



***MAGIC TOURISM: TRADIZIONALE
CULTURE, EUROPEAN NETWORK
OF VILLAGES, SUSTAINABLE
DEVELOPMENT***

*Magic tourism : a bridge between ancient
identities and new models of development*

Michela ZUCCA

CULTURE

It is a complex entity, which includes knowledge, faith, art, tradition, law, costume, and any other technique, or use, from the human-being in society.

**** Definition of Tylor, 1871***

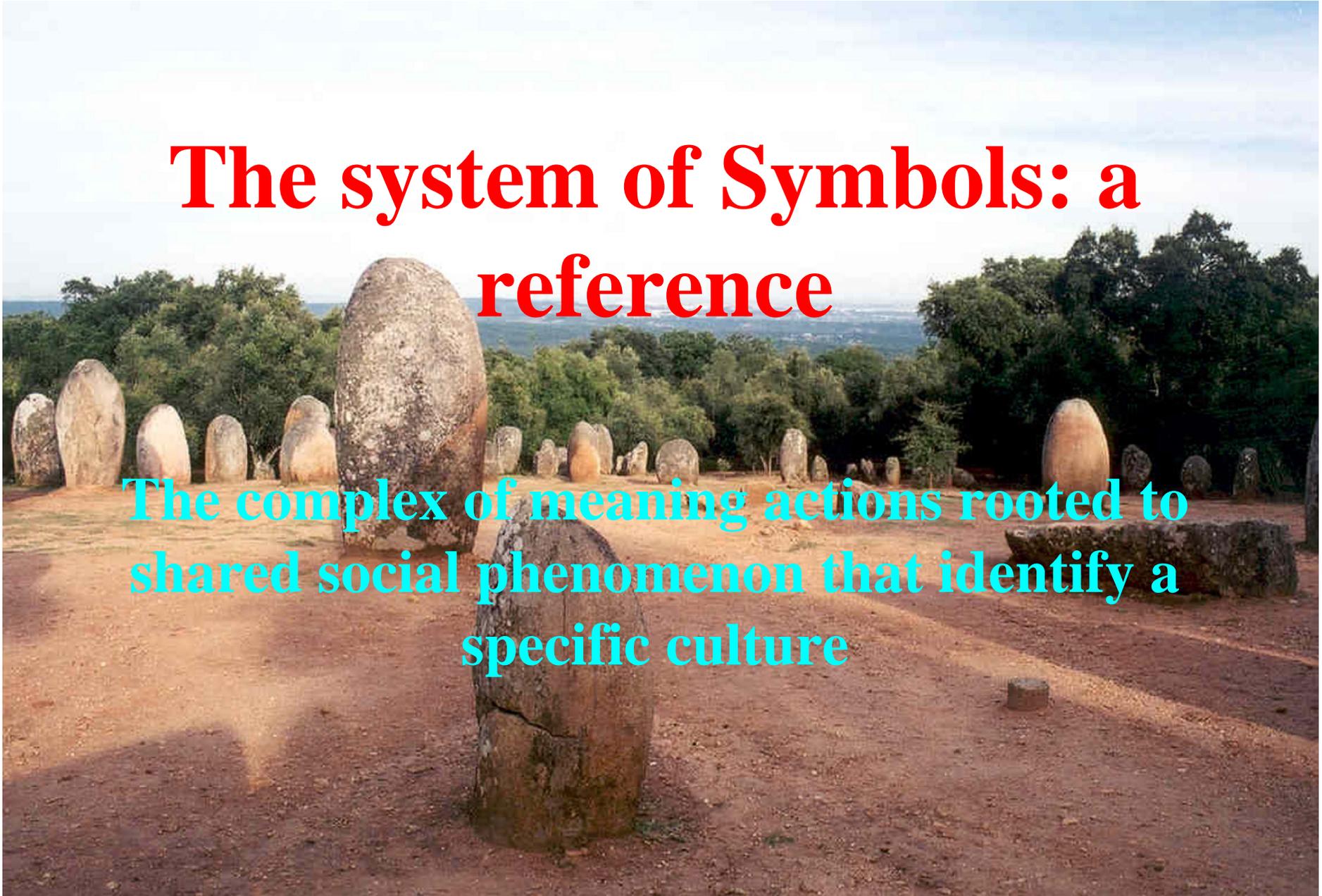
**Conservation and the transmission of
memory, within different
generations, is the basic
characteristic of culture**

