

# D4.2.1 Round tables

LP/DNC

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1

Five tourist offices from Dubrovačko primorje and Pelješac peninsula participated at the round table, the directors from Tourist Board Slano, Tourist Board Orebić, Tourist Board Trpanj, Tourist Board Ston and Tourist Board Janjina with representatives of Regional agency DUNEA, on behalf of LP/DNC, who presented the project outputs and discussed possible future projects.

Local stakeholders from Pelješac were familiarized with the TAKE IT SLOW project and its importance for the Dubrovnik-Neretva County. A particular activity of interest was the three eco-certification workshops DNC held on Peljesac peninsula and on Sipan and Lastovo islands and 2 producers from Peljšac peninsula were certified. The product “varenik”, artisanal slow food product prepared from local red wine verity plavac mali of Pelješac peninsula was selected. Both producers are in the system of organic agriculture and production, OPG Čalić Marijeta (Križ Winery) since 2008, and Bartulović Winery since 2019.

1. Beneficiary: The family farm Čalić Marijeta - The wine is produced in the following quantities: Plavac mali 52 HL, Grk 50 HL and is marketed as Vinarija Križ. At OPG Čalić Marijeta, freshly picked grapes are ground by hand or in mills, whereby the liquid part is separated, and the crushed grapes are pressed. Grape juice, or must, is filtered through a sieve, and then boiled in a suitable cooking pot. It is frequently stirred to prevent caramelization of the must. It is kept boiling until the amount of boiled liquid is reduced to a quarter of the initial amount (20-24 hours). At the end of cooking, it is stored in glass demijohns.
2. Beneficiary: At OPG Marijo Bartulović, 35 L of Pelješki varenik was produced. In the harvest 120 kg of fresh grapes were separated for the production of varenik after harvest. Approximately 20 L of juice (must) was obtained by muddling, and approximately 6 L was produced by boiling. The product is stored in dark bottles with a capacity of 3 L.

The consequent discussion revolved around the benefits for the tourism stakeholders involved and the general population. The biggest lesson learnt is that the collaboration with the local tourist offices can be extremely fruitful in possible future developments since they will have one new point as an inspiration for end-users i.e., tourists, to explore Pelješac and its surroundings. The Interpretation centre will be organized as multifunctional, polyvalent unit with high-end multimedia equipment. LP/DNC will make a reconstruction of interior unit of a Rector's Palace in Ston.

**Attached picture taken during the event**



# Round tables

LP/DNC

Deliverable Number: D4.2.1

Final Version 06/2023

WP4 - Smart Strategic Framework for innovative Adriatic Tourism  
Destination, Products & services

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: WP4  
Work Package Title: Smart Strategic Framework for innovative Adriatic Tourism Destination, Products & services  
Activity Number: 4.2  
Activity Title: Smart Action Plan/report for preservation, valorisation and management of natural and cultural heritage  
Partner in Charge: LP/DNC  
Partners involved: LP/DNC  
Status: Final, public

The round table was held with the main stakeholders at the pilot site: the Mayor of the Ston Municipality, Mr. Antunica and the head of the department for general affairs of Ston Municipality, Mrs. Vitković, head of the Ston Tourist Board, Mrs. Slade, head of Regional development agency DUNEA, Mrs. Milić, the main designer Mr. Barišić and its coworker Mrs. Petrina and the director of the SmartAudioVisual, main supplier for equipment.

The main idea designer of the concept, IT & multimedia equipment and furniture, Mr. Marko Barišić explained the process of the realization of the entire idea of the concept for the establishment of the Interpretation centre where the following has been realized: creation of the concept of the Centre, defined museological conception, photo content, video content, textual content, graphic content, musical content and web page has been created: <https://ston-dvor.com/>.

Besides the realized concept Mr. Jelačić, the director of the *SmartAudioVisual*, a firm in charge for the equipment in the Centre has shown to the stakeholders all the functionalities of the equipment installed in the Centre.

The Mayor of the Municipality of Ston has gone through the planned activities and future planned projects for the Centre. The concept for the entire Rector's Palace has been prepared (the IT and multimedia equipment and furniture) and waiting for the new Call for proposals in the future perspective.

**Pictures attached:**

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# Round tables

Deliverable Number D.2.4.1.

Final version of 30/06/2022

WP2

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: WP4

Work Package Title: Smart strategic framework for innovative adriatic tourism destination, products & services

Activity Number: 4.2.1

Activity Title: Round tables

Partner in Charge: PI RERA SD

Partners involved: PI RERA SD

Status: final

Distribution: Confidential,

Date: 30/06/2022

## Contents

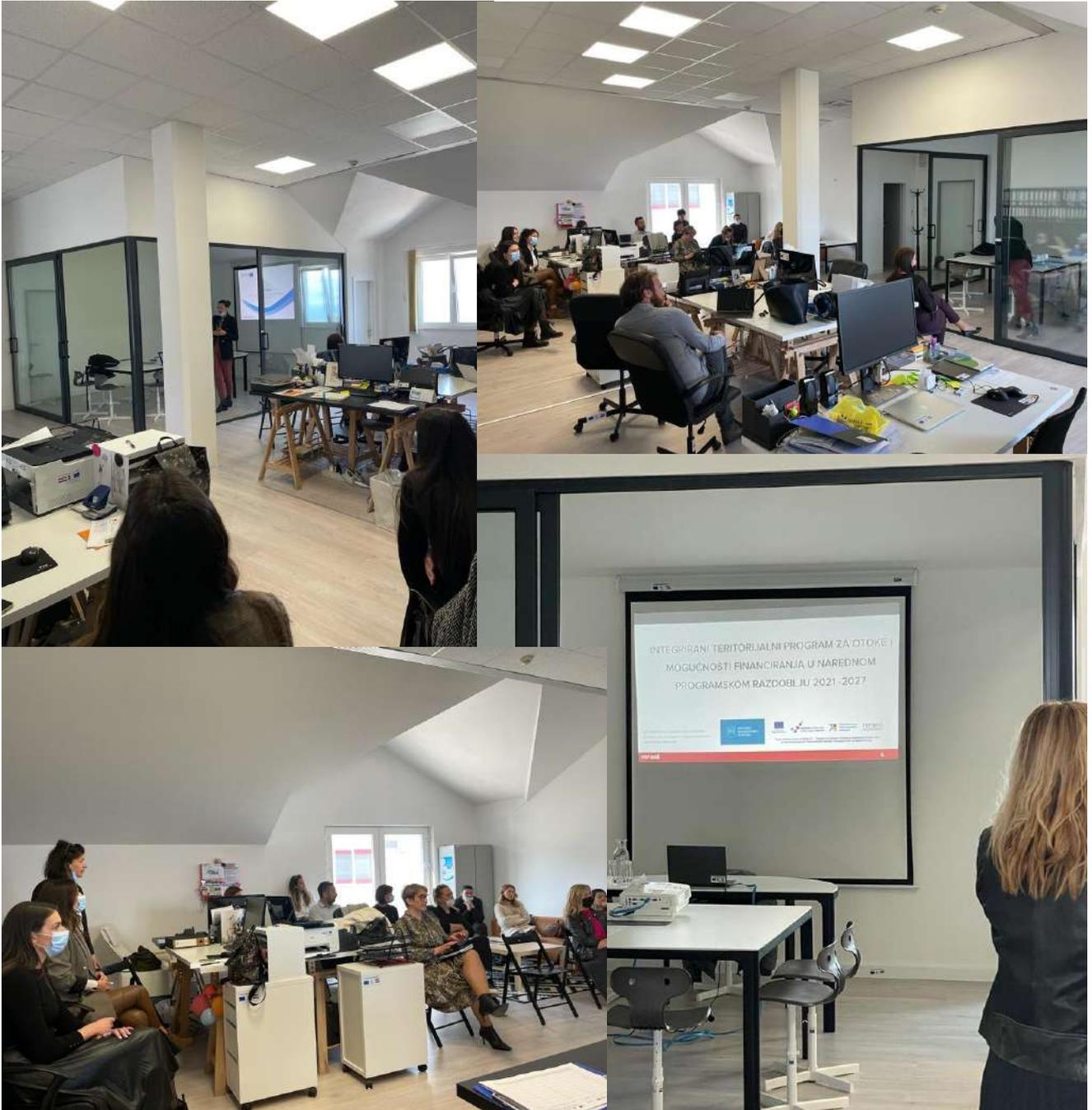
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2 <sup>nd</sup> Round table.....	3
Pictures.....	3

