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sites

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SUMMARY

As per the project Application Form, PP3/ZAD was tasked with preparing a joint report on the conducted thematic scientific research based on the individual reports received from project partners that were involved in the Activity 5.2 *Enhancing natural & cultural heritage sites through research activities*.

The following partners participated in this deliverable, conducted their thematic scientific research, and delivered their individually prepared reports: LP/DNC, PP2/SKC, PP3/ZAD, PP7/ER, PP10/MOL, and PP11/TPP.

This deliverable is a part of Activity 5.2, which focuses on enhancing heritage through research activities and the restoration of quality sites for territorial development.

The joint thematic scientific research was finalized in February 2023.

1. PROJECT INTRODUCTION

The project “Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” is a strategic project of the cross-border cooperation programme Italy-Croatia 2014 – 2020.

The project is being conducted by the lead partner Dubrovnik-Neretva County with the following partners: Public Institution RERA SD for Coordination and Development of Split-Dalmatia County, Public Institution Development Agency of Šibenik-Knin County, University of Zadar, Istria County, Friuli Venezia Giulia Autonomous Region, Veneto Region, Emilia-Romagna Region, SVIM - Sviluppo Marche s.r.l., Abruzzo Region, Molise Region, Apulian Public Theatre - Regional Consortium for Arts and Culture, and its associated partner the Puglia Region.

TAKE IT SLOW is designed to establish, manage and promote the Adriatic Region as a smart, integrated, sustainable, accessible, year-round, green, and slow tourist destination of the Mediterranean based on accessible, protected, valorised, and promoted tangible and intangible joint natural and cultural heritage of its islands, coastal, inland and rural Adriatic.

The total budget of the project is 3,764,695.71 EUR, of which 85 percent is funded by the European Regional Development Fund.

The project implementation period is from June 1, 2020, to June 30, 2023.

2. ACCESSIBLE NATURAL AND CULTURAL HERITAGES (SITES)

Work Package 5 *Accessible natural and cultural heritage sites* is a part of the project “Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” (hereinafter: TAKE IT SLOW).

The aim of the project is to combine innovation, smart specialization, and local heritage with improving the current tourist offer through redefined and/or new and innovative tourism products. Project partners strive to achieve this by including and valorising natural and cultural heritage in pilot areas in a tourist offer based on green concepts and forms of slow tourism.

In this way, the specific goal of the TAKE IT SLOW project is to utilize natural and cultural heritage as tools for sustainable and more balanced territorial development.

Project partners that participated in the implementation of the Work Package 5 *Accessible natural and cultural heritage sites* are: LP/DNC, PP2/SKC, PP3/ZAD, PP7/ER, PP10/MOL, and PP11/TPP.

Each partner involved in the mentioned activity determined and prepared thematic research on the topic of natural and cultural heritage for the purpose of improving the heritage site.

Following is a list of project partners with their specific thematic scientific research:

ID	PROJECT PARTNER	THEME
LP/DNC	Dubrovnik-Neretva County	Gastronomy-related heritage of Ston and Pelješac
PP2/SKC	Public Institution Development Agency of Šibenik-Knin County	Open-air Museum “The Murter’s Views”
PP3/ZAD	University of Zadar	Opportunities for tourism development in Ravni kotari
PP7/ER	Emilia-Romagna Region	The level of interest and awareness of the natural and cultural heritage and the role of tourism in the sustainable development of the pilot area
PP10/MOL	Molise Region	Enhancing the itinerary of Seven Churches
PP11/TPP	Teatro Pubblico Pugliese	Scientific research on natural and cultural heritage for improvement of heritage site

The joint report on the results obtained by conducting thematic scientific research is based on the reports submitted by the mentioned partners.

Although the topic of accessible natural and cultural heritage is approached from different angles and perspectives, it is obvious that all partners put a lot of work and love into their own heritage. Therefore, there is no doubt that both natural and cultural heritage will be protected and accessible to the local population and tourists, especially if you take into account the support of this and similar projects.

