

Triangolo Lariano and Valle d'Intelvi, territories of experience

The Lake Como LAG wants to give ideas to political decision-makers in order to favor the progression of future initiatives for supporting the rural development of the territory. This goal will be reached through the demonstrative actions that are implemented by the end of the 2014-2020 programming and through those that can be implemented in the two-year 2021-2022 period.

Intent: construction of a ready-to-go project in order to have a rapid action over the next EU funds.

The goal is to coordinate local initiatives towards the same direction and support various organizational levels. This will be done in order to have and operate a common tourism project, favoring the sustainable use of the territory by local communities and travelers from an environmental, economic and social point of view. The focus is on the diversification of the hospitality offer both geographically and by type, the provision of services for tourists and civil society and the creation of services aimed to targets with specific needs. In order to do this, the LAG is also making use of the 19.3.01 **measure, through "Orizzonti Rurali" project. Through this measure, it intends to coordinate concrete actions on the territory aimed to both the conscious and explorer traveler target and the local population target.**

The tourist macro-attraction is the pre-Alpine area itself with all its naturalistic (parks, SIC and reserves), recreational (outdoor activities such as hiking, cycling, climbing, equestrian tourism, air sports, etc.), cultural (food and wine and local traditions) and didactic aspects.

Criticalities found:

- Fragmentation of the territory;
- Difficulty building networks;
- Hit and run tourism;
- Depopulation, abandonment and commercial desertification.



Supporting strategy data

Based on Istat 2021, POLIS Lombardia and EuPolis data processed by The European House - Ambrosetti, it can be deduced that in 2019 the Province of Como catalysed 1.4 million tourist arrivals. A 27% of arrivals came from other Italian territories.

The territory of Lake Como GAL (Triangolo Lariano and Valle d'Intelvi) recorded 35% of these arrivals, most of them in the summer period (40.9% of the annual flow). We are also aware that the Lombardy Region is the third destination in Italy for day trips: 11.3% of the national total in 2019. 7 out of 10 excursions of this amount take place on an intra-regional scale and 77.5% in car.

The trend that Lake Como GAL strategically wants to follow is that in Italy the use of bicycles grew by 19% during 2020 weekends compared to 2019 weekends. Therefore, in the period 2021-2022 we want to focus the strategy on active sustainable tourism and, also, on accessible sustainable tourism, taking advantage of its potential as an impetus for territorial development.

Therefore, the priority of intervention will be aimed at sustainable mobility, accessibility, work and social inclusion and at the enhancement of local agri-food products to complete the tourist offer.



Sport and tourism, two drivers for the local development of the territories

Lake Como GAL is one of the hinge tools between urban and rural area to plan mobility and tourism in a sustainable way:

- Service planning;
- Supply chain between mobility and tourism operators that contribute to the creation of a traveler's value chain.

We evaluated, through analytical studies, the attractiveness of the Lake Como LAG territories for hikers and cycle tourists with the aim of reactivating the villages, improving infrastructure, rediscovering history, identity culture and traditions. We focused on the rurality rediscovery for everyone.

We thought of connecting tourism to the well-being of local communities: the community experience becomes a tourist experience.

We are conducting a study concerning slow mobility to lay the foundations for the growth of this tourism project devoted to the economic recovery of the territory: urban mobility and travel mobility to achieve a digital ecological transition.

We know that for an adequate diffusion of electric mobility it is necessary to equip the territory with a capillary infrastructure: charging points, parking lots and signposting.

And, moreover, we know that in order to create an alternative for using of a private car, it is necessary to invest in digital mobility solutions. It is necessary to make the area attractive for the population and businesses and to invest in digital solutions for communication, tourism and mobility.



Network, a sense of community that passes through training

The LAG is working to create harmony between local actors, territories and development and network ideas.

Views are the gold of our territory and, therefore, we must:

- Raise awareness and generate sharing and participation by local actors;
- Generate a cultural change towards accessibility;
- Allow greater dialogue between public and private;
- Put in relation each person and various subjects for possibilities of exchange of competences;
- Bring local communities together with traveler communities;
- Start again from schools, from economic operators who do not feel involved and establish an informed and aware relationship.

We have collected on the territory twelve experiences for travelers conducted by local actors ranging from gastronomy, sports, ancient crafts, guided tours. We are creating a network of cycle tour guides and mid-mountain guides who can provide other services to travelers and to the local community. The intent is to ensure good sustainability for the project, also through the involvement of local authorities, such as the two related Mountain Communities.

In the first part of 2022, we will create workshop moments to generate brainstorming and confrontation focused on:

Welcoming training

Learning to tell yourself

Learning to communicate

The art of telling: storytelling → digital transformation.

Digital technologies are tools to achieve the set goal, we must always start from people.



Accessibility and digital reception

We are aiming to enhance the differences of the territory. Accessible tourism is welcoming everyone, there is no accessibility if there is no hospitality. Accessibility depends on people's needs. The territory and its local tourism actors must tell each themselves in order to meet the potential customer.

The enhancement of differences must be supported as a driving force for further local development.

It is necessary, as a first point, to pay attention to the first accessibility: the information and, therefore, the digitization of itself.

The first critical aspect that people with specific needs encounter is precisely the lack of information; therefore, in this context it is possible to insert the possibility of creating digital contents that respond to this need and fill the gap.

It is our idea to study linear meters of routes for everyone, not specifically designed for people with specific needs, but a route for everyone. The "tourism for all" is able to bring to the territory: people, vitality and economy.

We started studying communication messages with a concept devoted to sound and emotion. We will convey the contents through the «SharryLand» platform, which will allow us to make the territories known and actively support the network we are building; the Facebook page and Instagram profile dedicated to the project. We have photographed the panoramic soul of the territories, we have made videos devoted to rurality and we have written contents that fully reflect the historical repositories role of excellence and values of rural areas.

We will be online soon!

