

D3.3.3.

JOINT REGIONAL TASK FORCE REPORT

Task force report – Friuli Innovazione

Friuli Innovazione has established contacts with most representative stakeholders and set up a regional task force, in order to:

- Provide a strategic overview and align project activities and results achieved to regional/local tourism strategy and plans;
- Exchange opinion and focus on demonstrative actions to be implemented on the territory;
- Involve those actors concretely in the organization of the training workshops and pilot actions;
- Raise awareness about innovative solutions and tourism approaches developed and tested within the project;
- Exchange information about regional policies, tourism strategies and visions at cross border level.

Furthermore, Friuli Innovazione involved Promoturismo FVG, Municipality of Cividale del Friuli and GAL Torre-Natisone in the organization of training workshops dedicated to regional tourism operators with the aim to strengthen those competences and skills necessary for developing new innovative approaches for cultural tourism promotion. Promoturismo FVG's Managing director led and coordinated the 3rd workshop about Destination branding and communication with 17 participants, while representatives of the Municipality of Cividale and GAL Torre-Natisone attended the 1st workshop on Experience tourism with in total 23 participants.

In the occasion of the Blog tour held in Cividale del Friuli on 25 July 2019 a Cross border Task force meeting was organized. There were representatives of Kastav Tourism Board (Croatia), Delnice town Croatia (represented by Lynx and Fox), University of Udine (Tourism observatory), ARTES project (which defined at national level a model for a professional experience tourism and created its own quality mark) and ATLAS' project partners sharing information about results achieved so far, ARTES story living model for experience tourism expanding in Italy was presented by its creator, Maurizio Testa. The tourism observatory presented the most relevant figures on tourism sector in FVG to Croatian representatives.

Friuli Innovazione also involved Promoturismo FVG, the Municipality of Cividale del Friuli and GAL Torre-Natisone in debates on demonstrative actions to be carried out in their region. In accordance with the tourism strategy and regional plan they focused on experience tourism, digital tourism and accessible one. As areas of intervention were chosen Cividale del Friuli and Valli del Natisone.

The Task Force recommendations provided important inputs for the implementation of pilot actions ensuring their sustainability and coherence with regional policies. Friuli Innovazione also established a solid collaboration for common future actions.

Task force report – STEP RI

During the implementation of all ATLAS project activities, PP7 STEP RI always involved the representatives of regional key players and stakeholders in order:

- to raise awareness of the multisectoral advantages of new forms of tourism by the means of digital tourism tools (virtual tourism app) and tourism experience models (packages or itineraries designed on the clients' experience);
- to create peer partnerships and networks for improving and expanding service innovation and tourism business support services in the CBC area;
- to provide a strategic framework and to ensure the sustainability and coherence with regional policies of the demonstrative actions of the project.

In order to achieve this, Letters of Commitment were signed, ensuring the provision of a strategic overview, a strong involvement of regional key players and an alignment to regional/national policy framework by the means of a regional Task force. The task force elaborated and discussed field analysis findings, providing inputs for the delivery of workshop and training foreseen in WP4, and strategically oriented the demonstrative actions planned in WP5 by providing a strategic structure and ensuring their long-term sustainability and coherence with the current strategies and policies.

The task force met regularly on a regional as well as on an international level, as foreseen by the application form. Regional meetings proved to be essential to evaluate and increase the competitiveness of minor tourist destinations with potential, in order to reduce seasonality and valorise cultural and natural heritage, while stimulating the economic growth and development of the area in a sustainable way, which is the key to developing new and sustainable forms of tourism. On the other hand, international meetings proved to be extremely successful peer learning events that contributed to the improvement of regional demonstrative activities, useful for all participating stakeholders. Summing up, the active involvement as well as active participation of the Task force proved to be essential in order to ensure long-lasting project output positive effects.