3. OVERVIEW OF THE MAIN RESULTS

3.1. Accessible natural and cultural heritage (sites): Gastronomy-related heritage of Ston and Pelješac

3.1.1. Introduction

Project partner Dubrovnik-Neretva County (LP/DNC) has conducted research on the topic Gastronomy-related heritage of Ston and Pelješac.

Dubrovnik-Neretva Region is testing a new strategic approach to conservation, protection, valorisation, sustainable management, and promotion of natural and cultural heritage based on collaboration between scientists, the local community, and entrepreneurs that have excelled development and sales of heritage-based products and services for tourism. The strategic framework for quality destination management was developed within the TAKE IT SLOW project.

The thematic focus has been put on **gastronomy** (and gastronomy-related heritage) as a **combination of natural and cultural heritage elements** that provide insights into the Mediterranean and Adriatic lifestyle, landscape, history, and overall well-being of its inhabitants. Mediterranean diet is protected as UNESCO Intangible cultural heritage with complimentary UNESCO Intangible cultural heritage: Art of dry-stone walling, knowledge, and techniques; Klapa multipart singing of Dalmatia, southern Croatia and Festivity of Saint Blaise (celebrated also in Ston).

The pilot area of Ston and Pelješac has been chosen for the high level of protection of key produce: “Mali Ston oyster” has been awarded the European Protected Designation of Origin; Ponikve wine-growing area was entered in the register of protected designation of origin of Croatian wines. In addition, Ston, Mali Ston, and Mali Ston Bay are both maritime nature reserves and NATURA 2000 protected areas. Furthermore, the historical-town planning ensemble of Ston with Mali Ston,

connecting walls, the Mali Ston Bay nature reserve, Stonsko polje, and the salt pans are on UNESCO Tentative list.

The assessment of natural and cultural heritage state of the art, key stakeholders, and target groups in the pilot area of Ston and Pelješac has provided a base for the preparation of the thematic scientific research. The scientific research takes into account joint cross-border elements of gourmet-related heritage and explores experiences, knowledge, customs, and skills of the local community in producing, processing, selling, preparing, and serving food. Findings will be shared among the TAKE IT SLOW project partners and within the cross-border platform for quality management of the Adriatic Region.

3.1.2. Thematic scientific research preparation

In order to contribute to raising the accessibility of the gourmet (gastronomy-related) heritage of Ston and Pelješac and promotion in the context of the Mediterranean diet as a protected UNESCO world heritage, allowing its sustainable development in tourism, it is necessary to determine what are the traditional key elements of food production practices and consummation.

Particularly in the scope of valorisation of agricultural landscapes, vernacular architecture, customs related to all stages of food production, and its usage in the everyday life of the local community. Also, the research will determine which practices contribute to sustainable land management in relation to climate changes.

The data produced will be used for:

- mapping and describing eating habits of habitants of Ston Municipality and/or persons whose origins are from Stone Municipality;
- mapping and describing common practices in food production for personal usage of habitants of Ston Municipality and/or persons whose origin is from Stone Municipality;
- describing patterns related to food production, gastronomy, and gastronomy-related heritage on the territory of Ston Municipality;

- compare eating habits on the territory of Ston Municipality and people whose origin is from Ston Municipality with Mediterranean diet (UNESCO world heritage);
- providing data for the concept and detailed design of Interpretation Centre for Adriatic Heritage in Rector's Palace in Ston;
- providing data for multimedia content as per the concept and detailed design of the the Interpretation Centre for Adriatic Heritage in Rector's Palace in Ston.

Research methods: questionnaire and interviews

Strategy: survey and ethnography

The research included an overview of rural policies of Dubrovnik Republic for Ston and Pelješac (including maritime trade of local products), local/traditional gastronomy offer available in local restaurants, publication on local gastronomy, etc.

The purpose of the research is to determine key elements of gastronomy-related heritage that can contribute to the sustainable development of Pelješac.

Research questions:

1. What are the key elements of the gastronomy of the Ston area?
2. What are the elements of food processing, preparation, and consummation?

