Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow

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WP4 Smart strategic framework for innovative adriatic tourism destination, products & services

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Contents

1. Introduction

The project "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow" (TAKE IT SLOW) is a strategic project of the Cross-border Cooperation Program Italy-Croatia 2014-2020. The project is implemented by the Dubrovnik-Neretva County (as the lead partner) with the following partners: Public institution RERA S.D. for Coordination and Development of Split-Dalmatia County, Šibenik-Knin County Development Agency, University of Zadar, Istria County, Friuli-Venezia Giulia Autonomous Region, Veneto Region, Emilia-Romagna Region, SVIM - Sviluppo Marche srl, Abruzzo Region, Molise Region, Puglia Public Theater - Regional Consortium for Arts and Culture, and its associated partner Puglia Region.

Delivery D4.2.2 of the project was the Smart Action Plan that will contribute to the integrated strategic framework for the establishment, development, marketing and promotion of the site as a smart, green, sustainable and resilient tourist destination. Objectives of the Action Plan were to use the existing elements of public policies in a smart and innovative way to achieve the goals of the Action Plan itself. Action Plans have been developed for all of the project partners destinations.

Instructions for the development of Smart Action Plans gave its content – Introduction, Description of the context based on the findings of the questionnaire, Challenge description, Objectives and activities for the future based on a strategic framework and List of projects. Aim of this evaluation is to analyse whether the instructions have been followed, does the AP include all of the chapters necessary, whether the participatory approach was used in the development of the AP, if the methodology is clearly explained, whether the objectives and priorities are in line with SWOT analysis, and finally, whether the projects listed contribute to the achievement of the AP objectives.

In the following step, the evaluation of the Smart Action Plans will be done to see which activities have been implemented, whether the target values have been reached and if not, why. Also, it will be analysed if there were some problems faced during the implementation of the AP, but also, if there are some other needs recognised that are already not part of the AP.

Ten Smart Action Plans have been developed and they are listed in Table 1.

Table 1. Smart Action Plans for preservation, valorisation, marketing and promotion

Action Plan	Developed / Not developed
D4.2.2 SMART ACTION PLAN for preservation, valorisation, and management of natural and cultural heritage of island of Brač	Developed
D4.2.2. Smart Action Plan For preservation, valorisation & management of natural & cultural heritage of the Open-Air Museum "The Murter's Views"	Developed

D4.2.2 Smart Action Plan for the preservation, valorisation and management of the gastronomic heritage of Ravni kotari (Zadar County)	Developed
D4.2.2 Smart Action Plan for preservation, valorisation, and management of natural and cultural heritage of Momjan area, continental Istria and Istria county	Developed
D4.2.2 Smart Action Plan For preservation, valorisation, and management of natural and cultural heritage of Pelješac area	Developed
D4.2.2 SMART ACTION PLAN For preservation, valorisation, and management of natural and cultural heritage of Colli Euganei Regional Natural Park	Developed
D4.2.2 Smart Action Plan for the conservation, enhancement and management of the natural and cultural heritage of the pilot area "Valmarecchia"	Developed
D4.2.2 SMART ACTION PLAN for preservation, valorisation, and management of the intangible cultural heritage of the Forest Codex of Camaldoli at the Monastery of Fonte Avellana	Developed
D4.2.2 SMART ACTION PLAN For preservation, valorisation and management of natural and cultural heritage of Terre di Fasano	Developed
D4.2.2 SMART ACTION PLAN For preservation, valorisation & management of natural & cultural heritage of the slow trail "Cammino delle 7 Chiese"	Developed

2. SMART ACTION PLAN for preservation, valorisation, and management of natural and cultural heritage of island of Brač

The Smart Action Plan for preservation, valorisation and management of natural and cultural heritage of the island of Brač aims at the development of the island of Brač as a smart, green, sustainable and resilient tourist destination. The Action Plan consists of all chapters included in the instructions – Introduction, Description of context based on the findings of the questionnaire, list of stakeholders, SWOT analysis, challenge description, objectives and activities for the future based on a strategic framework and list of projects.

The introduction of the AP presents the TAKE IT SLOW project and gives the overview of aim and purpose of the Action Plan. Description of context based on the findings of the questionnaire gives the overview of strategic documents related to smart specialization, sustainable and slow tourism in the Republic of Croatia, Split-Dalmatia county and municipalities on the island of Brač. Also, the chapter brings the overview of the results of the survey conducted among members of the Local Communities of Practice (LCP). The questionnaire was divided into three parts, one related to cultural, one to natural and the last one related to intangible heritage.

The results of the questionnaire showed that cultural heritage condition, visibility, involvement if tourism and human resources are relatively good, while cultural heritage management is not at a satisfactory level. Natural heritage condition, visibility and inclusion in tourism, as well as the human resources are in relatively good condition, while legislation and management of natural heritage are relatively poor. Condition, visibility and inclusion of intangible cultural heritage in tourism is very satisfactory, as well as its legal regulation, while the management of intangible cultural heritage is rather week.

The list of stakeholders includes all the relevant stakeholders and their role in the development of the Action Plan. The SWOT analysis is made based on the results of the survey conducted among the LCP. There are 5 objectives and 15 measures included in the Action Plan. Finally, there are 22 projects related to tourism, cultural, natural and intangible heritage.

The methodology of the development of the Action Plan is clearly explained. The introduction part of the AP presents the project. In the second chapter the strategic framework is explained, as well as the state of cultural, natural and intangible heritage according to the LCPs. Also, there is a list of stakeholders included in the development of the AP. Additionally, it was emphasized that the results of the questionnaires have been a basis for the SWOT analysis and description of challenges and opportunities. These elements were a starting point for the development of the objectives and measures. Finally, projects listed in the AP are projects already existing that contribute to the achievement of AP objectives.