## 1<sup>st</sup> Round table

PI RERA SD organized 1<sup>st</sup> round table to improve Smart action plan. All relevant stakeholders were invited , and they discussed about integrated territorial program for the islands and about financing options in 2021-2027 programming period. After that, it was presented Local LAG strategy for Brač Island. Finally, after these two presentations was presented draft version of the Smart action plan produced within project TAKE IT SLOW by PI RERA SD.

Stakeholders were invited to comment all presented strategies and they started a discussion which resulted with the improvement of the Smart action plan and new actions.

## Pictures



## 2<sup>nd</sup> Round table

2<sup>nd</sup> Round table was organized in goal of promotion of the Smart action plan and slow tourism concept among relevant stakeholder in Brač area on 6<sup>th</sup> December 2022. At the beginning PI RERA SD team presented project TAKE IT SLOW and all reached results. After project presentation, external expert was presented Smart Action Plan for Brač area and started a discussion among the key stakeholders. This was joined activity together with eco certification workshop in order to emphasise tourism multiplicative effect and importance of the multidisciplinary approach for sustainable tourism development.



# D4.2.1

## Round tables

1

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Project Acronym: TAKE IT SLOW

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Work Package Number: WP4

Work Package Title: Smart strategic framework for innovative adriatic tourism destination, products & services

Activity Number: 4.2.1

Activity Title: Round tables

Partner in Charge: PI RERA SD

Partners involved: PI RERA SD

Status: Version 1

Distribution: Confidential,

Date: 30/06/2022



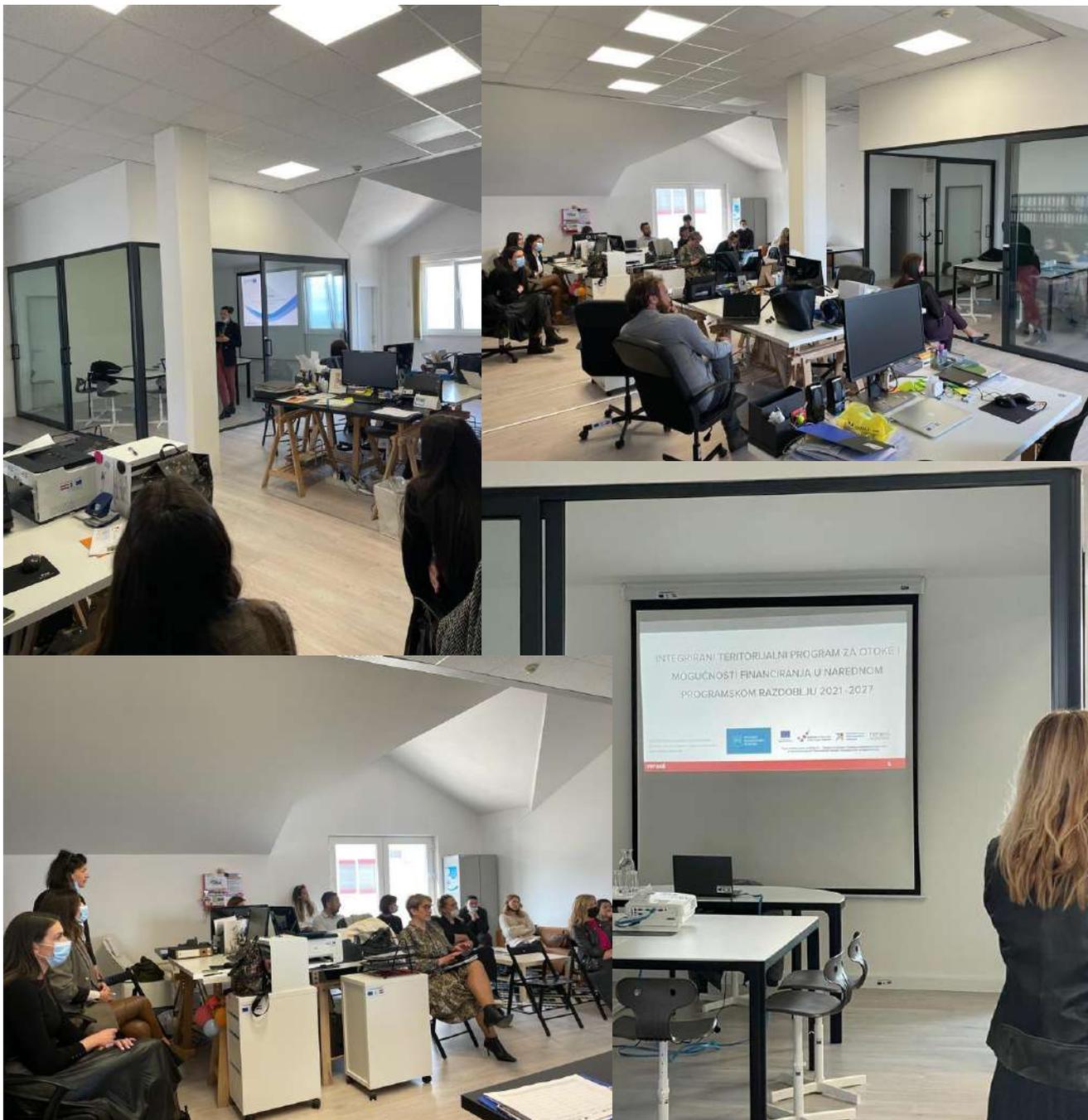
## Contents

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## 1<sup>st</sup> Round table

PI RERA SD organized 1<sup>st</sup> round table to improve Smart action plan. On the round table were invited all relevant stakeholders, and they discussed about integrated territorial program for the islands and about financing options in 2021-2027 programming period. After that, it was presented Local LAG strategy for Brač Island. Finally, after these two presentations was presented draft version of the Smart action plan produced within project TAKE IT SLOW by PI RERA SD. Stakeholders were invited to comment all presented strategies and they started a discussion which resulted with the improvement of the Smart action plan and new actions.

