

GENIUS LOCI

SPIRIT OF THE PLACE OF SME'S INDUSTRIAL HERITAGE



WHAT IS THE GENIUS LOCI?

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SPIRIT OF A PLACE

In classical Roman religion, a *genius loci* was the **protective spirit of a place**. It was often depicted in religious iconography as a figure holding attributes such as a cornucopia, patera (libation bowl) or snake. Many Roman altars found throughout the Western Roman Empire were dedicated to a particular *genius loci*.



WHAT WE WANT TO DO?

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VALORIZE TOURISM POTENTIAL

The Genius Loci project aims to valorize **the tourism potential of industrial heritage and living industry** in order to enhance the tourist attractiveness of the involved territories through the discovery by the tourist of the local **Genius Loci**.

FORGOTTEN MARKET

Nowdays, in the industrial heritage sector there are many programs focusing on ‘trails’ and large industries. While, there are very few who deal with smaller historic enterprises (SMEs) in towns and rural industries. So, the Genius Loci project intents to foster the touristic exploitation of this **“forgotten” market.**

Starting from the three common industrial heritage sectors of the involved countries, the packages will take into consideration the following, border crossing-transnational themes:

Weaving factory and fiber production;

Breweries and distilleries;

Brick and tile work.

EUROPEAN INDU. and TECH. HERITAGE

The sites of the network will be selected, by taking specially into consideration the activities and the places that have been involved in the initiatives implemented during the **European Industrial and Technical Heritage Year (2015)**.

The project involves: Belgium, Italy, Malta, Hungary and Spain.

In each of the involved countries will be **designed a specific route** related to the specific thematic of industrial heritage.

STARTING POINT

The chosen themes and countries are only a **starting point** to develop a methodology and a product in order to experiment how they can be **translated and used later** the end of the project for other regions and topics.



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The tourist product will combine two kinds of industrial tourism:

Active Industries

Industrial Heritage Tourism

MAP THE ATTRACTIONS

All the **attractions** will be mapped together with the **services** near to the identified sites, such as: the level of accessibility, the natural and tourist attractions, the accessory services, and more.

HIGH LEVEL OF CUSTOMIZATION

In order to enlarge the market demand of the industrial heritage tourism from a niche market sector to a market sector for all, the touristic product developed will be featured by a high level of customization. In fact, tourists (alone or by agency), through a specific portal, to be realized during the project implementation, will be able to **customize** both **the route** (by choosing one or more of those available) that the **type of trip** (honeymoon, extreme sports, family, itineraries linked to luxury goods, wellness, and more).

LABELS & QR CODE

To the sites involved in the tourist package will be assigned a **E-FAITH labels associated** to a **QR Code** containing multilanguages and multimedia information and contents. The QR code will ensure to the visitors to have in real time information about the interesting places, the attractions, the museum, the services surrounding the itinerary.

ONE UMBRELLA

Furthermore, a specific thematic network, called **INDUSTRIANA**, **bringing together and coordinating** individual sites under one umbrella, will be established in order to increase the value of developed transnational product.

E-FAITH labels





THE GENERAL OBJECTIVES

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The **general objectives** of the project are:

- **Foster the demand and supply of tourism for industrial heritage destinations**, by designing and promoting transnational tourism packages attractive to a larger number of people;
- Encourage the diversification of the supply of tourism products and services by the **development of sustainable transnational tourism products** based on the valorization of **industrial heritage and living industry**;
- Strengthen **cross-border cooperation** and the **management skills** of **public or private bodies** in charge of developing sustainable industrial heritage focused tourism products;

- Foster **transnational cooperation** among the widest possible number of actors along the **tourism value chain**;
- Better **market uptake and visibility** of attractive sustainable European transnational tourism offer;
- Support **economic regeneration** and **job creation** in involved territories;
- Facilitate **European public-private partnerships**.



