A Rebirth in the Alps

HOSTS & TOURISTS AMONG WEB STRATEGIES AND TERRITORIAL MANAGEMENT

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A workshop at the University of Bergamo, designed by Roberto Peretta

Department of Foreign Languages, Literatures and Cultures
Master Course in Planning and Management of Tourism Systems 04 Workshop a.y. 2021-22

Altobrembo and
the Terre dei Baschenis

**Bergamo B&B and Co.**

PromoSerio and Clusone

VisitBrembo and the Via Priula

Participants cooperated with Destination Management **Organizations** and an **association** among qualified accommodation providers in the Alps north of Bergamo in view of **Bergamo and Brescia Italian Capitals of Culture** 2023

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Altobrembo

- *Altobrembo* is a tourism promotional association of the Upper Brembana Valley. It takes into account different municipalities: Averara, Cassiglio, Cusio, Mezzoldo, Olmo al Brembo, Ornica, Piazza Brembana, Piazzatorre, Piazzolo, Santa Brigida, and Valtorta.

- In addition to the 11 municipalities listed above, *Altobrembo* also collects other members like tour operators, traders, artisans, farms and associations involved in tourism at local level.

- The aim of the association is to promote tourism in the area.
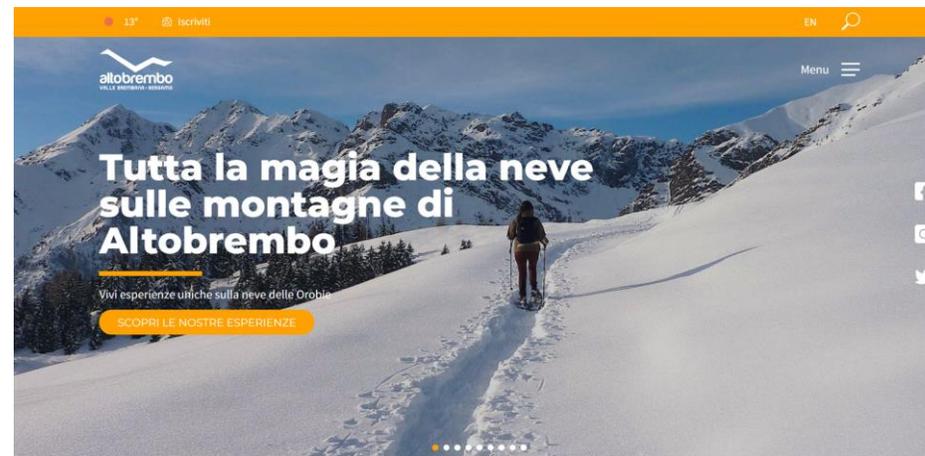
Altobrembo - Terre dei Baschenis

Terre dei Baschenis are a series of places which host some frescos made by the dynasty of painters of Baschenis, that the association of *Altobrembo* has decided to present in view of Bergamo-Brescia Capital of Culture in 2023.

The aim of *Altobrembo* is to use *Terre dei Baschenis* as a kind of channel to promote the territory of the Upper Brembana Valley and try to attract lots of tourists.

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Altobrembo - Interviews

We have produced two different interviews:

- an interview with Tosca Rossi, a qualified tourist guide since 1998 and the founder of the brand *Terre di Bergamo*

- an Interview with Ugo Manzoni, who contributes to the *Terre dei Baschenis* project.

The aim of the interviews is to create some short videos, that can be used to make promotion of the territory of the Upper Brembana Valley.

Both of them give interesting information about the places. Also, they looked very positive about the Bergamo-Brescia Capital of Culture 2023 project.

