

Report on Improvement of Accessibility and Promotion of Adriatic Natural & Cultural Heritage

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WP 5 – Accessible Natural and
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Work Package Title: Accessible Natural and Cultural Heritage Sites
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WP 5.3.1 "Report on examples of accessibility and promotion of Adriatic natural and cultural heritage sites"

Project Partner	Results obtained: improved accessibility	Results obtained: improved promotion	Follow-up actions
PP7/ER	<p>"Visitor Center for Santarcangelo" - Three e-bike charging and maintenance columns have been installed, complete with foot pump, tools for quick maintenance operations, two sockets for recharging e-bikes and two sockets for electronic devices in the immediate vicinity of a bike rack.</p> <p>Five information signs have been positioned on the cycle paths, in strategic places where it is possible to stop in complete safety. Both the signs and the plates installed at the columns show a QR code which refers to a site with the various existing routes for visiting the valley - each with a different degree of difficulty - and many other tourist information.</p> <p>"Cycling among the beauties of nature" - Improvement of the accessibility of the Andreuccio (Soanne) Lake:</p> <ul style="list-style-type: none"> • restoration of the wharf by removing the architectural barriers. Now it is accessible by people with different age and abilities, • installation of two columns for recharging e-bikes and bike maintenance, • creation of a mapping of the accessibility of the routes to be reported in appropriate panels, • maintenance of some paths adjacent to the lake. 	<p>Creation of the destination brand "Sguardi dal Mare", with a logo and a communication strategy and promotion of the territory, its points of interest and the activities carried out for its accessibility and usability.</p> <p>Launch of the new brand through a regional press conference event, promoted through advertisement on the specialised media.</p> <p>Organisation of a press trip event in cooperation with some journalists/influencers specialized in the travel field.</p> <p>Realisation of a three-day experience in which the participants learned more about the pilot area and promoted it through their communication channels.</p> <p>Creation of the online website www.sguardidalmare.it dedicated to the destination.</p> <p>Promotional materials have been produced aimed at local meetings and for promotional trade fairs, in particular leaflets and brochures in Italian and English and interviews with local and national media.</p> <p>An educational tour (tour operators and media influencers from Italy and abroad) was realized to disseminate the results achieved.</p> <p>A digital tour was created in the pilot area through the preparation of a video conceived for promotion via social networks and the web, therefore short and closely linked to the musical and thematic crescendo from the bottom of Santarcangelo di Romagna to the high Pennabilli. During the video, the various outdoor activities that can be carried out in the area appear (trekking, cycle tourism, horseback riding, ...), with sports tourists who discover the ideal route of the project with the</p>	<p>The virtuous processes achieved will allow us to replicate them in the surrounding areas and with external subjects, i.e. the Interregional Park and the Marche Region.</p> <p>We will try to monitor the return on investment in terms of the number of visitors and the usability of the area.</p> <p>If there were opportunities to develop other initiatives in the area, we would like to transfer what we learned with TIS to new projects.</p> <p>The tourist packages proposed will be advertised within trade fairs or thematic or sector events.</p>

		theme of water and the horizons as a common thread.	
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Some photos of the activities carried out by PP7/ERR



Project Partner	Management and animation of the heritage sites	Potential sources of (local) funding	Cross-border effects	Network/platform of the TAKE IT SLOW project	Policy recommendations	Involvement of stakeholders
PP7/ER	The Municipality of Pennabilli in collaboration with the Park authority.	The Municipality of Pennabilli has contributed and will contribute with its own resources to the recovery and maintenance of the area covered by the pilot action. For the Municipality it is a tourist area of important attraction and it is in its interest to continue to improve this place.	The cross-border activity will continue as a follow-up of the activities already started with the neighboring Marche Region. The identified area is naturally cross-border since it is a trans-regional Park included by several regions, therefore the promotion activity will also be carried out jointly in a trans-regional way.	Introduce a series of interesting and attractive activities and contents such as to capture the interest of the various subjects involved, who will have to keep the platform alive and stimulate it. Platform management should become more transnational, where now each PP is responsible for its own territory. The promotional activity can be carried out in agreement with the Municipalities of Santarcangelo and Pennabilli and their local information points which have supported us in the development of the project. Realisation of activities to expand the base of operators involved in the platform. Improvement of the attractiveness of the platform, not only for tour operators, but also for other stakeholders and for the local community. For example by inserting communications regarding publications of tenders and other funding lines, planning of events or initiatives in the area, ...	Thanks to the project, promotional material ("Sguardi dal mare" brochure with its tourist packages located in the hinterland and behind the Adriatic coast) and investments (CB platform, electrical installations located on the paths and others) have been created. The approach used will help improve the governance and management tools available to local authorities and other local bodies.	The virtuous network that has been created is in itself an excellent result. Thanks to the active collaboration between APT and local operators and their associations, local authorities and other subjects, everyone has learned to network. We hope that once launched this virtuous collaboration and the equivalent network activity will continue on the territory in order to reach further common solutions. This method of joint work must become a good practice for the territory in order to make the community grow economically and socially.

