

D4.3.3 Emilia-Romagna Region pilot site



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1. Introduction

1.1 Purpose of this document

This document aims to illustrate how the pilot project was completed.

1.2 Pilot description

The site chosen for the pilot action was identified in the Valmarecchia (hinterland of Rimini).

This territory, a few tens of kilometers of the Romagna coast, includes dozens of places of particular beauty represented by historic villages and medieval villages, located on the hills of the Apennines. In particular, the subject of the Intervention were the Municipalities of Verucchio and San Leo, with fortresses of the Malatesta and Montefeltro Lords, villages certified by associations of national level and candidates for UNESCO heritage, and included in the national initiative "Borghi Viaggio Italiano", promoted by the Ministry of Tourism and coordinated, in the role of leader of 20 Italian regions, by the Emilia-Romagna Region.

The numerous initiatives of tourist enhancement of these places in fact clash with the problems due to the difficult accessibility, caused mainly by the scarcity, in some bands

hourly, public transport availability. The problem is particularly evident during

numerous high-level cultural events organized, especially during the summer, which attract considerable tourist flows, when the access of hundreds of private cars becomes a serious problem of pollution and impact on urban quality and on residents.

The pilot action foreseen by the project therefore provided for the identification of complementary intermodality solutions, aimed at facilitating the access of tourists by limiting the use of private cars and thus contributing to the enhancement of these places and their better liveability.

The aim of the pilot project was therefore to facilitate access to the two main historic hill towns of the Valmarecchia by activating a free public road transport line which, starting from Rimini, touched the historic centers of Verucchio and San Leo.

The pilot action was carried out in the 2019 tourist season, between May and September, on different dates: Sundays, from May to mid-June in order to stimulate local tourism, which moves from Romagna more easily on holidays, and can reach the Valmarecchia starting from Rimini; Thursday from mid-June to mid-September, because during the full season the permanent tourist in Rimini moves more easily during the week than on holidays, which are often those of arrival or departure.

Subjects involved in the pilot project:

- *Gal (Local Action Group) Valli Marecchia and Conca* which, given its role as connoisseur of the territory, maintained local contacts;
- *Autolinee Benedettini*, a transport company operating in the area, company identified, that have been provided the buses;
- The Municipalities of Verucchio and San Leo;
- The tourist promotion company *San Leo 2000* which took care of the booking;
- *APT Emilia-Romagna* and *Emilia-Romagna Region*, which promoted the service on suitable sites.

The chosen end users were of two types:

- residents of the coastal strip from Ravenna to Cattolica, who could reach the two Municipalities through an intermodal system composed of the local train to a track that joins Ravenna to Rimini from north to south, while from south to north they can also make use of the new TRC that will come into operation just in the early summer months. Also the TPL on rubber allows easy arrival at the Rimini station, from where Step Up Pilot project bus started.
- Tourists from the Romagna coast, but especially those who are in Rimini (the pole most important tourist destination on the Romagna coast) or in other nearby towns, which wanted to reach the hinterland of Rimini, and in particular the Valmarecchia, to get to know its historic villages and artistic beauties.

1.2.1 How the pilot is accessible by the end-users

Emilia-Romagna Region have organized events in order to communicate and spread the new possibilities of the service of STEP-UP project, also using spreading of gadgets and leaflets.

The following table explains all the initiatives of the Emilia-Romagna Region concerning the pilot projects:

Actions	Date	Themee
5 Press	(28/2, 2/5, 17/5, 30/5 e 10/6)	Pilot Project (WP4)
200 leaflets (100 in Italian 100 in English)	From February to June 2019	Pilot Project (WP4)
1 rollup for events	From February to August 2019	Pilot Project (WP4)
150 pen gadget distributed	The whole period of the pilot project	Pilot Project (WP4)

55 stakeholders involved, (tourism operators and public administrators)	The whole period of the pilot project	Pilot Project (WP4)
A public event in Cervia to illustrate the Pilot Project and distribute all the gadgets	31/5	Pilot Project (WP4).
3 meetings with stakeholders to organize Pilot Project	(21/1, 29/3 e 29/4)	Pilot Project (WP4).
Realization of a specific logo used to customize the means of transport and the stops	From May to August 2019	Pilot Project (WP4).
Distribuiion of gadgets (pens, inflatable cushions, bags) in all meetings	From May to August 2019	Pilot Project (WP4).
A press conference with the participation of the Regional Tourism Councilor Andrea Corsini	9th August	Pilot Project (WP4).
17 articles on local papers and websites	Between May and August 2019	Pilot Project (WP4).
1 pagina Facebook	Between May and August 2019	Pilot Project (WP4).

