

POLITECNICO DI TORINO
SECOND SCHOOL OF ARCHITECTURE
Master of Science in Architecture (Rehabilitation and Revaluation)
Honors theses

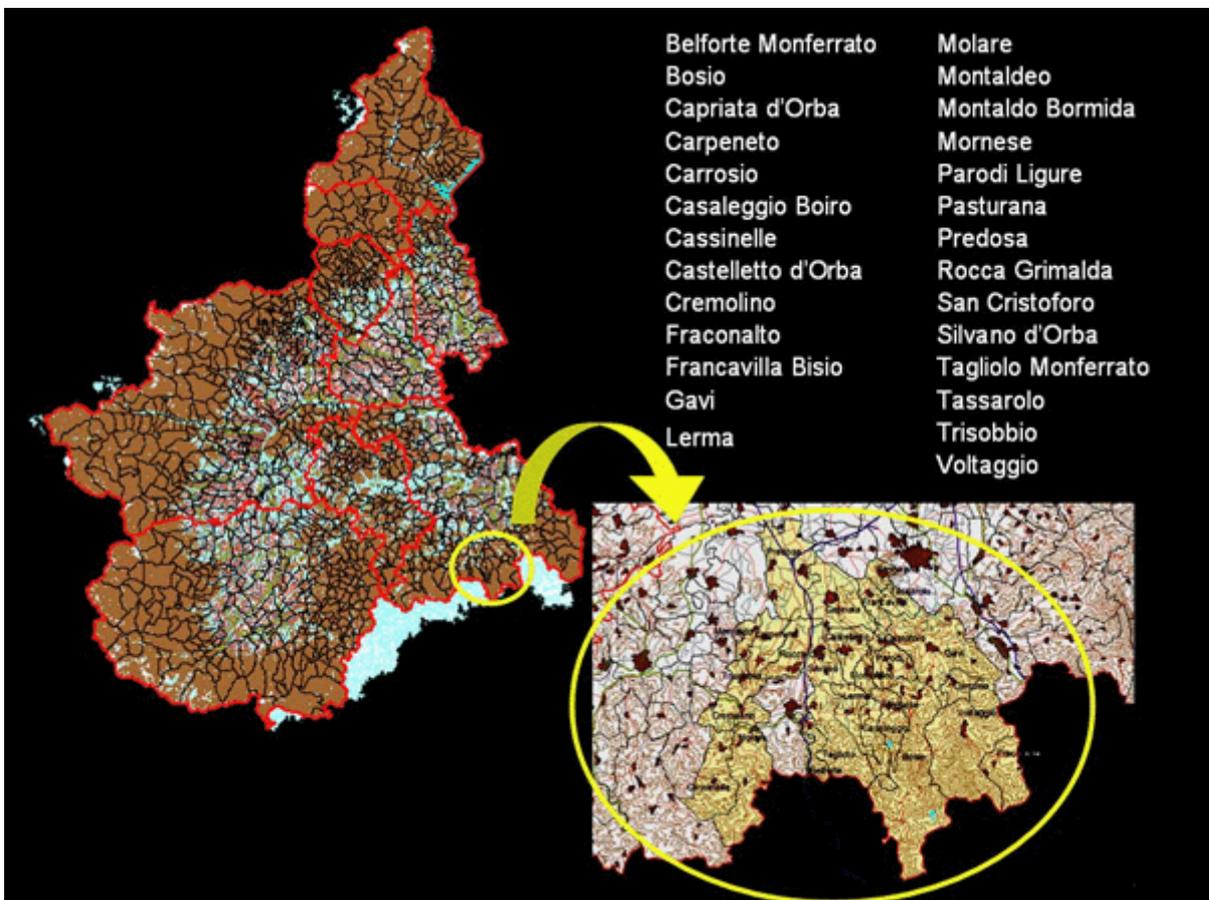
Information System for strategic planning turned to improvement in Alto Monferrato

