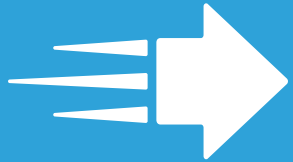# Section 1

STRATEGIC PART of project EXCOVER

EXCOVER

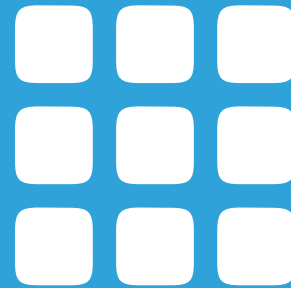**Experience, Discover & Valorise Hidden Treasure Towns and Sites of the Adriatic Area**

Tourism, Cultural and Natural Heritage

EUR 2.474.876,05

ERDF Funding € 2.103.644

13 partners

4 Croatian and 9 Italian

30 months

01 January 2019 - 30 June 2021

Project Partners

CROATIA

- **LP DEVELOPMENT AGENCY OF LIKA-SENJ COUNTY - LIRA**
- PP1 UNIVERSITY OF ZADAR
- PP2 PRIMORJE-GORSKI KOTAR COUNTY
- PP3 DEVELOPMENT AGENCY OF KARLOVAC COUNTY KARLA

ITALY

- PP4 UNION OF MUNICIPALITIES OF CARNIA
- PP5 ALMA MATER STUDIORUM – UNIVERSITY OF BOLOGNA
- PP6 UNIVERSITY OF UDINE
- PP7 MUNICIPALITY OF RIVE D'ARCANO
- PP8 DELTA 2000 CONSORTIUM
- PP9 MUNICIPALITY OF CAMPOBASSO
- PP10 INTERREGIONAL PARK AUTHORITY SASSO SIMONE E SIMONCELLO
- PP11 TERRE DEL PIACERE
- PP12 MUNICIPALITY OF PREDAPPIO

Interreg
Italy - Croatia
EXCOVER
European Regional Development Fund
EUROPEAN UNION

Project Approach

Activating and implementing a totally new regional tourist development process in the tourism industry

- only now, in fact, technology, development and social acceptance of sharing economy allows the creation of a Tourist Supply Chains based on resources underused owned by "ordinary" residents in the little towns of the project.

- For the first the early stages of a tourist development **do not** need heavy investments, money and space consuming in tourist facilities.

- support previous two steps with platforms of sharing economy

EXCOVER soft strategy to create a transnational network of tourist services

- ## Tourist Supply Chains

  - Step 1: EXCOVER creates in partner areas a **Tourist Supply Chain** (based on SWOT & reputation analysis, positioning strategy, identification of new tourism products) pushing **residents** to use as tourist resources their under-utilized skills, goods, rooms, cars, etc…

  - Step 2: TSC will be organised through sharing economy platforms and tourist packages

- ## Marketing of New Destinations

  - Step 3: **market new destinations**.

  - **Destination Management Companies (DMC**), combined with **online promotion strategies**, will play a key role in early stages of launch on tourist market of a region rich of cultural & natural resources but poor in hospitality industry.

Project objectives

Project overall objective

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

Project specific objective 1

Tourism promotion and valorisation of little or totally unknown inland places of Croatia and Italy

Project results

Project result 1

undertaking a set of coherent actions to promote and valorise in the **international and national markets** little or totally **unknown places with tourism potential** due to their **cultural and/or natural heritage**

Programme result indicator: 3.1R - Seasonality in tourism in the programme area

Project results

Project result 2

building **hospitality-oriented communities** through the promotion of the sharing economy as local **Tourism Supply Chain**, and the identification / promotion of at least 1 **DMC-Destination Management Company** per area as engine of the marketing and hospitality process

Programme result indicator: 3.1R - Seasonality in tourism in the programme area

Synergies

① CUSTODES

- CUSTODES – Cultural Sites and Tourism: Development of European Strategies
- 2007 - 2013 Central Europe
- "Capitalisator partner": Unibo / Rimini

② InTourAct

- Integrated Tourism Action Plans for SEE excellence
- 2007 - 2013 South East Europe
- "Capitalisator partner": Campobasso

https://www.keep.eu/project/5489/cultural-sites-and-tourism-development-of-european-strategies
https://www.keep.eu/project/9876/integrated-tourism-action-plans-for-see-excellence

Horizontal principles (1)

sustainable development

Valorization of less visited towns allows a better distribution over time and space of tourists flows and hence a reduction of pressures on natural and cultural resources.

Project implementation will adopt measures to reduce environmental impacts: videoconferencing when possible, printing on certified FSC paper, green procurement, short supply chain, limited use of energy and water.

A specific training session will be provided at kick-off meeting to guide the PPs on respecting these principles

Horizontal principles (2)

equal opportunities and non-discrimination

EXCOVER prohibits discrimination against and harassment of any participant because of race, colour, national regional or ethnic origin, age, religion, disability, sex, sexual orientation, gender identity and expression.

PP will sign a "NON-DISCRIMINATION STATEMENT", to ensure that they and external suppliers observe this principle.

All personnel involved in project activities are charged to support this effort and to respond promptly and appropriately.

