

Report on Improvement of Accessibility and Promotion of Adriatic Natural & Cultural Heritage Sites / Sustainable Management Plan

SURVEY FOR PROJECT PARTNERS

Deliverable Number D.5.3.1 – D.5.3.2

Final Version of 27/04/2023

WP 5 – 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 Number:	5.3
Activity Title:	Improvement of accessibility and promotion of Adriatic natural and cultural heritage sites
Partner in Charge:	LP/DNC
Partners involved:	All PP
Status:	Final
Distribution:	Confidential
Date:	27/04/2023

1 Methods and timing of the survey

The unified survey to collect information from PPs necessary for the preparation of WP 5.3.1 “*Report on examples of accessibility and promotion of Adriatic natural and cultural heritage sites*” and WP 5.3.2 “*Sustainable Management Plans*” was carried out through the Google Forms platform.

The content of the survey was developed by the external consultant and shared with the Emilia Romagna Region during the month of March 2023, to then be validated by the Lead Partner on 24th March 2023.

The survey was administered to all partners on 27th March 2023 and remained accessible until 18th April 2023 when the answers from all the PPs were collected, except for the LP who will autonomously add its answers to this report.

Please refer to “*Annex 1*” for the list of answers from the PPs, while the following paragraphs will concern a summary of the data and information collected. Below is an extract from the online survey:

Extract from the online survey



EMBRACE THE PACE OF ADRIATIC HERITAGE EXPERIENCE

Interreg Italy - Croatia
TAKE IT SLOW
European Regional Development Fund

EUROPEAN UNION

Report on Accessibility & Promotion Action / Sustainable Management Plan - SURVEY FOR PROJECT PARTNERS

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

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.

Fully describe the results obtained in the pilot area of your competence, with particular * focus on the actions carried out in the field of **improved accessibility** (Act. 5.3).

La tua risposta

Fully describe the results obtained in the pilot area of your competence, with particular focus on the actions carried out in the field of **improved promotion** (Act. 5.3).

La tua risposta _____

Has the activity achieved the **expected results**, defined in the planning phase? If no, please explain. *

La tua risposta _____

Did you have to tackle particular **problems** and **difficulties** during the realization of the activity? *

La tua risposta _____

Has the action **ended**? If not, please indicate the hypothetical period of completion of the activities. *

La tua risposta _____

Will **follow-up actions** be planned at the sites interested by the TAKE IT SLOW activity? If yes, please briefly describe them. *

La tua risposta _____

If available, you can attach some **photos** of the activities carried out (max 10 photo).

 [Aggiungi file](#)

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. *

La tua risposta

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. *

La tua risposta

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

La tua risposta

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)? i.e. content creation, participation in animation, communication and promotion, dissemination of materials, ... *

La tua risposta

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, ecocertifications, ...).* *

La tua risposta

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? *

La tua risposta

2 Report on examples of accessibility and promotion of Adriatic natural and cultural heritage sites

Each PP was asked to answer a series of questions relating to each Natural & Cultural Heritage site 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.

Below is a summary of the responses, comments and evaluations collected.

2.1 Results obtained

Fully describe the results obtained in the pilot area of your competence, with particular focus on the actions carried out in the field of improved accessibility (Act. 5.3).

- Installation of interactive tables to enrich the museum experience.
- Installation of clear and homogeneous signs along the slow itinerary in order to improve and renew the quality of information.
- Creation of a walking/cycle interactive guide to accompany tourists along their slow visit, installation of physical panels with a QR code and brief text describing the nearest PoI.
- Realisation of a pedestrian-educational trail, equipped with interpretative tools and installations, accessible by people with different age and abilities.
- Improve the slow trail accessibility, using ICT tools as well as printed materials (printed maps and tourist signs placed in the city-centres, also reported information in Braille).
- Restoration of the wharf by removing architectural barriers, installation of e-bike charging and maintenance columns, mapping of the accessibility of the routes to be reported in panels.
- Opening of a visitor and interpretation creative centre and virtual museum with improved accessibility for persons with sensitivity impairments and disabilities.
- Opening of a Centre for the Interpretation of the Intangible Cultural Heritage to raise public awareness and provide interpretative information and infrastructures through new technologies.

Fully describe the results obtained in the pilot area of your competence, with particular focus on the actions carried out in the field of improved promotion (Act. 5.3).

- Production of videos with key stakeholders and examples of good practices
- Production of multimedia presentation units (also dedicated to different age and abilities) and of improved promotion materials (brochure, cookbook, ...).
- Realisation of an itinerary that highlights the natural and cultural heritage, with a special emphasis on the gastronomic heritage, organisation of a presentation event where a tour of the route was carried out.
- Creation of an information, education and visitor centre equipped with media technology that uses an attractive mix of different communication methods necessary to arouse visitors' curiosity and keep them as motivated as possible, realisation of a brochure to promote the site.
- Realisation of interpretation media and tools for the pedestrian-educational trail, organisation of local and regional press releases and video interviews to increase the visibility, publication of advertisements on special/dedicated sites.
- Creation of a new brand launched through a regional press conference event and promoted through an advertisement on the specialised media, organisation of a press trip event in cooperation with some journalists/influencers specialized in the travel field.
- Creation of a destination brand and of a graphic identity, production of promotional materials aimed at local meetings and for promotional trade fairs, realisation of an online portal dedicated to the destination, organisation of an educational tour (tour operators and media influencers) to disseminate the results achieved, creation of a digital tour through the preparation of a video conceived for promotion via social networks and the web.
- Creation of a destination brand, with a logo and a communication strategy, and of a dedicated website, realisation of a three-day experience in which the participants learned more about the pilot area and promoted it through their communication channels.

