

## **EXCOVER – LOCAL SWOT REPORT**

### ***MUNICIPALITY OF RIVE D'ARCANO***

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Priority Axis: Environment and cultural heritage

3.1 – Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

## **D 3.1.3 – Local Action Plan**

WORK PACKAGE 3 Development of the cultural-tourism destination

ACTIVITY 3.1 Strategic Documentation for the development of the common tourism destination

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## 1. SWOT ANALYSIS OF THE LOCAL TOURISM SYSTEM

The municipality of Rive d’Arcano joined the EXCOVER Project aiming at improving its residents’ life and economic conditions, while preserving the local cultural identity and environmental resources, through the development of sustainable tourism. In fact, although Rive d’Arcano can lever on some tangible and intangible assets that are potentially attractive for tourists, the tourism sector and its economic potential is still scarcely unfolded (as described in the Preparatory Local Report attached). Whence the need to deeply investigate how the local resources can be effectively employed to attract and create value for visitors, why they are not currently source of economic growth, which opportunities should be caught, also in terms of valorizing underutilized or neglected assets, and which risks may arise. To this aim, the SWOT Analysis shown in the present Report was conducted.

The SWOT factors were identified through a semi-structured survey on the opinions of 80 residents, as the involvement of the locals is crucial to co-construct a tourism development consistent with their vision of the future of their own territory. The face to face and on-line survey interviews were carried out December 2019 – January 2020 throughout the municipality of Rive d’Arcano, with a special focus on the city center and sites of tourist attractions. The resulting SWOT matrix was discussed with policy makers, who assigned a relative importance score to each SWOT factor, so that the subsequent strategic interventions can be effectively prioritized and financial resources can be efficiently allocated. The importance score was obtained by applying the Analytic Hierarchy Process<sup>1</sup> to the pairwise comparisons of the factors belonging to the same SWOT quadrant, for all the 4 quadrants. The resulting weighted SWOT matrix is reported below.

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<sup>1</sup> Saaty, Thomas L.; Peniwati, Kirti (2008). Group Decision Making: Drawing out and Reconciling Differences. Pittsburgh, Pennsylvania: RWS Publications. ISBN 978-1-888603-08-8.

<p style="text-align: center;"><b>STRENGTHS</b></p> <p>Preserved natural environment. Local history and cultural heritage. Beautiful landscape. Local gastronomy and 0-km organic products. Traditional factories and craft labs (wine, food) . Hiking. Countryside.</p>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <p>Lack of vision, awareness of the local potential, development plan with international scope. Lack of information (also for local businesses), promotion, maps. Lack of networking among authorities, entrepreneurs, also to rationalize administration and marketing costs. Campanilism, lack of collaboration with neighbouring municipalities. Poor tourist attractions especially for families. Lack of environmental conscience in the population, non-respect of environmental protection rules. Neglected craft traditions.</p>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <p>Tourism development projects. Opening a municipal shop to promote and sell local products, sharing advertising and administrative costs. COVID-19 and the re-discovery of traditional values, times, spaces. Archeological remains (to be dug), hidden in the wood: Celtic, Roman, Mediaeval streets, houses, graves etc. Moraine hills with hidden springs and ancient fountains. Possibility to build bike paths. Residents involvement</p>	<p style="text-align: center;"><b>THREATS</b></p> <p>Very slow and hindering bureaucracy. Lack of information about the whole regional territory, maps, itineraries (pertaining to the Region). Competitiveness of many surrounding destinations instead of collaboration. Increasing water and environment pollution, noise, interventions on Tagliamento. Obstacles to entrepreneurship. Tourists search for great hotels. Inadequate politics.</p>

## 2. STRENGTHS OF THE LOCAL TOURISM SYSTEM

The territory of Rive d'Arcano is located on the beautiful hills of the most advanced circle of the Tagliamento morainic amphitheater and the hilly part of the territory is of an incomparable natural beauty; in fact, from the top of Col Roncon (240 m), you can enjoy a double landscape: to the south the view expands over the whole Friuli plain, while to the north you can admire the arc of the Carnic Pre-Alps. There are also authentic naturalistic oasis, one of which is the biotope "Prati di Col San Floreano"; this area is included in the Red List of Regional Species and contributes to the maintenance of biodiversity within the regional territory.

Due to the central position of the municipality of Rive d'Arcano in the hilly area of the Friuli Venezia Giulia region, the place is perfect for hiking, walks in the luxuriant countryside, cycling tours, horse ridings and many other sporting and recreational activities.

Moreover, the historic centres are characterized by a lower road system and a scarce factories concentration, so the pollution level is very low and this permits to develop a lot of types of biological/healthy growing such as grape, corn, honey and so on which are then transformed into special gastronomy products by local traditional factories and labs.

