

THEMATIC SCIENTIFIC RESEARCH THEMES PREPARATION

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WP5 : Accessible natural and cultural heritage
sites

Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
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
Work Package Number: 5
Work Package Title: Accessible natural and cultural heritage sites
Activity Number: 2
Activity Title: Enhancing natural & cultural heritage sites through research activities
Partner in Charge: PP3/ZAD
Partners involved: LP/DNC, PP2/SKC, PP3/ZAD, PP7/ER, PP10/MOL, PP11/TPP
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SUMMARY

As per the project Application Form, PP3/ZAD was tasked with guiding project partners in determining and preparing their thematic research on natural and cultural heritage for the improvement of heritage sites. The following partners participated in this deliverable and conducted their thematic scientific research: 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.

All the partners finalized their research in September 2022.

1. THEMATIC SCIENTIFIC RESEARCH PREPARATION

PP3/ZAD is an academic institution that has extensive and in-depth experience in conducting different types of thematic scientific research. As such, it had an advisory role within the deliverable *D5.2.1 Thematic scientific research themes preparation*. Its PP3/ZAD’s task was to help the partners direct their research with regard to the thematic issue they wanted to tackle.

To start, to get a general overview of the partners’ ideas for their research, PP3/ZAD prepared and distributed a short survey for collecting the main information that outlines their ideas, before organizing individual meetings with each partner.

The questionnaire included the following questions:

KA
TAKE IT SLOW - Research activities

Dear project partner, as you have to determine and prepare thematic research on natural and cultural heritage, we have a few questions for you, in order to get some basic information regarding your research ideas and to help you with the preparation. Please fill out this form until 15th March 2021. AUTHORIZATION "I agree to participate in this survey and confirm this by clicking the Next page button."

Q1 - Please select the region/institution that you are representing:

PP11 Apulian Public Theatre - Regional Consortium for Arts and Culture

Q2 - Please shortly describe which problem do you want to solve with the thematic scientific research foreseen within WP5 Accessible natural and cultural heritage sites. What is the aim of your research?

Q3 - Please shortly describe who is the target group of your planned thematic scientific research (who will participate in the research) foreseen within WP5 Accessible natural and cultural heritage sites.

Q4 - Please choose at least two possible dates that would suit you for a possible Individual Zoom meeting with the task leader University of Zadar. The aim of the meeting is to discuss your ideas and needs regarding the thematic scientific research foreseen within WP5 Accessible natural and cultural heritage sites.

If any of the dates listed does not suit you, please specify the date that would suit you under "Other":

