

TESTING MEASURES ACTIONS ON PILOT AREAS REPORT

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WP5 : Accessible natural and cultural heritage
sites

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Priority Axis: 3 Environment and cultural heritage
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Work Package Number: 5
Work Package Title: Accessible natural and cultural heritage sites
Activity Number: 1
Activity Title: Testing measures on pilot areas of protected integrated natural and cultural heritage sites
Partner in Charge: PP3/ZAD
Partners involved: LP/DNC, PP1/RERA, PP2/SKC, PP3/ZAD, PP4/IST, PP6/VEN, PP7/ER, PP8/SVEM, PP9/ABR, PP10/MOL, PP11/TPP
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SUMMARY

As per the project Application Form, PP3/ZAD was tasked with the coordination of testing measures developed within *Activity 4.2 Smart Action Plan/Report for preservation, valorisation & management of natural & cultural heritage*.

PP1/RERA was tasked with the development of testing measures, and PP3/ZAD provided project partners with templates for reporting on the realization of testing measures. The University of Zadar also provided (together with their external expert) any advisory assistance, if needed when filling in the forms. All project partners (with the exception of PP5/FVG), had to fill in the reports and send them to PP3/ZAD. These individual reports represent the basis for the joint report within deliverable *D5.1.2 Joint testing measures report*.

1. TESTING MEASURES

The developed testing measures (with related policy instruments) are as follows:

MEASURE	RELATED POLICY INSTRUMENT
Priority 1. Improvement of research, valorisation and interpretation of cultural and natural heritage in the project area	
1.1. Improvement of research	Monitoring and appropriate management
1.2. Strengthening the valorisation and interpretation	Site-specific visitor strategies
Priority 2. Sustainable and responsible management of the valuable cultural and natural sites through smart specialisation, protection and sustainable usage of cultural and natural heritage for tourism	
2.1. Diversification of tourism products and services	Revenue management
2.2. Access to finances for new innovative tourism offers	Revenue management
2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management
2.4. Improvement of quality and innovation in the tourism offer	Revenue management
Priority 3. Strengthening the strategic and legislative framework related to tourism	
3.1. Improvement of legislative framework	Collaborative and participatory approaches
3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches
3.3. Participatory planning in development of strategic plans and programmes	Policy planning
Priority 4. Networking for sustainable tourism based on cultural and natural resources in the cross-border area	
4.1. Involvement of different stakeholders	Collaborative and participatory approaches
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches
4.3. Promotion of the cross-border region	Collaborative and participatory approaches

Additional testing measures for the proposed action plans that can be used to assess the applicability and adaptability, as well as effectiveness of the support for innovative-cross border products and services based on natural and cultural heritage were also proposed:

TESTING MEASURE	DESK ANALYSIS
Description	<p>This measure envisages the collection and analysis of documents, studies and research that indicate previous good or poor practices in the implementation of similar examples of activities proposed in the action plan. The measure implies the engagement of experts in the relevant field with experience in the topic related to smart innovation in sustainable tourism related to natural and cultural heritage, which increases accessibility.</p> <p>It is important that the hired expert establishes close business cooperation with the developer of the action plan and that he has access to all relevant documentation during its development.</p> <p>The testing was mainly conducted through a comparative analysis of other examples of good practices and through the provided suggestions and recommendations related to previous relevant strategic and planning documents as well as existing research findings.</p>
Actors involved	<p>Researcher, action plan developers, stakeholders of similar examples of good practice</p>
Result	<p>Written report with the results of the comparison of the analysis with the conclusions and recommendations for improvements to the content of the action plan.</p>
Implementation risks	<p>Also, good collaboration with experts preparing the plan and the local community is important to enable appropriate comparability with the state of the art related to the action plan.</p> <p>A good knowledge of the research area and the availability of materials are crucial for conducting a desk analysis. Also, a good collaboration with experts preparing the plan and the local community is important to enable appropriate comparability with the state of the art related to the action plan.</p>
TESTING MEASURE	ON-SITE VISITS BY VARIOUS STAKEHOLDERS AND EVALUATION OF THE EFFECTIVENESS OF SUPPORT FOR INNOVATIVE CROSS-BORDER PRODUCTS AND SERVICES BASED ON NATURAL AND CULTURAL HERITAGE
Description	<p>This testing measure envisages the engagement of several external experts who would visit the sites at the end of action plans elaboration and, according to a previously prepared methodological form, each prepare a separate report on the quality of the planned support activities for the innovative cross-border products and services that are based on natural and cultural heritage. The key prerequisite is that the engaged evaluators are interested and experienced in the field being assessed, that they are impartial and that they are potential future users of the</p>

	content offered. In addition to the implementation risk of this method related to the source of these evaluators, it is also important to carefully design and prepare the evaluation questionnaires that, in addition to an analysis of the situation, will introduce new ideas and suggest improvements to the action plan.
Actors involved	Different stakeholders
Result	Report on the site visit and impressions related to the suitability and usability of the innovative product by each engaged evaluator and a comparative report with recommendations for improvements to the action plan.
Implementation risks	In addition to the implementation risk of this method related to the source of the evaluators, it is also important to carefully design and prepare the evaluation questionnaires that, in addition to an analysis of the situation, will provide an introduction to new ideas and suggest improvements to the action plan. Also, the on-site risk of visiting the site may entail significant transportation and accommodation costs as well as fees for interviewees.
TESTING MEASURE	VIRTUAL WORKSHOP FOR TESTING ONLINE APPLICATIONS THAT INCREASE THE ACCESSIBILITY OF CULTURAL AND NATURAL HERITAGE IN THE CROSS-BORDER AREA
Description	<p>The virtual workshop is a new method of assessing the quality and commitment of action plans to solving the problem of accessibility and sustainable use of cultural and natural heritage for the needs of tourism development in the cross-border area. This method is particularly interesting for testing the development possibilities of web applications for heritage presentation. It facilitates the involvement of a range of different stakeholders (potentially interested visitors) from different parts of the world who can evaluate the proposed measures and involves the use of modern technologies and technological solutions that enable greater availability of natural and cultural heritage and better connectivity, i.e., virtual interaction of the involved stakeholders.</p> <p>The results can be simulations of the implementation of the proposed measures and recommendations for refinements or possible improvements if the need and space for new steps forward arise.</p>
Actors involved	Mobile application experts and tourism professionals, management of cultural and natural heritage sites.
Result	Report with a comparative analysis of the impressions collected according to the previously prepared forms.
Implementation risks	Risks in the implementation of this testing measure may be the absence of appropriate technologies to participate in virtual activities.

2. TESTING MEASURES REPORT



In June 2022, PP3/ZAD prepared templates for the reports on testing measures and sent them to all partners involved.

A total individual report is to consist of two parts:

1. Excel report – gathering data on indicators relating to the policy instruments and testing measures defined previously through the project.
2. Word report – describing the data collection process and recommendations for future improvements, LCP engagement in the process and value chains developed through the TAKE IT SLOW project.

The reports templates are shown below:

Measure	Related policy instrument	Indicator*	Unit	Source/Institution Document(s)	Time of indicator measurement	Value			
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1.Improvement of research	Monitoring and appropriate management	Innovation	Number of projects	Ministries and national/regional/local tourism organisations	Once a year_(Date)	If you have no data put N/A			
1.1.Strengthening the valorization and interpretation	Site specific visitor strategies	Number of visitors	Number	Eurostat/DZSI/STAT	Once a year_(Date)				
Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1.Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	%	MRS/ESPON	Once a year_(Date)				
2.2. Access to finance for new innovative tourism offers	Revenue management	Direct tourism contribution to GDP	%	MRS/ESPON	Once a year_(Date)				
2.3. Training on managerial and entrepreneurial skills in tourism	Revenue management	Jobs in tourism industries	%	MRS/ESPON	Once a year_(Date)				
2.4. Improvement of the quality and innovation in the tourist offer	Revenue management	Direct tourism contribution to GDP	%	MRS/ESPON	Once a year_(Date)				
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.1.Improvement of legislative framework	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Ministries and national, regional and local public authorities	Once a year_(Date)				
3.2.Reduction of slowness and bureaucracy	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Ministries and national, regional and local public authorities	Once a year_(Date)				
3.3.Participative planning in development of strategic plans and programmes	Policy planning	Strategies and action plans developed in the field of natural and cultural heritage and	Number	Ministries and national, regional and local public authorities	Once in planning period				
Priority 4: Network of sustainable tourism businesses and clusters									
4.1.Involvement of different stakeholders	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Ministries and national, regional and local public authorities	Per year				
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Ministries and national, regional and local public authorities	Per year				
4.3. Promotion of the cross border region	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Ministries and national, regional and local public authorities	Per year				
*These are mandatory indicators, but feel free to add other available									

 <h2 style="text-align: center;">D5.1.1 Testing measures actions on pilot areas report</h2> <p style="text-align: center;">European Regional Development Fund www.italy-croatia.eu/acronym</p>	 <p>PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS</p> <ol style="list-style-type: none"> 1. Please describe the method of data collection used and the problems encountered while collecting the data. 2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators. 3. Please propose measures and indicators to be included in future measurements. 4. Please state your proposals for future monitoring and improvement of the system. <p>PART B: LCP ENGAGEMENT</p> <p><u>Note:</u> LCPs must be engaged in the development of the action plan, and the policies, testing measures and related indicators are an integral part of the action plan. In this sense, you need to explain in which way were the policies, testing measures and indicators presented to LCPs and what was the feedback received from the LCPs. If you did not yet have an opportunity to present your LCPs with these elements, please write N/A.</p> <ol style="list-style-type: none"> 1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.). 2. Please list the LCPs included (first name, last name, organisation). 3. Please describe which issues, if any, you had with engaging your LCPs. 4. Please explain the recommendations you have received from your LCPs. <p>PART C: VALUE CHAIN</p> <ol style="list-style-type: none"> 1. Please describe the value chain that you have developed throughout the TAKE IT SLOW project. <p style="text-align: center;">European Regional Development Fund 2</p>
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ANNEX 1. LP/DNC REPORT

Measure	Related policy instrument	Indicator	Unit	Source	Time of indicator measurement (DATE)	Value	Attained value		
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1. Improvement of research	Monitoring and appropriate management	Innovation	Number of projects	DUNEA, DUBROVNIK NERETVA COUNTY	Annual	3	4	5	5
1.1. Strengthening the valorization and interpretation	Site specific visitor strategies	Number of visitors	Number	Ston Tourist Board	01/01 - 31/12	36,656	14,639	25,386	35,724
Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1. Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	%	N/A	N/A	N/A	N/A	N/A	N/A
2.2. Access to finance for new innovative tourism offers	Revenue management	Direct tourism contribution to GDP	%	N/A	N/A	N/A	N/A	N/A	N/A

2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management	Jobs in tourism industries (Dubrovnik Neretva County)	%	N/A	N/A	N/A	N/A	N/A	N/A
2.4. Improvement of the quality and innovation in the tourist offer	Revenue management	Direct tourism contribution to GDP	%	N/A	N/A	N/A	N/A	N/A	N/A
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.1. Improvement of legislative framework	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	DUNEA, DUBROVNIK NERETVA COUNTY, STON TOURIST BOARD	Annual 31/12	N/A	N/A	23 on TAKE IT SLOW	39 on TAKE IT SLOW
3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	DUNEA, DUBROVNIK NERETVA COUNTY, STON TOURIST BOARD	Annual 31/12	N/A	N/A	23 on TAKE IT SLOW	39 on TAKE IT SLOW
3.3. Participative planning in development of strategic plans and programmes	Policy planning	Strategies and action plans developed in the field of natural and cultural heritage and tourism	Number	DUNEA, DUBROVNIK NERETVA COUNTY, STON TOURIST BOARD	Annual 31/12	0	0	0	1

Priority 4: Network of sustainable tourism businesses and clusters									
4.1. Involvement of different stakeholders	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	DUNEA	Annual 31/12	3 (WINTERMED, BLUEFASMA, COASTING)	4 (TAKE IT SLOW, WINTERMED, BLUEFASMA, CREATURES)	5 (TAKE IT SLOW, WINTERMED, BLUEFASMA, CREATURES, COASTING PLUS)	5 (TAKE IT SLOW, WINTERMED, BLUEFASMA, CREATURES, COASTING PLUS)
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	DUNEA	Annual 31/12	3 (WINTERMED, BLUEFASMA, COASTING)	4 (TAKE IT SLOW, WINTERMED, BLUEFASMA, CREATURES)	5 (TAKE IT SLOW, WINTERMED, BLUEFASMA, CREATURES, COASTING PLUS)	5 (TAKE IT SLOW, WINTERMED, BLUEFASMA, CREATURES, COASTING PLUS)
4.3. Promotion of the cross border region	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	DUNEA	Annual 31/12	3 (WINTERMED, BLUEFASMA, COASTING)	4 (TAKE IT SLOW, WINTERMED, BLUEFASMA, CREATURES)	5 (TAKE IT SLOW, WINTERMED, BLUEFASMA, CREATURES, COASTING PLUS)	5 (TAKE IT SLOW, WINTERMED, BLUEFASMA, CREATURES, COASTING PLUS)

D5.1.1 Testing measures actions on pilot areas report

LP/DNC

PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS

1. Please describe the method of data collection used and the problems encountered while collecting the data.

The data was collected from various sources, from the Ston Tourist Board, Dubrovnik Neretva County, development agency DUNEA, the Dubrovnik-Neretva County Development Plan until the end of 2027. The main problem in collecting the required data was the lack of a single database at the level of the pilot area and the lack of data on the impact of tourism on GDP also at the pilot area.

