

Valle Camonica through UNESCO's World Heritage Site: Case Study

Arte rupestre
della Valle Camonica
Sito Unesco n. 94



MILANO 2015

NUTRIRE IL PIANETA
ENERGIA PER LA VITA

NOURRIR LA PLANETE
ENERGIE POUR LA VIE

FEEDING THE PLANET
ENERGY FOR LIFE



Team / Individual & Group Topics

- Joatan Preis Dutra : *Mobile App*
- Courtney Fleming : *Making Valle Camonica a family attraction*
- Lilit Gevorgyan : *Make it possible*
- Pirjo Räsänen : *Route Information / Promoting hiking and cycling experience*
- Kesande Provia : *Tourism Services*
- Gamze Sarica : *PR Campaign: Discover Valle Camonica*
- Linda Filippini : *Food and Agritourism experience*
- Mercy Arinaitwe : *Liquor Tourism*
- Brandi Hall : *Collaboration with the Council of Europe's Megalithic Route*
- Puspita Ayu Permatasari : *Sustainable Tourism: To and from Local People / Web Layout*



Main Task

The main task is to analyse the offerings (online and offline) that Valle Camonica provides to foreign and local visitors.

Propose

- Improvements
- (Some) Communications initiatives, campaigns, plans, etc.



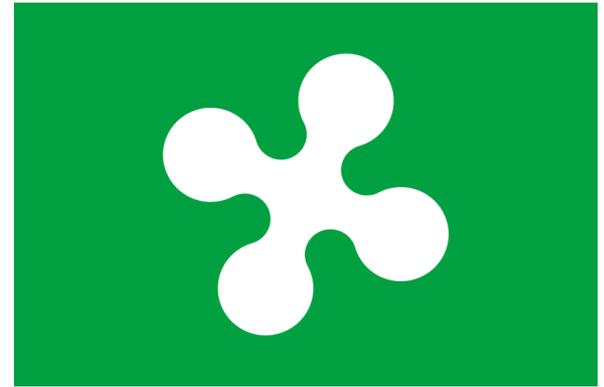


Tourism in the region of Lombardy

Tourism in Lombardy

- Milan (4,527,889 arrivals*)
- Bergamo (242,942)
- Brescia (229,710)
- Como (215,320)
- Varese (107,442)
- Mantua (88,902)
- Monza (75,839)
- and the lakes of Garda (429,376),
Como (322,585), Iseo (123,337)
and Maggiore (71,055)

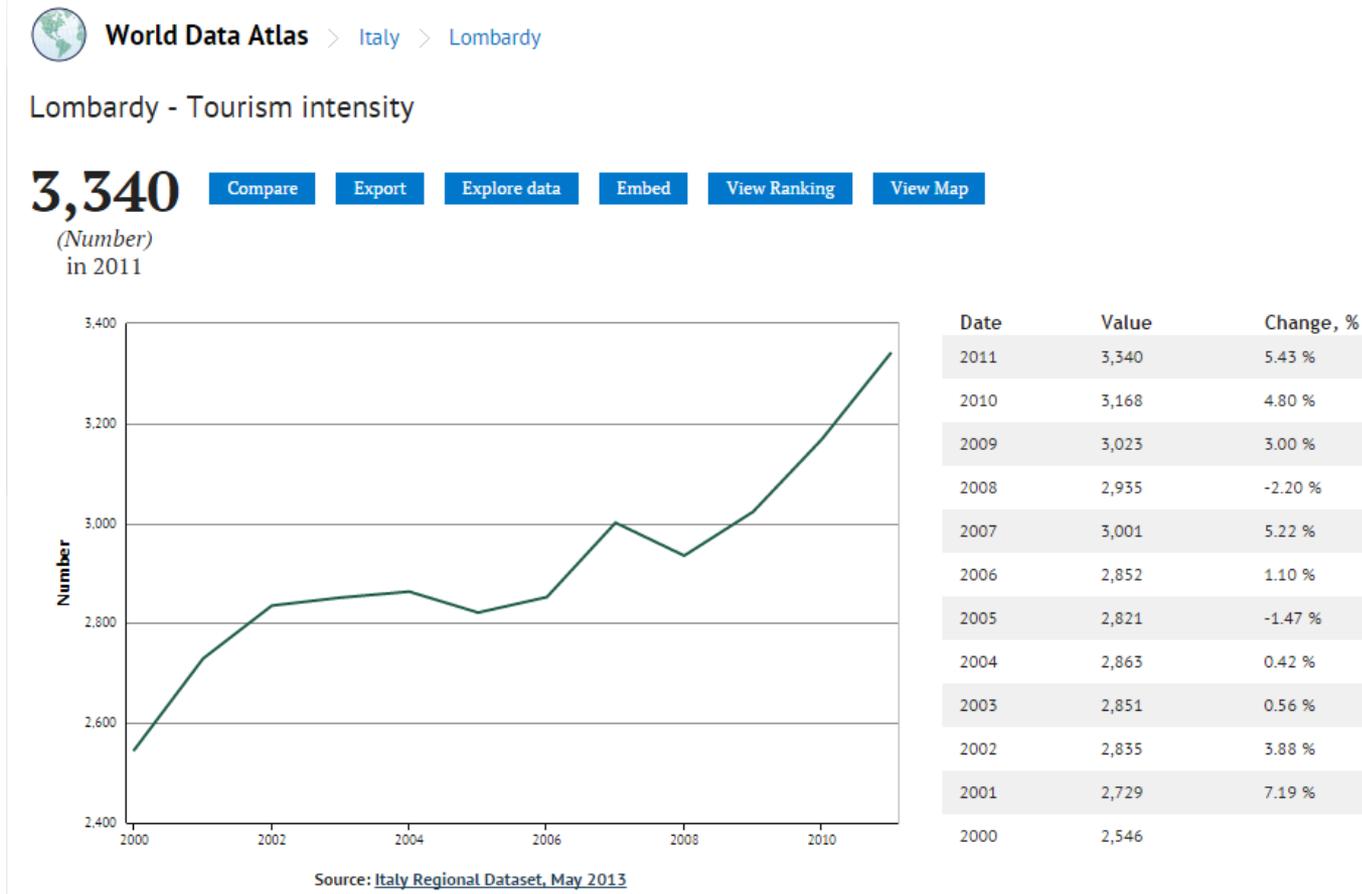
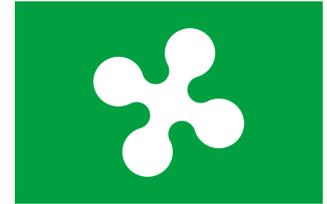
How to lead those people to Valle Camonica?



* <https://en.wikipedia.org/wiki/Lombardy#Culture>

Tourism in Lombardy

Increasing every year



<http://knoema.com/atlas/Italy/Lombardy/Tourism-intensity>

Tourism in the Province of Brescia



Tourism in the Province of Brescia



2014 Numbers on Arrivals:

- Total of Foreigners: 1.246.334
- Total of Italians: 1.062.154

Main Countries:

Germany (517.756)

Netherlands (102.439)

UK (82.335)

Switzerland and Liechtenstein (56.953)

Tourism for Valle Camonica's Rock Art



The vast majority of visitors are children around 8 years old, who are currently studying prehistory in school.

Rock Art is important to the local culture.