## Pictures



# MINUTES OF THE MEETING

Round Table – Smart Action Plan

In organization of DA SKC (D4.2.1)

16/05/2023

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: 4  
 Work Package Title: Project management and coordination of activities  
 Activity Number: 4.2  
 Activity Title: Smart Action Plan for preservation, valorisation & management of natural & cultural heritage  
 Partner in Charge: PP1/RERA  
 Status: Final  
 Distribution: Public  
 Date: 16/05/2023

<b>Author</b>	<b>PP2/SKC</b>
<b>Date</b>	<b>16/05/2023</b>
<b>Pages</b>	<b>4</b>

## Minutes of the Round Table on Smart Action Plan preparation

Date	16/05/2023
Location	Island Murter
Time	from 12:00 to 15:00
Prepared by	Karmela Crnica

The round table was held on May 16, 2023 on the island of Murter, organized by DA SKC and the Municipality of Murter-Kornati, which represents the pilot area. The round table was attended by representatives of 11 local stakeholders from NGO and public sectors. All these organizations are actively involved in the promotion and protection of natural and cultural heritage. Their range of activities includes organizing cultural events, promoting art, folk songs and dances, and maintaining other folk customs, as well as organizing international regattas, island and submarine cleaning events, and other outdoor activities. In the introduction of DA SKC, the participants were introduced to the concept of the project TAKE IT SLOW, as well as the purpose of the elaboration of the action plan with the activities necessary to achieve the planned objectives and measures of the policy instruments for the conservation, enhancement and management of natural and heritage resources on the Murter island and in the area of the future Open-Air Museum "The Murter's Views".

After the introduction, the participants were asked to perform the analysis SWOT and finally, according to the result of the analysis, to discuss together goals and actions for the future. It was emphasized that in a small municipality like the island of Murter, the cooperation of stakeholders in all areas is a key element for the successful implementation of the Action Plan. It was recognized how building a network of stakeholders can contribute to the quality of heritage management and the creation of sustainable value chains, while a participatory approach to policy planning is desired as an element for the development of sustainable tourism models and sustainable community development. Regarding the general objective 1: Improve research, valorization and interpretation of cultural and natural heritage, the stakeholders presented the current projects for valorization of cultural and natural heritage in the Murter region in which they are involved and whose implementation they are planning ("Tastes from the Amphora", "The Island Extravaganza 2022", "INHERIT", "HISTORIC", etc.). All stakeholders agreed that future projects will contribute to the enhancement of the open-air museum "Murter's view" and attract new visitors, but also directly contribute to a better interpretation of the island's heritage. Local stakeholders expressed a strong interest in activities that include diversification of tourism products and services, innovation and quality of tourism offer, development of projects that contribute to the education of the local

population, and especially strengthening the capacity of local producers by participating in projects and offering innovative products. As an example of an existing model that contributes to the improvement of green and slow tourism concepts, the project "Local product for a local experience" was presented. The project has a direct impact on the local economy and local producers by ensuring greater visibility for small, local producers in the marketplace, resulting in improved revenues and returns. With regard to the quality of the tourism offer, the meeting also agreed on how to involve local stakeholders in ensuring the sustainability of the museum's operations and the future development of the tourism offer. The civil sector and the local population will be involved in operational activities, with a focus on organizing appropriate activities related to the activities of the associations. This will involve all relevant stakeholders with the necessary knowledge and experience to establish clear action guidelines and procedures with the aim of good management. The participation of the stakeholders in covering the management costs will be made possible through a model that, in return, will allow them to use the museum for official purposes (events, meetings, etc.) as compensation for the resources invested, especially with regard to the cost of including additional activities. Regarding Measure 3: Local stakeholders have recognized the importance of cross-border cooperation, especially with the countries of the ADRIAN region, as a model for the development of sustainable tourism. Considering the fact that cultural heritage is one of the most valuable development potentials in this part of the Mediterranean, numerous collaborations have been carried out so far between local stakeholders from the Murter area and stakeholders from the ADRIAN region, both in terms of sharing experiences and knowledge on enhancing the common cultural heritage and in terms of conducting joint research and volunteer activities. Local stakeholders have therefore emphasized their openness to new collaborations and forms of connection through cross-border cooperation networks.

In the end, all stakeholders agreed that the Smart Action Plan would be successful by implementing actions under the three predefined strategic objectives (1. Improve the exploration, valorization and interpretation of cultural and natural heritage; 2. Sustainable and responsible management of valuable cultural and natural sites through smart specialization, protection and sustainable use of cultural and natural heritage for tourism; 3. Networking for sustainable tourism based on cultural and natural resources in the cross-border area) will contribute to the achievement of the priorities set, i.e. to promote innovation, research and development of a specific type of tourism. In addition, the participants were introduced and encouraged to participate in the work of the CB platform. They were informed about the possibilities and benefits of such a platform and its potential to create new partnerships, initiatives and projects.







## IZRADA AKCIJSKOG PLANA

“Murterske  
vedute”



### JU RAZVOJNA AGENCIJA ŠIBENSKO-KNINSKE ŽUPANIJE

Vas poziva na događanje:

**IZRADA PAMETNOG AKCIJSKOG PLANA ZA OČUVANJE,  
VALORIZACIJU I UPRAVLJANJE PRIRODNOM I  
KULTURNOM BAŠTINOM MUZEJA NA OTVORENOM  
“MURTERSKE VEDUTE”**



16. svibnja 2023. godine u 12:00 sati



**Društveni centar JEDRO**

Butina 2, 22234 Murter, Hrvatska

European Regional Development Fund



## IZRADA AKCIJSKOG PLANA

“Murterske  
vedute”



Poštovani/a,

Javna ustanova Razvojna agencija Šibensko-kninske županije partner je na projektu “Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” (TAKE IT SLOW), sufinanciranom u sklopu programa prekogranične suradnje INTERREG V-A Italija-Hrvatska 2014. – 2020. Cilj projekta je upravljanje i promocija Jadrana kao održive, zelene i pametne europske turističke regije kroz uspostavu lanca vrijednosti u turizmu prema načelima pametne specijalizacije. Temelji se na istraživanju načina života kao spoja materijalne, nematerijalne, kulturne i prirodne baštine u suradnji sa znanstvenicima i lokalnom zajednicom kao izvorom znanja.

Otok Murter izabran je kao jedno od projektnih pilot područja, a uz uređenje muzeja na otvorenom “Murterske vedute”, izrađuje se i pametni akcijski plan kojim će se utvrditi aktivnosti potrebne za ostvarivanje ciljeva i mjera za očuvanje, valorizaciju i upravljanje prirodnom i kulturnom baštinom otoka Murtera.

Stoga Vas pozivamo da sudjelujete na okruglom stolu „Pametni akcijski plan za očuvanje, valorizaciju i upravljanje prirodnom i kulturnom baštinom Muzeja na otvorenom “Murterske vedute” te svojim znanjem i iskustvom pridonese procesu planiranja i razvoju predviđenih ciljeva i mjera instrumenata politike očuvanja, valorizacije i upravljanja prirodnom i kulturnom baštinom na otoku Murteru i okolici.