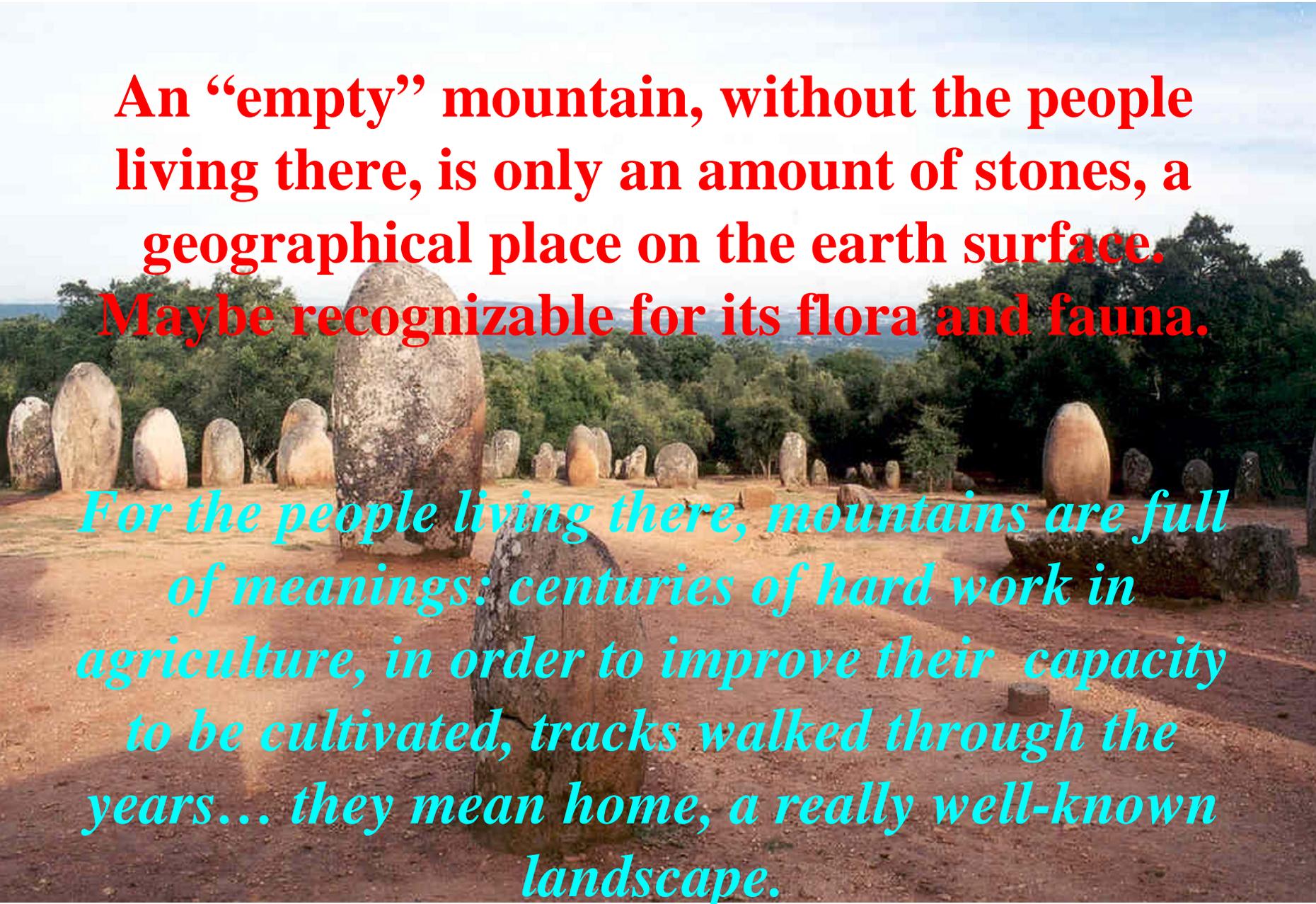
*Without communication,
transmission of memories, culture
SIMPLY can not exist.*