A specific training session will be provided at kick-off meeting to guide the PPs on respecting these principles

Horizontal principles (3)

equality between men and women

Coherently with strategy on equal opportunities for women and men within EU 2014-2020, during project implementation, equality between men and women will be respected:

LP and PPs will involve male and female specialists and relevant tasks will be distributed with compliance to same criteria.

A specific training session will be provided at kick-off meeting to guide the PPs on respecting these principles

3.1O2 Actors involved in actions aimed at promoting natural and cultural heritage (including typical products, joint branding and tourism)

Project main outputs

1 **Database of Involved Actors and Stakeholders (DIAS)**

In the designing and construction of the Tourism Supply Chain, 130 actors will be involved and identified within:

i) Families potentially suppliers of tourism services;

ii) Local and regional public authorities indirectly linked to PPs: Policy-makers, officials;

iii) Cultural and natural heritage management bodies;

iv) Economic operators / SMEs (hotels, B&B, families offering services etc.);

2 **DIAS**

v) DMO/DMC and associations, mini-clusters etc. potentially becoming DMCs;

vi) Regional and local development agencies;

vii) Voluntary NGOs working in the field of culture, environment, tourism, etc.;

viii) Bloggers/social forum animators

3.1O2 Actors involved in actions aimed at promoting natural and cultural heritage (including typical products, joint branding and tourism)

- **DIAS**

  To support quantitative data provided by PPs on these 130 actors (approx. 13 per area), a specific database (DIAS) will provide information on how EACH actor relates to Project Outputs and Deliverables:

  - ACTIVE involvement in its development.

  - its USAGE.

  - its DISSEMINATION.

  DIAS includes indications on sources of VERIFICATION.

3.1O5 Cultural and natural heritage (tangible and intangible) promoted

Project main outputs

(1) EXCOVER cross-border Tourism Supply web-based Platform will be launched (target value 1), based on:

1. Preliminary SWOT and reputation analysis of less known towns and areas (TV 1).

2. Cross-border Tourism Supply Chain (TSC) Network created in the entire EXCOVER area (TV 1).

3. Utilisation of existing Sharing Economy platforms for single tourism oriented services.

4. Setting-up a cross-border Network of Destination Management Companies (DMC), minimum 1 DMC each involved territory (TV 1).

5. Cross-border web promotion campaign of the entire EXCOVER destination (target value 1).

6. Positioning Strategy of EXCOVER to become a marker of uniqueness and identity (target value 1).

3.1O5 Cultural and natural heritage (tangible and intangible) promoted

Project main outputs

- **possible cultural sites**
  - Memorial devoted to Nikola Tesla / GOSPIC
  - Town centre of Delnice / DELNICE
  - Dubovac Castle / KARLOVAC
  - Church "Pieve di San Giorgio" / ARGENTA
  - Monforte Castle / CAMPOBASSO

- **possible cultural sites**
  - Princess of Falconieri Palace/ CARPEGNA
  - Church of Sant'Agostino in Rocca / PREDAPPIO
  - Church of San Francesco / SANT'ANGELO
  - Fortifications of Vallo Littorio / CARNIA
  - Castle of Tricano / RIVE D'ARCANO

EXCOVER foresees a mapping of cultural and other sites of interest for tourists to be included in its valorisation and promotion strategy.
Above is a list of 10 possible cultural sites to be included

Target Groups

General public

Local, regional and national public authorities

Cultural and natural heritage management bodies

Regional and local development agencies, enterprises

NGOs

TG22: General public

Target value **18.000**

tourists

people interested in discovering less known or totally unknown places, not affected by mass tourism and characterized by authenticity

residents

residents potentially interested in becoming actors of setting up the welcoming communities envisaged

They will be reached overall through the Social Media activities foreseen within WP 2

TG23: Local, regional and national public authorities

Target value **80**

Local and regional public authorities linked indirectly to the ones participating directly in EXCOVER

- municipalities belonging to the same Mun. union;

- neighbourhood municipalities;

- others authorities with which exist twinning agreements

National authorities

- Ministries of Culture, Tourism…

- Ministries having competences on Territorial Cohesion

These TG are reached through:
one-to-one meetings, press releases, seminars, press conferences & social media activities

TG25: Cultural and natural heritage management bodies

Target value **16**

The involvement of cultural and natural heritage management bodies (e.g. museums) will be of key importance to make appealing less known or totally unknown destinations

They will be reached overall through ad hoc meetings

TG26: Regional and local development agencies, enterprises: SMEs within the cultural and creative industry as well as the environmental and tourism sector

Target value **40**
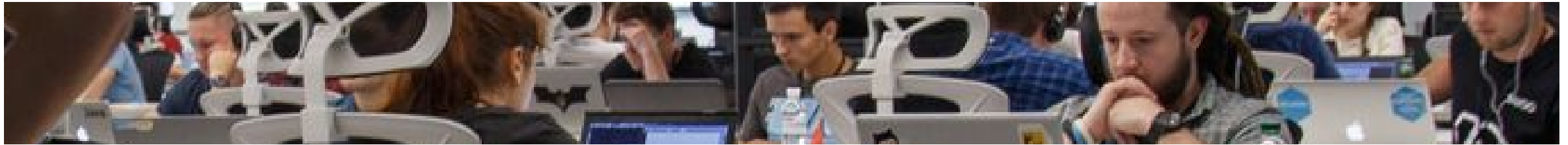
To ensure a long-lasting sustainability to EXCOVER's model, it is necessary that community-led process aims at setting up local welcoming communities in which citizens are main drivers is accompanied by presence of competent DMCs, which fulfill also task of DMO