European Regional Development Fund



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REGIONAL DEVELOPMENT AGENCY  
FOR THE ADRIATIC COAST



PUGLIA REGION  
Department of Tourism, Economy  
and Culture and International Territory

# D4.2.1

## Round tables



## IZRADA AKCIJSKOG PLANA

“Murterske  
vedute”



### JU RAZVOJNA AGENCIJA ŠIBENSKO-KNINSKE ŽUPANIJE

Vas poziva na događanje:

## IZRADA AKCIJSKOG PLANA MUZEJA NA OTVORENOM “MURTERSKE VEDUTE”



25. svibnja 2022. godine u 12:00 sati



Društveni centar JEDRO

Butina 2, 22234 Murter, Hrvatska

European Regional Development Fund



rerasd



PUGLIA REGION  
Department of Tourism, Economy,  
NE Culture and Motorcycles of Territory



Poštovani/a,

Javna ustanova Razvojna agencija šibensko-kninske županije partner je na projektu "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow" (TAKE IT SLOW), sufinanciranom u sklopu programa prekogranične suradnje INTERREG V-A Italija-Hrvatska 2014. – 2020. Cilj projekta je upravljanje i promocija Jadrana kao održive, zelene i pametne europske turističke regije kroz uspostavu lanca vrijednosti u turizmu prema načelima pametne specijalizacije. Temelji se na istraživanju načina života kao spoja materijalne, nematerijalne, kulturne i prirodne baštine u suradnji sa znanstvenicima i lokalnom zajednicom kao izvorom znanja.

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Stoga Vas pozivamo da sudjelujete na okruglom stolu „Izrada akcijskog plana muzeja na otvorenom Murterske vedute“ te svojim znanjem i iskustvom pridonese procesu planiranja i budućeg kvalitetnog upravljanja zajedničkom baštinom.

European Regional Development Fund



# MINUTES OF THE MEETING

Round Table – Smart Action Plan

In organization of DA SKC (D4.2.1)

25/05/2022

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  
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 Activity Title: Smart Action Plan for preservation, valorisation & management of natural & cultural heritage  
 Partner in Charge: PP1/RERA  
 Status: Final  
 Distribution: Public  
 Date: 25/05/2022

<b>Author</b>	<b>PP2/SKC</b>
<b>Date</b>	<b>25/05/2022</b>
<b>Pages</b>	<b>3</b>

## Minutes of the Round Table on Smart Action Plan preparation

Date	25/05/2022
Location	Island Murter
Time	from 12:00 to 15:00
Prepared by	Karmela Crnica

Round Table was held on the island of Murter on 25th of May 2022 in organization of DA SKC and Municipality of Murter-Kornati which is the representative of the pilot area. Representatives of 6 local stakeholder organizations from NGO and public sector participated in the round table. All of these organizations actively participate in natural and cultural heritage promotion and protection. Their spectrum of activities, among others, include organization of cultural events, promotion art, folk song and dance performing and nurturing of other folk customs, as well as organization of international regattas, island and submarine cleaning actions, and other outdoor activities. In the introduction made by DA SKC the concept of the TAKE IT SLOW project was presented to the participants as well as the purpose of designing the Action Plan with the activities needed to achieve envisioned objectives and measures of policy instruments for preservation, valorisation and management of natural and cultural heritage on the Murter island and in the area of the future Open-Air Museum “The Murter’s Views”.

After the introduction the participants were asked to do the SWOT analysis and finally, in line with the result of the analysis they jointly discussed proposed goals and measures for the future. The accent was given to the point that in a small community such as Murter island, the cooperation of stakeholders in all sectors is a key element of successful implementation of the Action plan. In addition, the participants were introduced and encouraged to participate in the work of the CB platform. They were informed on the options and benefits of such platform and its potential in generating new partnerships, initiatives and projects.





# D4.2.1

## Round tables

**PROJECT:** Smart and Slow Tourism  
Supporting Adriatic Heritage for Tomorrow  
**ACRONYM:** TAKE IT  
SLOW  
**PROJECT ID:** 10255547  
**CUP:** H79E20000520003  
**DURATION:** 1/6/20-31/12/22  
**LEAD PARTNER:** Dubrovnik-Neretva County

# Utvrđivanje mogućnosti razvoja turizma Ravnih kotara

10. svibnja 2022., Vinarija Škaulj

## AGENDA

<b>11:00 – 12:00 sati</b>	Okrugli stol „Valorizacija i upravljanje kulturnom i prirodnom baštinom Ravnih kotara kroz implementaciju akcijskih planova unutar lokalne zajednice i participativno dioništvo“	Izv. prof. dr. sc. Božena Krce Miočić, Odjel za turizam i komunikacijske znanosti, Sveučilište u Zadru
<b>12:00 – 12:30 sati</b>	Pauza za kavu	
<b>12:30 – 14:00 sati</b>	Fokus skupina „Utvrdivanje snaga i slabosti eno-gastronomske ponude u Ravnim kotarima te prilika za razvoj specifičnih turističkih proizvoda“	Doc. dr. sc. Krešimir Žnidar, Prizma centar za poslovnu inteligenciju d.o.o.
<b>14:00 – 15:00 sati</b>	Osvježenje uz hranu i piće	



## UTVRĐIVANJE MOGUĆNOSTI RAZVOJA TURIZMA RAVNIH KOTARA



### SVEUČILIŠTE U ZADRU

Vas poziva na događanje:

## UTVRĐIVANJE MOGUĆNOSTI RAZVOJA TURIZMA RAVNIH KOTARA



10. svibnja 2022. godine od 11:00 do 15:00 sati



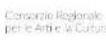
Vinarija Škaulj

E71, 23420 Nadin, Hrvatska

European Regional Development Fund



University of Zadar  
Department of Tourism  
July 2018 - 2022



PUGLIA REGION  
Department of Tourism, Economy  
of Culture and Valorisation of Territory





Poštovani/a,

Sveučilište u Zadru partner je na projektu "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow" (TAKE IT SLOW) koji je sufinanciran u sklopu programa prekogranične suradnje INTERREG V-A Italija-Hrvatska 2014. – 2020. Projekt je osmišljen s ciljem upravljanja i promocije Jadrana kao održive, zelene i pametne europske turističke regije kroz uspostavu lanca vrijednosti u turizmu prema načelima pametne specijalizacije. Temelji se na istraživanju načina života kao spoja materijalne, nematerijalne, kulturne i prirodne baštine u suradnji sa znanstvenicima i lokalnom zajednicom kao velikim izvorom znanja.

U okviru projekta, Sveučilište u Zadru odlučilo se usmjeriti na područje Ravnih kotara te Vas ovim putem pozivamo na događanje „Utvrdivanje mogućnosti razvoja turizma Ravnih kotara“. Događanje uključuje edukativni okrugli stol na temu "Valorizacija i upravljanje kulturnom i prirodnom baštinom Ravnih kotara kroz implementaciju akcijskih planova unutar lokalne zajednice i participativno dioništvo" te fokus skupinu na temu "Utvrdivanje snaga i slabosti enogastronomске ponude u Ravnim kotarima te prilika za razvoj specifičnih turističkih proizvoda".

Smatramo da biste svojom ekspertizom i stručnim iskustvom iznimno pridonijeli raspravi na temu mogućnosti razvoja turizma na području Ravnih kotara te se nadamo da ćete biti u mogućnosti prisustvovati događanju.

European Regional Development Fund



## Participacija

- Aktivnosti u kojima ljudi sudjeluju.
- Ugradnja participacije u koncepte javne uprave, rukovodstva i sustava upravljanja implicira da se ovlast, koja pripada tim trima kategorijama, mora dijeliti s ljudima, s građanima i zajednicom kojim pripadaju javni resursi o kojima se odluke donose.