Methodology: Qualitative and quantitative research

Implementation period: March-August 2022

The survey includes consumer preferences, health-related behaviour, diet, and alcohol consumption. The survey has 94 questions divided into seven sections: I. Introduction, II. Consent, III. Respondent data, IV. Diet, V. Eating habits, VI. Food preparation and consummation, VII. Food production and purchase. The survey has been prepared as a web-based internet survey. It will be available:

- on the web page of Dubrovnik Neretva Region,
- on the web page of the Regional Agency DUNEA, and
- on the web page of the TAKE IT SLOW project.

However, printed and telephone surveys as well as face-to-face surveys will be used, especially while collecting data from the vast elderly population living in Ston Municipality. The average time for completion of the survey is 30 minutes. The survey is in the Croatian language.

Sample:

Sample size: 127

Confidence level: 95%

Margin error: 5%

Population proportion: 10%

Population size: 1500

Population: 18+ citizens of Municipality of Ston

Area of implementation: Municipality of Ston

3.1.3. Conclusion

Gastronomy-related heritage of Ston and Pelješac in the wider scope of the UNESCO-protected Mediterranean diet, especially local knowledge, techniques, and habits can be used as a base and inspiration for building more sustainable and resilient coastal communities around Adriatic, Mediterranean, and the world.

Research realized in the Ston area has demonstrated a great connection between residents and nature around them: they have not forgotten skills passed on through generations especially those related to agriculture, fishing, and shell fishing.

However, in order to increase the accessibility of gastronomy-related heritage it is advisable to:

- Boost research, development, and innovation programmes and projects;

- Involve creative and cultural industries to contribute to strengthening the entire value chain from agriculture/fishing/shell fishing to tourism;
- Enable the engagement of the local community.

The interpretation centre of Adriatic heritage establishing in Ston should serve as a platform for all mentioned activities.

3.2. Pilot project area: Open-air Museum “The Murter’s Views”

3.2.1. Introduction

As a project partner, the Public Institution Development Agency of Šibenik-Knin County (PP2/SKC) participates in the TAKE IT SLOW project with a pilot area located on the island of Murter that administratively belongs to Murter-Kornati Municipality.

It is an archaeological site Colentum, which will be presented in addition to the development of various contents in several locations as part of the future Open-Air Museum “The Murter’s Views”. The museum aims to arrange archaeological, recreational, and visitor infrastructure in the area of the Gradina peninsula on the island of Murter, which will transform the archaeological site Colentum, Liburnian hillfort, and other cultural properties into a tourist attraction and be a platform for the development of cultural, educational and sports and recreational tourism of the island of Murter.

Accordingly, the aim is to present scientific research themes, i.e., activities that can contribute to the improved natural and cultural heritage of the subject area. Improved conditions, research, and presentations of heritage through designed research activities will ultimately contribute to territorial development according to the project’s strategic goals.

Selected scientific research themes will be presented to the target groups and the local communities of practice to enable the complete, realistic, and sustainable development of content in further elaboration of the idea through a bottom-up approach.

3.2.2. Scientific research themes

Ethnological research of the tangible and intangible heritage of Murter island

As part of the TAKE IT SLOW project, ethnological research will be developed to collect data from the **memory of the local population** about interesting stories from the rich history of the region. The collected material will be the basis for designing storytelling activities.

In addition to contributing to the general interpretation of the valuable material and especially intangible heritage of the Murter region, this research will also strengthen the presentation of the Open-Air Museum "Murter's Views" and contribute to enhancing the cultural identity of the island.

Specifically, the idea is to collect data related to:

- fishing tradition (names of fishermen, stories of significant catches and adventures when hunting, exciting facts about forgotten special skills and fishing tools that ceased to be used with the invention of modern technology, sailing with Latinsko idro);
- autochthonous plant varieties (interesting data from historical sources on the genesis of plant species that are now considered indigenous varieties of the island of Murter, local recipes where indigenous plants are a key ingredient);
- ancient Colentum (stories about the beliefs of ancient Murterians, everyday life of Romans on the island: amphorae-plastic of the past);
- forgotten letters of the island (stories of Glagoliticism and the tradition of writing in Bosnian, interpretation of Murter Glagolitic singing).