THE SPECIFIC OBJECTIVES

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The **specific objectives** of the project are:

- Create an innovative, **transnational tourist package** which promote among a **wide target** the industrial heritage with the possibility to **discovering** the cultural and social entertainments offering by the visited locations;
- Acquire a **deep knowledge of the development** in the field of the tourism based on industrial heritage valorization;
- Provide to the tourism operators specific **tools and methodologies** in order to increase the tourism flow in the industrial heritage sites;
- Make **citizens protagonists** of their tourist experience, by enable them to approach new technologies for the choice and the planning of their transnational holiday

- Realizing a **benchmark analysis** in European countries in order to identify good practices to be transferred in the field of the development of industrial heritage tourism packages and routes;
- Realizing a **functional tool kit** for the professional development of tourism operators and public authorities in industrial heritage valorization and attractiveness of territories
- **Identification**, referring to regions involved in the project, of attractions/sites/destinations and tourism and cultural services that could be attractive for tourists and that satisfy conditions and requirements

- Creation of a **web interactive platform** and **app for mobile** dispositive where users (both potential customers and tourist operators) could access and interact in order to promote, use and disseminate opportunities for tourism in Europe and in order to promote the involved territories
- creation of E-FAITH **quality label** and creation of an QR CODES with **real time information** about the sites like as: tourist attractions (museums, landscape point, archeological sites, etc.) and available facilities (restaurants, along the itinerary)
- Establishment of **INDUSTRIANA** network platform

- Realization of **networking action** and **training activities** to disseminate the methods and materials produced, so that they are accessible to, and used by, a **vast number of tourism stakeholder in Europe**
- Realization of **training activities** addressed to public regional authorities, tourism operator, enterprises in the field of territorial marketing and tourism promotion to enhance the visibility of typical living industries of involved countries.



WHO WE ARE?

