THE VAL TARTANO WORKSHOP







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WHAT ARE WE TALKING ABOUT TODAY?



- 1. WHAT A WORKSHOP IS
- 2. Val Tartano As A Destination
- 3. Pros & Cons
- 4. THE BRIDGE
- 5. A Website To Be Shared
- 6. What The Workshop Did
- 7. SHALL UNIBG CONTINUE?















WHAT A WORKSHOP IS



- \checkmark An opportunity to put into practice theories discussed in class
- ✓ A re-analysis of available literature (here, about the quality of web presence)
- ✓ Using literature to deal with a case study
- ✓ A possibility to cooperate with local stakeholders
- ✓ An opportunity to provide local stakeholders with the result of our work



Val Tartano As A Destination



- ✓ It is an intact territory that boasts a network of more than 100kms of trails
- ✓ Its strength is the absence of the ski lifts as well as of roads above the villages
- ✓ Visitors are therefore provided with signs of an authentic and rich mountain history
- ✓ Is this a niche tourist destination for the future?







Pros & Cons



- Local actors committed to sustainable tourism
- Sense of belongings to place and its traditions
- Possibility of day trips from Lombardy
- Multi-seasonal

Cons

- No tourism promotion
- Not easily accessible for everyone
- Accessibility?
- Reduced cooperation between local actors



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THE BRIDGE & THE CONSORTIA



- ✓ New collaborations between local tourism agencies: Valtellina.it and in-lombardia.it
- ✓ Potential promotion channels for the valley
- ✓ What after the bridge?







A Website To Be Shared

- ✓ The Alta Via Val Tartano as a driver to create a website to promote and welcome tourists
- ✓ A University workshop designed to propose co-creation, and a prototype website in cooperation with local actors
- ✓ Structure and information architecture for future management by local tourism stakeholders







WHAT THE WORKSHOP DID



- 1. Literature review and discussion
- 2. Analysis and pre-design
- 3. On-site visit
- 4. Design of a prototype website
- 5. Content for the prototype website





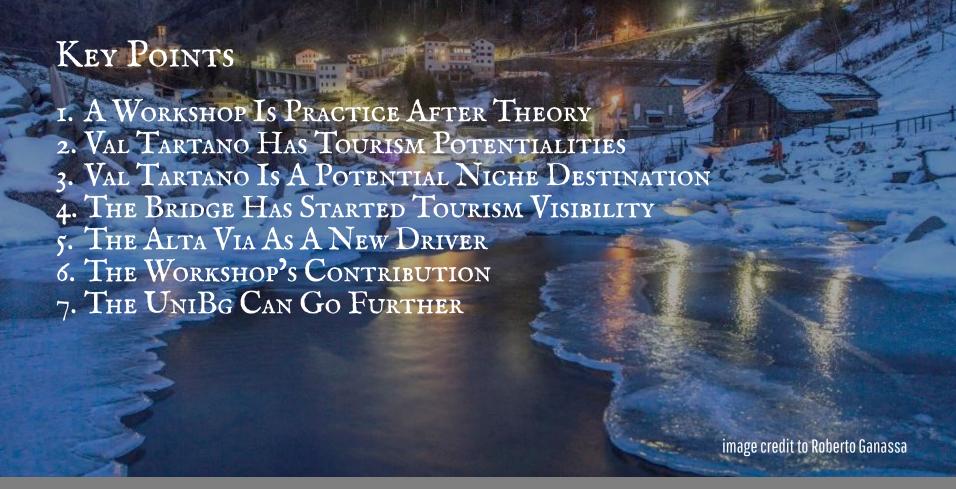
SHALL UNIBG CONTINUE?



- ✓ We trust this work is only the beginning for a participatory tourist promotion of Val Tartano
- ✓ The University of Bergamo is evaluating the hypothesis of a new workshop with local stakeholders
- ✓ Do local tourism stakeholders think this is a good initiative?
- ✓ Are local stakeholders interested?







THANKS FOR YOUR ATTENTION!

QUESTIONS?



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