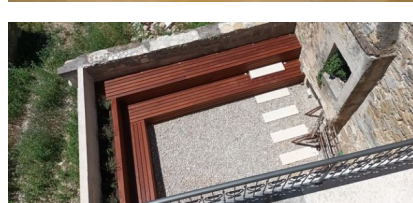
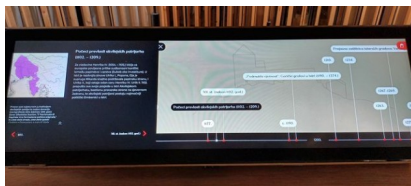
Some photos of the activities carried out by PP2/SKC



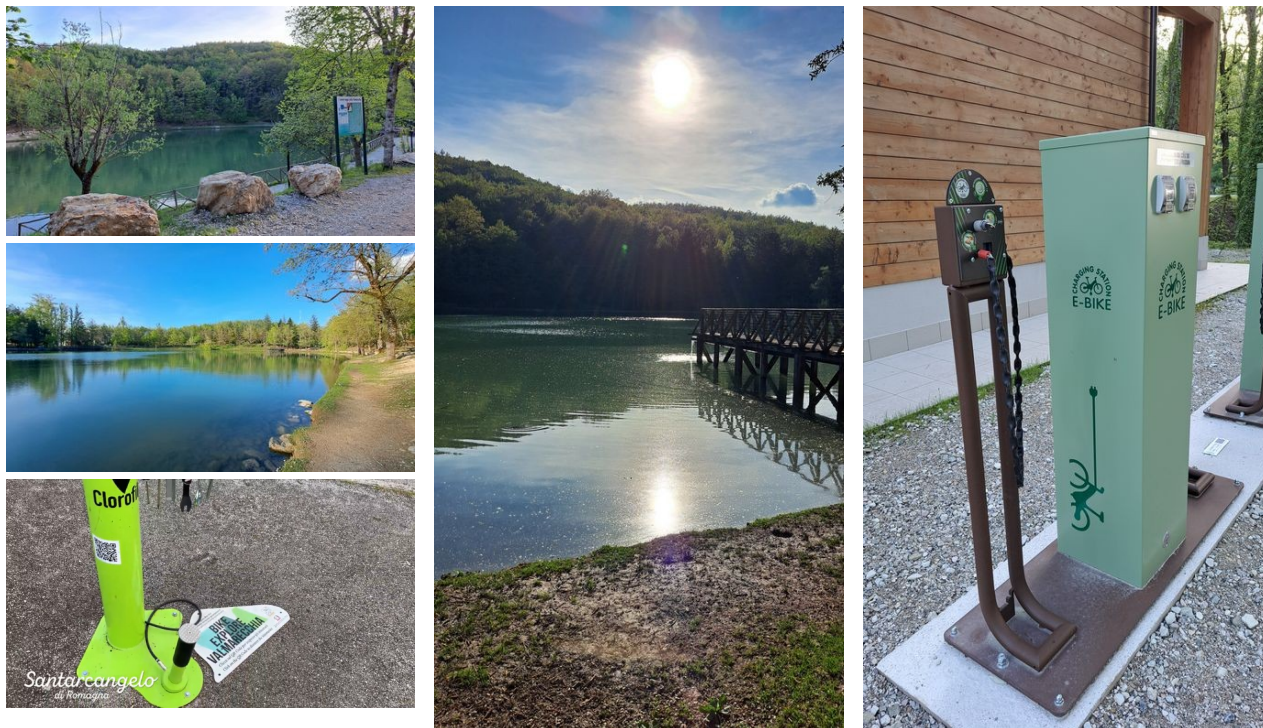
Some photos of the activities carried out by PP3/ZAD



Some photos of the activities carried out by PP4/IST



Some photos of the activities carried out by PP7/ER



Some photos of the activities carried out by PP8/MAR

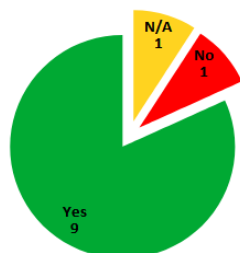


Some photos of the activities carried out by PP11/TPP



2.2 Expectations and difficulties

Has the activity achieved the expected results, defined in the planning phase? If no, please explain.

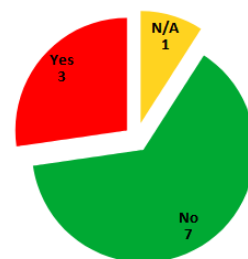


Almost all the planned activities have achieved the expected result, some even going beyond expectations in terms of involvement of local stakeholders, increase of the awareness on the importance of cultural heritage as a driving force for socio-economic development and attraction of the interest from national media and institutions. The main problem encountered by one of the partners concerned the procurement processes and high inflation recorded with regard to the type of planned works (too high bid proposals), which led to the redefinition of the planned activities and to a change in the budget.

Did you have to tackle particular problems and difficulties during the realization of the activity?

Most of the partners did not encounter particular problems or difficulties during the implementation of the project activities, with a good collaboration from all the institutions and other local stakeholders. The main difficulties encountered by some partners concern, in particular:

- the bureaucracy with respect to the internal organization of the various public departments with responsibility for the planned activities;
- the involvement of the local community (citizens, local tourism operators, SMEs, etc.), not used to taking part proactively in participatory processes;
- the significant increase in prices in recent years due to the various crises (Covid19 pandemic, war in Ukraine, etc.) which resulted in an inadequacy of the budget to carry out the planned construction works.