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Coordinator



Training agency of Association of Small and Medium Enterprises UMBRIA - ITALY

Partners



European Federation of Associations of Industrial and Technical Heritage



5 SENSES LTD



Provincial Government of Teruel

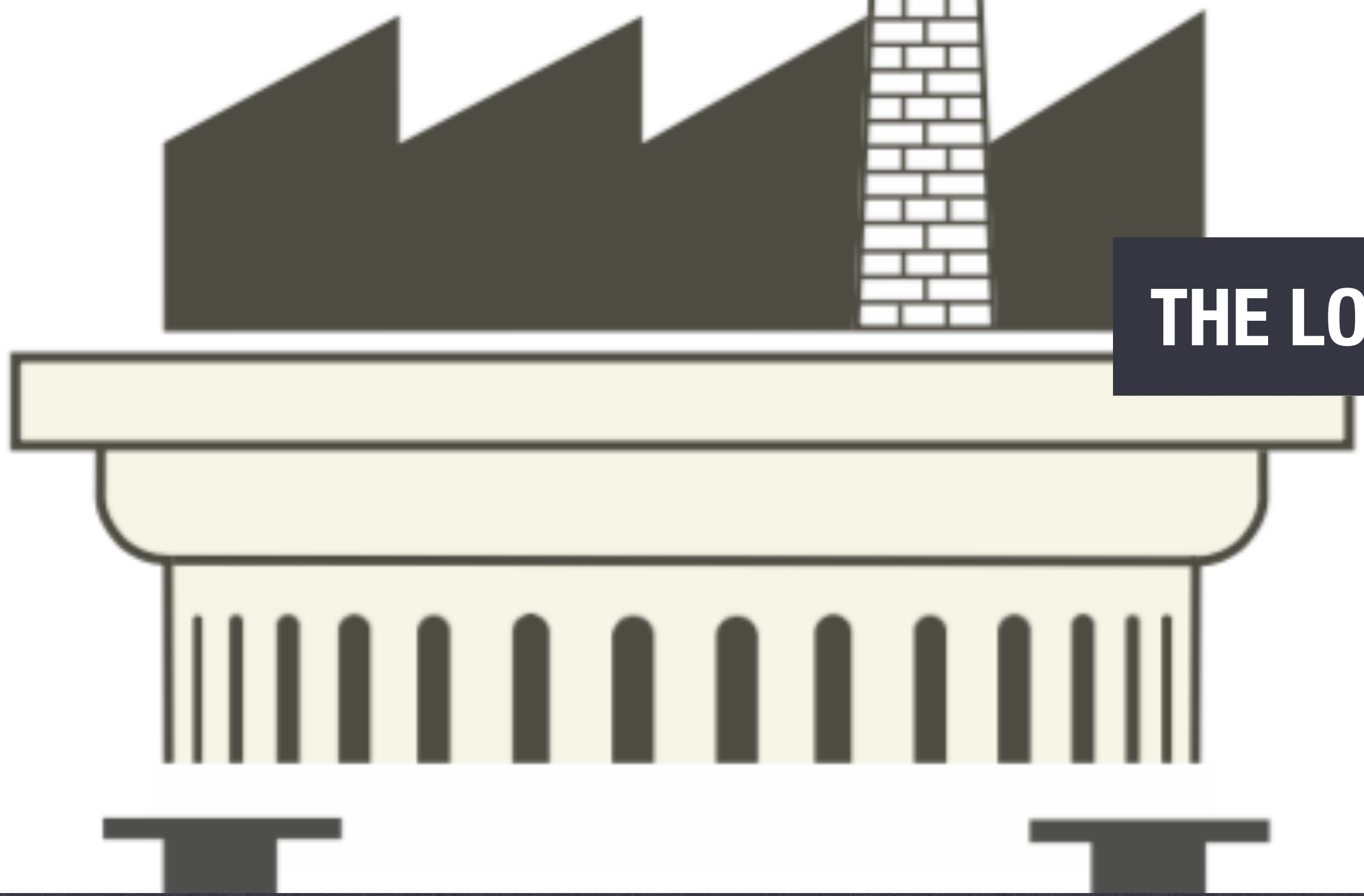


Central Transdanubian Regional Innovation Agency (CTRIA)