2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators.

N/A

3. Please propose measures and indicators to be included in future measurements.

N/A

4. Please state your proposals for future monitoring and improvement of the system.

Ston Tourist Board and Ston Municipality (2 main actors at the pilot area) to be more engaged in monitoring and tracking of the key development goals, priorities and measures for the sustainable socio-economic development at the level of Dubrovnik Neretva County and adjusting it to the needs of a Ston Municipality by strengthening the participation of the public through partnership, i.e. the inclusion of relevant stakeholders in the process of creating and implementing the necessary documents.

PART B: LCP ENGAGEMENT

Note: LCPs must be engaged in the development of the action plan, and the policies, testing measures and related indicators are an integral part of the action plan. In this sense, you need to explain in which way were the policies, testing measures and indicators presented to LCPs and what was the feedback received from the LCPs. If you did not yet have an opportunity to present your LCPs with these elements, please write N/A.

1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.).

The LCP was presented with proposed testing measures in indications in a meeting, followed by an open discussion.

2. Please list the LCPs included (first name, last name, organisation).

FIRST NAME	LAST NAME	ORGANIZATION
Vedran	Antunica	Ston Municipality
Fani	Slade	Ston Tourist Board
Marijana	Miljas Duračić	Public institution for the management of protected areas of nature in Dubrovnik-Neretva County
Mirko	Mamić	Ston Elementary School
Bernardo	Pleše	Ston Parish
Mato	Oberan	Fisheries Local Action Group South Adriatic
Mariela	Rašica	Environmental Association Mala sirena
Sveto	Pejić	The Ston Salt Works
Maro	Bartulović	Bartulović Winery
Dubravko	Vukas	Vina Vukas Winery
Mato	Franušić	Company selfish farming MF Školjka

3. Please describe which issues, if any, you had with engaging your LCPs.
N/A

4. Please explain the recommendations you have received from your LCPs.
The LCP saw the biggest value in measures for access to finance for new innovative tourism offers and reduction of slowness and bureaucracy in the context of strategic and legislative framework related to tourism.

PART C: VALUE CHAIN

1. Please describe the value chain that you have developed throughout the TAKE IT SLOW project.

DNC and DUNEA have strengthened Peljesac's gastronomy value chain by engaging various stakeholders (scientists, artists, entrepreneurs, comms experts) in an interactive process of

creating new slow tourism offering (products and services). The role assumed was the one of Enabler.

ANNEX 2. PP1/RERA REPORT

Measure	Related policy instrument	Indicator	Unit	Source	Time of indicator measurement (DATE)	Value	Attained value		
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1. Improvement of research	Monitoring and appropriate management	Innovation	Number of projects	Croatian Bureau of Statistics		118	118	118	
1.1. Strengthening the valorization and interpretation	Site specific visitor strategies	Number of visitors	Number	Croatian Bureau of Statistics		269195	104590	195868	
Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1. Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	%			N/A	N/A	N/A	
2.2. Access to finance for new innovative tourism offers	Revenue management	Direct tourism contribution to GDP	%			N/A	N/A	N/A	

2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management	Jobs in tourism industries	%	Croatian Bureau of Statistics		21.01%	19.69%	17.71%	
2.4. Improvement of the quality and innovation in the tourist offer	Revenue management	Direct tourism contribution to GDP	%			N/A	N/A	N/A	
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.1. Improvement of legislative framework	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Project TAKE IT SLOW	30th December 2022	N/A	N/A		5 events were organized in 2022 within TAKE IT SLOW project implementation - 2 round tables with relevant stakeholders and 2 LCP meetings and 2 public events
3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons						
3.3. Participative planning in development of strategic plans and programmes	Policy planning	Strategies and action plans developed in the field of natural and cultural heritage and tourism	Number	Project TAKE IT SLOW	30th December 2022			0	1 - Smart action plan for slow tourism development on Brač Island
Priority 4: Network of sustainable tourism businesses and clusters									

4.1. Involvement of different stakeholders	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Event attendance lists	30th December 2022	0	0	3	29 stakeholders were included through projects activities and events
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Supported cross border cooperation networks	Number						
4.3. Promotion of the cross border region	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Events	30th December 2022	0	0	0	4 - Four creative events - one day trip to Blaca Hermitage, one storytelling trip to Dol Village, 2 trainings on certification in ecological agriculture

D5.1.1 Testing measures actions on pilot areas report

PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS

1. Please describe the method of data collection used and the problems encountered while collecting the data.

Methods used for collecting the data included the research of data bases for the collection of stated indicators. The main data basis analysed was the Croatian Bureau of Statistics that provides data for the number of visitors of the island Brač and the share of jobs in tourism in total employment. However, since island Brač is not united local self-governing unity, i.e., there are five municipalities and one town on the island, the data were collected on municipality level and then summed up. Other data are collected by internal project documents, such as meeting minutes. The main problem that occurred during the data collection is that the indicator direct contribution to tourism is not available at municipality level, only on the county level.

2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators.

No additional indicators have been added because the data for indicators proposed to be included in future measurements are still not available.

3. Please propose measures and indicators to be included in future measurements.

There are several indicators proposed to be included in future measurements, that are also a part of the Smart Action Plan for the island Brač. These indicators are:

- Priority 1: Improvement of research, valorisation and interpretation of cultural and natural heritage in the project area
 - Number of management plans developed (unit: number)
 - Number of activities related to involvement of stakeholders in planning (unit: number)
- Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism
 - Revenue and cost analysis (unit: number of documents)
 - Revenue growth (unit: percentage)
 - Number of visitor management plans (unit: number)

- Annual monitoring report (unit: number)
- Priority 4: Network of sustainable tourism businesses and clusters
 - Number of cooperations achieved (unit: number)

4. Please state your proposals for future monitoring and improvement of the system.

First proposal for the improvement of the system as a whole is the inclusion of the priority related to improvement of skills, knowledge and competences of the stakeholders because it represents a basis for the development of smart and sustainable tourism. The way it could be achieved is the development of carrier development plans, as well as the organisation of related workshops. Also, it is important to develop a common system of indicators that are measured in all project regions.

Finally, new topics, such as digitalisation, green entrepreneurship and innovations can contribute to the development of smart and sustainable tourism, therefore, it is important to include them into monitoring system.

PART B: LCP ENGAGEMENT

Note: LCPs must be engaged in the development of the action plan, and the policies, testing measures and related indicators are an integral part of the action plan. In this sense, you need to explain in which way were the policies, testing measures and indicators presented to LCPs and what was the feedback received from the LCPs. If you did not yet have an opportunity to present your LCPs with these elements, please write N/A.

1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.).

Smart action plan draft and testing measures were presented to LCP on round table. LCP doesn't have comments on testing measures, but they discussed future projects.

2. Please list the LCPs included (first name, last name, organisation).

First and last name	Organization	Sector
Svemir Obilinović	Municipality of Nerežišća	Public
Marko Jerčić	Municipality of Nerežišća	Public
Jasna Damjanović	Culture Centre Brač	
Josipa Rajević	FLAG Brač	Public
Ivana Roso	Lag Brač	Public
Ivana Gospodnetić	PD "Profunda" Brač	Private
Ana Ranj	City of Supetar	Public
Đana Martinović – Dragan	City of Supetar	Public
Ivana Mrigović Kusanović	Municipality of Nerežišća	Public
Valerio Riomilović	Municipality Sutivan	Public
Dijana Žderić	Entrepreneurial center Aktiva	Private
Roman Marinović	Euro Grant Konzalting, d.o.o.	Private
Dijana Škibić	Entrepreneurial center Aktiva	Private
Iva Tolić	Institute for international relations Croatia	Scientific
Sanja Tišma	Institute for international relations Croatia	Scientific
Alenka Kojdžić	Municipality of Bol	Public
Ivana Marković	City of Supetar	Public
Petra Bonačić - Sargo	Airport Brač	Public
Tija Mlinac	Agricultural Cooperation Supetar	Private
Paško Kačić	OPG Ripa	Private
Marko Lučić	OPG Lučić	Private
Ecija Lukšić	OPG Lukšić	Private
Bepo Goić	OPG Goić Josip	Private
Josip Goić	OPG Goić Josip	Private
Božo Sinčić	OPG Anka Sinčić	Private
Daslav Petrović	OPG Daslav Petrović	Private
Ivo Ljubetić Šetka	OPG Portus Olivae	Private
Teo Šantić	OPG Kapja	Private

Milan Jakovčić	Ministry of Agriculture, Bureau for Professional Support for Agricultural Development	Public
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3. Please describe which issues, if any, you had with engaging your LCPs.

The biggest issue related to LCP engaging is related to gathering a bigger number of LCP's and stakeholders at the same time and same place, especially in the season time. Season at Brač started earlier than was planned, so PI RERA SD decided to repeat Round table in late autumn (November 2022.) when season will be over and people will have more time for education.

4. Please explain the recommendations you have received from your LCPs.

LCP's showed us new resources related to collecting information about future projects and added it to our action plan. Presentation of the final draft Action plan version was seen as a good idea, because we found out for some new planned projects.

PART C: VALUE CHAIN

Please describe the value chain that you have developed throughout the TAKE IT SLOW project.

We developed value chain among private and public sector. During the different events we gathered together different stakeholders; small agricultural family farms, restaurants, tourism agencies, accommodation providers and public tourism agencies and bodies. We have plan to include scientific sector until end of project.

ANNEX 3. PP2/SKC REPORT

Measure	Related policy instrument	Indicator	Unit	Source	Time of indicator measurement (DATE)	Value	Attained value		
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1. Improvement of research	Monitoring and appropriate management	Innovation	Number of projects	Ministries and national/regional/local tourism organisations	Once a year	0	N/A	88	
1.1. Strengthening the valorization and interpretation	Site specific visitor strategies	Number of visitors	Number	DZS	Once a year	0	N/A	N/A	
Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1. Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	%	MRS.ESPON	Once a year	25.75	N/A	N/A	

2.2. Access to finance for new innovative tourism offers	Revenue management	Direct tourism contribution to GDP	%	MRS.ESPON	Once a year	25.75	N/A	N/A	
2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management	Jobs in tourism industries	%	MRS.ESPON	Once a year	23.78	N/A	N/A	
2.4. Improvement of the quality and innovation in the tourist offer	Revenue management	Direct tourism contribution to GDP	%	MRS.ESPON	Once a year	25.75	N/A	N/A	
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.1. Improvement of legislative framework	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Ministries and national, regional and local public authorities	Once a year	0	0	11	
3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Ministries and national, regional and local public authorities	Once a year	0	0	11	

3.3. Participative planning in development of strategic plans and programmes	Policy planning	Strategies and action plans developed in the field of natural and cultural heritage and tourism	Number	Ministries and national, regional and local public authorities	Once in planning period	0	0	0	
Priority 4: Network of sustainable tourism businesses and clusters									
4.1. Involvement of different stakeholders	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Ministries and national, regional and local public authorities	Per year	0	N/A	88	
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Ministries and national, regional and local public authorities	Per year	0	N/A	88	
4.3. Promotion of the cross border region	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Ministries and national, regional and local public authorities	Per year	0	N/A	88	

D5.1.1 Testing measures actions on pilot areas report

PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS

1. Please describe the method of data collection used and the problems encountered while collecting the data.

Data collection was carried out through national and European databases that contain tourism statistics. In the case of the first TAKE IT SLOW priority, measure 1.1., the data were collected from the EUSAIR report for the EU Strategy for the Adriatic-Ionian Region. The data is available only for the year 2021. Regarding measure 1.2., there is no consolidated data.

In the case of the second TAKE IT SLOW priority, *Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism*, data was taken from the MRS.ESPON (European Spatial Planning Observation Network) Website. In this case, data are available only for 2019.