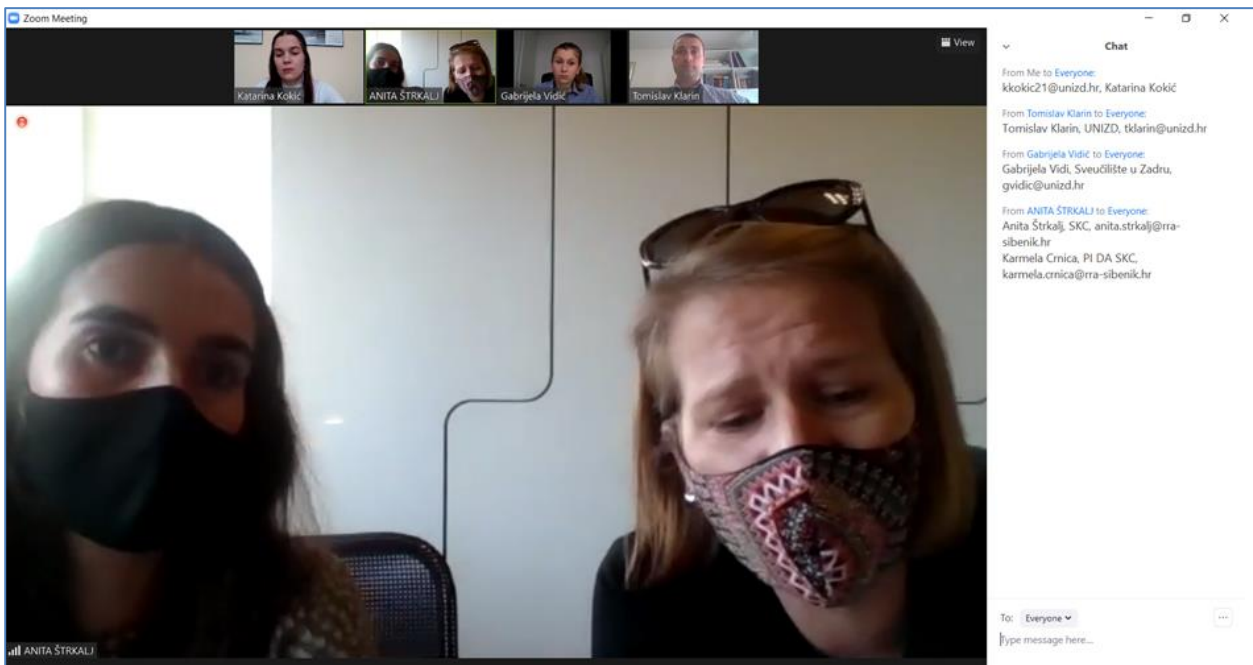
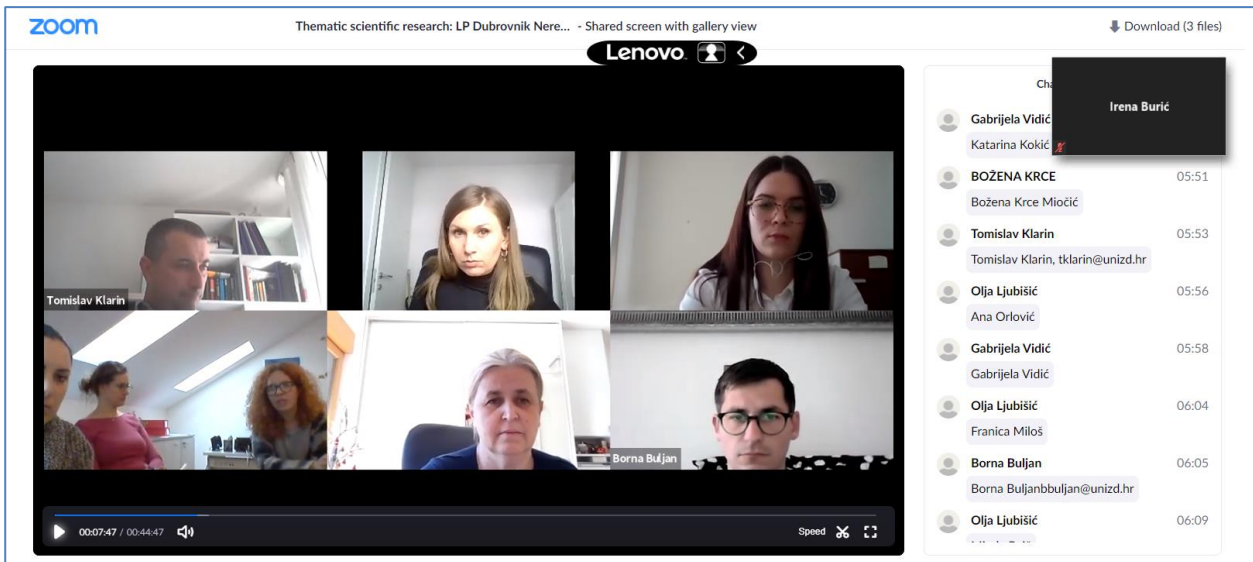
22.03.2021 (12-13h)
 22.03.2021 (13-14h)
 22.03.2021 (14-15h)
 22.03.2021 (15-16h)
 24.03.2021 (9-10h)
 24.03.2021 (10-11h)
 24.03.2021 (11-12h)
 26.03.2021 (9-10h)
 26.03.2021 (10-11h)
 26.03.2021 (11-12h)
 Other:

