SMART ACTION PLAN

For preservation, valorisation & management of natural & cultural heritage of the slow trail
"Cammino delle 7 Chiese"

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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 & SERVICE
Activity Number:	4.2
Activity Title:	Smart Action Plan/Report for preservation, valorisation & management of natural & cultural heritage
Partner in Charge:	xx
Partners involved:	xx
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1. ITRODUCTION

1.1.   Take It Slow Project

According to the Application Form, TAKE IT SLOW project is designed to establish, manage and promote Adriatic Region as smart, integrated, sustainable, accessible, year-round, green and slow tourist destination of the Mediterranean based on accessible, protected, valorised, promoted tangible and intangible joint natural and cultural heritage of its islands, coastal, inland and rural Adriatic. With realisation of project activities within 36 months, Dubrovnik-Neretva County (lead partner), 11 project partners and 1 associated partner will trigger high-quality level of services and products of tourism value chain through smart specialisation concepts stimulating innovation, knowledge, competitiveness, networking and cross-border partnership processes. TAKE IT SLOW will develop a community-based partnership platform of scientific, private and public sector with 120 actors, strategic framework, methodology, monitoring system, marketing and promotion of CB tourism destination focused on 10 cultural and natural heritage, 10 ecolabel/green certifications obtained, promotion of sustainable tourism and 7 natural and/or cultural heritage sites with improved accessibility. By doing so, project will contribute to more balanced seasonality of tourism activities on natural and cultural heritage sites in project area, make natural and cultural heritage a leverage for sustainable and more balanced territorial development.

Take it Slow project assumes an important strategic value if it's applied to the particular historical moment that this region is experiencing. In recent years, Molise can be considered as one of the most affected Italian regions, both in present and in the immediate future, by a dynamic tourism growth: in 2021, it recorded a positive change of +65.7% of the total attendance (variation 2020/2021) and, much more remarkable, is the fact that, the value of 2021 estimated for Molise is the only one to exceed the pre-pandemic one with an increase of about 4% as reported in the graphic below

1.2.   Area description and context
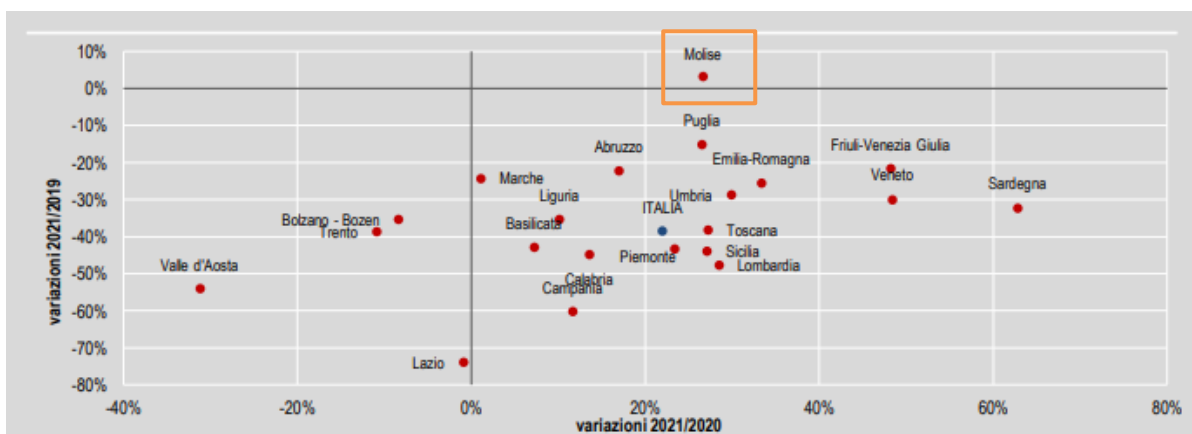
Fonte: Istat, Movimento dei clienti negli esercizi ricettivi, dati provvisori

The main themes underlying the Take It Slow project find a strong foothold in a destination that, from the analysis of online sentiment (2021) positive for 82% of the themes, is characterized by connotations linked mainly to the "Culture", "Eco-Tourism" and "Enogastronomy" assets. In line with the values of the project,

there is also the identity of the Molisan tourist-type – looking for an experiential holiday in contact with the territory between nature, sea and sports (look at the table below for more details)

X Generation	Median Income	Couple Trip	Car Owner	Tours and Hikes
34% of the sample is between 40 and 55 yrs	57% of the sample has a good spending power and chooses Molise also for the good value of money	43% of the sample travels with a partner	87% of the sample travel by car, driven by road connections	85% of the sample moves around the territory autonomously, discovering places

It is in this context that the area selected by the Molise Region for the practical experimentation of the Take It Slow concept fits in: an area composed of a small group of municipalities in the Molise hinterland, affected by Slavic-Croatian influences that have marked the territory in an objectively peculiar way, whose cultural heritage is currently protected by the national law protecting linguistic minorities (Law 482 of December 15, 1999).