Task force report – Sipro development agency Ferrara

SIPRO collaborates with local authorities supporting, thanks also to European projects, actions on energy efficiency and sustainable mobility topics, cultural and tourist development activities, local businesses. For the local development projects Sipro works closely with local public authorities and strategic stakeholders. ,

During the Atlas project the following stakeholders and local authorities have been directly involved:

- University of Ferrara, business incubators and Tecnopolo for WP4 training activity: students and researchers have been involved in 4 seminars on tourism management issues.
- The Study visit (WP2.4) has been organized in Comacchio (FE) on 30th of September with the involvement of the VisitFerrara Consortium and the Delta del Po Park and the Municipality of Comacchio.
- During the implementation of the pilot actions have been involved: The Province of Ferrara and the Municipality of Vigarano Mainarda (Pilot action concerning Museo Rambaldi); the Municipality of Ferrara for the pilot action concerning the mapping of twentieth century architectural heritage in order to define an itinerary as new tourism experience in the art and the architecture in the years 1920-1940

It is important to stress that are being strengthened between all partners. With them, have been shared strategies and opportunities for future collaborations on issues related to tourism, in particular with the Province of Ferrara, UniFe (Economics Faculty of and Tourism) and Visit Ferrara Consortium, which set the bases for the deepening and implementation in the future of projects carried out during the Atlas project.

Task force report – Tecnopolis

During the implementation of the ATLAS project activities, PB3 – Tecnopolis PST has tried, in several ways, to involve regional tourism agencies, policy makers and cultural stakeholders, in order to join them in a Regional task Force with the aim to align project activities to regional policy frameworks in particular in demonstrative and pilot actions.

In particular

1. Workshop “Tourism 4.0” – Fiera del Levante, Bari – 10/09/2018

The objective of the workshop was an accurate analysis of data on online tourism in Puglia characterized the conference "Turismo 4.0 - Attraction policies between web reputation and managerial skills. Among the representatives of the local and regional policy maker, there were: - The Italian Minister of Culture, Gian Marco Centinaio - The regional councilor for tourism and productive activities, Loredana Capone, who was very interested in the possibility to create synergies among the effects of the Atlas project and the objectives of the regional tourist policies; - The President of Apulia Region, Michele Emiliano - The President of Confindustria Bari, tourism Section, Massimo Salomone - the Regional Tourism Agency, called Pugliapromozione, responsible for promoting local tourism.

At the round table, also Annamaria Annicchiarico has participated as speaker, presenting ATLAS project and in particular the training workshops and the possibility to improve new skills for tourism operators.

2. Mou with the Department of Culture and Tourism, Apulia region

Tecnopolis, within Atlas project, has signed a Mou with the Department of Culture and Tourism of Apulia region to reinforce the relationship between public, private and university above all in tourism sector. The partnership has been based on a mutual support in terms of visibility for project activities and collaboration for Regional policies and strategic event.

3. Involvement of 3 Municipalities for 3 Living Labs

During the implementation of the Pilot Action called “Puglia around Matera”(wp5- Del. 5.3), launching experiential tourist packages through the press tours, TecnoPolis has always disposed the involvement of the institutions, above all of Municipalities. The initiative "Puglia around Matera", aimed to enhance the cultural heritage of the Apulian municipalities around Matera to enhance the tourist offer of the places and attract visitors in the near future. The program includes the creation and promotion of experiential "products" in the area of the following municipalities of Murgia Barese and Taranto, otherwise called "Magna Grecia, Murgia and Gravine" bordering Matera: Gioia del Colle, Altamura, Gravina, Laterza, Ginosa, Santeramo. In this sense we have realized this project in close collaboration with municipalities as well as all the operators of the municipal territory interested in developing an offer for the local and international tourist market.

Task force report – Juraj Dobrila University of Pula & IDA

In the frame of ATLAS project, Juraj Dobrila University of Pula - Faculty of Economics and Tourism "Dr. Mijo Mirković" and Istrian Development Agency – IDA Ltd. as regional coordinators signed the Memorandum of Understanding with several regional policy makers, management bodies and tourist boards, thus setting up the Regional Task Force for Cultural Tourism.

