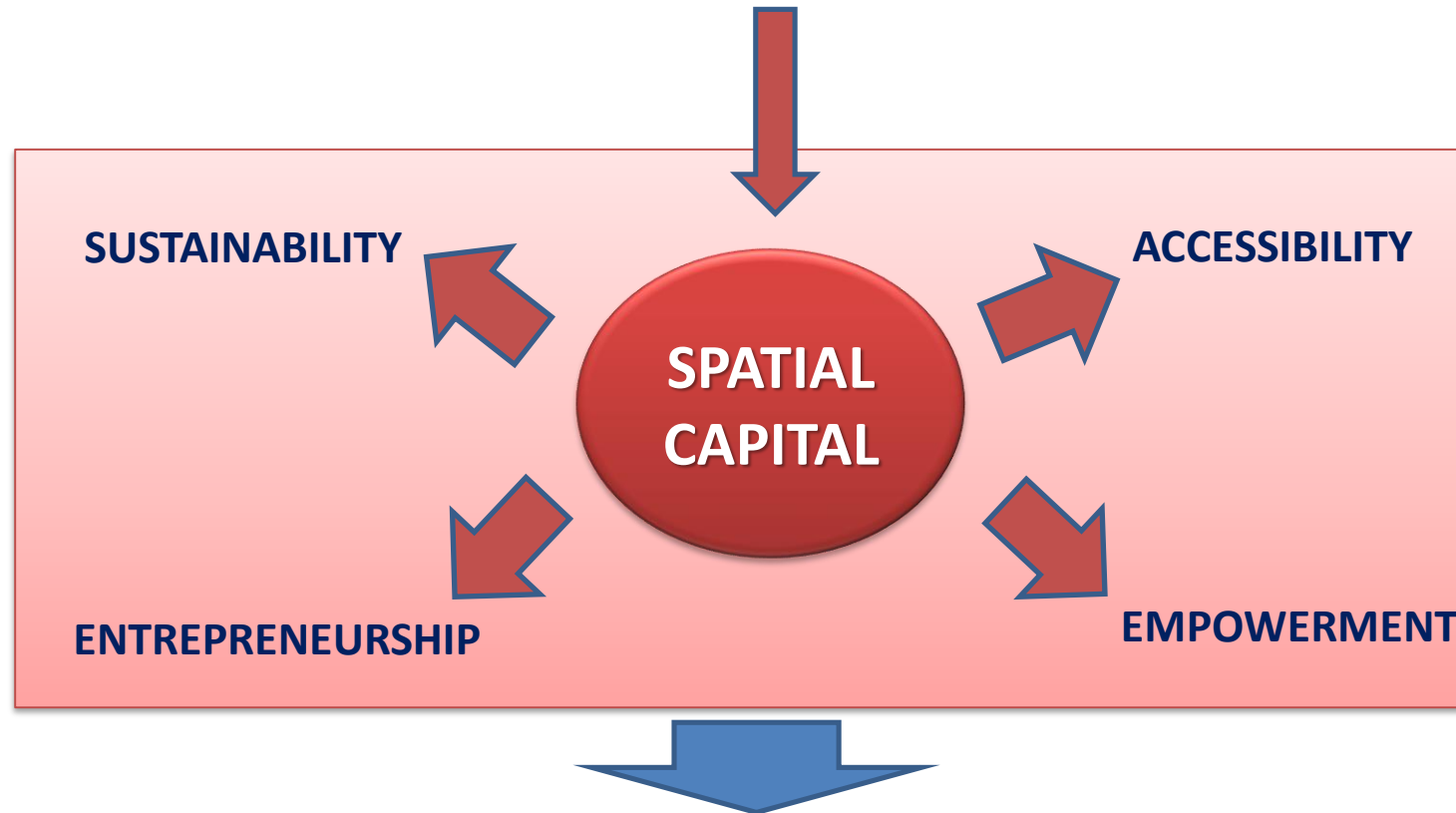


Rural landscape in Beauvais surroundings

**Promoting s-Low itineraries focused
on local knowledge and spatial
capital in a European network**

Spatial capital as a driver for territorial dynamism

Knowledge and experiences of inhabitants on places
become an added value **for territorial planning**



REGENERATION AND TERRITORIAL DYNAMISM

KNOWLEDGE MAPPING OF S-LOW SPATIAL CAPITAL

CULTURAL RESOURCES

- UNESCO Site
- several historical villages
- castles
- historical buildings (palaces, villas, etc)
- many religious and industrial heritage sites
- eco-museums, several ethnographic museums



NATURAL RESOURCES

- *Natura 2000* sites:
 - Sites of Community Importance
 - Special Protection Areas
- regional parks
- local parks (PLIS)
- natural reserves, WWF oasis
- natural monument
- botanical garden
- many lakes, rivers, waterfalls
- monumental trees



Analysis of the «s-low» micro-business and mobility

MICRO-BUSINESS (based on quality brands)