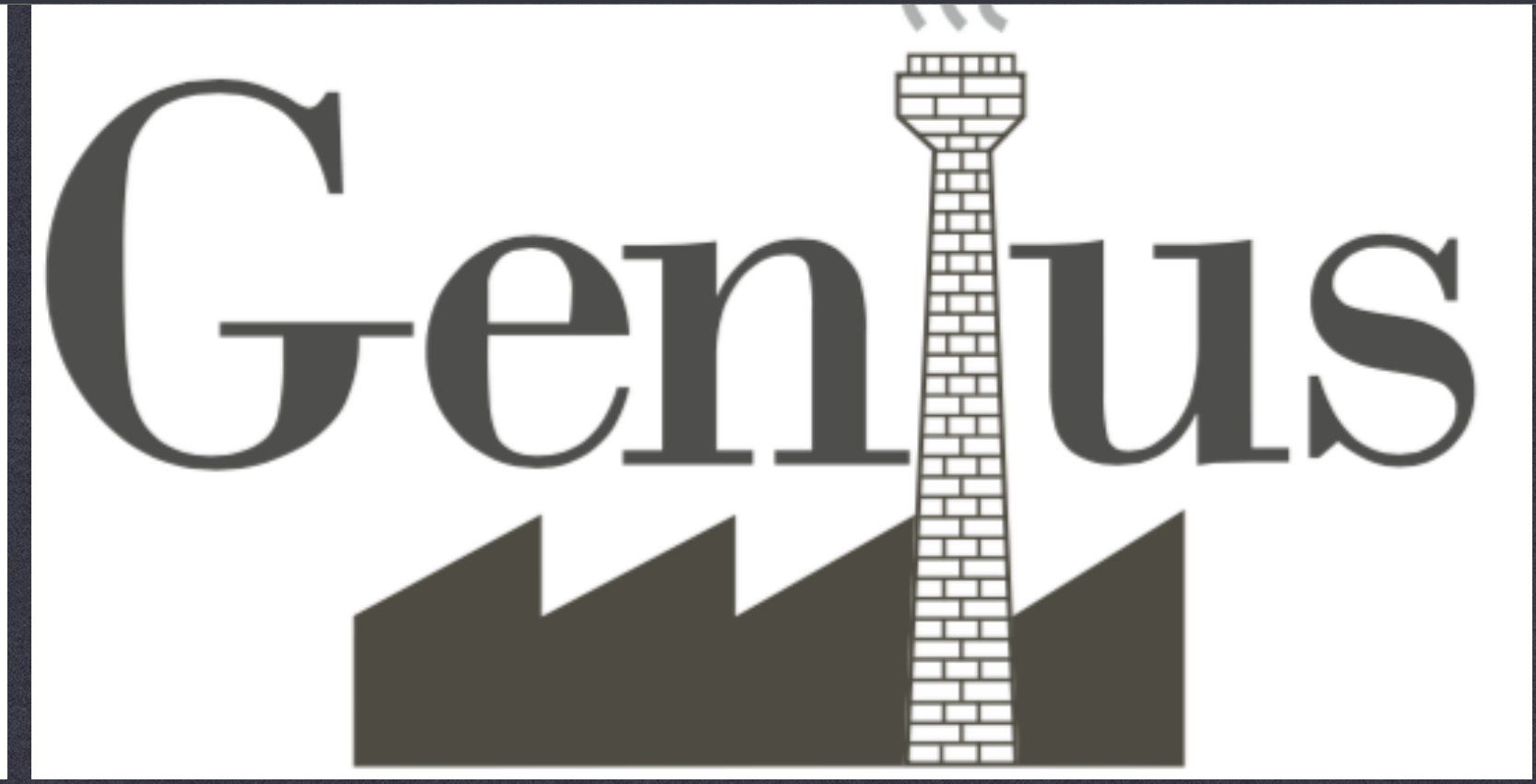
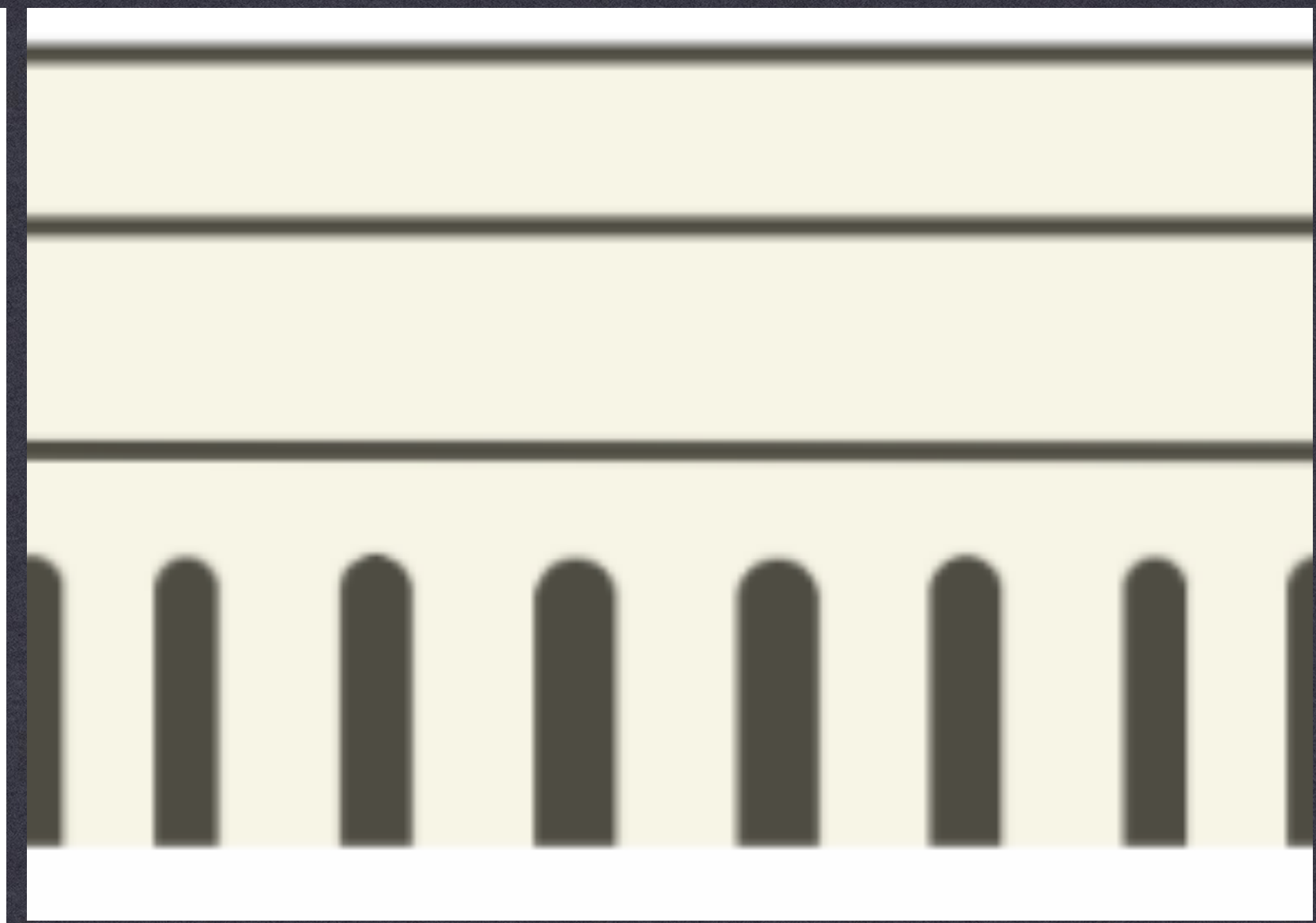


