



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



## CAPACITY BUILDING SEMINARS – WP3.2

- **Capacity Building Seminar in Ostellato – 18/11/2019 – PP in charge of the event: Delta 2000**
  - **Capacity Building Seminar in Carpegna – 21/11/2019 – PP in charge of the event: Interregional Park Authority Sasso Simone e Simoncello**
  - **Capacity Building Seminar in Čavle – 26/11/2019 – PP in charge of the event: Primorje-Gorski Kotar County**
  - **Capacity Building Seminar in Alfonsine – 27/11/2019 – PP in charge of the event: Delta 2000**
  - **Capacity Building Seminar in Tolmezzo – 10/12/2019 – PP in charge of the event: Comunità di Montagna della Carnia**
  - **Capacity Building Seminar in Gospić– 19-20/02/2019 – PP in charge of the event: PUBLIC INSTITUTION REGIONAL DEVELOPMENT AGENCY OF LIKA SENJ COUNTY – LIRA (LP)**
  - **Capacity Building Seminar in Rive d'Arcano – 08/06/2020 – PP in charge of the event: Municipality of Rive D'Arcano**
- + *Capacity Building Seminar in Campobasso – 09/06/2020 – PP in charge of the event: Municipality of Campobasso – no paper documentation available, but the full video-recording of the meeting is available upon request to: [campobassoexcover@gmail.com](mailto:campobassoexcover@gmail.com)*

### **Methodological note:**

All capacity-building seminars were brought about following the same working agenda and methodology, that was developed by UNIBO-CAST and explained to all

PPs during the technical meeting, evidences of which are reported in the end of this document.



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### **WP3.2 Capacity Building Seminar in Ostellato – 18/11/2019 – PP in charge of the event: Delta 2000**

#### Minutes

*The capability building seminar started with greetings from the local authorities (city council representatives) who welcomed participants and highlighted the importance of the capability building seminar for the sustainable tourism development of the area.*

*Then, the EXCOVER project, its goal and main activities were presented. The function of the capability building seminar within the context of the Project and in connection with its purposes was explained. Then, the methodology on which the joint work of participants would have been developed was exposed.*

*The resident survey, through which the information on the local community's opinions about strengths, weaknesses, opportunities and threats (SWOT) of the territory, to the aim of sustainable tourism development, was collected, was then illustrated. The way answers to the resident survey were used to build the provisional SWOT matrix was disclosed.*

*Starting from strengths, the factors emerged from the resident survey were read. The ambiguous factors (those mentioned as strengths/opportunities by some respondents and as weaknesses/threats by others) were signaled to participants and it was asked them to think in which SWOT category they should have been inserted and to take notes about it, for the subsequent discussion. Participants were also recommended to take note of the factors they believed should have been added to any SWOT category.*

*Afterwards, each participant was given floor to discuss their notes with the others. Free conversation was allowed, in order to favor dialogue and maximize exchange of ideas between participants. When consensus on ambiguous factors and addends were reached, the posters with the provisional SWOT factors was modified consistently.*

*After discussing strengths and weaknesses, a coffee break was offered to participant. Meanwhile, they were given colored stickers (the meaning of each color was explained before the break), that they pasted beside factors on posters, for rating the importance of each one. This importance rating was organized during the break for minimizing the possible tendency of participants to*



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*give the same ratings as the most powerful participants (local authorities) and to obtain a grading as spontaneous as possible, so that it could reflect divergent interests of different stakeholders.*

*After the break and first importance grading of factors, the same work has been done for opportunities and threats. After the discussion of the factors emerged from the resident survey, disambiguation and addition of further factors, another coffee break was offered, during which the factors of the last two SWOT categories were rated, by means of colored sticks.*

*Finally, the local authorities thanked participants for their kind availability and proactive involvement, anticipating that they would have received an e-mail with the description of the results of the SWOT analysis, to which they contributed in occasion of this capability building seminar.*



## EXCOVER Capacity Building Seminar – Focus Group | 18.11.2019. | Ostellato

*Organizzato da Delta 2000 e Centro di Studi Avanzati sul Turismo dell'Alma Mater Studiorum Università di Bologna - CAST*

### *PROGRAMMA di massima*

**14.45** – Arrivo dei partecipanti e registrazione.

**15.00** – Introduzione alla metodologia e breve presentazione del progetto EXCOVER, a cura della Prof.ssa Alessia Mariotti (CAST).

**15.20** – Inizio Focus group: Strengths and Weaknesses.

**16.20** – Sessione di Q&A. Coffee station a disposizione dei partecipanti.

**16.45** – Inizio Focus group: Opportunities and Threats

**17.45** – Sessione di Q&A. Coffee station a disposizione dei partecipanti.



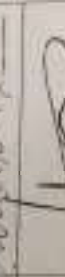
**18.10** – Conclusioni.



Meeting Object Focus Group - Capacity Building Seminar WP3.2  
 Location, Date Ostellato, 18/11/2014

n	First Name	Family Name	Position	Partner's Number / Organization's Name	Country	E-mail	Privacy Authorization	FIRMA Signature
	F. P. M. H. G.	Albani	DELEGATO REGIONALE SISTEMAZIONE E P. M. H. G.	MINISTERO DEL TURISMO	ITA	fabio.albani@ museo.istat.it	<input checked="" type="checkbox"/>	<i>[Signature]</i>
	Alena	MARICIC	COORDINATORE CAST	UN/PB	ITA	alena.maricic@ unipb.it	<input checked="" type="checkbox"/>	<i>[Signature]</i>
	ELISA	TANINI	ASSESSORA	OSPELLATO COMUNE	ITA	elisa.tanini@ ospellato.it	<input checked="" type="checkbox"/>	<i>[Signature]</i>
	Franco	Pozzani	PRESENTE CONSIGLIO	OSPELLATO COMUNE	ITA	franco.pozzani@ ospellato.it	<input checked="" type="checkbox"/>	<i>[Signature]</i>
	Iliriane	Rond	Collaboratrice	Delir Joso	IT	iliriane@ joso.com	<input checked="" type="checkbox"/>	<i>[Signature]</i>
	Annalisa	Stacchini	ASPIRANTE	UNISO	IT	annalisa.stacchini@ uniso.it	<input checked="" type="checkbox"/>	<i>[Signature]</i>