Valle Camonica @ Mobile

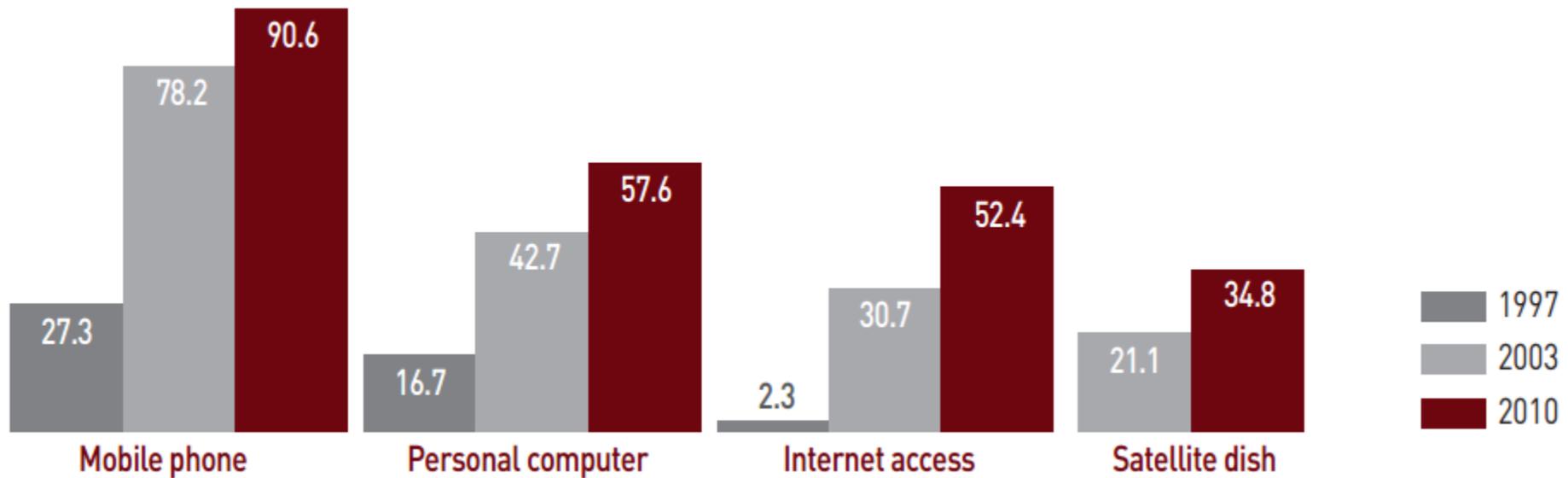
Joatan Preis Dutra

Italy @ Mobile



Technological Goods in Italy

1997-2010, per 100 households

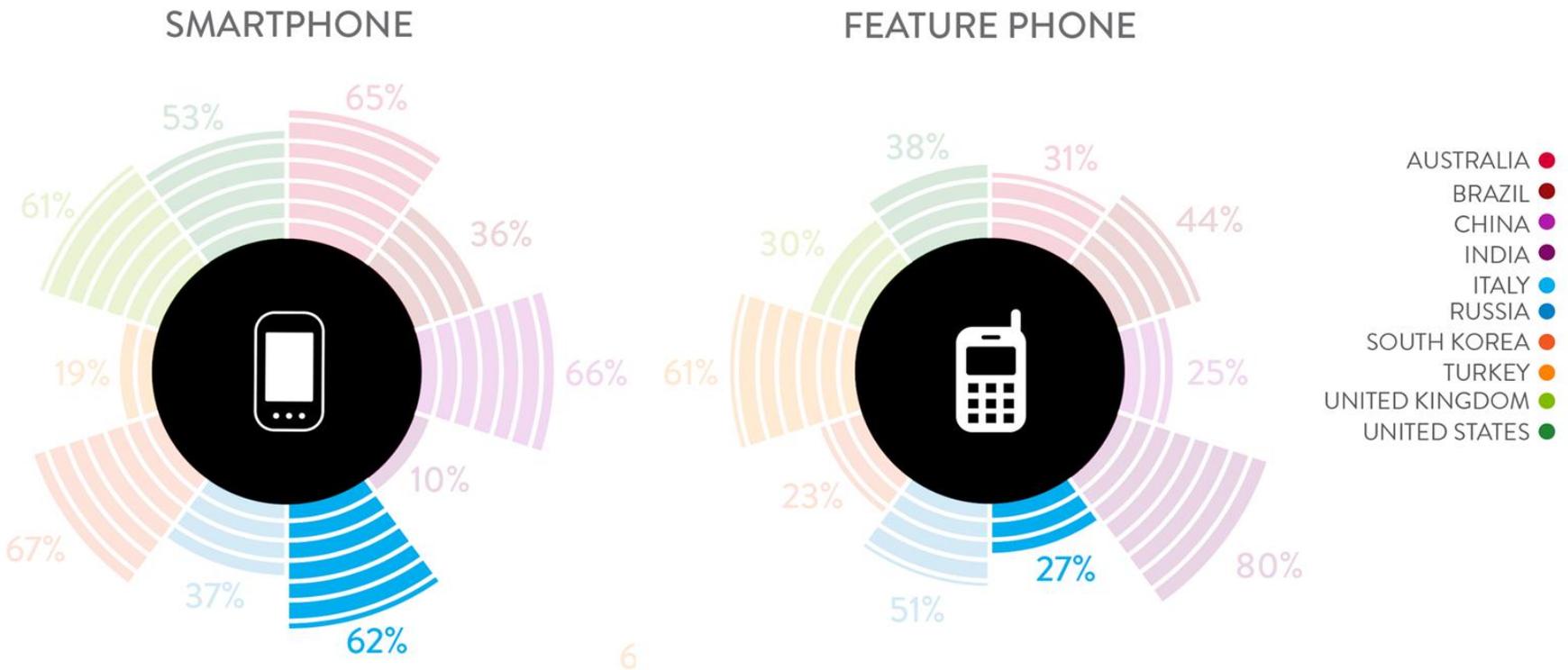


<http://www.istat.it/en/files/2011/06/Italy2011.pdf>

Italy @ Mobile



Smartphone penetration



Italy @ Mobile

Mobile Consumers



FEATURE PHONE

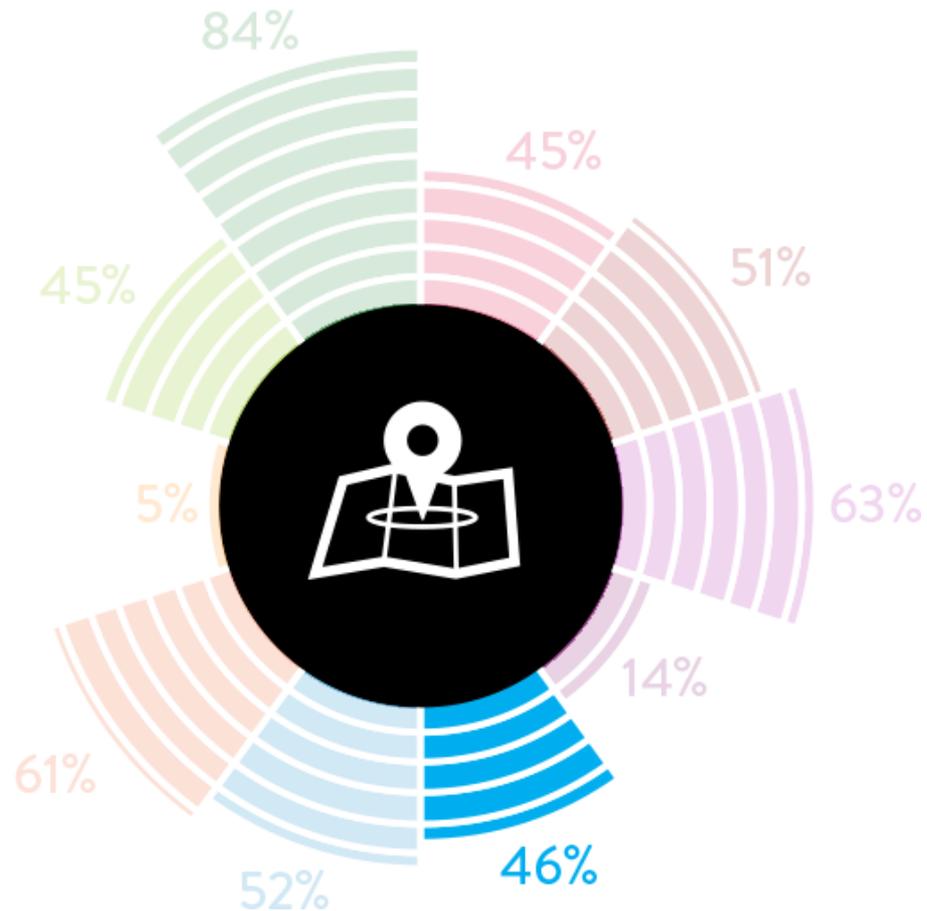
SMARTPHONE



Italy @ Mobile

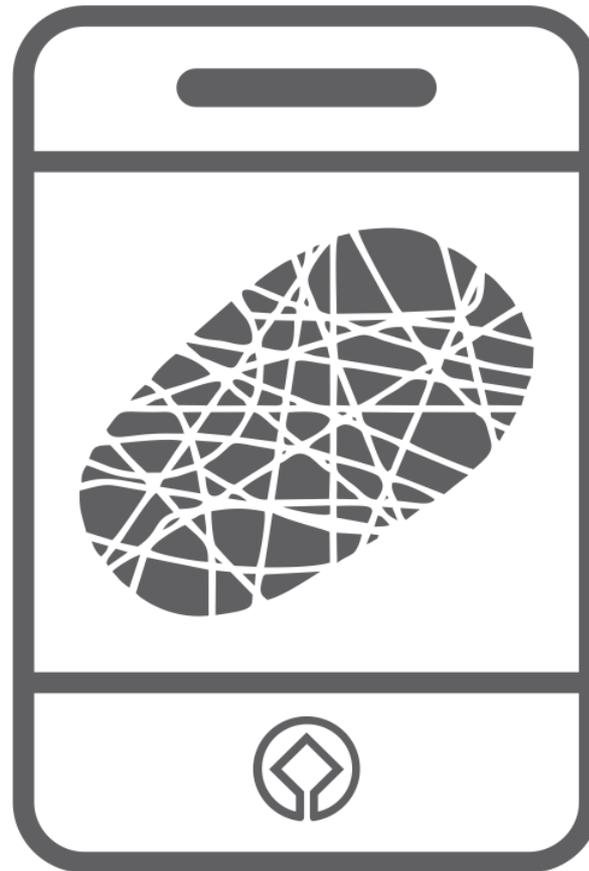


App Use: Maps / Navigation / Search



Valle Camonica @ Mobile

Why not using those numbers for an App?



