

PROJECT: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
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LEAD PARTNER: Dubrovnik-Neretva County

D3.1.5 Smart Tourism Conference

Responsible partner: PP8/SVEM

Report

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4. Conference Report

4.1 Highlights day 1

The first conference day (29th September 2022) was opened by **Lucia Catalani**, as SVEM Project Coordinator and **Ana Orlović**, as representative of TAKE IT SLOW project Lead Partner.

After the institutional greetings from **Monica Mancini Cilla**, as SVEM Vice President, and **Simona Marchegiani**, as Manager for the Tourism Sector for Marche Region, Lucia Catalani launched and coordinated the working session entitled “**Presentation of Best Practices of sustainable, smart and cultural products and services in Adriatic tourism**” during which 6 Italian and Croatian representatives of public and private bodies presented their best practices in the sector of cultural, smart, sustainable and gastronomy tourism. The selected best practices are characterized by high innovative content and a high level of transferability.

One of the TAKE IT SLOW project activities foreseen the collection and selection of best practices in order to jointly present sustainable and smart tourism products and services to promote the Adriatic Region as an integrated and accessible tourist destination. The activity, coordinated by the PP6/Veneto Region, was carried out by each project partner and has led to the setting up of a database divided into 10 thematic clusters, which can be freely consulted at TAKE IT SLOW project website.



A summary of the best practices presented during the conference is provided below:

1. Initiative and foundation of Ravni kotari Tourist board, presented by **Vanja Čvrljak** - Tourist Board of Ravni kotari.

The Ravni Kotari Tourist Board is the biggest Tourist Board in Croatia. It was established in 2019 and unites six municipalities and one town. The area represents the most fertile part of the Dalmatian coast, located in the hinterland of Zadar County, and it is characterized by several touristic assets, especially in wine and food sector, and it is well-known for the production of excellent traditional culinary products. The area is also characterized by important archeological and cultural heritage sites. There are several initiatives and manifestations all over the year that put accent on local customs and are important from a touristic point of view.



2. Park Brand Companies, presented by **Valerio Palasciano** - Parco Naturale Regionale “Dune costiere da Torre Canne a Torre S. Leonardo”.

Valerio Palasciano presented the management and promotion strategy of the Regional Natural Park Dune Costiere, from Torre Canne to Torre San Leonardo, that covers the territories of Ostuni and Fasano on approximately 1,100 acres along eight kilometers of coastline and extends until the internal agricultural areas occupied by centuries-old olive groves and ancient farms. The area is characterized by cultural, architectural and historical heritage assets. The main objective of the establishment of the Brand of the Park is to create a form of public-private government in order experiment sustainable growth process of the touristic offer. The Park is instrumental in this developing process creating a strong network of tourism operators and organizing events and projects for the conservation and promotion of the natural and cultural heritage of its territory. As an example, the Park promotes cooperation and dialogue among rural operators and tourism operators from the hinterland and hotel managers and bathing establishments owners from the coastal area, with the aim to widen tourism supply and reduce human pressure on coastal areas.

The collaboration with economic operators led the Park to obtain the European Charter for Sustainable Tourism.



3. *The Archeological Park Colentum*, presented by **Nina Šegović** - NGO Argonauta.

The Archeological Park Colentum is a best practice in terms of collaboration among the Argonauta NGO and the Municipality of Murter. It was created an archeological and recreational park on the territory of the Gradina Peninsula on the island of Murter. In this way the Colentum archeological site turned into a first-rate tourist attraction, and became a platform for the development of the cultural, educational, and recreational tourism of the island. The Colentum Archeological Park consist of several space units, including arboretum, seaside promenade, archeological theme beach, underwater theme promenade, viewpoint promenades on the ancient Liburnian walls, play and leisure areas, and reception building with front desk, toilets, and archeological workshop spaces. Within TAKE IT SLOW project, it was opened the open-air museum “Murterske vedute” (Murter views).