The system of Symbols: a reference

The complex of meaning actions rooted to shared social phenomenon that identify a specific culture





An “empty” mountain, without the people living there, is only an amount of stones, a geographical place on the earth surface. Maybe recognizable for its flora and fauna.

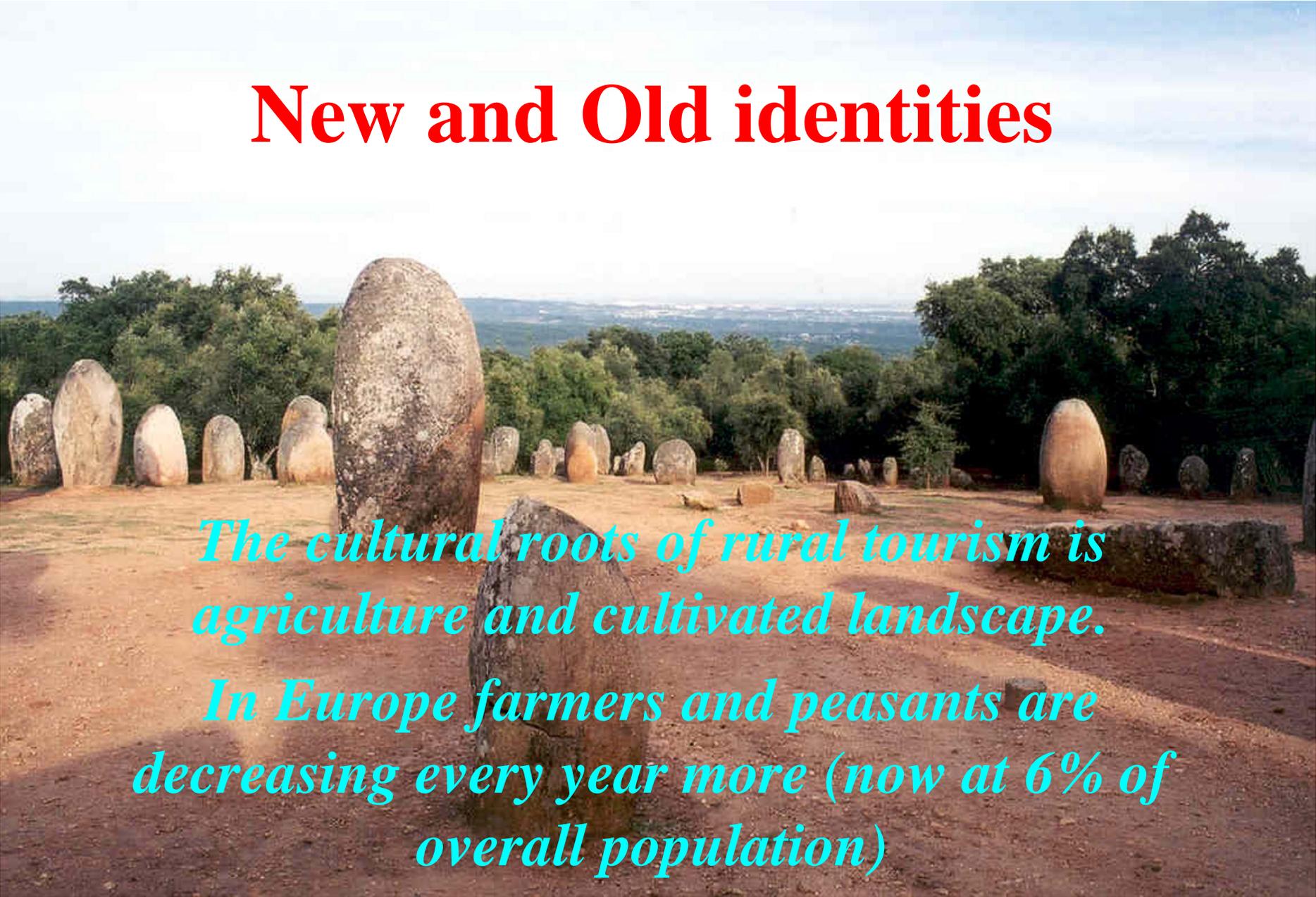
For the people living there, mountains are full of meanings: centuries of hard work in agriculture, in order to improve their capacity to be cultivated, tracks walked through the years... they mean home, a really well-known landscape.