2.3 Follow-up actions

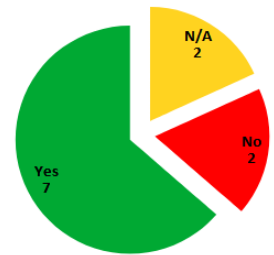
Has the action ended? If not, please indicate the hypothetical period of completion of the activities.



All the activities not yet completed will be completed by May/June 2023, in line with the deadline of the TAKE IT SLOW project.

Will follow-up actions be planned at the sites interested by the TAKE IT SLOW activity? If yes, please briefly describe them.

- Administration of a questionnaire to the participants in the activities concerning the Cultural Route to evaluate the activities carried out.
- Administration of a questionnaire to visitors to assess the quality of the centre.
- Monitoring of the number of visitors of the museum to evaluate the activity.
- Agreement with administrations and local stakeholders for the continuation of site management.
- Replication of the participatory process in the surrounding areas and with external subjects, monitoring the return on investment in terms of the number of visitors and the usability of the area, advertising of the tourist packages developed in trade fairs or thematic/sectorial events.
- Development and improvement of additional facilities to enhance the visitor's experience and showcase the rich cultural heritage of the area.



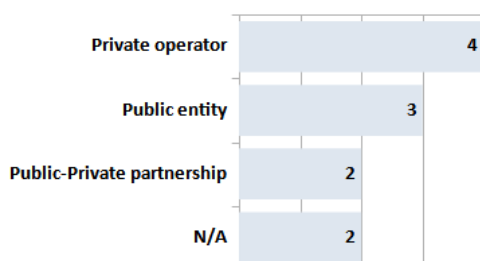
3 Sustainable Management Plans

Sustainability is a critical component of any Interreg Project that allows to disseminate the main results, to achieve long-term outcomes and to keep having positive impacts on a particular area or thematic, even after the completion of all project activities. Therefore, the main goals of this sustainability plan are:

- to further extend the use, implementation and development of the TAKE IT SLOW project results analysing the future management, animation and financing modalities that the partners have imagined regarding the pilot areas;
- to continue the involvement of the local stakeholders both to qualify the relationships established during the project and to enhance the exchange of good practices and co-planning (also through the network/platform of the TAKE IT SLOW project www.takeitslow.it);
- to propose specific actions, tools and methodologies to ensure a recognition of the TAKE IT SLOW outcomes into the mainstream policies of the regions both in terms of cross-border effects and in terms of integration of the policy tools identified in the project into the local policies.

3.1 Sustainability of the actions carried out

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 future management and animation of the heritage sites that have been the object of the project activity, has shown quite varied decisions. Most of the partners have decided to entrust the site to a private operator of various types: the manager of the Cultural Center, the Congregation of the Monks (on a non-profit basis), a business network that involve the local actors specialized in the area or the Local Destination Management Company together with the Local Action Group.

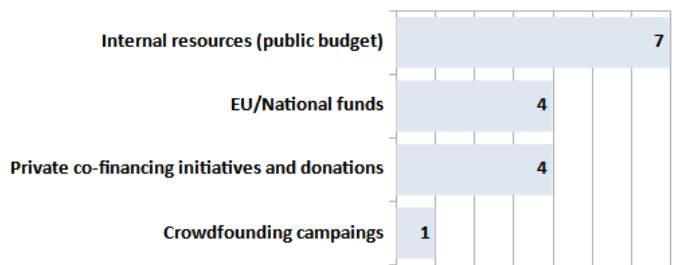
The partners who have chosen a public management have always entrusted the continuation of the activities to the Municipality/Municipalities involved in the pilot area (possibly in collaboration with the Natural Park Authority), often following the signing of a Memoranda of Understanding to formalize the management of the activities.

In two cases, a hybrid management method was preferred which involves both public entities such as the Regional Authorities and Municipalities (coordination, investment, maintenance) in collaboration with private entities, i.e. owners of the sites, local museum, local tourist association/cluster (management of the site and marketing activities).

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.

Most of the partners identify their internal resources, Municipal/Regional budget allocated for cultural heritage and tourism development support activities, as the main source of funding to ensure efficient management of the project sites.

This is followed by private sources, ranging from crowdfunding campaigns to private co-financing initiatives to fund promotional activities or the purchasing of useful elements for the realization of particular experiences, and the EU/National funds (Interreg Projects, ESRF Projects, LEADER funds, SNAI funds, regional funds, etc.).



3.2 Sustainability of the results of the TAKE IT SLOW project

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

- The cross-border platform could become a tool to foster exchanges between stakeholders and the LCP of the different regions.
- The natural cross-border thematic of the project (medieval castles, Roman theme, monasteries, traditional craft, agricultural activities, etc.) could be exploited, communicated and promoted in a common way to improve the services offered in the cross-border area, develop quality strategic policy planning and create an innovative and sustainable cross-border tourist product. This could attract visitors from neighbouring countries in the Adriatic region and could potentially lead to increased cross-border tourism and cultural exchange.
- Good connections between Italian and Croatian partners that could result in future collaborations to capitalize the links and knowledge produced together.
- Joint strategies for monitoring the progress of planned activities and new initiatives to raise the quality level of research and promotion.

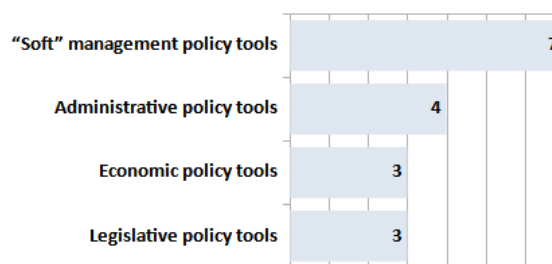
What are the activities you are willing to put in place regarding the animation of the network/platform of the TAKE IT SLOW project (www.takeitslow.it)? i.e. content creation, participation in animation, communication and promotion, dissemination of materials, ...