Regarding the third TAKE IT SLOW priority, the results achieved by the DA SKC Partner within the project are presented.

For the fourth priority, data were taken from the EUSAIR report for the EU strategy for the Adriatic-Ionian region.

2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators.

Given that the current indicators adequately indicate the results of the implementation of this project, no additional indicators have been added. Current indicators are sufficiently specific, attainable, relevant and time-bound, thus fulfilling all the components necessary for an adequate state analysis.

3. Please propose measures and indicators to be included in future measurements.

-

4. Please state your proposals for future monitoring and improvement of the system.

-

PART B: LCP ENGAGEMENT

So far two LCP meetings and one round table were organized:

- 1st LCP meeting (14.06.2021.) agenda included a presentation of the role and the activities of LCPs, an assessment of the state of the cultural and natural heritage of Murter-Kornati Municipality, and a presentation on coming project activities.
- 2nd LCP meeting (20.09.2021.) agenda included further assessment of the state of the cultural and natural heritage of Murter-Kornati Municipality, presentation of the pilot project of the open-air museum "Murterske vedute", and a presentation on coming project activities.
- Round table (25.05.2022.) presented the purpose of designing the Action Plan, its elements, structure and proposed tools in the management of natural and cultural heritage on Murter island and in the area of the future Open-Air Museum. Based on the results of SWOT analysis participants jointly discussed proposed goals and measures.

1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.).

The inclusion of LCP from the Murter-Kornati municipality was achieved through meetings and round table held by the project partner, the Public Institution of the Development Agency of Šibenik-Knin County. The meetings were organized live. LCPs, as a group of initiatives involved in the value chain in micro-destination tourism, were presented with the main activities that will be carried out in the territory of the municipality of Murter-Kornati, and which concern the opening of the Open Air Museum "Murterske vedute", positioned on the Liburnian ramparts of Gradina hill. Also, at the round table held on May 25, 2022, interested participants were introduced to the indicators and methods that will be used to measure the indicators of project implementation.

2. Please list the LCPs included (first name, last name, organisation).

- 1st LCP meeting (14.06.2021.)

1	Valentina Bračanov	JU NP Kornati
2	Sandra Bašić	Konoba Boba
3	Miro Novković	Agricultural cooperative Kornati
4	Dorjana Juraga	Municipality Murter-Kornati
5	Luka Ježina	Municipality Murter-Kornati
6	Tina Skračić	NGO Latinsko idro
7	Suzana Suman	NGO Argonauta
8	Nela Turčinov	NGO Ogranak Matice hrvatske u Murteru
9	Mateja Bašić	Tourist board Office Murter-Kornati

10	Sanja Vukman	Zelena propela
11	Marko Lepur	Adriagent, tourist agency

- 2nd LCP meeting (20.09.2021.)

1	Luka Ježina	Municipality Murter-Kornati
2	Dorjana Juraga	Municipality Murter-Kornati
3	Miro Novković	Agricultural cooperative Kornati
4	Sandra Bašić	Konoba Boba
5	Valentina Bračanov	Kornati National Park
6	Suzana Suman	NGO Argonauta
7	Tina Skračić	NGO Latinsko idro

- Round table (25.05.2022.)

1	Tina Skračić	NGO Latinsko idro
2	Nina Šegović	NGO Zaokret
3	Darko Živković	NGO Zaokret
4	Luka Ježina	Municipality Murter-Kornati
5	Suzana Suman	NGO Argonauta
6	Sanja Mihić	NGO Argonauta
7	Ivona Jadrić	NGO Argonauta
8	Sanja Kovačev	NGO Argonauta

3. Please describe which issues, if any, you had with engaging your LCPs.

In terms of engaging the LCPs, there were no special issues detected, since sufficient interest has been recorded from the local public, especially small entrepreneurs and NGO's who see an opportunity in development of "Murterske Vedute" open-air museum project. Project will contribute to the development of sustainable tourism, but also to the economic growth of the settlement Murter itself. Also, considering that this project will contribute to the visibility of Murter in the future, LCPs got involved with many of their own ideas regarding the implementation of activities within the project.

4. Please explain the recommendations you have received from your LCPs.

LCPs gave recommendations on the elements that should be the most represented through the "Murterske vedute" open-air museum project. Given that olive growing, viticulture and shipbuilding are the basis of Murter's economy throughout its historical development, the ways in which such elements should be presented have been proposed. Also, through the conversation, LCP conveyed



various details and characteristics that can be included in the development of Open Air Museum "Murterske vedute". One of the main recommendations is the development of the gastronomic offer, which, together with olive growing, viticulture and shipbuilding, will be part of a complete tourist offer, aimed at creating a value chain on the island of Murter.

PART C: VALUE CHAIN

1. Please describe the value chain that you have developed throughout the TAKE IT SLOW project.

No value chain has been officially developed yet, but certain meetings are taking place that suggest that a value chain could be organized soon. One of the plans is to create a value chain aimed at the development of gastronomic tourism. Therefore, representatives from the hospitality sector (Konoba Boba) propose that the open-air museum "Murterske vedute" as part of its educational activities work on the branding of the gastronomy of the island of Murter, which is based on Mediterranean dishes with a strong influence of Italian and French cuisine. The Murter Kornati Municipality Tourist Board, the Murter-Kornati Municipality and the Adriagent tourist agency would also provide them support. The second value chain would be based on the promotion of wooden shipbuilding, which represents the exceptional historical value of this region. Active participants in the discussion are NGO Argonauta, NGO Latinsko idro, Zelena propela trade for ship lifting services, local authorities and tourist agencies. As part of the promotion of olive growing, known as one of the main activities of this area, the value chain would be developed by the Kornati Agricultural Cooperative with the support of NP Kornati, the branch of Matica Hrvatska in Murter, the municipality of Murter-Kornati and other interested stakeholders, especially agricultural cooperatives. The centuries-old tradition of olive growing can be presented through various stories within the Open Air Museum, which can stimulate a positive economic effect for local farmers.

The participants of the previous meetings are also discussing the development of a larger cluster, which would include a combination of entrepreneurial and NGOs initiatives from the area of Murter-Kornati municipality, aimed at combining the Gastro and Eno offer with wooden shipbuilding and olive growing into one compact, interconnected whole. Given that such a cluster would include most of the activities on the island of Murter, it would definitely mark a turning point that could result in an economic and demographic boom, especially taking into account the favorable geographical features of the Murter-Kornati area.

ANNEX 4. PP3/ZAD REPORT

Measure	Related policy instrument	Indicator	Unit	Source	Time of indicator measurement (DATE)	Value	Attained value		
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1. Improvement of research	Monitoring and appropriate management	Innovation	Number of projects	ZADRA NOVA, AGRRA, University of Zadar, BERA, Zadar County	Annual	N/A	N/A	11	15
1.1. Strengthening the valorization and interpretation	Site specific visitor strategies	Number of visitors	Number	Ravni Kotari Tourist Board	01/01 - 31/12	13,302	7,763	13,097	17,354
Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1. Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	%	N/A	N/A	N/A	N/A	N/A	N/A
2.2. Access to finance for new innovative tourism offers	Revenue management	Direct tourism contribution to GDP	%	N/A	N/A	N/A	N/A	N/A	N/A
2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management	Jobs in tourism industries (Zadar County)	%	Croatian Bureau of Statistics	31/03	6.83%	6.65%	6.75%	N/A

2.4. Improvement of the quality and innovation in the tourist offer	Revenue management	Direct tourism contribution to GDP	%	N/A	N/A	N/A	N/A	N/A	N/A
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.1. Improvement of legislative framework	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Ravni Kotari Tourist Board, University of Zadar	Annual 31/12	N/A	N/A	363 on TAKE IT SLOW	285 on TAKE IT SLOW
3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Ravni Kotari Tourist Board	Annual 31/12	N/A	N/A	364 on TAKE IT SLOW	286 on TAKE IT SLOW
3.3. Participative planning in development of strategic plans and programmes	Policy planning	Strategies and action plans developed in the field of natural and cultural heritage and tourism	Number	Ravni Kotari Tourist Board	Annual 31/12	0	1	0	2
Priority 4: Network of sustainable tourism businesses and clusters									
4.1. Involvement of different stakeholders	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Zadar County	Annual 31/12	N/A	N/A	1 (MADE IN-LAND)	2 (TAKE IT SLOW, CUHaCHA)
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Zadar County	Annual 31/12	N/A	N/A	2 (MADE IN-LAND)	3 (TAKE IT SLOW, CUHaCHA)
4.3. Promotion of the cross border region	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Zadar County	Annual 31/12	N/A	N/A	3 (MADE IN-LAND)	4 (TAKE IT SLOW, CUHaCHA)

D5.1.1 Testing measures actions on pilot areas report

PP3/ZAD

1

PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS

1. Please describe the method of data collection used and the problems encountered while collecting the data.

For the purpose of preparing this report, data was collected from various sources, from the Ravni Kotari Tourist Board, Zadar County, development agencies (ZADRA NOVA, INOVAcija, AGRRA), internal data from the University of Zadar, the Croatian Bureau of Statistics and Eurostat. The main observed problems in collecting the required data are the lack of a single database at the level of the area and the lack of data on the impact of tourism on GDP at the NUTS 3 level and lower levels of units of local government and self-government for our pilot area.

2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators.

We did not add indicators at this stage.

3. Please propose measures and indicators to be included in future measurements.

In the future, we propose the introduction of the following indicators: the number of SMEs with activities in tourism, the number of accommodation units, the number of restaurants, the number of coffee bars, the number of tasting rooms, the number of family farms, tourist density and tourist intensity. These indicators are indicators of the development of gastro tourism in a certain area, as well as the sustainable development of tourism.

4. Please state your proposals for future monitoring and improvement of the system.

One of the proposals is for all regions to select the indicator of the ETIS system as a measure of sustainable tourism development, and supplement it with unique indicators for all

partners that would measure the development of the gastronomic offer, and the digitalization of tourism in the area. In order to fully implement the indicator measurement system, it is necessary to educate all stakeholders in the project area about the importance of data collection and design and implement an easy-to-use database that stakeholders will fill out.

PART B: LCP ENGAGEMENT

Note: LCPs must be engaged in the development of the action plan, and the policies, testing measures and related indicators are an integral part of the action plan. In this sense, you need to explain in which way were the policies, testing measures and indicators presented to LCPs and what was the feedback received from the LCPs. If you did not yet have an opportunity to present your LCPs with these elements, please write N/A.

1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.).

The members of the LCP participated in all the steps, within the framework of the round tables they contributed to the design of the goals and activities included in the action plan and also gave their comments related to the designed testing measures and indicators. It is planned to present the achieved results at the round table on January 27th 2023, and to actively observe the indicators that need to be included in order to monitor the implementation of the plan as efficiently as possible.

2. Please list the LCPs included (first name, last name, organisation).

#	Stakeholder name	Address	Location	First and last name
1	Zadar County	Božidara Petranovića 8	Zadar	Marta Hordov
2	Ravni Kotari Tourist Board	Ante Starčevića 2b	Benkovac	Vanja Čvrjak
3	Nature Park Vransko Jezero	Kralja Petra Svačića 2	Pakoštane	Danijel Katičin
4	Folklore Society Branimir Benkovac	Domobranska 2	Benkovac	Ksenija Čirjak
5	Benkovac Regional Museum	Obitej Benković 6	Benkovac	Marin Čurković
6	Agriculture Cooperative MASVIN-POLAČA	Kakma 189	Polača	Rade Bobanović
7	Winery ŠKAULJ-NADIN	Nadin 23	Nadin, Benkovac	Šime Škaulj
8	Heritage Hotel Maškovića Han	Vrana Marina 1	Vrana	Hrvoje Anić
9	Tourist agency Feral Tours	Don Ive Prodana	Zadar	Iva Bencun
10	The House of Dalmatian Prosciutto ROCA STANKOVCI	Velim bb	Velim, Stankovci	Ante Roca
11	Holiday Home – Stone Holiday Home Stankovci	Stankovci	Stankovci	Mladen Dubravica
12	Local Action Group Laura	Šetalište Kneza Branimira 2	Biograd na Moru	Josip Budanović

3. Please describe which issues, if any, you had with engaging your LCPs.

As the project was designed to require a high level of their involvement and frequent meetings with them, the biggest challenge was to find times when all LCPs could gather in one place.

4. Please explain the recommendations you have received from your LCPs.

LCP contributed to the recognition of gastronomic heritage as the greatest untapped potential that this area has and can offer in the form of eno-gastro tourism routes. They made a particularly important contribution in identifying the limitations in the development of gastro tourism in the destination. During the support meetings for the development of the action plan, it turned out to be an extremely important contribution in recognizing the value of mutual cooperation and support, both between all stakeholders in the pilot area

and with stakeholders in the wider environment, which is highly valorized in terms of tourism.