Due to the fact that the results of the questionnaire conducted among the LCPs have been a basis for the SWOT analysis, and consequently the development of objectives and measures, the participatory approach has been used in the development of AP.

Objective 1. Preservation, protection and valorisation of cultural and natural heritage and its measures 1.1 Development of management plans for cultural and natural heritage sites and 1.2 Involvement of the local population in the valorisation of cultural and natural heritage have been recognized by LCPs and included in SWOT analysis as weaknesses. Objective 2. Effective and sustainable management of cultural and natural heritage at the destination level and its measures have also been part of the weaknesses, especially measures related to revenue management. Objective 3. Development of knowledge, skills and competencies of stakeholders for quality and sustainable management of cultural and natural heritage is recognized by LCPs as lack of quality human resources and it is also included in SWOT analysis. Objective 4. Development of quality and innovative tourist products and services based on cultural and natural heritage is based on the strengths and opportunities, i.e., rich natural, cultural and intangible heritage of the island Brač. Finally, objective 5. Quality presentation, interpretation and promotion of cultural and natural heritage for sustainable tourism development is also part of the SWOT analysis, even though recognized as satisfying, still has a room for improvement.

Projects listed in the Action Plan are mostly related to revitalization and valorisation of the natural and cultural heritage of the island Brač, as well as the development of rich tourist offer and new tourist products, such as summer stage and open-air auditorium in Sutivan, Mediterranean park in

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Sutivan, interpretation center of the famous inventor Mario Puratić, etc. Therefore, it can be concluded that projects listed in the AP contribute to the achievement of its objectives, especially objective 1. and objective 5.

3. Smart Action Plan For preservation, valorisation & management of natural & cultural heritage of the Open-Air Museum "The Murter's Views"

The Smart Action Plan for preservation, valorisation and management of natural and cultural heritage of the Open-Air Museum "The Murter's Views" consists of 5 chapters – Introduction, Description of the challenge, General objectives and respective measures of the Action Plan, Action Plan table, Conclusion and List of projects in Annex. The introduction part gives the overview of the project TAKE IT SLOW and presents the Open-Air Museum "The Murter's Views". Also, it gives the aim and the objective of the Smart Action Plan, which is to encourage innovation, research and development of a specific kind of tourism that will contribute to sustainable and responsible management of the valuable cultural and natural sites through smart specialization, protection and sustainable utilisation of cultural and natural heritage in tourism through strengthening the tourism-related strategic and legislative framework and promoting networking for sustainable tourism based on cultural and natural resources in the cross-border area. Also, in the introductory part, there is a subsection related to the methodology of the development of AP. The second chapter, description of the challenge describes the problems and needs that have been identified within the project and through stakeholder interviews related to the content of policy instruments and their implementation so far regarding the sustainability of cultural and natural heritage-based tourism. It consists of three subsections, description of the policy instruments, understanding protection and preservation of cultural and natural heritage and definition of key issues and challenges, i.e. SWOT analysis.

The third chapter presents general objectives and measures of the AP, which consists of 3 objectives and 7 measures. In the fourth chapter, the Action plan table presents the activities, indicators, baseline and target values, holders of implementation, costs and deadlines. Fifth chapter concludes the Action Plan, while Annex presents two relevant projects.

The methodology of the development of the AP is clearly stated in the Action Plan, which was developed in three phases. In the first phase, the analysis of policy documents was done in order to establish identified problems, needs, objectives and measures related to sustainable and innovative tourism based on cultural and natural heritage. In the second phase, the AP was developed, based on the analysis of policy instruments, proposals for examples of good practice and presentation of new EU funding framework for the period 2021-2027. Finally, in the third phase, interview with stakeholder group have been done and the Action Plan was harmonized with stakeholder recommendations.

As mentioned above, participatory approach was used during the development of the Action Plan. Moreover, it is also explained as one of the policy instruments that will contribute to the strengthening of tourism value chains focused on research, preservation, management, interpretation, marketing and promotion.

The AP has three general objectives and seven measures. General objective 1. Improvement of research, valorisation, and interpretation of cultural and natural heritage has two measures – Measure 1.1. Research improvement and Measure 1.2. Strengthening valorisation and interpretation. The first measure, research improvement refers to strengthening the research activities, while the second measure aims at stimulating valorisation projects in the area, and both of them are already recognized in the SWOT analysis as strengths.

General objective 2: Sustainable and responsible management of the valuable cultural and natural sites through smart specialization, protection and sustainable usage of cultural and natural heritage for tourism also has two measures – Measure 2.1. Diversification of tourism products and services and Measure 2.2. Improvement of quality and innovation in the tourism offer. These measures aim at smart specialization and sustainability, as well as on enhancing tourist offer based on green and slow tourism concepts, which will solve the weaknesses related to mass tourism and seasonality.

Finally, General objective 3: Networking for sustainable tourism based on cultural and natural resources in the cross-border area has three measures – Measure 3.1. Involvement of different stakeholders, Measure 3.2. Strengthening the networking in sustainable tourism and Measure 3.3. Promotion of the cross-border region. These measures aim at contributing to the quality of heritage management and help create sustainable value chains, while participatory approach is highly desired in the policy planning. They are part of the SWOT as weakness related to the engagement of local community and as threat related to lack of connection with the local community.

Finally, two projects listed in the AP are related to cultural tourism and founded by the EU. These projects will enrich the tourist offer by developing a catering offer of the island of Murter and a nursery where characteristic and rare varieties of Mediterranean plants would be grown, researched, presented, and sold. These projects contribute to the General objective 2: Sustainable and responsible management of the valuable cultural and natural sites through smart specialization, protection and sustainable usage of cultural and natural heritage for tourism.