## Vi ste participirali u donošenju strateškog plana

„Razvoj modernih pristupa upravljanju započeo je, no sofisticiraniji oblici dobrog upravljanja i participativnog odlučivanja, decentralizirana suradnja u Hrvatskoj je tek na početku. Intenzivniji razvoj urbanih mreža tek se očekuje u budućnosti i mnogi će se gradovi uključiti u aktivnosti horizontalne i decentralizirane suradnje, kao i u osnivanje različitih saveza koji će pomoći u ostvarivanju većih i financijski zahtjevnijih projekata.“

### Faktori koji usporavaju napredak upravljanja:

- institucionalna (birokratska) inercija ili nedostatak razvojne vizije i političke volje da se upravlja transparentno,
- nemogućnost planiranja i upravljanja područjem,
- oskudnost instrumenata za praćenje i mjera za vrednovanje javnih i privatnih davatelja usluga,
- nedostatak kapaciteta različitih organizacija, uključujući i nevladinih udruga, da preuzmu aktivniju ulogu u donošenju odluka od javnog interesa.

Villa, K. D., Stubbs, P., & Đokić, I. (2009). Participativno upravljanje za održivi razvoj. Ekonomski institut, Zagreb.







## D.4.2.1 Okrugli stol: Valorizacija i upravljanje kulturnom i prirodnom baštinom Ravnih kotara kroz implementaciju akcijskih planova unutar lokalne zajednice i participativno dioništvo

TAKE IT SLOW | Sveučilište u Zadru

| Vinarija Škadij, Ravni kotari | 10. svibnja 2022.

Regionalni operativni programi razvoja

# D4.2.1

## Round tables

**PROJECT:** Smart and Slow Tourism  
Supporting Adriatic Heritage for Tomorrow  
**ACRONYM:** TAKE IT  
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<b>12:00 – 12:30 sati</b>	Pauza za kavu	
<b>12:30 – 14:00 sati</b>	Fokus skupina „Utvrđivanje snaga i slabosti eno-gastronomске ponude u Ravnim kotarima te prilika za razvoj specifičnih turističkih proizvoda“	Doc. dr. sc. Krešimir Žnidar, Prizma centar za poslovnu inteligenciju d.o.o.
<b>14:00 – 15:00 sati</b>	Osvježenje uz hranu i piće	



## UTVRĐIVANJE MOGUĆNOSTI RAZVOJA TURIZMA RAVNIH KOTARA



### SVEUČILIŠTE U ZADRU

Vas poziva na događanje:

## UTVRĐIVANJE MOGUĆNOSTI RAZVOJA TURIZMA RAVNIH KOTARA



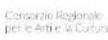
10. svibnja 2022. godine od 11:00 do 15:00 sati



Vinarija Škaulj

E71, 23420 Nadin, Hrvatska

European Regional Development Fund





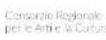
Poštovani/a,

Sveučilište u Zadru partner je na projektu "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow" (TAKE IT SLOW) koji je sufinanciran u sklopu programa prekogranične suradnje INTERREG V-A Italija-Hrvatska 2014. – 2020. Projekt je osmišljen s ciljem upravljanja i promocije Jadrana kao održive, zelene i pametne europske turističke regije kroz uspostavu lanca vrijednosti u turizmu prema načelima pametne specijalizacije. Temelji se na istraživanju načina života kao spoja materijalne, nematerijalne, kulturne i prirodne baštine u suradnji sa znanstvenicima i lokalnom zajednicom kao velikim izvorom znanja.

U okviru projekta, Sveučilište u Zadru odlučilo se usmjeriti na područje Ravnih kotara te Vas ovim putem pozivamo na događanje „Utvrdivanje mogućnosti razvoja turizma Ravnih kotara“. Događanje uključuje edukativni okrugli stol na temu "Valorizacija i upravljanje kulturnom i prirodnom baštinom u Ravnim kotarima kroz provedbu akcijskih planova u jedinicima lokalne samouprave" te fokus skupinu na temu "Utvrdivanje snaga i slabosti eno-gastronomске ponude u Ravnim kotarima te prilika za razvoj specifičnih turističkih proizvoda".

Smatramo da biste svojom ekspertizom i stručnim iskustvom iznimno pridonijeli raspravi na temu mogućnosti razvoja turizma na području Ravnih kotara te se nadamo da ćete biti u mogućnosti prisustvovati događanju.

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## D.4.2.1 Okrugli stol: Valorizacija i upravljanje kulturnom i prirodnom baštinom Ravnih kotara kroz provedbu akcijskih planova u jedinicama lokalne samouprave

TAKE IT SLOW | Sveučilište u Zadru

| Vinarija Škaulj, Ravni kotari | 10. svibnja 2022.



## D4.2.1 Round tables

1

1



## REGION OF ISTRIA, Administrative Department for Culture and Heritage

is pleased to invite you to the:

### 1<sup>st</sup> Hybrid Round Table



November 4<sup>th</sup>, 2021

11:00 P.M. – 12:00 P.M.



Online, zoom platform

**SHORT DESCRIPTION OF THE EVENT:** 1<sup>st</sup> Hybrid Round Table will be organized as part of Activity of Development of Smart Action Plan for green, slow and sustainable tourism and will be held on Thursday 4<sup>th</sup> of November 2021 online through zoom platform. Meeting is organized in the frame of strategic cross border TAKE IT SLOW project co-financed by INTERREG VA ITALY CROATIA 2014-2020 CBC program, of total value 3.764.695,71 EUR funded by the Regional Development Fund (85%) and partner's contribution (15%).

**PARTICIPANTS:** Members of Local Community of practice and key project stakeholders.

For more information about the project, please visit: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

European Regional Development



Corerasd



Fund



REGIONE DEL VENETO

Regione Emilia-Romagna



ISTRIAN



REGIONE ADELIZZO



Consorzio Regionale per le Arti e la Cultura



PUGLIA REGION  
Department of Tourism, Economy  
of Culture and Valorisation of Territory



# MINUTES OF THE MEETING

1<sup>st</sup> Hybrid Round Table

In organization of Region of Istria (D4.2.1)

4/11/2021

Project Acronym: TAKE IT SLOW  
Project ID Number: 1025547  
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: 4  
Work Package Title: Project management and coordination of activities  
Activity Number: 4.2  
Activity Title: Strategic integrated framework/methodology for diversification of tourism offer and innovation  
Partner in Charge: Region of Istria  
Status: Final  
Distribution: Public  
Date: 04/11/2021

## Minutes of the 1<sup>st</sup> Hybrid Round Table

Date	04/11/2021
Location	Online via zoom platform
Time	11:00-12:00
Prepared by	Sandra Ilić Region of Istria

1<sup>st</sup> Hybrid Round Table was held online via zoom platform on 4<sup>th</sup> of November 2021 in organisation of Region of Istria and HD Consulting – contracted external expert firm for Smart Action Plan. During the meeting Branko Bogunović and Zoran Kasum, experts from HD Consulting Ltd. joined with Sanja Tišma from IRMO and Saša Kek Form University from Ljubljana held round table presentations and discussion with participants related to the Smart Tourism Action Plan, Tourism Strategies and Methodologies, Smart tourism solutions and Applications related to different territories and stakeholders. 34 stakeholders participated at the 1<sup>st</sup> Hybrid Round Table.

