



TWO COUNTRIES, TWO PROVINCES, ONE TERRITORY THE INTEGRATED PROGRAM OF CUNEO PROVINCE AND THE HAUTE-PROVENCE

The project is presented at the Greenaccord International Forum of Cuneo. The objective: promote a model of sustainable tourism that can enhance the common historical and natural patrimony of Cuneo province and French Haute-Provence.

Cuneo, 15th of October 2010 – A Trans-frontier program to promote an integrated and sustainable model of tourism, able to enhance economically the shared patrimony of an intact natural environment where common cultural traditions are shared, was presented today by the **provincial counselor of Cuneo, Pietro Blengini** before a public of over one hundred journalists from all over the world gathered in Alba for the Greenaccord International Forum “People Building Future – Boundaries and Values for a Sustainable Lifestyle”. The project is the result of a synergy of efforts of the Cuneo Province and the Conseil Général des Alpes de Haute-Provence.

The goals are to progressively re-qualify the territory, according to sustainable development principles and to create a trans-frontier touristic basin where the variety of proposals stimulates the visitor to travel and move throughout the territory in order to live new emotions and experiences. The initiatives include itineraries fit to have the visitor savour the typical foods, products and wine, appreciate the vast and various landscapes and live new experiences in close contact with Nature, emphasizing the human, cultural and natural resources that the territory widely offers.

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