Selection in the process of cultural spreading

Popolar culture, Magic, Tradition



New and Old identities



The cultural roots of rural tourism is agriculture and cultivated landscape.

In Europe farmers and peasants are decreasing every year more (now at 6% of overall population)

Tradition & Modern

**Nostalgia is meaningless and, if considered as an approach, is methodologically wrong.
Real life requires others.**

*Building something “authentic”, deeply linked with the territory, is a highly-sophisticated act.
But represents a high value touristic factor.*



Building a Cultural Bridge

How to start a successful innovation process?

First of all demonstrating that what you are doing, or want to improve, is linked with the past.

It is strongly connected with traditions that were supposed to be lost, as well with the common memory.

Traditions that need to be rescued.



**How to create development
starting from popular culture ?**

**Especialy in the tourism sector,
using the imaginary**



Magical culture is able to capture the attention of everyone. In fact in the imaginary all of us can find a place for his own: fear, dreams, needs, etc..

And what is more important for a focal component of the rural tourism consumer: the action and participation of women.



**Alps still keep a large heritage of
myths and legends.**

**Discover them again means increase pride
and participation of the local population.**

...and only then, create tourism

Village Network in Trentino Phase II (2004-2006)

THE PAST ...

Villages “selected” during RECITE II
“Learning Sustainability” (1999-2002)