ACCOMMODATION

- «scattered hotels»
- bed & breakfasts
 - Bed and Bergamo
 - Associazione Bergamo B&B e C.V.
 - The Best B&B in Bergamo
 - Coop. B&B Il mondo di casa
- lodging houses
- hostels
- Agritourisms
- mountain lodges
- campings
- “Albergabici” bike hotels

CATERING

- Slow Food “Osterie d’Italia”
- Slow Food “Locande d’Italia”
- ristoranti dei Mille... sapori
- restaurants with “Slow Food” allied cooks



MOBILITY (based on low carbon emissions)

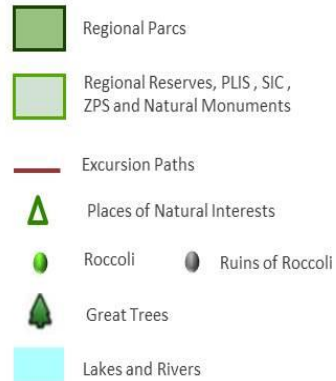
- cycle routes
- hiking trails
- historical pathways
- bike sharing programmes
- low carbon public transport
- Sailing boats, ferry boats with solar energy systems,
...



3D INTERACTIVE MAPPING «Sevenbeauties»



NATURAL RESOURCES

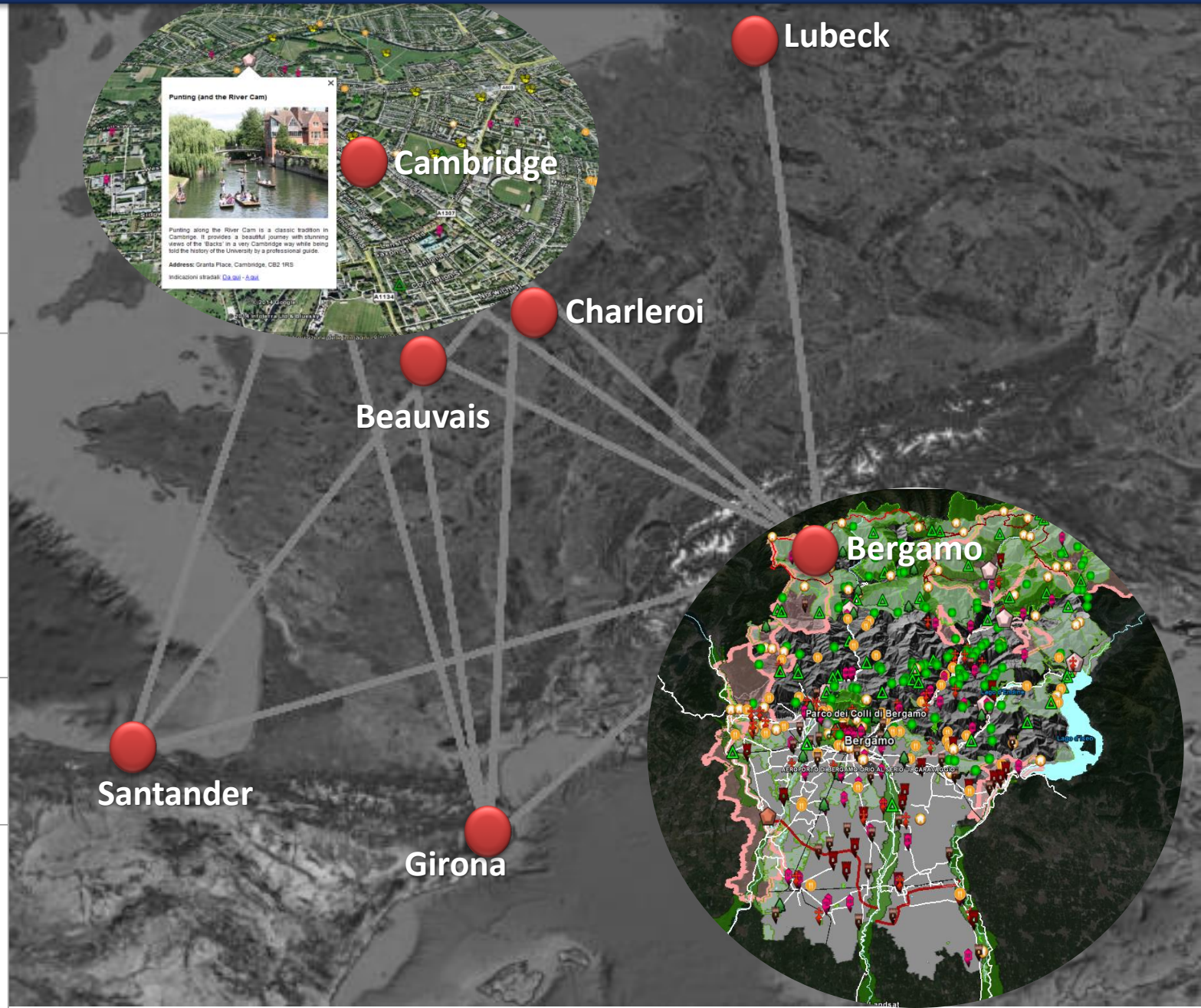


MICRO-BUSINESS S-LOW

Business with High Quality Brands and of Environmental Sustainability



S-LOW MOBILITY



NATURAL RESOURCES



Regional parks n. 5



Regional reserves n. 7

PLIS n. 19

Natural monuments n. 1



Hiking trails



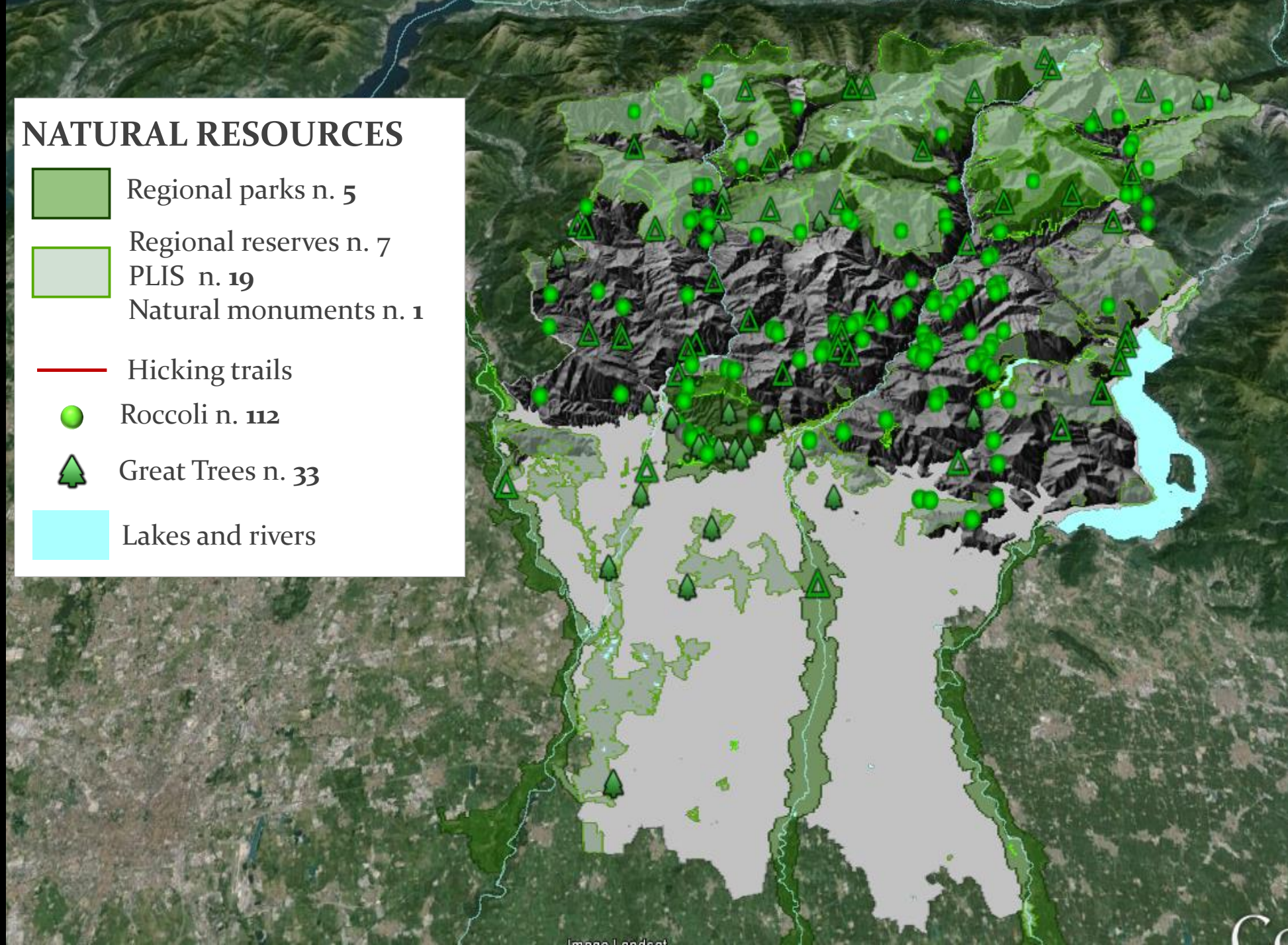
Roccoli n. 112



Great Trees n. 33

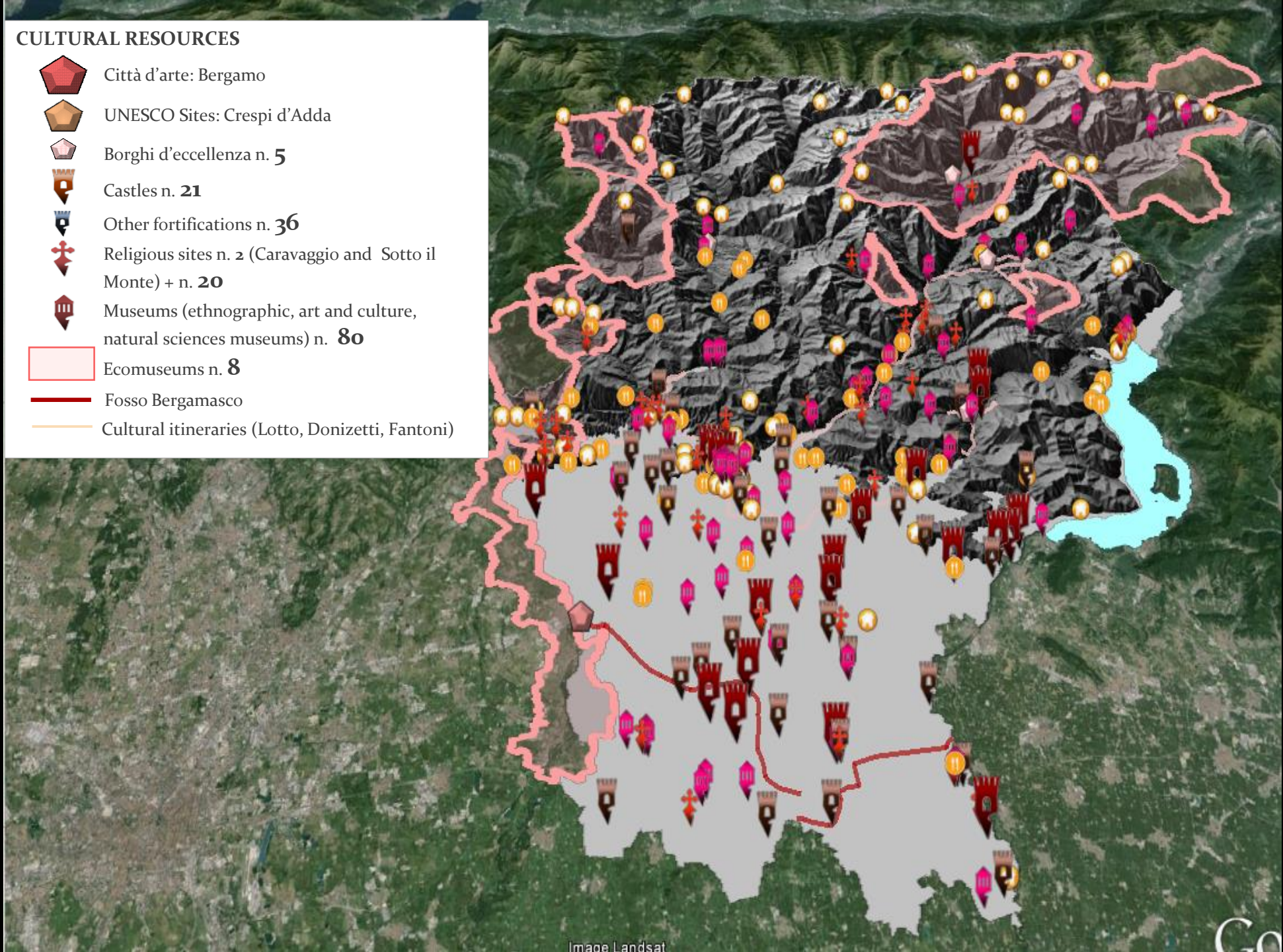


Lakes and rivers



CULTURAL RESOURCES

-  Città d'arte: Bergamo
-  UNESCO Sites: Crespi d'Adda
-  Borghi d'eccellenza n. **5**
-  Castles n. **21**
-  Other fortifications n. **36**
-  Religious sites n. **2** (Caravaggio and Sotto il Monte) + n. **20**
-  Museums (ethnographic, art and culture, natural sciences museums) n. **80**
-  Ecomuseums n. **8**
-  Fosso Bergamasco
-  Cultural itineraries (Lotto, Donizetti, Fantoni)



S-LOW MICRO-BUSINESS

Enterprises with quality and sustainability brands



Accommodation (alberghi diffusi, B&B, locande, agriturisms, hostels, mountain huts) n. **84**