1<sup>st</sup> Hybrid Round Table Agenda was as follows:

11:10 - 11:10 - Branko Bogunović, Hotel & Destination Consulting Ltd.: Tourism Development Master Plan of Region of Istria / Tourism Development Strategy of Central Istria

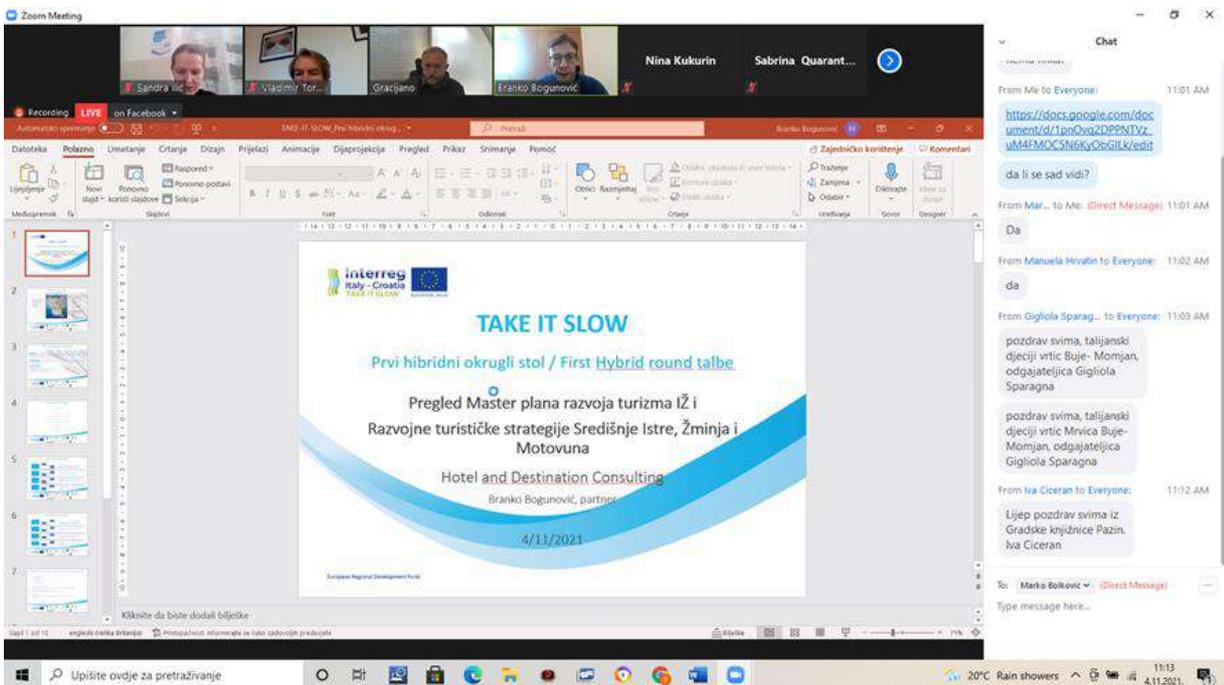
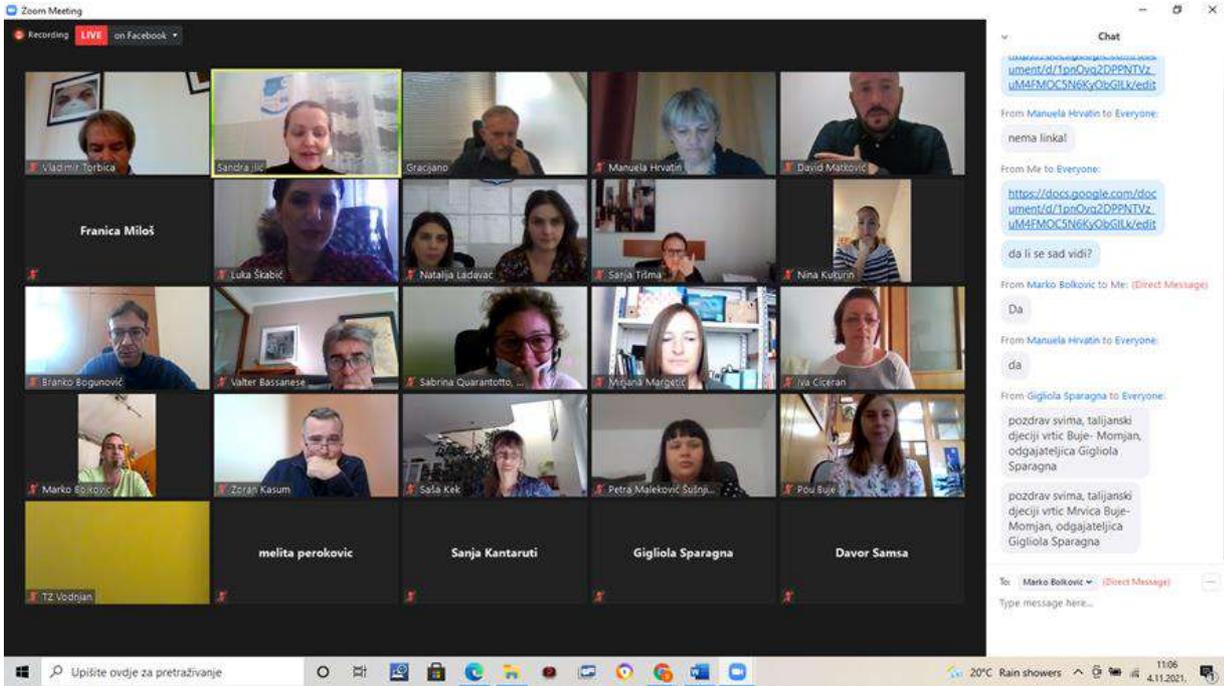
11:10 - 11:20 - Zoran Kasum, Hotel & Destination Consulting Ltd.: Tourism Marketing Plan of Region of Istria

11:20 - 11:40 - Sanja Tišma, IRMO – Institute for Development and International Relations: Smart Action Plan Development

11:40 - 12:00 - Saša Kek, 4P DIH, Laboratory for telecommunication, Faculty of Electric Engineering, University of Ljubljana: Smart City and Community Strategy, Smart Tools Implementation in Tourism and Agronomy.

1<sup>st</sup> Hybrid Round Table video was published on programme and project web sites and all project Internet channels, available for all interested stakeholders.

## Attached photos of the meeting





Zoom Meeting

Recording LIVE on Facebook

## Situacijska analiza pokazivala je 10 ključnih izazova

- Potražnja** - Prevladavajući profil potražnje je visoka sezonalnost i niska razina dnevne potrošnje u Istri.
- Brand Istra** - Brand Istra treba povećati svijest i znanje o Istri te jasnu diferencijaciju u odnosu na konkurente.
- Vrijednost za potrošača** - Istra je bogata prirodnim i kulturnim bogatstvima, no potrebno je više truda uložiti u kvalitetu usluge i razvoj cjelogodišnje ponude. Ponuda smještaja je nediferencirana i 77% se sastoji od kampova i privatnog smještaja.
- Komunikacija** - Komunikacijske akcije nisu u potpunosti integrirane u planirane kampanje i rezultati se ne mjere u odnosu na ciljeve. Generiranje i upravljanje sadržajem nije integrirano.
- Razvoj poslovanja i prodaja** - Potrebno je uložiti značajniji prodajni napor kako bi se povećao tržišni udjel i postavila ponuda dodane vrijednosti. Prodajna platforma <http://www.istra.hr/> još nije u potpunosti iskorištena.
- Upravljanje marketingom** - Potrebna je snažnija javno-privatna suradnja u marketingu jer resursi mogu biti nedostadni. Uloga TZ Istre i IRTA-e u marketingu mora biti jasno definirana.