4. *Croatian linguistic front office*, presented by **Simone Forte** - Molise Region.

Simona Forte presented the initiative of public offices in which staff could speak with citizen in the protected language with the aim to protect the local minority languages. In Molise Region there are

7 language counters (4 Albanian and 3 Croatian) with the aim to ensure the oral and written use of minority languages in the context of administrative, social, cultural services and their dissemination through the mass media channels. The services are offered to public bodies, school and SMEs (i.e. translation, transcription etc.). The counters have their own websites, social media and magazines.



5. **World Championship in Olive Picking**, presented by **Ivana Jenlinčić** - Tourist board Pučišća. A unique event in the world that has been held in Postira, on Brač Island, since 2017. The event takes place in October with the aim to promote olive growing and everything that is connected with it. Postira Tourist Board, Postira Agricultural Cooperative, Postira Municipality and Aldura Sport d.o.o. organize it with common efforts. Its aim is to promote Postira as an olive destination that produces a completely natural, healthy and high-quality olive oil by respecting centuries-old tradition and high-quality standards, thus providing an authentic experience for tourists and a healthy and comfortable life for locals. The national teams of the participating countries consist of four members and compete in the categories of hand picking and quiz about olive growing. In addition to the competitive part, during all the days of the championship, tastings, excursions and entertainment evenings are organized to experience Postira, the Ethno-eco village Dol, and also the island of Brač in the best possible way. This event won a multitude of awards, and among them the prestigious Creative Tourism Network International Organization Award for the best creative experience in tourism in 2019.



6. **Experience Local Flavours**, presented by **Diego Albanese** - Lago Verde Hotel.

Lago Verde is located in the Valmarecchia area, in the Municipality of Pennabilli. It is a small accommodation facility managed by the family owners and located in the regional natural park of Sasso Simone and Simoncello. It is a green hotel characterized for a sustainable management as photovoltaic panels and the use of local food products. In the framework of TAKE IT SLOW project, it was designed a marketing and communication campaign in order to improve the tourist discover of Valmarecchia area.



In the afternoon, TAKE IT SLOW project partners and stakeholders participated in a **guided tour of the City of Recanati**, as an example of tourist-cultural destination whose strong identity is linked to art, poetry and music. The first day ended with the visit and dinner at Fontezoppa Winery and Agrotourism in Civitanova Marche, as a regional food and wine business example.



4.2 Highlights day 2

The second day (30th September 2022) started with the **presentation of thematic research findings** on natural and cultural heritage for the improvement of heritage sites realized within the TAKE IT SLOW project and carried out in five Italian and Croatian pilot areas by the following project partners:

- University of Zadar (activity coordinator);
- Development Agency of the Šibenik-Knin County;
- Emilia Romagna Region;
- Molise Region;
- Apulian Public Theater.



A summary of the thematic research findings is provided below:

1. University of Zadar

“Assessing attitudes about the development of tourism in the area of Ravni kotari with relevant Stakeholders”, presented by **Tomislav Klarin** - Assistant Professor University of Zadar.

All participants in the survey and focus groups realized for the purpose of the research are aware of the valuable resources that the area of Ravni kotari has (primarily natural wealth and valuable cultural heritage). Participants recognize certain limitations and threats in the development of tourism in this area (primarily 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, participants point out: ecological agriculture on which a quality gastronomic offer can be based, development of various specific forms of tourism, favourable geo-traffic position, autochthonous experience that this destination provides. In order to sustainably develop tourism in this rural destination, it is necessary to conduct additional research with other relevant stakeholders in the destination (public institutions, civil society organizations, private tourism sector, family farms, etc.). Since the participants pointed out the poor support of the regional tourist board, it is desirable to conduct an interview with relevant actors.