4. **Smart Action Plan for the preservation, valorisation and management of the gastronomic heritage of Ravni kotari (Zadar County)**

The Smart Action Plan for the preservation, valorisation and management of the gastronomic heritage of Ravni kotari (Zadar County) consists of 5 chapters – Introduction, Scope of the Ravni kotari area, General objectives and corresponding measures of the Action Plan, Action Plan tables

and Conclusion, while List of projects is in Annex. The introductory chapter introduces the "TAKE IT SLOW" project and gives the overview of methodology of the development of Action Plan. The second chapter, Scope of the Ravni kotari area gives the basic information about the project area. Also, it gives the overview of strategic documents, scientific and professional papers and research conducted in the area, as well as the results of the discussion with stakeholders. This chapter also analyses policy instruments and key issues and challenges of the gastronomic offer of Ravni kotari through SWOT analysis.

Third chapter gives the overview of three objectives and four measure of the Action Plan, which are in detail explained in the fourth chapter Action Plan tables. This chapter also includes activities and its related policy instruments, indicators, starting and target values, implementation holders, amounts, sources and execution deadlines. Fifth chapter concludes the AP, while in the Annex, there are 11 projects that contribute to the development of slow and sustainable tourism in Zadar County.

The methodology of the development of Action Plan is very detailly explained in the introductory part. It was developed using a "bottom-up" approach and multidisciplinary approach in order to encompass a wider range of activities and to gain the support of the community in the adoption and implementation of strategic policies. Following steps were taken for the development of AP: analysis of previous scientific and professional research related to cultural and natural heritage of Ravni kotari, overview of previous activities and results, evaluation of the state of natural and cultural heritage in the project area, organization of LCP workshops, focus groups and hybrid meetings, analysis of policy documents, creation of the AP based on results of project activities, good practice example, new financing framework 2021-2027 and proposed policy instruments, and, finally, aligning AP with relevant stakeholders' recommendations.

As mentioned above, during the development of Action Plan, the "bottom-up" approach was chosen, and it required involvement of a broad base stakeholders. Stakeholders were included in the first phase of the development of the Action Plan when they assessed the state of natural and cultural heritage in the project area. Also, during the AP development, a series of workshop with local stakeholders have been organized, including the LCP workshops, focus groups and hybrid meetings. Finally, after the draft of the AP was finalized, it was aligned with the stakeholders' recommendations. Therefore, the participatory approach has been used during the development of the Action Plan.

Objective 1. Research, inventarisation and interpretation of the gastronomic heritage of Ravni kotari has one measure – Measure 1.1. Improvement of research and inventory of gastronomic heritage in the project area, which is motivated by the research of intangible heritage, especially the gastronomic heritage of Ravni kotari, with the aim of gaining knowledge about nutritional values, health benefits, but also the historical circumstances of creating a diverse gastronomic heritage of the area. The quality of local food products in the area and a long tradition of agricultural production have been recognized as a strength of an area, while a strong trend in healthy eating, growing interest in gastrotourism products and improvement of scientific and

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professional research in gastronomy have been recognized as opportunities, and they present a basis for the achievement of objective 1.

Objective 2. Valorization of the gastronomic heritage of Ravni kotari into sustainable, smart tourist products through processes of smart specialization has two measures – Measure 2.1. Valorization of the valuable gastronomic heritage of Ravni kotari and Measure 2.2. Sustainable and responsible management of the gastronomic tourism of Ravni kotari through smart specialization processes. This objective aims at the introducing menus based on the (re)interpretation of the gastronomic heritage of Ravni kotari in restaurants in the area of coastal destinations nearby, as well as the increasing the number, but also the quality of restaurants in the area of Ravni kotari. This objective will affect weaknesses presented in the SWOT analysis, mainly a relatively small number of catering facilities in the area, lack of entrepreneurial competencies among the local population and low level of familiarity with the cuisine of Ravni kotari in the coastal destinations of Zadar County at the national level.

Finally, objective 3. Networking for sustainable and slow tourism based on gastro culture has one measure – Measure 3.1. Creation of networks for the development of sustainable tourism and it aims at building a network of stakeholders that will contribute to the quality of heritage management and help create sustainable value chains, and consequently lead to the promotion of common Adriatic heritage and the development of sustainable tourism models. This objective is compliant with the opportunities recognized in SWOT analysis, mainly strengthening the participatory approach in policy planning and cross-border cooperation and promotion.

In the Zadar county, there are 11 projects that are contributing to the development of the slow and sustainable tourism. These projects are mostly related to improving the cooperation with different stakeholders and developing new tourist products to improve quality of tourist offer, such as revitalization of natural and cultural heritage, promoting the culinary heritage, developing a network of bicycle and pedestrian paths, etc. It can be concluded that projects listed in the AP contribute to the achievement of its objectives.

5. **Smart Action Plan for preservation, valorisation, and management of natural and cultural heritage of Momjan area, continental Istria and Istria county**

The Smart Action Plan for preservation, valorisation, and management of natural and cultural heritage of Momjan area, continental Istria and Istria county consists of five chapters – Introduction, description of the challenge, general goals and measures for the future, action plan tables and action plan conclusion, while List of projects is presented in Annex. The introductory part of the AP presents the TAKE IT SLOW projects, presents the mission and the methodology of the Action Plan, as well as the area description and context.

The second chapter of the AP describes policy instruments and presents project area heritage. Also, it defines key issues and challenges. Even though it does not contain SWOT analysis, this

chapter brings the overview of weaknesses and threats Momjan area, continental Istria and Istria county are facing. The third chapter gives the overview of three objectives of the Action Plan, while in the fourth chapter there are 40 activities presented that will lead to the achievement of objectives. Fifth chapter concludes the AP, while in the Annex 33 related projects have been presented.

The methodology of the development of the Action Plan is clearly explained in the Introduction. It states that the Action Plan is based on the overview of the relevant planning and regulatory documents related to tourism development, utilization and protection of natural and cultural heritage, smart specialization and digitalization. Also, it was based in they evaluation status of natural and cultural heritage of key stakeholders and target groups, inputs of LCPs and methodological inputs specified in previous project activities.