Altobrembo - Digital map
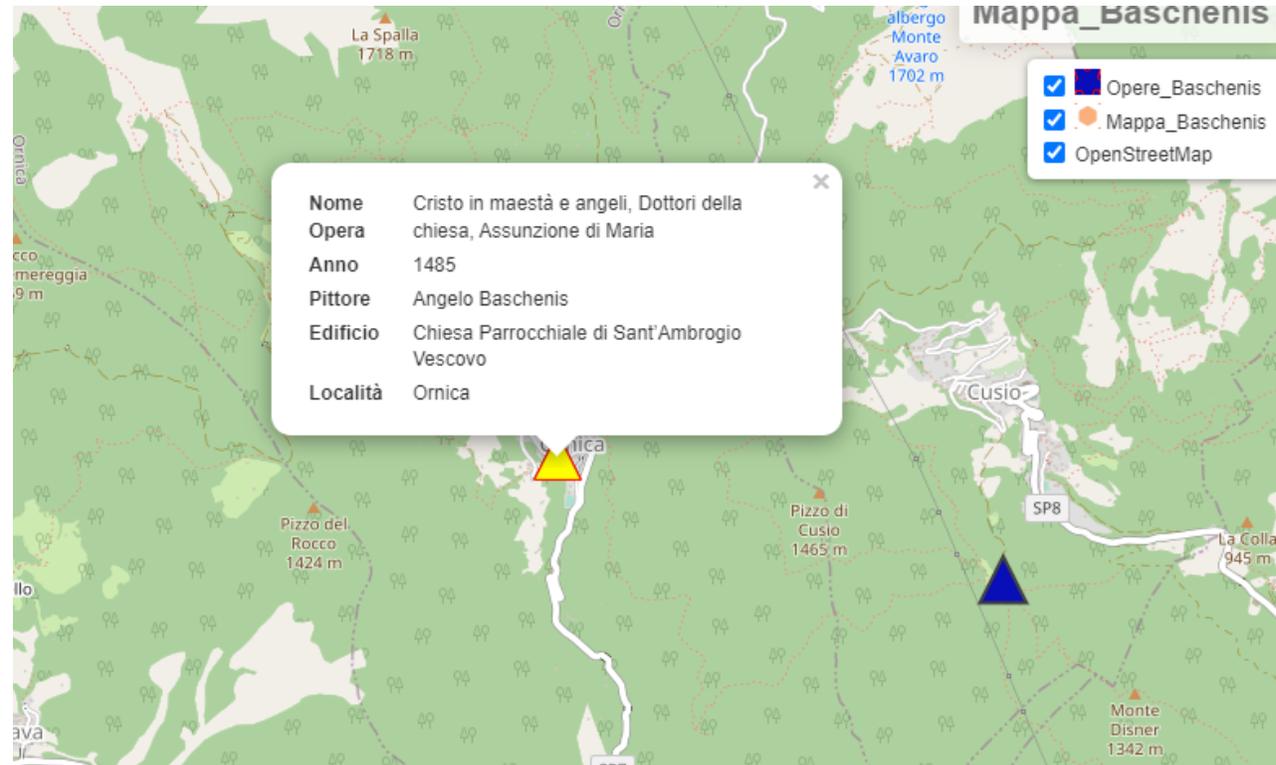
The digital map was realized using QGiS, a software through which a two-layered map was created. The goals were showing the buildings where works by the Baschenis dynasty are located, and providing the website with useful information about the works themselves.

It was made taking into account also the most recent works attributed to the Baschenis dynasty. It must be noted that this work of discovery and attribution is still ongoing, and it is possible that in the future the map will have to be updated to include also the newly-attributed works.

Bergamo B&B and Co.

The **Bergamo B&B and Co**. association was born in 2013, it connects the extra-hotel structures in Bergamo and province which desire to valorize the familiar hospitality in close connection with the territory, the belonging culture and the personal relationship with guests.

The collaboration with Bergamo B&B and Co. focused on two structures, both member of the association:

- **La Tana del Tasso** in Cornello dei Tasso
- **Villa Enrica** in Sotto il Monte Giovanni XXIII

- ## La Tana del Tasso

The first structure in collaboration is **La Tana del Tasso**.

It is located in Cornello dei Tasso, a village in the province of Bergamo. Its owner is *Erika Locatelli* and after her request, her support was fundamental for the work.

She asked for a profiling of the philatelic tourists but also of the lovers of postal history.

In Cornello dei Tasso there is a postal museum and a study of the profile could help the structure to develop a better strategy to reach new guests.

In order to do the research, interviews with experts were needed.

The sources were:

- *Michele Bernardi*, responsible for communication of the Circolo Filatelico Bergamasco;

- *Fabio Bonacina*, the director of the Postal History Museum in Cornello dei Tasso and director of Vaccari News.

• **Villa Enrica**

The second structure in collaboration is **Villa Enrica**.
It is located in Sotto il Monte Giovanni XXIII and its owner is Roberta Decio.

She asked for two products:
1. an **itinerary** which included places in Sotto il Monte related not only to Pope John XXIII.

https://izi.travel/it/browse/a3cb3795-e766-4d7f-8c50-4e9401a39bd5

- # Villa Enrica

2. a small *illustrative flyer* of the town that she will attach as file to every booking confirmation.

Tools

For this work, two tools were used:

- *Izitravel*. Bergamo B&B and Co is used to create itineraries on this platform. In fact there are already other itineraries on the website. It is possible to say that this is a consolidated standard for the association and the work for this workshop only adjusted on Bergamo B&B and co existing standards.