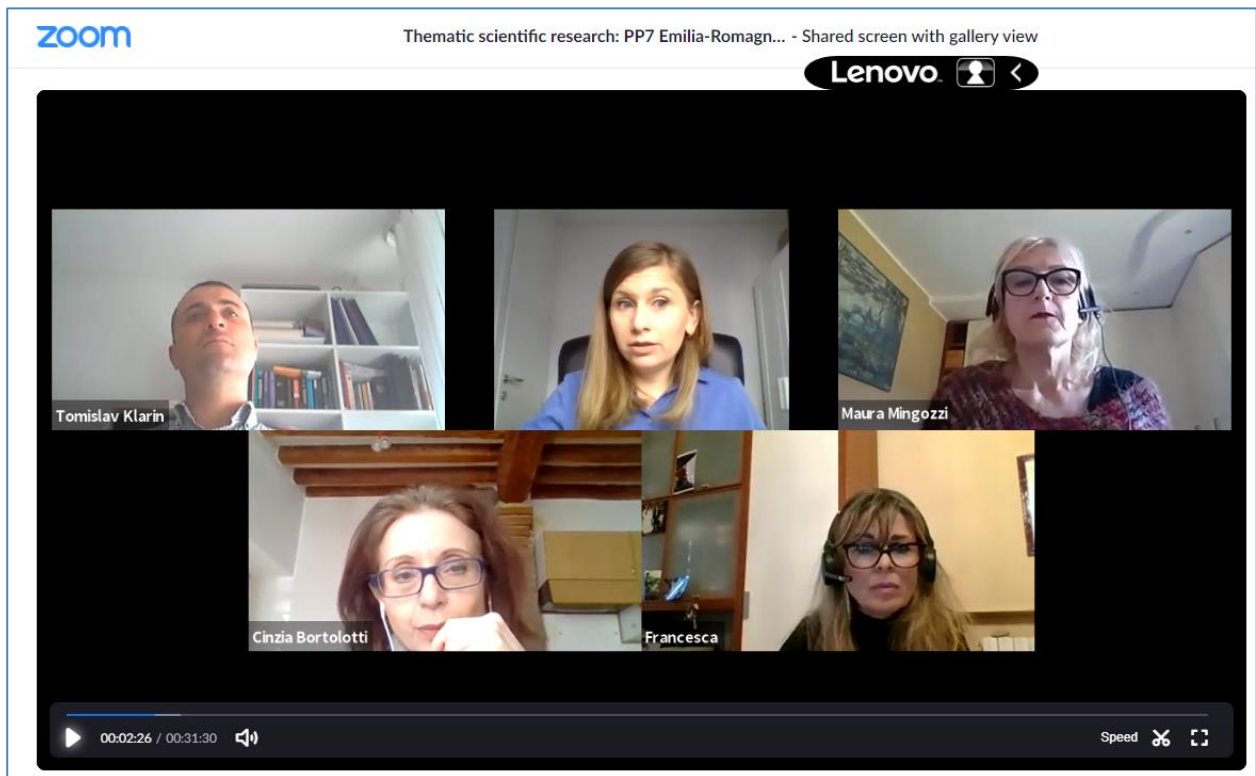
email - Please write down the e-mail address of the contact person for this activity:
ed.john@gmail.com

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After analyzing collected data, PP3/ZAD organized a meeting with each project partner included in this deliverable, to help them elaborate their research plan (i.e., research methodology, implementation period, target group reaching, etc.).

Following are screenshots from these meetings:







After these initial meetings, PP3/ZAD has let the partners know that they happily stand at their disposal for any help they may need when they start conducting their research. PP3/ZAD continued to advise the partners throughout the process.