di Alma Pasero

Tutor: Rocco Curto

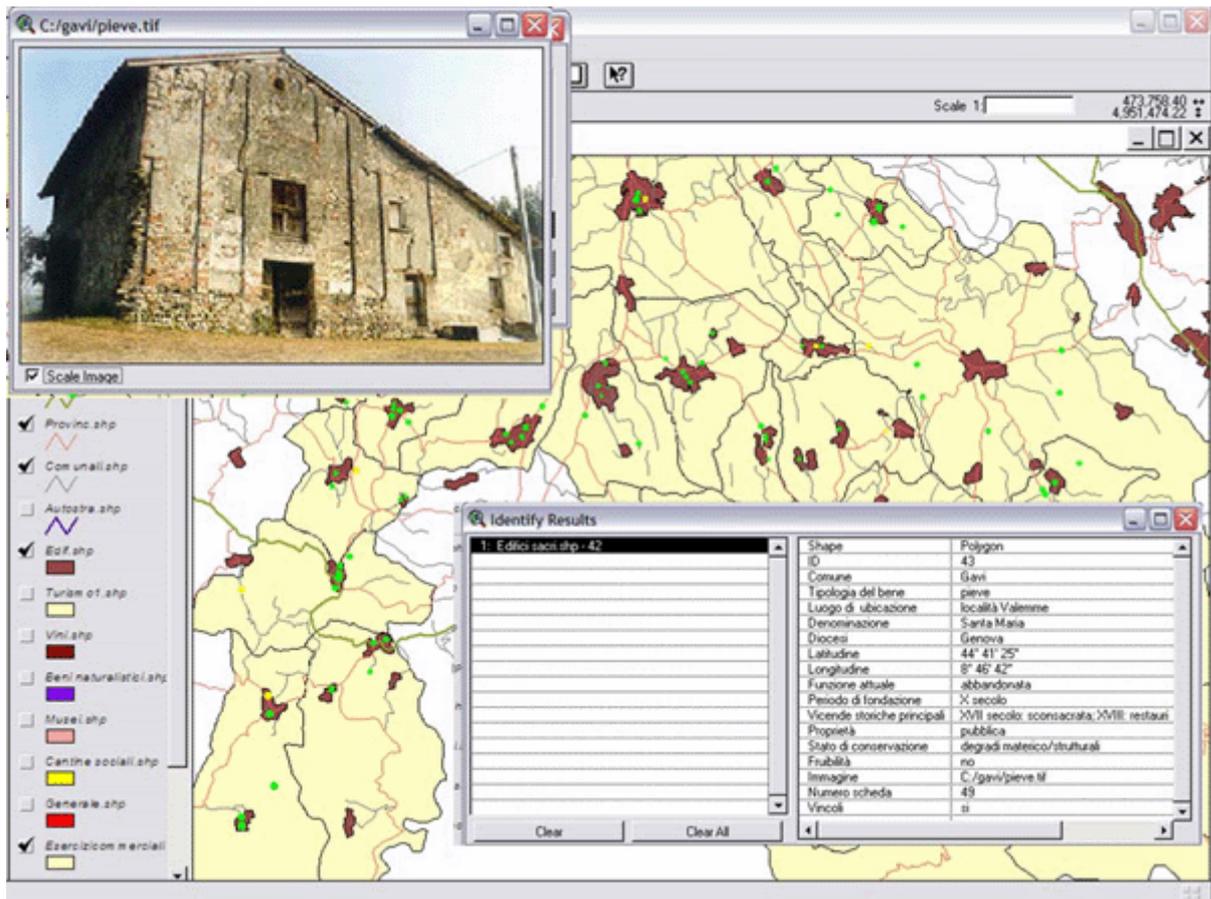
Co-tutor: Michela Vycpalek

The territory of "Alto Monferrato" is situated in the South part of Alessandria province, near Liguria; in particular the analysis includes 27 councils that have some common characteristics: history, economy and homogeneous landscape.