The development of the Action Plan for Momjan, continental Istria and Istria county is the result of the participatory approach since key stakeholders and target groups were involved in the evaluation of the status of natural and cultural heritage in the project area. Moreover, inputs of local and regional stakeholders acquired through LCP workshops and hybrid round table meetings were taken into account while developing the Action Plan.

As mentioned above, there are three objectives of the Smart Action Plan. Objective 1: Establishing a framework for the development of smart specialization and smart tourism refers to establishment of policy planning and collaborative and participatory approach that are currently largely missing in terms of SMART and digitalization. The objective is compliant with identified challenge the project area is missing – a more detailed planning framework at the county level related to systematic planning of the development of process of digitization and development of cultural or natural heritage in the function of tourism.

Objective 2: Internal marketing and stakeholder information refers to better understanding of SMART initiatives and related opportunities of general community and potential entrepreneurs. In the AP, it has been recognized that stakeholders, interested entrepreneurs and overall community are generally unaware of the significance of cultural heritage, opportunities and projects related to valorisation, while human resource capacities are insufficient for a development of SMART solutions, and digitalization projects.

Finally, objective 3: Strengthening the value chain and increasing daily consumption of tourists / key projects / county projects refers to increasing the quality and diversity of the offer. The AP recognizes the need of value chains in most destinations which still yield relatively low revenues from natural and cultural heritage in total visitors' expenditure structure, especially when compared to western Mediterranean competitors, therefore, the objective is compliant with the needs of the project area.

Out of 33 projects related to the development of smart and sustainable tourism, natural and cultural heritage, all of them contirubte to the achievement of the AP objectives, mostly objective 3: Strengthening the value chain and increasing daily consumption of tourists / key projects / county projects. Most of hte projects are using the Istrian heritage for the development of new

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tourist offer, such as Istrian Multimedia hotspots, Istrian castels augmented reality application, reinterpretation of Istrian cattle – boškarin through the new era view, Prosciutto House, etc.

6. Smart Action Plan For preservation, valorisation, and management of natural and cultural heritage of Pelješac area

The Smart Action Plan for preservation, valorisation, and management of natural and cultural heritage of Pelješac area consists of five chapters – Introduction, Description of challenge, General goals and measures for the future, Action Plan table and Conclusion, while the list of projects is in Annex of the AP. The introductory part of the AP presents the TAKE IT SLOW project and gives the overview of the mission and the methodology of the Action Plan. The second chapter describes policy instruments, gives the overview of cultural and natural heritage of the area and defines key issues and challenges for the coming period. The Action Plan does not include the SWOT analysis. Third chapter explains the methodology of identification of significant projects, which are listed in the chapter 4. Last chapter concludes the Action Plan while the Annex gives the overview of four relevant projects, which are the same as those listed in the Chapter 4. Therefore, this Action Plan does not include objectives and measures for ensuring preservation, valorisation, and management of natural and cultural heritage of Pelješac area.

The methodology of the development of the AP is clearly explained in the introduction. The Action Plan was developed as a consequence of several project activities, including activity 4.1.4. which evaluated the natural and cultural heritage of Pelješac area. Also, the methodological inputs from activity 4.1.6., which developed five policy instruments, have been used. Finally, the activities necessary for the fulfilment of designated measures and goals related to the designated policy instruments have been explained.

The Action Plan has been written taking into account inputs from the key stakeholders and target groups, especially related to the status of natural and cultural heritage and development of activities and projects.

As mentioned above, the Action plan does not have implicitly mentioned objectives and measures but only four projects related to valorisation of natural and cultural heritage in tourism and sustainable development of natural and cultural heritage. These projects are compliant with needs and challenges recognised in the Action Plan, especially the need for managing the quality of the holistic touristic experience and market differentiation based on local and authentic products and services.

7. SMART ACTION PLAN For preservation, valorisation, and management of natural and cultural heritage of Colli Euganei Regional Natural Park

The Smart Action Plan for preservation, valorisation and management of natural and cultural heritage of Colli Euganei Regional Natural Park consists of five chapters – Introduction, Description of challenge, General goals and measures for the future, Action Plan table and Conclusion, while the list of projects is in Annex of the AP. Introductory part of the AP brings the overview of the TAKE IT SLOW project and presents the geographical area of the Veneto Region Smart Action Plan – Colli Euganei Regional Natural Park. The second chapter presents the policy instruments used, cultural and natural heritage in the project area and defines key issues and challenges for the coming period. There is no SWOT analysis in the AP, but issues and challenges have been presented.

Five general goals and 12 measures are presented in the chapter three, while their further description is in the chapter 4 Action Plan tables. Last chapter concludes the AP, while list of 6 projects already started and more related to smart specialization in tourism and to the valorisation and development of cultural and natural heritage for tourism purpose is presented in Chapter 6. The methodology of the development of the AP is clearly explained in the introduction. It was developed starting from the evaluation of the status of natural and cultural heritage and tourism development in the area through a participatory approach of main stakeholders, considering their needs, issues and commitment. Also, an overview of main local and regional planning and regulatory documents related to tourism development, utilization and protection of natural and cultural heritage has been carried out in order to identify strategies, projects and actions already implemented and/or planned for the future period.

The AP is a result of participatory approach of all main categories of local stakeholders, including Colli Euganei Natural Park, local and regional public institutions, residents, experts, tourism businesses and operators, other private firms, associations and organizations related to natural and cultural heritage preservation and valorisation.