- *Canva*. It was used to create the illustrative flyer. It is a very useful tool because it offers interesting ideas.

PromoSerio: Roberto Peretta

PromoSerio is a non-profit development agency managing **tourism** promotion and communication in **Val Seriana** and Val di Scalve, two valleys north of Bergamo.

PromoSerio is currently running a revamping project of the city of **Clusone** as a destination, and asked the workshop to report on the **sentiment** about the town during the **2021 summer season**. To do so, the workshop was allowed to access relevant data gathered by **Data Appeal**, a platform that PromoSerio rents.

Data gathered by Data Appeal, as analysed by the workshop and matched with PromoSerio internal data, have proved to be reliable. They stated that the **sentiment** about 114 **POI**s monitored in Clusone from June to August 2021 was definitely **high**, with an average ranking of 89% and 22 POIs ranking 100%.

Detailed results are found in the workshop's final report.

PromoSerio: Roberto Peretta

In the frame of the project about **Clusone** (pictured), the workshop volunteered to **retrace** and analyse **one by one** social networking **comments** mentioning Clusone and **Valseriana** as **keywords** or hashtags from December 2021 to January 2022.

The workshop's analysis concluded that the sentiment identified was **high** but mainly due to **posts by locals**. Detailed results are found in the workshop's final report.

Encouraging **residents** to post as a destination **community** - also through non-social platforms like **TripAdvisor** and **Google** - was consequently **recommended**.

picture by Alessandra Tonsi
from https://www.valseriana.eu/

- **Aim:** Providing an analysis of the sentiment analysing the number of posts on Instagram, Facebook, Twitter and the appreciation level on Google Maps and Tripadvisor.

- **What analysed**: In a table, the number of posts pro day correspond to their number of like and the shares and also to positive, negative and neutral words above the pictures.

- **Period taken into consideration:** December 2021 and January 2022.

- **Limits and problems: -** The difficulty methodology of the work
- Instagram luck of publishing the number of likes
- Trying to understand if a comment / a word / a hashtag has to be considered positive, negative or neutral.

IL RILANCIO DI VAL SERIANA E VAL DI SCALVE

Picture by:
https://www.ecodibergamo.it/videos/video/promoserio-il-rilancio-di-val-seriana-e-val-di-scalve_1046346_44/

- **Results.** The average appreciation rating is high: 4,16 for Google maps and 4,54 for TripAdvisor (out of a maximum of 5) and it's always the same place to have the less appreciation level.
- Less posts during the Christmas Holidays
- Quite all the negative comments concern Covid-19
- A greater number of posts is for open place, like mountains, maybe because they are open air and less crowded.

- **Contribution.** Identification of which places are better to promote because they luck of tourism.

- **Ideas.** Strategies to increase the visitors, for example a monthly awarz, like a kind of competition for the best picture with #+ the name of the place.

Source:
https://www.bergamonews.it/2013/07/20/primo-ufficio-turisticodella-rete-promoseriosi-inaugura-domenica-a-gromo/177613/

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THE VISITBREMBO ASSOCIATION

- VisitBrembo is a non-profit promotion association which includes 37 municipalities, economic operators and various local promotion associations.
- It aims to raise awareness about the heritage of the territories of the **Brembana Valley**, trying not to value them individually but on the contrary in a perspective of communion.
- On the advice of the association's director, Elena Riceputi, it has been decided to focus the work specifically on the historic '**Via Priula'**.

https://www.visitbrembo.it/it

THE HISTORY OF THE ROAD

'Via Priula' was a road built from 1592, during the Venetian rule over Bergamo, to connect the city to the Valtellina and Grisons without passing through the territories of the Duchy of Milan. It was travelled by merchants, artists and ordinary people who moved from one place to another in search of work, luck or a change.

The road started from Porta San Lorenzo in Città Alta, went up the Brembana Valley following in part the course of the Brembo River, reached the San Marco Pass and finally descended in Valtellina.

http://viestoriche.net/indexold-r/priula.htm

THE WORK OBJECTIVES 1/2
Taking up the general objective of the workshop, our intention is to give back to this road the historical importance that has been lost over the years.