Valle Camonica @ Mobile



Screens preview of the existing
App for Valle Camonica: *Valcamonica RockArt*

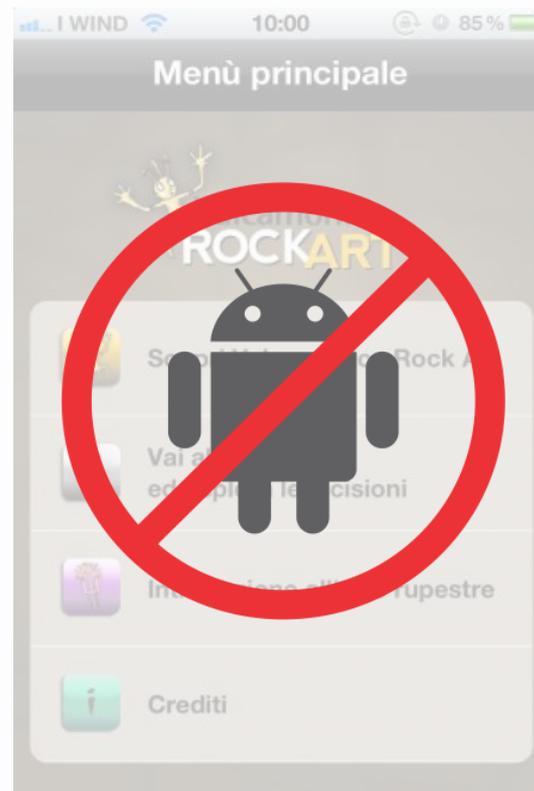


Valle Camonica @ Mobile



Unfortunately was not possible to download it...

- Just on iOS Market
- Not available for foreigner tourists (just for Italian App Store)



Valle Camonica @ Mobile



Design:

Cartoon oriented style

Probably because the majority of the visitors of the Rock Drawings are children around 8 years old.

But children are not users of smartphones, so why not focus on the parents?



Valle Camonica @ Mobile



Design:

Abstract icons

Language:

The main visitors of Rock Art are Italian children.

But if you want to attract tourists to the Brescia Region other language options should be provided, such as German and English - at least.



Valle Camonica @ Mobile



Map:

It may work if you know the region well.

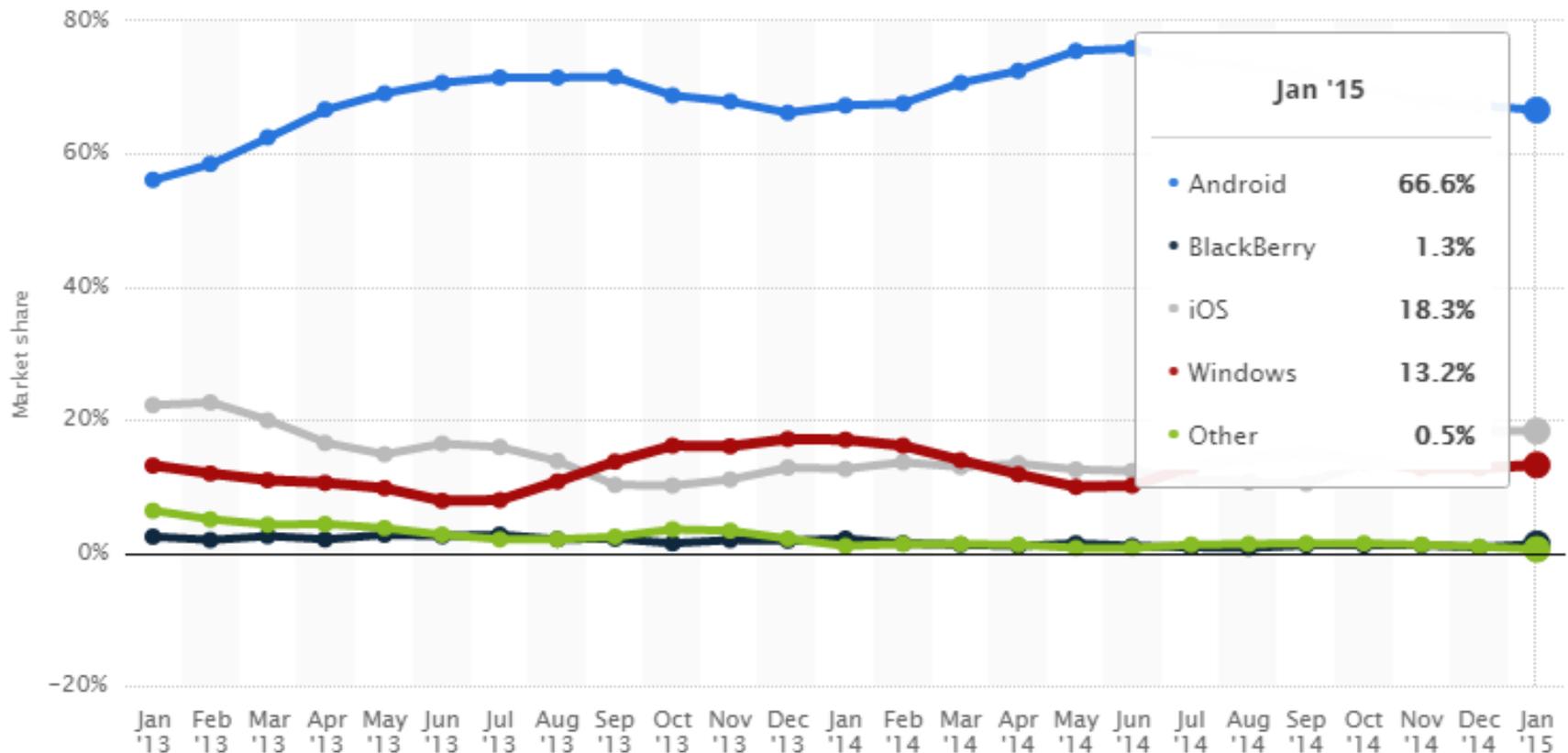
But even if you never had been in Brescia Region, probably you will have a hard time to navigate based on this drawing.



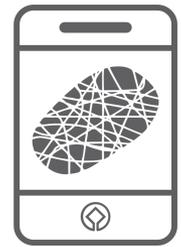
Valle Camonica @ Mobile



OS: Market share held by smartphone operating systems in Italy from 2013 to 2015



Valle Camonica @ Mobile

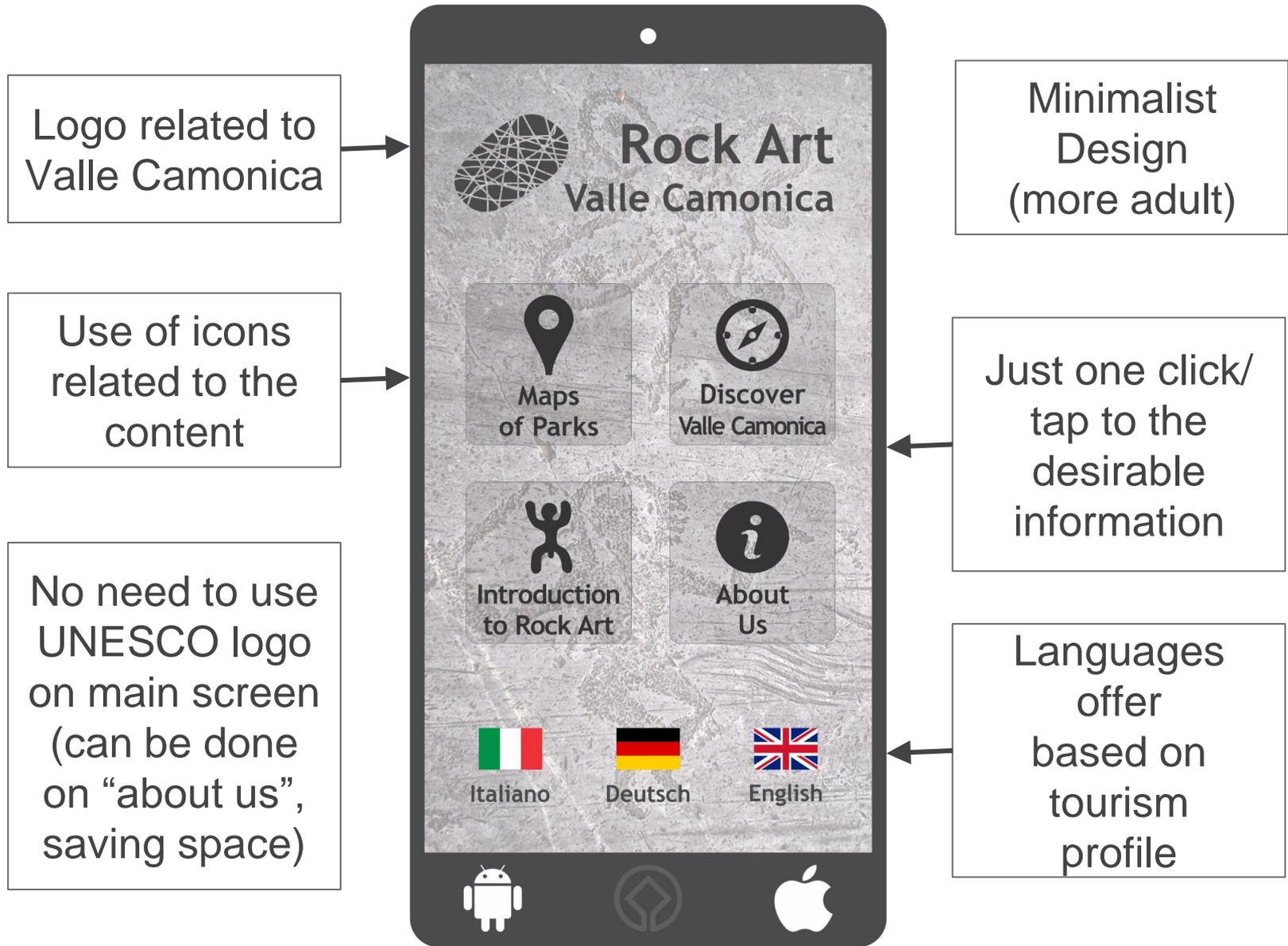


OS:

Why offering an App just for iOS, which represents 18,3% of the Italian market, if Android gets 66,6% of the users?