Catering (agritourism, slow food restaurants) n. **63**

S-LOW MOBILITY



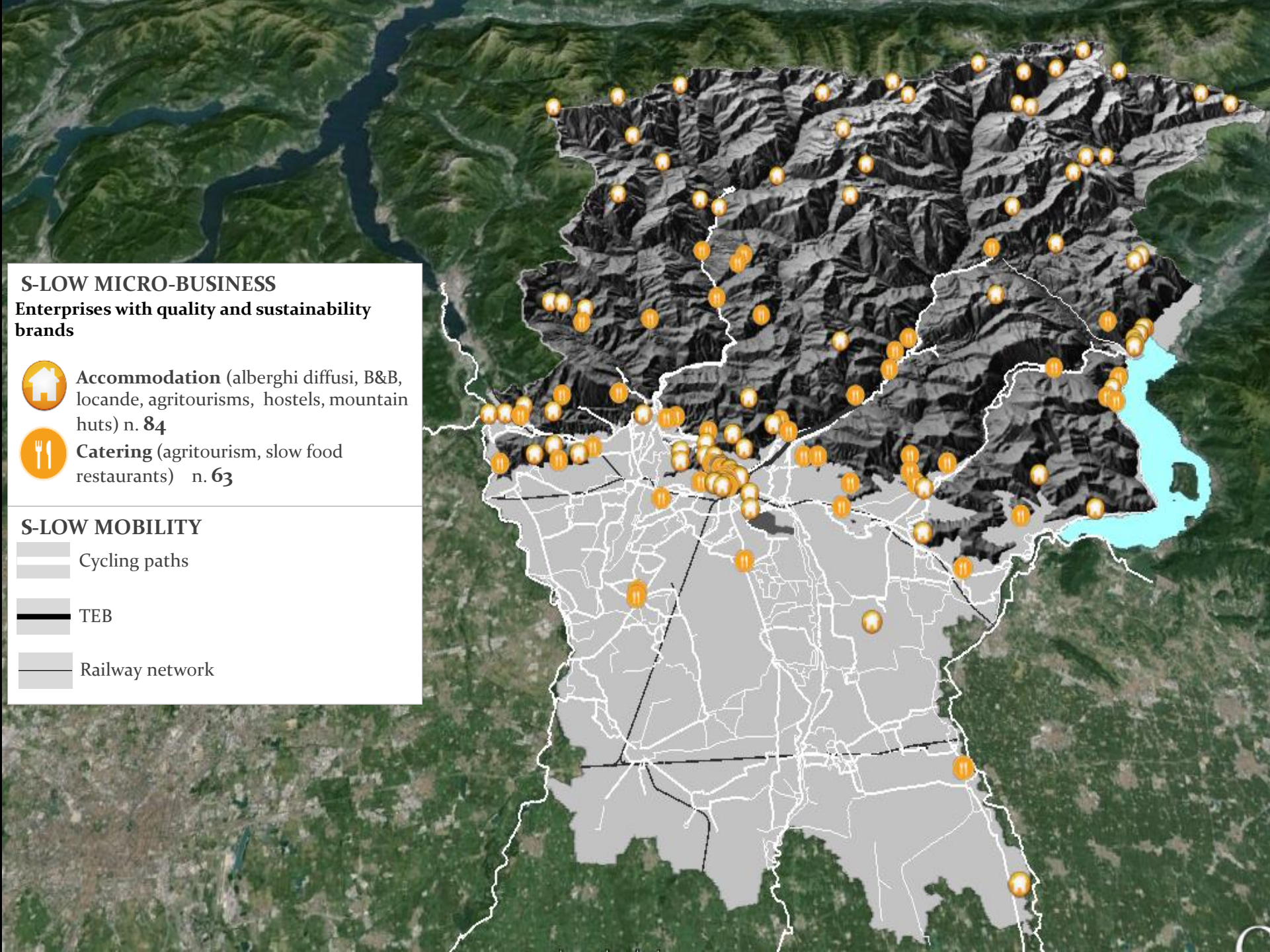
Cycling paths

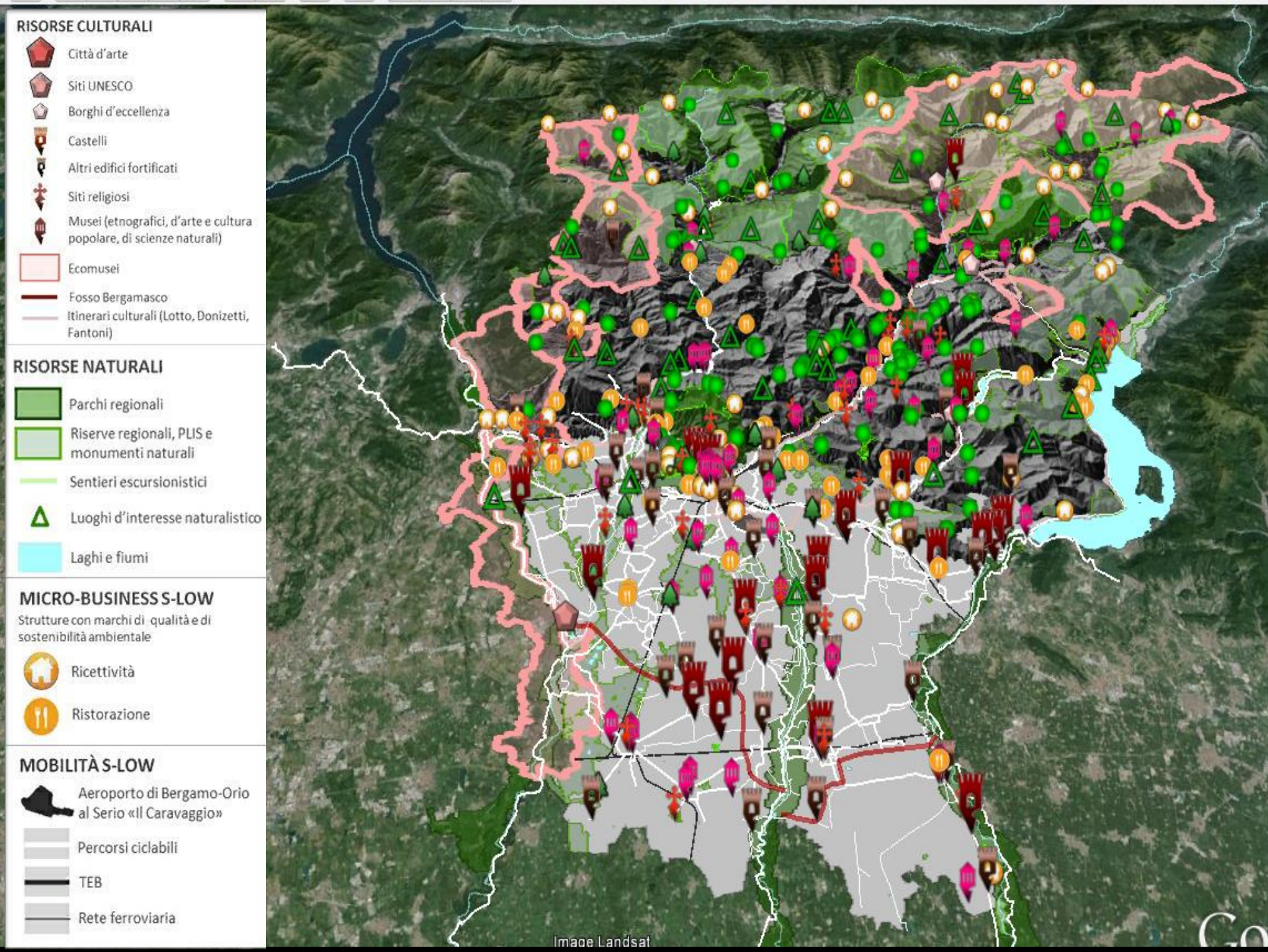


TEB



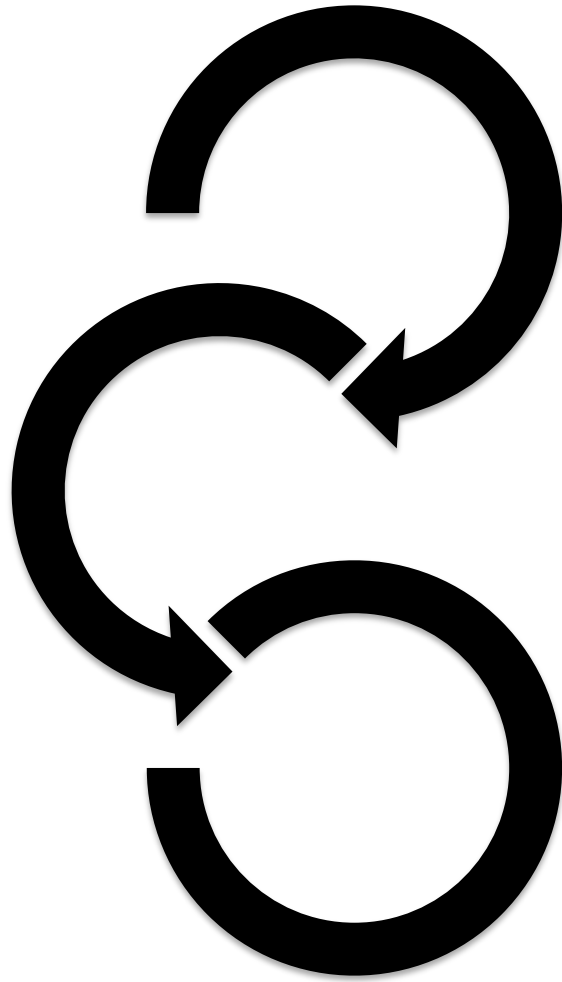
Railway network





S-Low Resources and Tourism Hospitality in the Province of Bergamo

How to act in a networked territory?



- **Valorize the cultural and natural local heritage**
- Envisage a local chain of **micro-entrepreneurship** linked to the presence of an airport with low-cost carriers
- Create synergies among **local and European territorial actors**, with a network perspective

TOURISM ITINERARIES: REGENERATION FROM CONFRONTATION

SANTANDER: smart solutions for tourism mobility



LUBECK: synergies in the scientific domain (City of Science 2012- Bergamo Scienza)



CAMBRIDGE: promoting tourism «beyond» the city by creative industries and local events