Sociological research on cultural identity and valorisation of cultural heritage for socio-economic development of Murter island

In the development process, it is important to involve the local community in order for projects to reflect the real needs of the population of the island.

Therefore, it is important to examine the public opinion on the personal link with the local heritage and the meaning and importance for the socio-economic development of the region before planning project activities.

Said will be tested through sociological research carried out in the form of an online questionnaire intended for residents and relevant stakeholders.

The survey aims to collect qualitative and quantitative data on the connection of the local population with cultural heritage, their position on the need for its protection and preservation, the challenges and possibilities of valorisation, but also the use of heritage as a resource for the socio-economic development of the island.

3.2.3. Conclusion

The area of the future Open-Air Museum “The Murter’s Views”, as well as the wider area of the Gradina peninsula and the island of Murter, has great development potential. Rich cultural history and diversity of natural and cultural heritage are valuable resources that, as shown through the presented development projects, can be further utilized to encourage social innovation and territorial development of the island itself through heritage. It is about projects of research, restoration, and presentation of Murter’s heritage which, in addition to the valorisation of the heritage itself, aim to revitalize the region and reinterpret the purpose of the space.

Presented projects open up opportunities for the implementation of archaeological research that will create opportunities for broadening the knowledge about the island as well as enable the acquisition of new knowledge about the island’s past. The construction and dissemination of knowledge about the cultural history and heritage of the region are significant for building an

emotional connection of local people with their homeland and raising awareness about the importance of its protection and preservation. In building such a community relationship with heritage, a very valuable tool is storytelling. It is necessary to work on creating such content, both for the local population and for visitors. As part of the TAKE IT SLOW project, an ethnological survey of the tangible and intangible heritage of the island of Murter will be carried out so that quality storytelling can be developed based on the collected data and heritage stories. Said will contribute to the interpretation and presentation of the cultural and natural heritage of the island.

Also, introducing the local community to the possibilities of utilization of their heritage with which they are surrounded in tourism creates opportunities for the development of value chains that will contribute to the growth of the local economy. Suppose the focus is placed on developing green and slow tourism concepts. In that case, the tourist offer and content will also create opportunities for creating sustainable and environmentally friendly development models. Therefore, economic studies (strategies, analyses, sustainability studies, crossover studies) need to be developed to be able to create the most suitable economic models through which the analysed area will realize its full potential through power. Likewise, in accordance with the above, the City of Murter envisioned the construction of a Development Agency that would be in charge of creating such projects and activities.

And lastly, it is imperative to involve the local community in the development process so that the projects reflect the real needs of the dwellings of the island of Murter. Therefore, before planning project activities, it is essential to examine public opinion and identify obstacles and potentials for socio-economic development. This will be tested through sociological research in an online questionnaire intended for the local population and relevant stakeholders within project activities.

3.3. Opportunities for tourism development in Ravni kotari

3.3.1. Introduction

Project partner the University of Zadar (PP3/ZAD) has conducted research on the topic Opportunities for tourism development in Ravni kotari. The research was carried out using the focus group method. In total two focus groups were organized and conducted in Ravni kotari.

One group included members of the Local Community of Practice (LCPs), defined within the project and representing a group of people involved in the tourism value chain of a micro (local) destination, such as accommodation providers, tourist agencies, artists, gastronomy, catering, wine, and olive oil producers, etc.

The second focus group included Zadar County municipalities' representatives.

3.3.2. Research

The aim of the project was to collect data through focus groups based on the opinions of various relevant stakeholders and municipalities representatives on opportunities for tourism development in Ravni kotari, as well as the strengths and weaknesses of eno-gastronomic offer and opportunities for the development of specific tourism products in Ravni kotari.

Focus groups in Nadin (Winery Škaulj) were held on May 10th, 2022, and took place in parallel, starting at 12:30 p.m. Participants who came to participate in focus groups were also treated with convenient catering (coffee, water, various juices, sweet and/or salty snacks), respecting epidemiological measures.