As mentioned above, the Action Plan has 5 general objectives. Objective 1. Enhancement of typical products and Colli Euganei cuisine, coordinating resources and initiatives, with particular attention to organic, agroecological and certified products has three measures: 1.1. Offer events and proposals that promote typical seasonal and/or territorial products – with particular attention to the sustainability of production – according to a shared annual calendar and with initiatives that involve Euganean restaurants; 1.2. Promote the discovery of traditions and the maintenance of agricultural processes as a fundamental component of the story of the Euganean culture; and 1.3. Enhance the role of wineries and farms as points of reference during excursions. This objective is compliant with the challenge of valorisation of high-quality food and wine productions for touristic purpose, by supporting a more sustainable agriculture and the cooperation and coordination among farmers, local producers and tourism operators.

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Objective 2. Maintenance of the territory and management of the flow of the different kind of users and visitors (residents, bike tourists, families, etc.) has two measures: 2.1. Take care of the regular maintenance of the trail network and the related signs, also through the involvement of associations and other subjects in the area; and 2.2. Activate projects for the knowledge, understanding and control of the flows of users and visitors in the different areas of the Park in order to identify specific itineraries/areas dedicated to the different targets, with regulation functions. Develop any tools dedicated to conflict reduction (sustainable transport services, parking, rest areas, maintenance areas and others ad hoc services). It is compliant with recognized challenge of control and surveillance of the territory in terms of preservation and maintenance of the naturalistic and cultural heritage and management of the different kinds of visitors, such as residents and local people, families, bike tourists, hikers, wellness tourists, cultural tourists, etc.

Objective 3. Implementation of integrated experiences in order to network cultural sites, with particular attention to inclusion and accessibility has three measures: 3.1. Stimulate the coordination of the offer (opening hours, transport and connections, services available) also through the proposal of days dedicated to the Venetian Villas, places of faith (religious site and itineraries), the museum system and villages; 3.2. Use new technologies to increase accessibility to the territorial network through interactive contents, sensory experiences and other modes of use aimed at different abilities; and 3.3. Prepare dissemination and training actions for a conscious and respectful use of the values of the park and conservation. This objective is compliant with the challenge of development of the tourism offer with particular attention to the aspect of innovation, diversification, inclusion and accessibility (for visitors with special needs), but also the challenge of development of integrated visiting experiences based on the networking among cultural and naturalistic sites and museums.

Objective 4. Develop of innovative projects to organize and promote events in a coordinated manner: books, music, sport, wellness, crafts and traditions - immersed in spas and nature on foot, on bike, horse and boat has two measures: 4.1. Collaborate with the local DMO "Terme e Colli Euganei" for a unitary and coordinated promotion linked to the protection of nature, safety, innovation, active well-being, slow tourism and local consumption; and 4.2. Identify and suggest experiences and itineraries that connect the different naturalistic and cultural attractions of the territory, valorising bio-diversity, also in the exploration of landscapes. This objective is compliant with the challenge of development of integrated visiting experiences based on the networking among cultural and naturalistic sites and museums.

Objective 5. Enhancement of the dialogue between tourism actors and of the relationship with the local community to improve awareness and visibility of the initiatives has two measures: 5.1. Improve the dialog and relations between Institutions, Economic Operators and Local Communities; and 5.2. Re-launch the forum and the tourism business network established for the Phase 2 of the European Charter of Sustainable Tourism in Natural Parks, also towards a higher quality of the service offered and attention to one's own ecological footprint. This objective is compliant with the challenge of enhancing the networking among tourist operators for better

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qualifying the tourism offer and of the dialogue with the local community for improving territorial awareness and visibility.

In the AP, there are six projects related to smart specialization in tourism and to the valorisation and development of cultural and natural heritage for tourism purpose. These projects will lead to the increasing the accessibility of the cultural and tourist offer in the Colli Euganei Park area, increasing the awareness of young people about the natural heritage of the Park, organizing and providing a safe and unique accessible experience for visitors with specials needs, direct involvement and active and conscious participation of people of different ages, education and social backgrounds in scientific research activities, creation of a network between the existing museums in the area in order to implement an integrated system to be offered to tourists and visitors to the area, continuous monitoring of the overall state of the trail network, implementation of executive interventions related to signage and ordinary maintenance interventions and georeferencing of the trails subjected to intervention. It can be concluded that each of these projects contribute to achievement of some of the AP objectives.

8. Smart Action Plan for the conservation, enhancement and management of the natural and cultural heritage of the pilot area "Valmarecchia"

Smart Action Plan for the conservation, enhancement and management of the natural and cultural heritage of the pilot area "Valmarecchia" consists of five chapters – Introduction, The methodology used in the participatory process, The results of the participatory process, The shared strategy and The Action Plan. Introductory part of the Action plan presents the TAKE IT SLOW project and the "Valmarecchia" pilot area. The second chapter presents the methodology and gives the list of stakeholders.

Third chapter of the Action Plan presents the policy tools, gives the overview of cultural and natural heritage in the area and the overview of main opportunities and threats. The fourth chapter of the AP gives the overview of four strategic axes that aim to provide coherence to the action on the territory proposed by the stakeholders involved and to indicate the general priorities of the Plan itself. Finally, the last chapter presents the 16 concrete short-term measures and 4 Flagship Actions.

The methodology of the development of the Action Plan is presented in the second chapter. Firstly, the natural and cultural heritage considered most important for the project has been identified and a potential future context was identified. Second step was the examination of innovative tourism products based on the natural and cultural heritage sites of the Valmarecchia area, conducted by interviewing tourists. Then, five policy tools have been identified. It was a basis for a development of the Action Plan and finally, potential ideas for development to improve existing projects or propose new activities to seize the potential offered by the development "paths" have been developed.

The development of the AP was carried out through participatory process through four meetings and the methodology was characterized by an inductive approach – first and the second meeting aimed at defining common themes to govern the transition of tourism development and developing the strategy, while the second part of the process was related to realization of the strategy through Action plan.