Croatian Origins

The Croatian minorities who settled in Molise in the 15th century to escape the invasion of the Turks moving up the Balkan Peninsula are the remnants of originally much larger colonies in the Adriatic hinterland and mountainous areas from the Marches to the Apennines in Campania. However, it was only in Molise that they gave rise to real urban settlements, probably because of the greater isolation that the territory allowed. The most affected municipalities by migration were mainly three: Acquaviva Collecroce (Kruč), Montemitro (Mundimitar) and San Felice del Molise (Filič). From historical sources, it appears that until at least the 19th century there were about 10,000 Slavic alloglots, often distributed in a residual form over several smaller localities colonized because of small-scale internal displacements, such as the municipalities of Tavenna and Palata (which still show connections with Croatian culture). Main characteristic of the ancient population, which has survived to the present day, consists of the idiom "na-našo," used mostly in family circles. The idiom is the ancient Croatian language of the štòkavo-ìkavo type, in use in central Dalmatia, the Croatian hinterland and Herzegovina. According to some studies, it would be an idiom preserved for about 400 years, consisting of about 3,000 words, rising to about 5,000 based on the most recent cataloguing. The idiom, still spoken mostly in family settings, has been transmitted for five centuries by oral tradition alone; literary evidence, normally small collections of poems, is very rare.

The historical roots of this area translate into an extremely rich and varied tangible and intangible cultural background; a mix that can offer diverse tourism products, potentially unique and attractive to the typical Molisan tourist, as well as particularly in line with the values promoted by the Take It Slow project. Yet, while cultural heritage (especially intangible heritage) is of undoubted national interest, the predisposition to tourism of the municipalities mentioned above is characterized as very low. For this reason, with a view to facilitating the dissemination and enjoyment of the tourism products outlined above, the local experimental action includes the creation of a specific link with two "major" tourist centers, close in geographical location to the five municipalities affected by linguistic minorities: Larino and Termoli.

1.3.   Mission and methodology of the Action Plan

Molise Region (PP10) is among the project partners responsible for testing the "Take It Slow" concept in the local area. In this sense, the priority objective of the Molise partner is to set a new micro-tourist destination,

supra-municipal, articulated on the peculiarities arising from the Croatian linguistic minorities that insist on the territory of Molise. This Action Plan document is therefore aimed at defining the rationale and operational steps aimed at achieving and maintaining, in a sustainable, sustained and monitored manner, the above objective over a quantifiable three-year time frame.

In compliance with the documentation prepared as part of the project, this Action Plan has three main phases and is drafted by combining different survey methodologies, each involving different types of stakeholders:

	Involved Stakeholders					
	Public sector (level)		Private Sector			Scientific sector
Methodology/Activity	*Regional*	*Local*	*ONGs*	*SMEs*	*Citizens*	
Step 1) Context analysis						
Desk analysis to reconstruct:						
a) Tourism strategy of the destination "Molise"	X					
b) The historical and cultural roots of the pilot area						X
c) Tourism in the pilot area (demand/supply)	X	X				
d) Ongoing tourism-related projects that directly and/or indirectly affect the socio-economic development of the pilot area	X					
Output: Local Framework						
Step 2) Needs Analysis						

- Qualitative assetment survey of the pilot area based on participatory methodologies to identify:
  - Strenghts
  - Weakness
  - Risks
  - Opportunities
		X	X	X	X	X

Output: Swot Analysis of the pilot area						
Step 3) Objectives definition						

Hybrid methodology (desk analysis and qualitative survey) to identify:
  a. Policy instruments (PP2)
  b. Toolkit Tourism and Communication out-put e out-come (European/national)
  c. LCP Meeting
		X	X			

Output: Action Plan Tables						

In light of the Local Development Directive, this Action Plan considers only the areas affected by linguistic minorities; the "major" centres (Termoli and Larino) are excluded because they are considered satellites for the pilot action.

Finally, in accordance with the operational guidelines provided within the framework of the partnership, this Action Plan follows the principles of: I) accuracy and completeness; II) efficiency and effectiveness; III) responsibility and focus on results; IV) sustainability; V) partnership; VI) transparency.

2. DESCRIPTION OF THE CHALLENGE

With a total area of just over 134 km2 (average size of a Roman district), the five municipalities involved in the experiment are located in the hinterland of Molise, in the south-eastern part of the region, stretching out towards the coast of the Adriatic Sea. It was precisely this specific geographical location, together with other factors, that wrote the history of these territories and ensured their uniqueness – which is still protected at national level – linked to the settlement of a linguistic minority of Serbian-Croatian origin. Although the potential of cultural (especially intangible) heritage is undoubtedly valuable, the regions are increasingly suffering for the problem of depopulation, leading not only to an impoverishment of the local socio-economic situation, but also to the gradual extinction of an important and significant historical section of an entire region. Therefore, investing in tourism as a factor of local resilience, it can mean reversing the trend towards poverty by enhancing a rural context based on the uniqueness of the territory and the tourist experience. In this sense, the concrete response of the territory is to implement the values and the "Take It Slow" concept, with the aim of establishing and enhancing, in the medium to long-term, a new micro-tourist destination focused on Croatian linguistic minorities.