PART C: VALUE CHAIN

1. Please describe the value chain that you have developed throughout the TAKE IT SLOW project.

The pilot area of Ravni kotari is a high-quality agricultural area with an extremely rich cultural and natural heritage in the immediate vicinity of the sea coast and the developed tourist destinations of Zadar, Biograd na Moru and Šibenik. This area also shows growth in the tourist offer both through the development of accommodation facilities and even more strongly through the development of the offer of local wines and dishes. Therefore, a gastronomic route has been designed as a value chain in the form of half-day or full-day excursions from nearby tourist destinations. The gastronomic route includes a tour of local food and wine tasting rooms and a tour of the Benkovac Museum, Mašković Han and the Kamenjak viewpoint. The designed itinerary will be distributed to local travel agencies and the tourist community in order to include it in their offer. The value chain starts with farmers who market their products (fruits and vegetables, meat and milk) through restaurant offerings in tasting rooms and restaurants in the form of local dishes and wines, and at the same time includes the presentation of the cultural and natural resources of the area through the inclusion of museums, local communities, nature parks and preserved areas in this route.

ANNEX 5. PP4/IST REPORT

Measure	Related policy instrument	Indicator	Unit	Source	Time of indicator measurement (DATE)	Value	Attained value		
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1. Improvement of research	Monitoring and appropriate management	Innovation	Number of projects	Ministries and national/regional/local tourism organisations	Once a year_(Date)	0	N/A	N/A	
1.1. Strengthening the valorization and interpretation	Site specific visitor strategies	Number of visitors	Number	Eurostat/DZS/ISTAT	Once a year_(Date)	0	N/A	N/A	
Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1. Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	%	MRS.ESPON	Once a year_(Date)	11.4	N/A	N/A	
2.2. Access to finance for new innovative tourism offers	Revenue management	Direct tourism contribution to GDP	%	MRS.ESPON	Once a year_(Date)	11.4	N/A	N/A	

2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management	Jobs in tourism industries	%	MRS.ESPON	Once a year_(Date)	23.78	N/A	N/A	
2.4. Improvement of the quality and innovation in the tourist offer	Revenue management	Direct tourism contribution to GDP	%	MRS.ESPON	Once a year_(Date)	11.4	N/A	N/A	
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.1. Improvement of legislative framework	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Ministries and national, regional and local public authorities	Once a year_(Date)	0	0	120	178
3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Ministries and national, regional and local public authorities	Once a year_(Date)	0	0	120	178
3.3. Participative planning in development of strategic plans and programmes	Policy planning	Strategies and action plans developed in the field of natural and cultural heritage and tourism	Number	Ministries and national, regional and local public authorities	Once in planning period	0	0	0	2
Priority 4: Network of sustainable tourism businesses and clusters									

4.1. Involvement of different stakeholders	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Ministries and national, regional and local public authorities	Per year	0	N/A	120	178
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Ministries and national, regional and local public authorities	Per year	0	N/A	120	178
4.3. Promotion of the cross border region	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Ministries and national, regional and local public authorities	Per year	0	N/A	0	1

D5.1.1 Testing measures actions on pilot areas report

1

PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS

1. Please describe the method of data collection used and the problems encountered while collecting the data.

Data collection was carried out through national and European databases that contain tourism statistics.

2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators.

No additional indicators have been added, due to the fact that proposed indicators are relevant, achievable, adequate, relevant, smart, sustainable, related to project results thus leading to efficient analysis of innovative cross border tourism products and services based on natural and cultural heritage.

3. Please propose measures and indicators to be included in future measurements.

/

4. Please state your proposals for future monitoring and improvement of the system.

/

PART B: LCP ENGAGEMENT

Note: LCPs must be engaged in the development of the action plan, and the policies, testing measures and related indicators are an integral part of the action plan. In this sense, you need to explain in which way were the policies, testing measures and indicators presented to LCPs and what was the feedback received from the LCPs. If you did not yet have an opportunity to present your LCPs with these elements, please write N/A.

1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.).

Local Community of Practice (LCP) members were first selected from Momjan area and they participated at the 3 LCP meetings:

- **1st LCP meeting** was held on 25th of June 2021 in Momjan for 12 participants that were introduced with TAKE IT SLOW project and Smart specialization concept. During the meeting, participants filled Questionnaire for assessment of cultural and natural heritage by local

- stakeholders providing valuable description of the state of art of natural and cultural heritage of Istria that led to decision to broaden LCP group on the territory of central Istria.
- **2nd LCP meeting** was held online via zoom platform, on 29th of September 2021, for 18 participants. TAKE IT SLOW project, milestones of drafting an Action Plan for Smart Tourism, the definition of Smart City and Smart Tourism with examples of smart European cities good practices were presented during the meeting. Smart Tourism Destination concept was presented in relation to policies, testing measures and indicators, accessibility of resources and destinations, sustainability, sharing information and user experience, as well as tools for implementation, challenges and key success factors of smart tourism.
 - **3rd LCP meeting** was held online via zoom platform on 21st of October 2021 with 14 participants. Theoretical concepts presented at the previous meetings generated 27 project proposals arriving from internal Istria. Projects were proposed by different members of LCP and harmonized with recommendations of smart tourism expert in order to incorporate them in Smart Tourism Action Plan.
 - **1st Hybrid Round Table** was held online via zoom platform on 4th of November 2021 with 34 stakeholders from different organizations dealing with culture, cultural tourism and destination management. Different experts provided information related to Master Plan and Development Strategies in Istria, Smart Action Plan Development through TAKE IT SLOW project partnership, Smart City and Community Strategy and Smart Tools in Tourism and Agronomy of Slovenia.
 - **2nd Hybrid Round Table** was held online via zoom platform on 10th of November 2021 with 28 stakeholders from different organizations dealing with culture, cultural tourism and destination management. Different experts provided information related to Smart Tourism Action Plan of Region of Istria; Visitors Centers smart solutions development and Istrian Metaverse project, multimedia solutions related to selected examples of natural and cultural heritage.
 - **2nd Local Presentation / Education Activity** was held in live on 6th of July 2022 in Momjan for 9 LCP members. During the education Smart action concept was presented consisting of tools for implementation, challenges and key success factors in relation to Smart Action Plan of Region of Istria. The second part of Education was dedicated to the discussion between the key stakeholders on the Sustainable Management plan of House of Castles in Momjan sharing their visions and possible contributions in the management process.
 - **2nd Regional Presentation / Education Activity** was held in live on 20th of October 2022 in Momjan for 11 regional stakeholders including LCP members. During the education Smart Action Plan of Region of Istria with 27 project proposals included was presented together

with Sustainable Management plan of House of Castles in Momjan on final comments and proposals.

2. Please list the LCPs included (first name, last name, organisation).

- 1st LCP meeting 25/06/2021

1	Sergej Sinković	San Mauro Agritourism
2	Vladimir Torbica	Region of Istria
3	Katarina Marić	Historical and Naval Museum of Istria
4	Sunčica Mustać	Historical and Naval Museum of Istria
5	Fabrizio Vižintin	City of Buje
6	Jelena Bojić	City of Buje
7	Valter Bassanese	Tourist Association of Buje
8	Samira Laganis	Elementary school from Buje
9	Tanja Šufalj	Public Open University of Buje
10	Rosanna Bubola	Public Open University of Buje
11	Lorella Limoncin Toth	Ministry of Culture
12	Josip Banić	Faculty of Philosophy Zagreb

- 2nd LCP meeting 29/09/2021

1	Vladimir Torbica	Region of Istria
2	Eda Griparić	Region of Istria
3	Lara Mahmutović	Region of Istria
4	Davor Dobrila	Region of Istria
5	Jasenka Kapuralin	Agency for Rural Development of Istria
6	Edmondo Šuran	Agency for Rural Development of Istria
7	Igor Merlić	Agency for Rural Development of Istria
8	Tanja Šufalj	Public Open University of Buje
9	Cristina Vojić Krajcar	Istria Tourist Board
10	Orhideja Petković	School for Hospitality and Tourism
11	Mirjana Margetić	Ethnographic Museum of Istria
12	Jasmina Jović	Speleological Association of Buje
13	Manuela Hrvatin	Interpret Europe
14	Natalija Ladavac	Savičenta d.o.o.
15	Nina Licul	Savičenta d.o.o.

- 3rd LCP meeting 21/10/2021

1	Nina Kukurin	Region of Istria
2	Davor Dobrila	Region of Istria
3	Mirjana Margetić	Ethnographic Museum of Istria
4	Samira Laganis	Elementary school from Buje
5	Tanja Šufalj	Public Open University of Buje
6	Sara Josipović	Agency for Rural Development of Istria
7	Marko Bolković	Visualia d.o.o.
8	Gigliola Sparagna	Kindergarten from Buje
9	Sabrina Quarantotto	City of Buje
10	Katarina Marić	Historical and Naval Museum of Istria
11	Sunčica Mustač	Historical and Naval Museum of Istria

- 1st Hybrid Round Table 04/11/2021

1	Vladimir Torbica	Region of Istria
2	Mirjana Margetić	Ethnographic Museum of Istria
3	Samira Laganis	Elementary school from Buje
4	Tanja Šufalj	Public Open University of Buje
5	Ana Orlović	Dubrovnik Neretva County
6	Marko Bolković	NGO Sonitus
7	Gigliola Sparagna	Kindergarten from Buje
8	Manuel Hrvatin	Interpret Europe
9	David Matković	Tourist Association of Motovun
10	Sara Pavlica	Tourist Association of Poreč
11	Dina Žufić	Tourist Association of Vodnjan
12	Ariana Brnetić	Tourist Association of Kršan
13	Lucija Sorić	NGO Istra Inspirit
14	Dajana Tepšić	Istria Tourist Board
15	Morena Smoljan	Tourist Association of Vodnjan
16	Petra Maleković Sušić	Agency for Rural Development of Istria
17	Melita Perković	Tourist Association of Fažana
18	Sanja Kantarutti	Tourist Association of Central Istria
19	Nina Kukurin	Region of Istria
20	Davor Samsa	Tourist Association of Ližnjan
21	Iva Ciceran	City Library of Pazin
22	Natalija Ladavac	Savičenta d.o.o.

23	Nina Licul	Savičenta d.o.o.
24	Marinela Kolić	Tourist Association of Pula
25	Renata Kuharić	Tourist Association of Medulin
26	Sabrina Quarantotto	City of Buje

- 2nd Hybrid Round Table 10/11/2021

1	Vladimir Torbica	Region of Istria
2	Mirjana Margetić	Ethnographic Museum of Istria
3	Davor Dobrila	Istarska županija
4	Tanja Šufalj	Public Open University of Buje
5	Marko Bolković	Visualia d.o.o.
6	Gigliola Sparagna	Kindergarten from Buje
7	Gordana Restović	Pula Film Festival
8	David Matković	Tourist Association of Motovun
9	Sara Pavlica	Tourist Association of Poreč
10	Ivan Peršić	Institute for Agriculture and Tourism
11	Marinela Kolić	TZ Pula
12	Lorella Limoncin Toth	Ministry of Culture
13	Aleksandra Vinkerlić	Istrian Cultural Agency
14	Iva Cicearn	City Library Pazin
15	Gracijano Kešac	Historical and Naval Museum of Istria
16	Sanja Kantarutti	Tourist Association of Central Istria
17	Sara Josipović	Agency for Rural Development of Istria
18	Irena Šker	Entrepreneurial Incubator Poreč
19	Nela Načinović	City Library Pula
20	Sabrina Quarantotto	City of Buje

- 2nd Local Presentation / Education Activity 06/07/2022

1	Gigliola Sparagna	Kindergarten Buje
2	Vladimir Torbica	Region of Istria
3	Gracijano Kešac	Historical and Naval Museum of Istria
4	Lorella Limoncin Toth	Ministry of Culture
5	Fabrizio Vižintin	City of Buje
6	Jelena Perossa	City of Buje
7	Valter Bassanese	Tourist Association of Buje
8	Tanja Šufalj	Public Open University of Buje

- 2nd Regional Presentation / Education Activity 20/10/2022

1	Vladimir Torbica	Region of Istria
2	Ketrin Miličević Mijošek	Museum of Contemporary Art of Istria
3	Valter Bassanese	Tourist Association of Buje
4	Tanja Šufilaj	Public Open University of Buje
5	Marko Račan	Artimi
6	Josip Banić	University of Philosophy Pula
7	Renata Kiršić	Public Open University of Labin
8	Olja Višković	Public Museum Labin
9	Nada Prodan Mraković	Region of Istria

3. Please describe which issues, if any, you had with engaging your LCPs.

The main issue for LCP members was understanding project logic, overall approach and scope of action since:

1. Project had to anticipate and propose initial solutions for stakeholder cooperation and institutional capacity building as the relatively weak points of the current setup;
2. Understanding the institutional and especially human resource limitations, projects that had significant operational requests had to be avoided or postponed, while projects that assume little to no additional human resources engagement had to be promoted;
3. Proposed projects had to be planned in a way to allow the highest possible degree of mutual integration that will lead to concentration of attractions and/or their interoperability;
4. There were three geographical levels of project implementation: Momjan area as focal point for promotion of Istrian castles and medieval heritage; Central / Continental Istria or other selective tourism initiatives in other cities and municipalities; Region of Istria as the focal point of institution building processes.