- Realisation of activities to expand the base of operators involved in the platform and to motivate the local stakeholders to update the platform with new contents and create a sense of community to provide opportunities for all interested parties to participate, contribute, and connect with each other.
- Improvement in the management and animation of the platform, also by involving some professional, for an effective action of visibility and promotion (itineraries, recommended experiential packages, possibility of booking services, storytelling, etc.).
- 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, ...
- Development of cross-border animation activities and promotional materials to increase awareness and engagement (relevant networks, symposiums, events, tours, etc.) and of online promotional materials and communication tools.

3.3 Policy recommendations and involvement of the local community

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, ecocertifications, ...).

- “Soft” management policy tools - Creation of a certification for operators in the ECST area. Identification of new public and private initiatives related to the slow and sustainable use of the territory. Dissemination of the promotional material and tourism packages developed during the project. Creation of some guidelines for the transportation, accommodation, food and beverage services that promote environmentally-friendly practices.



- Administrative policy tools - Definition of a new participated Action Plan to develop the Sustainable Tourism in the area. Establishment of a framework for the development of smart tourism and smart specialisations that assume policy instruments of policy planning and collaborative approach.
- Economic policy tools - Presentation of the project results and tools to the local policy makers, who should take them into account in the programming phase of the local funds. Strengthening the value chain and increasing daily consumption of tourists (increasing the quality and diversity of the offer) which is related to revenue management policy instrument. Support the local businesses that align with the principles of green, sustainable and smart practice (i.e. providing financial incentives and/or technical assistance to businesses which implement sustainable practices), or promoting local products and services that support preservation of region's natural and cultural heritage.
- Legislative policy tools - Dissemination of the project results to the regional departments responsible for these thematics to improve the decision-making process and to be more effective in the selection of criteria for a sustainable integrated territorial development. Development of the cultural heritage sites management strategies and promoting sustainable agriculture and fishing practices.

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?

- Organisation of workshops and networking events for the stakeholders in order to ensure exchange of good practices and sharing knowledge that can provide opportunities for creating and deepening business and academic connections between stakeholders within and outside the project.
- Maintaining the involvement of stakeholders through the participation in collaborative projects (preserving the cultural sites, joint management activities, communication and promotional activities, etc.), even identifying a contact point to foster the connections.
- Preservation of the institutional relations through the signing of Memoranda of Understanding between the Municipalities involved in the project.
- Inclusion of the representatives of the local business network and the economic operators representing the LCP in the permanent forum of the Tourism Council of the Municipality, in order to continue the public-private dialogue and implement new co-design practices.

4 Annex 1 – List of answers from the PPs

4.1 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	Achieving the expected results	Problems and difficulties	Completion of the action	Follow-up actions
PP1/ RERA	<p>We reallocated some investment budget to equipment and switched the rest of the budget to the LP to enable them to finish their investment.</p> <p>We will install interactive table in Brač museum which will enable tourist to find out more about Blaca Hermitage and motivate them to visit it as well as rest of the Brač slow tourism experiences and localities.</p>	<p>RERA worked continuously on promotion of the project activities. We contributed to project website and social media with numerous contents and reports about our events, workshops and meetings. We produced three videos with key stakeholders and examples of good practices which were published on official YouTube Channel.</p>	<p>Activity didn't achieved the expected results due to problem with procurement processes and high inflation. We received too high bid proposals, which were not acceptable for us.</p>	<p>After three tenders for the planned construction works, it was obvious that we are not allowed to do significant infrastructure works with given budget because the market is affected with many crisis and the prices have risen significantly for the last years.</p>	<p>Action is not ended. Procurement process for planned equipment (interactive table) is a simple procedure and we already started with market research. We have plan to install all the equipment before the end of June 2023.</p>	<p>Yes. We will monitor the number of visitors of the museum and Blaca Hermitage to evaluate the activity.</p>
PP2/SKC	<p>The pilot area has been enriched with the pedestrian-educational trail Open Air Museum “Murter Views”. The trail is mostly pebble and it is extended through the unbuilt natural environment. The trail is equipped with interpretative tools and interactive exhibits and installations in the form of totems and directions.</p> <p>In terms of improved accessibility, the pedestrian-educational trail has been reconstructed to make it more adapted to vulnerable groups and somewhat accessible for use by people with disabilities.</p> <p>Furthermore, installed interpretation elements are adapted to all age groups and the different levels of education of visitors.</p>	<p>Through interpretation media and tools, several interpretative topics related to the history and the development of the island of Murter are presented: Open-Air Museum “Murter’s views” (the historical continuity from the prehistoric port city of Colentum to the contemporary), Colentum (development and characteristics of the ancient port of Colentum), Murter Water Area (characteristics of the most indented municipality in the entire Adriatic), Modrave (tradition of olive growing through the historical development of the island), Shipbuilding (the art of traditional wooden shipbuilding), Murter-Betina field (tradition of agricultural activities on the island), Seven Murter hills, Kornati (relationships between the Kornati Islands and the Murter archipelago, the history of the islands), Roman road (results of archaeological research).</p> <p>In terms of improved promotion, the pedestrian-educational trail has been promoted through local and regional media by press releases and video interviews were published on project social media channel to increase the reach of visibility. Also the trail and pilot action was promoted with advertisements on special sites dedicated to tourism sector in Croatia. Furthermore, on all project public events the realization of pilot action is promoted.</p>	<p>All the activities that have been carried out achieved the expected results. The project has also highlighted the importance of cultural heritage as a generator of socio-economic development for the area, encouraging the development of year-round, slow, and selective forms of tourism, such as cultural, active, and adventurous tourism.</p>	<p>There were no substantial problems or difficulties during the realization of the activities. The only more significant problem was and is related to the accessibility issue. Despite efforts to improve accessibility, the pedestrian-educational trail may still pose challenges for some visitors, especially those with mobility issues or disabilities, which could affect the quality of their experience.</p>	<p>All activities have been brought to an end.</p>	<p>Possible follow-up actions are planned, including the development and improvement of additional facilities with the aim of creating an archaeological and recreational park. Some of these planned facilities include the Arboretum and Amphorarium, which will enhance the visitor’s experience and showcase the rich cultural heritage of the area.</p>

