



Activities of promotion and enhancement of the village of San Pellegrino In Alpe (Garfagnana, Italy)



The current scenario of development and enhancement of the mountain village of San Pellegrino in Alpe is expressed through the organization of multiple tourist and cultural promotional activities of the area, which are aimed to different target users. In order to achieve the priority purpose of the project, which is the regeneration of an inland village with high unexpressed tourist potential, although rich in historical and natural attractions, work is developed on 3 lines of action:

1. Educational activities aimed to middle and high schools students, in order to raise awareness of a sustainable use of local cultural and natural heritage. Specifically, there will be thematic guided tours inside the Ethnographic Museum that will highlight historical peculiarities and ancient traditions of rural communities which inhabited the area.
2. Training activities for local stakeholders, such as tour operators, tourism professionals and public bodies. The training courses will be carried out for providing useful skills and tools to implement inland areas and mountain village destination management strategies, in the framework of integrated, sustainable and responsible tourism increasing.
3. Cultural and tourist activities aimed to visitors and residents. The realization of tourist trips is specifically characterized by immersive enjoyment tools for tourist experiences, both inside the Ethnographic Museum and outside. Theatrical narration activities are also oriented to the strengthening of local collective memory re-appropriation processes, in support of the historical and cultural identity of the territory.

Finally, the rich natural heritage, which has always characterized the mountain village of San Pellegrino in Alpe, can be enjoyed through the creation of sustainable tourist itineraries, such as hiking trails and guided tours, which will be made available to different targets, on the occasion of the above mentioned activities carried out on site.



Horizon2020
European Union Funding
for Research & Innovation

Project name: INCULTUM Visiting the margins: INnovative CULTural ToUrisM in European peripheries

Start date: 01/05/2021

Duration: 36 months

Contact person: Antonella Fresa,
Network Coordinator: fresa@promoter.it

Pilot Coordinator: University of Pisa

Pilot's webpage:
<https://incultum.eu/pilots/5-garfagnana/>

Project participants:

University of Granada, Spain
(Coordinator)

Matej Bel University, Slovakia

Copenhagen Business School, Denmark

Promoter S.r.l., Italy
(Network Coordinator)

SDU – University of Southern Denmark,
Denmark

University of Pisa, Italy

Uppsala University, Sweden

G.A.L Elimos, Italy

Eachtra Archaeological Projects, Ireland

Bibracte, France

The High Mountains cooperative, Greece

Centre for the Research and Promotion
of Historical-Archaeological Albanian
Landscapes, Albania

University of Algarve, Portugal

Provincial Tourism Board of Granada,
Spain

Municipality of Permet, Albania

Official Media Partner

DIGITAL CULTURE
www.digitalmeetsculture.net