Decentralized hospitality in Ornica village

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Some words about the area

Policies against depopulation in mountain areas

ORNICA village
What was the problem?

- Depopulation due to low job opportunities
- Women unemployment
- Marginalization of the area

Policies against depopulation in mountain areas
What?

• Renovation of traditional houses to “build up” a decentralized hotel

• The rooms has located in various parts of the old village, though with a single reception area
How long?

• Since 2009

• From a decreasing tourism to 1500 overnights in 2010
Who got involved?

- “Mountain women Cooperative Company” >> 17 women
- Ornica Municipality
How did we do?

- Sharing of the idea and collection of joinings
- Creation of the Cooperative Company
- Planning of the hotel in the old village
- Renovation of buildings
- Start up and marketing

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How much did it cost?

- Contribution to the Cooperative for the territorial marketing and organisation >> 1,000 € per members
- Renovation costs >> in charge of each owner
Problems?

- At the beginning, give concreteness to the concept of “decentralized hospitality” >> creation of a common vision
- Stimulate the interest of the institutional level
- Organize the events with a common vision

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Does it work?

- Revitalisation of the touristic sector
- Induced activities >> environmental education, cultural event, promotion of local products
- job opportunities >> 7 women part time, seasonal workers
Single initiative/Strategy?

- Bottom up approach
- Sensibilisation of the institution towards a new territorial marketing
- Lack of support to become an integrated strategy

>> next steps?

Policies against depopulation in mountain areas
Transferability to other areas

- Transfer the cooperative approach and the management model
- Integration of tradition and innovation
Contacts

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THANK YOU FOR YOUR ATTENTION!