The Task Force was set in order to harmonize project activities with cultural and tourism policies, elaborate and discuss field analysis findings, provide inputs for the delivery of workshops and trainings, strategically orienting the demonstrative actions and encouraging cross-sectoral and cross-border collaborations. The aim was to develop concrete opportunities for improving competitiveness, seasonality and accessibility, deploy an effective systemic approach to secure future sustainability, promote new technological tools and innovative tourism approaches, use the IT platform as a matching place to build new cooperation initiatives and to set up and implement a strategic framework for impact actions.

During the 21 months of the ATLAS project, the Task Force had a specific purpose of monitoring and directing project activities, starting from the analysis of the cultural tourism sector and the mapping of stakeholders as the first step in defining the assets, the criticalities and the competences in the field. This led to the definition of training needs, resulting with workshops on tourism experience design, digital marketing and tourism branding. Also, a valuable regional action was the Mash up event as an open competition that connected cultural tourism operators, civil society representatives, creative people, ICT experts, video makers, startupper, students and all those who have an idea / product / service and want to learn how to develop it in a short time, in a multicultural and multidisciplinary environment, in synergies between different skills and sectors.

Besides the training modules and skills development, the project activities strived at leveraging and deployment of digital technologies in cultural tourism with the aim of promotion of natural and cultural heritage, as well as facilitating inclusion and accessibility for all the involved stakeholders.

The Task Force was activated at regional level and coordinated at cross-border level by means of a technical working group, providing a strategic overview, a strong involvement of regional



key players and an alignment to regional/national policy framework and cultural and tourism policies, by this way securing future sustainability. The Task Force proved to be of great importance as an advisory board that remains open for further participation and memberships.

Task force report – Unioncamere Veneto

During the ATLAS project period Unioncamere Veneto PP6 worked intensively on the identification of the stakeholders active at regional level in the promotion and valorization of cultural and natural heritage. Unioncamere Veneto mapped a total of 14 stakeholders, both public and private entities, most of them based in the pilot area of Abano Montegrotto Terme and Euganean Hills in Padua province, also with the support of the Veneto Region Tourism Department, Ciset International Centre of Studies on the Tourism Economy / Ca' Foscari University of Venice, Padua Chamber of Commerce and OGD Terme e Colli Euganei, that have been involved as key stakeholders in the task force for Cultural Tourism. The Veneto task force with relevant decision makers supported, from a strategic point of view, the identification of demonstrative actions, cross-sectoral and cross-border collaborations, in order to harmonize project activities with cultural and tourism policies, this way securing future sustainability. During the project period Unioncamere Veneto sent institutional emails to Veneto Region Tourism Department, to Ciset and to Padua Chamber of Commerce to inform and involve them in the project activities, in particular on Living labs, Training workshops, Mash up event and Experience tour. All the involving stakeholders of the Task force have been periodically informed about project achievements.

Task force elaborated and discussed field analysis findings, providing inputs for the delivery of workshop and training foreseen in WP4, strategically orienting the demonstrative actions planned in WP5 by providing a strategic framework and ensuring their sustainability and coherence with regional policies, and orienting the organization of experience tour in WP2. During the project meeting in Treviso on 27 March 2019 and the skype call on 13 May 2019 all PPs discussed about the organization of the cross border working group meeting. PP6 Project Manager attended different events of Strategic Touristic Plan of Veneto Region, and in particular joined to the Living Lab “Innovazione con gli operatori del turismo della destinazione laguna” (of Blutoursystem project) on 10, 24 June and 1 July 2019 in Venice, presenting new tools for observing the tourism market to interpret trends, identify investment directions and facilitate decisions. On 30 July 2019 PM attended in Venice the technical meeting with Veneto Region about the realization of the Federal Regional Tourism Observatory.

PM participated to the Cross-Border Task Force meeting organized by LP on 25 July 2019 in Cividale del Friuli (Udine). During the meeting the participants updated ATLAS project activities and achieved results (partner's roundtable) and had a lesson by Promoturismo (how to stimulate experiential tourism approaches) and ARTES (storyling model). PM collaborated with all PPs to the realization of the Task Force Report: decision taken by the Task Force

summarized in a report including a set of policy recommendations for future project results sustainability.