n.	First Name	Family Name	Position	Partner's Number / Organization's name	Country	E-mail	Privacy Authorization	ESMA Signature
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	CRISTINA	VALLE CHIARA	ESTRUTTORE		Italy	CRISTINA.VALLE@CHIARA.IT	<input checked="" type="checkbox"/>	
	ROBERTO	ROBERTO	Presidente	14000			<input checked="" type="checkbox"/>	
							<input type="checkbox"/>	
							<input type="checkbox"/>	
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							<input type="checkbox"/>	









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Parco interregionale del  
Sasso Simone  
e Simoncello



Interreg  
Italy - Croatia  
EXCOVER  
European Regional Development Fund



EUROPEAN UNION

## **WP3.2 - Capacity Building Seminar in Carpegna – 21/11/2019 – PP in charge of the event: Interregional Park Authority Sasso Simone e Simoncello**

### Minutes

*The capability building seminar started with greetings from the local authorities (city council representatives) who welcomed participants and highlighted the importance of the capability building seminar for the sustainable tourism development of the area.*

*Then, the EXCOVER project, its goal and main activities were presented. The function of the capability building seminar within the context of the Project and in connection with its purposes was explained. Then, the methodology on which the joint work of participants would have been developed was exposed.*

*The resident survey, through which the information on the local community's opinions about strengths, weaknesses, opportunities and threats (SWOT) of the territory, to the aim of sustainable tourism development, was collected, was then illustrated. The way answers to the resident survey were used to build the provisional SWOT matrix was disclosed.*

*Starting from strengths, the factors emerged from the resident survey were read. The ambiguous factors (those mentioned as strengths/opportunities by some respondents and as weaknesses/threats by others) were signaled to participants and it was asked them to think in which SWOT category they should have been inserted and to take notes about it, for the subsequent discussion. Participants were also recommended to take note of the factors they believed should have been added to any SWOT category.*

*Afterwards, each participant was given floor to discuss their notes with the others. Free conversation was allowed, in order to favor dialogue and maximize exchange of ideas between participants. When consensus on ambiguous factors and addends were reached, the posters with the provisional SWOT factors was modified consistently.*

*After discussing strengths and weaknesses, a coffee break was offered to participant. Meanwhile, they were given colored stickers (the meaning of each color was explained before the break), that they pasted beside factors on posters, for rating the importance of each one. This importance rating was organized during the break for minimizing the possible tendency of participants to*



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Parco interregionale del  
**Sasso Simone  
e Simoncello**



**Interreg**  
**Italy - Croatia**  
**EXCOVER**  
European Regional Development Fund



EUROPEAN UNION

*give the same ratings as the most powerful participants (local authorities) and to obtain a grading as spontaneous as possible, so that it could reflect divergent interests of different stakeholders.*

*After the break and first importance grading of factors, the same work has been done for opportunities and threats. After the discussion of the factors emerged from the resident survey, disambiguation and addition of further factors, another coffee break was offered, during which the factors of the last two SWOT categories were rated, by means of colored sticks.*

*Finally, the local authorities thanked participants for their kind availability and proactive involvement, anticipating that they would have received an e-mail with the description of the results of the SWOT analysis, to which they contributed in occasion of this capability building seminar.*

## EXCOVER Capacity Building Seminar – Focus Group | 21.11.2019. | Carpegna

*Organizzato da Parco interregionale del Sasso Simone e Simoncello, e Centro di Studi Avanzati sul Turismo dell'Alma Mater Studiorum Università di Bologna – CAST*

### *PROGRAMMA di massima*

**10.45** – Arrivo dei partecipanti e registrazione.

**11.00** – Introduzione alla metodologia e breve presentazione del progetto EXCOVER, a cura del Prof. Andrea Guizzardi (CAST).

**11.20** – Inizio Focus group: Strengths and Weaknesses.

**12.30** – Pausa pranzo.

**13.30** – Sessione di Q&A. Coffee station a disposizione dei partecipanti.



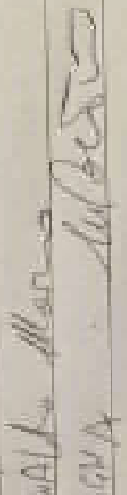








**14.45** – Inizio Focus group: Opportunities and Threats

**15.45** – Sessione di Q&A. Coffee station a disposizione dei partecipanti.

**16.10** – Conclusioni.

EXCOVER | WP3-2 Capacity Building Seminar (Focus Group) | 21.11.2019 | Carpegna

PARTICIPANTS LIST

PARTICIPANTS (NAME AND SURNAME)	Signature
BIALI ALESSIA - VICISSIMO CACCIA	
Stefano Clementi - U.S. Fiamme	
Vito Marco Pini - Polo Calcio Carpegna	
MARCO BELFANTINI - Polo Calcio Carpegna	
MARTINA TELICI - POLSOLO MONTECOPPIO FRODO MONTAUDO	
Catalano Roberto - Coldicchi PU	
De Silvestri Riccardo - CARSESTRALE	
MARIEA VASILE - ASSOCIARE L'INIZIATIVA + INIZIATIVA	
EXCALANI EMANUELA - ASSOCIARE PIACENTINO	
AUN ALISA - STARCHINI (UNIBO)	
ANDREA GIUSTARINI (UNIBO)	