Within the project „Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow “, 12 relevant stakeholders from practice in the area of Ravni kotari were defined and all of them were invited to participate in the first focus group (FG1). A total of 7 stakeholders decided to participate.

In addition, for the second focus group (FG2), invitations were sent to mayors of the municipalities geographically included in the area covered by the Ravni Kotari Tourist Board. A total of 4 mayors decided to participate.

FG	TIME	PARTICIPANTS	PLACE	NUMBER OF PARTICIPANTS
FG1	12:30	Local Community of Practice (LCP)	Nadin	7
FG2	12:30	Mayors of Ravni kotari municipalities	Nadin	4
TOTAL				11

3.3.3. Conclusion

Based on the data collected through focus groups, it can be concluded that all participants are aware of the valuable resources that the area of Ravni kotari has, and they primarily relate to natural wealth and valuable cultural heritage, both tangible and intangible. Therefore, there is an extremely valuable basis for the development of quality tourist products in Ravni kotari.

However, the interlocutors also recognize certain limitations and threats in the development of tourism in this area. They primarily refer to the lack of labour force, insufficient connection of stakeholders in the destination, environmental pollution, poor support of the regional tourist board, etc. As the main potentials, they point out ecological agriculture on which a quality gastronomic offer can be based, the development of various specific forms of tourism, favourable geo-traffic position, but also the autochthonous experience that this destination provides.

In order to sustainably develop tourism in this rural destination, which is at the beginning of its tourism development, it is necessary to conduct additional focus groups with other relevant stakeholders in the destination, such as public institutions, civil society organizations, the private

tourism sector, family farms, etc. Also, since the participants pointed out the poor support of the regional tourist board, it is desirable to conduct an interview with relevant actors.

In addition, it is extremely important to conduct surveys with different stakeholders in the destination in order to investigate their perceptions and attitudes related to the development of tourism in Ravni kotari.

Therefore, based on all the above data, it will be possible to develop a system for sustainable tourism development in order for the destination to develop successfully in the future.

3.4. The level of interest and awareness of the natural and cultural heritage and the role of tourism in the sustainable development of the pilot area

3.4.1. Introduction

The level of interest and awareness of the natural and cultural heritage and the role of tourism in the sustainable development of the pilot area is work that has been carried out by the Centro Studi Turistici of Florence and is part of the actions that Cat Confesercenti Emilia Romagna is carrying out for the project partner Emilia-Romagna Region (PP7/ER).

The premise of this work is based on the observation that tourism, of all economic sectors, is the one that can support the spread of virtuous development models, as it needs a natural context, "artificial" resources or historical stratifications, cultural and social characterisations of the places within which the goods and services required by the tourist demand are offered.

This means tourism that can satisfy not only the demands of visitors but also those of the hosting territories.

It is therefore essential to manage tourist attractions and resources not only according to economic criteria but also to maintain the cultural integrity and ecological systems of the territories.

A mix of choices and operational practices to encourage sustainable economic development that respects local culture and meets the needs of tourist demand, while at the same time improving the quality of life of residents.

This is the common thread running through all the analysis work carried out on the pilot area identified within the TAKE IT SLOW project.

3.4.2. Structure of the survey

The analysis of the work consists of three sections:

1. Brief desk survey on the composition of the business system of the pilot area through the analysis of data provided by the Regional Union of Chambers of Commerce of Emilia-Romagna. Desk survey on the composition of the tourism market of the pilot area, through the analysis of data made available by the Emilia-Romagna Region Digital, Data and Technology Innovation Service.

The territories surveyed: Sant'Agata Feltria - Pennabilli - San Leo - Verucchio – Santarcangelo di Romagna - Mondaino - Montefiore Conca - San Giovanni in Marignano – Montecopiolo.

The **aim** of this first phase of the survey is to briefly represent the economic structure and the tourist market of the area under examination.