This redefinition of the destination strategy focusing on the definition of new tourism products has been defined as a priority action:

- in the strategic plan of tourism in the Province of Padua 2007, - in the Environmental Plan of the Euganean Hills Regional Park,
- in the important rebranding work of the Euganean Spas, - in the Destination Management Plan of the 'OGD Terme and Euganean Hills.

The establishment of the OGD (DMO Destination Management Organization as result of the indications of the Regional Tourism Law n°11/2013) and the relative recognition by the Region has been a 3 years long process: the OGD (DMO Destination Management organization) Terme and Euganean Hills was established on 6 August 2016 and the DMP (Destination Management Plan) was approved on 4 November 2016 by the Veneto Region. In June 2017, the destination start-up process started. One of the main objectives is the definition of new tourism product including the cultural experiential one, strongly integrated with other mature ones. Starting in October 2016 (presentation of the Destination Management Plan before the regional approval) have represented the affirmation of a tourist reality whose awareness is now widespread among the local population. This is a positive key outcome deriving from the process itself. The final purpose is creating a single tourist community, so that even the guest can perceive it and enjoy the territory easily. The focal point of the development of the tourist destination is to increase the tourist awareness in the resident community so that the guest can feel welcomed in the destination as a whole and not only in the accommodation where he stays.

Activities executed within the ATLAS project are mostly connected to tourism experience, and the enhancement of cultural heritage. Under these activities, the Terme&Euganean Hills Destination with all parties involved were very open to cooperation and we have encountered no difficulties whatsoever. The only potential problem in terms of overall success of the project is connected to the question of accessibility. Not all cultural attractions are accessible adapted to disabled people. The ATLAS project focused on the possibility to reach some cultural attractions through means of transportation, i.e. boats equipped for disabled people.

Task force report – Puglia Creativa

During the implementation of the ATLAS project activities, PB4 - Puglia Creativa has always involved the representatives of regional key player and stakeholder in order:

- to sensitize them and to make policy makers aware of the advantages that tourist spending can generate when connected with creativity: quality tourism, seasonality diversification, increase flow of tourists, community involvement, ability to promote tourism proposals able to immerse visitors in the very identity values of the territory;
- to provide a strategic framework and to ensure the sustainability and coherence with regional policies at the demonstrative actions of the project.

In particular:

1. Workshop on February 5th in Bari wp4 The objective of the workshop held on February 5th 2019 in Bari, entitled "A network for tourism - The network of creativity for an innovative tourist offer", included in WP4.2 TRAINING PATHS FOR CULTURAL TOURISM was to link tourist operators, the festival network, the creative minds, the Apulian associations and policy makers. Among the representatives of the local and regional policy maker, there were: - the regional councilor for tourism and productive activities, Loredana Capone, who was very interested in the possibility to create synergies among the effects of the Atlas project and the objectives of the regional tourist policies; - the Regional Tourism Agency, called Pugliapromozione, responsible for promoting local tourism.
2. Implementation of the Pilot Actions wp5

During the implementation of the Pilot Actions (wp5- Del. 5.3), launching experiential tourist packages through the press tours, Puglia Creativa has always disposed the involvement of the institutions. In particular:

- press tour "Luci a Sud Est" in the area of Serre Salentine, the mayor of Corigliano d'Otranto was present;
- press tour "Dalla pietra al mito" in the area of Puglia Imperiale, the municipal councilor for culture from Ruvo di Puglia attended the activities;

- press tour “Suoni dalla pietra” in the area Murgia dei Trulli was followed by the city councilor for culture from Putignano and by the President of Carnevale di Putignano Foundation.

The commitment of regional key players means improving a dialogue process, share a new course of policies planning based on the valorization and development of internal resources and authenticity of each territory. In the meantime, this kind of strategic involvement, as well as the commitment to set or revise policies and strategies, contributes to boost the sustainability of the actions and carry out initiatives aimed at providing concrete answers to the stakeholders facilitating to undertake creative and tourist business.