

JOINT TESTING MEASURES REPORT

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sites

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SUMMARY

As per the project Application Form, PP3/ZAD was tasked with creating a joint testing measures report based on the individual reports that were delivered to PP3/ZAD within the deliverable D5.1.1 Testing measures actions on pilot areas report.

These reports were reviewed and summarized by PP3/ZAD external expert.

The joint measures report was finalized in June 2023.

1. PROJECT INTRODUCTION

The project “Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” is a strategic project of the cross-border cooperation programme Italy – Croatia 2014. – 2020.

The project is being conducted by the lead partner Dubrovnik-Neretva County with the following partners: Public Institution RERA SD for Coordination and Development of Split-Dalmatia County, Public Institution Development Agency of Šibenik-Knin County, University of Zadar, Istria County, Friuli Venezia Giulia Autonomous Region, Veneto Region, Emilia-Romagna Region, SVIM - Sviluppo Marche s.r.l., Abruzzo Region, Molise Region, Apulian Public Theatre - Regional Consortium for Arts and Culture, and its associated partner the Puglia Region.

TAKE IT SLOW is designed to establish, manage and promote the Adriatic Region as a smart, integrated, sustainable, accessible, year-round, green, and slow tourist destination of the Mediterranean based on accessible, protected, valorized, and promoted tangible and intangible joint natural and cultural heritage of its islands, coastal, inland and rural Adriatic.

The total budget of the project is 3,764,695.71 EUR, of which 85 percent is funded by the European Regional Development Fund.

The project implementation period is from June 1, 2020, to June 30, 2023.

2. TESTING MEASURES ACTIONS IN PILOT AREAS

Deliverable D5.1.1 Testing measures actions on pilot areas report is a part of the Work Package 5 Accessible natural and cultural heritage sites.

Project partners that participated in this deliverable are as follows: LP/DNC, PP1/RERA, PP2/SKC, PP3/ZAD, PP4/IST, PP6/VEN, PP7/ER, PP8/SVEM, PP9/ABR, PP10/MOL, and PP11/TPP.

Each partner involved in the mentioned activity prepared a report on testing measures actions in pilot areas.

Following is a list of project partners with their specific actions on pilot areas:

ID	PROJECT PARTNER	THEME
LP/DNC	Dubrovnik-Neretva County	Gastronomy-related heritage of Ston and Pelješac
PP1/RERA	Public institution Split Dalmatia Development Agency RERA	Smart Action Plan for the island Brač
PP2/SKC	Public Institution Development Agency of Šibenik-Knin County	Open-air Museum "The Murter's Views"
PP3/ZAD	University of Zadar	Opportunities for tourism development in Ravni kotari
PP4/IST	Istria County	Development of SMART specialisation concept
PP6/VEN	Regione Veneto – Dipartimento del Turismo	Testing measures actions in pilot areas
PP7/ER	Emilia-Romagna Region	The level of interest and awareness of the natural and cultural heritage and the role of tourism in the sustainable development of the pilot area
PP8/SVEM	SVEM – Sviluppo Europa Marche S.r.l.	Integrating the hospitality function with the cultural and natural heritage chain
PP9/ABR	Abruzzo Region	Activities of promotion
PP10/MOL	Molise Region	Enhancing the itinerary of Seven Churches
PP11/TPP	Teatro Pubblico Pugliese	Scientific research on natural and cultural heritage for improvement of heritage site

The joint report on the results obtained by testing measures actions on pilot areas is based on the reports submitted by the mentioned partners.

3. OVERVIEW OF THE MAIN RESULTS

3.1. Gastronomy-related heritage of Ston and Pelješac (LP/DNC)

3.1.1. Data collection process and recommendations for future improvements

The data was collected from various sources, from the Ston Tourist Board, Dubrovnik-Neretva County, development agency DUNEA, and 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 on the pilot area.

Ston Tourist Board and Ston Municipality (2 main actors in the pilot area) to be more engaged in monitoring and tracking the key data 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 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.

3.1.2. LCP engagement

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

LCP members 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.

3.1.3. Value chain

Dubrovnik-Neretva County and DUNEA have strengthened Pelješac'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.

3.2. Smart Action Plan for the island Brač (PP1/RERA)

3.2.1. Data collection process and recommendations for future improvements

Methods used for collecting the data included the research of databases for the collection of stated indicators. The main data basis analyzed was the Croatian Bureau of Statistics, which provides data for the number of visitors to the island Brač and the share of jobs in tourism in total employment. However, since the 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 at the municipality level and then summed up.