2.1. Description of the Policy Instruments

In view of setting the ambitious project to set up a new tourist destination, a crucial role is played by "Policy instruments", which allow the planning and management of local and regional development as well as ensure equal development of the region. Also, well-chosen policy instruments can lead to the efficient management of the region, including the management of natural and cultural heritage, as well as the inclusion of local population to the decision making process in order to improve the quality of life and to accept the government interventions.

With specific reference to the Take It Slow project, the partnership has developed five different policy instruments (see graph below) to measure and monitor, in a standardised way, the actions planned by each partner within the project.

Policy Instruments		
Economic instruments	**Policies and adiministrative instruments**	**Soft management approach**
• Revenue managemt	• Policy planning • Collaborative and participatory approach (involvement of stakeholders)	• Site specific visitor strategies • Monitoring and adaptive management

a) **Revenue management** has been chosen as an important instrument regarding the management of natural and cultural heritage because it is the most efficient way of funds raising for investment in renewal of heritage, with special emphasis on cultural heritage. By maximizing revenues from the available heritage, sustainability must not be endangered at any cost. As part of the Action Plan, the I. P. "Revenue Management" is applied with the aim of improving the perception and awareness of local stakeholders of the "value" of their heritage, especially understood as a driver of socio-economic development of areas currently in decline, mainly due to the phenomenon of depopulation.

b) **Policy planning** is the development framework under which decisions on planning applications are made. It has been chosen as a relevant policy instrument because it is important that regional and local development strategies include and evaluate heritage as a resource for the development of

sustainable tourism. The I. P. "Policy Planning" assumes a strategic importance in the context of this Action Plan, which serves as a starting point for the territories affected by Croatian minorities and also serves as a driving force for the realization and implementation of policy planning strategies focused on local and not only regional assets.
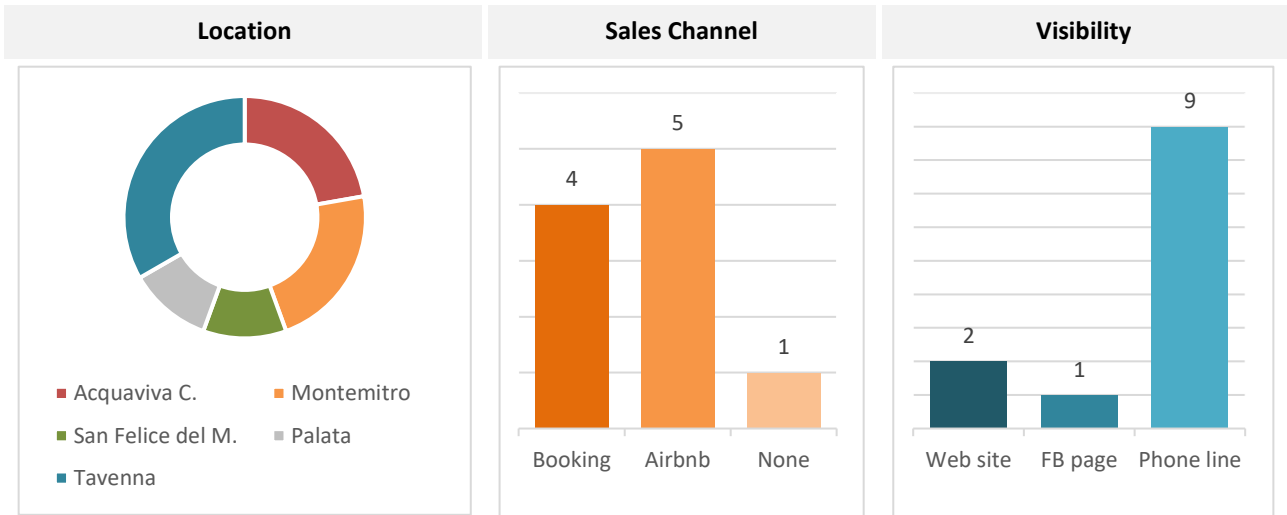
c) **Collaborative and participatory approach** in planning, i.e. involvement of relevant stakeholders, ensures that everyone who has a stake in the intervention has a voice, either in person or by representation. It has been chosen as a relevant policy instrument because the participation of the public in decision-making on the use and management of heritage increases the acceptance of interventions. The P. I. "Collaborative and participatory approach" is extremely important for the context of Molise and aims to facilitate the creation and consolidation of local networks aimed at an inclusive and sustainable growth of the territory.

