

In the scope of the **2007-2013 Alcotra Programme**, developed by the **European Union** to encourage **cross-border cooperation** between Italy and France, the **Province of Cuneo** and the **Conseil Général des Alpes de Haute Provence** are developing an Integrated Cross-border Programme called **New Touring Territory**.

Its aim is to promote a model of integrated and sustainable tourism, based on the economic valorisation of a common heritage made up of a natural environment which is still intact, quality agrifood productions and shared cultural traditions. Through its five strictly interwoven project initiatives, this ICP aims at progressively qualifying the territory according to sustainable development principles, in order to create a cross-border tourism area where the variety of proposals is an incentive for the visitor to come and discover and enjoy new emotions.

Some practical data

The department of the Alpes de Haute-Provence and the province of Cuneo cover a territory which stretches over nearly 14 000 km², is inhabited by 722 000 people and made up of 450 municipalities, of which more than half have a population of under 500 inhabitants.

In the province of Cuneo there are six active mountain communities and four in the Unions of Municipalities and Hill Municipalities. In the department of the Alpes de Haute-Provence there are twenty-one communities of municipalities, which group together 146 municipalities out of 200.



- [Download the map of the New Touring Territory \(.pdf 9,2 Mo\)](#)

Destinations

Haute-Provence Luberon

The Pays de **Forcalquier** et **Montagne de Lure**, so dear to author Jean Giono, stretches between the Luberon and Le Contadour, near the lavender and the olive groves and is one of tis territory's gems territory. The towns of Manosque, Sisteron and Digne-les-Bains offer charm,

authenticity and character to the visitor.

Verdon

Around the **lakes** and **Gorges du Verdon**, this territory offers a wide range of outdoor and cultural discovery activities. Overlooked by the lavender plateau of Valensole, it has villages and towns of character such as Riez-la-Romaine, Moustiers-Sainte-Marie, Castellane, Annot or Entrevaux.

Alpes-Mercantour

The **Blanche**, **Ubaye** and **Haut-Verdon Val d'Allos valleys** unfold along rivers filled with white water. Ideal in winter for skiing and snow sports activities, these unspoiled valleys are also a privileged place in summer which combines Provençal life-style and outdoor activities, cultural discovery or an opportunity to recharge one's batteries.

The Mountains

Get your fill of tourism ideas : from the **Pô valley** to the **Tanaro valley**, and the Varaita, Maira, Grana, Stura, Gesso, Vermenagna, Pesio or Monregalesi valleys, the **province of Cuneo** offers you a wide range of mountain itineraries with a host of landscapes and traditions.

Hill land

The gentle **hills of the Langhe and Roero** are home to a rich heritage. Remarkable architecture and historical traditions go hand in hand with treasures of wine and food, among them Barolo and the precious white truffle from Alba.

The plains

In the heart of the **province of Cuneo**, charming villages and rivers dot the fertile southern Pô plain. This crop and livestock land is also good for tourist and sports activities.