Other data was collected through internal project documents, such as meeting minutes.

The main problem that occurred during the data collection is that the indicator of direct contribution to tourism is not available at the municipality level, only at the county level.

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

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, valorization, and interpretation of cultural and natural heritage in the project area
 - Number of management plans developed (unit: number)
 - Number of activities related to the 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)
 - Revenue growth (unit: percentage)
 - Annual monitoring report (unit: number)
- Priority 4: Network of sustainable tourism businesses and clusters
 - Number of cooperations achieved (unit: number)

The first proposal for the improvement of the system as a whole is the inclusion of the priority related to the improvement of skills, knowledge, and competences of the stakeholders because it represents the basis for the development of smart and sustainable tourism. The way this could be achieved is through the development of carrier development plans, as well as the organization 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 digitalization, green entrepreneurship, and innovations, can contribute to the development of smart and sustainable tourism, and, therefore, it is important to include them in the monitoring system.

3.2.2. LCP engagement

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

The biggest issue related to LCP engagement is related to gathering a bigger number of LCPs 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 the round table in late autumn (November 2022), when the tourist season will be over and people will have more time available for education.

LCPs showed new resources related to collecting information about future projects and added it to the action plan. Presentation of the final draft action plan version was seen as a good idea since some new planned projects were found.

3.2.3. Value chain

A value chain was developed among the private and public sector. During different events, different stakeholders were gathered together: small agricultural family farms, restaurants, tourism agencies, accommodation providers, and public tourism agencies and bodies. It is also planned to include the scientific sector until the end of the project.

3.3. Open-air Museum “The Murter’s Views” (PP2/SKC)

3.3.1. Data collection process and recommendations for future improvements

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 was 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 is 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 was taken from the EUSAIR report for the EU strategy for the Adriatic-Ionian Region.

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.

3.3.2. LCP engagement

1. The first LCP meeting (June 14, 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.
2. The second LCP meeting (September 20, 2021) agenda included further assessment of the state of the cultural and natural heritage of Murter-Kornati Municipality, a presentation of the pilot project of the open-air museum “Murterske vedute”, and a presentation on coming project activities.
3. Round table (May 25, 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 the SWOT analysis, participants jointly discussed proposed goals and measures.
4. Round table (May 16 2023) continued the discussion on the Action Plan with relevant stakeholders. In the end, all stakeholders agreed that the Smart Action Plan would be successful by implementing actions under the three predefined strategic objectives. In addition, the participants were introduced and encouraged to participate in the work of the CB platform. They were informed about the possibilities and benefits of such a platform and its potential to create new partnerships, initiatives and projects.

The inclusion of LCP from the Murter-Kornati Municipality was achieved through meetings and a 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 Murter-Kornati Municipality, 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.

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 NGOs who see an opportunity in the development of the "Murterske Vedute" open-air museum project. The 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.

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 the 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.

3.3.3. Value chain

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 verdute", as part of its educational activities, works 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 with 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.

3.4. Opportunities for tourism development in Ravni kotari (PP3/ZAD)

3.4.1. Data collection process and recommendations for future improvements

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.

No additional indicators were added at this stage.

In the future, a proposal was made to introduce 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.

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.

3.4.2. LCP engagement

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 27, 2023, and to actively observe the indicators that need to be included in order to monitor the implementation of the plans as efficiently as possible.

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.

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.

3.4.3. Value chain

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.

PP3/ZAD has developed a gastronomic route as a value chain for tourism. This route includes visits to local food and wine tasting rooms, as well as attractions like the Benkovac Museum, Maškovića Han, and the Kamenjak Viewpoint. Farmers play a crucial role by marketing their products through restaurant offerings, showcasing local dishes and wines. The route also highlights the cultural and natural resources of the area, involving museums, local communities, nature parks, and preserved areas.