The four strategic axes therefore emerge from the first appointments of the participatory process through a critical and shared rereading of the strengths and weaknesses of the territory and an activity of common vision. First strategic axis – Signs in the rock: the rock that unites refers to improvement of pedestrian and cycle accessibility and safety of the places identified: Coast-Valley-Mountain connection infrastructures, meeting between 3 Regions around Monte Carpegna, connections with the main local attractions. The well recognizable and identifying rocky cliffs have been recognized as an opportunity of the area, so the first strategic axis is compliant with the opportunities.

Second strategic axis – Thoughts on pedals: a cycling area refers to the systematization of the different cycling experiences offered by the area and activation of dedicated services: from sports cycling linked to famous roads and climbs to cycle-tourism along the Marecchia, passing through the areas where mountain biking (Montefeltro Bike Park, Valmarecchia Bike Park, Bike Valley – School & Tour, Talamello Trail Area). The strategic axis is compliant with the opportunity of the area – cycle and pedestrian path along the Marecchia river.

The third strategic axis – Getting lost and finding yourself: a pleasant detour refers to tethinking the information available on the territory: detailed maps that connect similar places in thematic itineraries, simple and recognizable signs, totems and tables in the rest areas. This strategic axis is compliant with threats related to poor accessibility and usability of some places (opening hours, information materials, signs and directions to reach them, tourist services, etc.) and viability to be improved, not only on the road but also with cycle paths and Local Public Transport.

The last strategic axis – Beautiful, good and hidden: the hidden uniqueness refers to enhancement of the territory as a "widespread museum" through a communication that strengthens the perception and awareness of the singularities of an area that is still intact: geosites, towers, churches, museums, artistic works (Tonino Guerra, …), ancient crafts (printing, bread making, …), food and wine, natural sites. This strategic axis will seize the following opportunities recognized in the AP – presence of numerous artistic sites to be made accessible with a unique identity linked to the literary, cinematographic, social and artistic work of Tonino Guerra, craftsmanship: printing works, ancient mills and flours, ancient fruits, biodiversity garden, agricultural traditions, quality products (oil, wine, salami, cheeses, honey), and revaluation of the numerous villages and historic centres, even if they are not located directly along the "main" street.

However, strategic axis of the AP are not divided into measures and activities and no holders of implementation, indicators and target values are presented in the AP.

Finally, there are 20 projects listed that contribute to the achievement of the AP objectives – 16 short-term measures and 4 Flagships. Short-term measures are related to proposal of online

experiences between visitors and the local community for the knowledge of the area, educational aimed at the realities of the territory (the megaphones of the Valley), improving the accessibility of some natural and cultural emergencies for different abilities (both motor and sensory), systematization of infrastructures and services dedicated to cycle tourism, definition of itineraries and thematic proposals linked to the characteristics of the Valley, creation of two visitor centres at the two "gates of the Valley", networking of the "widespread museum" dedicated to Tonino Guerra and coordination of local realities towards a unitary communication with the "Sguardi dal mare". Flagship projects are related to future educational, study visits and exchanges of good practices.

9. **SMART ACTION PLAN For preservation, valorisation, and management of the intangible cultural heritage of the Forest Codex of Camaldoli at the Monastery of Fonte Avellana**

Smart Action Plan for preservation, valorisation, and management of the intangible cultural heritage of the Forest Codex of Camaldoli at the Monastery of Fonte Avellana consists of five chapters – Introduction, Description of challenge, General goals and measures for the future, Action Plan tables and Conclusion, while List of projects is presented in Annex. Introductory part of the Action Plan presents the TAKE IT SLOW project, explains its mission and methodology used for its development and describes the area and the context. The second chapter brings the overview of policy instruments, presents the pilot area heritage together with the SWOT analysis and defines key issues and challenges for the coming period.

The third chapter of the Action Plan presents three strategic objectives and sources of funding, while more detailed overview of objectives and related activities is presented in chapter 4. Fifth chapter concludes the Action Plan, while the List of project consists of 13 projects related to smart specialization in tourism, sustainable development of cultural and natural heritage and its valorisation in tourism.

The methodology of the development of the Action Plan is presented in the Introduction. According to the methodology overview, the Action Plan is based on the overview of relevant policy documents at EU, national, regional and local levels, evaluation of natural and cultural heritage in the project area, inputs of local and regional stakeholders acquired through Local Community of Practice, methodological inputs related to other project activities and a manual for the development of action plans.

The action plan was developed through participatory approach, mostly during the evaluation of the status of natural and cultural heritage, which was done by key stakeholders and target groups. Additionally, inputs of local and regional stakeholders acquired through Local Community of Practice (LCP) round-table meetings were used to cover the widest possible range of activities and to receive community support in the adoption and implementation of strategic policies, measures and related activities.

The Smart Action Plan for preservation, valorisation, and management of the intangible cultural heritage of the Forest Codex of Camaldoli at the Monastery of Fonte Avellana has three strategic objectives. Objective 1: Requalification and re-functionalization of the historical, cultural and environmental heritage for the purpose of optimizing the sustainability of interventions and their public uses tends to strengthen the local tourist vocation through cultural, architectural, landscape-environmental enhancement (i.e. pedestrian and cycle paths, etc.) and to increase the conditions for the use and management of the heritage and territorial and cultural specificities of local communities through the development of an experiential tourist offer. This objective is compliant with weaknesses recognized in SWOT analysis, namely low level of tourist development, insufficient presentation and promotion of cultural and natural heritage, inconsistency of different tourist offers and attractions and challenging sustainable management of numerous cultural heritage.

Objective 2: Support the tourism system through the improvement and promotion of green and low environmental impact services and infrastructures for an accessible and sustainable tourism offer linked to the experience economy refers to enhancing the tourist offer through greater involvement of local communities and businesses. This objective is compliant with the weakness recognized in the SWOT analysis that refers to inconsistency of different tourist offers and attractions.