2. Development Agency of the Šibenik-Knin County

“Accessibility of Open air museum Murterske vedute”, presented by Petra Furčić - Urbanex d.o.o. The area of the future Open-Air Museum “The Murter’s Views” has great development potential. Rich cultural history and diversity of natural and cultural heritage are valuable resources that can be further utilized to encourage social innovation and territorial development of the island itself through heritage. 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. 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. 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 analyzed area will realize its full potential through power. And lastly, it is imperative to involve the local community in the development process so that the projects reflect the real needs of the island of Murter.



3. 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”, presented by **Sandro Billi** - Area Sviluppo Progetti Centro Studi Turistici.

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 of means of transport within urban/historical centres. To these elements the enterprises add the importance of organic production and local food and wine. The investments that need to be made to further strengthen these values relate to reducing energy and 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, incentives to strengthen organic production and water saving are also indispensable. 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 valorization of these resources could contribute to the development of sustainable forms of economy contributing to the economic growth of the area. The suggestions of the enterprises, on this aspect, concern the usefulness of investing on 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.



4. Molise Region

“Slow Trail Cammino delle 7 Chiese”: *State of art*, presented by **Simona Forte** - Molise Region.

The aim of the PP10/MOL pilot action is to set up of a new micro-tourist destination (Cammino delle 7 Chiese) aimed at enhancing those local areas characterized by Croatian linguistic minorities. Thanks to the assessment of cultural and natural heritage state of the art emerged the uniqueness of the territorial area from an historical point of view and high potential of the intangible and tangible cultural heritage, a limited accessibility of the sites and an insufficient tourism offer due to limited networking among local stakeholders. The “Cammino delle 7 Chiese” slow trail was designed through historical-artistical investigation, the hashtags designed, and the creation of an interactive map design with data collecting and georeferentiation of the slow trail itineraries.



5. Apulian Public Theater

“Actions for the improvement of the natural and cultural heritage sites in the area Capitolo - Torre Canne – Selva di Fasano (Puglia, Italy)”, presented by **Anna Stasi** – Ufficio Progetti Teatro Pubblico Pugliese - Consorzio Regionale per le Arti e la Cultura.

The research was developed in two phases dedicated to two target groups: 1. A survey dedicated to LCP members; 2. A questionnaire dedicated to the learners of the Istituto di Istruzione Superiore “Gaetano Salvemini” of Fasano, invited to fill in it for “individuating a naming” of the micro-destination. From questionnaire and survey results emerged the following findings: - to protect and valorize the quality of the historical, natural and land heritage of the micro-destination; - to facilitate the networking among local economic operators; - to improve the accommodation capacity and the sites accessibility; - to start a process of place branding in order to improve the knowledge about the local natural and cultural heritage. In conclusion, the actions to be implemented in order to improve the micro-destination are the following: networking, involvement of the local community, valorization of the territory, improvement of the sites promotion.



The conference continued with the **presentation of SVEM pilot action** realized at the Monastery of Fonte Avellana, presented by **Chantal Ionni**, TAKE IT SLOW Project manager. In the facilities provided by the Camaldolese Congregation of Monks of Fonte Avellana Svem has designed and established in August 2022 the **Fonte Avellana Cultural Heritage Interpretation Centre**. The site aims to narrate the Forest Codex of Camaldoli, as a local cultural identity, and the invisible parts of natural resources management, trying to reconstruct the relationship between man and the environment. The Codex - comprising over 850 years of regulations on forest and land management - represents an example of multifunctional, flexible and sustainable management of environmental resources, and, as an ethical value, it becomes the foundation of an Immaterial Cultural Heritage to be preserved and valorized. The mission of the pilot action realized by Svem is to cultivate and safeguard the ethical dimension of the Forest Codex through a larger conservation and accessibility process including the following dimensions: dissemination, popularization, presentation and interpretation of the Codex.

