

Testing of innovative services for sustainable tourism

OBJECTIVES

The "**Valle Savio Bike Hub**" project intends to create a territorial laboratory for innovation and sustainability of businesses that deal with tourism and bicycle tourism at the local level.

The goal is to create a widespread system of integrated offers and services that promotes sustainable and inclusive tourism, aimed at enhancing the routes and initiatives for cycle tourism and slow tourism.

ACTIONS

Planned Actions:

- Creation and activation of the business laboratory (**1st year**)
- Identification of new routes (**1st and 2nd year**)
- Promotion, communication and marketing (**2nd year**)

A working group will be created consisting of companies that deal **with tourist accommodation and cycle tourism** to increase the innovativeness and sustainability of the territory through **integrated and participatory approaches**. The laboratory will also be an opportunity to map the existing **cycle routes**, the **historical and cultural** emergencies that evoke **tradition and memory**, as well as the **natural heritage** of the Savio Valley, recontextualising them in a view of cycling. The routes and opportunities for cycle tourists will be **promoted** through communication activities, which include the creation of an app and a video to attract interest.

EXPECTED RESULTS

The project aims to **enhance the innovation and sustainability of companies in the Union of the Valle Savio area**, supporting all the economic activities that benefit from cycle tourism and sustainable tourism, thus amplifying both "**slow**" mobility and the sports sector (**mountain bike**).

The expected result is to expand the tourist attraction to the Savio Valley territory, increasing its tourist flows and enhancing the creation of a complete tourist product linked to the enhancement of the territory in an experiential key.

The added value will be to think more broadly of the valley territory, respecting one's own identity by **strengthening social inclusion and a sense of community** and stimulating innovation and the proactiveness of businesses and the panorama of offers offered.

Programme reference:
PG/2020/78131

Start Date:
01st January 2020

Duration:
24 months

Finance Programme:
Regional Law n. 14 of 18th July 2014

Cesena Budget:
50.000,00 €

Regional contribution to the Municipality of Cesena:
44.000,00 €

**PARTENSHIP****Coordinators:**

- Union of Municipalities Savio Valley

Partners:

- CEAS Multicentro Cesena
- CEAS Parco Nazionale delle Foreste Casentinesi
- Clust- Er Create ICC

Project Manager:
Roberto Zoffoli

Strategic Planning and European, National and Municipal Projects Office

zoffoli_r@comune.cesena.fc.it

Contact Person – Cesena:
Elena Giovanni

Strategic Planning and European, National and Municipal Projects Office

giovannini_e@comune.cesena.fc.it