



**Politecnico  
di Torino**

# **Honors Thesis**

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**Master in Architecture Heritage Preservation and Enhancement**

## **Abstract**

**Sustainable tourism and multiscale revitalisation processes: a proposal for the areas of Taggiasca Olive in the hinterland at the extreme western point of Liguria.**

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The region Liguria in Italy has a unique territory, its conformation and the variety of the landscapes make it one of the most important tourists destinations in Italy. Sustainable tourism represents without doubts one of the most important economic tools used in the revitalisation process of the territory. The aspect of the use and the target of the demand are at the center of the European Agenda and the Italian PNRR. Specific plans and initiatives have been developed to balance the flow between coastal areas and the hinterland, their objective is to turn the sector from consumerist and habitual to respectful and aware. This intention is not to be considered as visionary, since, thanks to the studies carried out by the bodies responsible, it was highlighted that we are going towards “sustainable tourism”, especially for places that often are not included in the classic tourist destinations. The tourists, appear to be increasingly attentive and sensitive to the cultural and environmental aspect, more respectful of local cultures and willing to relate to traditions. These considerations led to the development of the thesis project: can sustainable tourism be one of the strategic actions with which the different states promote the hinterland? The answer was provided by a series of surveys made on the extreme west Ligurian territory, in the places affected by the centennial tradition of the Taggiasca olive culture. The first analyzed parts have been the issues related to sustainable tourism, understanding, through documents and actions on different levels what are its different declinations and the ways in which this can be considered as an advantage for the enhancement and promotion of cultural heritage which still today appears to be a field in continuous exploration and analysis. It was necessary to deepen the Ligurian tourism sector through the analysis of all its aspects, taking as a guideline the actions taken by the various plans and acts implemented by the Region itself in a pre and post Covid-19 period. Subsequently, an area has been defined that includes the territories of the Taggiasca olive, taking into consideration only the cities in which attend the two most important associations, namely the European Council of Cultural Routes and the National Association of Oil Cities. All the research made possible to define clear project lines following both the needs of the territory and the directives given by the Region, obtaining a single objective, the creation of actions that combine the development of sustainable tourism with the marketing territory strategies. This has been materialized in three objectives, two of them immediately achievable as a new path between terraces and olive groves that allows you to discover and enhance the territory in the best possible way, secondly the invention of a special brand that promotes and makes the territory known also by using the most up-to-date ways of communication. While the third objective, namely the construction of a protected park with a special EUROPARC environmental certification, it is a hope for the future. With this work it is hoped to raise awareness of the territory, so that it will be invested by new interests both on the part of users and by the competent authorities and associations in such a way that the uniqueness of the place is understood so as to enhance and protect its material and intangible heritage that is still too little understood.