PARTICIPANTS LIST

PARTICIPANTS (NAME AND SURNAME)	Signature
PALMIERO MAFFEI	ASSESS. COMUNE DI PENTAVILLI
Quirico Deville	Asocio Comune di Pietrasubbia
Paolo Maria Assunta	Sindaco Comune Pietrasubbia
NICOLÒ FACALINI	Società PRO LOCO PIETRASUBBIA
DANIE FACCELLI	SPINO TROJANO PIETRASUBBIA
SILVANA SABBIOLO	Società Comune Pietrasubbia
Angela Volker	Parco Storia Sesto e Simancolo
GIANNINHO SOGEMIO	Parco Storia Sesto e Simancolo
Enzo Madalon	SPINUS
GILBERTO ZANGARI	FIN PROJECT


  
 Giliberto Zangari
   
Università degli Studi di Bologna





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**Interreg**  
**Italy - Croatia**  
**EXCOVER**  
European Regional Development Fund



### **WP3.2 - Capacity Building Seminar in Čavle – 26/11/2019 – PP in charge of the event: Primorje-Gorski Kotar County**

#### Minutes

*The capability building seminar started with greetings from the local authorities (city council representatives) who welcomed participants and highlighted the importance of the capability building seminar for the sustainable tourism development of the area.*

*Then, the EXCOVER project, its goal and main activities were presented. The function of the capability building seminar within the context of the Project and in connection with its purposes was explained. Then, the methodology on which the joint work of participants would have been developed was exposed.*

*The resident survey, through which the information on the local community's opinions about strengths, weaknesses, opportunities and threats (SWOT) of the territory, to the aim of sustainable tourism development, was collected, was then illustrated. The way answers to the resident survey were used to build the provisional SWOT matrix was disclosed.*

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primorsko  
županija eksplanat



*give the same ratings as the most powerful participants (local authorities) and to obtain a grading as spontaneous as possible, so that it could reflect divergent interests of different stakeholders.*

*After the break and first importance grading of factors, the same work has been done for opportunities and threats. After the discussion of the factors emerged from the resident survey, disambiguation and addition of further factors, another coffee break was offered, during which the factors of the last two SWOT categories were rated, by means of colored sticks.*

*Finally, the local authorities thanked participants for their kind availability and proactive involvement, anticipating that they would have received an e-mail with the description of the results of the SWOT analysis, to which they contributed in occasion of this capability building seminar.*



## PROGRAM / AGENDA

Seminar i radionica Fokus grupe - Općina Čavle  
*Focus Group Meeting and Workshop - the Municipality of Čavle*

Aestus d.o.o. i Primorsko-goranska županija  
*Aestus Ltd. and Primorje-Gorski Kotar County*

Čavja 31, 51219 Čavle, Hrvatska  
26. studeni 2019. / November 26<sup>th</sup>, 2019.

18:00 – 18:20    Prezentacija EXCOVER projekta

*EXCOVER Project presentation*

18:20 – 19:00    Seminar za lokalne dionike  
-    Uvod u SWOT analizu  
-    Metodologija izrade SWOT analize

*Seminar for local stakeholders*

- *Introduction to SWOT analysis*
- *SWOT analysis methodology*

19:00 – 20:00    Radionica fokus grupe  
-    Rasprava o snagama, slabostima, prilikama i prijetnjama  
turističke ponude Općine Čavle

*Workshop with focus group*

- *Discussion on strengths, weaknesses, opportunities and threats of tourist supply of the Municipality of Čavle*














## PROJEKT EXCOVER

Seminar za lokalne dionike / radionica fokus grupe

Mjesto: Čavle, Hrvatska

Datum: 26. studenog 2019. godine

#	Ime i prezime	Organizacija	E-mail	Potpis	Suglasnost za korištenje fotografija / video zapisa snimljenih na sastanku za potrebe daljnjeg širenja projekta (GDPR) (DA/NE)
1.	ANDREJ GRGIC	FINE DINGUS DOO CISTRUT BAR	andrejgrgic007@ gmail.com		DA
2.	SILVANA JAMAR	KATEORA C S BRANJIVCI	adrijana.demar@ m.t-com.hr		DA
3.	NIKOLA VRANČIĆ KOČJA	UDRUGA PACENTAR	KOČJA.VN@ GMAIL.COM		DA
4.	LEA LINIĆ	PRITOKO - GRAFIKA ŽUPANJA	lea.linic@ prij.hr		DA
5.	DARIO ANTRIC	Restoran FEROSTEMC	darioantric@ gmail.com		DA

#	Ime i prezime	Organizacija	E-mail	Potpis	Suglasnost za korištenje fotografija i video zapisa snimljenih na sastanku za potrebe daljnjeg širenja projekta (GDPR) (DA/NE)
6.	IVAN SALAMON	TEO ČAVLE	ivan.salmon@teocavle.hr		DA
7.	DEJAN GUBOGNATOVIĆ	TEO ČAVLE	dejan.gubognatovic@teocavle.hr		DA
8.	KRISTIAN KIRINČIĆ	AESTUS d.o.o.	kkirinicko@gmail.com		DA
9.	ALEKSANDR IGNAČOŠKI	AESTUS d.o.o.	aleksandra.ignac@teocavle.hr		DA
10.					







Primorje-Gorski Kotar County  
Administrative Department for  
Regional Development,  
Infrastructure and Project  
Management  
Adamićeva 10,  
HR-51000 Rijeka  
FAO: Luka Dragojević

Rijeka, November 26th, 2019.

#### Conclusions of the EXCOVER focus group seminar and workshop held in the Municipality of Čavle

Aestus Ltd. Company has held a seminar and workshop with the EXCOVER focus group in accordance with the contract 09/02-19/03 made with Primorje – Gorski Kotar County for procurement of „SWOT and Reputation Analysis“ drafting service within the project „EXCOVER“ on November 26th, 2019. in the town hall of the Municipality of Čavle.

