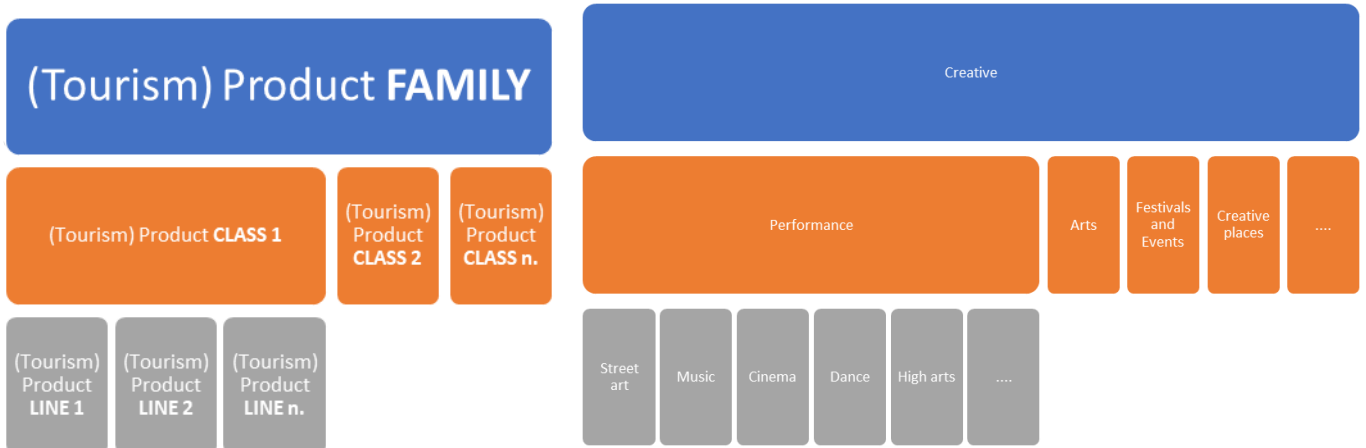




Work Package	WP4 - WIDEPREAD WELCOMING		
Deliverables	D.4.3.2.a	D.4.3.2.b	
Deliverable name	Framework scheme/model to elaborate COSUMAP		
Document History	Version	Issue Date	Distribution
	V2	09. 12. 2021	partners
Partner (name and number)			
Main editor/s			
E-Mail contact for further information			

- N.B. Each partner prepares 2 COSUMAPS: **1 Constraints and Success MAP (COSUMAP)** for each EXCOVER tourism product.
- In each territory, each COSUMAP indicates **items and elements** which are **currently present/absent**, and which have to **be fortified or newly created** to be in line with the “target/ideal level” in order to develop optimally each identified **specific tourism product line** and to become competitive in the tourism markets as the final goal is to have not only “*market ready*” tourism products but real “*market winners*”, during project lifetime or in a mid-term perspective.
- The analysis to be carried is purely **qualitative** and should focus **only on those assets** and items which are considered **essential** for the *tourism supply chain* (TSC) of **each single specific tourism product line** selected by the project partner in the short list.
- COSUMAP also needs to include **rough costs estimates** to overcome the identified gaps and to finance the indicated “**investment needs**”.
- As outlined in other occasions, in EXCOVER the “Tourism Product Line” relates to closely related products that perform similar functions e.g., street art, music, cinema, dance, high arts in the tourism product “Class” named Performance.





→ Coherently the tourism product line development approach used so far in the project, the COSUMAP will focus on **the specific qualifying items** of each single tourism product line selected by the project partner in the short list (2 products each PP):

1. TRANSPORTS
2. ACCOMMODATION
3. FOOD & BEVERAGE
4. CREATIVE AND TRADITIONAL ASSETS
5. LEISURE & ENTERTAINMENT
6. EXCURSIONS AND TOURS / DESTINATION MANAGEMENT
7. SUPPORT SERVICES

COSUMAP related to Tourism Product Line **XXX** (Product n. 1)

	CONSTRAINT ¹	SUCCESS ² Importance ³ Timescale ⁴ H-A-L S-M-XL	INVESTMENT NEEDS ⁵	COSTS ESTIMATE ⁶
TRANSPORTS				
Car Rental				
Bike Rental				
Motor Bike Rental				
Boat Rental				
Train Company				
Bus Company				
Ferries Company				
Informal Transport				
ACCOMMODATION				
Hotels and Resorts				

¹ **CONSTRAINT: DEVELOP ON A QUALITATIVE LEVEL** the current presence/absence in each territory in terms of tourism attractions, tourism services, complementary services, information system and other items which has to be fortified or newly created in order to develop successfully each separate specific shortlisted tourism product.