Objective 3: Support and enhance the local economy through the creation of short supply chains, with particular reference to typical local products and the provision of services in the tourism-cultural field and innovative services (ICT) to the population and businesses aims to support a competitive positioning of the local tourist destination for the sector of quality agri-food production and services and products linked to the local cultural/natural heritage. This objective is compliant with weakness recognized in the SWOT analysis, namely poor synergies between relevant stakeholder in tourism, but it will also affect insufficient tourist capacities, insufficient hotel and accommodation facilities and tourist seasonality.

Finally, the last part of the Action Plan is list of 13 projects currently being implemented in the pilot area, related to smart specialisation in tourism, sustainable development of cultural and natural heritage and its valorisation in tourism. These projects are mostly related to tourism promotion, development of a rich tourist offer based on cycling, historic sites, environmental-landscape treasures, regional traditions, cultural, natural and human heritage, as well as the developing of partnerships, clusters and networks. Therefore, it can be concluded that these projects contribute to the achievement of AP objectives.

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10. SMART ACTION PLAN For preservation, valorisation and management of natural and cultural heritage of Terre di Fasano

The Smart Action Plan for preservation, valorisation and management of natural and cultural heritage of Terre di Fasano consists of five chapters – Introduction, Description of the challenge, General goals and measures for the future, Action Plan tables and Conclusion. Also, there is a List of projects and another Annex of the Action Plan – which presents stakeholders in the development of the Action Plan and summary description of the AP's measures.

The introductory part of the Action Plan gives the overview of the TAKE IT SLOW project, mission and the methodology of the Action Plan and describes the area and the context. The second chapter of the Action Plan describes the policy instruments, presents the project area heritage and defines key issues and challenges. Also, the SWOT analysis is presented in this chapter. The third chapter gives the overview of 4 objectives of the Action Plan together with the financial resources, while the fourth chapter brings the detailed overview of objectives, measures and activities of the AP. The fifth chapter concludes the Action Plan, while the list of projects consists of 17 relevant strategic projects. Finally, the Annex of the Action Plan describes the stakeholders and their roles in the development of the Action Plan and gives the summary of the AP's measures.

The methodology of the development of the Action Plan is described in the Annex of the AP. The development of the AP was the result of a long process. Firstly, the Local Community of Practice has been established and the boundaries of the pilot area have been defined. Then the identification of assets, i.e., cultural and natural heritage has been done followed by administration and compilation of the questionnaire for the assessment of natural and cultural heritage of the area. Finally, Territorial Working Table has been organised, followed by meeting on the brand identity of the micro-destination, resulting in a phase of public debate with the community and choice of the final naming, which led to the birth of Terre di Fasano.

The Annex of the Action Plan also explains the participatory approach used in the development of the Action Plan, which was result of dialogue at various levels with public and private stakeholders of the territory. The stakeholders were part of the LCP, established in the first step of the AP development and they were involved in the definition of the boundaries of the pilot area and sharing of the final objective of the activities, first reflections on the strengths and weaknesses of the territory and creation of a first list of strategic priorities. Also, relevant stakeholders participated in the Territorial Work Table for the sharing of the first results and the collection of policy tools identified by the Working Group of the project, among which were identified the most useful five tools in relation to the final objectives. Finally, the meeting on the brand identity of the micro-destination resulted in a public debate with the community and choice of the final naming, which led to the birth of Terre di Fasano.

As mentioned above, the Smart Action Plan for preservation, valorisation and management of natural and cultural heritage of Terre di Fasano has four objectives. Objective 1. Improvement of

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research, valorisation and interpretation of cultural and natural heritage in the project area has two measures – 1.1: Improvement of research and 1.2: Strengthening the valorisation and interpretation. This objective is compliant with the weakness recognised in the SWOT analysis – low human resource competence for knowledge, conservation and heritage protection.

Objective 2. Sustainable and responsible management of the valuable cultural and natural sites through smart specialization, protection and sustainable usage of cultural and natural heritage for tourism has four measures – 2.1: Diversification of tourism products and services, 2.2: Access to finances of new innovative tourism offers, 2.3: Training in managerial and entrepreneurial skills in tourism and 2.4: Improvement of quality and innovation in the tourism offers. This objective is compliant with weaknesses from SWOT analysis low human resource competence for knowledge, conservation and heritage protection, important cultural events concentrated only in the summer, as well as threats local people's lack of awareness of the possibilities of using cultural heritage in economic flows and satisfaction of the entrepreneurial sector of the territory after having reached a high level of revenues from tourism.

Objective 3. Strengthening the strategic and legislative framework related to tourism has two measures – 3.2: Reduction of slowness and bureaucracy and 3.3: Participatory planning in the development of strategic plans and programs. These measures are compliant with weaknesses lack of sustainable heritage management system and no monitoring of data on the state of cultural and natural heritage as well as the threat lack of instruments for the revitalization and restoration of the heritage.

Finally, objective 4. Networking for sustainable tourism based on cultural and natural resources in the cross-border area has three measures – 4.1: Involvement of different stakeholders, 4.2: Strengthening the networking in sustainable tourism and 4.3: Promotion of the cross-border region. This objective is compliant with the threat local people's lack of awareness of the possibilities of using cultural heritage in economic flows.

Finally, 17 projects listed as relevant contribute to the marketing and promotion, smart specialization, tourist reception, participatory tools, training, sustainable mobility, cultural monitoring, accessibility and cultural development, so it can be concluded that these projects contribute to the achievement of the AP objectives.

11. SMART ACTION PLAN For preservation, valorisation & management of natural & cultural heritage of the slow trail "Cammino delle 7 Chiese"

Smart Action Plan for preservation, valorisation and management of natural and cultural heritage of the slow trail "Cammino delle 7 Chiese" consists of 5 chapters – Introduction, Description of the Challenge, General goals and measures for the future, Action Plan tables and Conclusion, while List of projects is in Annex. The introduction of the Action Plan presents the TAKE IT SLOW projects,

describes the project area and the context and explains mission and the methodology of the Action Plan.