3.5. Development of SMART specialisation concept (PP4/IST)

3.5.1. Data collection process and recommendations for future improvements

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

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

3.5.2. LCP engagement

LCP members were first selected from the Momjan area and they participated in three LCP meetings:

1. The first LCP meeting was held on June 25, 2021, in Momjan for 12 participants that were introduced to the TAKE IT SLOW project and smart specialization concept. During the meeting, participants filled out the Questionnaire for assessment of cultural and natural heritage by local stakeholders, providing a valuable description of the state of the art of natural and cultural heritage of Istria that led to the decision to broaden the LCP group on the territory of central Istria.
2. The second LCP meeting was held online, via the Zoom platform, on September 29, 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. The 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.
3. The third LCP meeting was held online, via the Zoom platform, on October 21, 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 the recommendations of smart tourism experts in order to incorporate them into the Smart Tourism Action Plan.
4. The first Hybrid Round Table was held online, via the Zoom platform, on November 4, 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 the TAKE IT SLOW project partnership, Smart City and Community Strategy, and Smart Tools in Tourism and Agronomy of Slovenia.
5. The second Hybrid Round Table was held online, via the Zoom platform, on November 10, 2021, with 28 stakeholders from different organizations dealing with culture, cultural tourism, and destination management. Different experts provided information related to the Smart Tourism Action Plan of the Region of Istria; Visitors Centers smart solution

development and Istrian Metaverse project, multimedia solutions related to selected examples of natural and cultural heritage.

6. The second Local Presentation/Education Activity was held live on July 6, 2022, in Momjan for 9 LCP members. During the education, the smart action concept was presented, consisting of tools for implementation, challenges, and key success factors in relation to the Smart Action Plan of the Region of Istria. The second part of education was dedicated to the discussion between the key stakeholders on the Sustainable Management plan of the House of Castles in Momjan, sharing their visions and possible contributions to the management process.
7. The second Regional Presentation/Education Activity was held live on October 20, 2022, in Momjan for 11 regional stakeholders, including LCP members. During the education, the Smart Action Plan of the Region of Istria with 27 project proposals included was presented together with the Sustainable Management Plan of the House of Castles in Momjan on final comments and proposals.

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

- the project had to anticipate and propose initial solutions for stakeholder cooperation and institutional capacity building as the relatively weak points of the current setup;
- 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;
- proposed projects had to be planned in a way to allow the highest possible degree of mutual integration that will lead to the concentration of attractions and/or their interoperability;
- there were three geographical levels of project implementation: Momjan area as a focal point for the promotion of Istrian castles and medieval heritage, Central/Continental Istria or other selective tourism initiatives in other cities and municipalities, Region of Istria as a focal point of the institution building process.

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

- proposals and elaboration of project ideas included in the Smart Action Plan should be primarily the responsibility of local communities and tourist associations and boards;

- elaboration of the overall SMART regulation and management mechanisms and processes should be the 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 a 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.

3.5.3. Value chain

Value chain developed through the TAKE IT SLOW project:

- TAKE IT SLOW project establishment of a framework for the development of the SMART specialization concept that assumed policy instruments of policy planning and collaborative and participatory approach, which were largely missing between all included stakeholders;
- TAKE IT SLOW platform will enable internal marketing and stakeholder information-sharing activities, emphasizing a collaborative and participatory approach;
- Smart Action Plan emphasized the importance of strengthening the value chain and increasing daily consumption of tourists related to revenue management policy, through improving quality and diversity resulting in an increase in visitors' expenditure on cultural and natural offer because of SMART initiatives;
- a large number of participants raised awareness of 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 the 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 the 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 conceptualizations and budget scope, which created a value chain between the private and public sector included in 27 project proposals;
- clear distribution and representation of current activities and plans in terms of smart proposals strengthen the value chain between cultural and tourist institutions at the regional and local levels.

3.6. Testing measures actions on pilot areas (PP6/VEN)

3.6.1. Data collection process and recommendations for future improvements

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

Problems encountered were: the correct name of the Villa despite the actual property (so-called....) and the period of building. In this case, a check has been made with IRVV (Regional Institute for Venetian Villas) which is deputate to the official and historical archive of the Venetian Villas (Villas census). Owners were invited to update the archive of IRVV by sending the nowadays name of the Villas and the title deed.

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

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

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

Total installations: 199

At the 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.

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

3.6.2. LCP engagement

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

The LAP was developed with the DMO responding to the need for accessibility of the cultural sites in the area. However, the quite wide number of municipalities involved required many efforts in the engagement. After the 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.

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

3.6.3. Value chain

There should be better information for visitors and citizens, interpretation facilities, and common visual identity.

