

# Sustainable management plans

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WP5 ACCESSIBLE NATURAL AND CULTURAL HERITAGE  
SITES

REGIONE MOLISE (PP10/MOL)  
“CAMMINO DELLE 7 CHIESE”

EN Version

Project Acronym: TAKE IT SLOW  
Project ID Number: 10255547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
Priority Axis: 3 Environment and cultural heritage  
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development  
Work Package Number: 5  
Work Package Title: Accessible natural and cultural heritage sites  
Activity Title: Improvement of accessibility and promotion of Adriatic natural and cultural heritage sites  
Partner in Charge: LP/DNC & PP7/ER  
Partners involved: PP10/MOL  
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*For each Natural & Cultural Heritage that has seen an improvement of accessibility (upgrade of the infrastructure, user friendly information, optimization of the visit, especially for people with disabilities) and a better promotion, please answer to the following questions for your Sustainable Management Plan:*

- 1. Please, indicate the name of the subject who will deal with the management and animation of the heritage sites that have been the object of the project activity in the future and the methods of assignment.**

The "Cammino delle 7 Chiese" is a supra-municipal tourist route that, since its inception, directly involves five municipalities in the Croatian-Molisan area (Acquaviva Collecroce, Montemitro, San Felice del Molise, Palata, and Tavenna) and two towns, Termoli and Larino, as central hubs for tourist flows in the coastal and inland areas of Basso Molise.

C7C was conceived as a strategy for local regeneration, aimed at increasing the attractiveness of the places (for tourists and new generations) and facilitating socio-economic resilience mechanisms for the areas inhabited by the Croatian-Molisan community. The objective of the itinerary is, in fact, to foster the emergence of a new tourism proposal, inspired by the principles of the Take It Slow project, aimed at enhancing, promoting, and safeguarding the tangible and intangible heritage that characterizes the Croatian-Molisan community.

In this context, the partner, Molise Region, considers it appropriate to entrust the management of the pilot area, as well as the capitalization of the results achieved within the project, to the local public entities involved in the "Cammino delle 7 Chiese" itinerary.

Within three months after the conclusion of the project (i.e., September 2023), Molise Region will proceed with the signing of a collaboration agreement with the local authorities. The agreements will include cooperation in strategic planning, infrastructure development, shared promotion and marketing, as well as the creation of synergies among the various attractions and tourist services of the different locations involved. A specific focus of the agreement will be to facilitate partnership access to funding and additional resources to support the development and management of the supra-municipal tourist destination.

- 2. Please, indicate the potential sources of (local) funding that you plan to use to ensure an efficient management of the heritage site in the future.**

The main funds that can be used for destination development can include various types of funds, each with a specific purpose:

- National funds allocated to linguistic minority areas: These are financial resources allocated annually to support the maintenance (through dedicated personnel) and accessibility of local language services for citizens and potential tourists, as well as the organization of dedicated folklore events. These funds can also be used to update information and content uploaded to ICT tools within the framework of the TIS project.
- Regional funds (2021-2027 programming): Although still being defined, local financial resources can allow local public and private entities to capitalize on the results achieved within the TIS project and expand experimentation, increasing the promotion and/or tourist use of the "Cammino delle 7 Chiese" by tourists.
- European funds: Primarily under the responsibility of the Molise Region, potential future participation in new projects can capitalize on the models and strategies tested during the Take It Slow project. A concrete example is the new Interreg Danube - Systour project, aimed at experimenting with design thinking methodologies and processes for the tourism valorization of inland areas.

These funds serve specific purposes and can contribute to the development and enhancement of the destination by providing financial support for various initiatives, promoting linguistic minority areas, expanding tourism offerings, and fostering innovation in tourism development.

### **3. Do you think there could be some cross-border effects deriving from the TAKE IT SLOW project activities? If yes, which ones?**

For the partner, Molise Region, the cross-border asset represents a significant added value considering the theme of slow tourism as a tool for enhancing and promoting an inland area affected by Serbo-Croatian migrations. In this context, the impacts resulting from the TAKE IT SLOW project can have a dual significance. On one hand, there are the effects related to cross-border cooperation processes, namely increased collaboration and cooperation among partner institutions, organizations, and local communities in both Croatia and Molise, fostering the sharing of knowledge and best practices in the cultural tourism sector. On the other hand, due to the specific value assumed by the geographical location on which the local experimentation was carried out, Take It Slow has represented an opportunity for socio-economic development of the Croatian-Molisan area. In the short term, the most strongly felt effect by local communities undoubtedly concerns the cultural exchange aspect. Through the organization of project activities and the participation of stakeholders, the project has facilitated cultural exchange between the Croatian community and the Serbo-Croatian linguistic minorities in Molise, initiating a process of promoting mutual understanding and the valorization of traditions and cultural roots. In the medium to long term, the project could lead to a tangible increase in cross-border tourism, incentivizing Croatian tourists to

visit Molise and discover the cultural heritage of the Serbo-Croatian linguistic minorities present in the region.

