



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
CENTRO DI STUDI AVANZATI SUL TURISMO

## **1<sup>st</sup> Technical Meeting – Bologna – 5-7/02/2020 – PP in charge of the event: Alma Mater Studiorum University of Bologna**

### Minutes

*Within the 1st Technical Meeting of the Project, a session about the capacity building seminars still to be hold took place. After presenting the results of the capacity building seminars already carried out and addressing the schedule of the future ones, Andrea Guizzardi, local Project Manager for Alma Mater Studiorum University of Bologna and WP3 coordinator, explained that he and Annalisa Stacchini, technical responsible for WP3 activities, could not lead the next seminars, due to particularly strict travel restrictions enforced in Emilia Romagna for the OVID-19 pandemic. Thus, PPs in charge of areas other than Ostellato, Carpegna, Alfonsine, Rive d'Arcano and Carnia, should have done the seminars without our guidance.*

*Therefore, in order to ensure homogeneity of results and deliverables, Annalisa Stacchini explained the methodology for holding capacity building seminars in details and provided practical hints and suggestions.*

*Evidences of such session of the 1<sup>st</sup> Technical meeting follow.*

## EXCOVER 2<sup>nd</sup> TECHNICAL MEETING

6/7 February 2020

Venue: University of Bologna, Piazza Scaevoli, Bologna

Abstracts on [Tourism and Smartly Exports](#) on WP5 Wednesday Wednesday  
Local heritage & hospitality through itineraries & sustainable tourism products

### Agenda – 2<sup>nd</sup> DRAFT

1<sup>st</sup> technical meeting of EXCOVER in Bologna will be the occasion to check the work progresses on technical work packages in particular WP5 and WP4.

#### DAY 1 05/07/2020

WP	Time	Responsible Partner
M	16:00	Bilateral meetings to be organised in advance with the desired partner?
	18:30	Meet & Greet Dinner at own choice Overnight in Bologna
		At own expense

#### DAY 2 06/02/2020

Venue: Palazzo Scaevoli, Room 5

WP	Time	Workshop/Session on WP4	Responsible Partner
	9:00-9:15	Arrival of participants Registration and signature of participants	
	9:15	OPENING OF THE TRANSNATIONAL PROJECT MEETING Welcome, greetings and opening speeches	
4	9:25	Introduction of Agenda for Day 1	URB, Mrs. Giulia Allegriotti University of Udine, Mr. Giberto Zangari
4	9:30-10:15	General Introduction to WP 4	Responsible Partner Riva D'Arcano, Mr. Giberto Zangari
4	10:15 – 11:00	Activity 4.1 Part 1 - Tourism products design	Responsible Partner Riva D'Arcano, Mr. Giberto Zangari
4	11:00 – 11:15	Part 2 - Adequate accommodation	Responsible Partner Riva D'Arcano, Mr. Giberto Zangari
	11:15-11:45	Coffee Break	at own expense
4	11:45 – 12:00	Activity 4.2 Partnership Strategy: introduction / overview	Responsible Partner University of Udine, Mr. Giulio Zari
4	12:00	Workshop on Activity 4.1	Responsible Partner