Fig. 1. The presentation of the project on the newspaper, with majors of Verucchio and San Leo and Director of GAL Valli Marecchia e Conca

Navetta dai parcheggi sulla Marecchiese per San Leo e Verucchio

Progetto pilota per favorire l'accesso dei turisti ai borghi lasciando auto o bici

VALMARECCHIA

Progetto pilota per collegare Verucchio e San Leo, a partire già da metà aprile, con i parcheggi scambiatori posti sulla provinciale Marecchia, grazie a una navetta messa a disposizione dei visitatori e dei turisti. Un servizio che potrà

permettere a un numero maggiore di persone di visitare agevolmente i due centri storici senza doversi accodare con l'auto (cosa peraltro non sempre facile, per problemi di sosta), ma anche eventualmente di raggiungere i parcheggi scambiatori tramite la bicicletta, grazie alla pista ciclabile che da Rimini si snoda lungo il fiume Marecchia. L'iniziativa, la cui modalità operative saranno perfezionate nelle prossime settimane, è stata messa a punto durante un recente incontro fra i sin-

daci dei due Comuni coinvolti, Stefania Sabba di Verucchio e Mauro Guerra di San Leo, il Gal Valli Marecchia e Conca, rappresentato dalla direttrice, Cinzia Dori, e Laura Schiff, della Regione Emilia-Romagna; e si sviluppa nell'ambito del progetto "Step Up" il cui obiettivo è migliorare la qualità, la sicurezza e la sostenibilità delle località turistiche della costa adriatica nonché i servizi e i nodi del trasporto esistente, promuovendo la multimodalità nei territori interessati dal programma.

Dopo i vari progetti pilota sviluppati sulla costa all'interno dei progetti precedenti, con "Step Up" si è deciso di allargare il focus anche all'entroterra: scegliendo di operare per integrare l'offerta intermodale della costa con quella dell'entroterra, a partire in via sperimentale, con un'azione pilota, appunto dalla Val Marecchia.



I partecipanti all'incontro preliminare del progetto

Fig. 2. Presentation of STEP-UP Project in Cervia (RA, Emilia-Romagna, ITALY) on 31st May 2019



Fig. 3. Presentation of the Linea dei Borghi in the event organized in Cervia (RA, Emilia-Romagna, ITALY) on 31st May 2019



Fig. 4. Conference press with the Regional Councilor for Tourism of the Emilia-Romagna Region, Andrea Corsini, on 9th August.



At a press conference dedicated to the service, on August 9th, the Regional Councilor for Tourism of the Emilia-Romagna Region, Andrea Corsini, congratulated on the success of the Step- pilot project Up "The line of the Borghi" and has undertaken to continue this experience also in the summer of 2020.

This is a goal. The purpose of the project was exactly to move from a "pilot" experimentation to a service that stabilized for the benefit of tourists and local communities.

2. “La linea dei borghi”

In order to more effectively disseminate information on the existence of the new service, a specific logo was created, which was used both in the communication and on the bus that performed the service.

Fig. 5. The logo "La linea dei Borghi"



As described, the buses, starting from Rimini station, reached Municipalities of San Leo and Verucchio: they are small and ancient town, generally reached by cars by tourist, since an effective service is not organized. Tourists and citizens appreciated the new service, as newspapers informed.

Fig. 6. People leaving from Rimini station by "La linea dei Borghi"



Fig. 7. People reaching San Leo by "La linea dei Borghi"



Fig. 8. People reaching San Leo by "La linea dei Borghi"



Fig. 9. People reaching Verucchio by "La linea dei Borghi"



3. Test and results of the “La linea dei borghi”

The service have been realized between May and September, the months when Rimini is crowded by tourists, in particular those related to the sea tourism. It has to be into account that, due to weather condition, this year the months of May and June were quite cold and Rimini registered a decrease in tourist numbers. Nevertheless, the service has been used both by tourists and citizens of Rimini, in particular:

- 288 tourists traveled on the shuttle specially set up.
- 145 of the travelers filled out the form that had been distributed to them giving positive judgments

The statements of people using the service were also reported by the local press.

Fig. 10. "Linea dei Borghi" on local newspaper



4. Consideration

The "Linea dei Borghi" has been well received by tourists and citizens, who understood the importance of the project and joined the initiative, using a free bus to reach the Rimini hinterland, giving up using their own car.

Despite the bad weather at the beginning of the summer, the service has in any case always registered visitors at each trip: up to the beginning of summer, on some days, to over thirty people per race, sometimes involving even whole student groups.

Given these encouraging results, the regional Tourism Councilor, Andrea Corsini, appreciated the results of the project, declaring: "In the future, tourism will increasingly have to focus on environmental sustainability, even an initiative of this kind. now that we will give continuity to the initiative, regardless of European funding: the Region is committed to doing its part, we will meet from September to put a point the modalities for the next season ".