**4. What are the activities you are willing to put in place regarding the animation of the network/platform of the TAKE IT SLOW project ([www.takeitslow.it](http://www.takeitslow.it))? i.e., content creation, participation in animation, communication and promotion, dissemination of materials, ...**

The ICT cross-border platform developed within the project represents a fundamental tool to ensure the strategic and operational sustainability of the TAKE IT SLOW project. For the actions to be implemented, the partner, Molise Region, aligns with what has been defined by the partnership regarding the Memorandum of Understanding (MoU) document. Specifically, Molise Region commits to keeping the platform active through the dynamic involvement of local stakeholders, who will be the future managers of the pilot action "Cammino delle 7 Chiese" and the outputs generated within the project.

**5. Policy recommendations: what possibilities of integrating the project results and concept (Slow & Sustainable Tourism in island, rural and inland areas of Adriatic Region based of Natural & Cultural Heritage) into the local policies can you imagine? You can take inspiration from the policy tools identified in the project: legislative (regulation, zoning, ...), administrative (collaborative and participatory planning, ...), economic (incentives, revenue management, financing, concessions, ...) and "soft" management (management of flows in some sites, interpretative guides, Eco certifications, ...).**

The capitalization of results from a strategic project, such as Take It Slow, into local programming represents a fundamental approach to maximize the impact and sustainability of initiatives, ensuring that the knowledge and experiences acquired are effectively utilized to promote sustainable and inclusive territorial development. Within the experimental action "Cammino delle 7 Chiese," the capitalization of results achieved during the project can occur through various methods, such as:

- **Utilization of recommendations:** The project's recommendations are taken into consideration and translated into concrete actions to be implemented in local programming. The White Paper prepared by economic operators who followed the entire experimentation of the Cammino delle 7 Chiese can be a virtuous example of integrating the TIS experience into local programming.
- **Dissemination of good practices:** Good practices identified during the project are shared with local stakeholders and used as models to follow in programming and policy implementation. This facilitates learning and the diffusion of effective solutions at the local

level. A significant "good practice" that can be transmitted at the project level is the "Study Visit in Molise" – a concrete opportunity that allowed the entire territory (both public and private entities) to experience the PI "Revenue Management." The Study Visit effectively improved the perception and awareness of local stakeholders regarding the "value" of their heritage, especially as a driver of socio-economic development in territories that are generally in decline.

- **Involvement of local actors:** Local actors, such as administrators, stakeholders, and communities, are involved in the capitalization of results process. Their experiences, perspectives, and needs are considered in policy programming, ensuring greater adherence to local realities and better implementation of actions. Through participatory meetings and the creation of a "parish map," the PI of "Collaborative approach" has allowed the experimentation of informal local networks, which are useful for building a shared, sustainable, and inclusive tourism offering.
- **Sustainability of actions:** Actions and interventions initiated during the strategic project are supported and maintained even after its conclusion. This ensures that the positive results obtained are enduring over time and continue to contribute to local programming. The memorandum of understanding to be signed between the partner, Molise Region, and the local entities participating in the project (i.e., the 5 municipalities involved with the Croatian minorities) can represent a virtuous example of result capitalization and the application of the PI "Policy Planning" to the D.4.2.2 Smart Action Plan.

**6. Involvement of stakeholders (in particular of the LCP): what activities do you plan to maintain the involvement of local stakeholders, both to qualify the relationships established during the project and to enhance the exchange of good practices and co-planning?**

The objective of the partner, Molise Region, is to set activities aimed at maintaining and strengthening the involvement of local stakeholders, developing strong and lasting relationships, and promoting continuity of actions within the context of local programming. The priority action in this regard is to draft a memorandum of understanding to be signed with the five municipalities involved in the experimental action, C7C. The purpose of the memorandum is to formalize the commitment of the parties involved to maintain and develop institutional relationships, promoting cooperation and collaboration even beyond the project period. Achieving this goal is connected to the implementation of several activities, such as:

- **Meetings and workshops:** Periodic meetings and workshops will be organized with local stakeholders, including representatives of the municipalities, local organizations, cultural

associations, and other key actors. These occasions will allow for open dialogue, sharing experiences and best practices, as well as collaborative planning of future actions.

- **Exchange of good practices:** Activities promoting the exchange of good practices among local stakeholders will be promoted, with the aim of sharing positive experiences, lessons learned, and innovative approaches. This will facilitate the dissemination of knowledge and the improvement of local actions in the field of sustainable tourism.
- **Co-planning:** Local stakeholders will be involved in the planning of future actions, ensuring that the decisions made are the result of a participatory and inclusive process. This involvement will allow for the adaptation of strategies to local needs, ensuring greater effectiveness and sustainability of initiatives.