

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

## TRANSNATIONAL REPORT ON PARTICIPATORY PLANNING PROCESS

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European Regional Development Fund

### EXCOVER

EXPERIENCE, DISCOVER &  
VALORISE HIDDEN TREASURE  
TOWNS AND SITES OF THE  
ADRIATIC AREA



## INDEX

1.	Aim of the Work Package 4.1 and strategies adopted	p.	2
2.	Conceptual framework		5
3.	On field activity: an overview on the activities of the PPs	“	9
4.	Main findings	“	12
	<i>4.1 Place attachment</i>		
	<i>4.2 Feeling of belonging</i>		
	<i>4.3 Points of interest and motivations for the choice</i>		
	<i>4.4 Issues arised</i>		
5.	Conclusion	“	21

## 1. AIM OF THE WORK PACKAGE AND STRATEGIES ADOPTED

### 1.1 Aims

Focus of Excover projects are the small towns and villages with very relevant historical, cultural and natural assets, but visited by a little number of tourists, lower than the potentiality of the local natural and cultural resources.

The main goals of the project will be therefore to identify innovative ways for solving the two previous constraints on the tourist development of the small towns with relevant local assets but with poor tourist flows.

The core aspect of Excover is the involvement of the local communities: only the participation of the residents in the small towns will create a Tourist Supply Chain based on the single under-exploited resources instead of the usual heavy investments in accommodations, transports.

The process of identifying the individuals and the groups that need to be involved in the PPP has been defined by the project organization. Generally speaking, all the people living in a community are potential stakeholders of our project and are to be involved in the PPP. The involvement of local population is one of the pillars of the project. The aim of this involvement aims at creation a tourist image of a place that comes out from the population itself.

The Content Management System is the database that presents information on:

#### a. Cultural heritage

- ✚ Material heritage, that has been classified and listed by the local authorities: historical centers, historical monuments, religious buildings, relevant roads or piazzas, museums, relevant buildings, industrial patrimony, theatres, UNESCO sites, archeological sites
- ✚ Immaterial heritage: historical itineraries, events (theatre, music, dance, exhibitions), local markets, flea markets, festivals (sagra and peasant festivals), art galleries, carnivals, folkloristic dances

b. Natural heritage: parks, naturalistic itineraries, lakes, mountains, hills, caves, rivers, flora and fauna, medical herbs, thermal water, children's animal farm ...

#### c. Hidden patrimony

- + Tangible: landscapes, pathways, water streams, family photos of the community and the place ...
  - + Intangible: local customs, building practices, cooking practices, knowledges related to agriculture and wild herbs, family and community tales, local language/dialect...
- d. Experiences: cooking class, artisan laboratories, picking up wild herbs, etc.

### *1.2 Tools*

The two main tools that Project Partners have used to implement the Participatory Planning Process have been interviews and focus groups.

#### a. Interviews

In-depth or unstructured interviews are one of the main methods of information collection used in qualitative research. The in-depth interview is often described as a form of conversation: a conversation with a purpose. As such it reproduces a fundamental process through which knowledge about the social world is constructed in normal human interaction. But there are some obvious differences between normal conversation and in-depth interviews - their objectives, and the roles of researcher and participant, are quite different. In reality, although a good in-depth interview will appear naturalistic, it will bear little resemblance to an everyday conversation. The success of the interview depends, to a large extent, on the personal and professional qualities of the individual interviewer.

#### b. Focus Group

The group context of focus groups creates a process which is in some important respects very different from an in-depth interview. Data are generated by interaction between group participants. Participants present their own views and experience, but they also hear from other people. They listen, reflect on what is said, and in the light of this consider their own standpoint further. Additional material is thus triggered in response to what they hear. Participants ask questions of each other, seek clarification, comment on what they have heard and prompt others to reveal more. As the discussion progresses (backwards and forwards, round and round the group), individual response becomes sharpened and refined, and moves to a deeper and more considered level.

A focus group is therefore not a collection of individual interviews with comments directed solely through the researcher. This is better described as a 'group interview', and lacks both the depth of individual interviews and the richness that comes with using the group process. Focus groups are synergistic in the sense that the group works together: the group interaction is explicitly used to generate data and insights.

## 2. CONCEPTUAL FRAMEWORK<sup>1</sup>

### 2.1 On imaginary

Imaginary can be viewed as the «ceaseless and essentially undetermined (social, historical and mental) creation of figures, forms and images [...]. What we call “reality” and “rationality” are therefore the result of our imaginary»<sup>2</sup>.