2. THEMATIC SCIENTIFIC RESEARCH TOPICS

2.1. LP/DNC: Gastronomy-related heritage of Ston and Pelješac

Gastronomy, along with natural and cultural heritage, represents a key tourism offer in Ston and Mali Ston, based on protected Mali Ston oysters and quality wines of Pelješac peninsula (Ponikve wine-growing area with protected designated origin on national and EU level). Also, fishery and shellfish farming and olive oil production significantly contribute to tourism offer and destination branding. 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 consumption. Particularly in the scope of valorization 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 change. The produced data was to be used for:

- mapping and describing eating habits of habitants of Ston Municipality and/or persons whose origin is 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 the 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 Interpretation Centre for Adriatic Heritage in Rector's Palace in Ston.

The research strategy focused on surveys and ethnography, and the research methods used were questionnaires and interviews. 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 was to determine key elements of gastronomy-related heritage that can contribute to the sustainable development of Pelješac.

Two main research questions were:

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

2.2. PP2/SKC: Pilot project area: Open-air Museum “The Murter’s Views”

The Public Institution Development Agency of Šibenik-Knin County participates in the TAKE IT SLOW project with a pilot area located on the island of Murter, which administratively belongs to Murter-Kornati Municipality. It is an archeological site *Colentum*, which will be presented in addition to the development of various contents in several locations as part of the Open-Air Museum “The Murter’s Views”. The museum aims to arrange archaeological, recreational, and visitor infrastructure in the area of the Gradine peninsula on the island of Murter, which will transform the archaeological site *Colentum*, Liburnian hill front, 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 of the research was 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.

2.3. PP3/ZAD: Opportunities for tourism development in Ravni kotari

PP3/ZAD organized two focus groups in Ravni kotari – one group included members of the Local Community of Practice (LCPs) and the second group included Zadar County municipalities’ representatives.

The aim 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 were held in Nadin (Škaulj Winery) on May 10th, 2022, and took place in parallel.

2.4. PP7/ER: 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

PP7/ER conducted research focused on 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.

The premise of the research was 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 on historical stratifications, cultural and social characterization of the places within which the goods and services required by the tourist demand are offered. This means a tourism that can satisfy not only the demand of visitors but also those of the hosting territories.

The analysis work consisted 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.
2. General survey on the main tourist resources and attractions 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 for the protection and conservation of the environmental and cultural heritage.

Residents were surveyed via telephone interviews (200 in total), with the objective to measure residents' perceptions of environmental quality, sustainability behavior, and their view of "tourism" as a factor in sustainable development.

The questionnaire submitted to residents consists of two sections:

1. 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.
2. The second section examines the sustainability behavior 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 of economic operators was carried out through 86 telephone interviews (accommodation, catering, and cultural and recreational activities) with the objective of evaluating 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.

2.5. PP10/MOL: Enhancing the itinerary of Seven Churches

Within the TAKE IT SLOW project, PP10/MOL aimed to set up and concretely enhance the itinerary of Seven Churches. This itinerary originally included:

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.

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:

1. Research in the archives, study visits, photographic inventoring, interviews;
2. Involvement of local stakeholders and interested institutional and associative actors: realization of five focus groups in the communities of Acquaviva Collecroce, Montemitro, Tavenna, Palata, San Felice del Molise;
3. Participatory process in the preparation of the inventory of bio-cultural heritage at the local level: a collection of maps in the various municipalities drawn by the local actors during the focus groups, collection of materials provided (photographs, videos, documents);
4. 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 seven 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 their present conformation.

2.6. PP11/TPP: Scientific research on natural and cultural heritage for improvement of the heritage site

PP11/TPP has conducted scientific research on natural and cultural heritage for the improvement of heritage sites. The main goal of the research was to improve the accessibility of natural and cultural heritage sites in the Puglia Region.

PP11/TPP intended to develop its research activity into 2 phases dedicated to two different target groups:

1. LCP members, through the administration of a questionnaire aimed at investigating the following question: 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. Students of the High School "GAETANO SALVEMINI" of Fasano, invited to fill in a "Naming identification" questionnaire, 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, 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. were investigated. 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.