d) **Site specific visitor strategies** are general plans to achieve one or more long-term or overall goal under conditions of uncertainty. Strategies are important because the resources available to achieve goals are usually limited. Site specific visitor strategies have been chosen as a relevant policy instrument because it is important to manage sites in order to achieve sustainability. Il P.I. "Site specific visitor strategies" is adopted by this Action Plan as a specific metric to evaluate the progress of the whole experiment carried out in the framework of the Take It Slow project.

e) **Monitoring and adaptive management** takes a systematic, experimental approach to planning the management of specific areas and issues, including the planning and management of tourism in natural areas. It is based on clear predictions about the outcomes of such management in tandem with ongoing monitoring to test and help evaluate these predictions. It allows policy developers and natural resource managers to make decisions about the management of complex systems, often at short notice and with initially limited information on which to base decisions. The P. I. "Monitoring and Management" is the most challenging tool among others in terms of concrete application, yet the need to create a permanent structure oriented to governance and M&E actions is of paramount importance to aspire to an integrated, sustainable and, above all, long-lasting tourism growth.

At operational level, the IPs described above will be applied concretely to the pilot action implemented by the Molise Region, using specific indicators related to each instrument used (§ 2. 3).

2.2. Understanding the pilot area heritage

Referring to the theory of the lifecycle of tourist destinations (Richard Butler, 1980), if in 2021 the Molise is characterized as a destination in the "Implementation" phase, the five territories that contribute to forming the new micro-destination are definitely in the "Expolaration" phase. With an overall tourist flow of less than 1000 arrivals per year and a total of just 34 registered beds, the rate of tourist density is so low that 80% of the territories are classified as "non-tourist" (ISTAT 2021). The only exception is the municipality of Montemitro, which registers higher parameters with specific reference to the Synthetic Index of Intensity and Characteristics of the Tourist Offer (i.e. accommodation facilities and beds), thus constituting itself as a "tourist municipality not belonging to a defined category."

The fact that the tourism sector is a segment little explored by locals emerges clearly if we analyse the component of the accommodation supply: according to a survey developed ad hoc for the drafting of this Action Plan, there are a total of **10 extra-hotel accommodation facilities** in the area, of which the following are the salient aspects:

Location	Sales Channel	Visibility

Location (donut chart legend):
- Acquaviva C.
- Montemitro
- San Felice del M.
- Palata
- Tavenna

Sales Channel (bar chart):
- Booking: 4
- Airbnb: 5
- None: 1

Visibility (bar chart):
- Web site: 2
- FB page: 1
- Phone line: 9

If you look at the reviews in detail (with a largely positive feeling from the guests), about 60% of the users come from international backgrounds. Particularly appreciated is the rural aspect and the hospitality of the hosts (a highly recurring concept); the most important question is the distance from the sea and, secondly, from the historical centers where the structure is located. This last factor is mainly due to the fact that the accommodation structures are organized on the territory as organizations independent of the local context: the services provided are mainly "on-site" (tastings, workshops, swimming pool, etc.); the organization of excursions and/or activities outside the accommodation, on the other hand, remain mainly the responsibility of the tourist. This, equipped with a map, is organized independently, going in search of cultural sites, leisure and opportunities to get in touch with the territory.
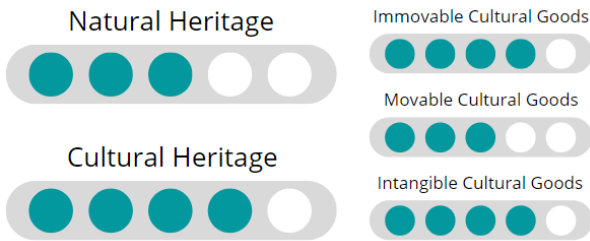
Nevertheless, the agglomeration of villages, is able to offer diversified tourism products, which are potentially unique and attractive for the tourist-type of Molise, and particularly in line with the values promoted by the Take It Slow project:

Natural Heritage	Material Cultural Heritage	Intangible Cultural Heritage

Livestock trail portions (smaller and larger) and forest areas

Religious and civil historical buildings and assets

Traditions (food and customs) related to Croatian roots

The **assessment analysis** carried out as part of the Take It Slow project (D4. 1. 4) confirms the perception of stakeholders to inhabit an area with **interesting potential** (a), which however suffers – on a broader level – from shortcomings (technical, managerial and organisational) in the field of tourism, mainly due to the fact that the whole region is currently an emerging tourist destination on the national scene. (b) At local level, however, attention is focused above all on **the need to "set up" and promote tourism products** specifically intangible cultural assets – in order to "sell" them to the tourist-consumer (c).

a) Assessment of Local Heritage

Natural Heritage

Immovable Cultural Goods

Cultural Heritage

Movable Cultural Goods

Intangible Cultural Goods

b) Assessment of priority assets

Law Regulation of cultural, natural and intangible heritage — 83% LOW / 17% MODERATE

