

TOURISM

NAME OF THE LAG: *Gal Oltrepo Mantovano*

TITLE OF THE PROJECTS: Slow Mobility: a lever for competitiveness in rural areas crossed by big rivers

DESCRIPTION

The Mantuan Area Beyond the right bank of the Po River, from the left and the right of the river Secchia, is substantially homogeneous and has a common atmosphere, noticeably rural. From here it is possible to grasp the true dimension of nature and of the strength of the river Po and the surrounding lands. The presence of the river Po with its valley is also the story of the human presence. The activities traditionally linked to the cultivation of the country and to the control of the river contributed to make the local culture what it is today, breasting a local cuisine, based on the local products, strongly characterised by the link with the popular farmer tradition.

Slow mobility at the basis of "Slow Tourism" will be easily arranged in marginal rural territories crossed by big rivers. The project aims to take part with pilot actions to promote the development of "slow routes" intermodality at low environmental impact: cycling itineraries shall connect and find synergy with horse paths, with waterways, plain trekking itineraries identifying new sustainable development potential in connection with different peculiarities of the rural territories: historic-cultural peculiarities, landscape and typical products.

The results we want to achieve are:

reinforcing the managerial and local planning skills;

increasing the competitiveness of such areas avoiding the abandonment phenomena and territory and landscape deterioration;

launching a diffuse model of sustainable territorial development capable of strengthening job and income opportunities in rural marginal areas;

enhancing human and professional endogenous resources.

EXISTING PARTNERSHIP

Two Italian LAGs, the LAG of Delta Po (limiting with the LAG of Mantuan Oltrepò) and the LAG of the Pre-Alps and the Dolomiti are participating; moreover a Polish Business Association, a public body for the development of Hungarian enterprises, an Hungarian agency for innovation and the department for the regional development of Gorenjskain Slovenia have expressed their interest to participate in the project.

PARTNERS SEARCHED

We are looking for partners interested in sustainable tourism and slow mobility. We are especially interested in these countries: Czech Republic, Hungary, Poland, Slovenia, Ukraine, Austria, Germany, Finland, Sweden and Slovak Republic. Kind: Local development agencies, Universities Environment and Economics Department, GAL, etc.

CONTACTS

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