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

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

Tourism with soft traces and micro transformation of space.

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

Slowness is a social value and the touristic experience is different from the accelerated rythms of everyday life.
TOWARDS A POLYCENTRIC MODEL FOR EUROPEAN SMALL AND MEDIUM-SIZED CITIES

SLOW

SUSTAINABILITY
Conscious territorial experience/fruition, involving the local communities’ participation

SMART

ICT-driven INNOVATION
Technologies as systems enabling both a real and a virtual territorial accessibility

LOW COST

CONNECTIVITY
Redefinition of the concept of proximity and of city user
Criteria for the identification of cluster cities in 2013

**IDENTIFICATION CRITERIA**

- **Demographic size**: OECD urban area < 500,000 inhabitants
- **Location**: Close to a metropolitan city
- **City centre**: Of historical and artistic value
- **University**: With a campus or university branch

**PUSHING FACTOR**

- **Type of air travel stopover**: Served by *low cost carriers*
Analysis of the cities connected to Bergamo via low-cost flights in 2013

[Map showing connections between cities]

Link type
- Urban area close to a metropolis, historical city centre and University
- Urban area: 200,001 - 500,000 inhabitants
- Urban area: 100,001 - 200,000 inhabitants
- Urban area: below 100,000 inhabitants
- Other connection (urban area > 500,000 inhabitants)
Centrality of Territories network in 2019

Criteria
1. Low cost airport linked to BGY
2. Small-to-medium size cities (<500,000 inhabitants)
3. Close to large cities (>1,000,000 inhabitants)
4. Prestigious city centre or area of cultural heritage
5. University

Connection
- Metropolitan area
- Cluster city
- Existing connection
- Seasonal connection
- Other connections
Pals and Begur - Cittaslow
COME TO CANTABRIA
IN NORTHERN SPAIN

CANTABRIA REGION
LÜBECK HANSEATIC CITY
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

SUSTAINABILITY
ACCESSIBILITY
ENTREPRENEURSHIP
EMPOWERMENT

REGENERATION AND TERRITORIAL DYNAMISM
### 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»

- Bergamo
- Cambridge
- Lubeck
- Charleroi
- Beauvais
- Santander
- Girona

NATURAL RESOURCES
- Regional Parcs
- Regional Reserves, PLS, SIC, ZPS and Natural Monuments

- Excursion Paths
- Places of Natural Interests
- Roccoli - Ruins of Roccoli

- Great Trees
- Lakes and Rivers

MICRO-BUSINESS S-LOW
- Businesses with high-quality brands and of Environmental Sustainability
- Accommodation
- Restaurants

S-LOW MOBILITY
- Bergamo-Orio al Serio vll
- Caravaggio Airport
- Cycling Lanes
- TEB
- Railway
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
Ecomuseums

Città d'arte: Bergamo

UNESCO Sites: Crespi d'Adda

Borghi d'eccellenza n. \textbf{5}

Castles n. \textbf{21}

Other fortifications n. \textbf{36}

Religious sites n. 2 (Caravaggio and Sotto il Monte) + n. \textbf{20}

Museums (ethnographic, art and culture, natural sciences museums) n. \textbf{80}

Ecomuseums n. \textbf{8}

Fosso Bergamasco

Cultural itineraries (Lotto, Donizetti, Fantoni)
S-LOW MICRO-BUSINESS
Enterprises with quality and sustainability brands

- **Accommodation** (alberghi diffusi, B&B, locande, agritourisms, 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
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

**UNIVERSITY**
- EUROPEAN NETWORK OF UNIVERSITIES
- Observatory on a s-Low approach for sustainable tourism and local development

**PRIVATE SECTOR**
- PARTNERSHIPS between airports, accommodation and restauration services...

**PUBLIC SECTOR**

**Institutions/Associations**
- Supporting projects and activities of the network answering to local issues

**Triple Helyx**
Potentials for the territory of Bergamo

**EXPONENTIAL GROWTH (2004-2018)**

**DIMENSION**
- Italian ranking: $8^\circ \rightarrow 3^\circ$
- Passegers: $3,312,550 \rightarrow 12,938,570$

**QUALIFICATION**
- 105 connected cities
- 33 connected countries

**DIMENSION**
- Students: $12,266 \rightarrow 20,000$
- Foreign students: $208 \rightarrow 899$

**QUALIFICATION**
- MIUR ranking (8 cluster): $3^\circ$
- 4 internationalized Master Courses
A MULTI-SCALE AND MULTI-LEVEL NETWORK

UNIVERSITY NETWORK

NETWORK OF MUNICIPALITIES

INTERNATIONAL SCALE
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EDUCATION

LOCAL SCALE PILOT PROJECTS

Bergamo agri s-low
Unesco Sites
Orobie Regional Park
Ecomuseum of the castles
Bergamo 2014 - THE UNIVERSITY NETWORK

BEAUVAIS
CAMBRIDGE
CHARLEROI
GIRONA
LUBECK
SANTANDER

Bergamo 2014 - THE UNIVERSITY NETWORK

UNIVERSITÀ DEGLI STUDI DI BERGAMO

Bergamo
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

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