3.7. The level of interest and awareness of the natural and cultural heritage and the role of tourism in the sustainable development of the pilot area (PP7/ER)

3.7.1. Data collection process and recommendations for future improvements

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 is not always available. As for the “internal” data relating to projects and meetings in the area, the data can be easily collected as it is continuously monitored for project reporting activities. Finally, the data relating to the cross-border network was intended as the main European projects activated in the last period in the field of sustainable tourism.

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 useful, interesting, and validating data for the tourist offer.

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, etc.) or a sort of participatory territorial guarantee (blockchain, etc.) 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.

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 - monitoring through a survey conducted on visitors (satisfaction, perception, behavior, suggestions, etc.).

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: an interdisciplinary view of sustainable tourism; exploring the interplay between sustainable tourism and sustainable tourism destinations; identifying factors that impact sustainable tourism in coastal and inland destinations, including resilience and sustainability; identifying 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”.

3.7.2. LCP engagement

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 the 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.

- 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 regulates 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 three 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 Casteldelci, 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

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” and potential ideas for development to improve existing projects or propose new activities to seize the potential offered by the development “paths”.

4.7.3. Value chain

- 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, etc.).
- Accommodation facilities and services for tourists who collaborate by investing in improving the quality of their offer (bike hotels, charging stations, etc.) 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.

3.8. Integrating the hospitality function with the cultural and natural heritage chain (PP8/SVEM)

3.8.1. Data collection process and recommendations for future improvements

Starting from the pilot area (Monastery of Fonte Avellana), the local stakeholders were contacted (Municipalities, local associations, NGOs, SMEs, Universities, cultural and natural management bodies, etc.) and asked for information on local tourism demand and offer. The stakeholders were also involved in the realization of the Smart Action Plan and the implementation of the pilot action that led to the 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).

Desk research was also carried out on ISTAT, Chamber of Commerce, and municipal and regional data on local tourism demand and offer, but the main problem that occurred during the data collection was that the data related to the pilot area level is not available. The only available data is the number of visitors to 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 the 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 it is continuously monitored for project reporting activities.

No additional indicators have been added.

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 - monitoring through a survey conducted on visitors (satisfaction, perception, behavior, suggestions, etc.).

3.8.2. LCP engagement

A 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 the 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 the Fonte Avellana area in order to analyze the strengths and weaknesses of the territory and to share a common and future vision for the local tourism development.

After the first round of emails, several follow-ups were made via calls, newsletters, 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 the Marche region in September 2022 and they are facing dramatic consequences and challenges.

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

3.8.3. Value chain

A value chain among the private and public sector was developed in order to facilitate visitors' experience in the pilot area and to strengthen the tourism sector, integrating the hospitality function with the cultural and natural heritage chain.

During several organized project events, different stakeholders were gathered 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.

3.9. Activities of promotion (PP9/ABR)

3.9.1. Data collection process and recommendations for future improvements

The method used for the collection of the data necessary for 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 in regional and municipal areas there is no updated data and specific information linked to the tourism sector.

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

No indicators were added at this stage.

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

At the moment, there is no clear idea of the possible purpose for the future, but maybe trying to find a common database could help in providing an effective way to measure the differences and the risks/opportunities behind specific indicators.

3.9.2. Value chain

Since the project implementation suffered several difficulties at the regional level, the delay accumulated with the LCP creation and stakeholders' engagement affected in different ways the implementation of project activities. When it was possible to work with the support of the regional offices, the Local Action Group "Costa dei Trabocchi" was involved, responsible for the 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 effectively work with them, interesting cooperation initiatives have been started, in particular for the management of information related to a different path (for bikes and pedestrians) crossing the pilot case of "Via Verde dei Trabocchi".

Indeed, the activities of promotion scheduled in the Work Package 5 are linked with the installation of signal voted to increase the knowledge of Point of Interest not directly located 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.

3.10. Enhancing the itinerary of Seven Churches (PP10/MOL)

3.10.1. Data collection process and recommendations for future improvements

The drafting of the Action Plan involved the use of two different methodologies of analysis: starting from available statistical sources, data was 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, the 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 in the individual municipalities, included within the slow trail "Cammino delle 7 Chiese". Through 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.

No additional indicators have been added.

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.

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.

3.10.2. LCP engagement

LCPs were involved in participatory pathways conducted by the 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), five LCP 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 (first round table June 2022, second round table 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.