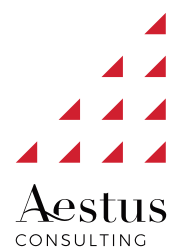
The workshop was attended by Andrej Grgic (Fine Dining Ltd.), Silvana Demark (Grobnik's Chair of the Chakavian Council), Nikola Vrančić Kolja (Association Palentar), Lea Linić (Primorje-Gorski Kotar County), Darijo Andrić (Aerosteak restaurant), Ivan Salamon (Tourist Board Čavle), Dejan Ljubobratović (Municipality of Čavle), Aleksandra Ignatoski and Kristian Kirinčić (Aestus Ltd.).

During the seminar for the local stakeholders, the hosts presented the EXCOVER project and introduced them to SWOT analysis and its methodology. During the workshop with the focus group, weaknesses, opportunities and threats of the tourist potential of the Municipality of Čavle were discussed. Through moderated conversation, touristic potential has been spotted in aspects of culture and natural as well as historical heritage.

Sincerely,

Aleksandra Ignatoski  
Business advisor





## Invitation to EXCOVER Project Focus Group Meeting

Please respond to this call for EXCOVER project focus group meeting, which will be held on **December 12<sup>th</sup>, 2019. at 11:00 in the town hall of the Municipality of Čavle.**

The meeting is a follow up on a seminar and focus group that took place on November 26<sup>th</sup>, 2019.

**We would like you to participate in defining and creating the future of the tourist and cultural offer of the Municipality of Čavle.**



The Municipality of Čavle is participating in the project EXCOVER – “Experience, Discover & Valorise Hidden Treasure Towns and Sites of Adriatic Area”.

The project EXCOVER’s – “Experience, Discover & Valorise Hidden Treasure Towns and Sites of Adriatic Area” main objective is to contribute to ensure a better spatial and temporal distribution of tourism flows in the Adriatic region, actually too concentrated in summer peak months and in certain crowded destinations along the coasts, whilst other places boasting a good or excellent cultural and/or natural heritage are little or totally unknown, or valorised quite below their potential.

The goal of the focus group is to gather the stakeholders who are creators of the touristic potential of the Municipality (associations, caterers, tourism and recreational organizations etc.) in one place in order to define strengths, weaknesses, opportunities and threats of the touristic potential of the Municipality of Čavle and estimate its natural and cultural attractions, events, available tourist and hospitality capacities, availability, etc.

Best regards,

Dejan Ljubobratović

Deputy head of the Municipality of Čavle



## PROGRAM / AGENDA

Seminar i radionica Fokus grupe - Općina Čavle  
*Focus Group Meeting and Workshop - The Municipality of Čavle*

Aestus d.o.o. i Primorsko-goranska županija  
*Aestus Ltd. and Primorje-Gorski Kotar County*

Čavja 31, 51219 Čavle, Hrvatska  
*12. prosinac 2019. / December 12<sup>th</sup>, 2019.*

11:00 – 11:20      Prezentacija EXCOVER projekta  
*EXCOVER Project Presentation*

11:20 – 12:00    Seminar za lokalne dionike  
- Prezentacija dosadašnjih rezultata anketa  
- Uvod u Google Trends analizu  
- Prikaz rezultata SWOT analize

*Seminar for the Local Stakeholders*  
- *Presentation of current survey results*  
- *Introduction into Google Trends analysis*  
- *Presentation of SWOT analysis results*

12:00 – 13:00    Radionica fokus grupe  
- Rasprava o snagama, slabostima, prilikama i prijetnjama  
turističke ponude Općine Čavle

*Focus Group Workshop*  
- *Discussion on strengths, weaknesses, opportunities and  
threats of tourist supply of the Municipality of Čavle*















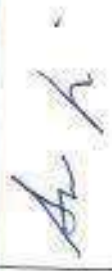
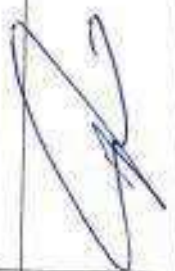
## PROJEKT EXCOVER

Seminar za lokalne dionike / radionica fokus grupe

Mjesto: Čavle, Hrvatska

Datum: 12. prosinca 2019. godine

#	Ime i prezime	Organizacija	E-mail	Potpis	Suglasnost za korištenje fotografija / video zapisa snimljenih na sastanku za potrebe daljnjeg širenja projekta (GOPRY/DANE)
1.	VLASKA JURETIĆ	KATEJKA CS GLOBINSKIVE	Marta Prizic @gobinske katejka@m		
2.	Kate Foley 0995036623 kfoley@el.net	private owner future NGO in founding process	kfoley@el.net		
3.	AUSKES GRBIĆ	CASTRUM BAR	AUSKES GRBIĆ @castrum-bar		
4.	PERAN GUSMANOVIĆ	ORDINA ČAVLE	peran.gusmanovic @cavle-hr		
5.	IVAN SALAMON	TZO ČAVLE	info@tzo-cavle.hr		

#	Ime i prezime	Organizacija	E-mail	Potpis	Suglasnost za korištenje fotografija / video zapisa snimljenih na sastanku za potrebe daljnjeg širenja projekta (GDPR) (DA/NE)
6.	ALEXANDRA IGUNATOSKI	AESTUS D.O.O.	alexandra.igunatoski@aestus.hr		DA
7.	KRISTIAN KIRINCIC	AESTUS d.o.o.	k.kirincic12@gmail.com		DA
8.					
9.					
10.					









