



The Walser cultural heritage

A sustainable tourism development project

*Italian/Swiss border Region,
Province Of Verbano Cusio Ossola,
Piemonte - Italy*



PIC Interreg III B SPAZIO ALPINO
“WALSER ALPS” CH/II/1.1/04



Sustainability and Tourism



Environmental protection

Social equity

Cultural diversity

Dynamic economy

**Tourism can be a tool to aid or drive regeneration:
not opposed to the welfare of the host communities**



The challenges - an EU guideline

Reducing the seasonality of demand

The impact of tourism transport

The quality of tourism jobs

The quality of life of hosting communities

Resource use and production of waste

Natural and cultural heritage

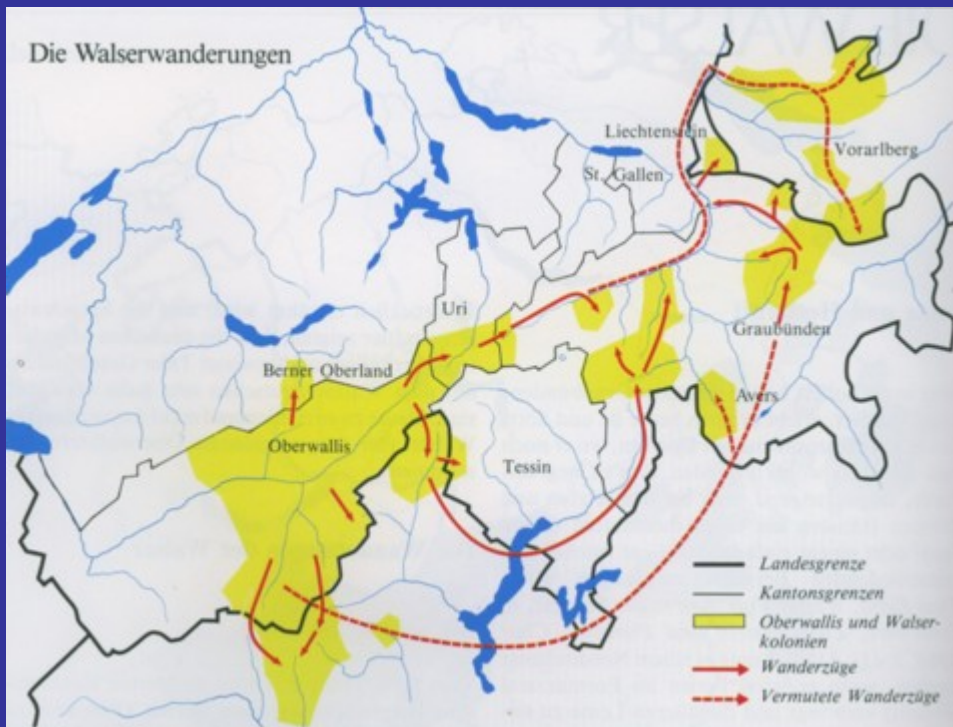
Availability of holidays

Tourism as a tool for global sustainable development



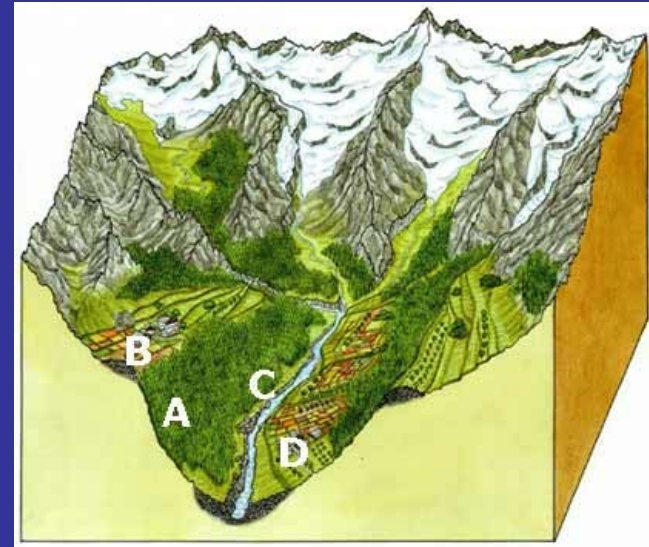
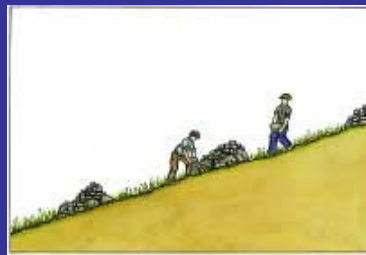
Who are the Walser?