Imaginary is a creative force and is a mainstay of the tourism industry: a tourist destination is not always selected on the grounds of its assets and features, but more usually because of its meaning for the collective imaginary. No place is a tourist destination *in se*, but becomes one after a transformation process aimed at making it meaningful for a considerable number of persons<sup>3</sup>.

*Tourist imaginaries* represent the whole set of (past-present-future) images regarding a destination, “refer to the potential of a place as a tourist destination”, and not only intervene in the process of selection, the definition of the initial expectations concerning the place (including the activities offered within the territory, as highlighted by the recent development of special-interest tourism<sup>4</sup>) and the expected experiences and practices, but also in the way tourists decide to interact and behave once there.

The construction of these imaginaries is an essential and complex aspect, given that they involve all the elements that form the tourist system: tourists, with their cultural background, intermediaries, professionals who are involved in actively creating the image of a place, and the hosting community. Though largely ignored, the latter party should play a key role in sustainable tourism development, because it concretely *embodies* the tourist-imaginary.

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<sup>1</sup> This paragraph presents here some conceptual considerations already published. Source: Monica Pascoli, «Community involvement in tourism: exploring the place image guided by the locals», *Cuadernos Europeos de Deusto*, 64/2021, 109-134, ISSN: 1130-8354 • ISSN-e: 2445-3587

<sup>2</sup> Cornelius Castoriadis, *L'istituzione immaginaria della società* (Torino: Bollati Boringhieri, 1995), XXXVII-XXXVIII.

<sup>3</sup> John Urry, *Lo sguardo del turista. Il tempo libero e il viaggio nelle società contemporanee* (Roma: Ed. Seam, 1995).

<sup>4</sup> Norman Douglas, Ngaire Douglas and Ros Derrett (eds). *Special Interest Tourism* (Brisbane: Wiley, 2001).

Birgit Trauer, «Conceptualizing special interest tourism – frameworks for analysis», *Tourism Management* 27 (2006): 183-200. <http://dx.doi.org/10.1016/j.tourman.2004.10.004>

An involvement of local communities in tourism development is fundamental not only in response to the increasing attention towards issues of (environmental and social) sustainability, but for the whole process of image-building within a tourist destination.

Within the framework of our investigation on sustainable tourism development, the residents were asked to identify their heritage, hence the material and immaterial resources<sup>5</sup> they believed were most meaningful and important. Through this process, «the immaterial cultural heritage [...] is continuously recreated by communities and groups of individuals [...], giving them a sense of identity and consistency»<sup>6</sup>.

### *2.2 Participation as practice: creating the image of a place*

The project is inspired from the concept of participation as practice; its objective is the involvement of residents in creating the tourism image of the destination. The goal is to analyze the social construction of the tourist imaginary, focusing both on the activity of the tourist stakeholders and the role played by the local community in the active creation and re-creation of collective representations associated to tangible and intangible cultural resources.

In brief, we explore whether and to what extent the imaginary created by the stakeholders corresponds to that shared and negotiated at community level.

The research project also aims at promoting a change in the way the issue of the imaginary creation is discussed and implemented within the framework of tourism. The research assumes that the interaction among and between all the parties contributes to creating the tourist imaginary and giving it an accepted and widely-shared meaning.

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<sup>5</sup> In 2003 UNESCO promoted the Convention for the Safeguarding of the Intangible Cultural Heritage, identified in the « traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts». Even more explicitly, during the *Faro Convention* (Council of Europe Framework Convention on the Value of Cultural Heritage for Society), it was agreed that both cultural heritage and rights of the residents to access and participate in said heritage should be protected.

<sup>6</sup> The meaning of the word “community” is polysemous and often disputed. The interpretation we gave it is that defined by Clemente, who claims that a community is «neither a condition nor a set of practices, and not even a collective imaginary, but an ever-changing plural subjectivity involved in the project-action-process-solidarity cycle» (Cfr. Pietro Clemente, «Communitas», *Antropologia Museale*, 37-39 (2017): 11-15. *Ibidem*: 12.)

Participation is not a linear process: issues such as who should be involved, to what extent and on whose terms are at stake. Participation is a dynamic process, from which different, if not clashing interests emerge.

In general, whoever is affected by a decision has the right to take part in it.

The concept of participation used herein echoes the thoughts of Cotta and Pellizzoni<sup>7</sup>.

According to Cotta, “participation” refers to two different aspects: *taking part* in a specific process, and thus acting purposefully, and secondly, *being part* of an organization or community. This means that on one hand, participants are involved in specific actions and are asked to decide upon specific issues; on the other, it implies that they are part of a solidarity system, a community.

In other words, individuals who belong to a community are involved in the actions: one cannot take part in without being part of, and vice versa<sup>8</sup>.