2. General survey on the main tourist resources and attractions of the pilot area.

The territories surveyed: Sant'Agata Feltria - Pennabilli - San Leo - Verucchio - Santarcangelo di Romagna - Mondaino - Montefiore Conca - San Giovanni in Marignano – Montecopiolo.

The **objective** of this second survey phase is to report on the main tourist resources and attractions of the area.

The survey on the main tourist resources and attractions was carried out by means of online research and therefore reports reworked data and information obtained mainly from the institutional websites of the pilot Area.

3. Survey directed at the economic operators and residents of the pilot area to verify the level of interest in the tourist offer of the territory and the sensitivity to the protection and conservation of the environmental and cultural heritage.

The territories surveyed: Sant'Agata Feltria - Pennabilli - San Leo - Verucchio - Santarcangelo di Romagna - Mondaino - Montefiore Conca - San Giovanni in Marignano - Montecopiolo

The **objective** of this third survey phase is to detect the perception and level of interest of a sample of residents and tourism operators in the pilot area, concerning the theme of “environmental sustainability and enhancement of cultural heritage”.

The survey to Residents:

200 telephone interviews (51% female, 49% male, and representative of all age groups). Objectives: to measure residents' perceptions of environmental quality, sustainability behaviour, and their view of "tourism" as a factor in sustainable development.

The questionnaire submitted to residents consists of two sections.

The first aims to measure **the perception of the people interviewed on the quality of the environment in which they live** and then leaves room for any form of suggestion addressed to the "decision-makers" to ensure in future years the protection of the territory, its environmental and cultural resources, and their enhancement.

The second section examines **the sustainability behaviour adopted by the people interviewed in their daily lives** and also considers **their view of "tourism"** and whether this form of economic activity, by the way it is carried out, **can in any way contribute to environmental protection and the enhancement of cultural heritage**.

The survey to Economic Operators:

86 telephone interviews (accommodation, catering, and cultural and recreational activities). Objectives: to evaluate the level of sensitivity of their clientele towards environmental and cultural

sustainability issues, but above all the sample's availability to make direct investments or participate in sustainable development programmes.

The objective of the survey: to evaluate the level of awareness and participation of local businesses in the planning, conservation, and management of the area's cultural and environmental heritage.

The survey was addressed to a sample of enterprises operating in the municipalities of the Area involved in the project.

3.4.3. Conclusions

The **concept of sustainability** appears to be quite widespread among the population and businesses in the pilot area, in the belief that they are in an area of high environmental quality.

Reflecting on the dynamics of the territory and the actions necessary to continue to guarantee environmental protection, the points assuming great importance refer to energy and water resources and mobility, especially the access to means of transport within urban/historical centres. To these elements, the enterprises add the importance of organic production and local food and wine.

Investments to be made to further strengthen these values concern **optimising energy consumption** and **reducing waste**. According to residents, individual efforts are needed to improve waste separation and change consumption habits, but also by institutions to improve the collection system and invest in awareness-raising campaigns aimed at both residents and businesses. For businesses, it is indispensable **to invest in renewable energy sources, water saving** and **reduction of waste and food waste**, and **incentives** for **organic production** and **local produce**.

Businesses, for their part, **have invested** in differentiated consumption collection, the use of low-energy light bulbs, and favouring the purchase of local products, reducing the use of plastic and packaging waste.

Concerning the perception of sustainability linked to "**cultural aspects**", it emerges that **residents and enterprises are aware that they live and operate in an area with an additional added value**

and that the valorisation of these resources could contribute to the development of sustainable forms of the economy contributing to the economic growth of the area.

The suggestions of the enterprises, on this aspect, concern the usefulness of investing in **local productions**; the **characteristics of the villages**, the **local culture and tradition**, and the **museum offer**. **Local food and wine, cultural itineraries, and local handicrafts** are also considered important.

3.5. Enhancing the itinerary of Seven Churches

3.5.1. Introduction

Project partner Molise Region's (PP10/MOL) main objective was to set up and concretely enhance the itinerary of 7 churches.