Primorje-Gorski Kotar County  
Administrative Department for  
Regional Development,  
Infrastructure and Project  
Management  
Adamićeva 10,  
HR-51000 Rijeka  
FAO: Luka Dragojević

Rijeka, December 12th, 2019.

### Conclusions of the EXCOVER focus group seminar and workshop held in the Municipality of Čavle

Aestus Ltd. Company has held a second seminar and workshop with the focus group in accordance with the contract 09/02-19/03 signed with Primorje – Gorski Kotar County for procurement of „SWOT and Reputation Analysis“ document drafting service within the project „EXCOVER“ on December 12th, 2019 in the town hall of the Municipality of Čavle.

The workshop was attended by Vlasta Juretić (Grobnik's Chair of the Chakavian Council), Andrej Grgić (Fine Dining Ltd.), Kate Foley (NGO in founding process), Ivan Salamon (Tourist Board Čavle), Dejan Ljubobratović (Municipality of Čavle), Aleksandra Ignatoski and Kristian Kirinčić (Aestus Ltd.).

During the seminar for the local stakeholders, hosts presented the EXCOVER project, survey results, Google Trends methodology as well as the results of SWOT analysis. During the workshop with the focus group, weaknesses, opportunities and threats of tourist potential of the Municipality of Čavle were discussed. Through moderated conversation, touristic potential has been spotted in aspects of culture and natural as well as historical heritage.

Sincerely,

Aleksandra Ignatoski



Business advisor





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Gruppo di Azione Locale



### **WP3.2 Capacity Building Seminar in Alfonsine – 27/11/2019 – PP in charge of the event: Delta 2000**

#### Minutes

*The capability building seminar started with greetings from the local authorities (city council representatives) who welcomed participants and highlighted the importance of the capability building seminar for the sustainable tourism development of the area.*

*Then, the EXCOVER project, its goal and main activities were presented. The function of the capability building seminar within the context of the Project and in connection with its purposes was explained. Then, the methodology on which the joint work of participants would have been developed was exposed.*

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*After discussing strengths and weaknesses, a coffee break was offered to participant. Meanwhile, they were given colored stickers (the meaning of each color was explained before the break), that they pasted beside factors on posters, for rating the importance of each one. This importance rating was organized during the break for minimizing the possible tendency of participants to*



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*give the same ratings as the most powerful participants (local authorities) and to obtain a grading as spontaneous as possible, so that it could reflect divergent interests of different stakeholders.*

*After the break and first importance grading of factors, the same work has been done for opportunities and threats. After the discussion of the factors emerged from the resident survey, disambiguation and addition of further factors, another coffee break was offered, during which the factors of the last two SWOT categories were rated, by means of colored sticks.*

*Finally, the local authorities thanked participants for their kind availability and proactive involvement, anticipating that they would have received an e-mail with the description of the results of the SWOT analysis, to which they contributed in occasion of this capability building seminar.*



## EXCOVER Capacity Building Seminar – Focus Group | 27.11.2019. | Alfonsine

*Organizzato da Delta 2000 e Centro di Studi Avanzati sul Turismo dell'Alma Mater Studiorum Università di Bologna - CAST*

### *PROGRAMMA di massima*

**14.45** – Arrivo dei partecipanti e registrazione.

**15.00** – Introduzione alla metodologia e breve presentazione del progetto EXCOVER, a cura della Dr.ssa Annalisa Stacchini (CAST).

**15.20** – Inizio Focus group: Strengths and Weaknesses.

**16.20** – Sessione di Q&A. Coffee station a disposizione dei partecipanti.

**16.45** – Inizio Focus group: Opportunities and Threats

**17.45** – Sessione di Q&A. Coffee station a disposizione dei partecipanti.

**18.10** – Conclusioni.



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EXCOVER | WP3.2 Capacity Building Seminar (Focus Group) | 27.11.2019. | Alfonsine

PARTICIPANTS LIST

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ANGELA RISPUGNA		ANGELA@RISPUGNA.IT	no	Angela Rispuogna
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ERENI CRAMINARO	ALFONSINE	ERENI@ALFONSINE.COM	Y	Ereni Craminaro

PROVA GUBBIO	Δ 2000	Info @ delta2000.it	✓	
Autorità di Conducio Tirreno Riviera Giancarlo	Comuni di Alghero	circulatorio@comuni.alghero.it	✓	
Tirreno Riviera Giancarlo	Complescenti	gmelandri@picot.it	✓	
Giancarlo Riviera Giancarlo	Delta 2000	V. Tirreno 2000	✓	
MICHELE RIVIERA	SINONIMI di Firenze	gms@simonini.com	✓	
MICHELE RIVIERA	SOCIA FORNO 24800	INFO@FORNO24800.IT	✓	
MICHELE RIVIERA	ATLANTIDE	CASARZOTTI @ ATLANTIDE.IT	✓	



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### **WP3.2 - Capacity Building Seminar in Tolmezzo – 10/12/2019 – PP in charge of the event: Comunità di Montagna della Carnia**

#### Minutes

*The capability building seminar started with greetings from the local authorities (city council representatives) who welcomed participants and highlighted the importance of the capability building seminar for the sustainable tourism development of the area.*

*Then, the EXCOVER project, its goal and main activities were presented. The function of the capability building seminar within the context of the Project and in connection with its purposes was explained. Then, the methodology on which the joint work of participants would have been developed was exposed.*

*The resident survey, through which the information on the local community's opinions about strengths, weaknesses, opportunities and threats (SWOT) of the territory, to the aim of sustainable tourism development, was collected, was then illustrated. The way answers to the resident survey were used to build the provisional SWOT matrix was disclosed.*

*Starting from strengths, the factors emerged from the resident survey were read. The ambiguous factors (those mentioned as strengths/opportunities by some respondents and as weaknesses/threats by others) were signaled to participants and it was asked them to think in which SWOT category they should have been inserted and to take notes about it, for the subsequent discussion. Participants were also recommended to take note of the factors they believed should have been added to any SWOT category.*

