

# Sustainable management plans

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WP5 ACCESSIBLE NATURAL AND CULTURAL HERITAGE SITES

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: Teatro Pubblico Pugliese  
Status: Final  
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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:**

- *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 entity entrusted with the future management of some of the activities envisaged within the Smart Action Plan and with the supervision of the action plan will be the "Terre di Fasano.net" Enterprise Network, which, in the coming months, will adopt a structure such that it will be able to integrate new private entities that will support the activities undertaken.

- *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 local sources of funding to implement the actions included in the Smart Action Plan are the local authority tourist tax of the Municipality of Fasano and its ordinary budget. These sources will be matched by funding for specific projects with regional or European structural funds.

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

The exchange of good practices has already provided for some of the activities implemented by the partners to influence the vision of the others, with some technical adaptations due to the cultural, social and territorial differences of the destinations. The activities, promoted through practical on-site activities during project meetings or study visits, have already been taken into a broader tourism vision and applied within the activities to be carried out.

- *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 activities that will be put in place regarding the animation of the network/platform of the TAKE IT SLOW project are indicated in the MOU.

Collateral online and offline promotion activities of the destination will also be implemented, with continuous cross-references to the project.

- *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?*

All the Project activities were agreed with the Municipal Administration of the City of Fasano, which made them its own and integrated them within the planning of its own activities. So this future output, in the case of the Terre di Fasano destination, was a first step of sharing for the creation of a programme of bottom-up actions, between operators and the public body.

The tourism portal of the City of Fasano will have the domain [terredifasano.it](http://terredifasano.it) and [terredifasano.com](http://terredifasano.com), created in the framework of the Place branding activity and ceded to the Municipality. The portal will have a section dedicated to the landing page “Terre di Fasano” with all the outputs realized during the project: the slow Tourism Routes, the educational workshops and cultural activities , e-bikes and direct contact with the TERRE DI FASANO.NET Business Network .

Therefore, the link between Take it Slow Project and the tourism local policies of the micro-destination will be evident and carried out in the following years, beyond the end of the project itself.

- *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, ...).*

Yes, the technicians in charge, together with the community of operators involved, started from the planning tools to outline the priorities and consequent actions included in the Smart Action Plan.

- *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?*

In order to involve the economic operators of the territory, one or more representatives of the "Terre di Fasano.net" Enterprise Network and of the Local Community of Practice have been foreseen within the City Council of Tourism of the Municipality of Fasano, in order to carry out the activities of the Smart Action Plan and to dialogue with the other economic operators present for a continuous exchange of good practices and the initiation of cooperative activities.