



# InRuTou

Innovation in Rural Tourism



**A Tourist Association (about 100 members) and a Regional Park together to develop rural tourism in a Region famous in the world for its Riviera... that's a big deal!**



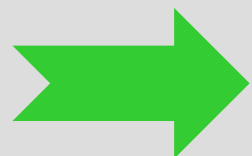
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## Focus group #1

### DEVELOPING HIKING AND BIKING TOURISM



**Analyse the present situation;  
Start cooperation with local hikers and  
bikers associations;  
Start by promoting a few events**

- 10 members (B&B, holiday farms, guides, associations)
- 4 face-to-face meetings and on-line collaboration







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## MTB EVENTS 2015

- ✓ **1-day guided excursion** with lunch in a refuge, guided visit to the S. Stefano d'Aveto Castle and final snack with local products
  - This excursion was eventually combined with other events planned on the same day and the day after (guided hiking tours, another MTB excursion) in the same area and became a full package for the whole family
- ✓ **2-day guided trip** with dinner and overnight stay at one of the Park's refuges







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## FUTURE GOALS

### HIKING:

- creating different multi-day itineraries with luggage transfer, shuttle service, catering
- creating a multi-day itinerary from mountain to sea, with the same services
- setting up a list of “guaranteed” trails, continuously inspected and fixed

### MOUNTAIN BIKING:

- creating a list of the best “guaranteed” MTB itineraries, providing detailed infos
- creating an offer of different grade guided tours (1 day or multi day)
- offer additional services: luggage transfer, transport, bike rentals (especially e-bike)



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## Focus group #2: “Horse & Horse”

### PROMOTING RURAL TOURISM WITH TERRITORY UNIQUENESS:

✓ Wild horses

✓ Equestrian tourism

- 4 group members: naturalistic and “wild horsewatching” guide, equestrian guide, manager farm-house and artisan;
- 1 face-to-face meeting and on-line collaboration;
- Taking advantage from pre-existing promotional and conservation program for Aveto wild-horses “WILD HORSEWATCHING – I Cavalli Selvaggi dell’Aveto ®”



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## HORSE-RIDING TREKKING & WILD HORSES TOUR:

- 2 DAYS TOUR “Wild horses + horse-manship”
  - 2 DAYS “OVER 65”: discovering traditional horse-breeding and approach activity to horses
  - 2 DAYS “NATURE & HORSES”
- 
- The uniqueness of wild horses to promote the territory and increase tourism in the off-season
  - Rural accommodations can benefit from a higher number of tourists along hiking and horse-riding paths





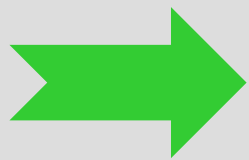
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## Focus group #3

### PROMOTING RURAL TOURISM BY COMBINING HISTORY AND LOCAL PRODUCTS



**Create a tourist package for a weekend combining our history with local gastronomy and visits to local producers**

- 2 members (hotel owner, shop keeper)
- 2 face-to-face meetings and on-line collaboration
- Taking advantage of a historical route recently created: the “Fieschi and Spinola Castles’ Route”







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## FIESCHI & SPINOLA CASTLES' TOUR

- from a theoretical itinerary to a proper tourist package: 2 days across two valleys, discovering their most important historical and architectural monuments, accompanied by an expert + visits to local producers + events + restaurants + accommodation
- scheduled dates
- booking online > [www.unamontagnadiaccoglienza.it](http://www.unamontagnadiaccoglienza.it)



**VOUCHER**  
VALIDO SOLO IN DATA 1-2 agosto 2015  
DA PRESENTARE PRESSO GLI ESERCIZI ADERENTI  
PER AVERE ACCESSO AI SERVIZI INCLUSI NELL'OFFERTA  
E ALL'OMAGGIO PREVISTO

Due giorni sull'itinerario "Terre di Castelli Fieschi e Spinola":  
dalla Basilica dei Fieschi, all'Abbazia di Borzone fino al Castello di  
S. Stefano d'Aveto, con visite guidate, degustazioni ed eventi.







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## Focus group #4

Inside the project IN.RU.TOU the focus group “Gusto Card – Flavours Card” wants to promote “Itinerari del gusto – Flavours Routes” in the Graveglia Valley.

In the beauty of the mountains behind the Ligurian Eastern Riviera you will find taste, history and tradition !