Pellizzoni highlights that participating does not mean cooperating; the will to act and agency (i.e. the possibility of acting) are of fundamental importance. With regard to the former aspect, it goes without saying that it is impossible to force participation; all relies on the willingness of individuals, who act out of interest, curiosity, or sense of responsibility. Agency, on the other hand refers to the possibility that an individual has to choose (hence, the opportunity to act upon certain events)<sup>9</sup>.

These clarifications help us distinguish between different degrees of participation: from mere cooperation to the possibility for an individual to decide for him/herself, influence collective decisions or even the structure of the decision-making process.

Another common misinterpretation occurs for the concepts of participation and consultation. While the former implies an active role for the community, with its ultimate control over the

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<sup>7</sup> Maurizio Cotta, «Il concetto di partecipazione politica: linee di inquadramento teorico», *Rivista Italiana di Scienza Politica* 9, no. 2 (1979): 103-227. Luigi Pellizzoni, «Cosa significa partecipare», *Rassegna Italiana di Sociologia* 3 (2005): 479-514.

<sup>8</sup> Maurizio Cotta, «Il concetto di partecipazione politica: linee di inquadramento teorico»: 203-204

<sup>9</sup> Luigi Pellizzoni. «Cosa significa partecipare»: 7



decision process, the term consultation implies the «sharing of information but not necessarily power». Consultation does not influence the decision-making process<sup>10</sup>.

In tourism development, participation was intended as a move from the global, top-down strategies to a more sensitive approach. In concrete terms, stakeholders and residents must have an active role in the decision-making process, expressing their opinions, making room for discussions about the issues at stake and facilitating consensus building, because only the involvement of all parties in the decision-making and product promotion processes can prevent the onset of tensions within the community.

People cannot be forced to participate. Participation is a voluntary act; in this project we adopted an invited participation approach, i.e. that orchestrated by an external agency of some kind<sup>11</sup>.

The mainstays of this type of strategy are: a) inclusion, given that various community groups are involved in the project; b) the sharing of aims and strategies; c) ensuring a continuous communication among partners and between partners and individuals or groups from the community.

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<sup>10</sup> Tristan Claridge, *Designing Social Capital Sensitive Participation Methodologies*. 2004: 20. In <https://www.socialcapitalresearch.com/wp-content/uploads/2013/01/Social-Capital-and-Participation-Theories.pdf?x15737> Accessed on October 15<sup>th</sup>, 2020.

<sup>11</sup> Andrea Cornwall, «Unpacking 'Participation': Models, Meanings, and Practices», *Community Development Journal* 43, no. 3, 2008: 269-283. doi:10.1093/cdj/bsn010

### 3. ON FIELD WORK: AN OVERVIEW ON THE ACTIVITIES OF THE PROJECT PARTNERS

#### 3.1 General information

According to the guidelines, the Project Partners chose the strategy of involvement considered most suitable for their territory. The Covid-19 pandemic influenced the time management of the entire field work, but did not affect the overall process. The fieldwork has been conducted in different time frames, and has involved a number of territories, as following:

Tab. 1 – Territories involved in the Participatory Planning Process

PP No.	Project Partner Name	Selected territories
LP	Development Agency of Lika-Senj County	Lovinac, Perušić, Gospic
PP2	Primorje-Gorski Kotar County	Čavle
PP3	Development Agency of Karlovac County	The City Star Karlovac (Karlovac); Dubovac Castle (Old town Dubovac, Karlovac); Ozalj Castle (Old town Ozalj, Ozalj); Frankopan city Novigrad (Old town Novigrad, Novigrad na Dobri); Bosiljevo Castle (Old town Bosiljevo, Bosiljevo); Frankopan Castle (The Castle of Ogulin, Ogulin); Tržan Castle (Old town Modruš, Josipdol); Old Town of Slunj (Slunj); Cetin fortress (Cetingrad); Drežnik Castle (Old town Drežnik, Rakovica)
PP4	Union of Municipalities Of Carnia	Paularo; Ovaro; Prato Carnico
PP7	Municipality of Rive D'Arcano	Rive d'Arcano
PP8	Gal Delta 2000	Alfonsine; Ostellato
PP9	Municipality of Campobasso	Campobasso
PP10	Interregional Park Authority Sasso Simone e Simoncello	Pennabilli; Carpegna; Frontino; Montecopiolo
PP12	Municipality of Predappio	Predappio
PP13	Gal Montefeltro	Belforte all'Isauro; Lunano; Sassocorvaro Auditore;

Both interviews and focus group were organized autonomously by the Project Partners and respected a common approach, which consisted of:

- a) inclusion of various groups from the community: stakeholders sensible to issues of participation and community work, youngsters, old people, professionals, etc. Individuals were contacted using the snowball technique (individuals will present other individuals in a sort of virtuous chain);

- b) use of creative tools, such as organizing small events or participating to existing activities;
- c) constant communication between Project Partners (and the Professionals involved in the field work) and individuals and groups within the community

The field work has been carried out by a number of facilitators, selected by the PPs: facilitators have managed and supported the relationship between the organizations (PP and WP responsible) and the community (local population and stakeholders). He or she has played a key role in carrying out the project's objectives and their task was to bring out all the elements of cultural heritage and tourism and leisure-time related facilities and services for the creation a tourist product.