Human Resources & cultural, natural and intangible heritage — 71% LOW / 29% MODERATE

Visibility of cultural, natural and intangible heritage — 76% LOW / 24% MODERATE

c) Assessment of Intangible Cultural Heritage

MODERATE

Preservation and conservation of local heritage

ONGs involved in increasing of local heritage

Readiness of local population for valorisation of local heritage

Development of **tourism products - services** based on local heritage

Level of **knowledge and creativity** in using local heritage

Realisation of revenues from valorisation of local heritage

LOW

Note: Reprocessing of aggregate data provided by stakeholders to the Local Heritage Assessment questionnaire

2.3. Defining key issues and challenges

Once an overall overview of the local heritage was drawn, a specific **qualitative survey** was essential to contextualize the numerical data contained in the assessment survey and to define a well-defined picture of the territories involved in the experimental action. To this end, a series of specific meetings organised with stakeholders and the local community (LCP Meetings) were complemented by on-site visits by technical experts in the field of tourism (aimed at guaranteeing the impartiality and objectivity of the information), with the aim of investigating the main strengths and weaknesses of the macro-area, as well as assessing the possible risks and opportunities arising the extra-territorial context. The processing of the data and information collected allowed to draw up a special **SWOT analysis of the area** affected by the experiment:

STRENGHTS
- Uniqueness of the territorial area from a historical point of view
- High potential cultural heritage (tangible and intangible)
- Intact natural landscape

WEAKNESSES
- Limited accessibility (cultural sites, transport, tourist on-line/in-site information)
- Undeveloped accommodation facilities
- Insufficient tourism offer due to limited networking among local stakeholders

OPPORTUNITIES
- Croatian linguistic minority recognized at national level by ad-hoc laws and regulations
- EU funds used to promote internal lands

THREATS
- "Temporary nature" of TIS Project
- Molise Region as lesser-know travel destination at national and foreign incoming level

With respect to the above swot analysis, there follows a focus on what can be called the key issues and related needs for change in the short to medium term:

⟹ **Uniqueness of Destination: the importance of "Communication"**

Speaking of uniqueness is always relevant when trying to promote a tourist destination that has a cultural heritage (tangible and intangible) "lesser" than the great cities of art in Italy. However, the villages that make up the experimental area are characterized by an intangible capital of undoubted interest: language, customs and customs are in fact of a completely different kind to the tradition of Molise and have the potential to offer tourists a unique and authentic experience, closely linked to the territory. In this respect, the focus is on the implementation of a structured communication strategy that can promote the destination and the services offered, efficiently and effectively.

⟹ **Inaccessibility to Accessibility**

While the "wild" component is a fundamental aspect of the Molise tourism experience, the before mentioned villages also suffer from the "accessibility" problem-a problem that affects the entire region in a widespread way. The low influx of tourists means that there is a lack of real organization in the management of cultural sites, which are often closed to the public and without any indication of openings and/or possible parties in charge. Like the physical one, inaccessibility is also registered on the ICT side, in terms of the scarcity of information and promotion of attractors or related services (e.g. public transportation, events, ticketing, local guides, etc.) available on online search engines. further burdening the "accessibility" issue is also the lack of stable networks and collaborations among local actors, who organize themselves independently from the surrounding context. In this sense, efforts can converge toward the implementation of strategies aimed at fostering actions that increase accessibility, especially for the enjoyment of tourism resources, by tourists both at the stage of travel arrangements (online) and during their stay (in-site). Of particular importance in this context are ICT tools and devices to facilitate the spread of "smart" tourism throughout the territory.

⟹ **European and local funds and projects – networking and best practices**

Funds (local, National and European) are a critically important means for inland areas and contribute greatly to mitigating phenomena of socio-economic decline. At the local level, the five municipalities are eligible for a specific annual fund reserved for areas affected by language minorities. From a medium- to long-term perspective, these funds can concretize a common strategy aimed at optimizing overall intended resources and accelerating the growth of territories. In addition, there are many projects carried out with European and national funds aimed at stimulating the growth of the local socio-economic context (see § 6 "List of projects"), either through the direct involvement of the villages involved in the experimentation, or through the implementation of projects that operate on neighboring territories and from which to draw best practices for local development.