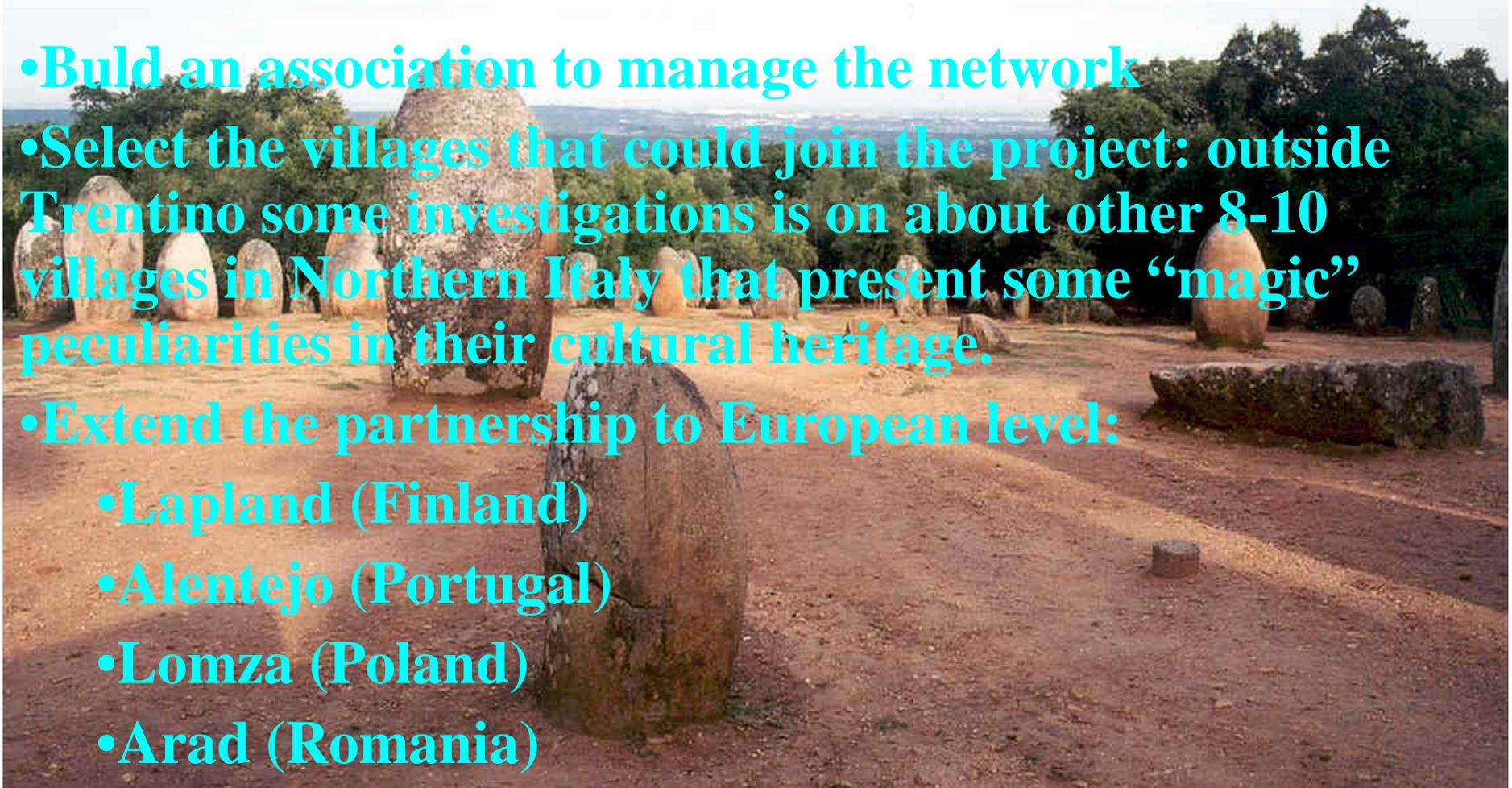
- Cimego
- Celentino & Celledizzo & Strombiano (Pejo)
- Cembra
- Fiera di Primiero

Peculiarities

- **Cimego** = Ethnographic Trial / Heresy / Witches
- **Luserna** = Ethnic minority (Cimbri) / Menhir / Landscape / Sport
- **Nogaredo** = Position / Landscape & Architecture / History / Witches
- **Ronzone** = Cultural supply (Museums) / Structures / Landscape / Agriculture
- **Terragnolo** = Landscape / Agriculture / Position / Recent History / Nature