The following table summarizes the number of population involved, the technique used and some information in relation to gender and age (in some cases data were not collected for privacy issues).

Tab. 2 – Population involved in the Participatory Planning Process

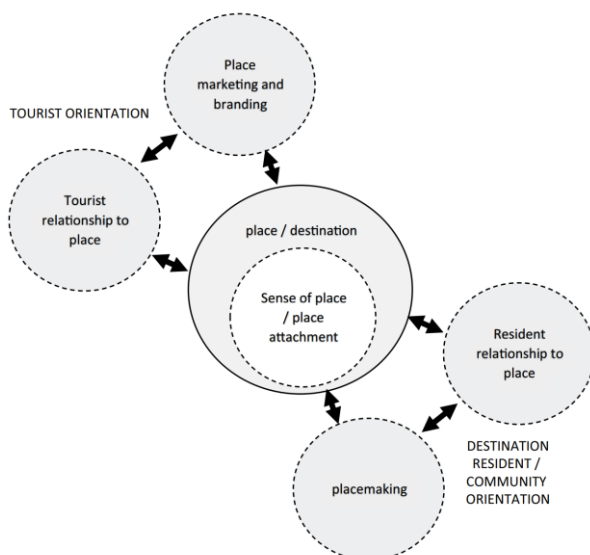
PP	Project Partner Name	Population involved	Technique used	Gender	Age Groups
LP	Development Agency of Lika-Senj County	64	Interview	28M-36F	15-25: 3 26-55: 53 56-70: 6 >71:1
PP2	Primorje-Gorski Kotar County	30	Interview	16M-14F	15-25: 0 26-55: 20 56-70: 6 >71: 4
PP3	Development Agency of Karlovac County	52	Focus Group	19M-33F	26-55: 52
PP4	Union of Municipalities Of Carnia	93	Interview and Focus Group	-	15-25:2 26-55:41 56-70:29 >71:11
PP7	Municipality of Rive D'Arcano	13	Interview	12M-1F	
PP8	Gal Delta 2000	37	Interview	16M-21F	
PP9	Municipality of Campobasso	61	Focus Group	-	15-25:2 26-55:43 56-70:10 >71:6
PP10	Interregional Park Authority Sasso Simone e Simoncello	13	Interview	11M-2F	26-55: 8 56-70: 5
PP12	Municipality of Predappio	32	Interview	28M-14F	
PP13	Gal Montefeltro	15	Interview and Focus Group	12M-3F	

## 4. MAIN FINDINGS

### 4.1 Place attachment

Place attachment can be defined as «the emotional sense of deep connection with particular places that people experience» and it represents a significant source of meaning throughout the lifecourse<sup>12</sup>. Place attachment is experienced in dynamic interaction and is also a collective and relational process and plays a key role in tourism: «Place is (...) critical to how we understand tourism (...) We live in a place, we experience place, and place is part of our identity and is used to describe who and what we are»<sup>13</sup>. The relationship between place (and place attachment) and tourism is shown also in Fig. 1

Fig. 1 – Tourism and place: a relationship



Source: Chen, Hall, Prayag (2021), p.1

<sup>12</sup> DEGNEN, C. (2016). Socialising place attachment: Place, social memory and embodied affordances. *Ageing and Society*, 36(8), 1645-1667. doi:10.1017/S0144686X15000653

<sup>13</sup> Ning Chris Chen, C. Michael Hall and Girish Prayag, *Sense of Place and Place Attachment in Tourism*, Oxon, Routledge, 2021, p. 1.

Place awareness is central in the creation of a tourist experience and usually branding and marketing of a place are a means by which the latent demands and interests of consumers are converted into a product.

The fieldwork activity conducted within the selected territories investigated this important issue. The findings revealed that in general the place attachment is quite strong, and is usually linked to the acknowledgement of the special characteristics of the place. The main elements of attachment are the natural environment, which is considered still authentic, the peace and tranquility that can be experienced in the place and the historical hidden treasures and heritage:

One can just go to the forest and rest their head and heart there and enjoy the view. The village has its advantages as it takes only half an hour to reach the seaside, and still, it is far away from the crowdedness of Dalmatian cities in summertime (...) although the village is small, there are many beautiful places to see, if one roams down the streets (Halina – Lovinac).