Originally among the churches conceived as hotspots of the project, there were:

1. Cathedral of Santa Maria della Purificazione (Termoli)
2. Cathedral of Santa Maria Assunta and San Pardo (Larino)
3. Church of St. Mary Esther (Acquaviva Collecroce)
4. Church of St. Mary of Constantinople (Tavenna); Convent of San Pietro di Montelateglia; Incoronata Church
5. Church of Santa Maria La Nova (Palata); Church of San Rocco
6. Church of Madonna del Castello Church of St. Mary of Constantinople (San Felice del Molise); Church of St. Mary of Constantinople; Church of San Felice Papa
7. Church of Santa Lucia Virgin and Martyr (Montemitro)

However, other churches in the countryside were added connecting, among other things, the areas of interest identified as a context with walkways and tracks.

The set of interlocutors was selected with a snowball methodology, starting from the proposals and indications coming from some privileged witnesses of the community, for years engaged in both historical and cultural reconstruction activities of the city, in the documentation and in-depth analysis of the bio-cultural heritage of the area and the decidedly rich bibliography produced over the decades on the history and cultural identity.

To this was added a section of interviews and audio-visual documentation linked to the perception and memory of the territory: the way in which the map of the places of affection, memory, daily life, and community belonging managed to remain and, in some cases, they have changed over time, even in the interesting comparison between different generations of inhabitants of this area.

In some cases, the meetings and focus groups followed the logic of professional homogeneity (breeders, farmers, artisans, administrators), other times generational, and other times they represented groups of specific interest, associations, tourism-accommodation activities.

3.5.2. Research

With reference to the various tasks set for the implementation of the WP5, the state of the art of the various actions is given below:

- a) Research in the archives, study visits, photographic inventorying, interviews
- b) **Involvement of local stakeholders and interested institutional and associative actors:** realization of 5 focus groups in the communities of Acquaviva Collecroce, Montemitro, Tavenna, Palata, San Felice del Molise

LOCAL FOCUS GROUPS (5 groups):

1. 1. Acquaviva Collecroce (12/05/22) – 6 participants on site;
2. 2. Montemitro – 16 participants on site;
3. 3. Tavenna; (19/05/22) – 8 participants on site;
4. 4. San Felice del Molise (31/05/22) – 7 participants on site;
5. 5. Palata (01/06/22) – 10 participants on site;

- c) **Participatory process in the preparation of the inventory of bio-cultural heritage at the local level:** collection of maps in the various municipalities drawn by the local actors during the focus groups, collection of materials provided (photographs, videos, documents)
- d) **Participatory elaboration of hypotheses and proposals for the protection and enhancement of heritage and typical activities of the territory:** projects in progress, restitution focus, interviews, articles, and projects presented in recent years or already edited works

During the first phase of historical-artistic research, attention was focused on the identification of the structures and places of artistic interest. The greatest accent was placed on a precise analysis of religious places, the principal object of the project (the 7 and more Churches), proceeding with a census of the sources (published and unpublished), with the collection of the archival materials and with the study of the printed texts, having for object the municipalities interested by the "Route of the Seven Churches".

The final work is a historical, artistic, and architectonic investigation, relative to the relevant architectonic structures present within the municipalities of interest, which renders in an exhaustive way the information concerning the evolutionary process of the structures and to their present conformation.

3.5.3. Conclusion

The map is an important tool to get to know each other, to reconstruct and strengthen an image of the places that belong to the community even and precisely when the territory and the social context are particularly fragile and peripheral (AA.VV. 2004; Clifford-Maggi-Murtas 2006; Maggi 2008; de Varine 2010; Simonicca 2010; Cognetti-Ranzini 2017; Cuturi 2019).

It is a way to work in a dynamic and procedural way to the realization of participatory inventories of heritage, to share together with the local population the fragmented and stimulating process of knowing the different stories and putting them together in a choral fresco restoring from fears, frustrations, historical balance sheets, perspectives and expectations of a wounded community that entrusts, however, to a conscious and shared project of regeneration a hope for growth and

revitalization (De Rossi 2018; Carrosio-Faccini 2018; Bevilacqua 2018; Carrosio 2019; Teti 2017, 2019).