4. Please explain the recommendations you have received from your LCPs.

Following are the final recommendations received from the LCPs and included in Smart Action Plan:

- ✓ proposals and elaboration of project ideas included in Smart Action Plan should be primarily a responsibility of local communities and tourist associations and boards;
- ✓ elaboration of overall SMART regulation and management mechanisms and processes should be responsibility of the Region of Istria;
- ✓ there is a huge potential for the most visited destinations on the coast through SMART solutions to make substantial attractions, that may help in visitor management processes in terms of diverting number of tourists outside of the critical zones in peak high season times;
- ✓ SMART solutions can enrich cultural and natural destinations in a content way, by promoting policy instruments of site specific visitor strategies and adaptive management;
- ✓ for tourist associations/boards and local communities SMART solutions are an opportunity in terms of enhancing cooperation through implementing collaboration platforms.

PART C: VALUE CHAIN

1. Please describe the value chain that you have developed throughout the TAKE IT SLOW project.

Value chains developed through TAKE IT SLOW project:

- ✓ TAKE IT SLOW project establishment of a framework for the development of SMART specialisation concept that assumed policy instruments of policy planning and collaborative and participatory approach, that were largely missing between all included stakeholders;
- ✓ TAKE IT SLOW platform will enable internal marketing and stakeholder information sharing activities, emphasizing collaborative and participatory approach;
- ✓ Smart Action Plan emphasised importance of strengthening the value chain and increasing daily consumption of tourists related to revenue management policy, through improving quality and diversity resulting on increase in visitors' expenditure on cultural and natural offer because of SMART initiatives.
- ✓ Large number of participants raised awareness on future green and digital destinations combining slow tourism concentrated on rich cultural and natural experiences in synergy with eno-gastronomy and leisure. Project presentation of cultural and tourism institutions together with projects from institutions such as Agency for Rural development and Institute for Agriculture and Tourism initiated discussion on cross sectorial collaboration in order to adequately respond to future funding possibilities.
- ✓ Involvement of LCP members and stakeholders in creation of 27 Smart Action Plan project proposals raised awareness on idea overlapping or possible synergies between different LCP members and stakeholders institutions.
- ✓ Involvement of highly professional award winning institutions to present SMART incentives contributed to expanding the views of stakeholders about project conceptualisations and budget scope, that created value chain between private and public sector included in 27 project proposals.
- ✓ Clear distribution and representation of current activities and plans in terms of Smart proposals strengthen value chain between cultural and tourist institution at regional and local level.

ANNEX 6. PP6/VEN REPORT

Measure	Related policy instrument	Indicator	Unit	Source	Time of indicator measurement (DATE)	Value	Attained value		
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1. Improvement of research	Monitoring and appropriate management	Innovation	Number of projects	Project activities		0	0	0	10 CAA Guides, 5 3D models, 8 tactile maps
1.1. Strengthening the valorization and interpretation	Site specific visitor strategies	Number of visitors	Number	Project activities	Signals installed for Venetian Villas in the target area	0	0	0	199 new signals
Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1. Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	%						
2.2. Access to finance for new innovative tourism offers	Revenue management	Direct tourism contribution to GDP	%						

2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management	Jobs in tourism industries	%						
2.4. Improvement of the quality and innovation in the tourist offer	Revenue management	Direct tourism contribution to GDP	%						
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.1. Improvement of legislative framework	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons						
3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons						
3.3. Participative planning in development of strategic plans and programmes	Policy planning	Strategies and action plans developed in the field of natural and cultural heritage and tourism	Number	Green certification CETS phase 1 and 2	2022-2026				CETS Action Plan and Strategy Euganean Hills Regional Park
Priority 4: Network of sustainable tourism businesses and clusters									

4.1. Involvement of different stakeholders	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Project activities	Project's life				
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Project activities	Updating of knowledge in networks every two years				Training on sustainable tourism
4.3. Promotion of the cross border region	Collaborative and participatory approaches	Supported cross border cooperation networks	Number						

D5.1.1 Testing measures actions on pilot areas report PP6

PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS

1. Please describe the method of data collection used and the problems encountered while collecting the data.

Starting from the destination area (DMO Terra dei Tiepolo and Riviera del Brenta) we contacted the Municipalities in it asking for the list of the most visited/open to public or attractive Villas/PoIs standing in their county. Then, Etifor (in charge for mapping) started to map (by bike using the cycle paths) with GPS Villas along the routes, taking pictures of the signals indicating Villas and PoIs. The overall lists were prepared per Municipality, in order to proceed with the production of signals (Ecotrafic in charge).

Problems encountered: correct name of the Villa despite the actual property (so called...) and the period of building. In this case we have check with IRVV (Regional Insitute for Venetian Villas) which is deputate to the official and historical archive of the Venetian Villas (Villas census). We invited owners to update the archive of IRVV sending the nowadays name of Villas and the title deed.

Also in phase on installation the problems were about the right position of signals respect the Villas and despite the mapped GPS, or some mistakes in name of Villas in signal already produced and ready to be installed (and of course replaced).

Also, Veneto Strade (Regional Agency managing regional routes) was involved in the works of installation.

Three types of signals have been installed: panel area, direction signal, signal providing synthetic information.

Total installations: 199

2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators.

/////

3. Please propose measures and indicators to be included in future measurements.

At regional governance level the destinations are organized as DMOs (Destination Management Organizations) but they need to be improved in terms of coordination among actors involved (private and public), decisions and cooperation, common vision of the area and potential. Not only cross-border support as in Indicator "Supported cross-border cooperation networks" but also a local/internal level.

4. Please state your proposals for future monitoring and improvement of the system.

Better synergy between EU cooperation, resources and opportunities given (promoting tourism, enhancing cultural heritage, accessibility and sustainability...) and the regional annual plan and tourism programme.

PART B: LCP ENGAGEMENT

Note: LCPs must be engaged in the development of the action plan, and the policies, testing measures and related indicators are an integral part of the action plan. In this sense, you need to explain in which way were the policies, testing measures and indicators presented to LCPs and what was the feedback received from the LCPs. If you did not yet have an opportunity to present your LCPs with these elements, please write N/A.

1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.).

Letter of presentation of the initiative sent from Tourism department to Municipalities, presentation of the initiative within the SC of DMO, involvement of the Villas Associations in order to inform owners.

2. Please list the LCPs included (first name, last name, organization).

DMO Riviera del Brenta e Terra dei Tiepolo (SC)
18 Municipalities of the target area
Associazione delle Ville Venete
Veneto Strade
IRVV

3. Please describe which issues, if any, you had with engaging your LCPs.

The LAP was developed with the DMO responding to a need of accessibility of the cultural sites in the area. However, the quite wide number of Municipalities involved required many efforts in engagement. After a first round of e-mails, several follow ups were made via calls or in presence meetings. In addition, in some cases technical staff in the municipalities was not kept up to date by the reference contact person, with a misalignment of information.

4. Please explain the recommendations you have received from your LCPs.

One of the recommendations given by LCPs is the update of information on the official catalogue of Venetian Villas.

PART C: VALUE CHAIN

1. Please describe the value chain that you have developed throughout the TAKE IT SLOW project.

Better information for visitors and citizens, interpretation facilities, common visual identity.

ANNEX 7. PP7/ER REPORT

Measure	Related policy instrument	Indicator	Unit	Source	Time of indicator measurement (DATE)	Value	Attained value		
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1. Improvement of research	Monitoring and appropriate management	Innovation	Number of projects	Interviews with stakeholders	Once in planning period	N/A	-	-	25 – Via Romagna, G.A.P. GenerAzione Parco, Montefeltro Bike Park, Breakfast with the elders, Microcosmi, Forno di San Leo, Landscape to live, Park Plan, Interregional Park Accessibility Path, ApT Interactive Guide, Eco-Certification TerraBici, Enhancement of Parco Begni, Sustainable mobility in the upper valley, Talamello Trail Area, Sharing and awareness of the territory, Weekend in Valmarecchia, Valmarecchia network, Visitor Center for Santarcangelo, Cycling among the beauties of

									nature, Cultural Park Tonino Guerra, Sguardi dal Mare, MuSleo, New Marecchiese, Centers for Landscape Interpretation, In the saddle with your hands in the dough (in all seasons)
1.2. Strengthening the valorization and interpretation	Site specific visitor strategies	Number of visitors	Number	ISTAT, Statistics Office of the Emilia Romagna Region	Per year (the municipality of Montecopiolo has been taken into consideration since 2021, the year of transition to the Emilia Romagna Region)	Arrivals – 42.493 Overnight stays – 93.898	Arrivals – 23.731 Overnight stays – 53.823	Arrivals – 34.209 Overnight stays – 73.247	Data not yet available
Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1. Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	%	Chamber of Commerce of Romagna Istituto Tagliacarne	Per year (Union of Municipalities Valmarecchia) Per year (Rimini Province)	Industries (total) – 4.904 Industries (tourism) – 1.442 (29%) GDP (total) – 9.367,2 mln € GDP (tourism) –	Industries (total) – 4.880 Industries (tourism) – 1.441 (30%) GDP (total) – 8.346,9 mln € GDP (tourism) –	Industries (total) – 4.932 Industries (tourism) – 1.448 (29%) GDP (total) – 9.132,6 mln € GDP (tourism) – Not yet available	Data not yet available

						2.658,9 mln € (28%)	2.115,1 mln € (25%)		
2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management	Jobs in tourism industries	%	ISTAT	Per year (Rimini Province)	Jobs (total) – 120.965 Jobs (tourism) – 29.645 (25%)	Jobs (total) – 113.246 Jobs (tourism) – 24.161 (21%)	Jobs (total) – 144.958 Jobs (tourism) – 32.449 (22%)	Data not yet available
NEW - 2.4. Improvement of the quality and innovation in the tourist offer	NEW – Monitoring and appropriate management	Accommodation facilities with a tourism certification	Number	Various	Per year	Ecolabel: 1 (Camping Marecchia) Legambiente Turismo: 1 (Camping Marecchia) TerraBici Bike Hotel: 0	Ecolabel: 1 (Camping Marecchia) Legambiente Turismo: 1 (Camping Marecchia) TerraBici Bike Hotel: 0	Ecolabel: 1 (Camping Marecchia) Legambiente Turismo: 1 (Camping Marecchia) TerraBici Bike Hotel: 1 (Oste del Castello)	Ecolabel: 1 (Camping Marecchia) Legambiente Turismo: 1 (Camping Marecchia) TerraBici Bike Hotel: 4 (Oste del Castello Wellness & Bike Hotel, Lago Verde, Collina dei Poeti, Granduca.
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.1. Improvement of legislative framework	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Project activities	Per year	-	-	7 meetings 14/oct Pennabilli (14 participants) 14/oct Santarcangelo (7 participants) 3/nov	3 meetings 30/jun San Leo (16 participants) 22/sep Santarcangelo (32 participants) 12/dec Bagno di Romagna (21 participants)

									Pennabilli (7 participants) 3/nov Santarcangelo (7 participants) 16/nov Pennabilli (9 participants) 17/nov Santarcangelo (7 participants) 29/nov Novafeltria (15 participants)	
3.3. Participative planning in development of strategic plans and programmes	Policy planning	Strategies and action plans developed in the field of natural and cultural heritage and tourism	Number	Project activities	Once in planning period	-	-	-	1 Smart Action Plan 1 Strategy: 4 territorial axes + 4 operational axes 1 participatory process to involve younger generation (G.A.P.)	
Priority 4: Network of sustainable tourism businesses and clusters										
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Interviews with stakeholders	Once in planning period	-	-	-	Interreg Italy-Croatia TAKE IT SLOW Interreg Italy-Croatia EXCOVER Interreg Italy-Croatia MADE IN-LAND Interreg Med INHERIT	

D5.1.1 Testing measures actions on pilot areas report

PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS

1. Please describe the method of data collection used and the problems encountered while collecting the data.

The data relating to demand (arrivals and overnight stays) and the impact of the tourism sector on the economy were collected from three main sources: ISTAT, the Statistics Office of the Emilia Romagna Region and the Tagliacarne Institute (Chambers of Commerce). The main difficulty lies in the territorial unit of reference, as data at the municipal level are not always available. As for the "internal" data relating to projects and meetings in the area, the data can be easily collected as they are continuously monitored for project reporting activities. Finally, the data relating to the cross-border network were intended as the main European projects activated in the last period in the field of sustainable tourism.