12.00 – 13.15	<p>Session 1: 4.1.1  <b>Cross-border REPORT on PPP for identification of cultural heritage:</b>            1) typologies of assets to be identified, georeferenced and mapped            2) How to collect this information and data</p>	<p>University of Udine, Mrs. Donatella Cozzi            Delta2000, Mrs. Tristana Ranci            Eventual other contributions by PPs.</p>
13.15 – 14.30	<p><b>LIGHT LUNCH</b></p>	<p><b>At own expenses</b></p>
14.30-16.15	<p>Session 2: 4.1.2  <b>Innovative tools to share results with citizens and tourists</b>            Seeds for new ideas - Presentation of possible tools (max. 15 minutes each):            1) Radio Magica            2) AirBNB            3) Ontomap            4) Foursquare            5) NFC beans            6) Gamification</p>	<p>University of Udine, Mrs. Donatella Cozzi - Mrs. Monica Pascoli            LIRA</p>
16.15 – 16.45	<p><b>COFFEE BREAK</b></p>	<p><b>At own expenses</b></p>
16.45-17.15	<p>Session 3: 4.1.3  <b>Database with selected key informants (KIF)</b>            What kind of data need to be processed in the KIF database            Radio Magica</p>	<p>University of Udine, Mrs. Donatella Cozzi - Mrs. Monica Pascoli            LIRA</p>
4	<p><b>17.15-17.45</b>  <b>Wrap-Up Session on Work Package 4</b>            Conclusions, action plans, time schedule</p>	<p><b>Responsible Partner</b>            University of Udine, Rive D'Arcano, LIRA</p>

Networking / Addressed to all delegates

WP	Time	Responsible Partner
M	19.30	<p>Get together and partnership networking            Aperitif and Social Dinner at...            (Smart casual dress code)</p> <p><b>At own expenses</b></p>

**DAY 3** 07/02/2020

**Venue:** Pizca Scarmilj, Room 12

WP	Time	Room	Responsible Partner
	08:00	Arrival of participants	
	9:15	Introduction of the Agenda	URK, Mrs. Gilda Alegrucci
<b>Technical Working Sessions / Addressed mainly to Technical and Scientific Experts on WP3,SWOT and reputation analysis</b>			
<b>Workshop on activity 3.1. Realisation of SWOT and reputation Analysis and 3.2. Capacity building seminars to community stakeholders</b>			
	9:30-9:45	CAST "the state of the art" of WPs (who and what the partners did)	University of Bologna
	9:45-10:00	CAST "a tutorial regarding focus groups/capacity building seminars"	University of Bologna
	10:00-10:50	<b>PARTNERS:</b> up to 5 minutes (each) to present progress/difficulties and tell us what they have planned to finish the WPs.	All partners
	10:50-11:15	<b>Coffee break</b>	<b>at own expense</b>
	11:15-11:45	CAST "the focus on local reports" Then, Question and Answer session + discussion regarding feasible deadline for WPs	University of Bologna
	11:45-11:30	Bilateral meetings with WP coordinator University of Bologna	University of Bologna, All partners
<b>IN PARALLEL</b>			
	11:30-11:30	Meeting of the University partners to discuss possible research developments	University of Bologna University of Zadar University of Udine
	11:30-11:30	Bilateral meeting among other partners	Partners (not Universities)

Departure of Participants

In B. draft version, the contents & time schedule might be changed during the days of the meeting due to logistical reason

PARTICIPANTS LIST (1)

PARTNER	PARTICIPANTS (NAME AND SURNAME)	Presence 5 Feb. 2020 - Signature	Presence 6 Feb. 2020 - Signature	Presence 7 Feb. 2020 - Signature
LIRA	MARTINA ŠUPAR STRAFAČ			
	ANĐELKA BUKIJAČIĆ			
	MARIJA NAČLIĆ			
	ANITA LAŠIĆ			
	VAJROG MAESTRO			
	DENI IVANOVIĆ			
UNIZADAR	BOJANA KECEMILOVIĆ			
	MARINA ŠIMIĆ			
	SIJERANO VUKIĆ			

PP2  
PG2

KRESIMIR ŽNIDAR  
ANDRŽKA ŽNIDAR

1st EXCOVER Technical Meeting ( 05-07.02.2020 | Bologna  
 PARTICIPANTS LIST (2)

PARTNER	PARTICIPANTS (NAME AND SURNAME)	Presence 5 Feb. 2020	Presence 6 Feb. 2020 - Signature	Presence 7 Feb. 2020 - Signature
JURRA	Aro Janković	A. Janković	A. Janković	A. Janković
UTI CARNIA	GILBERTO ZANONE GILBERTO ZANONE	G. Zanone	G. Zanone	G. Zanone

