

THE VAL TARTANO WORKSHOP



image credit to Roberto Ganassa



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

- ✓ 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



image credit to Chiara Tisat

THE BRIDGE

- ✓ The highest Tibetan bridge in Europe, inaugurated in 2018
- ✓ Strong tourist turnout, concentrated on weekends and holidays
- ✓ A unique attraction , really promoted and strongly visible
- ✓ Need to govern tourism flows, also through a management of trails

image credit to Alessia Fiorentino

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



Each participant to the workshop researched on a specific point (trails, hospitality, traditions, food...)

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?



KEY POINTS

1. A WORKSHOP IS PRACTICE AFTER THEORY
2. VAL TARTANO HAS TOURISM POTENTIALITIES
3. VAL TARTANO IS A POTENTIAL NICHE DESTINATION
4. THE BRIDGE HAS STARTED TOURISM VISIBILITY
5. THE ALTA VIA AS A NEW DRIVER
6. THE WORKSHOP'S CONTRIBUTION
7. THE UNIBG CAN GO FURTHER

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THANKS FOR YOUR ATTENTION! QUESTIONS?



image credit to Michela Falletti



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