*Afterwards, each participant was given floor to discuss their notes with the others. Free conversation was allowed, in order to favor dialogue and maximize exchange of ideas between participants. When consensus on ambiguous factors and addends were reached, the posters with the provisional SWOT factors was modified consistently.*

*After discussing strengths and weaknesses, a coffee break was offered to participant. Meanwhile, they were given colored stickers (the meaning of each color was explained before the break), that they pasted beside factors on posters, for rating the importance of each one. This importance rating was organized during the break for minimizing the possible tendency of participants to*



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*After the break and first importance grading of factors, the same work has been done for opportunities and threats. After the discussion of the factors emerged from the resident survey, disambiguation and addition of further factors, another coffee break was offered, during which the factors of the last two SWOT categories were rated, by means of colored sticks.*

*Finally, the local authorities thanked participants for their kind availability and proactive involvement, anticipating that they would have received an e-mail with the description of the results of the SWOT analysis, to which they contributed in occasion of this capability building seminar.*



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## EXCOVER Capacity Building Seminar – Focus Group | 10.12.2019. | Tolmezzo

*Organizzato da Unione Territoriale Intercomunale della Carnia e Centro di Studi Avanzati sul Turismo dell'Alma Mater Studiorum Università di Bologna - CAST*

### *PROGRAMMA di massima*

**14.45** – Arrivo dei partecipanti e registrazione.

**15.00** – Introduzione alla metodologia e breve presentazione del progetto EXCOVER, a cura del Prof. Andrea Guizzardi (CAST).

**15.20** – Inizio Focus group: Strengths and Weaknesses.

**16.20** – Sessione di Q&A. Coffee station a disposizione dei partecipanti.

**16.45** – Inizio Focus group: Opportunities and Threats

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**18.10** – Conclusioni.

## PROGETTO EXCOVER - EXPERIENCE, DISCOVER & VALORISE HIDDEN TREASURE TOWNS AND SITES OF THE ADRIATIC AREA

Focus Group - 10 dicembre 2019

Registro presenze

N.	Nome e Cognome	Associazione / Ente	Firma
1	VASSIVERA BRUNO	PLANIZIAS ESCUELAS	Marianna Brunet
2	FELICE MARINA	u. n.	Felice Marina
3	MIRNO MELE	LOCALITA' ALPEGALE	S. Gio.
4	ALBANO FABIANI	COMUNE DI PAULARO	Fabiana Allena
5	WAWO FABIANI	u. n.	Wawo Fabiani
6	Fabiana	AUTELCO DISTRETTO MARCO	Fabiana

N.	Nome e Cognome	Associazione / Ente	Firma
7	Filippo Savie	ALBERGO DIFFUSO PALLARO	Filippo Savie
8	ERIKA ANDREANA	CONSORZIO BOSCHI GRANDES	Erika Andreana
9	TROCCHINI-EMILIO	PLANIZIA S. e SCUGIATES	Emilio Trocchini
10	DEBORA DEL FABBRO	NOI IN VAL PESADINA	Debora Del Fabbro
11	PUNTA TARCO	NOI IN VAL PESADINA	Punta Tarco
12	LEPRE EZIO	PLAMELES E SCUGIATES CASA-DUARO	Ezio Lepre
13	ERICA GIUNIO	CONVIO PRATO CARLUCCA	Erica Junio
14	ANALISA SACCHINI	UNIBO	Analisa Sacchini
15	ANDREA GURZAROI	UNIBO	Andrea Gurzaroi
16	DINO SPANERARO	MUSEO DELLA PIEVE DI GORTO	Dino Spaneraro
17	ANDEA PUSOTRASIS	PRO LOCO VAL PESADINA	Andea Pusotrasis

N.	Nome e Cognome	Associazione / Ente	Firma
18	ELENA ANTONIOLA	MUSEO CASA BUSINESCHI	Elena Antoniola
19	D'ORRIBIO FEMERCCA	OPERATRICE DIDATTICA	D'Orribio Femercca
20	DAMIEN CANCIANI PROCHAZKA	Sca e Morantina	Damien Canciani
21	REVELANT MARIO	PRES ECOTUSFO PAULARIO	Mario Revelant
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N.	Nome e Cognome	Associazione / Ente	Firma
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**WP3.2 - Capacity Building Seminar in Gospić– 19-20/02/2019 – PP in charge of the event: PUBLIC INSTITUTION REGIONAL DEVELOPMENT AGENCY OF LIKA SENJ COUNTY – LIRA (LP)**

Minutes

*The capability building seminar started with greetings from the local authorities (city council representatives) who welcomed participants and highlighted the importance of the capability building seminar for the sustainable tourism development of the area.*

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### 3. AGENDA

## SEMINAR IZGRADNJE KAPACITETA – FOKUS GRUPA

**Gdje:** Odjel za nastavničke studije u Gospiću, Ulica dr. Ante Starčevića 12 (predavaonica broj 2, 2.kat)

**Kada:** 19. i 20. veljače 2020. u 10 sati

### **Plan rada:**

- 10.00** Registracija sudionika
- 10.10** O projektu EXCOVER
- 10.30** Predstavljanje rezultata anketiranja
- 10.45** Fokus grupa: SWOT
- 12.00** Pauza
- 12.20** Radionica: SWOT i novi turistički proizvod
- 13.20** Prezentiranje grupnog rada
- 14.00** Zaključci