The basic idea is that this shared work can lead, through the work of reconnaissance and excavation in the community, not only to "write a text", but to build an archive and an interactive digital map, continuously implementable, managed by the community itself, and allowing not only to see the places but to fill them with contents, images, memories, small private writings, stories. A container that is at the same time able to represent an engine of new insights and knowledge, of exchange and comparison between fellow citizens and people who share the same memory and the same cultural landscape (Broccolini-Pavilion 2017, 2018; Bindi 2017, 2019).

3.6. Scientific research on natural and cultural heritage for improvement of heritage site

3.6.1. Introduction

Project partner Teatro Pubblico Pugliese (PP11/TPP) did the **Scientific research on natural and cultural heritage for improvement of heritage site.**

The main goal of this research is to improve the accessibility of natural and cultural heritage sites in the Puglia Region.

3.6.2. Structure of the survey

In the framework of the Activity 5.2 of the TAKE IT SLOW project, Teatro Pubblico Pugliese has intended to develop its research activity into 2 phases dedicated to 2 different target groups:

1. the **members of the LCP**, through the administration of a questionnaire aimed at investigating “What could be the ideal action to be taken to achieve an improvement of the natural and cultural heritage sites in the micro-destination Capitolo- Torre Canne - Selva di Fasano;
2. the **students** of the High School "GAETANO SALVEMINI" of Fasano, invited to fill in a “Naming identification” questionnaire, a tool developed in order to meet a need that emerged in previous LCP meetings and from the analysis of the responses to the questionnaire n.1;

In the questionnaire n.1 the areas investigated were the quality parameters of the natural and cultural heritage sites in the micro-destination, the order of priorities of the opportunities to be seized for the future of the sites; obstacles and major threats to the future of natural and cultural heritage sites in the micro-destination; the level of promotion; what LCP would expect to find in a natural/cultural heritage site; and what could be the ideal action to take to achieve an improvement of the sites themselves.

In the questionnaire n.2 were investigated the 10 most characteristic things of the territory, a word to characterize the territory, the most significant natural and cultural heritage, and if the students have ever visited the heritage of the micro-destination. The objective has been to understand the level of knowledge of the territory by a target group made of young students, and what are the elements of recognition of the territory for an audience of young people.

3.6.3. Conclusion

From the “Scientific research on natural and cultural heritage for improvement of heritage site” activity led by PP11 we can recap the ideal actions to be taken to achieve an improvement of the natural and cultural heritage sites in the micro-destination Capitolo- Torre Canne - Selva di Fasano, as follow:

- Networking
- Enhance the territory through its witnesses
- Improve the promotion of the sites
- Dialogue with the territory and know its potential

- Focus on the recognizability of the territory

4. CONCLUSION

These research, although unrelated, contribute to the achievement of the goals set in the "TAKE IT SLOW" project, i.e., to the improvement of the management and promotion of the Adriatic as a sustainable, green, and smart European tourist region through the establishment of a value chain in tourism according to the principles of smart specialization.

The basis of all research is the cultural and natural heritage of the area and the possibilities of its use in improving the tourist offer. The diversity of research and the availability of results to all partners in this cross-border partnership will lead to stimulating knowledge, networking, and transfer processes with a focus on green cross-sectoral development concepts. In the end, all research contributed to the design of the methodology for the sustainable management of the tourist destination of the Adriatic region and will help in the creation and design of the joint strategy testing system.

Ultimately, all research contributed to the program goal of SO 3.1, that is, to achieve a higher level of sustainable economic and territorial development by exploiting the potential of natural assets and cultural heritage, while at the same time striving to preserve and increase their value. The research covered all three pillars of sustainability - economic, ecological, and, above all, socio-cultural sustainability, and in this way, through a broad prism, considers the possibilities of improving the use of heritage for tourism purposes. Ultimately, this way a synergistic effect is achieved in which the local community, public and local administration, the economy, and the scientific community are united as a triple helix model, contributing to the development of the Adriatic as a sustainable and smart tourist destination.