1st EXCOVER Technical Meeting | 05-07.02.2020 | Bologna  
**PARTICIPANTS LIST (3)**

PARTNER	PARTICIPANTS	Feb - 05 Feb. 2020	Feb. 06 Feb. 2020 - Signature	Feb. 07 Feb. 2020 - Signature
UNIONE	DONATELLA COZZI MONICA PASCOLI	DONATELLA COZZI MONICA PASCOLI	DONATELLA COZZI MONICA PASCOLI	DONATELLA COZZI MONICA PASCOLI
RIVE D'ARCANG	FLEGGIO ALESSANDRO		FLEGGIO ALESSANDRO	
DELTA 2000				

1st EXCOVER Technical Meeting | 05-07.02.2020 | Bologna  
 PARTICIPANTS LIST (4)

PARTICIPANTS (NAME AND SURNAME)	Firenze 5 Feb. 2020 - Signature	Bologna 6 Feb. 2020 - Signature	Firenze 7 Feb. 2020 - Signature
CAMPASSO	Sabina Tibbasi SILVA DANIELA Ricercle Fratini	Sabina Tibbasi SILVA DANIELA Ricercle Fratini	Sabina Tibbasi SILVA DANIELA Ricercle Fratini
FREDARPIO			
UMBO CAST	Andrea Guazzari Annalisa Stacchini	Andrea Guazzari Annalisa Stacchini	Andrea Guazzari Annalisa Stacchini





1st EXCOVER Technical Meeting | 05-07.02.2020 | Bologna  
**PARTICIPANTS LIST (5)**

PARTNER	PARTICIPANTS (NAME AND SURNAME)	Presence 5 Feb. 2020 - Signature	Presence 6 Feb. 2020 - Signature	Presence 7 Feb. 2020 - Signature
PARCO SASSO SIMONE				
FINPROJECT	GIULIA AUREGARD		Giulia Auregard	Giulia Auregard
	MARCO GERRA		Marco Gerra	
	GIULIANA SARTI		Giuliana Sarti	











# WP3

## PROGRESS STATUS

EXCOVER | University of Bologna CAST

1<sup>st</sup> Technical Meeting | Bologna | 7 February 2020

# OUTLINE

- **WP3 progress status by PP**
- **PPs' updates and foreseen completion times**
- **Any problems, Q&A**



# WP3 progress status by PP

Project Partner	Area of interest	Accomplished	In progress	Remaining work
pp1 University of Zadar	City of Gospić	procurements procedures, Preparatory Report, data collection & cleaning	data analysis, Local Reports	Capacity building seminar, finishing Local Reports
pp2 Primorje-Gorski Kotar county	Čavle	procurements procedures, Preparatory Report, data collection & cleaning	data analysis, Local Reports	Capacity building seminar, finishing Local Reports
pp3 Development agency of Karlovac county karla	Karlovac	procurements procedures, Preparatory Report, data collection	data cleaning	data analysis, Capacity building seminar, Local Reports

# WP3 progress status by PP

Project Partner	Area of interest	Accomplished	In progress	Remaining work
pp4 Union of municipalities of Carnia	Ovaro	procurements procedures, Preparatory Report,	procurement procedures for NON-visitors survey?	NON-visitors
	Paularo	SWOT survey,	Local	survey, finishing
	Prato Carnico	Capacity building seminars	Reports	Local Reports
pp7 Municipality of Rive d'Arcano	Rive d'Arcano	procurements procedures, Preparatory Report	data collection	data cleaning & analysis, Capacity building seminar, Local Reports
pp8 Delta 2000 consortium	Ostellato Alfonsine	everything	finishing Local Reports	