Project Partner	Results obtained: improved accessibility	Results obtained: improved promotion	Achieving the expected results	Problems and difficulties	Completion of the action	Follow-up actions
PP3/ZAD	N/A	The result was the creation of a route through Ravni kotari that highlights its natural and cultural heritage, with a special emphasis on the gastronomic heritage. An event was held where a tour of the route was carried out. In total, 40 persons participated, and they visited the Škaulj Winery, Heritage Museum Benkovac, Karaba Winery, Maškovića Han, and Kamenjak Viewpoint. The gastronomic heritage of Ravni kotari was additionally highlighted through a lunch held in Maškovića Han, where participants had the opportunity to try out dishes prepared in cooking classes organized within the promotional campaign. These dishes contain typical ingredients used in Ravni kotari cuisine, but are reinterpreted in a contemporary way that could be of interest to a modern tourist. This event also served as an ideal opportunity to hold a press conference to discuss the potential for future development of Ravni kotari as a tourist destination, and especially as a gastronomic destination.	The activity has achieved the expected results. The creation of a heritage route through Ravni kotari supports sustainable tourism, in the sense that it disperses tourist movements to the wider area of Zadar County, and is also not tied exclusively to the high season and can be offered all year round.	No particular problems or difficulties were encountered during the realization of this activity. All enterprises/institutions that participated in the carrying out of the route were highly cooperative, and the interest among the invited participants exceeded our expectations.	All activities have been brought to an end.	N/A
PP4/IST	House of Castles is a visitor and interpretation creative centre and virtual museum opened in July 2022 with the purpose of improving accessibility for persons with sensitivity impairments and disabilities, as well as virtual tourists bringing into one place multimedia presentation and promotion of all Istrian castles. Examples of improved accessibility: ground floor (area intended for multimedia presentation with 3D models of Istrian castles with Braille letters for persons with sensitivity impairments and two toilets, one of which is accessible for persons with disabilities), staircase (interactive multimedia interpretation including a space at the foot of the staircase intended for interpretation for people with disabilities), all multimedia and printed materials available at the House of castles are available in five languages: Croatian, English, Italian, German and Slovenian.	Actions carried out in the field of improved promotion are the following multimedia presentation units: Istrian castles, The tape of time, Virtual castle, Walking through the castles, Momjan families and the history of Momjan, History of the house of Istrian castles, 3D models of the castle with description in Braille letters. For the purpose of improved promotion materials, some promotional brochure was produced on Istrian castles on three languages available in printed edition and online as well as cookbook of Venetian cuisine with Calendar of the House of Castles.	Yes	No	Opening of the House of the Castles on 22nd of July 2022 and promotion activities organised until the end of 2022.	Center will be managed together by: - Region of Istria: founder with legal right of investment, - City of Buje: owner of the centre, - Naval and historical museum of Istria: responsible for activities and management after project implementation.
PP5/FVG	N/A	N/A	N/A	N/A	N/A	N/A

Project Partner	Results obtained: improved accessibility	Results obtained: improved promotion	Achieving the expected results	Problems and difficulties	Completion of the action	Follow-up actions
PP6/VEN	<p>The interventions improved tourism information, through the creation, supply and installation of adequate clear and homogeneous signs relating to the Venetian Villas and other points of historical and cultural interest of the destination, along their slow itineraries. Informative signals has been installed along the Brenta Riviera and the Land of the Tiepolos destination including Venetian Villas and POIs, in order to improve and renew the quality of information.</p>	N/A	Yes	No	Yes	Signature of a 10 years agreements for free use.
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. Furthermore, 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: restoration of the wharf by removing the architectural barriers, installation of two columns for recharging e-bikes, 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>	<p>Creation of the destination brand “Sguardi dal Mare” and of a graphic identity for the unitary communication and promotion of the territory, its points of interest and the activities carried out for its accessibility and usability. 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. The online portal www.sguardidalmare.it and an educational tour (tour operators and media influencers from Italy and abroad) were then realised to disseminate the results achieved.</p> <p>Finally, 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 theme of water and the horizons as a common thread.</p>	Yes	No	Yes	<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. 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>

