

The great beauty of the small villages

Intermodality: the road to meet it



HISTORICAL VILLAGES:

- They are small jewels that tell history, architecture and culture of Italy
- They are widespread in the territory, mostly located on hills and mountains
- They play an important role in overseeing internal territories and their hydrogeological control
- They constitute an important opportunity for tourism development for areas that have been marginal



BORGHI VIAGGIO ITALIANO



BORGHI
viaggio italiano



A national project, coordinated by Emilia Romagna Region, funded by the Ministry of Tourism

It is aimed at promoting the great heritage of the villages in an internationally coordinated manner

The Italian Village Network has been created: it includes about 1000 villages of the 20 Regions

BORGHI VIAGGIO ITALIANO

Hundreds of small villages spread over the territories



THE JOURNEY TO THE VILLAGES IS THE PROBLEM

- Due to their urban layout, often of medieval origin, the small villages do not allow the reception of large numbers of cars
- The influx of private vehicles would still cause pollution problems and would ruin the atmosphere of quality of life and serenity that is their greatest characteristic
- The access roads are often narrow and steep, and not always easily accessible by bicycle
- Public transport connections are often scarce and inadequate



PORTICO SAN BENEDETTO

A POSSIBLE SOLUTION

Intermobility

- Create or increase public links between the areas of maximum tourist influx of the coast and the villages of the hinterland
- Create connections between car or bicycle park exchangers on the plains and public bus lines that reach small hill towns
- Make tourists aware of using public transport by offering them discounts and personalized offers

THE STEP-UP INITIATIVE LA LINEA DEI BORGHI

An innovative project that allow to visit the villages of the Val Marecchia from the Romagna coast by public transport.



la linea dei
BORGHI

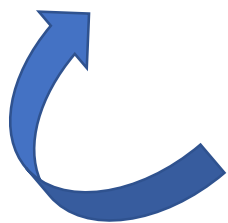
RIMINI • VERUCCHIO • SAN LEO

FERMATA

www.viaggio-italiano.it



Where: from Rimini to Verucchio and San Leo, and back



La linea dei Borghi



When

every Sunday from May 5th until June 9th
every Thursday from June 13th to September 12th

How

with a free shuttle bus available to tourists
with an email reservation and a dedicated number

Upon arrival in the villages, tourists will be welcomed by guides who will accompany them for free to visit the main places.

STEP – UP

A step in the right direction:

from the coast to the small villages
without car.