# WP3 progress status by PP

Project Partner	Area of interest	Accomplished	In progress	Remaining work
pp9 Municipality of Campobasso	Campobasso	Preparatory Report, some interviews	procurements procedures?	finishing data collection, cleaning, analysis, Capacity building seminar, Local Reports
pp10 Interregional park authority Sasso Simone e Simoncello	Sasso Simone e Simoncello	everything	finishing Local Reports	
pp11 ?	?	?	?	?
pp12 Municipality of Predappio	Predappio		procurements procedures?	everything

# PPs' updates and foreseen completion times

Project Partner	Area of interest	UPDATES	FORESEEN SURVEYS & CAPACITY BUILDING SEMINARS COMPLETION TIME
pp1 University of Zadar	City of Gospić		
pp2 Primorje-Gorski Kotar county	Čavle		
pp3 Development agency of Karlovac county karla	Karlovac		

# PPs' updates and foreseen completion times

Project Partner	Area of interest	UPDATES	FORESEEN SURVEYS & CAPACITY BUILDING SEMINARS COMPLETION TIME
pp4 Union of municipalities of Carnia	Ovaro Paularo Prato Carnico		
pp7 Municipality of Rive d'Arcano	Rive d'Arcano		
pp8 Delta 2000 consortium	Ostellato Alfonsine		

# PPs' updates and foreseen completion times

Project Partner	Area of interest	UPDATES	FORESEEN SURVEYS & CAPACITY BUILDING SEMINARS COMPLETION TIME
pp9 Municipality of Campobasso	Campobasso		
pp10 Interregional park authority Sasso Simone e Simoncello	Sasso Simone e Simoncello		
pp11 ?	?		
pp12 Municipality of Predappio	Predappio		

Any problems?

Q&A



# THANKS FOR THE ATTENTION

University of Bologna - CAST

Andrea Guizzardi

Annalisa Stacchini



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# WP3 – DIRECTIONS ABOUT CAPACITY BUILDING SEMINARS

EXCOVER | University of Bologna CAST

1<sup>st</sup> Technical Meeting | Bologna | 7 February 2020

# OUTLINE

- Preparation
- How the meeting will (did) take place
- Participants
- Place
- Materials



**DELTA 2000 soc. Cons. a r.l. e CAST Centro Studi Avanzati sul Turismo- Università di Bologna** sono lieti di invitarvi al:

## **EXCOVER Capacity Building Seminar – Focus Group**



**QUANDO**

18 Novembre 2019  
ore 15:00



**DOVE**

Ostellato c/o Sala Convegni Corte  
Valle, Strada Mezzano 12

### **Programma evento**

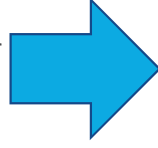
- 15.00** – Arrivo dei partecipanti e registrazione.
- 15.10** – Saluti istituzionali, **Assessore Andrea Zappaterra, Comune di Ostellato**.
- 15.20** – Apertura dei lavori della giornata, **Lorenzo Marchesini, DELTA 2000**
- 15.30** – Introduzione alla metodologia e breve presentazione del progetto  
EXCOVER, a cura della **Prof.ssa Alessia Mariotti, CAST - Università di Bologna**.
- 15.40** – Focus group – I parte: Punti di forza e punti di debolezza  
– Sessione di Q&A. Coffee station a disposizione dei partecipanti.  
– Focus group – II parte: Opportunità e minacce  
– Sessione di Q&A. Coffee station a disposizione dei partecipanti.
- 18.00** – Conclusioni

**Si prega di dare conferma di partecipazione entro il 11.11.2019 a [info@deltaduemila.net](mailto:info@deltaduemila.net)**

## Preparation

# Starting SWOT — by Unibo for Italian PPs, by UniZadar Experts for Croatian PPs

- “Which Socio-Economic factors and Tourism trends could HINDER tourism development?”
- “Which political, environmental, legal or infrastructural aspects could HINDER tourism development?”
- “Which political, environmental, legal or infrastructural aspects could HELP tourism development?”
- “Which Socio-Economic factors and Tourism trends could HELP tourism development?”
- “Why would you choose this town for your trip?”
- “Why would you NOT choose this town for your trip?”