Zoom Meeting controls: Upišite ovdje za pretraživanje, 20°C Rain showers, 11:33 4.11.2021.

Zoom Meeting

You are viewing Zoran Kasum's screen

## Marketing okvir

### Vizija

Privući 1,8 milijuna dodatnih noćenja u PPS-u, uz goste sa većim izdancima, do 2020.

**Vrijednost za dionike**

- Vrijednost za goste: Izuzetan turistički doživljaj
- Vrijednost za B2B sektor: Atraktivne poslovne prilike
- Vrijednost za medijske partnere: Relevantan sadržaj za klijente
- Vrijednost za litaršku tur industriju: Potpora njihovim aktivnostima

**Strateški ciljevi**

- 1. Dizajn vrijednosti**
  - 1. Razvoj poželjnog prodajnog prijedloga za PPS (Pred i post sezonu)
  - 2. Povećati frekvenciju letova sa ključnih tržišta
- 2. Komunikacija i prodaja**
  - 3. Imati jasnu i dogovorenu marketing strategiju
  - 4. Povećati sekundarnu potražnju na drugim geo tržištima
  - 5. Upravljanje najmodernijim sustavom elektroničkog marketinga
- 3. Potpora industriji**
  - 6. Povećati kapacitet znanja i talenta u turističkoj industriji
  - 7. Poboļljati marketing turistička industrija kroz pružanje usluga potpora

**4. Razvoj kapaciteta TZŽ**

- Kultura organizacija
- Motivacija i osnaživanje
- Obrazovanje
- Priznanje

Zoom Meeting controls: Upišite ovdje za pretraživanje, 20°C Rain showers, 11:33 4.11.2021.

## D4.2.1 Round tables



## 2<sup>nd</sup> Hybrid Round Table



### REGION OF ISTRIA, Administrative Department for Culture and Heritage

is pleased to invite you to the:

#### 2<sup>nd</sup> Hybrid Round Table



**November 10<sup>th</sup>, 2021**

**11:00 P.M. – 12:30 P.M.**



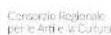
**Online, zoom platform**

**SHORT DESCRIPTION OF THE EVENT:** 2<sup>nd</sup> Hybrid Round Table will be organized as part of Activity of Development of Smart Action Plan for green, slow and sustainable tourism and will be held on Wednesday 10<sup>th</sup> of November 2021 online through zoom platform. 2<sup>nd</sup> Hybrid Round Table is organized in the frame of strategic TAKE IT SLOW project co-financed by INTERREG VA ITALY CROATIA 2014-2020 CBC program, of total value 3.764.695,71 EUR funded by the Regional Development Fund (85%) and partner's contribution (15%).

**PARTICIPANTS:** Members of Local Community of practice and key project stakeholders.

For more information about the project, please visit: [www.italy-croatia.eu/take-it-slow](http://www.italy-croatia.eu/take-it-slow)

European Regional Development Fund



# MINUTES OF THE MEETING

2<sup>nd</sup> Hybrid Round Table

In organization of Region of Istria (D4.2.1)

10/11/2021

Project Acronym: TAKE IT SLOW  
Project ID Number: 1025547  
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: 4  
Work Package Title: Project management and coordination of activities  
Activity Number: 4.2  
Activity Title: Strategic integrated framework/methodology for diversification of tourism offer and innovation  
Partner in Charge: Region of Istria  
Status: Final  
Distribution: Public  
Date: 10/11/2021

## Minutes of the 2<sup>nd</sup> Hybrid Round Table

Date	10/11/2021
Location	Online via zoom platform
Time	11:00-12:30
Prepared by	Sandra Ilić Region of Istria

2<sup>nd</sup> Hybrid Round Table was held online via zoom platform on 10<sup>th</sup> of November 2021 in organisation of Region of Istria and HD Consulting – contracted external expert firm for Smart Action Plan. During the meeting Branko Bogunović and Zoran Kasum, experts from HD Consulting Ltd. joined with Darian Škarica from Delta Reality Ltd. and Zvonimir Rakijašić from Novena Ltd. held round table presentations and discussion with participants related to the Smart Tourism Action Plan, Smart tourism solutions related to selected examples of natural and cultural heritage and visitors centres and Istrian Metaverse. 28 stakeholders participated at the 2<sup>nd</sup> Hybrid Round Table.

1<sup>st</sup> Hybrid Round Table Agenda was as follows:

11:00 - 11:10 - Vladimir Torbica, Head of Department for Culture and Heritage of Region of Istria:

*Introduction*

11:10 - 11:20 - Branko Bogunović, Hotel & Destination Consultation Ltd: *Smart Tourism Action Plan of Region of Istria*

11:20 - 11:30 - Zoran Kasum, Hotel & Destination Consultation Ltd: *Smart Tourism Action Plan of Region of Istria*