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## Innovation in Rural Tourism



**Itinerari Gusto Card**  
(solo con Gusto Card, all inclusive 2016/2017, gratis entro i 5 anni, 10€ oltre i 5 anni)  
Ospitalità presso Consorzio 12.00 del venerdì precedente la data indicata (si da conferma e chi prenota al raggiungimento di almeno 8 partecipanti adulti)

**Gusto Card Partner**  
Inbucano Gusto Card e servono lo sconto 20% ai possessori di Gusto Card e si fermano a:  
S&S A suprema  
C&S Vacanze Attive  
Locanda Barbin  
Inbucano Gusto Card e servono lo sconto 20% ai possessori di Gusto Card e si fermano a:  
1) Agriturismo Chiara  
7111 Modis  
7111 Pora  
8) La Marpesa  
9) Cia Grimaldi

**Gusto Card - Itinerari del Gusto in Val Graveglia**

**Itinerario Gusto Card Alta Val Graveglia**  
ultimo sabato di giugno/1° agosto/1° ottobre  
1. Partenza dal mercato della Val Graveglia  
2. Pranzo al Museo del Minerale  
3. Visita al Museo del Minerale  
4. Visita all'Azienda Agricola D'Amico/Paulotti con aperitivo di provenienza locale

**Itinerario Gusto Card Bassa Val Graveglia**  
ultimo sabato di luglio/1° settembre  
1. Partenza dal mercato della Val Graveglia  
2. Pranzo da Finis/Marpesa  
3. Visita al Mulino di Garibaldi  
4. Visita alle vigne Ricolta con aperitivo



Patate Quarantina, Cipolla di Zeri, mele, noci, castagne...



Vermorino Golfo Tigullio e Portofino, Bianchetta Genovese



LE VALLI DEL GUSTO  
del Parco dell'Aveto  
VALGRAVEGLIA

GUSTO CARD

Scopri all'interno le strutture aderenti, i bonus previsti e gli itinerari del Gusto!

La GustoCard è distribuita dal Consorzio Ospitalità diffusa, da Pro Loco Valgraveglia e dalle strutture aderenti che trovi all'interno.

BENVENUTO IN VALGRAVEGLIA!



Conti raggiungere la Valgraveglia:  
- in treno: Stazione Chiavari e attraverso il servizio pubblico di corriere con partenza nei pressi della stazione FS  
- in auto: autostrada A12 sino al casello di Lavagna, al primo svincolo svoltare a destra per San Salvatore, proseguire per circa 3 Km e seguire le indicazioni per Valgraveglia, Comune di No.

Pro Loco Valgraveglia  
Piazza del Mercato, 10  
16042 No (La Spezia)

Consorzio Ospitalità Diffusa  
www.consorzioospitalitaediffusa.it  
info@consorzioospitalitaediffusa.it



Banco di Chiavari e della Riviera Ligure  
GRUPPO BANCOPOLARE





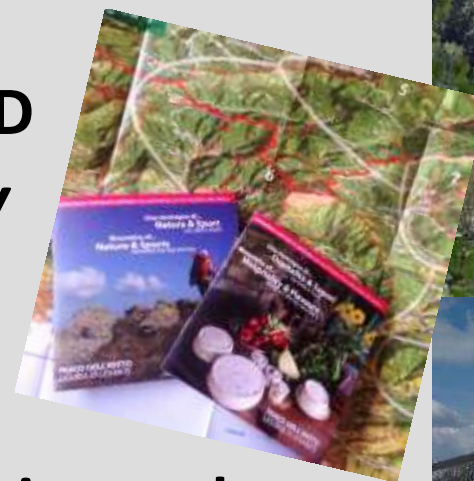
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## Focus group #5

### HOW TO ORGANIZE A BLOG TOUR AND DEVELOP A 2.0 MARKETING STRATEGY



**promote the area;  
support other groups in creating and  
promoting new tourist products**

- 9 members (B&B, holiday farms, guides, associations)
- 4 face-to-face meetings and on-line collaboration





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## BLOG TOUR #enjoyParcoAveto – October 2015

- 7 travel bloggers and journalists for 3 days across the Aveto Park
- Guided tour and story telling about nature, cultural heritage, local products
- live-post on social networks (FB, TW, IG) using the hashtag **#enjoyParcoAveto** (i.e. #enjoyAvetoPark) followed by articles and posts on travel blogs and magazines and a radio interviews