**STRENGTHS**



**WEAKNESSES**



**OPPORTUNITIES**



**THREATS**



## Preparation Posters — by Unibo for Italian PPs, by UniZadar Experts for Croatian PPs

 <b>Grigno, Pastaro e Prato Carnico</b> <b>Punti di Forza [3]</b>	  
Cultura e storia locale, musei, tra cui museo dell'orologio, e tradizioni dell'orologeria.	
Caratteristiche ed autenticità dei piccoli borghi, dove il turista può sperimentare la vita di una piccola comunità montana.	
Natura incontaminata.	
Tranquillità.	
Hotels diffuso, piccole strutture ricettive di nicchia, rifugi agriturismo, enogastronomia.	
Varietà e bellezza del paesaggio.	
Elevata qualità della vita, aria salutare, assenza di traffico e degrado.	
Associazionismo locale.	

## Preparation

A4 sheets for participants – by PP in charge of involved area



How the meeting will (did) take place

Hang posters on the wall



How the meeting will (did) take place

Distribute the A4 sheets





How the meeting will (did) take place

## Introduction: project objectives, methodology



# 3-steps methodology: 1. DISAMBIGUATION

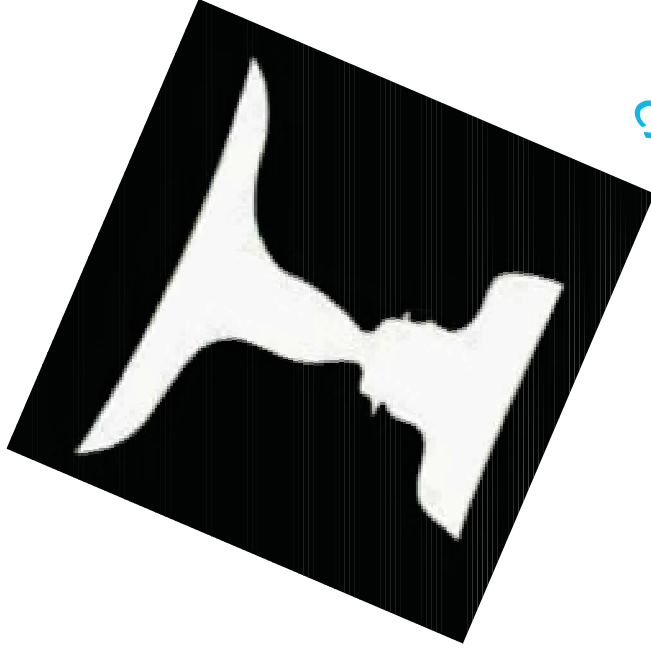


WEAKNESS?

STRENGTH?



THREAT?



OPPORTUNITY?

## 3-steps methodology: 2. ADDENDA



## 3-steps methodology: 3. IMPORTANCE RATING



How the meeting will (did) take place

## 1 SWOT category at a time, 5-10 minutes to read-think



How the meeting will (did) take place

2-10 minutes individual interventions, free interaction



How the meeting will (did) take place

Stickers time!



How the meeting will (did) take place

Announce a follow-up questionnaire will e sent by Unibo

## Questionario per la Valutazione a coppie

\* Required

Secondo Lei, come punto di forza per lo sviluppo turistico, la Varietà e bellezza del paesaggio: \*