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) were 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 five 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.

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:

- 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 the tourism value chain.

3.10.3. Value chain

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 in 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.

3.11. Scientific research on natural and cultural heritage for improvement of heritage site (PP11/TPP)

3.11.1. Data collection process and recommendations for future improvements

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.

The indicators suggested within the methodology concerning the Smart Action Plan monitoring system (document D4.1.7) 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 realization – 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

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.

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.

3.11.2. LCP engagement

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, to present its observations that were received by the project representatives and representatives of the Public Administration present.

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

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 natural, that in recent years has seen significant steps back compared to the past.

3.11.3. Value chain

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 in 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.

4. CONCLUSION

4.1. Data collection process and recommendations for future improvements

Data for the project was collected from various sources, including statistical reports, tourism offices, and internal project documents. Challenges included the lack of centralized databases and insufficient data at the municipal level. No additional indicators were added at this stage. Future improvements could include simplifying the monitoring system by focusing on easily available data on tourism demand and offer. It is recommended to establish a common database and consider including indicators related to web reputation and stakeholder involvement. Regular monitoring and evaluation will be conducted to track the progress of the Smart Action Plan.

4.2 LCP engagement

LCP members played a significant role in the project, actively participating in meetings, discussions, and the formulation of the Smart Action Plan. Their valuable input, recommendations, and feedback, based on their expertise and deep understanding of the local context, were instrumental in shaping the strategic direction of the project. Despite challenges in coordinating meeting times and locations and ensuring the involvement of all stakeholders, the engagement of LCP members proved to be essential in aligning the development goals with the specific needs and aspirations of the community. Their contributions helped to identify key priorities, such as improving access to finance for innovative tourism offerings and addressing bureaucratic hurdles, while also emphasizing the importance of sustainable practices and the preservation of cultural and natural heritage. By actively participating in the planning and decision-making processes, the LCP members demonstrated their commitment to the project's success and the sustainable development of their respective regions.

4.3 Value chain

Various project partners have successfully developed value chains in different regions, showcasing the power of collaboration and engagement among stakeholders. One such project, the TAKE IT SLOW project, has focused on creating new slow tourism offerings. Through the project, stakeholders such as scientists, artists, entrepreneurs, and communications experts have been actively involved in an interactive process to develop innovative products and services. The project acts as an enabler, facilitating the strengthening of the value chain in the region.

In Ravni kotari, a remarkable gastronomic route has been established to promote local products and attractions. This value chain involves a diverse range of stakeholders, including farmers, processing farms, and craft companies, who provide agri-food products and unique experiences to visitors. Additionally, local associations, Pro Loco, and IAT contribute to the animation of the area by offering a variety of engaging tourist activities. Accommodation facilities and tourism services play a vital role in improving the quality and sustainability of the region's offerings. Municipalities and public bodies actively manage the territory, ensuring adequate infrastructure, and involving local actors in decision-making processes. The project places special emphasis on the engagement of the local community, fostering a sense of ownership and preserving the unique identity and traditions of the territory.

In the Costa dei Trabocchi project, despite challenges faced during implementation, significant progress has been made through the active involvement of the Local Action Group "Costa dei Trabocchi" and the Destination Management Company (DMC) of Costa dei Trabocchi. Collaborative initiatives have been initiated, focusing on the efficient management of information related to the paths crossing the "Via Verde dei Trabocchi," which serves as a pilot case for the project. Promotional activities involve installing signs strategically placed to increase awareness of Points of Interest located near the bike path. These efforts aim to engage stakeholders in the area and provide valuable information to both tourists and visitors.

Moving to Molise, the Terre di Fasano business network and the eco-certification of participating operators have significantly strengthened the value chain in the region. This has resulted in the development of carefully crafted slow tourist itineraries, which are thoughtfully grouped into attractive packages tailored for the target market. Furthermore, a collaboration between manufacturers, artisans, and traders has been fostered to produce and market official destination

merchandise. These initiatives not only enhance the overall visitor experience but also play a crucial role in preserving and promoting the rich cultural heritage of the region.

In conclusion, these inspiring projects highlight the importance of collaboration, engagement, and synergy among stakeholders in the development of robust value chains. By working together, regions can create unique and authentic tourism offerings, foster economic growth, and effectively preserve their cultural and natural resources for future generations to enjoy.