2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators.

In priority 2, a simple indicator was added relating to the number of accommodation facilities that have obtained some type of certification related to the quality and sustainability of tourism as it is considered a useful, interesting and validating data for the tourist offer.

3. Please propose measures and indicators to be included in future measurements.

For territories where there is no Protected Area, it might be interesting to evaluate an indicator relating to the "Legal Regulation / Zoning" measure as there is no Park Plan (or similar regulations) and therefore it could be a difficult area to deal with. For example, the adoption of an external certification scheme (GSTC, ISO, ECST, ...) or a sort of participatory territorial guarantee (blockchain, ...) could be pushed.

As regards priority 4, relating to the cross-border network, the number of cross-border tourist packages / proposals / experiences and / or collaborations between subjects from different areas could be monitored.

4. Please state your proposals for future monitoring and improvement of the system.

Simplify the monitoring system, focusing on easily available data referring to tourism demand (arrivals and presences for the analyzed area) and tourism offer (number of accommodation facilities, number of businesses in the tourism sector, number of employees in the tourism sector), perhaps also including - where possible - a monitoring through a survey conducted on visitors (satisfaction, perception, behavior, suggestions, ...).

Obviously, the indicators relating to the expected results of the individual concrete actions included in the Smart Action Plan will have to be monitored.

Wanting to be more proactive, the final goal of a Monitoring and Improvement System is strictly related to the implementation of an Integrated Quality Management approach capable to move beyond the current conceptualizations and definitions of sustainable tourism and identify factors that influence sustainable

tourism in coastal and inland destinations. The key concept of an IQM could be synthesized in: interdisciplinary view of sustainable tourism; explore the interplay between sustainable tourism and sustainable tourism destinations; identify factors that impact sustainable tourism in coastal and inland destinations, including resilience and sustainability; identify possible elements and aspects that prevented less successful interventions from achieving better results; analyse the role of governance in sustainable tourism; examine the future of sustainable tourism in coastal and inland destinations, also in terms of concrete actions and marketing activities. In other words, the final aim should be the design and implementation of a system that could support decision-makers and tourism operators in their decisions and operational management, creating "additional information value".

PART B: LCP ENGAGEMENT

Note: LCPs must be engaged in the development of the action plan, and the policies, testing measures and related indicators are an integral part of the action plan. In this sense, you need to explain in which way were the policies, testing measures and indicators presented to LCPs and what was the feedback received from the LCPs. If you did not yet have an opportunity to present your LCPs with these elements, please write N/A.

1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.).

The construction of the Action Plan was carried out through a participatory backcasting process which represented an important moment of meeting with the stakeholders of Valmarecchia to share a future vision of intelligent transition of tourism development and to identify some concrete practices and measures to be carried out on the territory.

The methodology used was characterized by an inductive approach; the first and part of the second meeting were built with the aim of defining common themes to favor and govern the intelligent transition of tourism development. All this through a critical and shared rereading of the strengths and weaknesses of the territory and an activity of common vision that highlighted the expectations and fears of local actors. Finally, the second part of the participatory process was dedicated to the realization of this strategy through an Action Plan.

Each participated meeting was replicated both in the town of Pennabilli, taken as a reference for the upper valley and the area of the Sasso Simone and Simoncello Interregional Park, and in Santarcangelo di Romagna, representing the lower Valmarecchia. The last meeting, conducted in plenary form to stimulate the dialogue between the two Territorial Tables, concerned the sharing of the strategies and commitments developed by the two working groups and the approval of the Action Plan.

2. Please list the LCPs included (first name, last name, organisation).

Scientific sector	Public sector	Private sector
Association Tonino Guerra, Chiocciola – La casa del nomade, ApT Servizi, Confesercenti Rimini, Kaleidon	Municipality of Frontino, Municipality of Pennabilli, Municipality of Carpegna, Municipality of Santarcangelo di Romagna, Inter-regional Park of Sasso Simone e Simoncello	Restaurant Il Piastrino, Turismi & Tesori Tourism Promotion, Camping Marecchia, Albergo Diffuso San Leo, Rifugio Casa del Re, Pro Loco Pennabilli, Antica Macelleria Venturi, Pro Loco Santarcangelo di Romagna, Valmatrek, Birrificcio Noiz, Azienda Agricola Collina dei Poeti, Colti in Castagna

3. Please describe which issues, if any, you had with engaging your LCPs.

No particular issues.

4. Please explain the recommendations you have received from your LCPs.

- I Territorial Working Table* - The meeting ended with a participatory activity entitled "Future Search - Imagine the tourism development you would like". After having identified the natural and cultural "places" considered most important for the project objectives, the participants were able to identify with a potential future context, useful for bringing out the fears that could make the path difficult and the opportunities to be seized.
- II Territorial Working Table* - The stakeholders were able to think about a collection of "policy" tools identified by the project Working Group. In particular, this activity made it possible to identify the five "policy" tools considered most interesting by the territory as regards the project objectives.

Policy planning – Legal regulation / Zoning	The Sasso Simone and Simoncello Interregional Park Plan is a regulatory instrument that regulate the general organization of the territory, its articulation in zones characterized by different forms of use and protection, the definition of guidelines for intervention on the natural environment and indications on accessibility systems and equipment/services for the management and social functions of the Park. The Plan is completed with the Park Regulations that regulate specific issues.
Policies and administrative instruments - Collaborative and participatory approach	G.A.P. – GenerAzione Parco: The process aims to build a Generational Pact that captures the ideas and visions of the young people who live in and use the Natural Park so that they become a programming tool for the Authority. In concrete terms, in addition to summarizing in a document the visions and ideas of young people and communicating their results, the participatory path will lead to the inclusion of 3 young people within the Park Council, so that they are guarantors of the Generational Pact and give continuity over time to the listening to young people.

Economic instruments – Government funding policies	Landscapes to live: agreement between different public bodies (Municipalities of Casteldecì, Maiolo, Novafeltria, Pennabilli, San Leo, Sant'Agata Feltria, Talamello, Santarcangelo di Romagna, Verucchio e Poggio Torriana. Emilia Romagna Region, Ministries of Education, Health, Agricultural Policies and Infrastructure and Transport, National Agencies for Territorial Cohesion and Active Employment Policies). At the center of the intervention strategy of Alta Valmarecchia is the theme of the quality of the landscape. And a challenge: to value and systematize the typical activities of the area. Starting with those most in tune with the landscape excellencies of the area: the enhancement of cultural heritage, therefore, but also agriculture and the environment.
Adaptive management of the plans	An adaptive management of the actions of this plan was already planned in the project phase, through an iterative process of monitoring and continuous adaptation with respect to the results achieved and the changed context conditions until the best management options are reached.
Soft management of visitor behavior	Information panel and guiding: Cultural Park Tonino Guerra (to systematize the "Tonino Guerra" museum in Valmarecchia, integrating the outdoor areas, and identifying shared quality criteria to increase the cultural and tourist offer linked to the park brand), Interactive Guide (digital tour with geo-localized maps, in-depth analysis of local hotspots and thematic focuses, virtual reality), Accessible paths of the Sasso Simone and Simoncello Park (arrangement and uniformity of the signs, app dedicated to the paths, new path for diabetics, new sensory path for the blind). Eco-certifications: TerraBici – Bike Hotels.

- **III Territorial Working Table** - The stakeholders were able to think about a "Bank of Ideas" with some concrete "smart" actions for the conservation, management and enhancement of natural and cultural heritage.
- **Final Forum** - The aim was to identify some "flagship actions", potential ideas for development to improve existing projects or propose new activities to seize the potential offered by the development "paths".

See the Smart Action Plan for a more exhaustive discussion.

PART C: VALUE CHAIN

1. Please describe the value chain that you have developed throughout the TAKE IT SLOW project.

- Farms and processing farms of agri-food products / Craft companies that collaborate with the supply of products (including in the presentation materials of the territory) and the proposal of experiences to visitors.
- Local associations, Pro Loco, IAT that collaborate with the animation of the area through various tourist offers (events, packages, experiences, ...).
- Accommodation facilities and services for tourists who collaborate by investing in improving the quality of their offer (bike hotels, charging stations, ...) and in sustainability.
- Municipalities and other Public Bodies that collaborate for the management of the territory, its adequate infrastructure and the guarantee of the involvement of local actors in decisions.
- Local community that is involved in some of the proposed actions, in order to protect and preserve the genius loci and traditions of the territory.

ANNEX 8. PP8/SVEM REPORT

Measure	Related policy instrument	Indicator	Unit	Source	Time of indicator measurement (DATE)	Value			Attained value
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1. Improvement of research	Monitoring and appropriate management	Innovation	Number of projects	Project activities					n. 21 permanent information panels, n. 2 video monitors for audio-visual content and n. 3 interactive totems with touchscreen displays
1.1. Strengthening the valorization and interpretation	Site specific visitor strategies	Number of visitors	Number	Project activities + Fonte Avellana Monks		0	0	0	One centre for valorization and interpretation of Fonte Avellana cultural heritage opened in August 2022 (Fonte Avellana Cultural Heritage Interpretation Centre). 300 visitors in August and September 2022 at the Monastery and the Centre. The monitoring of visitors was suspended because the Monastery of Fonte Avellana is located in the areas affected by the flood that struck Marche region in September 2022 and the centre was not reachable until December 2022.

Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1. Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	%						
2.2. Access to finance for new innovative tourism offers	Revenue management	Direct tourism contribution to GDP	%						
2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management	Jobs in tourism industries	%						
2.4. Improvement of the quality and innovation in the tourist offer	Revenue management	Direct tourism contribution to GDP	%						
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.1. Improvement of legislative framework	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Project activities		0	0	0	Involved n. 13 stakeholders from public and private sector (WP3 and WP4 activities)

3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons						
3.3. Participative planning in development of strategic plans and programmes	Policy planning	Strategies and action plans developed in the field of natural and cultural heritage and tourism	Number	Project activities	0	0	0	0	One Smart Action Plan developed in July 2022.
Priority 4: Network of sustainable tourism businesses and clusters									
4.1. Involvement of different stakeholders	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Project activities	September 2022				Organized n. 1 Smart Tourism Conference with 112 participants/stakeholders from Italy and Croatia.
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Project activities	Project's life				Involvement of 13 stakeholders within CB Platform
4.3. Promotion of the cross border region	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Project activities	September 2022				Organized n. 1 Smart Tourism Conference with 112 participants/stakeholders from Italy and Croatia.

D5.1.1 Testing measures actions on pilot areas report

PP8/SVEM

PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS

1. Please describe the method of data collection used and the problems encountered while collecting the data.

Starting from the pilot area (Monastery of Fonte Avellana), we contacted the local stakeholders (Municipalities, local associations, NGOs, SMEs, Universities, cultural and natural management bodies, etc.) asking for information on local tourism demand and offer. The stakeholders were involved also in the realization of the Smart Action Plan and the implementation of the pilot action that led to realization of the "Fonte Avellana Cultural Heritage Interpretation Centre". In particular, they were involved in the content definition used for the Centre's installations and digital tools (n. 21 permanent information panels, n. 2 video monitors for audio-visual content and n. 3 interactive totems with touchscreen displays).

It was also carried out a desk research on ISTAT, Chamber of Commerce, municipal and regional data on local tourism demand and offer but the main problem that occurred during the data collection is that the data related to pilot area level are not available. The only available data are the number of visitors at the Monastery and Interpretation Centre in August and September 2022. The monitoring of visitors was suspended in September 2022 because the Monastery of Fonte Avellana is located in the areas affected by the flood that struck Marche region in September 2022 and it was not reachable until December 2022.

As for the "internal" data relating to projects and meetings and the cross-border network, the data can be easily collected during the project's life as they are continuously monitored for project reporting activities.

2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators.

No additional indicators have been added.

3. Please propose measures and indicators to be included in future measurements.

n/a

4. Please state your proposals for future monitoring and improvement of the system.

Simplify the monitoring system, focusing on easily available data referring to tourism demand (arrivals and presences for the analyzed area) and tourism offer (number of accommodation facilities, number of businesses in the tourism sector, number of employees in the tourism sector),

perhaps also including - where possible - a monitoring through a survey conducted on visitors (satisfaction, perception, behavior, suggestions, etc.).