- È ESTREMAMENTE PIÙ IMPORTANTE di Cultura e storia locale, musei, tra cui museo dell'orologio, e tradizione dell'orologeria.
- È MOLTO PIÙ IMPORTANTE di Cultura e storia locale, musei, tra cui museo dell'orologio, e tradizione dell'orologeria.
- È PIÙ IMPORTANTE di Cultura e storia locale, musei, tra cui museo dell'orologio, e tradizione dell'orologeria.
- È DI POCO PIÙ IMPORTANTE di Cultura e storia locale, musei, tra cui museo dell'orologio, e tradizione dell'orologeria.
- È IMPORTANTE TANTO QUANTO Cultura e storia locale, musei, tra cui museo dell'orologio, e tradizione dell'orologeria.
- È DI POCO MENO IMPORTANTE di Cultura e storia locale, musei, tra cui museo dell'orologio, e tradizione dell'orologeria.
- È MENO IMPORTANTE di Cultura e storia locale, musei, tra cui museo dell'orologio, e tradizione dell'orologeria.
- È MOLTO MENO IMPORTANTE di Cultura e storia locale, musei, tra cui museo



## 8-15 Participants to be chosen between:

- ❖ cultural / natural heritage management authorities (e.g. managers of museums, parks etc.),
- ❖ local authorities (city councilors, municipal officials, mayor),
- ❖ trade union representatives,
- ❖ cultural / civic associations,
- ❖ hotelier / restaurateur associations.



Place



# Materials



flipchart  
marker with  
loose sheets

# Materials




# Q&A



# THANKS FOR THE ATTENTION

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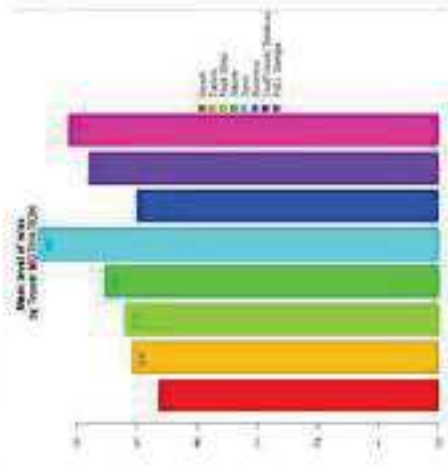






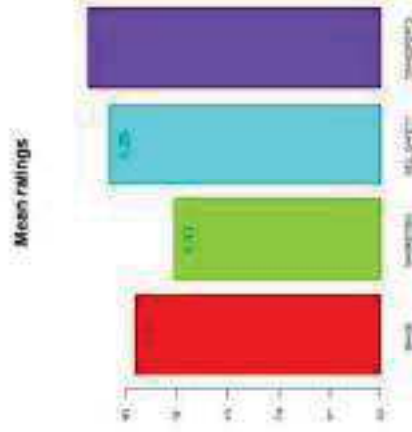


# WORKSHOP MATERIALS



### 4.3 Subjective work quality, change and evolution in Management

Comparing the collected data, within the last three years and comparing the previous data, the respondents stated the characteristics of the collected data are effective of the availability and responsibility of the team (rating of 4.5), and finally, the way to see the team in terms of performance and responsibility in their aspect (responsibility and control).



The team structure without a formal hierarchy between the two sides, the shared access with different responsibilities, education level is fairly good but there are some gaps (level of education) in terms of knowledge and experience. **THE MAIN PROBLEM IS THE RESPONSIBILITY OF THE RESPONSIBLES IS NOT IN CLARITY AND COMMUNICATION WITH THE TEAM.**

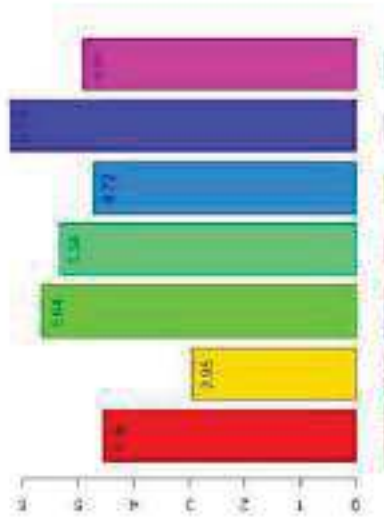
Over the perception of image and management change. Score on the questionnaire table, the subject's perception, the rating of 4.5/5. The way to see the team in terms of responsibility and availability of the team. **THE MAIN PROBLEM IS THE RESPONSIBILITY OF THE RESPONSIBLES IS NOT IN CLARITY AND COMMUNICATION WITH THE TEAM.**



### 4.3 The quality of production services, change and evolution in Services and Quality

Comparing the collected data, through the average measurement of analysis and services change and process in the activities, involve implementation in communication, social level, organizational management, cultural change, social change and change.

