

## Friuli Venezia Giulia, Italy

### Pilot area(s)

ValCanale and settlement of Orias (Prato Carnico)

### Aim

To elaborate an approach aimed to integrate preservation, renovation and tourist development of historical settlements characterized by depopulation.

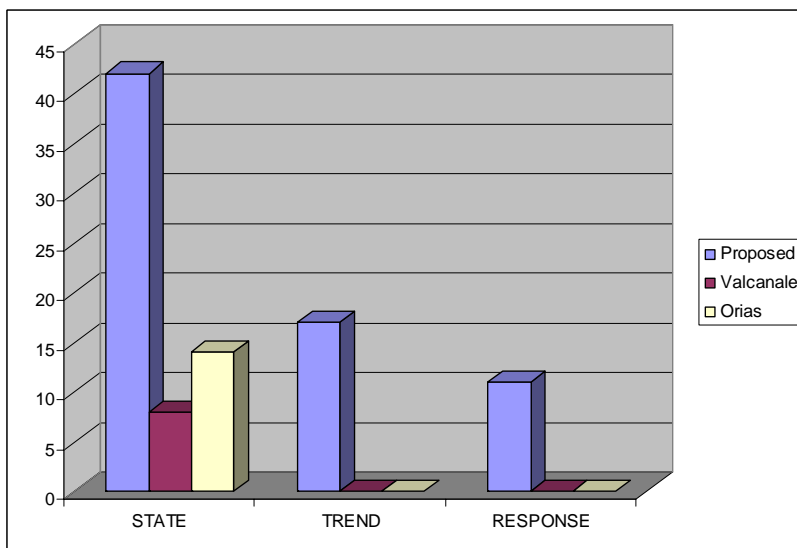
### Methodology

Starting point was the choice to investigate, in an integrated way, cultural heritage and economic development dynamics; the knowledge of the landscape and of the settlement characteristics is integrated by the analysis of the economic and social context and of the local development potentials, to define suitable methods to restore buildings and to valorise the territory from the tourist, cultural and economic points of view. Indicators chosen were partly the proposed State indicators and partly specific indicators, used to verify possible synergy among the above mentioned aspects and to assess relevant opportunities.

Data analysis allows us to verify the potential of the integration of tourist and cultural development policies (in progress or already carried out) with specific incentive tools, in order to evaluate the effectiveness of aid policies to tourism in mountain areas, particularly aimed at the development of tourist facilities (diversification of tourist offer, restaurants, services).

### State of work

Implemental stage



Proposed/used indicators

## SWOT analysis of Orias, Prato Carnico

Strengths	Weaknesses
<p>High landscape value of the settlement and of the valley, not injured by recent infrastructure interventions</p> <p>Good exposure</p> <p>High percentage of authenticity of the settlement, characterized by non renovated rural buildings</p> <p>Young owners interested in tourist and cultural profile raising</p> <p>Local administration active in searching financial tools to promote the conservation and reuse of the settlement</p> <p>Good percentage of authenticity of other settlements in the valley, with well preserved rural and residential buildings and architectural and urban typical features</p> <p>Good hiking tourism offer: network of footpaths, points of high alpine interest</p> <p>Tourist and cultural valorisation initiatives in other valley settlements (Pesariis)</p> <p>Valorisation of the traditional activities related to watches of Pesariis, well known in many European countries</p> <p>Presence of sport facilities in the valley</p> <p>Presence of tourist facilities in the valley (restaurants, "albergo diffuso")</p> <p>Good facility level in the main centre</p> <p>High number of promotion initiatives in the valley</p>	<p>Rural buildings not in line with town planning rules (low ceilings)</p> <p>Lack of infrastructures and utilities (public lighting, sewerage, water, electricity and telephone supply, rubbish collection)</p> <p>Agriculture and breeding sector in decline</p> <p>Lack of retail facilities, in the two settlements of Orias and Truia</p> <p>Bad access conditions: narrow and winding road from Osais settlement and to Truia settlement</p> <p>Main public facilities can only be reached by car</p> <p>Lack of suitable parking areas in Orias and Truia settlement</p> <p>Highly fragmented properties and low availability in selling them</p> <p>Scarce availability of older owners to a common management of settlement</p> <p>Scarce interest of owners to tourism-related activities</p> <p>Lack of facilities and too much distance from the other settlements in the valley floor</p> <p>Lack of urban management tools</p> <p>Lack of suitable tools to address and accompany intervention on the architectural and landscape heritage</p> <p>Lack of a incentive system to address correct renovation interventions</p> <p>Scarce presence of qualified workers for renovation and restoration intervention on the architectural heritage</p>
Opportunities	Threats
<p>Integration of financing tools devoted to cultural and landscape heritage with the ones addressed to tourist, social and economic development</p> <p>Establishment of a incentive system to address correct renovation interventions</p> <p>Improvement of interventions on buildings and public areas, by defining guidelines and specific urban planning tools</p> <p>Training of skilled workers in the field of restoration, by establishing a local professional school ("cantiere scuola")</p> <p>Starting up advice services to professionals and private owners, in order to improve project quality</p> <p>Setting up of new activities integrating conservation and development</p> <p>Raising awareness of local administrators, owner and other actors involved in renovation activities, to foster the respect of local building traditions</p> <p>Reintroduction of agriculture and breeding</p> <p>Maintenance of environment</p> <p>Development of eco-tourism</p>	<p>Abandoning and collapse of building</p> <p>Abandoning of pastures and consequent increase of wood areas</p> <p>Setting up of new activities, incompatible with the settlement and environment characters</p> <p>Interventions on buildings and public areas not in line with the local architectural and urban characters</p> <p>Use of non suitable materials and building techniques in restoration activities and alteration of settlement and landscape characters</p> <p>Realisation of parking, utilities and access infrastructures with negative impact on the landscape</p>