Valle Camonica @ Mobile Suggestion



Valle Camonica @ Mobile Suggestion

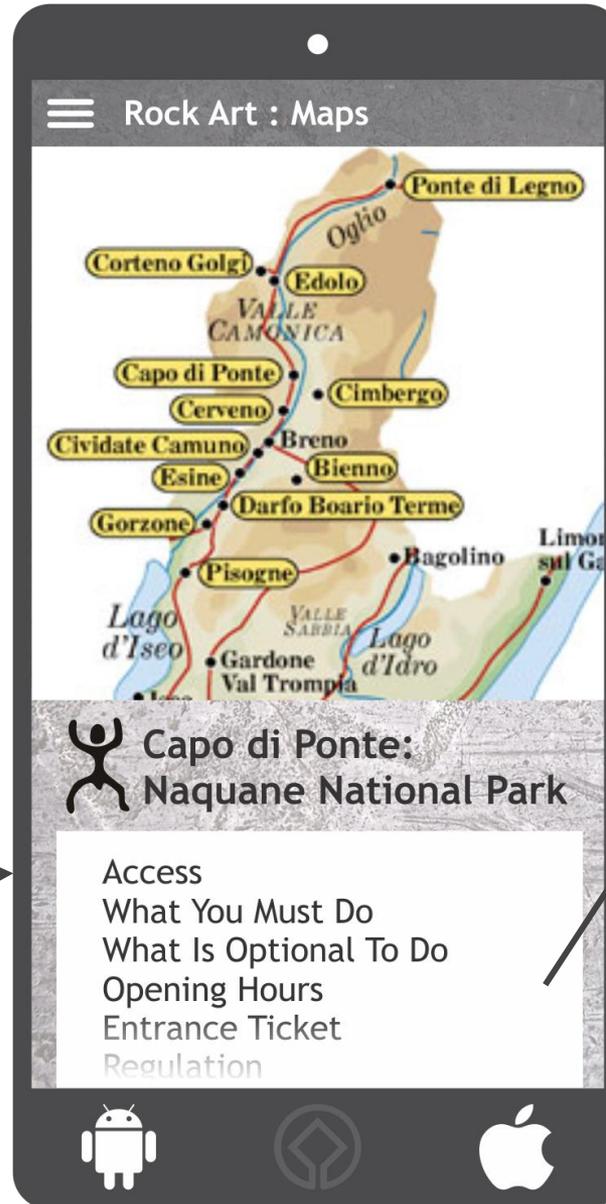
Menu always present
(Hamburger icon)

More realistic map, with
interactive elements/labels

Feedback
where you are
and how to
go back



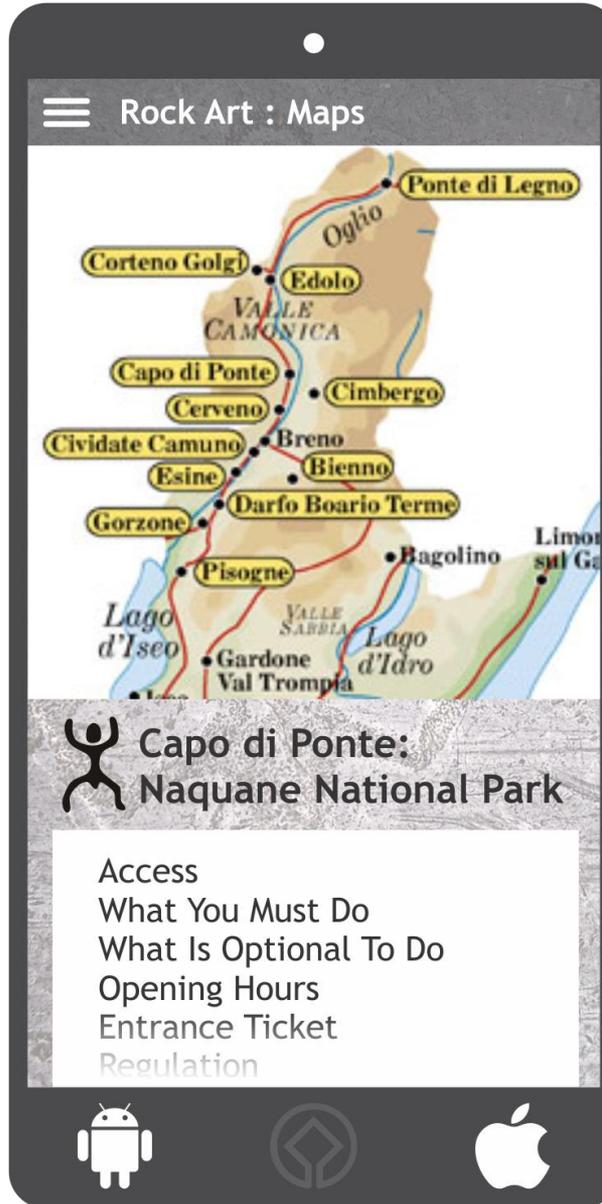
Valle Camonica @ Mobile Suggestion



Information display of the chosen option, with further navigation possibilities

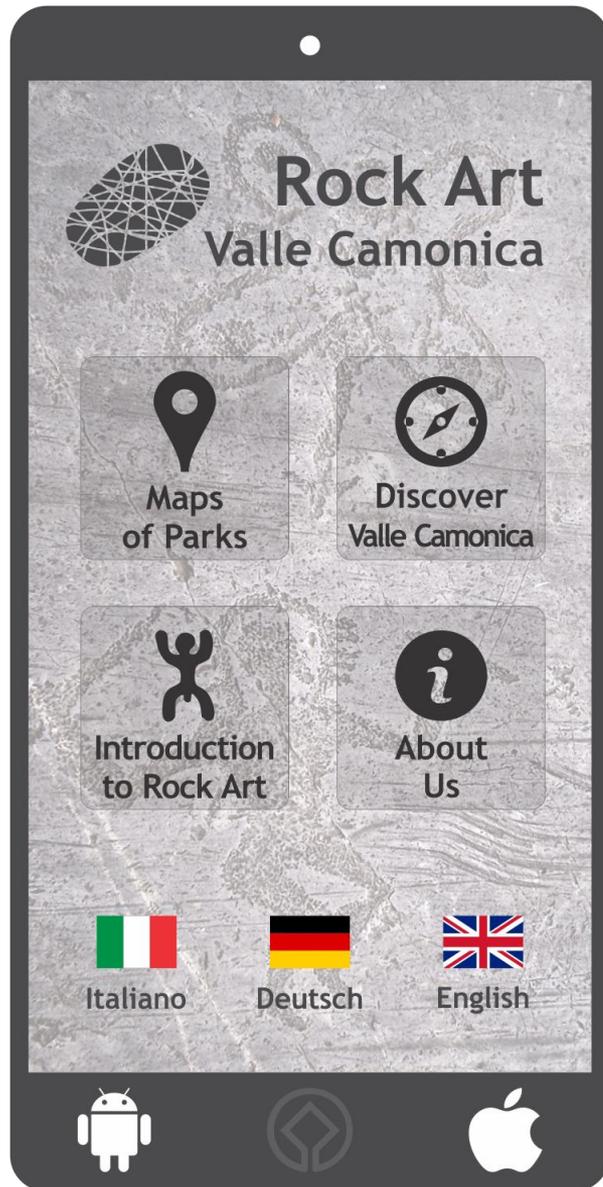
- Access
- What You Must Do
- What Is Optional To Do
- Opening Hours
- Entrance Ticket
- Regulation
- How to reach the Park
- Park Map
- Website
- Telephone
- E-mail
- Etc

Valle Camonica @ Mobile Suggestion



PERIODOS ARQUEOLÓGICOS	FECHAS APROXIMADAS	ANTROPOMORFOS	CERVIDOS	ARMAS	Símbolos	ÍDOLOS
EPÍPALEOLÍTICO	Anterior a 10000 a.C.					
NEOLÍTICO	5.000					
	3.800					
ENEOLÍTICO	2.800					
	2.000					
EDAD DEL BRONCE	1.100					
TRANSICION DE LA EDAD DEL BRONCE A LA DE HIERRO	850					
EDAD DE HIERRO	700					
	16 a.C.					

Valle Camonica @ Mobile Suggestion



User Control and Freedom

- Application support undo and redo
- User can control interaction
- User knows where he is in, where he can go and how he get there in application
- User understands how many steps he will go to reach his goal and his current position

Error correction

- Required fields are made obvious with visual indications
- Back button/gesture turns to previous view and the data is not lost

Accommodation

- Application speaks user's language
- Relevant metaphors are used when needed
- Interface is suitable for the user's task and skill level

Simplicity

- Minimalist or view what is relevant for the need
- Different colors are used for different purposes
- Size of graphics is considered for response time impact
- Used of colors is limited (3-4)
- Application's purpose is understandable at the first sight

Aesthetics

- Similarity
- Continuation

Based on Nayebe, F., Desharnais, J.-M., & Abran, A. (2013). An Expert-Based Framework for Evaluating iOS Application Usability (pp. 147–155). IEEE. <http://doi.org/10.1109/IWSM-Mensura.2013.30>



Making Valle Camonica a family attraction

Courtney Fleming

‘Discovering the Signs’

In 2012 Valle Camonica received funding from the Culture Minister to create a series of educational workbooks for children, but these are only available in Italian and marketed towards Italian school children.