LOC8 SPRL

Genius



THE LOGO STUDIO



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The Spirit

The Doric Column

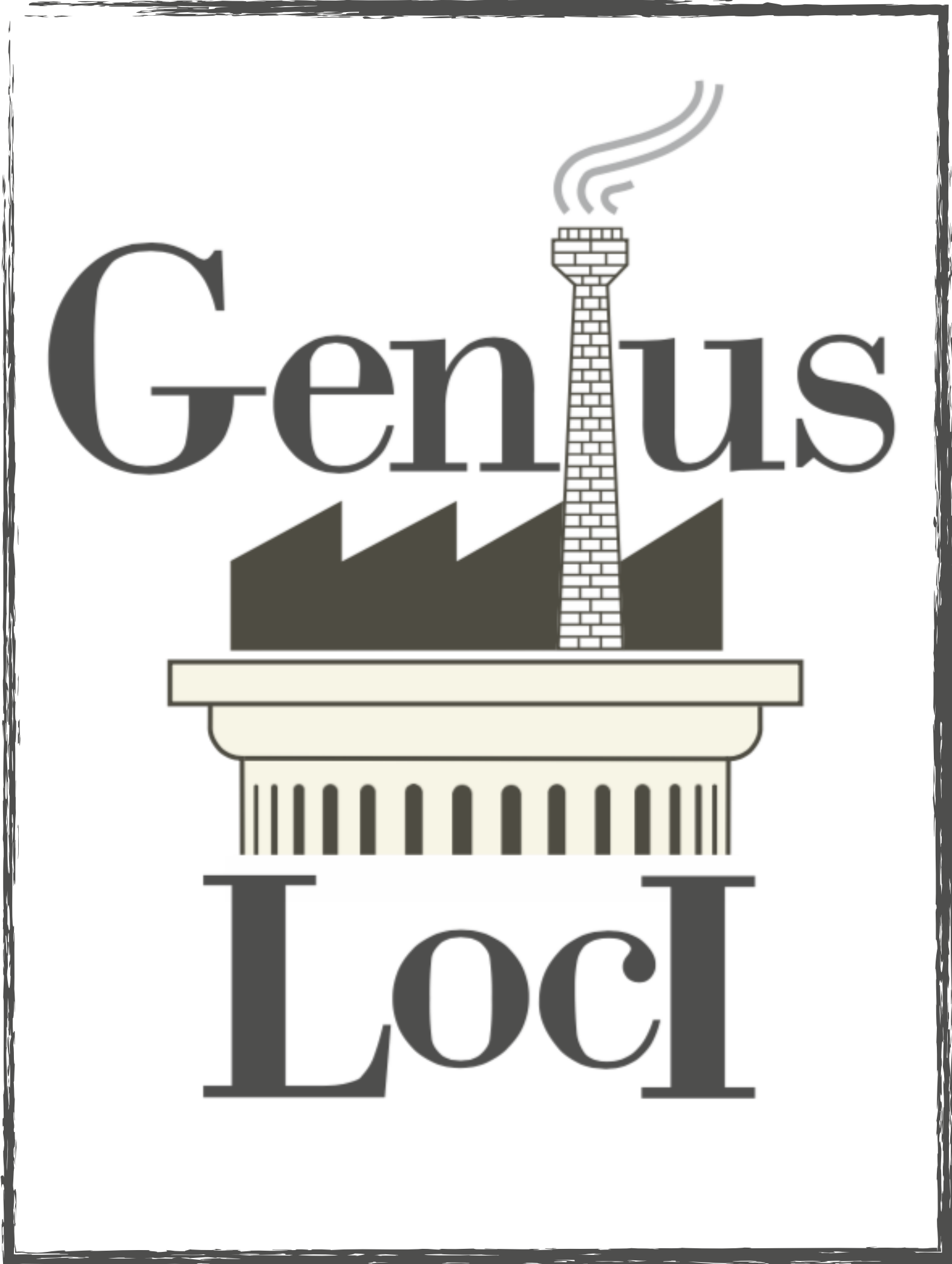
Genius



The '900 fabric

The Place

Lochl



Thanks for your attention.