Project Partner	Results obtained: improved accessibility	Results obtained: improved promotion	Achieving the expected results	Problems and difficulties	Completion of the action	Follow-up actions
PP8/MAR	<p>Creation of a Centre for the Interpretation of the Intangible Cultural Heritage of the Camaldolese Monks in Fonte Avellana to facilitate the presentation and valorisation of the heritage and to offer different interpretations for an active enjoyment of the heritage itself, using presentation and animation tools. The work has focused on the “in situ” restoration and the greatest possible contextualisation of the heritage itself. The Strategy Plan of the pilot action was designed on the basis of the following main goals and lines of intervention: raise public awareness and enhance understanding of the Forest Codex and the need for its protection and conservation; provide interpretative information, physical access and interpretative infrastructure at the cultural heritage site in order to communicate the meaning of the Codex to a wide audience through documented contents; design a physical facility and related installations used for the purposes of interpretation and presentation of the Codex, including those supporting interpretation through new technologies.</p>	<p>Creation of an information, education and visitor centre that combines content, promotion and cognitive knowledge about the Forest Codex of Camaldoli and the attractive resources of the surrounding area. The Centre was set up in an existing building next to the Monastery of Fonte Avellana, and was transformed into an experience space that can be accessed and enjoyed by all, in order to allow visitors to develop a deeper understanding of the Codex and the practices of sustainable land management. It was built as a permanent digital exhibition that explains in a simple and accessible way the Codex and the history and mission of the Monastery and the Congregation. The centre is equipped with media technology that uses an attractive mix of different communication methods necessary to arouse visitors’ curiosity and keep them as motivated as possible. A dedicated brochure was produced to promote the site, and SVEM is involved in many public events to present its pilot action as good practice in the interpretation and promotion of intangible cultural heritage.</p>	<p>The activity achieved the expected results defined in the planning phase. Due to the flood that struck Marche region in September 2022, the inauguration is postponed to April/May 2023.</p>	<p>We didn’t encounter any particular problem during the realization of the activity. The biggest difficulty was to make such a high heritage accessible to a public with different cultural backgrounds.</p>	<p>The action will end in May/June 2023</p>	<p>In order to assess the quality of the centre, SVEM is considering developing an evaluation questionnaire to be given to visitors.</p>
PP9/ABR	<p>Creation of a walking/cycle interactive guide to accompany tourists along their slow visit of the Trabocchi Coast. Through the installation of physical panels with a QR code and brief text describing the nearest Point of Interest, the initiative wants to increase the interest of the visitors in the heritages and PoI along the cycle path of Trabocchi coast and the inner area lined with boat and cycle ways.</p>	<p>N/A</p>	<p>The activity will be completed as scheduled but with a reduced number of panels.</p>	<p>Mainly linked with the internal organization of the different department of Abruzzo Region.</p>	<p>The activity will be completed within June 2023, with the realization of a press tour and final press conference to inaugurate the panels.</p>	<p>Follow-up activities have not been scheduled, but will be probably realized since the Local Action Group of the Costa dei Trabocchi is also working in increasing the accessibility and promotion of the area.</p>

Project Partner	Results obtained: improved accessibility	Results obtained: improved promotion	Achieving the expected results	Problems and difficulties	Completion of the action	Follow-up actions
PP10/ MOL	<p>The slow trail “Cammino delle 7 Chiese” as a new touristic micro-destination based on the cultural heritage of Croatian linguistic minorities held in Molise areas. Taking in account all the asset interested in the limited accessibility of the local destination (as public mobility, physically accessibility to the cultural heritage, availability of touristic information on-line and in-site), Molise Region has developed a multi-channel strategy aimed to improve the local destination accessibility, using ICT tools (i.e. App., QR-code, digital maps, etc.) as well as printed materials (i.e. printed maps and tourist signs placed in the city-centres, also reported information in Braille).</p>	<p>Creation of a new brand “Cammino delle 7 Chiese” launched through a regional press conference event. The new brand will be promoted through an advertisement published in the “Lonely Planet” magazine. At the European level, a press trip event will be organised at the end of May 2023, in occasion of the inauguration of the slow trail, in cooperation with some journalists/influencers (both Italian and Croatian) specialized in the travel field.</p>	<p>Compared to the activities planned, the project went beyond expectations attracting interest from national and foreign operators in the tourism field and institutional players (especially research bodies).</p>	<p>The main difficulties encountered during the planning and the implementation of the activities were mainly due to the limited engagement of the local community (citizen, local operators, SMEs, etc.), not very used to taking part in the participatory processes.</p>	<p>Not yet – all the activities will be fully completed at the end of May 2023.</p>	<p>Not yet.</p>
PP11/ TPP	<p>The activities implemented from the accessibility viewpoint mainly concern the improvement of connections between operators, for the realisation of a coordinated experience system that takes into account the needs of multiple generations and the disabled. The knowledge of the accessibility of the cultural sites facilitates the communication that economic operators give to their guests, so that the destination is more coordinated in accommodating also individuals with special needs.</p>	<p>The promotion of Terre di Fasano took place on several fronts, starting with the creation of a destination brand, with a logo and a communication strategy. A dedicated website will soon be ready, linked to the institutional portal of the city of Fasano, where it will be possible to search for experiences, itineraries, recommended tourist packages and the economic operators adhering to the Local Community of the Take it Slow project. The website will also have a section dedicated to the “terredifasano.net” business network made up of certified economic operators who will manage some of the local experiences created within the project. Lastly, the promotion activities also included the realisation of a three-day experience, called Cultural Route in the Lands of Fasano in which institutional partners, buyers, tour operators, journalists, bloggers and influencers learnt more about the pilot area and recounted and promoted it through their communication channels.</p>	<p>Yes.</p>	<p>No particular problems.</p>	<p>The activity is completed. Due to the success of the Cultural Route it is being considered whether to continue promoting the destination through another day of in-depth fieldwork with new experiences and inviting other institutional or communication operators to continue the narration of Terre di Fasano.</p>	<p>We have already activated follow-up initiatives involving the Cultural Route participants, who answered a questionnaire evaluating the activities carried out. This process will be completed with the convening of a joint meeting of the Local Community and the City Council of Tourism of Fasano, in order to discuss the results in these early stages of the activities.</p>