UNESCO has identified the gap in materials available to children and urged the sites to create educational materials that ‘tell a story’ through the signs in Valle Camonica’s rock art.

Promoting a family experience

If families touring the Lombardy region knew there were activities available at Valle Camonica for children in their language, they would be more inclined to visit the rock art sites.

Valle Camonica already has materials in line to offer to children. If these could be changed slightly for a tourist visitor and translated, there would be a strong offer available to tourist families.

A simple online promotion for this new offer could attract more foreign visitors with children.

Engaging children with Rock Art

Children, especially those that are leisure visitors rather than educational visitors, need to be engaged with the rock art in a way that is both **relateable** and **understandable** to them.

An app or small booklet/trail could fill the current gap in materials available to foreign visitors with children. This could introduce concepts to children about how the drawings tell the story of how the people who drew them lived.

Children could then be asked to think about their daily lives, and what they would draw to show people in a couple of hundred thousand years what their day to day lives were like. Would they draw what they eat? Their favourite games? Their pets? etc..



Make it
possible

Lilit Gevorgyan

Valle Camonica @ Internet

Make it Possible

What a tourist needs to organize a visit to Valle Camonica:

Planning the trip:

- online information about destination
 - official web-site/UNESCO WHS info
 - information on transportation/timing
 - what to do and what to see (online calendar of events, etc.)
 - weather

Getting there:

- by car (roads/ road infrastructure)
- by train (closest train station, transfer from the train station to attractions)
 - closest airport and transfer options



Valle Camonica @ Internet

Make it Possible

What a tourist needs to organize a visit to Valle Camonica (continued):

During/ on place:

- accomodation on place (hotel, B&B, camping, etc.)
 - food (restaurants, cafes, fast food, etc)
 - signs on place (signs to find the site, to orient on place, for services, for hiking trails, sign on UNESCO WHS, etc.)
 - entertainment (events, festivals, shows, etc.)
 - educational programs for kids
 - health/relax opportunities (SPA, etc.)
 - outdoor activities (hiking, cycling, skiing, etc.)
 - wi-fi connection



Post:

- evaluation
 - feedbacks
 - sharing experience/impressions, etc.





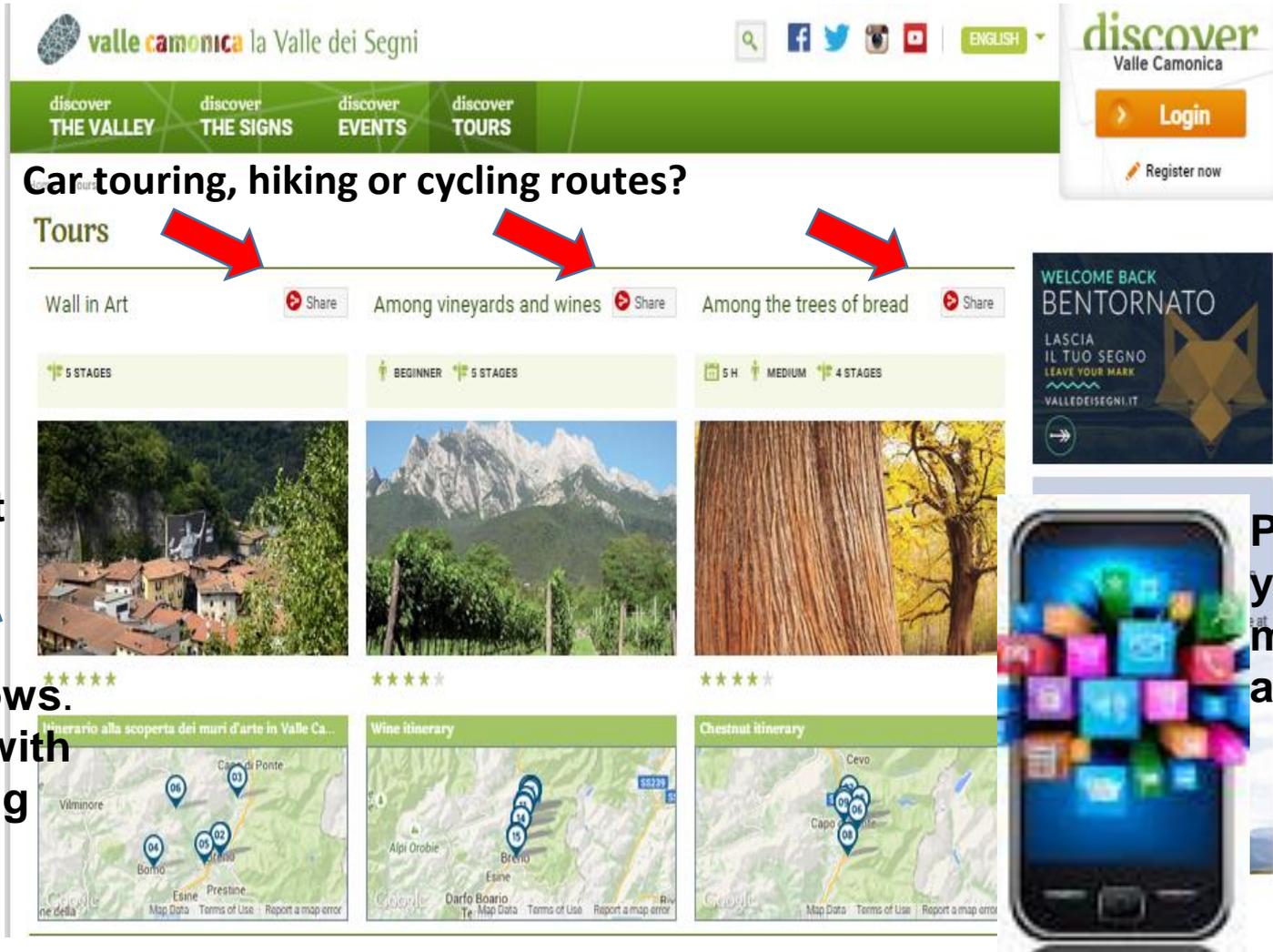
Route Information

Promoting
hiking and
cycling
experience

Pirjo Räsänen

Front page/discover the valley/tours

Overall presentation of tours with large images and SEO text.



At this point when tourists are searching information, maps of individual routes are not needed

Car touring, hiking or cycling routes?

Add slideshows. Use images with people, strong emotions

Videos

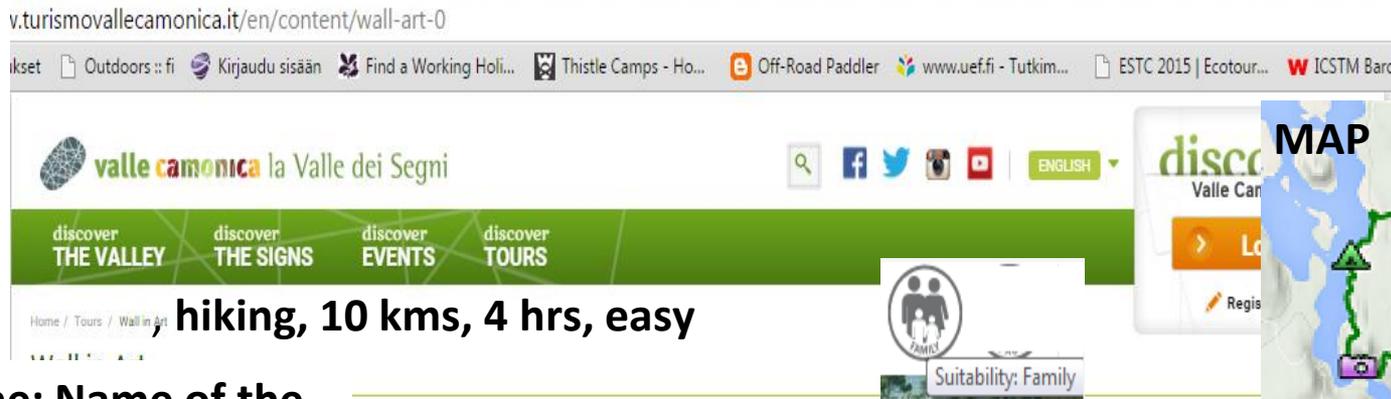


Promote your mobile app

Example: Valle Camonica. Route page 1.

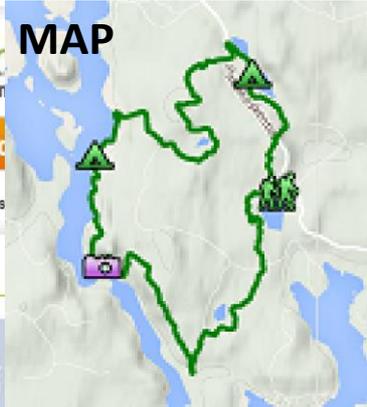
Titletag should be www.turismovallecamonica.it/wallinart

Use the sidebar



hiking, 10 kms, 4 hrs, easy

Headline: Name of the route, length (kms, h), activity, grading and suitability



Promote the theme and highlights of the route here instead of map. Slideshow!

Add business opportunities > < Enhance customer experience

Provide information of guided tours related to this route

Accommodation, food, programme services related to this route



Itinerario alla scoperta dei muri d'arte in Valle Camonica

MURI D'ARTE NELLA VALLE DEI SEGNI

Il progetto Wall in Art nasce dalla intuizione e dalla volontà del Distretto Culturale di Valle Camonica di mettere in correlazione due forme di arte, molto distanti temporalmente, ma entrambe orientate a "raccontare" in uno spazio pubblico, la vita nel suo dispiegarsi quotidiano.