GIRONA: the Cittaslow experience and the rural landscape promotion



CHARLEROI: industrial landscape and s-Low mobility

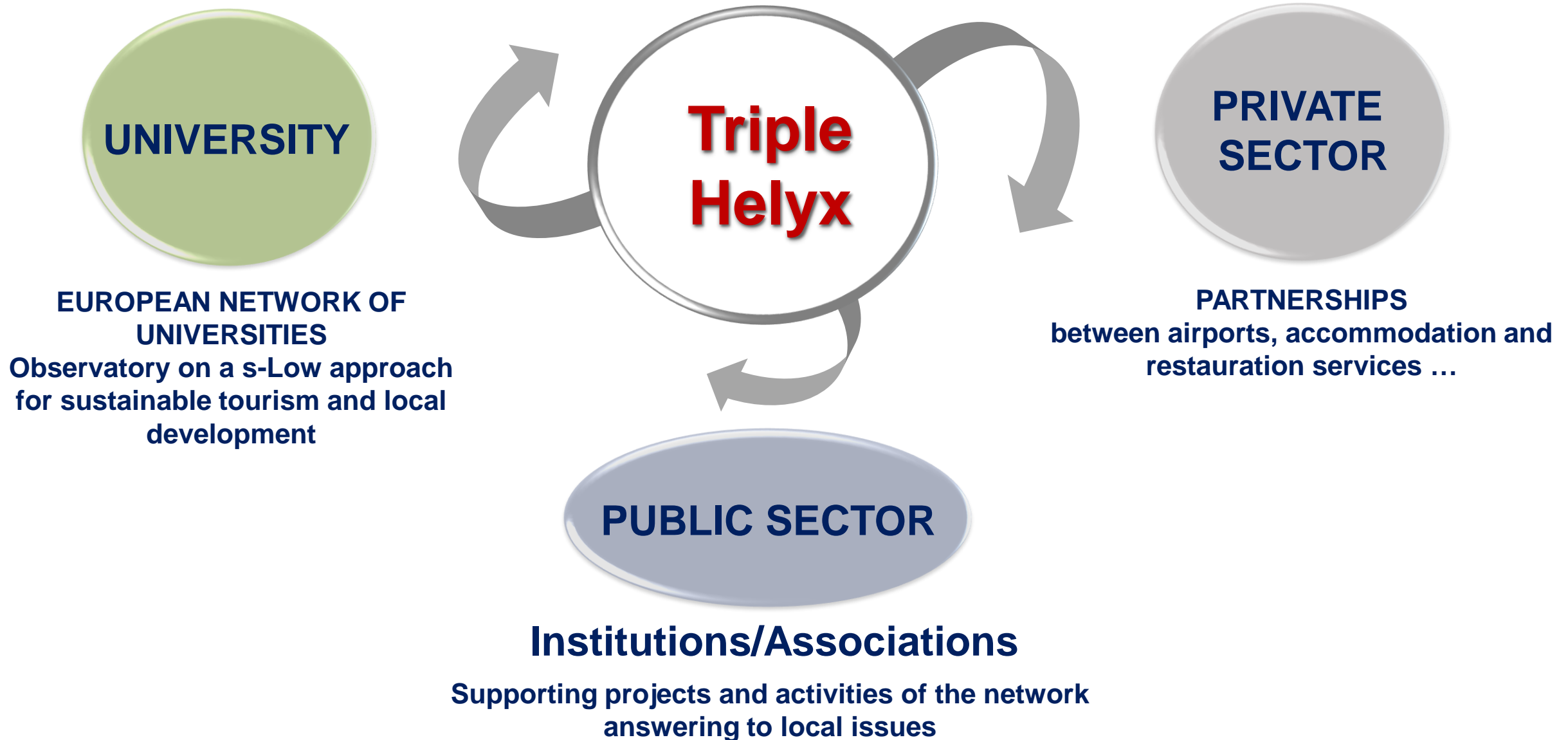


BEAUVAIS: experiences on «pépinières d'entreprise»



**Creating a multi-level network
for s-Low tourism governance**

UE indications for territorial development: The Triple Helyx Model



Potentials for the territory of Bergamo



EXPONENTIAL GROWTH (2004-2018)

