The province of Ogliastra is situated in the centre-east part of Sardinia. It is similar to a large amphitheatre turned to the east towards the Tyrrenian Sea, to the west it is bounded by a massive mountain range whose northern and southern extremities bend towards the sea. Those because of its particular geographical features the region and its populations have often been isolated from the rest of the island. The choice to analyse this territory comes in fact from the desire to study the potentials and the critical states of a region which, though, very rich in natural and archaeological resources, i.e. open air museum of the sea, is undoubtedly less valued than the other trails privileged by the insular Sardinian tourism. The main idea at the basis of this territorial analysis is to propose different strategies of revaluation of the province which will synergistically integrate in order to create a “network of exploitation” or a “diffuse museum” on the territory.
With the implementation of these strategic actions we aim to create a sustainable development of the tourist territory and a “re-knowledge” and a territorial rediscovery of the ogliastrina culture. So the Ogliastra would emerge from its historic isolation and a cultural awakening will actively involve all the local population through the implementation of these projects.

First of all a logo identifying the ogliastrina province and its tourist promotion was created. The first part of the thesis (phase of knowledge) is dedicated to an in-depth analysis of the territory and of its landscape considering all its aspects: environment, culture, history and social-economy. For each section there are attached thematic cards which deepen the architectural goods (dark orange), environmental goods (blue), urban settlements (green), landscape (violet) and cataloguing cards on the archive documents and cartographies (orange).

Example of a blue card: Environmental Goods
The stage of knowledge it’s at the base at the second part of the work, the planning, where it was possible to assess the most suitable strategies so as to exploit the territory from the point of view of a sustainable tourism development. Paths and tourist cultural –routes are thus designed through the whole province linking between them important anthropogenic or natural sites, deserving protection or reuse. The designed cultural itineraries aim to extend the tourist season and to limit the anthropogenic pressure on coastal areas during the summer by conveying many tourists to the inland areas of the region.

The advanced designed proposals meet different fields of interest, depending on the needs and preferences of the potential visitors, and are coherent and mutually supportive between them.

The proposed sections are:

1) Ecomuseum of the Ogliastra Landscape.
2) Development of original hosting offers spread on the territory “The diffuse Hotel “
3) Implementation of integrated natural routes between the cost and the mountain “Wild Ogliastra”.
4) Development of the coastal tourist hamlets “Tortoli the gate of Ogliastra.”

Brochure advertising the tourist promotion of the territory
For each action an id logo was created and the targets, which fulfil the short project description, are given, i.e. the location of the involved sites, the promoters, the subjects concerned with the project, the deadlines for the implementation, the management model, the Stakeholders, the funding, the swot analysis and the impact of the project itself.

Specifically only the Ecomuseum of the Ogliastro Landscape was developed and it was created a brochure for the tourist promotion of the territory.

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