

Best practice 3: Fidenza Tourism Board, Italy

Scale: Urban/District

Stage of tourism development: Growing

Main objective: Urban/ Regional development

Categories of effects:

Effects on urban governance

- Cultural tourism strategy
- Sustainable partnerships
- Stakeholder participation
- Destination management

Effects on quality of life

- Built heritage diversity
- Urban economies
- Environment
- Social life, local values and traditions

Tourism has been showing a deeper attention for the environment and culture, with the rediscovery of small and medium-sized art destinations, the valorization of typical products, the desire to discover cultural models different from the ones prevailing at the global scale. The Municipality of Fidenza wishes to take this opportunity to develop a strategy for the development of the entire local tourist system (including part of the wider district area), in the view of a direct contact with the territory, its strengths and weaknesses, and with the aim of increasing tourist arrivals and the positive impact of tourism on the economy. As a consequence, the Municipality of Fidenza launched in 1993 an economy conference entitled "Fidenza and its territory, an important opportunity of development for the entire Parma district", after which four thematic boards (entrepreneurial activity, tourism, civil economy, territory and infrastructures) started their activity. In a local tourist system, local system participation is fundamental. Thus, the Tourism Board saw the participation and agreement among authorities, professional unions, public and private institutions. Fidenza strategy aims at establishing a virtuous system for the valorization of its rich heritage of art and monuments, cultural and landscape resources (castles, Verdi heritage, the Francigena route, gastronomy, handicraft, the culture of water and its traditions, hills, valleys and Stirone natural park, the thermal baths, places of health and relax but also of close link between quality of life and overall well-being), helped by the skills in tourism management and promotion. The output will be the development of project reports, objectives, an "Action Plan for the development of the tourism-hospitality spinneret in Fidenza and in the Verdi lands" (already presented in 2004), and products to be offered. An important result will be the constitution of a 'steering committee' as a centre of common planning, able to keep the dialog with the different institutional levels, to exploit the national and international relationships, to obtain agreement on the projects (and the necessary funding).

Source: Proceedings of the Tourism Board, Fidenza, Italy, October 2004

Link:

<http://www.comune.fidenza.pr.it/comune/page.asp?IDCategoria=1289&IDSezione=7802&IDOggetto=10805&Tipo=GENERICO>