Unendo idealmente passato e presente ha dato l'opportunità ai wallpainters contemporanei di scrivere un nuovo capitolo della storia cominciata dagli anti-chi abitanti della Valle Camonica con le incisioni rupestri. Otto giovani artisti, guidati da Ozmo, sono intervenuti sui muri messi a disposizione dai Comuni di Borno, Cerveno, Lozio e Malegno con opere di vario stile e carattere. L'obiettivo delle istituzioni è il coinvolgimento delle comunità locali, l'animazione artistica dei territori mediante l'uso di linguaggi innovativi, la creazione di un parco diffuso di arte pubblica che documenti la volontà della Valle dei Segni di riconfermarsi il luogo dei "segni" contemporanei.



Route page 2. An example from Germany

Wohldorfer-Wald
★★★★★ (3) • Wanderung • Hamburg

Slideshow, possibility to open it, connected to social media

Map of the ROUTE, not numbered points of interest.

It must be possible to open the map in large window and in GoogleEarth etc

Share

Starting point

Route information needs to be provided also as a spatial information (kml, gpx) and as a printable and downloadable information



Wetter Heute



Sonnig
11° / 18° C

powered by MetGIS

Zur Vorhersage >

Die Tour Details Wegbeschreibung Anreise Literatur Schutzgebiete



Drucken Einbetten
GPX Fitness
KML Mobil

Der Wohldorfer-Wald, nördlich von Hamburg-Ohlstedt bietet eine wunderschöne Buchen- und Auwaldlandschaft.

Auf gut befestigten Wegen kann man die Laubwaldlandschaft auf sich wirken lassen.

Schon im Frühling zeigt der Wald sich von einer schönen Seite, wenn unter den hoch aufragenden Bäumen und zwischen dem moosüberwucherten Totholz die Buschwindröschen große Tänniche bilden.

Schwierigkeit leicht
Strecke 6,6 km
Dauer 1:43 h
Aufstieg
Abstieg

- Invest in quality of the routes, not in quantity. Every euro invested in quality brings back 10 €.
- Invest in digital experience and sharing en route

Designing nature

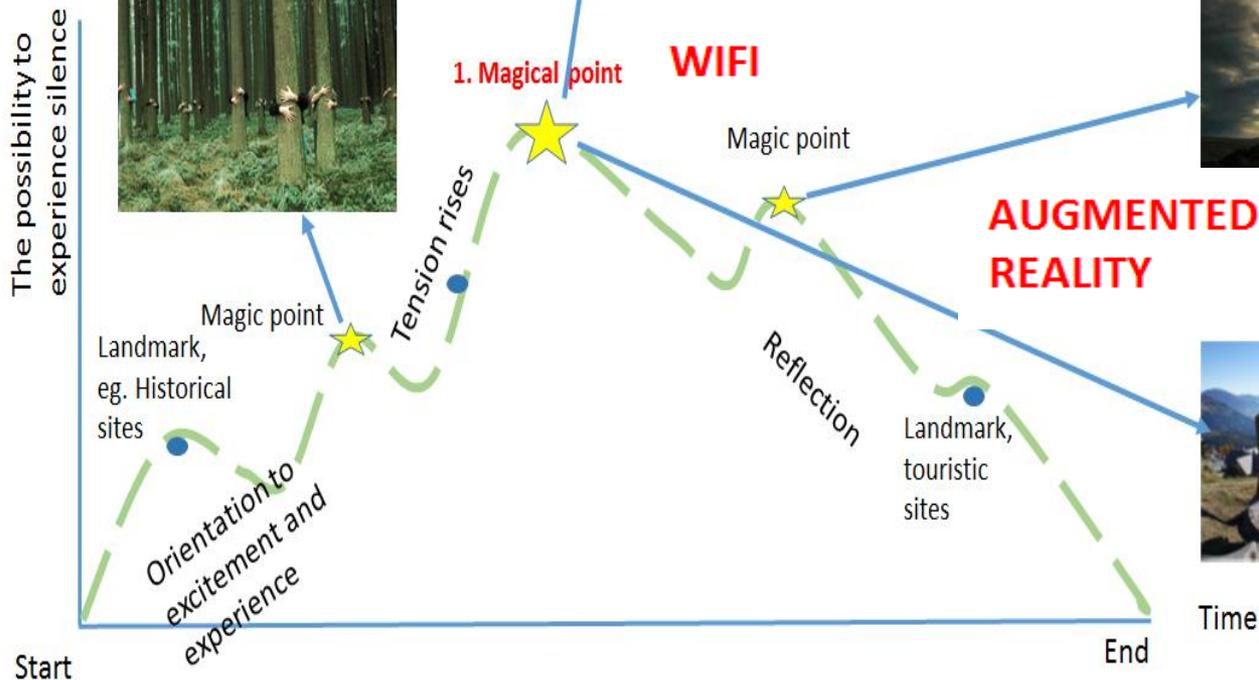
1. does infrastructure support customer experience
2. Can we enhance customer experience by creating better routes, building infrastructure, signposting, communicating > embedding the experience in infrastructure



MOBILEAPP



QR-CODES



AUGMENTED REALITY



Valle Camonica @ Internet

Creating a successful webpage, Create a narrative

Narrative is something, which differentiates a destination from others and which enchants and attracts tourist

“Beautiful Landscape, History, Cultural Experiences and Quality can be Anywhere – the Key Factor is an Emotional Access to the Landscape” (German Market Study)

1. Emotions have to be communicated to visitors by photos and videos
 - photos have to touch emotions: contrasts, strong colours, fairytale, not necessarily from real world
 - there has to be human beings in photos and videos: real feelings, real people. By photographing only sights and landscapes you make visitors passive passing by
 - if it is rock art, make it alive!!!! Events, programme services, shows
2. Involve local people to your narrative
 - show that you co-operate: the total tourist offer = destination = make it easy for visitors to come, stay and enjoy and take back good memories
 - define your narrative to a short core message (3 sentences) everyone can share



Tourism Services

Kesande Provia

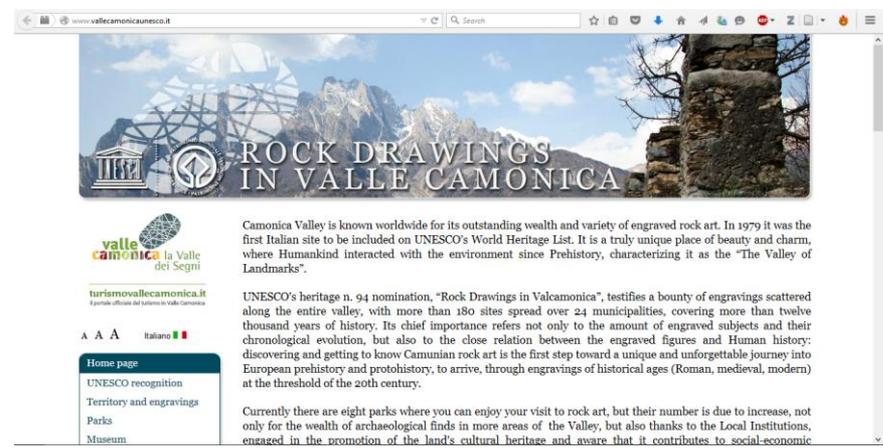
Valle Camonica @ Internet



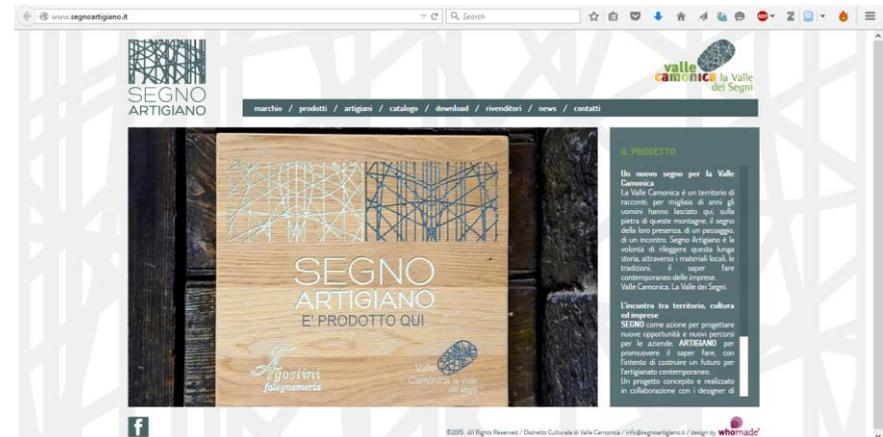
www.turismovallecamonica.it



www.vallecamoniacultura.it



www.vallecamonicaunesco.it



www.segnoartigiano.it

- Several sites
- Confusing

Valle Camonica @ Internet

www.turismo.regione.lombardia.it

The screenshot shows the website interface for the Lombardy region's tourism portal. At the top, there is a navigation bar with the following elements: the Regione Lombardia logo, the EXPO MILANO 2015 logo, and a menu with 'HOME', 'PLACES', 'GUIDES', and 'TOURS'. On the right side of the navigation bar, there are links for 'ITALIANO', 'CONTACTS', and 'SITEMAP', along with a search bar and a Facebook icon. Below the navigation bar, a blue button labeled 'HIGH VISIBILITY' is present. The main content area features a large image of the Arco della Pace in Milan at sunset. Overlaid on this image is a text box with the following content: 'Milano', 'The Arco della Pace triumphal arch tinged by the golden hues of a sunset', and a 'See more...' link. At the bottom of the image, there is a search bar with the text 'THEME', 'LOCATION', 'ARCHITETTO CAGNOLA', and 'SEARCH'.