- information about its history, original traits and useful information (weather, transport, accommodation and best times to visit etc)

https://www.apiediperilmondo.com/via-priula/
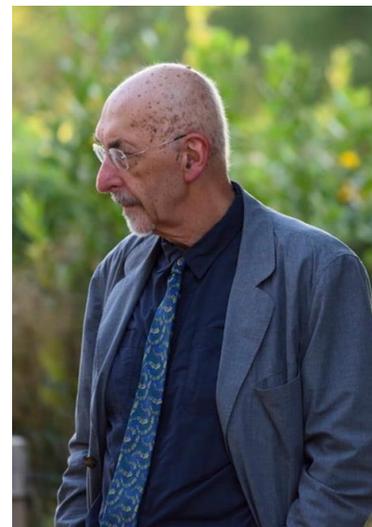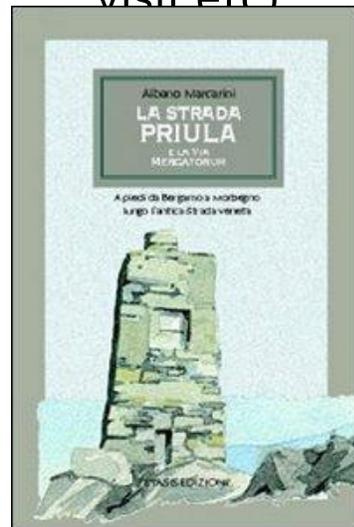
- the collaboration by Albano Marcarini, a reputed scholar in the field who wrote a book on the Via Priula, was useful in
  - providing reliable documentation,
  - suggesting the creation of a Facebook page dedicated to the Via Priula (https://www.facebook.com/laviapriula)

THE WORK OBJECTIVES 2/2

The work was then dedicated to the creation of five itineraries:

1. from Bergamo to Ville d'Almè;
2. from Villa d'Almè to Zogno;
3. from Zogno to Piazza Brembana;
4. from Piazza Brembana to Mezzoldo;
5. from Mezzoldo to Passo San Marco.

Each stage provides:

- description and conditions of the route;
- general and tourist information (points of departure and arrival, main points of interest, information on the possibility of renting bicycles, etc).

POINTS OF DEPARTURE AND ARRIVAL

TRAVEL TIME

PATH LENGTH

ALTITUDE

DIFFERENCE IN HEIGHT

SIGN

RECOMMENDED PERIOD

RESULTS AND CRITICAL

The most critical issues are:

ISS some sections of the historical route are now provincial roads;
- the current lack of a path tracing;
- some sections may be difficult to walk or bike considering the altitude and the climatic conditions.

https://www.saliinvetta.com/images/storiedivetta/sanmarco.jpg
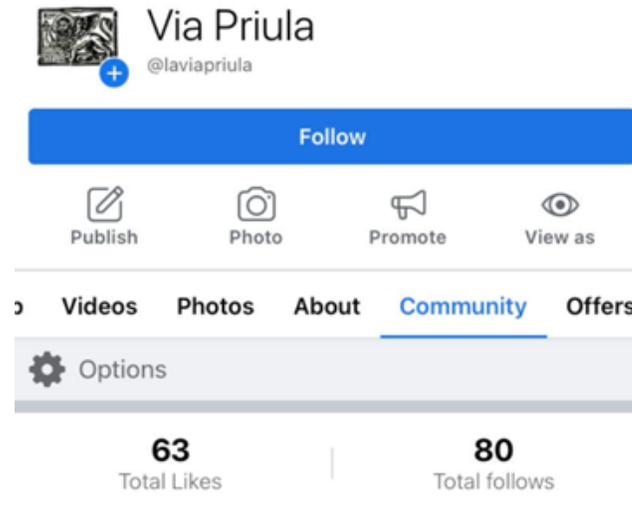
For what concerns the Facebook page, we noticed that it is growing. However, it is necessary to continue working to keep the page up to date and encourage as many people as possible to follow it and re-share its content.

Via Priula
@laviapriula

Follow

Publish   Photo   Promote   View as

Videos   Photos   About   Community   Offers

Options

63
Total Likes

80
Total follows

In short

The **PMTS04** workshop at the **University of Bergamo** worked with Destination Management Organizations and an association among qualified accommodation providers in the Alps north of Bergamo from October 2021 to February 2022.

The **Challenge-Based Learning** approach allowed providing new digital products according to the DMOs' and the association's needs.

The workshop's products were meant to be integrated within the **Bergamo and Brescia Italian Capitals of Culture 2023**.

The workshop's products are being integrated within the DMOs' web presence already.

Strengths and weaknesses

Strengths	Weaknesses
Challenge-Based Learning (CBL)	Insufficient **meeting time** available (**excursions** were on a voluntary basis)
Cooperation with **efficient DMOs**	Quality of some **digital products**
Continuity year by year	**No** results for **Bergamo-Brescia 2023**
New **Facebook page** on the **Via Priula** designed and launched	Is a **rebirth in the Alps** really in progress?

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THANK YOU FOR THE ATTENTION

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