I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

PRIORITY AXIS 3 "ENVIRONMENT AND CULTURAL HERITAGE"

Specific objective 3.1 "Make natural and cultural heritage a leverage for sustainable and more balanced territorial development"

Title of deliverable (as in SIU): **reports of the Laboratories**

Work package number, name of Work Package :

WP3 THE SYSTEM: NATURAL CULTURAL HERITAGE - ENTERPRISES - DEVELOPMENT

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3.2 Awareness Raising Actions

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ABRUZZO REGION
AWARENESS RAISING ACTION REPORT

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INTRODUCTION

On 9th and 10th of May of 2018 the Local "Awareness Raising Action" (act. 3.2) has taken place in Pescara to the headquarters of Abruzzo Region in Viale Bovio n° 427.

The laboratory has been aimed at:

- creation of spaces of awareness on the potential of economic development of the territory of reference (Provinces of Teramo, Pescara and Chieti);
- reinforce the common identities and develop possible collaborations among the participants in the Laboratory for the implementation of the projects of tourist thematic itineraries;
- contribute to the elaboration of the "Charter for the evaluation of the quality of services" of the public-private Cluster that will be established within the Project;

PARTICIPANTS

The pool of experts has participated to the laboratories both days of 9 and 10 of May

The protagonists of the day has been the "Stakeholders" who sent requests for participation to the Abruzzo Region, in particular to the European Territorial Cooperation Service directed by Mrs Paola Di Salvatore.

The total number of requests received was twenty-two (22), for which fifteen Stakeholders were present at the meeting (14).

List of the Stakeholders present is:
1. Abruzzo.com;
2. Artemind Associazione;
3. Condotta SlowFood Val Vibrata-Giulianova;
4. D.M.C. – Gran Sasso Laga cuore dell'appennino Scarl;
5. Co.Ges AMP Torre del Cerrano;
6. Provincia di Teramo;
7. Comune di Silvi – Ufficio Unico Torre del Cerrano;
8. Comune di Casalincontrada – CEDTERRA;
9. IASM – Istituto Abruzzese di Storia Musicale;
10. Parsifal Società Cooperativa;
11. Ente Morale della Società della musica e del teatro "Primo Riccitelli";
12. Istituto Internazionale del Teatro del Mediterraneo – Sezione Italiana;

13. Odoardi Pasquale;
14. Terre del Piace Scarl
15. Oasi WWF Calanchi di Atri (involved by Comune di Silvi but not participating in the official public call)

AWARENESS RAISING LABORATORIES

DAY 1 – 9th OF MAY

The work began after a brief introduction by the experts who focused the attention of the stakeholders on three focal points:

1. Generate a "creative" proposal, far from what normally a "tourist" can expect. It is essential to have clear ideas about what you are going to propose, not forgetting that it must be usable, even in purely economic terms, always wondering if, first of all, the proposal captures us too;

2. Absolute awareness of the territory, its potentialities and the difficulties that can be encountered;

3. Knowledge of data and of how much we want to achieve.

In order to immediately involve every single stakeholder, a presentation of about 3 minutes was required during which they had to:

• To show up

• Describe the activity they led.

The result after this first phase lasting over an hour was the discovery of an extremely heterogeneous group with a great propensity for comparison

In order to favor a synergy between the different elements of the group, 3 groups were divided by mixing the actors of the territory based on geographical origin, in order to develop new relationships and otherwise very difficult comparisons. In turn, the three groups were asked to measure themselves with the creation of tourism concepts for the development of itineraries or tourist destinations based on three themes:

1. Families & School

2. Culture

3. Disability

It was also pointed out that it is not a division compartmentalized and that surely it comes to policy groups with an enormous synergy potential.

The experts have also tried to promote the creation of itineraries based on emotions and service provision that draw those who participate in an experience full of meaning.

The groups' work lasted for about an hour and a half in the morning and the same in the afternoon in order to prepare a concept to present to the experts and on which to discuss during the meeting of the day after.

The final phase of the meeting was managed by Dr. Cotroneo who, through a questionnaire created ad hoc, explained the importance of the data and the perfect knowledge of what you want to offer and what people want in terms of tourist experiences in order to develop a proposal that can lead to success.

With all the stakeholders involved in the Pescara meeting, a sharing space was created through google drive.

DAY 2 – 10th OF MAY

The session on May 10th was managed to report to the pool of experts about the creative process carried out the day before and to illustrate the results of the discussion and brainstorming.

Each group had 15 minutes to describe the group members, ideas and concepts of planned itineraries / tourist destinations.

Following the exposure of the three groups, the experts reported their impressions, evaluations and advice.

Professor Trimarchi underlined, like everyone else, the satisfaction of verifying the commitment and desire of the actors to collaborate for the creation of new products, but at the same time it was peremptory in advising to exit from the logics related to mass tourism which provides predetermined and rigid products, moving towards elastic and modular proposals, easily managed and malleable by the potential customer.

Ms. Cotroneo, for her part, reminded us of the importance of changing customers' purchasing habits, especially through the internet.

Ms Ricci has instead focused attention on the contents of the proposals that must try to go against the new trends and the modularity of their structure.