4.2 WP 5.3.2 “Sustainable Management Plans”

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
PP1/ RERA	Cultural center Brač.	Cultural center Brač.	Yes. We gained good connections and collaborations with Italian partners that will definitely result in future collaborations.	We will motivate our stakeholders to update the platform.	We want to integrate a more active stakeholder engagement in future: workshops and education about sustainable tourism, eco-certifications, etc.	We planned to organize workshops for the stakeholders in order to ensure exchange of good practices and improving of the touristic offer.
PP2/SKC	The Municipality of Murter-Kornati will be responsible for managing and animating the heritage sites that were part of the project. This includes organizing activities in the area through its various departments and existing partnerships with the private and civil sectors. Additionally, the Municipality will oversee the maintenance of the pedestrian-educational trail and the newly installed equipment.	Municipal and/or regional budgets allocated for cultural heritage and tourism development. Partnerships with local businesses and organizations. Crowdfunding campaigns. Revenue generated from tourism activities. Grants and funding opportunities from organizations focused on heritage conservation and sustainable tourism. Private sponsorships and donations.	The Open-Air Museum “Murter’s views” could attract visitors from neighbouring countries in the Adriatic region. This could potentially lead to increased cross-border tourism and cultural exchange. Additionally, the project’s emphasis on showcasing the Roman theme, the traditional craft of wooden shipbuilding, and the tradition of olive cultivation and agricultural activities has the potential to spark heightened cross-border interest.	The key is to create a sense of community and to provide on a regular basis opportunities for all interested parties to participate, contribute, and connect with each other. To that extent, some of the possible animation activities are the development of physical promotional materials and authentic souvenirs making them widely available to increase awareness and engagement (relevant networks, symposiums, events, tours, etc.) and of online promotional materials and communication tools, the organization of events, guided tours, symposiums, smaller-scale fairs for the promotion of traditional products, etc.	Local authorities can develop tourism strategies that prioritize sustainable and responsible tourism practices, while promoting the natural and cultural heritage of the place. For instance, this can include creating some guidelines for the transportation, accommodation, and food and beverage services that promote environmentally-friendly practices. Also, project results could be integrated into local policies through stronger support for local businesses that align with the principles of green, sustainable and smart practice. This presumes providing financial incentives and/or technical assistance to businesses which implement sustainable practices, or promoting local products and services that support preservation of region’s natural and cultural heritage. Furthermore, policies can be developed to protect the natural and cultural heritage by developing cultural heritage sites management strategies and promoting sustainable agriculture and fishing practices. On top of that, there is possibility of integrating project results and concept for the purpose of encouraging community involvement. This includes utilizing participatory tools to engage local residents in tourism planning, promote community-based tourism initiatives and provide support to cultural events that showcase region’s heritage.	Maintaining the involvement of stakeholders is envisaged through the participation in collaborative projects (preserving the archaeological sites, joint management activities, etc.). Also, organization of networking events for sharing knowledge and best practices can provide opportunities for creating and deepening business and academic connections between stakeholders within and outside the project. By maintaining the connections, engaging and committing, local stakeholders will ensure that good practices and co-planning are sustained over time.

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
PP3/ZAD	N/A	N/A	There could be a number of cross-border effects, namely: improvement of the services offered in the cross-border area, preparation of the high-quality basis for strategic planning in the cross-border area and creation of an innovative and sustainable cross-border tourist product.	Regarding the animation of the network/platform we are planning to put effort into content creation.	All policy instruments and testing measures developed within the project can be implemented into local policies, given that they are “broadly set”, so as to be applicable to the various areas covered by the cross-border area.	The University of Zadar will continue to serve as a contact point for its stakeholders to be able to connect to the stakeholders of other project partners, and will encourage their participation in the cross-border platform.
PP4/IST	Center will be managed together by the Region of Istria – founder with legal right of investment, City of Buje – owner of the centre and responsible for maintenance in off season period, setting the adequate signage and coordinating local stakeholders, and Naval and historical museum of Istria – responsible for activities and management after project implementation. One important role will have tourist association of City of Buje, Istria tourist board and tourism cluster of north and central Istria (internal and external marketing activities) that will all be included as members of Local community of practice. All of the management partners allocate a single person as a member of Virtual management committee of House of Castles (meetings occur on a quarterly basis via teleconferencing platform).	Naval and historical Museum of Istria is founded and financed by Region of Istria and will ensure scientific and educational expert support, mainly historians and art historians, providing the best solutions for future functioning. The director, Gracijano Kešac, historian is member of advisory board and he will appoint person responsible and reallocate funds for activity implementation.	The natural cross-border panorama of the medieval castles make the Istria region perfect for creating multimedia solutions and exhibitions in House of Castles, as well as digital and printed promotion materials.	N/A	There are three general objectives for the future: - Establishment of a framework for the development of smart tourism and smart specialisations that assume policy instruments of policy planning and collaborative and participatory approach, that are currently largely missing in terms of digitalisation; - Internal marketing and stakeholder information sharing platforms, since general community and potential entrepreneurs don't understand smart initiatives and related opportunities, again emphasizing collaborative and participatory approach policy instrument; - Strengthening the value chain and increasing daily consumption of tourists (increasing the quality and diversity of the offer) which is related to revenue management policy instrument and is the main orientation of this plan.	The 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 opening the floor for the activities to maintain the involvement of local stakeholders: establishment of a framework for the development of smart specialisation concept that assumed policy instruments of policy planning and collaborative and participatory approach, platform that will enable internal marketing and stakeholder information sharing activities.
PP5/FVG	N/A	N/A	The project has allowed us to get to know new operator, stakeholders and touristic realities from other regions and states that will certainly allow us to collaborate in the future. The CB platform could become a tool to foster exchanges between stakeholders and the LCP.	We can certainly participate in the promotion and communication and dissemination of materials.	PromoturismoFVG has among its missions the support to tourism stakeholders and will use the recommendations and the results produced by the project to implement and improve its soft management.	PTFVG, for years now, has been developing all tourism strategies and planning together with regional stakeholders, through work tables, workshops, audit, etc so we will continue with this activity.