There are not any significant cultural or historical sites in the area, but that nature itself is amazing, especially Velebit Mountain and Sveto Brdo (Iva – Lovinac).

You live in a rural area, in the middle of nature, and yet you are not isolated (Kruno and Lana – Lovinac).

Attached to Clavais, its architecture, the church and the natural environment (Mattia – Ovaro)

Corva is a place of choice. Good quality of life and human relations (Nathalia and Christian – Ovaro).

Place attachment is linked to the cultural sphere, especially the traditions, that involve the locals as participants and as organizers. The religious feasts are the most quoted: Misteri, Infiorata, the Holy Friday, and the blessing of animals. Historical buildings and immaterial heritage have also been mentioned as elements that reinforce place attachment. Youngster highlight the street art as part of their way to live the city (Campobasso)

Trade and craftsmanship play an important role, especially the traditional ones: the young goldsmith who works his own products in the window; young companies that

have re-discovered ancient production processes, but with a innovative approach (Campobasso)

Strong place attachment, linked to the business but also to the natural resources of the place (Andrea – Pennabilli).

In some cases together with the natural environment, the historical legacy is perceived as the most relevant issue. In Alfonsine and Ostellato, for instance, the local history has often been at the centre of the conversations: from the Etruscan old city of Spina, to the history of Resistance or the filming of *L'Agnese va a morire*.

#### 4.2 Feeling of belonging

The sense of belonging and identification «involves the feeling, belief, and expectation that one fits in the group and has a place there, a feeling of acceptance by the group, and a willingness to sacrifice for the group»<sup>14</sup>. Belonging is usually unnoticed, intangible, unseen. This is the reason why in the fieldwork we asked people to talk about their feelings of belonging to the community and about what they do actively that might be connected to a process of reinforcing the feeling of belonging. The results are more articulated and show a different range of attitudes:

- The in-depth analysis conducted in Lovinac, Perušić and Gospic has brought out the different positions within the community: Ana, for example, highlights the hospitable character of the inhabitants of Lovinac, the high level of solidarity in the community. Katarina points out that the community members lean on one another, which is especially important with raising children, as they grow in a safe environment. Others say that the inhabitants prefer to be observant rather than to get actively involved and that there is always a bit of criticism. Nataša adds there are no more strong bonds among people. In some cases this results in rivalry among the community members. Another interviewee affirms that it is hard to get the inhabitants out of their homes and motivate them to attend these events in a larger number. Once they decide to come, they are usually pleased with it.

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<sup>14</sup> Macmillan, D. W., & Chavis, D. M. (1986). Sense of community: A definition and theory. *Journal of Community Psychology*, 14, 6–23.

- In Čavle the people interviewed declared a high commitment to the community and good relationships with locals. This translates in high participation in the events organized in the Municipality.
- In Karlovac County, the interviewees admit a strong feeling of attachment to their communities and the commitment is shown through dedication to preservation of the natural heritage, through the launch of economic enterprises, such as the craft breweries, and through the development of tourist initiatives (an area is more problematic, in this sense).. But local stakeholders also point out that sometimes a lack of commitment and cooperation exists, and that there is a part of the community which shows indifference towards community issues.
- In Carnia the attitudes toward the community are quite different, with a good number of interviewees which expressed strong feelings of belonging and intense community participation, both in voluntary activities within the cultural and social sectors and in politics. An interviewee even goes as far as saying that community is an extension of the family. Others affirm to have friendly relations with the neighbours, but do not express any interest in the participation to a larger community or admit the existence of conflicts among community members.
- In Rive d'Arcano, the interviews involved mostly old men, who showed great feeling of belonging to their community.
- In Alfonsine and Ostellato the interviews showed varying degrees of belonging and participation within the community: in some cases the interviewees carried out their activities (for example research in local history) moved on exclusively by personal interest. In other cases the focus was more on the community, for example with the organization of cultural or gastronomic events.
- In Campobasso there is a significant collaboration among the artisans and the cultural and social associations. Feeling of belonging is expressed through the artisan activities that keep the traditions alive.
- Within the territories of Parco Sasso Simone and Simoncello, the strong feeling of belonging is expressed through participation in collective actions and the adoption of roles with responsibility in the community.
- In Predappio the sense of belonging to a community is mostly expressed through volunteering activities for example in the cultural field (such as the activities in the *Asilo*



*di Santa Rosa* or the cultural legacy of *Mastro Lupo*). The network of stakeholders is strong and there is a good attitude towards collaboration.