Second chapter of the Action Plan describes policy instruments, presents the pilot area heritage and defines key issues and challenges, together with the SWOT analysis. Third chapter gives the summary of three objectives and five measures of the Action plan and analyses available sources of funding. More detail overview of AP objectives, together with activities, indicators, units of measure, target values, holders of implementation, costs and deadlines is presented in chapter 5. Fifth chapter concludes the Action Plan, while in Annex there is a list of 4 projects that directly and indirectly affect the cluster of the five municipalities involved in the TAKE IT SLOW project – one of them financed under national funds and three of them under EU funds.

The methodology of the Action Plan is clearly presented in the Introduction. The Action Plan was developed through three phases. The first phase, context analysis, included desk analysis to reconstruct tourism strategy of the destination, historical and cultural routes of the area, tourism in the area and ongoing tourism-related projects. The result of the first phase was the local framework. Second phase of the development of the Action Plan, needs analysis included qualitative assessment of the pilot area based on participatory methodologies to identify strengths, weaknesses, risks and opportunities and the result is SWOT analysis of the pilot area. Last phase of the development of AP was objectives definition and it included desk analysis and qualitative survey to identify policy instruments, Toolkit Tourism and Communication output and outcome and LCP meeting and its result is the Action Plan tables.

The AP developed was a result of participatory approach and in this AP a significant step forward has been made in presentation of the role of different stakeholders, since it is detailly explained the role of every stakeholder in each step of the AP development. In the first phase of the development of AP, public sector at the regional level stakeholders were involved in reconstruction of Tourism strategy of the destination Molise and analysis of on-going tourism related projects, scientific sectors was involved in reconstruction of historical cultural roots of the pilot area, while public sector at both national and regional level were involved in analysis of tourism in the pilot area. The second phase of the AP development, SWOT analysis, involved public sector at the local level, NGOs, SMEs, citizens and scientific sector, while the last phase – objectives definition, involved public sector at local level and NGOs.

In cooperation with public sector at local level and NGOs, three specific objectives have been developed. Specific objective 1: Set-up of smart use of communication and destination marketing has one measure - M1.1 Strengthen and promote the "Cammino delle 7 Chiese" brand on-line and off-line. The achievement of this objective will affect the threat recognised in SWOT analysis – Molise Region as less-known travel destination at national and foreign level.

Specific objective 2: Improve Accessibility of the local heritage has three measures – M2.1 Improve the local touristic offer, M2.2 Qualify the online and off-line tourist offer and M2.3 Track the visitor's socio-economic impact. Achievement of this objective will reduce weaknesses recognized

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in SWOT analysis – limited accessibility of cultural sites, transport, tourist online or in-site information and undeveloped accommodation facilities.

Specific objective 3: Promote and foster cooperation and knowledge transfer between stakeholders has one measure – M3.1 Involve different kinds of stakeholders in the process of planning and enhancing tourism services. Achievement of this objective will reduce weakness recognized in SWOT analysis – insufficient tourism offers due to limited networking among local stakeholders.

Four projects listed in the Annex of the AP will contribute to the preservation and presentation of the intangible heritage for tourism development, develop and promote a wide cross-border network of accessible tourist destinations, enhancing cooperation stakeholder through the creation of innovative centres with residential arts programmes and joint cross-border cooperation networks and creation of new touristic routes, enhancement of local development, and promotion of local products and services. It can be concluded that these projects are relevant and contribute to the achievement of objectives of the AP.

Conclusion

One of the deliveries of the TAKE IT SLOW project was the development of the smart action plan that will contribute to the integrated strategic framework for the establishment, development, marketing and promotion of the site as a smart, green, sustainable and resilient tourist destination. Instructions for the development of the Smart Action Plans gave its content – Introduction, Description of the context based on the findings of the questionnaire, Challenge description, Objectives and activities for the future based on a strategic framework and List of projects. Aim of this report was to analyse whether the Action Plans have been developed according to instructions.

All of the analysed Action Plans have been made according to instructions. All of them consist of necessary chapters. Methodology of the development of Action Plans is clearly stated in all of them and the steps taken were clearly explained. Also, all of them are developed through participatory approach with relevant stakeholders involved. It is important to emphasize the Smart Action Plan for preservation, valorisation and management of natural and cultural heritage of the slow trail "Cammino delle 7 Chiese", which included the table with all relevant stakeholders and activities they were involved in during the Action Plan development.

All of the Action Plans, except the Smart Action Plan for preservation, valorization, and management of natural and cultural heritage of Pelješac area, have at least three objectives, which are compliant with needs, issues and challenges recognized by relevant stakeholders. Some of the objectives are also divided into measures, and for all of them, except for Smart Action Plan for the conservation, enhancement and management of the natural and cultural heritage of the pilot area "Valmarecchia", an Action Plan table is developed that consists of activities, indicators, target values, holders of implementation, estimated costs and estimated deadlines. Smart Action

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Plan for preservation, valorization, and management of natural and cultural heritage of Pelješac area does not have any objectives and measures, but instead of it, the projects relevant for natural and cultural heritage have been listed as activities. Also, all of the Action Plans have list of projects relevant for natural and cultural heritage and sustainable tourism, that contribute to the achievement of objectives of the Action Plans.

Next step in the project is the evaluation of the achievements of the Action Plans. For each Action Plan, a questionnaire is developed, including their Action Plan table where values achieved in 2022 will needed to be fill in. Also, the questionnaire consists of open-type questions to analyse whether there have been some problems or difficulties with the implementation of the Action Plan and whether there are some other needs that occured during the implementation of the Action Plan.