No highlight about Valle Camonica on official tourism website of Lombardy region

Valle Camonica @ Internet

SEO: Not marketed or optimised for search engines.

Search result: Valle Camonica tourism > second page, no paid links

The screenshot shows a search engine results page for 'Valle Camonica'. On the left, there is a section titled 'Kuvat aiheesta valle camonica' with a sub-link 'Tee ilmoitus kuvista'. Below this are five small image thumbnails: a village, a map, a mountain landscape, a valley, and another map. A link 'Lisää kuvia haullla valle camonica' is provided. Below the images are three search results for Wikipedia, each with a URL and a brief description in Finnish. The first result is in Finnish, the second in Italian, and the third in English. On the right side of the page, there is a featured snippet for 'Val Camonica' with a map showing the location in the Alps, a description in Finnish, and the name of the municipality: 'Maakunta: Brescian maakunta'. The Windows taskbar at the bottom shows the date as 28.8.2015 and the time as 13:47.

Kuvat aiheesta valle camonica Tee ilmoitus kuvista

Lisää kuvia haullla valle camonica

Val Camonica – Wikipedia
https://fi.wikipedia.org/wiki/Val_Camonica ▼ Käännä tämä sivu
Val Camonica on laakso Alppien eteläosissa Lombardiassa Italiassa. Laakso on Oglio-joen ja Iseon järven ympäristössä ja suurin osa siitä kuuluu Brescian ...

Val Camonica - Wikipedia
https://it.wikipedia.org/wiki/Val_Camonica ▼ Käännä tämä sivu
La **Valle Camonica** (o anche Valcamonica e, nei dialetti camuni, Al Camònega, poetico Camunia) è una delle valli più estese delle Alpi centrali, nella Lombardia ...
Storia della Val Camonica - Portale:Val Camonica - Incisioni rupestri della Val ...

Val Camonica - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/Val_Camonica ▼ Käännä tämä sivu

Val Camonica
Laakso, Italia

Val Camonica on laakso Alppien eteläosissa Lombardiassa Italiassa. Laakso on Oglio-joen ja Iseon järven ympäristössä ja suurin osa siitä kuuluu Brescian maakunnan pohjoisosiin. Se on kuulu kalliopiirroksistaan, jotka ovat Italian Alppien suurimmat. [Wikipedia](#)

Maakunta: Brescian maakunta

Palaute



PR Campaign: Discover Valle Camonica

Gamze Sarica

PR Campaign

A Proposal:

Discover Valle Camonica



PR Campaign - Discover Valle Camonica

The Problem:

Tourists don't know Valle Camonica



PR Campaign - Discover Valle Camonica

Targets:

- To raise awareness
- To promote Valle Camonica as a unique destination
- To increase the number of tourists that visit Valle Camonica



PR Campaign - Discover Valle Camonica

Target Groups:

Local people

Italians

Foreigners



PR Campaign - Discover Valle Camonica

Activity Plan:

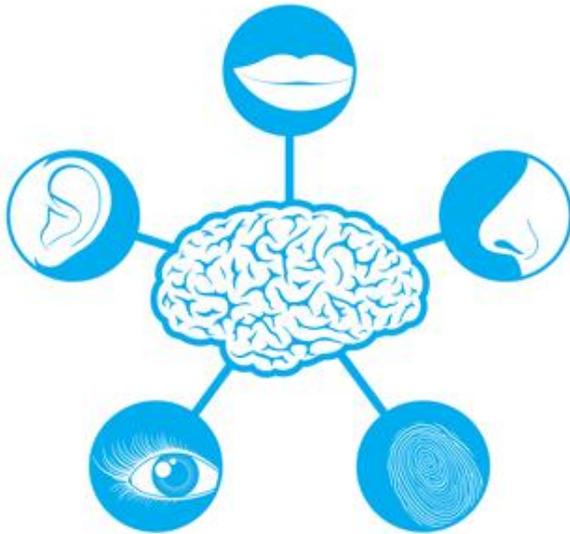
- 1) Create a tagline for social media
[#DiscoverValleCamonica](#) and encourage all stakeholders to use online and offline
- 2) Prepare brochures, leaflets, and posters to put in airports, hotels and places most visited by tourists
- 3) Organize a photo contest
- 4) Invite travel bloggers and tour operators to Valle Camonica attract more attention



Food and Agritourism experience

Linda Fillippini

FOOD EXPERIENCE



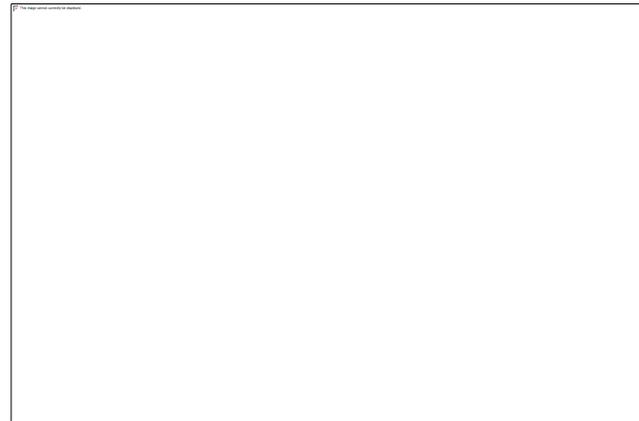
Food EXPERIENCE invest all
5 sense

Rural areas can offer the
opportunity to **taste** the local
products just where they are
made

People can remember that
activity as a **unique**
experience

AGRITOURISM ROLE IN VALLE CAMONICA

Agritourism could be the key to combine
NATURAL TOURISM / WELLBEING TOURISM / FOOD TOURISM
+
SPORTS TOURISM + CULTURAL TOURISM





Liquor in Valle Camonica

Arinaitwe Mercy

Websites

- Website: www.liquorific.altavallecamonica.it
- Provides information about liquor in Valle Camonica
- Contact with customers is only by email, telephone and facebook.
- Liquor stores close by 7pm.
- The history of the liquor production is not clear, English is poorly translated
- Buying on line requires a minimum of 6 bottles
- All bottles of different liquors have the same shape
- Some drinks like liquor Juniper show they are out of stock

Liquor in Valle Camonica

- The liquor is not being distributed outside of Valle Camonica

Recommendations:

- Better translations to English should be provided
- Liquor should be available in other stores outside Valle Camonica
- Other avenues for contact can be used such as Facebook
- Bottles of liquor can be differentiated to come up with other shapes

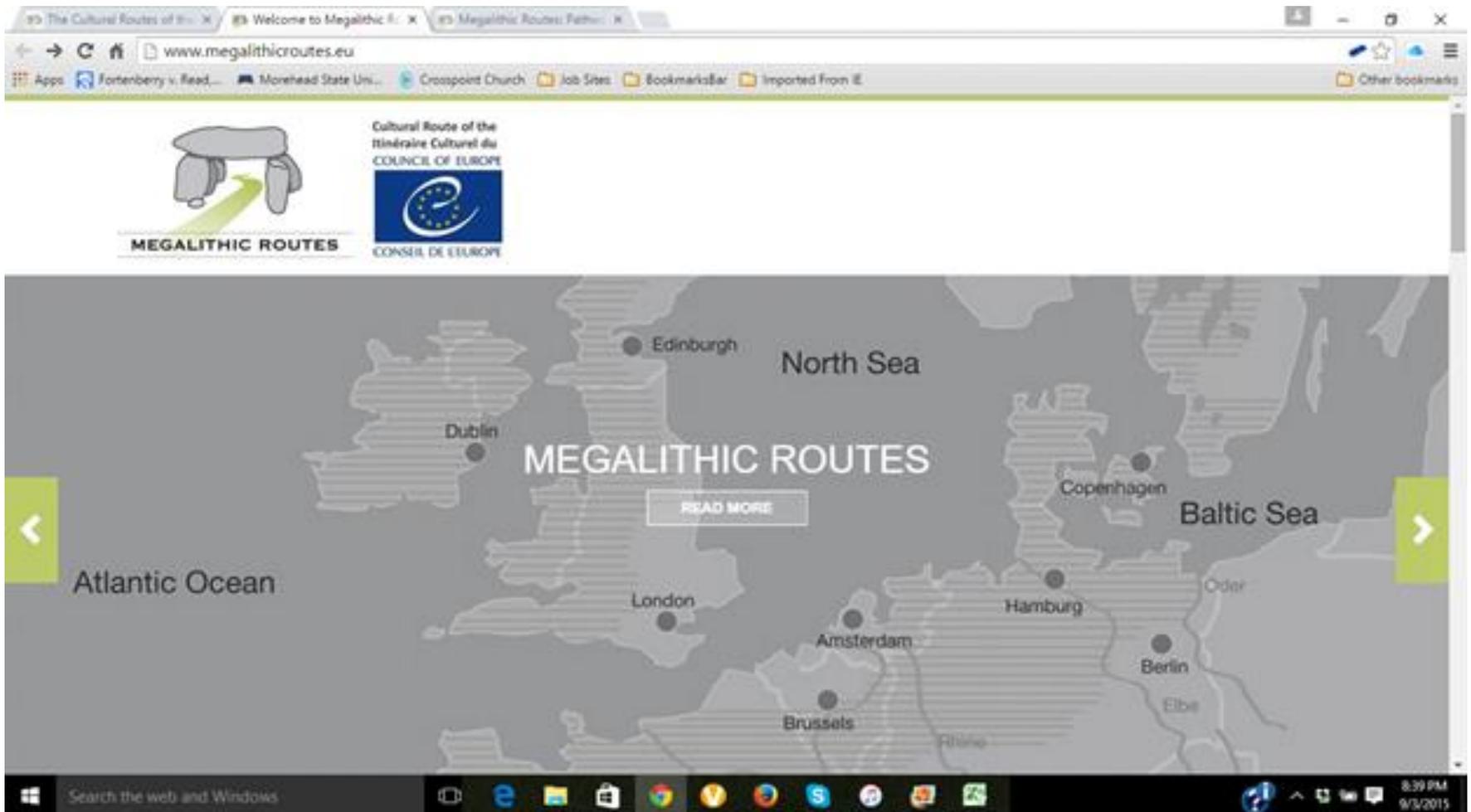


Collaboration with the Council of Europe's Megalithic Route

Brandi Hall

Points to Consider:

- The Council of Europe does provide help with some funding needs that Valle Camonica could access
- Best Practice techniques with like minded sites that have similar goals and issues
- Translation assistance for all materials whether web or paper
- Advertising & Promotions by all other sites – which will be hitting a specific target market
- Provides a more comprehensive picture of the Neolithic period by adding Valle Camonica
- Encourages research interests and academia efforts on the Neolithic period and the Megalithic structures and carvings



The Map shows the area where Megalithic Sites reside

www.megalithicroutes.eu/en/megalithic-routes-pathways-europes-earliest-stone-architecture

UK France Denmark Germany Sweden

Megalithic Routes: Pathways to Europe's earliest stone architecture



The European Route of Megalithic Culture serves as a platform for museums, Geoparks, scientists, and experts in tourism from Denmark, England, Germany, The Netherlands, and Sweden to underline the outstanding importance of the megalithic culture for European history, to rediscover and promote the tourism value of its monuments and, in this way, improve their protection as part of the common cultural heritage.

The goal of the Association Megalithic Routes is to link together a selection of the oldest monuments of Europe by cultural routes which not only lead to the megalithic monuments but also highlight the manifold features of the surrounding landscape. Throughout Europe there is a close link between the origin of megalithic monuments and the early history of the cultural landscape, both being at the same time and symbolizing the first efforts of human communities to leave culture and shape the cultural environment.

Search the web and Windows

8:40 PM 9/3/2015

Every State Party has their translation available here - once Italy entered they would add Italian plus have access to all other translations.

The Cultural Routes of the World - Megalithic Routes Pathways

www.megalithicroutes.eu/en/megalithic-routes-pathways-europes-earliest-stone-architecture

The **European Route of Megalithic Culture** serves as a platform for museums, Geoparks, scientists, and experts in tourism from Denmark, England, Germany, The Netherlands, and Sweden to underline the outstanding importance of the megalithic culture for European history, to rediscover and promote the tourism value of its monuments and, in this way, improve their protection as part of the common cultural heritage.

The **goal of the Association Megalithic Routes** is to link together a selection of the oldest monuments of Europe by cultural routes which not only lead to the megalithic monuments but also highlight the manifold features of the surrounding landscape. Throughout Europe there is a close link between the origin of megalithic monuments and the early history of the cultural landscape: both begin at the same time and symbolise the first efforts of human communities to tame nature and shape the natural environment.

The "Megalithic Routes" project is committed to the principles of "low-impact tourism" and refrains from any irreversible measures affecting the natural environment when developing opportunities for tourism. Priority is given to the use of existing roads and nature routeways as well as promoting mobility in harmony with nature and current social and recreational trends such as hiking and cycling. Moreover, museums and educational institutions such as schools, colleges, universities, charities, and public bodies are being encouraged to develop new cross-border collaborations in the field of youth education and European exchange programmes for children and young people on the subject of "Megalithic Roots".

Communication Material

Available for download "[Megalithic Routes e.V. Brochure 2014](#)" 40p, 2MB



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Can download the brochure in the various languages which would help future visitors of Valle Camonica



Visitors to the site can look at each country separately - example on next two slides



Long barrows and stone circles in southern England

Tags: [England](#)



Megalithic monuments in Britain are mainly concentrated in western and northern areas where sources of suitable stone were widely available. In the south and east of the country comparable monuments were mainly built of wood. Many different styles exist, some reflecting local traditions while others illustrate changing preferences over time. Strong connections can be seen in the design of the monuments with structures south-westwards along the Atlantic seaways in Ireland, France, Spain, and Portugal, and eastwards towards southern Scandinavia, northern Germany, and the Netherlands.

Southwest England contains a range of easily accessible and impressive megalithic monuments that can be visited through two connected trails, both starting within the Stonehenge and Avebury World Heritage Site, Wiltshire.

The first illustrates a selection of long barrows built in the Cotswold-Severn tradition between about 3600 BC and 3300 BC. Rectangular mounds of earth and stone up to 100m long contain chambers variously set at the end of the mound or along the sides. Excavations have revealed disarticulated human remains representing men, women and children of all ages on the floors of the chambers, the result of complicated mortuary rituals. Starting at West Kennet long barrow immediately south of Avebury this circular route takes in Stoney Littleton (Somerset), Hetty Pegler's Tump (Gloucestershire), Nympsfield (Gloucestershire), Rodmarton (Gloucestershire), Belas Knap (Gloucestershire), Notgrove (Gloucestershire) and Wayland's Smithy (Oxfordshire) before returning to the archaeologically rich landscape of Avebury.

The second part of the route focuses on the great stone circles and henges of southwest England, structures built relatively late in the overall sequence of European megaliths between 3000 BC and 2000 BC. Avebury itself contains the largest stone circle in Britain, 96 pillars in a ring 332m across. From Avebury the route goes south to Stonehenge, Wiltshire, unique in having a central horseshoe setting of five great sarsen trilithons surrounded by a ring of 30 sarsen uprights linked at the top by carefully shaped stone lintels. Within this structure are the remains of around 80 smaller so-called 'bluestones' that were brought to the site from the Preseli Mountains of southwest Wales, a distance of more than 220km as the crow flies. Continuing westwards are a selection of circles in impressive landscape settings: a cluster of three at Stanton Drew (Somerset), single rings at Wistow (Devon), Grey Wethers (Devon) and Merrivale (Devon), a group of four circles at the Hurlers (Cornwall), and a single picturesque ring at Merry Maidens (Cornwall) not far from Land's End and the westernmost tip of England.

Long barrows and stone circles - European Institute of Culture - Megalithic Routes e.V.

www.megalithicroutes.eu/en/long-barrows-and-stone-circles-southern-england

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Organisations and individuals who are interested in joining Megalithic Routes e.V. are requested to check our **Criteria for new members**. If you would like to become a member please also see the **Membership Fee Regulations** and fill out the **Application for Membership**.

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Sustainable Tourism : To and from Local People

Web Layout

Puspita Ayu Permatasari

LINKAGE BETWEEN LOCAL PEOPLE AND NATURAL ATTRACTIONS

- Bottom up tourism: Local people are the key element of tourism development. The concept of bottom up tourism is usually used in regions with high cultural and natural attractions. The tourist experience could be enhanced by the implications of local people, the tourist's exposure to the day to day activities of local people, as well as gastronomy
- The active role of the government is to maintain the relationship with their local stakeholders, communities, and SME's in the region
- The local community should be involved in the decision making, as they will be the major players in local sustainable tourism

TOUR PACKAGES

- Tourism packages or offers could be made in two styles: **Ecotourism** and **Agro-tourism**, which would likely be suitable for rural areas with great natural attractions such as Valle Camonica and Brescia. This type of tourism gives more space for the exchange and implication of local people in community based-tourism
- Enhance the promotion of local products and some cooking activities conducted by local people
- Create and improve an original identity of Brescian and Valle Camonica in a unique image, through logos, slogans, or mottos, in order for tourists to be attracted to the feeling of vigorousness of the local people, and to get the experience of enjoying Brescia and Valle Camonica

WELLNESS AND SPORT PACKAGES

Valle Camonica and Brescia are suitable for wellness tourism. The local people could create a service industry around this . The richness, tranquility, and beauty of the landscape of Valle Camonica will be an added value in the wellness tourism service such as SPA and Yoga club.

The government together with the local people could elaborate a tourism package that focus on the wellness service product. They could provide the young people some required technical skills in order to improve the products in this service domain.

Sport Tourism,

There are some type of sports that could be developed in this region including some other seasonal sports, such as:

- Yoga Center
- Bicycle Route
- Hiking and Camping
- some seasonal sports (ski, snowboarding)

Web Design Layout

- big size photo slideshow for the main touristic site in the region, and some few words with several links.

example: SPA



CASTLE & GASTRONOMY





INFORMATION S
LANGUAGE COM
contents in italian language into english.

d by translating all the

INTERCULTURAL COMMUNICATION, the highlighted photos presented in each version of language might be adapted with the user's preference. for example: in italian homepage we could put some photos of Gastronomy, and castles based on the preference and the customs to attract italian people. For english version or other languages, we could highlighted some photos such as natural attraction, rock drawings, and sport tourism SPA, etc.

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