- In Montefeltro a strong spirit of cooperation seems to appear from the interviews with the key informants and stakeholders: there is awareness that, in order to be competitive in the tourist market, the territory needs to be perceived as cohesive and to connect with various neighbouring towns which have significant tourism flows, such as Carpegna, Frontino and Monte Grimano Terme. On the contrary, issues such as sense of responsibility, support in case of need and trust in the fellow countryman – all elements related to the feeling of belonging – did not emerge during the focus groups and the one-to-one meeting with the mayor of Lunano.

#### *4.3 Points of interest and motivations for the choice*

The field work conducted in the different territories is the basis for the creation of the final output. The collection of information (contents from various sources and of different types: stories, texts, images, video, link) was the first step of the plan, that included the analysis, design and development of a database (digital archive in which the data are collected, modified, updated and eventually deleted), managed by a DBMS (DataBase Management System). A further step included the design and development of CMS (Content Management System), created in order to allow access to users (without professional digital skills); the CMS is made up of a system of forms that allow each project partner to update the contents, also in the future. The users (authors of contents, stakeholders, PPs, etc.) will be allowed to access the CMS by using differentiated profiles (different profiles may have different functionalities). Final output of this project action has been the design and development of an app where the contents have been published. The app visualizes the georeferenced interactive maps and all the pages linked to the interest points (multimedia contents: images, stories, information...). The final result consists of interactive maps, an effective method of community engagement, which presents all the information collected in a compelling way (<https://www.excover.eu/dxcover/>).

As regards the on field activity, the facilitator collected the information regarding the most valuable elements of the territory in the view of the local population: this aims at facilitating the involvement of the locals in the tourist activities, from the creation of the imaginary of the place

(that is how the place is presented to tourists) to the improvement of the possibilities offered by the sharing economy. This approach should foster the public participation in the process making.

As for the choice of the locals, the following table summarizes the results of the interview and focus groups (for detailed information see the app: <https://www.excover.eu/dxcover/>).

Tab. 3 – Selected Points of Interest

PP No.	Project Partner Name	Selected Points of Interest
LP	Development Agency of Lika-Senj County	Autumn in Lika, Baške Oštarije, Bicycle trails, Village Bilaj, Speleological objects, Cave Park Grabovača, Chapel of St. Ivan Nepomuk, Church of Saint Michael, Church of Saint Roch, Church of Saint Vitus, Church of the Exaltation of the Saint Cross, Church of the Holy Trinity, Čojluk, Educational trails, Inscribed stone, Kalić Rock, Kosinj Bridge and Valley, Kristian Kreković exhibition, Lake Kruščica, Lake Sveti Rok, Lika Potato day, the Lika River, Likos Adventure Park, Mushroom Hunting, Old Town Perušić / Turkish Tower / Gradina, Park forest Jasikovac, Sport fishing, The Cathedral of the Annunciation of the Blessed Virgin Mary, The Lika Museum, The Nikola Tesla Memorial Center, the statue of Marta Vodarica, the statue of Nikola Tesla (...)
PP2	Primorje-Gorski Kotar County	Chapel of the Holy Cross in Old Town Grobnik, Chebuhar's House, Church of St. Phillip and Jacob in Old Town Grobnik, Dondolaši Trail, Ethno Exhibition of Autochthonous Clothes of Rural Grobniščina, Gašpar's Mill, Grandmother in Stone, Grobnik Airport, Grobnik Circuit, Podhum Memorial Complex, Regional Sports recreational and tourist center platak, Rome milestone at Kemenjak, St. Bartholomew Church in Cernik, the Milkmaid's Path, Way of the Cross Path.
PP3	Development Agency of Karlovac County	Bosiljevo Castle, Old town Bosiljevo, Cetin fortress, Drežnik Castle, Old town Drežnik – Rakovica, Dubovac Castle, Old town Dubovac, Frankopan Castle, The Castle of Ogulin, Old town Modruš, The Tržan Castle, Frankopan city Novigrad; Old town Novigrad, Ozalj Castle, Old town Ozalj, The Old Town of Slunj, The City Star Karlovac
PP4	Union of Municipalities of Carnia	Ritrovamenti archeologici a Paularo (Archeological findings in Paularo), Sagra Arlois&Fasois-Pesariis (Arlois&Fasois local fest), Azienda agricola Solari Eliana e Silvia (Solari Organic Farm), Borgut (Borgut Hamlet), Brusà la Vecja (Fire ritual), Palazzo Calice-Valesio (Calice-Valesio Palace), Cesteria Artigiana (Basket making), Chiesa San Leonardo (San Leonardo Church), Cicloturismo (Cycle tourism), Donne del Bosco Chialina (Women of the Wood), Borgo di Chiaulis e Ecomuset (Chiaulis Hamlet and Ecomuset), La femenate in Paularo (fire ritual), Val Pesarina legends, Las mans d'aur - The art of embroidery in Paularo, Cludinico mines, Mistirs in Paularo – local ecomuseum, "La Mozartina" permanent exhibition in Paularo, Mulino Baus (Baus mill), Casa Bruseschi ethnographic museum, Venetian sawmill and wood museum in Aplis, II World War Museum in Clavais, Pesariis Clocks, da Blas Tavern, Inn Pik Tavern, Saletti playground, Pesariis-Osais route, Historical museum of cameras and cinecameras, Gorto Parish Church and Museum, San Martino Parish Church, Planelas e scugjelas Exhibit, Fratelli De Gasperi Mountain Hut, Scalinate (Staircases), Scarpez (traditional carnic shoes), Stavoli di Orias, Traditions of Ovasta
PP7	Municipality of Rive D'Arcano	Biotope San Floriano Hills, Lower Arcano rural hamlet, Castelliere, Arcano Castle, Hydroelectric Plant, Sant'Andrea Church, San Giorgio Church, San Leonardo Church, San