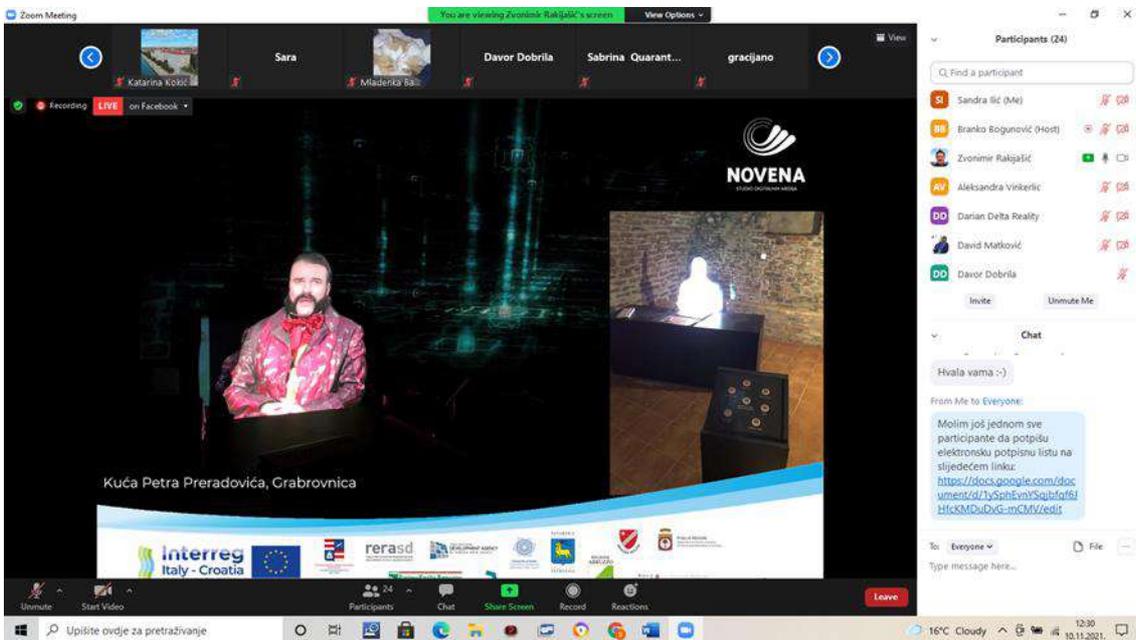
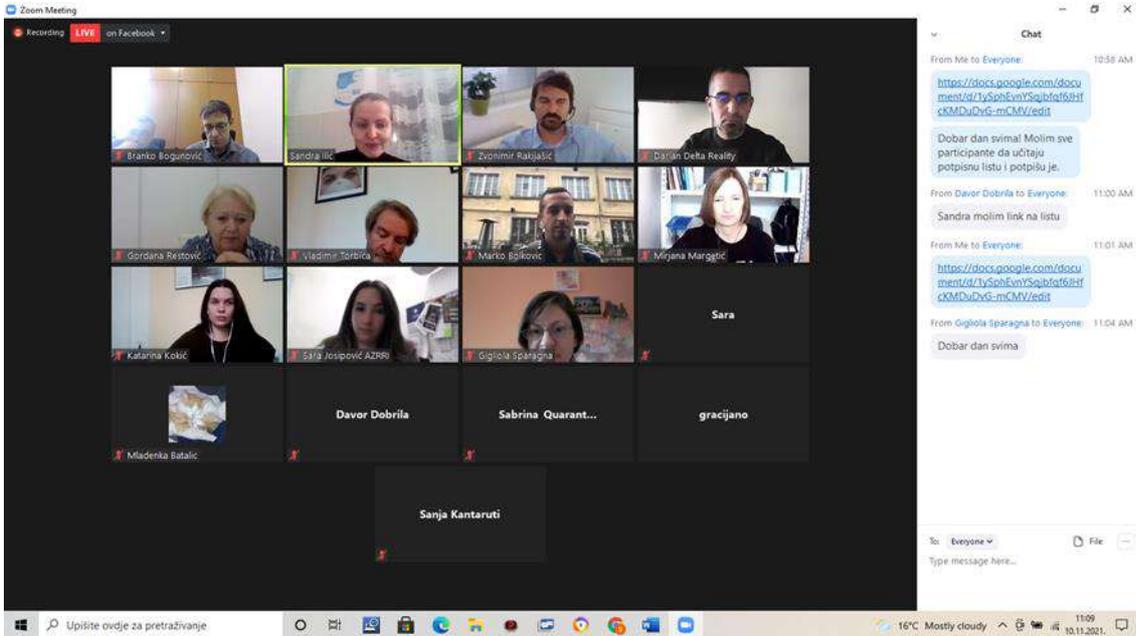
11:30 - 11:50 - Darian Škarica, Delta Reality Ltd.: *Visitors Centers and Istrian Metaverse*

11:50 - 12:20 - Zvonimir Rakijašić, Novena d.o.o.: *Multimedia solutions related to selected examples of natural and cultural heritage*

12:20 - 12:30 – *Questions and Answers*

2<sup>nd</sup> Hybrid Round Table video was published on programme and project web sites and all project Internet channels, available for all interested stakeholders.

## Attached photos of the meeting







# Deliverable 4.2.1

## Round tables

1

1



## REGIONE MOLISE

Nell'ambito del Progetto TAKE IT SLOW

È lieta di invitarvi all'evento:

### "TAVOLO TECNICO DI CONFRONTO" – 1° incontro



**QUANDO**

**06 SETTEMBRE 2022 – 10:00**



**DOVE**

**REGIONE MOLISE – EX-GIL CAMPOBASSO**

### AGENDA:

1. Action Plan: situazione post-assessment
2. Cammino delle 7 Chiese: overview e next step
3. Eventi in programmazione: scouting stakeholders

European Regional Development Fund



## TAKE IT SLOW E “IL CAMMINO DELLE 7 CHIESE”

# TAVOLO TECNICO DI CONFRONTO – N.1

06 Settembre 2022  
Ex-GIL - Campobasso (CB)  
D.4.2.1 – 1<sup>st</sup> Round Table

## Agenda

- 09:50 Registrazione Partecipanti
- 10:00 – 10:10 Apertura lavori e introduzione alle attività  
*Ing. Mariolga Mogavero – Direttore del Servizio – Regione Molise*  
*Maria Tirabasso – Project Officer TIS – Regione Molise*
- 10:10 – 10:30 Assessment del patrimonio locale: out-put dei Focus Group – la Mappa di Comunità  
*Letizia Bindi – Referente attività di ricerca – Centro BIOCULT (UNIMOL)*
- 10:30 – 10:45 Cammino delle 7 Chiese: attività definite e prossimi step  
*Simona Forte – Project Manager TIS – Pirene srl*
- 10:45 – 11:00 Eventi in programma e selezione stakeholders
- 11:00 Saluti e chiusura lavori

# 1st Round Table PP10 Molise Region

Deliverable Number D.4.2.1  
Final Version of 31.12.22  
WP4

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: 4  
Work Package Title: smart strategic framework for innovative adriatic tourism destination, products & services  
Activity Number: 4.2  
Activity Title: Smart Action Plan/Report for preservation, valorisation and management of natural and cultural heritage  
Partner in Charge: PI RERA SD / PP1  
Partners involved: all  
Status: Final  
Distribution: Confidential  
Date: 31/12/2022

## 1st Round Table

Place: Molise Region – “Ex-Gil”, Via Milano 15 Campobasso

Date: September 6<sup>th</sup>, 2022

### *Participants:*

#### Partner:

- Tirabasso Maria – Molise Region (Project Officer)
- Forte Simona – Pirene srl (Project Manager)
- Coromano Luca – Molise Region (Financial Manager)

#### LCP:

- *Zara Giuseppe (Municipality of San felice del Molise)*
- *Trolio Francesco (Municipality of Acquaviva Collecroce)*
- *Ricci Franca (Municipality of Tavenna)*
- *Blascetta Lorenzo (Municipality of Acquaviva Collecroce)*
- *Quaranta Gustavo (Ong “Pro-Loce Tavenna”)*
- *Vetta Oscar (Local touristic Ong “Molise Explac)*
- *Palmieri Giorgia (BIOCULT – University of Molise)*
- *Di Florio Stefania (Ecoter srl)*

## Short description

The WP4 first “Round Table” had place in the institutional headsquare of Molise Region – Tourism department, as well as in hybrid format too. This technical event hosted the Molise LCP, in order to share all results achieved by the “Biocult” centre and by the PP10 project staff.

Starting from the scientific activities, Giorgia Palmieri reported to the LCP the outcome of the thematic research carried out by Biocult centre in cooperation with local communities, using the “parish map ” methodology. Thanks to the LCP meetings, Biocult identified and described over 90 points of interest (i.e., hotspots), split into five clusters: Route, Green, Beauty, Resiliency, Holy Places. An interactive map, hosted in google platform, has been set-up and all hotspots have been loaded on it.

Concerning to the operational activities, PP10 staff started from the previous LCP’s on-line survey to share what issues the “assessment of local heritage” (D4.1.1) activity produced. All data collected was discussed among stakeholders, taking in mind that those contents would be used to create the “Smart Action Plan” document.

The meeting ended with the presentation of the next project events, namely the Smart Tourism Conference in Ancona and the Study Trip to BCC, reporting to the LCPs number and type of stakeholders who could have taken part in those events.

## Photos

### Live meeting



### On-line meeting



\*attendance list should be updated separately on the drive