5. WEBSITE WWW.PARCOLETTERARIO.IT

Keywords: website; cultural tourism; writers; intangible heritage.

The aim of the project:

The project aims to promote literary places (places of life and places mentioned in books) to create more awareness both in public and in residents.

Partners: Agenzia LAMORO (Territorial development agency)

Project implementation time: 2010 (first study); 2018-2019

Budget: €50.000

Granted by: European Union (for the first study: Rotary club and Lions club in Alba CN; Region Piedmont)

Priority line/Specific objective: enhancement of cultural intangible heritage.

Context:

The literary park project is developed in a rural context, involving three provinces (Cuneo, Alessandria and Asti) and thirty-three municipalities illustrating the works and lives of six authors. The natural territory is characterized by the landscape recognized for its unique characteristics by UNESCO as a World Heritage Site for the mutual work of men and nature.

Description:

The main objective of the project is the creation of a "territorial system" in which the operators who work on the enhancement of literary places come together around a coordinated promotion strategy, as part of an "integrated tourism project" entitled "Park Landscape and Literary Langhe Monferrato Roero ".

To this end, the Local Institutions and Cultural Associations have signed a "Declaration of Intent", a programmatic document with which they have formalized their commitment "... to promote a specific and shared cultural and tourism project in order to establish a strategic relationship to integrate the different literary paths present in the area. "

This will be joined by the support of the Piedmont Region and the Provinces through a Council Resolution approving the guidelines contained in the "Declaration of Intent" cited here. Other subjects will take part in the initiative: Banks, Foundations, ATL. On the operational level, the project will open three thematic tables within which local authorities and associations will be able to advance projects and propose initiatives. In details:

1. Infrastructure. Local institutions will be able to identify a series of coordinated projects (literary paths, paths, redevelopment of buildings, accommodation ...) to improve the tourist usability of the area; the intervention proposals will integrate a single and organic "area project".

2. Cultural Animation Events. Local Institutions and Associations will be able to promote their initiatives synergistically and in a more organic and rational way in a "2006 Calendar of Events": a quality cultural animation itinerary in Lower Piedmont that will marry with the event scheduled for next year : "Turin and Piedmont Capital of the Book". The goal is to transfer to potential users a clear and complete image of the offer of the Landscape and Literary Park, capable of highlighting its appeal and multiple opportunities.

3. Integrated Tourist Usability. Specific tourist packages will be created, which, in addition to integrating local resources (accommodation facilities, food and wine, cultural services ...), will propose a range of innovative proposals based on active, sporting and naturalistic tourism and will be promoted as part of the 2006 Olympics Event. and in the dissemination seminars organized locally, but above all externally to specifically promote the Municipalities involved.

Results:

Census of literary places, digitization of literary places, tourism promotion (accommodation, typical products).

Success factors: Unesco Landscape Site, quality agricultural productions. Presence of great writers who have set their novels in these hills. Literary tourism is a very interesting lever for implementing a "soft" and highly knowledge-based cultural tourism. Schools have largely

Limiting factors:

Inner limiting factors concern the involvement of small municipalities and marginal areas, affected by a strong territorial fragmentation. Piedmont specific literary park was born as a pure bottom-up process from the inspiration of a small group of local people who were members of two non-profit associations.

It has to be also precised that the idea and the project of literary parks are a larger strategy started in Italy between the end of 20th and the the beginning of the years 2000s inspired by the idea of writer S. Nievo. Later, they has been developed by geographers, cultural scholars and intellectuals, since 2009 Parchi Letterari® has been a registered trademark and a network managed by a legal corporate entity named Paesaggio Culturale Italiano Srl. The Piedmont Literary Park has never adhered to this network.

Actually, the website is only in Italian.

Applicability and upscaling:

The model of the literary park is replicated not only where there are other writers, but it could be applied to other cultural heritage, crafts, typical productions.

It could be furthermore developed through the SPOT-IT Tool and a specific layer about the trails and itineraries.

Others:

-   **Website** www.parcoletterario.it