#### 4. KRATKI IZVJEŠTAJ

Tijekom 19. i 20. veljače 2020. godine u Gospiću su održani seminari izgradnje kapaciteta i fokus grupe u okviru projekta EXCOVER. Seminari izgradnje kapaciteta su trajali četiri sata i održani su u suradnji s vodećim parterom LIRA-om te Sveučilištem u Zadru, **Odjelom za nastavničke studije u Gospiću, koji je osigurao prostor i tehničku podršku. Prvog dana seminara sudionici su bile osobe s područja Grada Gospića, dok su tijekom drugog dana sudionici bili iz Gospića i drugih krajeva Ličko-senjske županije obuhvaćenih projektom EXCOVER.**

U uvodnom dijelu je predstavljen projekt EXCOVER te rezultati anketiranja lokalnog stanovništva za SWOT analizu. Nakon toga je održana fokus grupa, tijekom koje su sudionici izrazili svoje mišljenje o tvrdnjama iz SWOT analize. Sudionici su postojeće jakosti, slabosti, prilike i prijetnje mogli nadopuniti, izmijeniti ili argumentirano opovrgnuti, a u konačnici su rangirali tvrdnje s obzirom na važnost koju imaju za razvoj turizma u Lici. Mišljenje sudionika fokus grupa je u uvršteno u konačnu verziju SWOT analize, koja odražava mišljenja ispitanika tijekom anketiranja i sudionika fokus grupa.

Nakon SWOT analize, sudionici su u grupama radili na idejama za novi turistički proizvod. Bili su podijeljeni u tri grupe, s obzirom na teme kojima se inače bave: aktivni turizam u prirodi, kulturni turizam i gastro turizam. Tijekom grupnog rada, sudionici su primijenili spoznaje vezane uz SWOT analizu kako bi dali prijedloge kojima se može obogatiti postojeća turistička ponuda novim sadržajima.

5. POPIS SUDIONIKA

Datum: 19.2.2020.

<b>Ime i prezime</b>	<b>Organizacija</b>
1. Andrija Brkljačić	LIRA
2. Martina Šuper Štampar	LIRA
3. Karolina Prpić Bogojević	LIRA
4. Viktorija Rogić	Klaster Lika destination
5. Marijana Svetić	OPG
6. Goran Šarić	Iznajmljivač
7. Marija Maras	JU Park prirode Velebit
8. Anita Bušljeta Tonković	Institut Ivo Pilar
9. Deni Ivanov	Sveučilište u Zadru
10. Valerij Jurešić	Logoteam
11. Lorena Badanjak	Logoteam
12. Tea Gorup	Logoteam
13. Marino Perović	Sveučilište u Zadru
14. Lucijana Kosović	Iznajmljivač
15. Anita Ladišić	Logoteam

Datum: 20.2.2020.

<b>Ime i prezime</b>	<b>Organizacija</b>
1. Ljiljana Hrgota	Općina Plitvička jezera
2. Tea Vuković	Općina Plitvička jezera
3. Jelena Milković	JU PP Grabovača
4. Ana Miletić	Općina Lovinac/Lovinački turistički forum
5. Patricia Dujmović	Grad Otočac
6. Zdenka Kostelac	TZG Otočca
7. Sonja Leka	Udruga građana Tara/ Hotel Lyra
8. Andrija Brkljačić	LIRA
9. Martina Šuper Štampar	LIRA
10. Tomislav Čanić	HPS – Planinarsko društvo
11. Karolina Prpić Bogojević	LIRA
12. Tea Gorup	Logoteam
13. Lorena Badanjak	Logoteam
14. Valerij Jurešić	Logoteam
15. Anita Ladišić	Logoteam

6. POTPISNE LISTE

**interreg Italy - Croatia EXCOVER**

**POTPISNA LISTA: FOKUS GRUPE/SEMINAR O IZGRADNJI KAPACITETA ZA DIONIKE ZAJEDNICE**

Mjesto i datum: Gospić, 19.2.2020.

Polupovijesni sustavni pristup na korištenje i obnove nacionalne zračne luke, javna agencija, a koji u vrlo primarni oblici i informacija o aktivnostima na projektu EXCOVER. Osim toga, ovaj sustavni pristup i obnove nacionalne zračne luke, javna agencija, a koji u vrlo primarni oblici i informacija o aktivnostima na projektu EXCOVER. Kao dodatna fokus grupa, ovaj sustavni pristup i obnove nacionalne zračne luke, javna agencija, a koji u vrlo primarni oblici i informacija o aktivnostima na projektu EXCOVER. Kao dodatna fokus grupa, ovaj sustavni pristup i obnove nacionalne zračne luke, javna agencija, a koji u vrlo primarni oblici i informacija o aktivnostima na projektu EXCOVER.

Broj	Ime i prezime	Organizacija	Email	Potpis
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3	KAROLINA PERI BISKUPIĆ	LIRA	karolina.peri@lira.hr	[Potpis]
4	Giorgio Roggi	KONTOR LIRA, BOZOVIC	giorgio.roggi@lira.hr	[Potpis]
5	BRUNO BARIĆ	GRU	bruno.baric@gru.hr	[Potpis]
6	Gođaša JANIĆ	Jungferić	gođasa.janic@jungferic.hr	[Potpis]
7	IVANA JIŠIĆ	LIRA	ivana.jisic@lira.hr	[Potpis]
8	ANITA BUKIĆIĆ TOMIĆ	Urednik LIRA	anita.bukicic@lira.hr	[Potpis]
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**POTPISNA LISTA: FOKUS GRUPE/SEMINAR O IZGRADNJI KAPACITETA ZA DIONIKE ZAJEDNICE**

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Broj	Ime i prezime	Organizacija	Email	Potpis
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14	VESNA JASNIĆ	LOBITERNI/ILICA	vesna.jasnic@lobiterni.hr	[Potpis]
15	ANITA BUKIĆIĆ	LOBITERNI/ILICA	anita.bukicic@lobiterni.hr	[Potpis]
16				
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**POTPISNA LISTA: FOKUS GRUPA/SEMINAR O IZGRADNJI KAPACITETA ZA DIONIKE ZAJEDNICE**

Mjesto i datum: Gospić, 20.2.2020.

