

# WP2.4

## PARTICIPATORY PLANNING AND FOCUS GROUPS

### PP4 - Comunità di montagna della Carnia

## PROJEKT EXCOVER

### PARTICIPATORY PLANNING AND FOCUS GROUPS

#### PPP REPORTING

- **Basic info about the PPP**

3 test visits:

- Paularo, Musei La Mozartina 1 e 2 - 13/04/2022
- Prato Carnico, Laboratorio F.Ili Leita - 18/05/2022
- Tolmezzo, Liuteria Rossitti - 18/05/2022

- **List of participants**

Anna Somma, Elena Puntil, Elisa Tamburlini, Sara De Colle, Daniel Canciani, Alessandro Leita, Gilberto Rossitti

- **Facilitator** Anna Somma, employee of the Comunità di montagna della Carnia dedicated to the Excover project

- **Minutes of the PPP**

- Dates, duration and content of the visits
  - A total of 4 dates per visit as per the attached schedule.
  - Each visit will include the opportunity to play the instruments on display in the showrooms. The duration of the visit will be 1h/1h30.
- Fee: € 80.00 per visit, invoiced at the end of the season.
- Visit bookings:
  - All bookings will be made via the consortium's website (<https://www.alpidolomitifriulane.it/home-estate-a>) and will cost €12.00 for adults and €6.00 for children. The day before the visit, the Consortium will contact the operators to confirm the visit/communicate the number of participants.
- Promotion and communication:
  - All experiences, according to the agreed dates, will be available on the Consortium's online calendar under "Workshops" (<https://www.alpidolomitifriulane.it/laboratori-degustazioni48422455>). From there it will be possible to purchase tickets, via Eventbrite or Regionando (TBD).

- Promotion will take place on Facebook, Instagram and Google AdWords, both by Promoturismo and the Consortium.
- Posters with QR code (for registration) will be printed and distributed in towns and hotels.
- **List of the recommendations for the future actions related to dissemination of the new Excover tourist products**  
Following the experimentation, it will be evaluated together with Promoturismo and the consortium whether to continue with a calendar of experiences or to include them in tourist packages

#### **Attachments:**

- Photos
- Participants list
- Experience calendar

#### **FOCUS GROUP REPORTING**

- **Basic info about the focus group**  
Municipalities of Ovaro, Paularo and Prato Carnico  
August to October 2020.  
Activities took place in presence, with individuals or in small focus groups (3 to 5 people).  
The pandemic situation limited the possibility of larger group meetings.
- **List of participants**  
Please refer to the attached reports
- **Facilitators**  
Federica D'Orazio, interviewer in the Municipalities of Ovaro and Prato Carnico.  
Agata Gridel, interviewer in the Municipality of Paularo.  
Both with work experience in social research and social work.
- **Minutes of the focus groups**  
The activity took place as part of the participatory planning process conducted in the municipalities of Ovaro, Paularo and Prato Carnico in the period from August to October 2020.

The process had a phase of approach and exploration of the territory, in search of people who could be involved and questioned on the project topics. The exchange and interaction activities took place in presence, with individuals or in small focus groups.

A total of 103 people were interviewed, at their homes, in their work/volunteer contexts or in public places.

The focus groups were:

- 2 in Ovaro (3 + 3 participants)
- 2 in Paularo (5 + 4 participants)
- 5 in Prato Carnico (4 + 3 + 4 + 3 participants)

with a total participation of 32 people.

The objective was to identify tangible and intangible heritage through the narratives of the interviewees, but at this stage the focus was not on the tourism potential of the POIs, but on which places/stories/traditions are significant for the community.

In all of the 3 communities, interviewees have identified historical buildings or peculiar houses/courtyards that consider meaningful or would like to see valorized by local institutions.

Recordings of interviews are available in the project documentation

- **Synthesis of the answers**

Mass events (based on the demand of outsiders) and sustainable tourism (an offer built together with locals) are too different to coexist, since their objective is different.

In mass tourism, the tourist is the main actor, whereas in sustainable tourism, the community is the main actor, while the tourist is the host.

Based on the results of the interviews, possible solutions were imagined, e.g. local festivals: Avoid larger events, which require too much effort, and create smaller, more frequent events that can maintain a community dimension and welcome tourists as guests.

Tourism-oriented and locally-oriented festivals follow separate paths (if they are tourism-oriented, it is difficult to include more 'sustainable' options).

**Attachments:**

- **Participants list**

Please refer to the attached reports

- **Press releases and/or published articles**

YouTube video with interview with Federica d'Orazio and Agata Gridel

<https://www.youtube.com/watch?v=45w1YU75nRw>