PART B: LCP ENGAGEMENT

Note: LCPs must be engaged in the development of the action plan, and the policies, testing measures and related indicators are an integral part of the action plan. In this sense, you need to explain in which way were the policies, testing measures and indicators presented to LCPs and what was the feedback received from the LCPs. If you did not yet have an opportunity to present your LCPs with these elements, please write N/A.

1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.).

Letter of presentation of the initiative and the project was sent from SVEM to all LCP members and several in presence meetings were organized in the year 2021 and 2022, during project's lifecycle. Through a participatory process, it was constructed the Smart Action Plan, which represented an important moment of meeting with the stakeholders of Fonte Avellana area in order to analyse the strengths and weaknesses of the territory and to share a common and future vision for the local tourism development.

2. Please list the LCPs included (first name, last name, organisation).

First and Last Name	Organisation	Sector
Salvatore Frigerio	Collegium "Scriptorium Fontis Avellanae"	Civil sector - NGOs
Cesare Bovinelli	Congregazione Camaldolese dell'Ordine di San Benedetto	Civil sector - NGOs
Francesco Amadori	Unione Montana del Catria e Nerone	Public/government sector
Ludovico Caverni	Municipality of Serra Sant'Abbondio	Public/government sector
Sabrina Santelli	Municipality of Pergola	Public/government sector
Sabrina Santelli	Joint Alte Marche ClimAct	Public/government sector
Domenico Gelio Stortini	Comunanza Agraria di Serra Sant'Abbondio	Enterprises - private sector

Michele Oradei	Consorzio Terre del Catria	Enterprises - private sector
Carlo Urbinati	Università Politecnica delle Marche - Department of Agricultural, Food and Environmental Sciences	Scientific sector
Osvaldo Lucciarini	Fondazione Medit Silva	Civil sector - NGOs
Ivan Antognozzi	Fondazione Marche Cultura	Civil sector - NGOs
Raoul Romano	Consiglio per la ricerca in agricoltura e l'analisi dell'economia agraria (CREA)	Scientific sector

3. Please describe which issues, if any, you had with engaging your LCPs.

After a first round of emails, several follow ups were made via calls, newsletter or in presence meetings in order to effectively engage the stakeholders. The biggest issue related to LCP engaging is related to gathering stakeholders at the same time and at the same place, especially because all the members of the LCP are located in the areas affected by the flood that struck Marche region in September 2022 and they are facing dramatic consequences and challenges.

4. Please explain the recommendations you have received from your LCPs.

LCP doesn't have any comments and/or recommendations on testing measures.

PART C: VALUE CHAIN

1. Please describe the value chain that you have developed throughout the TAKE IT SLOW project.

We developed a value chain among the private and public sector in order to facilitate visitors experiences in the pilot area and to strengthen the tourism sector, integrating the hospitality function with the cultural and natural heritage chain.

During the several project events organized, we gathered together different stakeholders with the aim to enhance the synergies among them in order to improve an integrated coast-hinterland tourism offer:

- Local cultural associations and NGOs that collaborate with the animation of the area;
- Municipalities and other Public Bodies that collaborate for the cultural and natural management of the territory and its heritage;
- SMEs operating in the tourism hospitality sector;
- Scientific sector, Universities and research bodies;
- Local community.

ANNEX 9. PP9/ABR REPORT

Measure	Related policy instrument	Indicator	Unit	Source	Time of indicator measurement (DATE)	Value	Attained value		
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1. Improvement of research	Monitoring and appropriate management	Innovation	Number of projects	N/A	N/A	N/A	N/A	N/A	N/A
1.1. Strengthening the valorization and interpretation	Site specific visitor strategies	Number of users	Number	Web site www.abruzzoturismo.it analytics from Dipartimento Sviluppo Economico - Turismo - Servizio Politiche Turistiche e Sportive –	31/12 each year	322,068	446,903	521,274	676,116

Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1. Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	%	ISTAT	31/12 each year	3,95% of Regional GDP produced by touristic enterprises/services	2,59% of Regional GDP produced by touristic enterprises/services	N/A	N/A
2.2. Access to finance for new innovative tourism offers	Revenue management	Direct tourism contribution to GDP	%	N/A	N/A	N/A	N/A	N/A	N/A
2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management	Jobs in tourism industries	workers	ISTAT	31/12 each year	33.971 workers in tourism sector in the Region (10,85%)	29.358 workers in tourism sector in the Region (9,43%)	N/A	N/A
2.4. Improvement of the quality and innovation in the tourist offer	Revenue management	Direct tourism contribution to GDP	%	N/A	N/A	N/A	N/A	N/A	N/A
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.1. Improvement of legislative framework	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Abruzzo Region	31/12 each year	134 Stakeholders involved I-Archeo.S Project	N/A	N/A	N/A

3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	N/A	N/A	N/A	N/A	N/A	N/A
3.3. Participative planning in development of strategic plans and programmes	Policy planning	Strategies and action plans developed in the field of natural and cultural heritage and tourism	Number	N/A	N/A	N/A	N/A	N/A	N/A
Priority 4: Network of sustainable tourism businesses and clusters									
4.1. Involvement of different stakeholders	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Abruzzo Region	31/12 each year	1 I-Archeo.S Project	N/A	N/A	1 TAKE IT SLOW Project
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Abruzzo Region	31/12 each year	1 I-Archeo.S Project	N/A	N/A	1 TAKE IT SLOW Project
4.3. Promotion of the cross border region	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	Abruzzo Region	31/12 each year	1 I-Archeo.S Project	N/A	N/A	1 TAKE IT SLOW Project

D5.1.1 Testing measures actions on pilot areas report

PP9/Abruzzo Region

1

PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS

1. Please describe the method of data collection used and the problems encountered while collecting the data.

The method used for the collection of data necessary to this report has been mainly desk based due to the typology of data and information requested. The information has been gained through the National Institute of Statistics, since at regional and municipal area there are no updated data and specific information linked to tourism sector.

Moreover since the group of Stakeholders officially involved in the LCP has been completed only at the end of December 2022, has not been possible to report meeting with them or gain information directly from them.

2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators.

We did not add indicators at this stage.

3. Please propose measures and indicators to be included in future measurements.

There are some indicator for which is very difficult to provide data, in particular, regarding Priority 2 (2.2 and 2.4) there are no statistics data available, so it could be substitutes by other information and available data describing the typologies of enterprises (hotels, Agrotourism, camping etc.).

4. Please state your proposals for future monitoring and improvement of the system.

At the moment we have not a clear idea about possible purpose for the future, but maybe try to find a common data base can help in provide an effective way to measure the differences and the risk/opportunities behind specific indicators.

PART B: LCP ENGAGEMENT

Note: LCPs must be engaged in the development of the action plan, and the policies, testing measures and related indicators are an integral part of the action plan. In this sense, you need to explain in which way were the policies, testing measures and indicators presented to LCPs and what was the feedback received from the LCPs. If you did not yet have an opportunity to present your LCPs with these elements, please write N/A.

1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.).

N/A.

2. Please list the LCPs included (first name, last name, organisation).

N/A.

3. Please describe which issues, if any, you had with engaging your LCPs.

N/A.

4. Please explain the recommendations you have received from your LCPs.

N/A.

PART C: VALUE CHAIN

1. Please describe the value chain that you have developed throughout the TAKE IT SLOW project.

Since the project implementation suffered several difficulties at regional level, the delay accumulated with the LCP creation and Stakeholders engagement affected in different way the implementation of project activities.

When has been possible to work with the support of the regional offices has been possible involve a Local Action Group "Costa dei Trabocchi", responsible for leader approach in the area of Costa dei Trabocchi, and with them the DMC (Destination Management Company) of Costa dei Trabocchi, involving several stakeholders interested in the project activities. Despite the difficulties and the shortage of time at disposal to effective work with them, interesting cooperation initiatives has been started, in particular for the management of information related with the different path (for bike and pedestrians) crossing the "Via Verde dei Trabocchi" our pilot case.

Indeed the activities of promotion scheduled in the WP5 are linked with the installation of signal voted to increase the knowledge of Point of Interest not directly located in along the bike path, but in the surroundings, in order to increase both, the involvement of stakeholders of the area and the information to tourists and visitors.

ANNEX 10. PP10/MOL REPORT

Measure	Related policy instrument	Indicator	Unit	Source	Time of indicator measurement (DATE)	Value	Attained value		
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1. Improvement of research	Monitoring and appropriate management	Innovation	Number of projects	N/A	N/A	N/A	N/A	N/A	N/A
1.1. Strengthening the valorization and interpretation	Site specific visitor strategies	Number of visitors	Number	ISTAT	31/12 each year	136,757	90,084	129,914	N/A

Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1. Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	%	N/A	N/A	N/A	N/A	N/A	N/A
2.2. Access to finance for new innovative tourism offers	Revenue management	Direct tourism contribution to GDP	%	N/A	N/A	N/A	N/A	N/A	N/A
2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management	Jobs in tourism industries	workers	N/A	N/A	N/A	N/A	N/A	N/A
2.4. Improvement of the quality and innovation in the tourist offer	Revenue management	Direct tourism contribution to GDP	%	N/A	N/A	N/A	N/A	N/A	N/A
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.1. Improvement of legislative framework	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Take it Slow lists	31/12 each year	N/A	N/A	29	87

3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Take it Slow lists	31/12 each year	N/A	N/A	N/A	>30
3.3. Participative planning in development of strategic plans and programmes	Policy planning	Strategies and action plans developed in the field of natural and cultural heritage and tourism	Number	Take it Slow project (Action Plan)	31/12 each year	N/A	N/A	N/A	1
Priority 4: Network of sustainable tourism businesses and clusters									
4.1. Involvement of different stakeholders	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	N/A	N/A	N/A	N/A	N/A	N/A
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	N/A	N/A	N/A	N/A	N/A	N/A
4.3. Promotion of the cross border region	Collaborative and participatory approaches	Supported cross border cooperation networks	Number	N/A	N/A	N/A	N/A	N/A	N/A

D5.1.1 Testing measures actions on pilot areas report

1

PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS

1. Please describe the method of data collection used and the problems encountered while collecting the data.

The drafting of the Action Plan involved the use of two different methodologies of analysis: starting from available statistical sources, data were collected on the socio-demographic and tourism structure of the destination (both regional and of the individual municipalities engaged in the project pilot area). The main statistical sources used included ISTAT reports and data, Chamber of Commerce and Molise Region Tourist Offices. On the other hand, a specific analysis of receptivity involved local LCPs that transferred data and information on the quantity and type of accommodation facilities held on the individual municipalities, included within the slow trail "Cammino delle 7 Chiese". Through a specific research carried out by listing the individual facilities on the main booking sites, a desk-type analysis made it possible to outline a profile of the "typical" tourist staying on the territories engaged in the air pilot, analyzing their expectations and the sentiment expressed toward places and activities.

The main issues that were addressed can be summarized as follows:

- Poorly updated reports and statistical data in tourism for the Molise destination
- Lack of municipal-level tourism information/data accessible at public and/or standardized archives
- Absence of specialized surveys examining the brand/web reputation of municipal or supra-municipal areas pertaining to destination Molise

2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators.

No additional indicators have been added.

3. Please propose measures and indicators to be included in future measurements.

One measurement hypothesis can focus on the topic of Web Reputation through the use of KPIs to measure tourist satisfaction (including at the local level), referring both to the destination (tourist resources and attractions), and to the accommodation activities found within it.

4. Please state your proposals for future monitoring and improvement of the system.

Monitoring Web Reputation (at the micro-destination and/or accommodation level) allows start-up tourism territories to identify strengths and weaknesses, emphasizing the former and mitigating the latter. The way the local brand is evaluated and/or told on the Web can be used by public bodies (regional and/or local) to aggregate the local community and create awareness in regard to the resources available in their area.

PART B: LCP ENGAGEMENT

Note: LCPs must be engaged in the development of the action plan, and the policies, testing measures and related indicators are an integral part of the action plan. In this sense, you need to explain in which way were the policies, testing measures and indicators presented to LCPs and what was the feedback received from the LCPs. If you did not yet have an opportunity to present your LCPs with these elements, please write N/A.

1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.).