The outcome of this process was the design and establishment of the “Fonte Avellana Cultural Heritage Interpretation Centre”. The purpose of the centre is to facilitate the presentation and valorization of the local heritage, to offer possible interpretations for an active enjoyment of the heritage itself and to restore the conditions of cultural heritage resources which is instrumental to the creation of a tourism destination. The centre is built around a permanent digital exhibition that explains the Codex and offers an overview of the Monastery and insights into local landscape and natural/cultural attractiveness. The main mode of exhibition and display is through fixed graphic and information panels combined with audio-visual content (included recorded interviews/videos and digital and interactive displays), with fewer material objects. This design not only achieves the centre purpose of «musealizing» and safeguarding the Codex but also allows Intangible Cultural Heritage practitioners (i.e. tourists) to actively interact within the contents museum.



The second day conference ended with a **roundtable on “Tourism, Culture and Accessibility of Heritage Sites”** during which the topics related to the future of the Adriatic Region as an integrated, sustainable, and accessible tourist destination, all year around, was deepened by the following tourism marketing experts, coordinated by the journalist **Michele Romano**:

- **Silvio Cardinali**, Associate professor Marketing and Sales Management of UNIVPM and Vice President AGBRP - Academy of Global Business Research and Practice;
- **Pietro Migliori**, Experience creator;
- **Massimo Sargolini**, Scientific coordinator of Made in-Land project and Director of School of Architecture and Design of University of Camerino;
- **Giuseppe Ucciero**, Project Manager “Cammini Lauretani”.



5. Conclusion

The Smart Tourism Conference was a two-day hybrid event during which the project partners together with Italian and Croatian stakeholders and tourism sector experts deepened the role of sustainable, smart and cultural tourism in the coastal and inland areas of the Adriatic Region and supported the ten pilot action promoted by TAKE IT SLOW project from a cross-border perspective. The exchange of good practices in terms of initiatives, products, and tourist services highlighted the importance to combine private and public sector as well as scientific sector partnerships to cooperate in developing new tourism initiatives, managing sustainable tourism development, and improve the quality of the tourism experience at the local level.

The thematic research findings presented during the second day of the conference highlighted that tourism, among all economic sectors, is the one that can support the spread of virtuous development models, as it 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 and research work carried out on the five pilot area identified within the TAKE IT SLOW project.


During the final roundtable emerged the necessity to celebrate the tourism value in discovering new places and culture and connecting new people and experiences. Therefore, it is urgent to re-shape tourism, making it more resilient, accessible, inclusive and sustainable, driving green economic growth and supporting jobs in the sector.

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SMART TOURISM CONFERENCE



29th - 30th SEPTEMBER 2022 | 29-30 SETTEMBRE 2022

h. 9.30-13.00



MEETING ROOM | SEEPORT HOTEL
Rupi di Via XXIX Settembre 12, Ancona

REGISTRATION FORM
ISCRIZIONE ONLINE

SVEM - SVILUPPO EUROPA MARCHE

are pleased to invite you to the

SMART TOURISM CONFERENCE

The conference will be a 2-day hybrid and public event where concept of **smart tourism destinations**, **products** and **services** will be presented and discussed through exchange of best practices and presentation of 5 thematic research on natural and cultural heritage.

Simultaneous interpretation from English into Italian and from Italian into English will be available during the event.

SVEM - SVILUPPO EUROPA MARCHE

ha il piacere di invitarla alla

SMART TOURISM CONFERENCE

Una due giorni per presentare e discutere il concetto di **destinazioni**, **prodotti** e **servizi di turismo intelligente** attraverso lo scambio delle migliori pratiche e approfondimenti sul valore del patrimonio naturale e culturale.

Servizio di interpretariato italiano/inglese disponibile

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D.3.1.5

SMART TOURISM CONFERENCE

29th – 30th September 2022, Ancona

In the organization of
PP8/SVEM – Sviluppo Europa Marche s.r.l.