With reference to the key issues e challenges mentioned above, the following is an overview on the outcomes that are intended to be achieved, based on the policy instruments selected under this Action Plan:

P.I.	Goal	Expected Impact	Time Frame	Planned financial resources (€)
1. Revenue management	Realization of revenues from a sustainable valorisation of local heritage	Higher involvement of stakeholders in the preservation and valorisation of local heritage	2 Y	25k
2. Policy planning	Creation of a common strategy to manage, preserve and valorise (tangible and intangible) cultural heritage	Easer and standardised procedures for putting into service (valorisation) of local heritage in sustainable and creativity ways	3 Y	10k
3. Collaborative and participatory approach	Involvement of Local Community in preservation and presentation of local heritage	Development of sustainable tourism offer/products based on "authenticity" and "experience" values	1 Y	33k
4. Site specific visitor strategies	Development of tourism products and services based on visitors' segmentation strategy	Strengthen the local tourism value chain and development of overall touristic micro-destination	2 Y	20k
5. Monitoring and adaptive management	Establishment of mechanisms for tracking, analysing, and managing visitor flow as well as visitors' impacts	Set-up a more organized and performing managerial structure aimed at increasing local growth based on sustainable valorisation of its heritage	2 Y	65k

3. GENERAL GOALS AND MEASURES FOR THE FUTURE

According to the aforementioned needs of challenge and priorities of local sustainable growth, this Smart Action Plan document is focusing on three different assets:

1. **Communication**, in terms of structuring the destination marketing plan and promotion of the widely understood tourist destination;
2. **Accessibility**, in terms of enhancing the products and services that make up the aggregate tourism offer, both in an online mode - to stimulate the interest of potential tourists at the preliminary stage of organizing a vacation, and in an "in-site" mode - to enable better enjoyment of the experience by tourists physically present in the destination;
3.1. **Networking/Best Practices**, in terms of strengthening existing networks in the regions and sharing technical and cross-cutting knowledge useful for the promotion and enhancement of the local heritage
3.2. Strategic objectives

Strategic objectives of this Action plan are summarised in the table below alongside accompanying measures, related policy instruments and indicators for monitoring:

Measures	Policy Instruments	Indicators
SO1: Set-up of smart use of communication and destination marketing		
M1.1 Strenghten and promote the "Cammino delle 7 Chiese" brand, on-line e off-line	*Policy Planning*	Destination Marketing Strategy
SO2: Improve Accessibility of the local heritage		
M2.1 Improve the local touristic offer	*Revenue Management*	New turistic products
M2.2 Qualify the online and off-line tourist offer	*Site specific visitor strategies*	Type and number of users/tourists involved
M2.3 Track the visitor's socio-economic impact	*Monitoring and adaptive management*	Revenue, Social/Environmental impact
SO3: Promote and foster cooperation and knowledge transfer between stakeholders		
M3.1 Involve different kinds of stakeholders in the process of planning and enhancing tourism services	*Collaborative and participatory approach*	n. of involved stakeholders (focus ONGs, SME's e schools)

3.3. Sources of fundings

The "tourism" asset is often linked to cross-cutting issues such as culture and the environment; therefore, there are numerous and diverse forms of public-private funding that support the tourism development of areas, especially inland areas.

With specific reference to the pilot area, funds for the implementation of the above measures can come from multiple sources. In view of the local scope and amounts related to the actions to be implemented, preliminary scouting of funding sources considers the national, regional and local levels (bypassing European funds).

1. **NATIONAL**

   ⇒ **Fund for the enhancement of protected languages and cultures**

   National Fund for the financing of projects aimed at the enhancement of languages and cultures protected by Law No. 482 of December 15, 1999 on "Rules on the protection of historical linguistic minorities"-each year, the Prime Minister's Office allocates a specific fund to support territories affected by linguistic minorities in the implementation of activities related to: i) language desks; ii) language training; iii) culture (museums and multimedia documentation centers); iv) toponymy.

   ⇒ **Tourism and Culture 4.0**

   The Ministry of Culture's National Recovery and Resilience Plan is part of Mission 1 (Digitization, Innovation, Competitiveness, Culture and Tourism), Component 3 (Tourism and Culture 4.0). The planned interventions, in accordance with the transversal objectives and principles of the Plan, aim to restructure key assets of Italy's cultural heritage and foster the emergence of new services, also leveraging social participation as a lever for inclusion and regeneration, with the goal of improving its attractiveness, accessibility (both physical and digital) and security, with an overall view to environmental sustainability.

There are three measures of M1C3 into which the MiC program is divided:

🏛 **Misura 1:**
Patrimonio culturale per la prossima generazione
💰 Risorse: 1,1 mld €

✂ **Misura 2:**
Rigenerazione di piccoli siti culturali, patrimonio culturale religioso e rurale
💰 Risorse: 2,72 mld €

💡 **Misura 3:**
Industria culturale e creativa 4.0
💰 Risorse: 0,46 mld €

2. **REGIONAL-LOCAL**

   ⇒ **Regional Program FESR-FSE+ 2021-2027**

Within the Regional Program, Policy field OP5 "A Closer Europe for Citizens," challenge 16.2 "Enhancement of Natural and Cultural Heritage for Tourism Purposes" is found. The Regional Program addresses the spatial challenge of the valorization, in urban and inland areas, of the natural and cultural heritage for tourism purposes, to support the growth of cultural and environmental awareness, in the perspective of sustainable economic growth, and to generate direct employment effects in the construction phase and employment increase in the tourism sector, as a drag following the enhancement of public supply assets. The PR addresses the challenge with an "affiliation" strategy, crossing some of the priorities of the Regional Strategic Plan for Tourism with territorial sensitivity, seeing the latter option, translated into the bottom-up approach of the relevant strategies, as the only path that can be taken here. More specifically, the ERDF-ESF+ PR implements its strategy, allocating 3-5% of ERDF resources to it, with the aim of financing two actions, central the one, refinement the other, focusing on material interventions and promotional tools, respectively.