LCPs were involved in participatory pathways conducted by Molise Region through the use of heterogeneous methodologies. In the preliminary stage of territory assessment and definition of testing measures, local communities of the 5 municipalities affected by the Croatian-Molise linguistic minorities were engaged in the territory survey activities. With the support of the University of Molise (BIOCULT Center), 5 LCP's meetings were organized between April and June 2022, using the methodology of the "parish map" (a tool with which the inhabitants of a given place have the opportunity to represent the heritage, landscape, and knowledge in which they identify themselves and wish to transmit to new generations). The meetings provided for the participation of the actors of the list of LCPs with the addition of representatives of the citizenry, interested in taking part in the development activities of their municipal territory, giving rise to the path on which the itinerary "Cammino delle 7 Chiese" is articulated including a description of the most significant places and local realities. Once the local assessment phase was completed, the LCPs (without the citizenry) were involved through the organization of "Round Tables," online and in-person, as an informal mode of cooperative learning in which the actors were able to structure brainstorming and idea-sharing activities. The Round Tables (1st R.T. June 2022, 2nd R.T. February 2023) were carried out with the mediation of a facilitator from PP10 Molise Region (i.e. Project Manager and/or Project Officer) with the aim of building, first, and sharing, afterwards, the

contents that are the subject of the Action Plan document (D4.2.2), with particular reference to the construction of the future strategic vision (concretized through the measures reported at the Action Plan) and the definition of the indicators considered most impactful for local development. Finally, in the management of day-to-day activities, LCPs were involved and updated on activities through "e-democracy" methodologies, first of all the uploading of the draft "Action Plan" on a shared platform aimed at constantly facilitating the editing and uploading of comments and notes by all LCPs.

2. Please list the LCPs included (first name, last name, organisation).

Molise Region periodically updates the list of LCPs, revising existing names (in case of replacements or takeovers) and including additional local organizations that, coming into contact with the project, request to join the list. Following the last update (February 2023), the LCPs that have been permanently engaged in the 2022 project activities are as follows:

No	Stakeholder name	Type of stakeholder	City	Name and Surname
2	APS Molise Explace	Civil sector - NGOs	Termoli/Larino	Oscar Vetta
4	Associazione culturale Nas' Zivat	Civil sector - NGOs	Acquaviva Collecroce	Lorenzo Blascetta
6	Fondazione "Agostina Piccoli"	Civil sector - NGOs	Montemitro	Antonio Sammartino
13	Pre-Loce Taverna	Civil sector - NGOs	Tavenna	Giuseppe Gustavo Quaranta
14	Municipality of Acquaviva Collecroce	Public/government sector	Acquaviva Collecroce	Francesco Irolio
15	Municipality of San Felice del Molise	Public/government sector	San Felice	Corrado Zara
16	Municipality of Palata	Public/government sector	Palata	Maria Di Lena
17	Municipality of Montemitro	Public/government sector	Montemitro	Sergio Sammartino
19	Municipality of Larino (Culture and Tourism Office)	Public/government sector	Larino	Lorenzo Di Maria

3. Please describe which issues, if any, you had with engaging your LCPs.

The issues related to the engagement of LCPs can be divided into two distinct levels: in the first case, participation and contribution to activities for LCP representatives from the larger municipalities (i.e., the towns of Termoli and Larino) was limited in time and contents. This is mainly due to the fact that the two municipalities were included in the project as more developed tourist territories and therefore centralizers of flows; however, concrete participation remains affected by both geographic and cultural distance (as these towns are not affected by the Serbo-Croatian minority phenomenon). On the other hand, the problems related to the involvement of the Croatian-Molisan LCPs, instead, are mainly related to the low propensity of the local community (including economic actors) towards tourism development, given the fact that - at

present – all the 5 municipalities are affected by considerably limited tourist flows (about 300 presences per year). During the various meetings, a transversal objective of the Molise Region Partner was in fact the sensitization of the operators and local authorities towards the tourist and economic potentialities that concretely characterize the area of the Croatian-Molise minorities.

4. Please explain the recommendations you have received from your LCPs.

Based on the Swot Analysis conducted in collaboration with the LCPs, the main recommendations received from local stakeholders concern two different Policy Instruments contained in the Action Plan document:

- **P.I. Policy Planning** - the LCPs place emphasis on the concept of "Accessibility" to detail its issues and mitigate its related risks in the tourism development of the destination. For LCPs, accessibility issues consist of: 1) limited physical access to places, which are often closed to the public for security reasons or due to public-private organization that is poorly regulated in procedures or inadequately organized; 2) limited access to information, both online and in-site so that tourists have to move independently without a local information network that is institutionally recognized in the territories; 3) limited mobility and interconnection between individual municipalities and the main regional urban centers, both in terms of road conditions and public transportation that are poorly suited in enabling tourists to reach the Croatian-Molise areas.
- **Collaborative and participatory approach in planning** - LCPs identify the lack of relationships between local stakeholders as an extremely tangible weakness in the area. They therefore require support in organizing and setting-up a tourism offer based on proposals for shared and inclusive itineraries and tourism experiences of local stakeholders (NGOs, companies, public bodies), so as to facilitate the activation of a virtuous circle in terms of tourism value chain.

PART C: VALUE CHAIN

1. Please describe the value chain that you have developed throughout the TAKE IT SLOW project.

First and foremost, the Take It Slow Project has focused attention on little-known places and traditions, often ignored by the people of Molise themselves. The value chain

implemented thanks to the project is structured on three specific assets, different and complementary between places:

- Community engagement to identify and qualify the tourism resources inherent on the pilot area;
- Set-up of a network of supra-municipal collaborations to design a proposal of authentic and quality tourism experiences, to be merged into the slow trail "Cammino delle 7 Chiese";
- Initiation of a public-private collaboration to facilitate the enhancement of the tangible and intangible cultural heritage that characterizes the Croatian-Molisan areas.

ANNEX 11. PP11/TPP REPORT

Measure	Related policy instrument	Indicator	Unit	Source	Time of indicator measurement (DATE)	Value	Attained value		
						(Baseline 2019)	2020	2021	2022
Priority 1: Improvement of research, valorization and interpretation of cultural and natural heritage in the project area									
1.1. Improvement of research	Monitoring and appropriate management	Monitoring reports/ year	Number of projects	Ordinary Budget Park Authority/ INTERREG/RSP Puglia Region	once a year	N/A	N/A	N/A	N/A
1.2. Strengthening the valorization and interpretation	Site specific visitor strategies	Number of activities carried out/year - Participants	Number	INTERREG/ERDF+/Ordinary Budget Park Authority/Ordinary Budget Municipality of Fasano	once a year	N/A	N/A	N/A	N/A
Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through protection and sustainable usage of cultural and natural heritage for tourism									
2.1. Diversification of tourism products and services	Revenue management	Direct tourism contribution to GDP	Number	INTERREG/Operators' own resources/STP Puglia Region/ Ordinary Budget Municipality of Fasano	once a year	N/A	N/A	N/A	N/A

2.2. Access to finance for new innovative tourism offers	Revenue management	Direct tourism contribution to GDP - Number of meetings - Number of stakeholders involved in policy planning	Number	Puglia Partecipa – Ordinary Budget Puglia Region /Ordinary Budget Municipality of Fasano	once a year	N/A	N/A	N/A	N/A
2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management	Number of participants	Number	N/A	once a year	N/A	N/A	N/A	N/A
2.4. Improvement of the quality and innovation in the tourist offer	Revenue management	Direct tourism contribution to GDP - Positioned panels - Accesses - Adoption of summer collective mobility plan - Direct tourism contribution to GDP	Number	INTERREG/ERDF+/STP Puglia Region/ RSP Puglia Region/Ordinary Budget Park Authority/Ordinary Budget Municipality of Fasano	once a year	N/A	N/A	N/A	N/A
Priority 3: Strengthening the strategic and legislative framework related to tourism									
3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches	Number of stakeholder meetings	Number of persons	Ordinary Budget Municipality of Fasano	once a year	N/A	N/A	N/A	N/A

3.3. Participative planning in development of strategic plans and programmes	Policy planning	Implementation of the Strategic Plan - Strategies and action plans developed in the field of natural and cultural heritage and tourism	Number	Ordinary Budget Municipality of Fasano/INTERREG/ERDF+	once a year	N/A	N/A	N/A	N/A
Priority 4: Network of sustainable tourism businesses and clusters									
4.1. Involvement of different stakeholders	Collaborative and participatory approaches	Implementation of the Strategic Plan - Number of stakeholder meetings	Number	Ordinary Budget Park Authority/INTERREG	once a year	1	N/A	N/A	N/A
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches	Number of stakeholders involved in policy planning	Number	Ordinary Budget Park Authority/INTERREG	once a year	1	N/A	N/A	N/A
4.3. Promotion of the cross border region	Collaborative and participatory approaches	Number of stakeholders involved in policy planning - Number of maps produced	Number	INTERREG/RSP Puglia Region	once a year	N/A	N/A	N/A	N/A

D5.1.1 Testing measures actions on pilot areas report

PP11

TPP

PART A: DATA COLLECTION PROCESS AND RECOMMENDATIONS FOR FUTURE IMPROVEMENTS

1. Please describe the method of data collection used and the problems encountered while collecting the data.

Data collection was carried out through plenary forums with the Local Community of Practice, after internal discussion with the project managers and the Local Administration.

The preliminary analysis was carried out through an administration of the documents produced, a public reading and a discussion on how to implement the planned measures. The participation process carried out in the previous project steps has meant that the actions listed in the Plan were in line with the needs of the LCP, and therefore the approval of the measures to be taken has been completed.

2. Please list the indicators you've added (if you have) and explain the reasons for (non) selection of additional indicators.

The indicators suggested within the methodology concerning the Smart Action Plan monitoring system (document D.4.1.7) have been included in most of the actions presented within the Plan (within Chapter 4 of the Smart Action Plan document).

Some actions needed additional indicators to better identify their monitoring, as follows:

- 1.2.1, 1.2.2, 1.2.3: Number of activities carried out/year
- 2.1.3: georeferenced map - panel installation
- 2.2.1: number of meetings - number of stakeholders involved in policy planning
- 2.3.1: master realisation - number of participants
- 2.4.4: access to the structure
- 2.4.6: adoption of summer collective mobility plan
- 3.3.1: Implementation of the strategic plan
- 4.1.1: Implementation of the strategic plan
- 4.3.1: number of maps made

3. Please propose measures and indicators to be included in future measurements.

The measures and related indicators included in the Smart Action Plan refer to the five-year programming period 2022-2027 and the implementation of the activities has been divided by two years, each of which has indicators and target values of reference, from the moment the activities will be carried out.

4. Please state your proposals for future monitoring and improvement of the system.

The future *ad interim* and *ex-post* monitoring of the Smart Action Plan will be implemented through the adoption of a plan monitoring with a control booth that will involve the coordination of the LCP, the coordinator of the Enterprise Network "Terre di Fasano", the Municipality of Fasano (for cultural heritage) and the Regional Natural Park Coastal Dunes (for natural heritage).

The subjects will meet on a continuous basis and, subsequently, together with the members of the LCP gathered in plenary forums, the monitoring tables will be updated, evaluating the progress of the activities.

PART B: LCP ENGAGEMENT

Note: LCPs must be engaged in the development of the action plan, and the policies, testing measures and related indicators are an integral part of the action plan. In this sense, you need to explain in which way were the policies, testing measures and indicators presented to LCPs and what was the feedback received from the LCPs. If you did not yet have an opportunity to present your LCPs with these elements, please write N/A.

1. Please describe your LCP engagement method (i.e., presenting LCPs with proposed testing measures and indicators through round tables, etc.).

The measures and indicators were presented to the LCP meeting for their approval in view of the final delivery of the Smart Action Plan to the Lead Partner of the Take it Slow Project.

Each component was able to carefully evaluate the reasoned presentation by the LCP coordinator and, in a public way, and to present its observations that were received by the project representatives and representatives of the Public Administration present.

2. Please list the LCPs included (first name, last name, organisation).

Attached is the table of participants in the meeting to present the Smart Action Plan.

3. Please describe which issues, if any, you had with engaging your LCPs.

There were no problems in involving LCP members at all stages.

4. Please explain the recommendations you have received from your LCPs.

Most of the members of the LCP showed enthusiasm and willingness to participate in the implementation of the activities. The most widespread recommendations are aimed at a more decisive effort in the creation of management structures that facilitate the management of the heritage and its enhancement, especially for the natural, that in recent years has seen significant steps back compared to the past.

PART C: VALUE CHAIN

1. Please describe the value chain that you have developed throughout the TAKE IT SLOW project.

The value chain that has been developed with the path of participation realized through the constitution of the Local Community of Practice has undoubtedly seen a general increase of the interest of the operators towards the new lines of development tied to the segment dedicated tourist. An important step was the establishment of the *Terre di Fasano* business network and the eco-certification of the participating operators.

Another element of the value chain has been the impulse to the creation of slow tourist itineraries, grouped in tourist packages to be proposed to the reference market.

Another element, finally, is related to the networking of manufacturers, artisans and traders for the choice of official gadgets of the destination to be produced and placed in the market.