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
PP6/VEN	Local Municipalities, private owners, public owners.	Own resources.	Improvement of accessibility and information for all.	Dissemination and promotion.	Soft Management but also administrative.	Involvement in the dissemination and promotion, inclusion in networks.
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.	<p>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.</p> <p>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.</p> <p>Realisation of activities to expand the base of operators involved in the platform.</p> <p>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, ...</p>	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.

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
PP8/ MAR	The site is managed and animated on a non-profit basis by the Congregation of the Monks of Fonte Avellana, owner of the Monastery of the Holy Cross of Fonte Avellana, who have provided technical and financial support for the installations. SVEM is considering hiring an external expert in order to implement the promotion and animation of the site.	In the future, an efficient management of the heritage could be ensured with private donations, the congregation's own funds and S.N.A.I. funding 2020/2027.	In the project cooperation area, both in Italy and in Croatia, there are several monasteries and places of worship which are both spiritual/meditation places and cultural aggregation centers, thus becoming important factors in ensuring sustainable tourism. The Strategy Plan of the pilot action and the Interpretation Centre are considered as good practices to reply in other cultural and natural heritage sites in the Adriatic Region.	Communication and promotion.	Project Partners are public authorities and regional development agencies, which should make it possible to carry a message to the regional and local level and make them sensitive to the project topics. The LCPs involved certain key local actors with good links to the institutional level in the implementation of the project and should ensure the continuity of these outputs, also in terms of sustainability and durability of project results. The project developed several cross-cutting themes, such as the use of ICT in the valorisation, accessibility and promotion of cultural and natural heritage, sustainable tourism concepts, the importance of green and slow tourism in inland and rural areas, which were presented at several public events attended also by local policy makers, who should take them into account in the programming phase of the funds and in the definition local development strategies.	The Fonte Avellana Cultural Heritage Interpretation Centre was designed and established in hard synergy with local stakeholders, museum professionals and the monastic community. The stakeholders and the LCP have been involved in the training activities in order to co-design new project ideas on sustainable tourism, this allowed to strengthen the bond between different local stakeholders and actors for an intensified future cooperation.
PP9/ABR	The DMC of Costa dei Trabocchi is a stakeholder member of our LCP and together with the LAG Costa dei Trabocchi will continue the activities of promotion of the area. No official agreement has been settled up.	LEADER funds and Regional Funds. Also is desirable that the area will be also involved in future projects of ETC funded by ESFR funds.	Volunteer involvement of the partners and stakeholders in trying capitalize the links and knowledge produced together.	Involve directly stakeholders and professional in the animation of the platform. At the moment they still not have the opportunity to do it since the platform is still offline, and without an effective action of visibility and promotion, it would have little interest for them.	The project results will be proposed to the regional departments responsible for these actions.	The LCP will be remain open to new stakeholders interested in the activities. We would like to involve the LCP in future initiatives similar the TIS project.
PP10/ MOL	The management of the pilot area will be in charge of the mayors of the five municipalities involved in the slow trail. At the end of the project, the Molise Region will sign special memoranda of understanding to formalize the management of the activities.	The main funds that can be used for the growth of the destination could be the regional funds (2021-2027 programming), such as the national funds allocated to those areas with protected linguistic minorities.	The expected effects should be the encouragement of a cross-border tourist flow focused on Croatian tourists interested in discovering the tangible and intangible cultural heritage that characterizes the Serbo-Croatian linguistic minorities of Molise.	The Take It Slow platform could be considered an important tool for promoting and disseminating all data collected in the project framework. For this reason, with the help of the Molise LCPs, contents relating to possible follow-up actions can be published.	Molise region will embed mainly the policy instruments proposed as well as the obtained results by TIS project with the aim to improve the decision-making process and to be more effective in the selection of criteria for a sustainable integrated territorial development.	Institutional relations will be maintained through the signing of MoU between the municipalities involved in the project and the regional body Molise Region.

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
PP11/ TPP	The subject that will handle the management and animation of the heritage will be the business network terredifasano.net, which will involve local actors specialised in the areas of intervention.	Tourist tax of the Municipality of Fasano and private co-financing initiatives to fund promotional activities or the purchasing of useful elements for the realisation of particular experiences. Finally, the ordinary budget of the Municipality of Fasano and the Coastal Dunes Natural Park Authority should also be considered for strategic support activities.	Cross-border effects could concern the continuation of joint strategies for monitoring the progress of planned activities and new initiatives to raise the quality level of research and promotion.	Creation of content, inclusion of new itineraries created within the Terre di Fasano destination, inclusion of recommended experiential packages, the possibility of booking services, storytelling and promotion of the destination.	A new Action Plan will be implemented by the Coastal Dunes Park Authority for the European Charter of Sustainable Tourism in the Fasano and nearby Ostuni area, a certification for operators in the ECST area, and new public and private initiatives related to the slow and sustainable use of the territory.	The representatives of the terredifasano.net Network and the economic operators representing the project's Local Community of Practice will be included in the permanent forum of the Tourism Council of the Municipality of Fasano and the Coastal Dunes Park ECST Forum, in order to continue the public-private dialogue and implement new co-design practices.