4. ACTION PLAN TABLES

SPECIFIC OBJECTIVE 1: Set-up of smart use of communication and destination marketing									
Measure 1.1: Strenghten and promote the "Cammino delle 7 Chiese" brand on-line and in-site									
Activity/ project	*Indicators*	*Units of measure*	*Baseline Value*	*Target Value 2022*	*Target Value 2023*	*Holder(s) of implementation*	*Amount of implementation cost (€)*	*Source*	*Execution deadline*
1.1.1. Develop a local, integrated and sustainable marketing strategy	Destination Marketing Plan	Yes/No	N	Y	Y	Local Public Bodies	3.000	Local F.	2022
1.1.2. Improve online presence with useful content to intercept an interested audience	KPI "Brand Awareness" e "Reputation"	%	0	+15%	+5%	LCP	5.000	Local F.	2022
1.1.3. Conveying the "unique selling proposition" through online and off-line marketing tools	KPI "Engagement"	%	0	+7%	+3%	LCP	2.000	Local F.	2022

SPECIFIC OBJECTIVE 2: Improve Accessibility of the local heritage									
Measure 2.1 Improve the local touristic offer									
Activity/ project	*Indicators*	*Units of measure*	*Baseline Value*	*Target Value 2022*	*Target Value 2023*	*Holder(s) of implementation*	*Amount of implementation cost*	*Source*	*Execution deadline*
2.1.1. Designing new travel packages based on Take It Slow values	Itinerari turistici organizzati fruibili in loco	N.	0	1	5	LCP + Local Public Bodies	20.000	EU F.	2022

2.1.2. Develop and spread communication materials to promote in-site tourism products	KPI "Lead Generation"	%	0	+15%	+5%	LCP	5.000	EU F.	2022
Measure 2.2 Qualify the online and off-line tourist offer									
2.2.1. Increase the in-site accessibility	Available cultural sites (n./day year)	N.	0	+3%	+7%	Local Public Bodies	10.000	National F.	2022
2.2.2. Improve the use of touristic products through the use of ITC devices	In-site QR-Code scans for the access to digital content	N.	0	1k	10k	Molise Region	10.000	EU F.	2022
Measure 2.3 Track the visitor's socio-economic impact									
2.3.1. Building a Permanent M&E office	Local Tourist Board	Yes/No	N	N	Y	Local Public Bodies	50.000	National F.	2023
2.3.2. Monitoring "Social impact assessment"	Tourist density index	N.	0	0	+10	Local Public Bodies	5.000	Local F.	2023
2.3.3. Monitoring "Environmental impact assessment"	Tourism companies participating in climate change mitigation programs	%	0	0	+20%	Local Public Bodies	5.000	Local F.	2023
2.3.4. Monitoring "Economic and Financial impact assessment"	Direct employment in tourism as a percentage of total employment	%	0	0	+5%	Local Public Bodies	5.000	Local F.	2023

SPECIFIC OBJECTIVE 3: Promote and foster cooperation and knowledge transfer between stakeholders										
Measure 3.1 Involving different kinds of stakeholders in the process of planning and enhancing tourism services										
Activity/ project	*Indicators*	*Units of measure*	*Baseline Value*	*Target Value 2022*	*Target Value 2023*	*Holder(s) of implementation*	*Amount of implementation cost*	*Source*	*Execution deadline*
3.1.1. Strenghten the KM0 chain by encouraging visitors to purchase local products	Tourist Card	Yes/No	N	Y	Y	*Local Public Bodies + Molise Region*	*5.000*	*EU F.*	*2022*
3.1.2. Involve local ONGs in the design process for tourism product/services	New Local ONGs	N.	0	0	+5	LCP	15.000	National F.	2023
3.1.3. Involve educational institutions in the process of intangible cultural heritage conservation	Local schools	%	0	+10%	+80%	LCP + Local Public Bodies	3.000	EU F.	2022
3.1.4. Enabling cross-border cooperation (expecially IT-HR)	Project on-going	N.	0	0	1	Local Public Bodies + Molise Region	10.000	Local F.	2023

5. CONCLUSION

Visibility, Accessibility and Networking turn out to be the key words so that the nascent tourist destination can generate a long-term and sustainable spin-off, in line with the values of the TAKE IT SLOW project.