Potpisani sudionici prisustvuju na sastanku i obavlja osobne poslove (prema potrebi, organiziraju i imaju u vidu promociju vlastitih i informacija o aktivnostima na projektu EXCOVER. Dobre prakse (prema potrebi, organiziraju, fotografiraju i videi materijal) savjetuju na događaju organiziranom za javnost u svrhu promocije projekta u provedbi aktivnosti. Kao sudionik fokus grupe savjetnik nema pravo glasovati da se na kraju glasuje o bilo čemu, osim ako je član skupnog odbora. Nije potrebno dati bilo kakve presudne mišljenja i savjete za nastavak projekta, osim ako nastaje u roku od 30 dana od završetka projekta.

Broj	Ime i prezime	Organizacija	E-mail	Potpis
1	JORDANA HRSTIĆ	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]
2	TEA VUKIĆIĆ	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]
3	LORENA MIKVIĆ	JU"R. ŽUPANIJA	opisana.hr	[Potpis]
4	OLGA KURTIĆ	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]
5	IVANA DUTKOVIC	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]
6	ZORAN KRALJIC	TEŠKO BRATČICA	opisana.hr	[Potpis]
7	IVANA KRALJIC	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]
8	ANITA KRALJIC	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]
9	MARJETA ŠIPIĆ	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]
10	MARJETA ŠIPIĆ	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]

**interreg Italy - Croatia EXCOVER**

**POTPISNA LISTA: FOKUS GRUPA/SEMINAR O IZGRADNJI KAPACITETA ZA DIONIKE ZAJEDNICE**

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Broj	Ime i prezime	Organizacija	E-mail	Potpis
11	MARJETA ŠIPIĆ	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]
12	TEA VUKIĆIĆ	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]
13	LORENA MIKVIĆ	JU"R. ŽUPANIJA	opisana.hr	[Potpis]
14	OLGA KURTIĆ	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]
15	IVANA DUTKOVIC	OPĆINA PLIVUČAN DEDEGA	opisana.hr	[Potpis]
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## 7. PRILOZI

Fotografije prvog dana – 19.2.2020.



Fotografije drugog dana – 20.2.2020.





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### **WP3.2 Capacity Building Seminar in Rive d'Arcano – 08/06/2020 – PP in charge of the event: Municipality of Rive D'Arcano**

#### Minutes

*The capability building seminar started with greetings from the local authorities (city council representatives) who welcomed participants and highlighted the importance of the capability building seminar for the sustainable tourism development of the area.*

*Then, the EXCOVER project, its goal and main activities were presented. The function of the capability building seminar within the context of the Project and in connection with its purposes was explained. Then, the methodology on which the joint work of participants would have been developed was exposed.*

*The resident survey, through which the information on the local community's opinions about strengths, weaknesses, opportunities and threats (SWOT) of the territory, to the aim of sustainable tourism development, was collected, was then illustrated. The way answers to the resident survey were used to build the provisional SWOT matrix was disclosed.*

*Starting from strengths, the factors emerged from the resident survey were read. The ambiguous factors (those mentioned as strengths/opportunities by some respondents and as weaknesses/threats by others) were signaled to participants and it was asked them to think in which SWOT category they should have been inserted and to take notes about it, for the subsequent discussion. Participants were also recommended to take note of the factors they believed should have been added to any SWOT category.*

*Afterwards, each participant was given floor to discuss their notes with the others. Free conversation was allowed, in order to favor dialogue and maximize exchange of ideas between participants. When consensus on ambiguous factors and addends were reached, the posters with the provisional SWOT factors was modified consistently.*

*After discussing strengths and weaknesses, a coffee break was offered to participant. Meanwhile, they were given colored stickers (the meaning of each color was explained before the break), that they pasted beside factors on posters, for rating the importance of each one. This importance rating was organized during the break for minimizing the possible tendency of participants to*



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*give the same ratings as the most powerful participants (local authorities) and to obtain a grading as spontaneous as possible, so that it could reflect divergent interests of different stakeholders.*

*After the break and first importance grading of factors, the same work has been done for opportunities and threats. After the discussion of the factors emerged from the resident survey, disambiguation and addition of further factors, another coffee break was offered, during which the factors of the last two SWOT categories were rated, by means of colored sticks.*

*Finally, the local authorities thanked participants for their kind availability and proactive involvement, anticipating that they would have received an e-mail with the description of the results of the SWOT analysis, to which they contributed in occasion of this capability building seminar.*





## EXCOVER Capacity Building Seminar – Focus Group



### QUANDO

Lunedì 8 giugno 2020  
Ore 15.00



### DOVE

Rive d'Arcano, Palazzo  
Municipale, piazza I Maggio

### Programma evento

**15.00** – Arrivo dei partecipanti e registrazione.

**15.10** – Saluti istituzionali, **Sindaco Gabriele Contardo, Comune di Rive d'Arcano**

**15.20** – Apertura dei lavori della giornata, **Antonio Ferraioli, Sprinter srl.**

**15.30** – Introduzione alla metodologia e breve presentazione del progetto EXCOVER, a cura della **Dott.ssa Annalisa Stacchini, CAST – Università di Bologna**

- Inizio Focus group: Punti di forza e di debolezza
- Sessione di Q&A. Coffee station a disposizione dei partecipanti.
- Inizio Focus group: 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 04.06.2020 a**  
[segreteria@comune.rivedarcano.ud.it](mailto:segreteria@comune.rivedarcano.ud.it)

EXCOVER | WP3.2 Capacity Building Seminar (Focus Group) | 08.06.2020. | Rive d'Arcano  
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