AGENDA

Thursday, 29th September 2022

Online and live conference

Venue: Ancona – Meeting Room SeePort Hotel

09:30 - 09:45 **Welcome coffee & Registration**

09:45 - 10:00 **Opening session**

SVEM - Sviluppo Europa Marche

Dubrovnik Neretva County, Lead Partner TAKE IT SLOW project

10:00 - 11:30 **Presentation of Best Practices of Sustainable, Smart and Cultural Products and Services in Adriatic Tourism**

Initiative and foundation of Ravni Kotari Tourist Board

Vanja Čvrljak, Tourist Board of Ravni Kotari

Park Brand Companies

Valerio Palasciano, Parco Naturale Regionale “Dune costiere da Torre Canne a Torre S. Leonardo”

Colentum

Nina Šegović, Argonauta Association

Croatian linguistic front office – Associazione culturale Naš Život

Simona Forte, Molise Region

World Championship in Olive Picking

Ivana Jelinčić, Postira Tourist Board

Experience Local Flavours

Diego Albanese and **Simone Silvestri**, Lago Verde Hotel

11:30 - 12:00 **Q&A session and closing remarks**

12:00 - 14:30 **Light lunch at SeePort Hotel**

14:30 - 15:15 Transfer service from Ancona to Recanati

15:15 - 18:00 Guided Tour of the City of Recanati and its main cultural heritage sites

18:00 - 20:45 Visit and dinner at Fontezoppa Winery and Agrotourism in Civitanova Marche

21:30 **Return to Ancona**

Friday, 30th September 2022

Online and live conference

Venue: Ancona – Meeting Room SeePort Hotel

09:30 - 09:45 **Registration & Opening sessions**

09:45 - 11:00 **Presentation of Thematic Research Findings on Natural and Cultural Heritage for Improvement of Heritage Sites Realised within TAKE IT SLOW project**

University of Zadar

Assessing attitudes about the development of tourism in the area of Ravni Kotari with relevant stakeholders - Tomislav Klarin, Assistant Professor University of Zadar

Public Institution Development Agency of Šibenik-Knin County

Accessibility of Open air museum “Murterske vedute” - Petra Furčić, Urbanex d.o.o.

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 - Sandro Billi, Area Sviluppo Progetti Centro Studi Turistici

Molise Region

Slow Trail “Cammino delle 7 Chiese”: State of art - Simona Forte, Molise Region

Teatro Pubblico Pugliese

Actions for the improvement of the natural and cultural heritage sites - Anna Stasi, Ufficio Progetti Teatro Pubblico Pugliese - Consorzio Regionale per le Arti e la Cultura

11:00 - 11:15 **Presentation of SVEM Pilot Action**
“Fonte Avellana Cultural Heritage Interpretation Centre”

11:15 - 12:30 **Roundtable on “Tourism, Culture and Accessibility of Heritage Sites”**
Opening session by **Massimo Sargolini**, Scientific coordinator of Made in-Land project and Director of School of Architecture and Design of University of Camerino

Debate with:

- **Silvio Cardinali**, Associate professor Marketing and Sales Management of UNIVPM and Vice President AGBRP - Academy of Global Business Research and Practice
- **Pietro Migliori**, Experience creator
- **Giuseppe Ucciero**, Project Manager “Cammini Lauretani”

Moderator: **Michele Romano**, Journalist Il Sole 24 Ore

12:30 - 13:00 **Q&A session and closing remarks**

13:00 - 14:30 **Lunch at SeePort Hotel**

MANDATORY ONLINE REGISTRATION FORM

Those wishing to participate in the conference are invited to register by filling in the registration form at the following link <https://forms.gle/p9o7n6kd8iXdUmxT8>

Once participants have completed their registration, they will receive an e-mail containing the link to join the conference in Italian or English language.

SMART TOURISM CONFERENCE

D.3.1.5 – PP8 SVEM Sviluppo Europa Marche

30th September 2022

SEEPOR HOTEL - Ruppi di Via XXIX Settembre 12, Ancona

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