DIMENSION

Italian ranking: 8° → 3°
Passengers: 3.312.550 → 12.938.57

QUALIFICATION

105 connected cities
33 connected countries

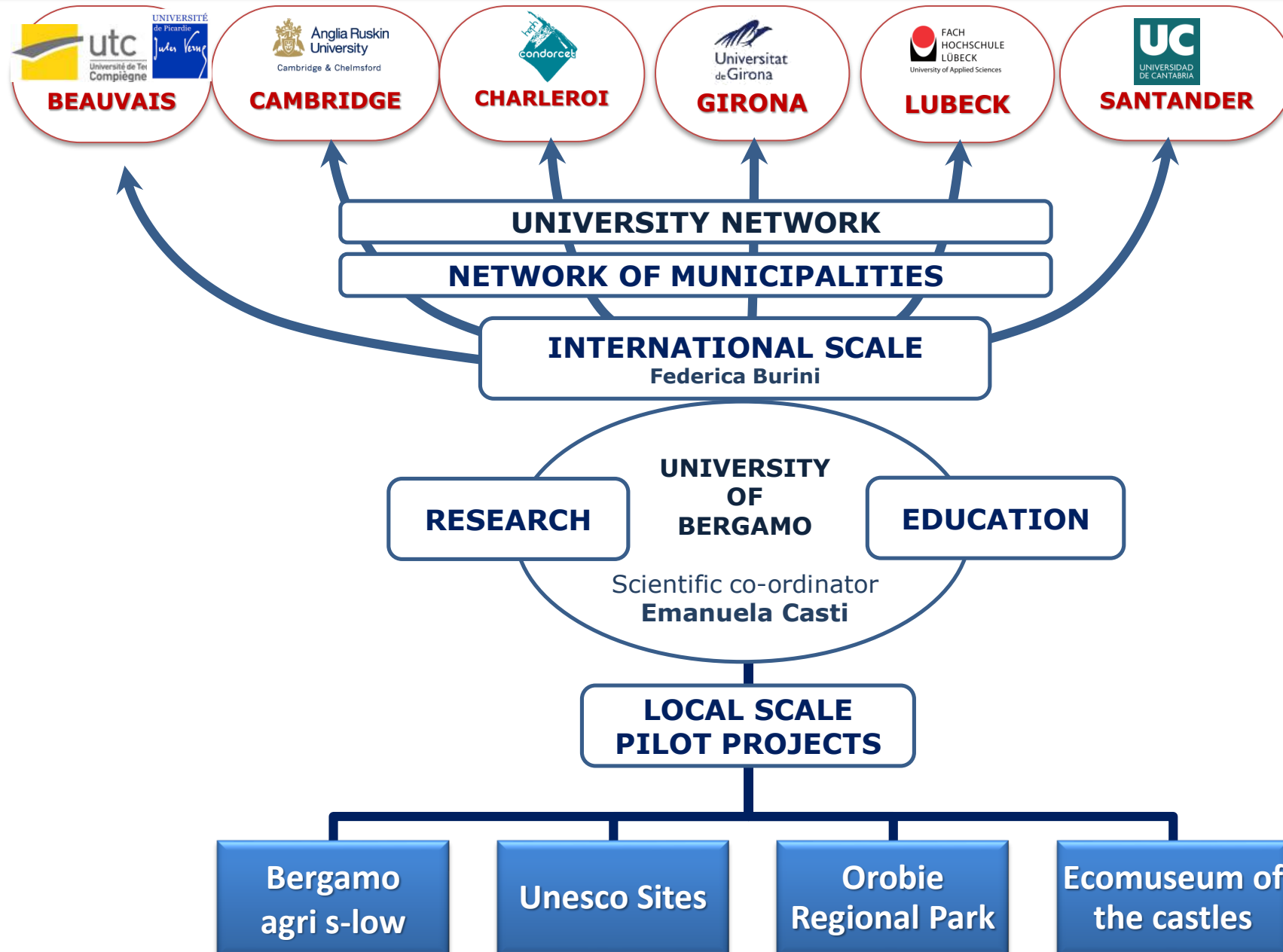
DIMENSION

Students: 12.266 → 20.000
Foreign students: 208 → 899

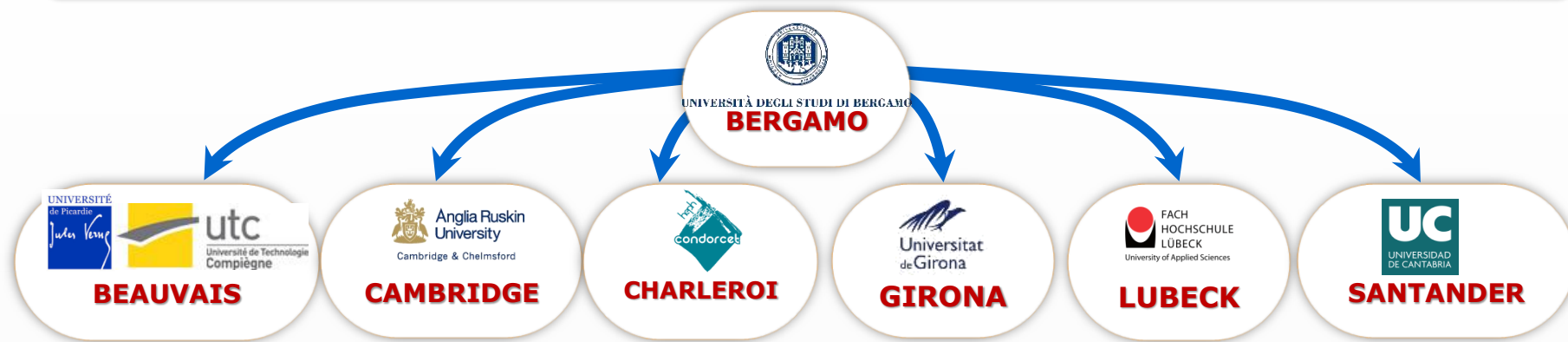
QUALIFICATION

MIUR ranking (8 cluster): 3°
4 internationalized Master Courses

A MULTI-SCALE AND MULTI-LEVEL NETWORK

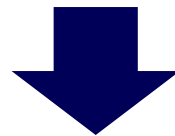


Bergamo 2014 - THE UNIVERSITY NETWORK



Potential of the Multilevel Network

- Attention to the **micro-business** development in the different territories
- Involvement of different **stakeholders**
- Interest towards **natural resources** and their **safeguard**
- Valorisation of **cultural resources**
- Promotion of **local sustainable mobility**
- Development of **virtual accessibility** through the use of new technologies



**Research opening to a broader perspective,
not just merely focused on tourism**