A history of alpine migration. 12th – 15th Century





The creation of a landscape





The cultural landscape

An expression of regional identity

A legacy to preserve





The decline of alpine cultures

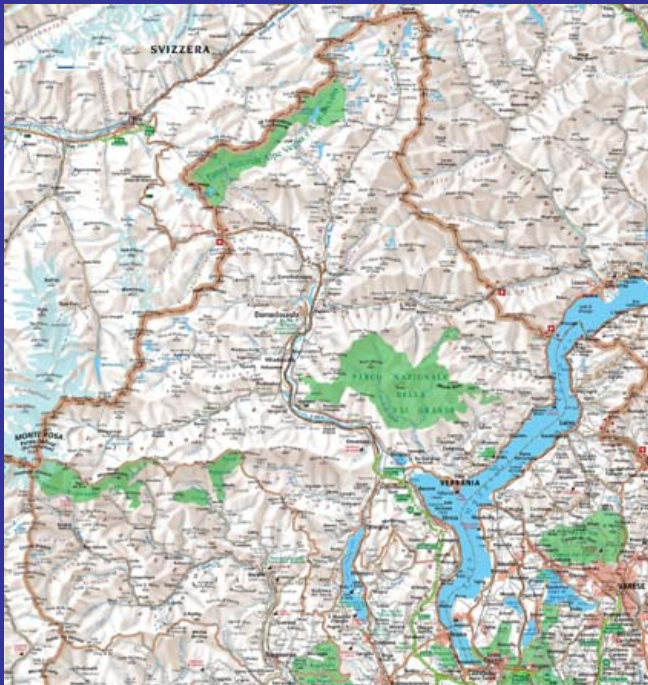
Depopulation of small mountain communities: soil erosion, landslides and landscape degradation

Two-season tourism: cable cars, ski lifts, car parks...





The Ossola Alps: a non-traditional tourist destination



Strong emigration until the 70's
No relevant ski development
Heavy valley industrialisation





The project:

Revitalising the mountain culture, developing its potential as a tourist attraction

"Walser Alps" is a pilot project which is aimed at studying the transfer from a pre-industrial to a modern society. An unique chance to prevent the Walser customs to be merely found in books and museums.

The project makes a great contribution to the Walser awarness: traditions, language, transfer of cultural inheritance, man-made environment, cuisine.

Culture Tourism – Nature Tourism

Targets: the committed, interested or casual tourist





The walsers mountain trade routes: ancient paths – modern trekking routes

The Itineracharta Projekt: mapping and restoring the existing mountain trails to promote trekking tourism





Rediscovering local traditions and cuisine

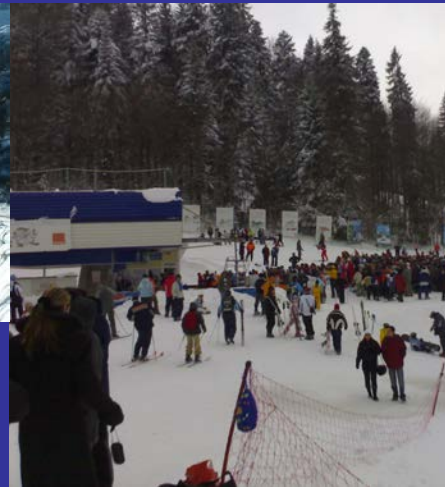
Festivals, cultural and culinary events



Heritage is not a mass product

Big resorts vs. local hospitality

Consuming vs. physical well being and intellectual stimulation





Thank you for your kind attention!



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