² **SUCCESS:** provide indications for prioritisation based on the competitive capacity and market attractiveness of each shortlisted PTP identified by each TP to justify the prioritization in terms of:

1. importance (high-average-low)
2. timescale (short-medium-large term)

in the final Tourism Products Portfolio to develop not only “market ready” tourism products but “market winners”.

³ Importance: **high (H) - average (A) - low (L)**

⁴ Timescale: **short (S) – medium (M) - large (XL)**, term

⁵ **INVESTMENTS NEEDS:** Please explain shortly which the **planned main investments** are to fill in the gap and to overcome the identified constraints. The explanations should very short.

⁶ **COSTS ESTIMATES:** very rough costs estimate coherent with the investment needs to overcome the identified gaps and constraints.



	CONSTRAINT ¹	SUCCESS ² Importance ³ Timescale ⁴ H-A-L S - M - XL	INVESTMENT NEEDS ⁵	COSTS ESTIMATE ⁶
B&B and Guest Houses				
Apartments				
Home Stay ⁷				
Residence				
Camping				
Informal and unconventional stays				
Other				
Hotel services				
Bar				
Restaurant				
Wellness & Spa				
Parking				
Rooms for disabled				
Excursions and tours reservation				
Other				
FOOD & BEVERAGE				
Bar / Snack Bar				
Other				
Fast Food				
Restaurants				
Kiosk				
Informal dining				
Services				
Parking				
Tourist Menu				
Tasting Menu with local products				
Accessible to disabled				
Suitable for groups				
Retail of local products				
English Speaking				
Allergy friendly				
Other				
CREATIVE AND TRADITIONAL ASSETS				
Local artisans				

⁷ a private house offering accommodation to paying guests



	CONSTRAINT ¹	SUCCESS ² Importance ³ Timescale ⁴ H-A-L S - M - XL		INVESTMENT NEEDS ⁵	COSTS ESTIMATE ⁶
Local artists					
Handicrafts shops					
Art Galleries					
Events/festivals					
Other					
LEISURE & ENTERTAINMENT					
Amusement Parks					
Theatres					
Cinemas					
Discos					
Swimming Pools and Water Parks					
SPA					
Shopping Centres					
Souvenir Shops					
Other					
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators					
Local DMC					
Local DMO					
Tourist guides (associations)					
Independent tourist guides					
Stakeholders' cooperation and public-private dialogue					
Branding and reputation					
Maps and guides					
Destination promotion					
National & International Circuits					
Other					
SUPPORT SERVICES					
Tourism Info Points					
Banks					
Internet Point					
Mobile and internet shops					
Laundries					
Markets/Supermarkets					
Telecommunication					



	CONSTRAINT ¹	SUCCESS ² Importance ³ Timescale ⁴ H-A-L S - M - XL		INVESTMENT NEEDS ⁵	COSTS ESTIMATE ⁶
Medical infrastructure					
Other					



COSUMAP related to Tourism Product Line **XXX** (Product n. 2)

	CONSTRAINT ⁸	SUCCESS ⁹ Importance ¹⁰ Timescale ¹¹ H-A-L S - M - XL	INVESTMENT NEEDS ¹²	COSTS ESTIMATE ¹³
TRANSPORTS				
Car Rental				
Bike Rental				
Motor Bike Rental				
Boat Rental				
Train Company				
Bus Company				
Ferries Company				
Informal Transport				
ACCOMMODATION				
Hotels and Resorts				
B&B and Guest Houses				
Apartments				
Home Stay				
Residence				
Camping				
Informal and unconventional stays				
Other				
Hotel services				
Bar				
Restaurant				
Wellness & Spa				

⁸ **CONSTRAINT: DEVELOP ON A QUALITATIVE LEVEL** the current presence/absence in each territory in terms of tourism attractions, tourism services, complementary services, information system and other items which has to be fortified or newly created in order to develop successfully each separate specific shortlisted tourism product.

⁹ **SUCCESS:** provide indications for prioritisation based on the competitive capacity and market attractiveness of each shortlisted PTP identified by each TP to justify the prioritization in terms of:

1. importance (high-average-low)
2. timescale (short-medium-large term)

in the final Tourism Products Portfolio to develop not only “market ready” tourism products but “market winners”.