		Mauro Church, San Nicolò Church, De Mezzo Kiln, Col Roncone Fort, Dairies, Locomotive, Water Mills, Pasc Urban Playground, Tramway, Minini Villa.
PP8	Gal Delta 2000	Bike Tours in the countryside, Birdwatching, Brief History of Ostellato, Casa dell'Agnese e Casa del Diavolo, Casa Monti Museum, Dialect and oral traditions, Fishing Experience, Chiacchiere di Gusto Food & Wine Event, Ephemeral Labyrinth, Liberation Day Event – 25th April, Library Mario Soldati and Territory Museum, Alfonsine Natural Reserve, Old open air cinema, Old town Alfonsine, Pieve di San Vito, Pumping stations and land reclamation, Pumpkin Festival, Resistance Memorial sites, Madonna del Bosco Sanctuary, Santa Maria Church, Sculpture Park, Battle of the Senio Museum, Pensiero Narrazione e Voce Summer Festival, Villa Tassoni, Vallette Natural Reserve, Vincenzo Monti Cultural Association.
PP9	Municipality of Campobasso	Church of Santa Maria Maggiore, Church of Sant'Antonio Abate, Convitto Nazionale "Mario Pagano", Fontana Vecchia, Fred Bongusto, Fuoco di Sant'Antonio Abate, Maitunate, The tradition of openwork steel, Mezza Canna, Misteri Procession, Monforte Castle, Monuments of Gabriele Pepe and Flora, Museum of Misteri, Piazzetta Palombo, Venerdì Santo (Good Friday) Procession, Savoia Theatre, Scarth Street, Street Art Path, Villa de Capoa, Villa Musenga.
PP10	Interregional Park Authority Sasso Simone e Simoncello	The angel with the mustache, Antica stamperia Carpegna, Il Certello Organic Bakery, Borgo di Cavoleto, Borgo Monastero, Da Quinto Piscina Camping, , La Cerreta, Il Cippo, State forest of Monte Carpegna, Carpegna mount, Carpegna Prince Palace, Carpegna Park, Montecopiolo Castel, Parish church of San Giovanni Battista, Ugo Ubaldi Art Collection, Conca River Waterfalls, Conti Oliva palace, Convent of Montefiorentino, Convent of Sant'Agostino, Earth Sciences Museum, Garden of Forgotten Fruits, Old Water Mill, "Frontino" National Culture Award and historical center, Mulino Divino Restaurant, Heraldic Museum, Herbarium Museum of Marche region, Natural Museum of Parc (MUSSS) management, Lhasa Bells, Feast and Procession of the Madonna del Faggio, Feast of the Madonna of Pugliano, The refuge of the abandoned madonnas, Lacrimation of the Madonna delle Grazie, Sanctuary of the Madonna del Faggio, Madonna of the Snow Rectangle, Antiques National Fair in Pennabilli, Mountain bike tracks and circuits, "F. Assetto" Museum, Mateureka – Museum of Mathematics, Montefeltro Museum "A. Bergamaschi", Widespread museum I Luoghi dell'Anima, Museum of Ceramics and Medieval Metallurgy, Museum Arnaldo Pomodoro, Museum of the fifteen villages, Mushroom museum, Palio dei Conti Oliva, Peasant Work Museum, the petrified garden, Pianacquadio wood, Pietra Rubbia castle and historic village, Pugliano fair, The road of sundials, San Silvestro church, Sant'Arduino Hermitage, Sant'Agostino Church and Madonna delle Grazie Sanctuary, Il Sasso Simone, Ski slopes of Hermitage Locality, Artistic Treatment Center of Metals, Bascio Tower and Castel, Ristorantica Macelleria Venturi, Plant nursery "Il Sorbo, Pian dei Prati Wildlife Park
PP12	Municipality of Predappio	Local artists in Predappio, Caproni – former aviation industry, Casa del Fascio, Hiking trails around Predappio, Genuine and Traditional Local products, Benito Partisani Mastro Lupo Artist, Our Lady Chair and Sanctuary, Predappio Alta, Rocca delle Caminate, Rocca D'Elmici, Santa Rosa Church and Kindergarten, Sant'Agostino Church, San Martinino Church, Sulphur Mine Predappio Alta, Urban Museum, Sangiovese Winery&Vineyards in Predappio
PP13	Gal Montefeltro	Rocca Ubaldinesca di Sassocorvaro, Artisanal Craft beer Production "la Cotta", Belforte all'Isauro castle and the history of the Prussian Baron, Castello di Campo, Chestnuts farmhouse "I castagni della Pianella", Horse Centre Ecomont, International Historical Museum of the Gothic Line of Casinina, Casino della Madonna del giardino, Lupaiolo Castle, Cacallan Equestrian Center, Lake of Mercatale, Maga Foglia Legend, Piagnano Castle,