Last but not least, the local history and the cultural heritage is very important with evidences, for example, of the prehistoric time, the Longobard people transition during the 1st Century b. C. and the Roman Empire, and can be enriched by many local people who know very well the municipality history and can transmit this positive cultural value to the tourists.

### **3. WEAKNESSES OF THE LOCAL TOURISM SYSTEM**

Some of the most important weaknesses of the local tourism system can be found in a lack of information, promotion and integrated territory maps which could certainly attract the tourists to the municipality and direct them to the most interesting places to visit or activities to do.

In fact, the main cultural and entertainment events purposed in the area are often known only by the people who live near the municipality, whereas the news should be extended outside the Friuli Venezia Giulia Region to be known by the major number of people.

There is also a lack of vision, an awareness of the local potential and a low environmental conscience not only from local people but also from authorities and entrepreneurs who should be in pole position to valorize the local heritage also creating a strong network involving the neighbouring municipalities to rationalize the administration and the marketing costs, also valorizing the craft traditions which are often neglected because considered as “old” and no more important.

### **4. OPPORTUNITIES FOR TOURISM DEVELOPMENT**

Considering the weaknesses of the local tourism system, there are many activities to improve to develop tourism projects, such as opening a municipal shop to promote and sell local products; the labs, in fact, are often closed on Sunday and it would be suitable to have a sharing point for local producers where tourists can buy local hand made products after having visited the municipality and this would be useful to reduce the administrative and advertising costs.

The municipality of Rive d’Arcano has a wealth of many archeological remains hidden in the woods and in the moraine hills such as springs, ancient fountains, medieval streets and houses which are the evidence of Celts’, Longobards’ and Romans’ passage in our beautiful Region. These hidden treasures should be discovered by digging the ground and adequately valorised also by residents involvement because they are priceless history heritage and, sure, they are an attraction for tourists.

Hills, nature and landscapes are so rich and beautiful in the municipality of Rive d’Arcano that it would be nice to build more bike paths to discover places you can’t reach by car and this could be an opportunity mostly for families with children to spend the free time together. This could be possible by creating a network with the other municipalities near Rive d’Arcano and associations too.

Don’t forget that Friuli is quite a Covid-19 free Region, so travelling here is certainly safer than in other parts of Italy and the quiet you can feel here may let you re-discover ancient traditional values, times and spaces.

## 5. THREATS TO TOURIST DEVELOPMENT

On the other hand, the municipality of Rive d'Arcano bears the competitiveness of many surrounding bigger destinations, such as San Daniele and Fagagna which seem more attractive not only for the cultural and natural heritage but also because of the accommodations which are more and bigger than in Rive d'Arcano. It seems, in fact, that tourists do prefer great hotels instead of smaller accommodations and this leads to that smaller municipalities like Rive d'Arcano are visited from a lower number of tourists compared with the potentiality of local resources and efforts that the community makes to give his country an adequate territory valorization.

Moreover there is a lack of information about the whole regional territory, so sometimes it is very difficult for tourists to know the cultural and entertainment events purposed; this is why it should be useful to create maps, itineraries, folders to let know the municipality purposes and the local natural and cultural heritage to the major number of people.

Entrepreneurs complain also a very slow bureaucracy that hinders every kind of enterprise and entrepreneurship; in fact, policy should help entrepreneurs by simplifying procedures and fulfillments.

## 6. CURRENT STRATEGIC POSITION OF MUNICIPALITY OF RIVE D'ARCANO

The municipality of Rive d'Arcano is a smaller town than others in the neighborhood, which can attract more tourists and visitors thanks not only to the cultural and natural heritage they dispose but also for the cultural and entertainment events they purpose and the bigger accommodation structures. It would be useful to create a network with these near municipalities to induce people to visit also little centers like Rive d'Arcano by creating a local map of the many places to visit; sharing opportunities would be a good occasion for every town to be a part of something bigger than a municipality taking advantage, by this way, of the benefits that everyone could make available.

For example, as Rive d'Arcano disposes of beautiful natural territory, it could be created a synergic cooperation with the neighboring towns to build paths in the country that connect the many municipalities and create points of bike sharing, involve horse riding centers and other sport associations with whom to organize explorative walks and rides all around the territory.

The difference between the municipalities is a real point of strength because every one can offer something different to the other and purpose a variegated number of attractions for visitors who can move from a place to another during a trip of many days with evident benefits for all the attractive centers.

Rive d'Arcano has also got attractions for the winter and raining days, so that visitors can, for example, visit the beautiful Castle, built on a previous fortified construction before the X Century and the Col



Roncane Fort, which dates back to the early Twentieth Century, between 1909 and 1911, and was part of the Medio Tagliamento defensive line.

In Rive d'Arcano there are also many restaurants which enhance the local cooking tradition and use local organic products produced by the local farmers and crafts labs.