

PROJEKT EXCOVER - TRANSNATIONAL MEETING

Involving locals in quality analysis of local tourist markets

The first steps towards tourist empowerment of lesser-known locations in the cross-border area of Italy and Croatia have already been taken. Part of the Italian partners in the Discover project started with the analysis of the tourist market. Respondents were asked to share their views on locations that are not so popular, but which in the context of cross-border tourism have a lot to offer tourists looking for alternative and sustainable forms of tourism. The findings of the conducted research were presented at the project's partner meeting, held on September 3 and 4, 2019 in Rimini, Italy.

Harmonized methodology of tourism market research

"This meeting was an opportunity to coordinate individual project activities, but also to find out how our Italian and other Croatian partners go through certain phases of the project, and how with joint action we can create a synergistic effect and thus be more visible on the tourist market - and precisely these are the goals of this project. Therefore, it was very useful to get to know the research methodology that will be carried out in our locations as well, because encouraging the local population to actively participate is the most important component of creating a quality tourist offer", said Eva Sobotik-Pavan, who along with Ana Barković and Ivan Antica, actively participated in the two-day partnership meeting as a representative of the Public Institution of the Regional Development Agency of Karlovac County.

The representatives of JURRAKŽ presented the previous activities carried out in their area, and defined further steps in the implementation of the project.

"We have started with most of the activities, and last week's field tour is something that we started doing even before it was foreseen in the project plan, all in order to create the best possible basis for the later upgrade. With other partners, we have agreed on further activities, further activation of Karlovac's potential through field trips and involvement of the local community with the help of partners and experts," added Ana Barković, head of the JURRAKŽ project team.

Acquaintance with good practice of attracting tourists

In addition to learning about the project activities, the partners were presented with examples of good practice in enriching lesser-known destinations with quality tourist offers during the field study tour. The participants of the meeting visited the Sasso Simone and Simoncello National Parks, got to know the towns of Carpegna and Pennabilli, and part of the partners decided to explore what the tourist hits in the immediate vicinity have to offer - (Republic of) San Marino and San Leo, two towns that (allegedly) founded by Croatian monks of the same name.

The next partner meeting will be held in Friuli in December, where, based on the situational analyzes of the terrain, the definition of specific tourist products will be started - a mixture of tangible and intangible characteristics of individual tourist locations into potential hits of the tourist market that will be presented through various channels, and successful the placement of these newly formed tourist products will mean more work in the local community, raising the quality of life and perspectives for young people.