		Rattini Mill, San Donato in Taviglione Museum, Monte Illuminato Monastery, Santa Maria in Silvis Church, Relic of St. Valentine patron of lovers, Spiritual Path of Blessed Lando, Valle Avellana, Wildlife herbs and birdwatching.
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#### 4.4 Issues arised

During the field work many issues arised from the local stakeholders and the community members involved. These issues usually focus on the more problematic aspects related to tourism development in the area. We might distinguish complications linked to the community itself and concerns related to the institutional level. As for the first type of problems, the main issues are to be found in the:

- Possible lack of entrepreneurial attitude within the community; poor tourist vocation;
- Apathy in part of the community (especially youngsters), that results in a limited commitment in the activities other than the daily routine; a limited intergenerational socialization has also been noticed;
- Depopulation;
- Need of expertise hospitality and tourism: the lack of experts and human resources with good skills might represent as an obstacle for further tourism development.

As for the role of the local institutions is concerned, the main suggestions focus on the role of the local government in supporting tourism development:

- The local government might support the creation of tourism experts (focus on hospitality, marketing and branding)
- Although the trust in local institutions is high, sometimes the perception is that local public institutions should and could do more to help the territories to emerge in the tourism markets, both by putting public institutions and private operators together in a cooperation and co-creation process, as well as by working jointly to re-enforce the brand.
- The institutional support from the local government and more investment in destination marketing appears to be a key issue, to keep monitored.
- There are many potential tourist attractions, primarily cultural heritage, that could be combined. Many territories are just transit tourist destination, and the development of new tourist products is the key for increasing the number of arrivals and overnight stays.

- Storytelling and presentation of intangible heritage might represent an effective way for mapping and describing tourist products for unknown destinations.
- Stronger cooperation between the private (which includes both the private economic sector and the and public sectors is crucial for further development.
- Need to improve infrastructures for tourism.
- Need for more coordination between different cultural offers. The risk is that cultural events with the same target overlap.
- Need an improved communication plan, able to communicate the territory and its heritage

## 5. CONCLUSIONS

The core aspect of the project is the involvement of the local communities, moving from the idea that only the participation of the residents will support a sustainable tourism development. This has been considered an essential part of the project itself, which is promoting a community-led participation process based on a sustainable valorization of the natural and cultural resources and on the development of the opportunities offered by the sharing economy. From the first phases of the project, the involvement of the locals has been supported. This report offers a synthesis of the 'Participatory Planning Processes' for identification of the cultural heritage to be integrated into the valorisation process of the destinations. Actually, this involvement has taken different strategies and forms in the various territories involved in the project: focus groups, seminars, workshops, one-to-one interviews, etc.; however, all the initiatives were led by the same connotation, that is a bottom up approach based on the participation of locals.

The issues listed in the previous paragraph represent the acknowledgement of the important role played by local institutions in the tourism development of the different areas. In all the territories there is a strong awareness, expressed by different subjects, that the role of local institutions is fundamental. This concretely reflects in a quest for: active involvement of local institutions in the creation of the tourist products, role of coordination between the private entrepreneurial sector and the third sector (volunteers in social and cultural activities), willingness to collect the input that come from the civil society at a community level, improvement of the tourist infrastructure.