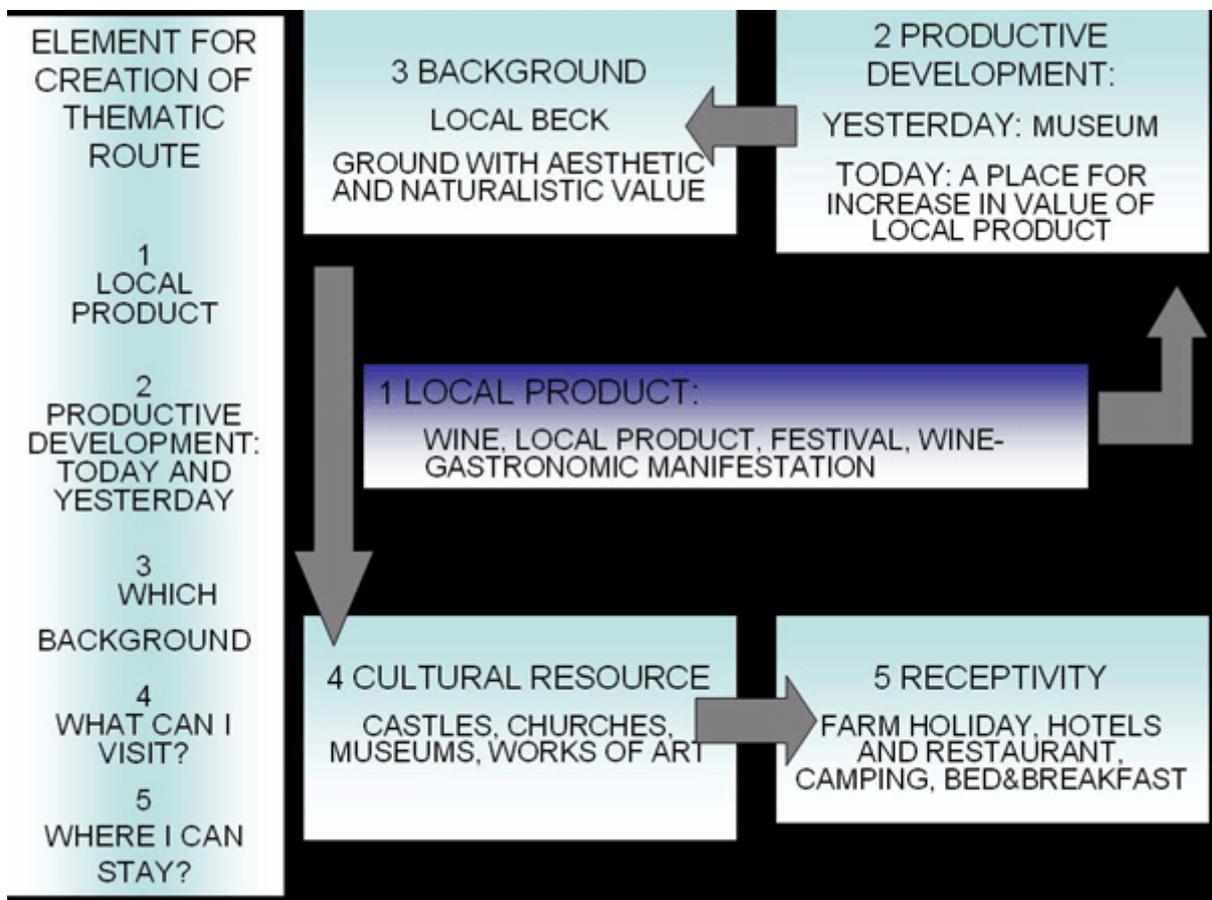
Through the study of this area, gifted with of big potentialities, for most unexpressed, we have looked for showing the importance of the informative system for the creation of strategic plans for the improvement. The study develops in two parts: on one side the collection, the elaboration and the analysis of information, on the other side the creation of dates base with the continuous insertion of the information.

Specifically we have collected quantitative and qualitative information about territory, population, tourism and territorial services and we have made a first census of cultural resources (for example religious buildings and fortified buildings which characterizes the area) through the compilation of a card containing the most significant elements of these buildings. At the end of this analysis we have used the data base for the creation of the geographical information system (GIS) with the software ArcViewGIS which has allowed the “Georeferenziazione”. With the help of GIS we have had the possibility to make some different investigation ; the results have been the basis for the decision in strategic way.



After this first part we have projected the strategic increase in value for “Alto Monferrato”. Preliminarily we have identified and defined the general lines (recognition and definition of the ambit, recovery of identity, transmission of the messages to the visitors, specialized receptivity, monitoring) that have brought to the definition of specific objectives for this area (supportable and integrated increase in value of the tangible and intangible resources, adjustment of the receptive sector, development of the “filere” connected to the increase in value) deriving from the analysis of the resources and the risk.

Subsequently we have identify specific axes (system axis, cultural axis, natural axis, wine-gastronomic axis) and some specific actions for everyone (thematic routes, accessibility improvement, identification of specific target ...). In this phase we have made specific interventions on the territory thanks to the use of GIS that has allowed to have one vision "from above". In last part of the thesis, in order to give an illustration of the use of GIS, for finalized strategic planning to the improvement, we have gone into "the wine-gastronomic" axis, theme that characterizes the area strongly; to this theme , that we have taken like point of departure and thread conductor, the other axes go to tie; this axes create a system that has as field-conductor wine, wine cellars and the local gastronomy. The interrogation of the GIS, through the construction of the "Query builder", has allowed to characterize the characteristics of the territory that must enter to make part of the system that brings to the creation of the thematic route. The below outline summarized the way and the elements that we have identified for the creation of the thematic route.



This type of route is only one of the many that are possible to follow for the interrogations and it has been proposed by us with the purpose to demonstrate like the GIS accompany step to step the strategic planning, from the phase of the acquaintance, with the census of the information, to the critical analysis of the territory until the identification and the creation of the strategies of the same planning.

For further information, e-mail:

Alma Pasero: almapasero@libero.it