SMEs (hotels, B&B, families offering services etc.), both as members of DMC/DMO as well as of local Tourism Supply Chain, will be reached overall through ad-hoc meetings & Social Media activities

TG28: NGOs

Target Value **24**

Voluntary NGOs working in the field of culture, environment, tourism etc., interested in bottom-up participatory processes

NGOs will be reached through ad hoc meetings and social media activities

DIAS: Database of Involved Actors, Stakeholders and Target Groups

To support quantitative data provided by PPs on 130 actors and Target Groups, a specific Excel database (DIAS) will provide information on how EACH actor/TG relates to Project Outputs and Deliverables:

1 **How ACTIVELY target groups, actors and stakeholders are involvement of project development**

- trainings, interviews, workshops, questionnaires, polls, surveys, social media debates, local stakeholder groups meetings, advisory boards, testing of tools, implementation of pilot actions, others

2 **how partners DISSEMINATE the already developed outputs and deliverables to target groups, actors and stakeholders**

3 **USAGE of developed outputs and deliverables by target groups, actors and stakeholders**

4 **indications on sources of VERIFICATION**

- compiled questionnaires, participants list, written feedback by TG, registrations, manually counting...

Project Key Words

Key words

Tourism Supply Chains

Sharing Economy Platforms

DMC / Destination Management Companies

Cultural and Natural Heritage

EXCOVER Transnational Networks

SWOT and Reputation Analysis

Positioning Strategy

Web Promotion

Tourism Products and Packages

WORK PACKAGES

WP 0 - Project Preparation

WP 1 - Project Management and coordination of activities

WP 2 - Project Communication and Capitalization activities

WP 3 - SWOT and Reputation analysis
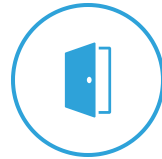
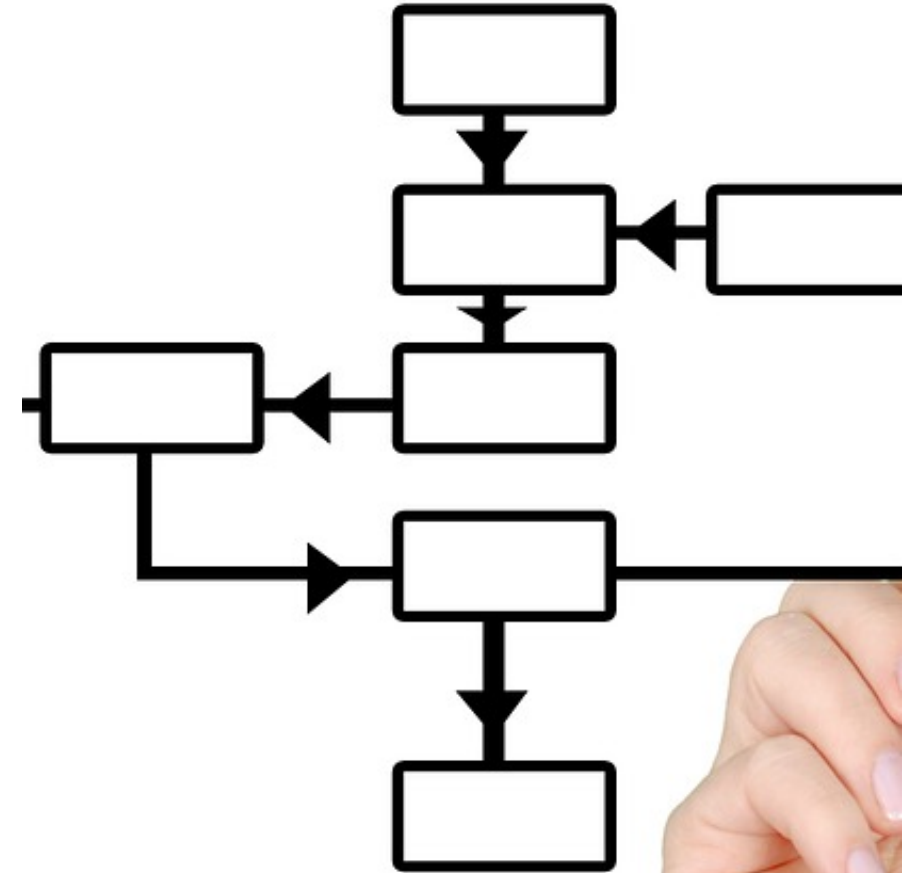**WP 4 - Widespread Welcoming: local heritage & hospitality through alternative & sustainable tourism products**

WP 5 - Tourist Supply Chain, DMC and Web Promotion

Contacts

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