

TEXTOUR



Infopack

CRESPI D'ADDA: A VILLAGE WHERE RESIDENTS AND TOURISTS CAN COEXIST

A vademecum of good practices for a respectful and sustainable touristic experience

This road is for:

CULTURAL ASSOCIATIONS; MUNICIPALITIES, GOVERNMENT BODIES, AND CULTURAL ASSOCIATIONS IN BORDER REGIONS WHICH ARE INTERESTED IN PRESERVING THEIR CULTURAL HERITAGE OF THEIR AREA, STRENGTHENING COHESION WITH NEIGHBOURING COUNTRIES AND EMPOWERING THEIR LOCAL COMMUNITIES.

Abstract

Crespi d'Adda is the **best-preserved company town in Southern Europe**, and part of the **UNESCO World Heritage List since 1995**. It was built by the Crespi family for the employees of the **textile factory** and their families, and the factory itself remained active until 2004.

Crespi D'Adda then started a second life, linked to the preservation of its unique heritage. Among the initiatives to preserve and promote local heritage, the village of Crespi d'Adda became one of the eight **pilot sites** of the cultural tourism development project "TEXTOUR".

The village faces a great challenge in its sustainable development: **the management of big tourism fluxes** and the respectful and **empathetic coexistence between tourists and residents**.

In fact, residents sometimes have a negative view of tourism even though they chose to live in a touristic location and UNESCO site. It is therefore necessary to help them develop a greater awareness of the **possible benefits** of living on such an attractive site, like better services and more initiatives for local development.

On the other hand, tourists are sometimes unaware of the impact generated while visiting Crespi D'Adda in terms of waste, noise and privacy for residents. It is necessary to help them develop greater awareness to provide better life conditions for the locals.

To address this, a *Vademecum* **for tourists and residents** was prepared within the TExTOUR project to promote mutual respect, protect Crespi's cultural heritage and surrounding environment, and to avoid residents' daily life disruption.

The aim of the *Vademecum* is therefore twofold. On the one hand, it promotes the preservation and valorisation of the cultural heritage among the citizens of Crespi d'Adda, and on the other hand it raises tourists' awareness of the importance of respectful behaviour in an area which is also enjoyed by local communities.



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What to pack:

KNOWLEDGE, TOOLS, AND SKILLS REQUIRED BEFORE IMPLEMENTING THE ACTION

- A deep knowledge of the area and of its main issues
- Knowledge and trust of the local community
- Collaboration with the local authorities
- Facilitators to support workshops, roundtables, focus groups and discussions



THE BURDENS AND HONOURS OF BEING A UNESCO SITE

BALANCING TOURISM OPPORTUNITIES AND THREATS

Crespi d'Adda is a special site of industrial heritage for its exceptional state of preservation, but also because it is a still inhabited UNESCO site. This unique characteristic, while adding value to the site, is also a source of **conflict between tourists and residents**.

Crespi D'Adda was built on an isolated piece of land near a river, which was used to power the textile industrial machines before steam power was implemented. The site is surrounded by woods and natural landscapes. However, the village is also **well connected** to the main roads and nearby cities, and it also lies on **trekking and cycling paths**. This makes it very easy to reach for tourists, causing problems when too many visitors are in the town at the same time.

The poor management of tourism fluxes in the past caused the residents to see tourism and cultural heritage as something negative rather than an opportunity to preserve and share their cultural roots.

As a result, many residents are **unaware** of the historical and cultural importance of Crespi D'Adda and are not directly involved in its preservation.

A VADEMECUM FOR TOURISTS AND RESIDENTS

As part of the TExTOUR project, **several meetings were held** with the main stakeholders active on the territory to find a way to manage tourism fluxes ensuring a harmonic development of cultural tourism in Crespi D'Adda. In the end, the idea to write a *Vademecum* arose to **educate both tourists and residents**, building together the foundations for a fruitful coexistence.



Pic 1: view of Crespi village.
Photo Credits: LINKS team

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The main need is to cultivate a more welcoming attitude towards tourists among residents, but this cannot be achieved **without showing tourists their responsibilities** in guaranteeing residents' privacy and in keeping the place clean and quiet. Therefore, it was decided to provide tourists with **a series of recommendations** on how to behave during their visit, along with information on the main attractions.



Pic 2: Turbine and old cotton mill.
Credits: LINKS team

The final goal is to provide an informed experience of the area and to promote respect for natural heritage and to highlight the tourist attractions in the surrounding areas.

The *Vademecum* also represents an opportunity to share indications to **support tourists with disabilities** towards an inclusive experience, providing information on accessibility, such as parking spaces reserved for people with disabilities and access to the restricted traffic zone for those with a disability pass. The *Vademecum* also shows playgrounds and toilets.

The printed version of the *Vademecum* was made available (2,500 copies) at the Crespi Visitor Centre while the online version was made available through the websites and the main communication channels of the local entities involved in tourism and hospitality in the area.



Roadmap:

THE MAIN STEPS TO EMBARK ON

- 1 MONTH 1-2**
Collection of information and preliminary activities:
Involvement of citizens, associations, tourist guides and local stakeholders dealing with tourism activities (local administrations, promotional agencies and associations) through local workshops to identify the main issues and needs, and to set out the key messages to be shared.
- 2 MONTH 2-4**
Preparation of the Vademecum:
Design of the *Vademecum* layout on a 4-page flyer in A5 format with the following information:
 - Page 1: title, cover image, and the logos of the sponsoring entities.
 - Page 2: information on accessibility and tourist services.
 - Page 3: information on guided or self-guided tours, on where it is permitted to take photos and videos, and suggestions on how to behave to avoid disturbing residents.
 - Page 4: contact information and places of interest.
- 3 MONTH 4-6**
Promotional activities and distribution of the Vademecum:
It is necessary to organise activities and events to distribute the *vademecum* to increase its impact and share its key messages. For example, tour guides could give it to the participants and during museum visits.

Testimonials

“In Crespi d’Adda, the past still has much to tell. Discover it by walking through the workers’ village, and above all, by listening to the stories of a community that can speak to new generations as well.”

MARCO VALLE, HEAD OF INNOVATION FOR CULTURE AND SOCIETY IN LINKS FOUNDATION



New fellow travellers

WHO JOINED AND FORMED THE NETWORK

Municipalities, local and regional authorities and public administrations, local tourist and cultural associations, NGOs, nature reserves and parks, local communities, entrepreneurs, companies and SMEs.

Souvenirs



BEST ACHIEVEMENTS RELATIVE TO THE PROJECT’S IMPACTS



ECONOMIC IMPACTS

- Well managed tourism fluxes can help economic development and guarantee funding to preserve monuments, buildings and other pieces of tangible heritage, and to organise events and other activities to boost local economy.



CULTURAL IMPACTS

- Involving residents and local stakeholders in the creation of the *Vademecum* increases residents’ awareness on their cultural heritage and on the burden and the honour of being an UNESCO site.



SOCIAL IMPACTS

- Cultural tourism and heritage preservation can promote coexistence between tourists and local communities if properly managed through clear guidelines and targeted actions.



Contact us if you want to strengthen the cultural identity of your community through cultural tourism.

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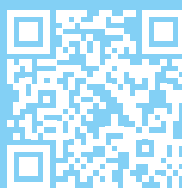
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