#### Mean ratings



# WORKSHOP MATERIALS



Are there noticeable differences in attitudes towards women's roles and family, care issues, equality with different responsibilities, education level or family structure? How do you perceive the role of women in society? Do you think that women should have equal opportunities with men? Do you think that women should have equal opportunities with men? Do you think that women should have equal opportunities with men?

Do the respondents mainly agree or do they disagree with the statement? Do you think that women should have equal opportunities with men? Do you think that women should have equal opportunities with men? Do you think that women should have equal opportunities with men?

### 4.1 The Croatian women attitude is different and positive

Comparing the attitudes with the survey for women perception of the family structure, we can see that the respondents are more positive towards women's roles and family structure.



### Mean ratings



Are there noticeable differences in attitudes towards women's roles and family, care issues, equality with different responsibilities, education level or family structure? How do you perceive the role of women in society? Do you think that women should have equal opportunities with men? Do you think that women should have equal opportunities with men? Do you think that women should have equal opportunities with men?

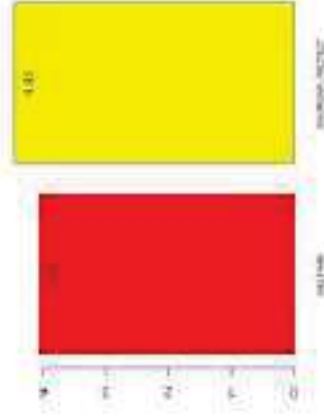
Comparing the attitudes with the survey for women perception of the family structure, we can see that the respondents are more positive towards women's roles and family structure.



### 4.2 The perceived social inequalities in agriculture and tourism

Comparing the attitudes with the survey for women perception of social inequality, if the respondents agree or disagree with the statement, we can see that the respondents are more positive towards social inequalities in agriculture and tourism.

### Mean ratings



Are there noticeable differences in attitudes towards social inequality, care issues, equality with different responsibilities, education level or family structure? How do you perceive the role of women in society? Do you think that women should have equal opportunities with men? Do you think that women should have equal opportunities with men? Do you think that women should have equal opportunities with men?

# WORKSHOP MATERIALS

## 1. "NON-VISITOR" SURVEY ANALYSIS

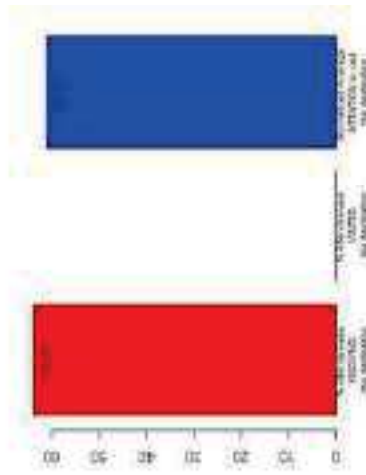
So far we've been looking at the level of interest of the respondent, whether they've visited the attraction, and whether they've visited the attraction in the past. Now we're going to look at the level of interest of the respondent, whether they've visited the attraction, and whether they've visited the attraction in the past. We're going to look at the level of interest of the respondent, whether they've visited the attraction, and whether they've visited the attraction in the past.

The objective of this survey is to determine the level of interest of the respondent, whether they've visited the attraction, and whether they've visited the attraction in the past. We're going to look at the level of interest of the respondent, whether they've visited the attraction, and whether they've visited the attraction in the past.

### 3.1. Popularity with "non-visitor"

How popular is the attraction for non-visiting members only? (or more popular in general?)

#### Popularity



How popular is the attraction for non-visiting members only? (or more popular in general?)