Our action for the network of magic villages

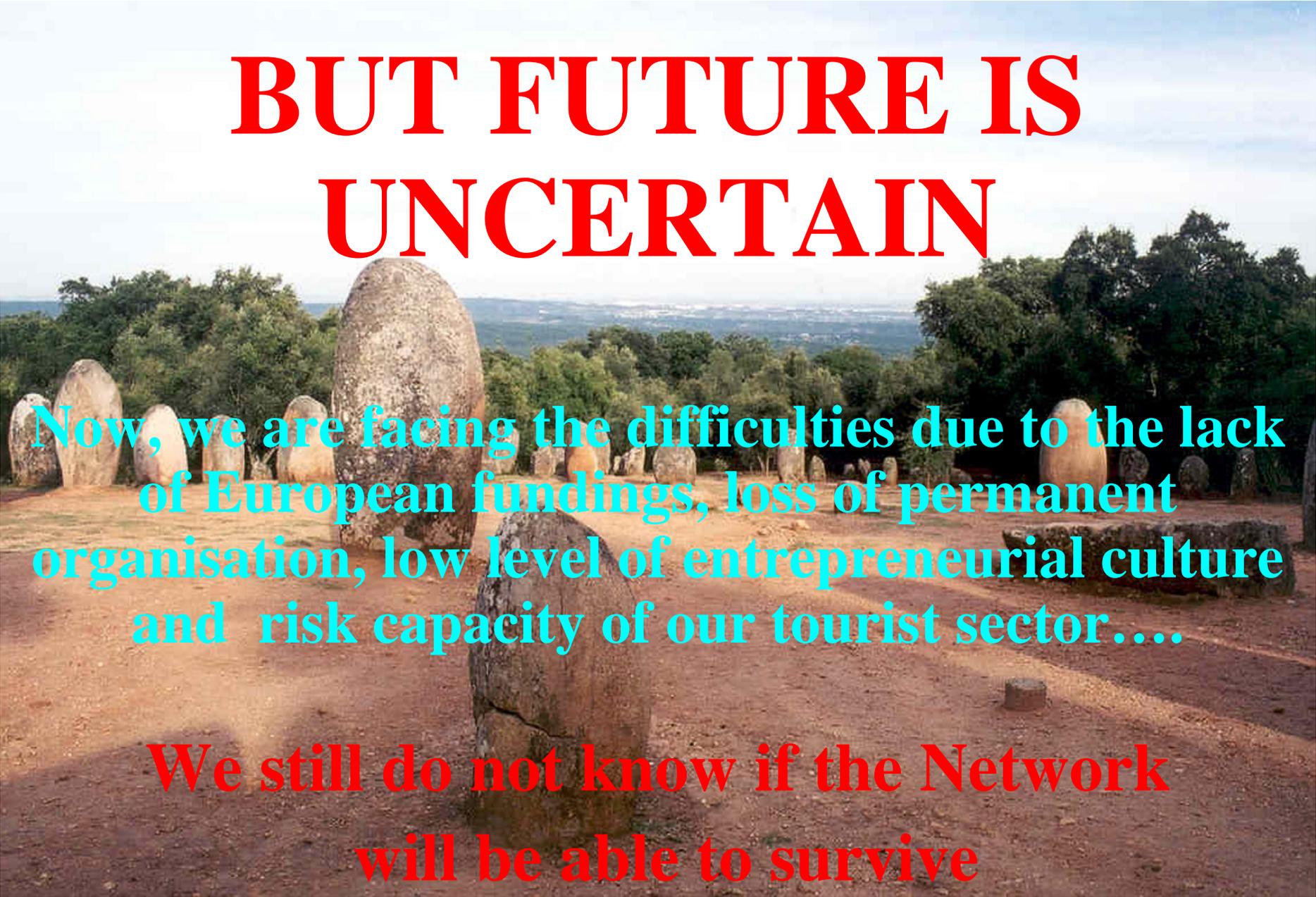
- **Buld an association to manage the network**
- **Select the villages that could join the project: outside Trentino some investigations is on about other 8-10 villages in Northern Italy that present some “magic” peculiarities in their cultural heritage.**
- **Extend the partnership to European level:**
 - **Lapland (Finland)**
 - **Alentejo (Portugal)**
 - **Lomza (Poland)**
 - **Arad (Romania)**



In 2007 the Network of Magic Villages won the first prize for innovative actions of the World Tourism Organisation....

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BUT FUTURE IS UNCERTAIN

Now, we are facing the difficulties due to the lack of European fundings, loss of permanent organisation, low level of entrepreneurial culture and risk capacity of our tourist sector....

We still do not know if the Network will be able to survive



THANK YOU