It is precisely thanks to the project, that "Regione Molise" lays the foundations to support the initial development of the areas involved in the experimentation: in fact, it is the shared intention of the LCPs to implement some of the actions contained in this Action Plan to start the growth process. These actions are, for example, found in the set-up and promotion of the itinerary "Route of the 7 Churches," as a tool to initiate the valorization of the resources - tangible and intangible - present in the Croatian-Molisan area. Accompanying the itinerary, the local partnership aims to launch a new brand related to the "7 Churches Walk" and initiate the experimentation of marketing and communications actions aimed at "launching" the new destination on the national and international market (also thanks to the use of the cross-bording platform developed within the project).

As a whole, moreover, the Action Plan stands as a strategic guiding document for future local policy makers, in the twofold perspective of: a) providing a long-term direction, which can systematize the logic and interventions carried out within the Take It Slow project; b) highlighting points of weakness related to the intervention, giving way to prepare a specific methodology for risk mitigation.

6. LIST OF PROJECTS

The projects that directly and indirectly affect the cluster of the five municipalities involved in the Take It Slow trial:

⇒ **NAZIONAL/REGIONAL FUNDS**

<table>
<tr><td colspan="2">LANGUAGE MINORITY FUNDS
Annual Resources of 2022</td></tr>
<tr><td><u>SAN FELICE DEL MOLISE</u></td><td><u>MONTECILFONE</u></td></tr>
<tr><td>

⇒ **LINGUISTIC DESK**

Activation of n. 4 language desks located at town halls and/or language-literary cafes that will be entrusted with the task of enabling the population to converse with the public administration in the protected language.

⇒ **FORMATION**

Delivery of specialized and general courses (60h) for newly hired staff and intended for continuing education of operators.

⇒ **CULTURAL ACTIVITIES**

The project involves the opening of museums in Croatian countries and the creation of content for them, usable through No. 4 audioguides for each Croatian Molise country. It is also planned to create No. 4 bilingual podcasts for the audioguides. The audioguides will be usable in the museum spaces set up at the Literary Cafes or municipal venues.

</td><td>

⇒ **LINGUISTIC DESK**

Activation of No. 4 language desks located at town halls and/or language-literary cafes that will be entrusted with the task of enabling the population to converse with the public administration in the protected language.

⇒ **FORMATION**

Delivery of specialized and general courses (80h) for newly hired staff and intended for continuing education of operators.

⇒ **CULTURAL ACTIVITIES**

Setting up of a language documentation center and establishment of a database that can be consulted online. As part of the activities, digital materials will be produced for collective use, for the enhancement of the territories and their dissemination also for tourism-cultural purposes. It is also planned to produce an online newsletter and a bilingual magazine. Implementation of the website and social pages.

</td></tr>
</table>

$\Rightarrow$ **EU FUNDS**

TOURISM4ALL

DEVELOPMENT OF A CROSSBORDER NETWORK FOR THE PROMOTION OF THE ACCESSIBLE TOURISM DESTINATIONS

https://www.italy-croatia.eu/web/tourismforall

Lead Partner: Molise Region	start date: 11.01.2018 end date: 31.12.2021	total budget: € 2.596.808,5

The goal of the project is to develop and promote a wide crossborder network of accessible tourist destinations with natural and cultural heritage in order to reduce reliance on seasonal tourism and promote social inclusion by sharing approaches and methods and by joint-promoting tourism services for disadvantaged people and for those with special accessibility needs (e.g. the disabled, the elderly).

3C

CROSS-BORDER EXCHANGE FOR THE DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES

https://3c.italy-albania-montenegro.eu/

Lead Partner: Ministarstvo kulture i medija Contacts	start date: 2019 end date: 2022	total budget: € 4.281.675,3

3C - Cross-border exchange for the development of Cultural and Creative industries" aims at enhancing cooperation between CCI actors in the project area, through the creation of innovative centres with residential arts programmes and joint cross-border cooperation networks. By revitalizing heritage through contemporary art, the project will contribute to reconnecting culture and territory, and share knowledge, experience, and creative potential. Main results are the introduction of a Regional Arts Mobility and Visiting Programme, the opening of four multifunctional cultural centres in Montenegro, Italy and Albania and the establishment of a cross-border network of cultural entrepreneurs.

DUE MARI

"DUE MARI" NEXT GENERATION TOURISM DEVELOPMENT

https://duemari.italy-albania-montenegro.eu/

Lead Partner: Ministry of Economic Development and Tourism	start date: 2019 end date: 2023	total budget: € 5.206.934,15

Better connected regions through the creation of new touristic routes, enhancement of local development, and promotion of local products and services: this is the main goal of "DUE MARI - next generation tourism development". The project aims at creating a joint Virtual Reality Platform to favor sustainable tourism growth, diminish seasonality, and promote new technologies and innovative approaches and tools in tourism marketing. A joint model for cultural routes management will be developed to promote lesser-known destinations, and several actions will be carried out to improve skills in the field of cultural heritage preservation.