¹⁰ Importance: high (H) - average (A) - low (L)

¹¹ Timescale: short (S) – medium (M) - large (XL), term

¹² **INVESTMENTS NEEDS:** Please explain shortly which the planned main investments are to fill in the gap and to overcome the identified constraints. The explanations should very short.

¹³ **COSTS ESTIMATES:** very rough costs estimate coherent with the investment needs to overcome the identified gaps and constraints.



	CONSTRAINT ⁸	SUCCESS ⁹ Importance ¹⁰ Timescale ¹¹ H-A-L S-M-XL		INVESTMENT NEEDS ¹²	COSTS ESTIMATE ¹³
Parking					
Rooms for disabled					
Excursions and tours reservation					
Other					
FOOD & BEVERAGE					
Bar / Snack Bar					
Other					
Fast Food					
Restaurants					
Kiosk					
Informal dining					
Services					
Parking					
Tourist Menu					
Tasting Menu with local products					
Accessible to disabled					
Suitable for groups					
Retail of local products					
English Speaking					
Allergy friendly					
Other					
CREATIVE AND TRADITIONAL ASSETS					
Local artisans					
Local artists					
Handicrafts shops					
Art Galleries					
Events/festivals					
Other					
LEISURE & ENTERTAINMENT					
Amusement Parks					
Theatres					
Cinemas					
Discos					
Swimming Pools and Water Parks					
SPA					



	CONSTRAINT ⁸	SUCCESS ⁹ Importance ¹⁰ Timescale ¹¹ H-A-L S - M - XL		INVESTMENT NEEDS ¹²	COSTS ESTIMATE ¹³
Shopping Centres					
Souvenir Shops					
Other					
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators					
Local DMC					
Local DMO					
Tourist guides (associations)					
Independent tourist guides					
Stakeholders' cooperation and public-private dialogue					
Branding and reputation					
Maps and guides					
Destination promotion					
National & International Circuits					
Other					
SUPPORT SERVICES					
Tourism Info Points					
Banks					
Internet Point					
Mobile and internet shops					
Laundries					
Markets/Supermarkets					
Telecommunication					
Medical infrastructure					
Other					



COSUMAP: **EXAMPLE** related to Tourism Product Line **TREKKING**

	CONSTRAINT ¹⁴	SUCCESS ¹⁵ Importance ¹⁶ Timescale ¹⁷ H-A-L S - M - XL		INVESTMENT NEEDS ¹⁸	COSTS ESTIMATE ¹⁹
TRANSPORTS					
Car Rental	Car rental is the most popular option, but road networks are limited	A	M	Private investments	
Bike Rental	bike rental services are limited	A	S	E-biking stations and charging points along the trails	120.000
Motor Bike Rental	NA				
Boat Rental	NA				
Train Company	Rail services are limited	A	XL	Private investment / public investment	
Bus Company	public transport is weak. bus/minibus network is limited. Lack of bus stations.	H	S	investments for tourism-related services (transport on demand)	300.000
Ferries Company	NA				
Informal Transport	tourists can organise to have a donkey for the trip / Unconventional				

¹⁴ **CONSTRAINT: DEVELOP ON A QUALITATIVE LEVEL** the current presence/absence in each territory in terms of tourism attractions, tourism services, complementary services, information system and other items which has to be fortified or newly created in order to develop successfully each separate specific shortlisted tourism product.

¹⁵ **SUCCESS:** provide indications for prioritisation based on the competitive capacity and market attractiveness of each shortlisted PTP identified by each TP to justify the prioritization in terms of:

3. importance (high-average-low)

4. timescale (short-medium-large term)

in the final Tourism Products Portfolio to develop not only “market ready” tourism products but “market winners”.

¹⁶ Importance: **high (H) - average (A) - low (L)**

¹⁷ Timescale: **short (S) - medium (M) - long (XL)**, term

¹⁸ **INVESTMENTS NEEDS:** Please explain shortly which the **planned main investments** are to fill in the gap and to overcome the identified constraints. The explanations should very short.

¹⁹ **COSTS ESTIMATES:** very rough costs estimate coherent with the investment needs to overcome the identified gaps and constraints.



	CONSTRAINT ¹⁴	SUCCESS ¹⁵ Importance ¹⁶ Timescale ¹⁷ H-A-L S-M-XL		INVESTMENT NEEDS ¹⁸	COSTS ESTIMATE ¹⁹
	transportation (NOT a constraint)				
Traced and organised trails	there are no officially organised trails, existing unofficial trails used by Guides are not well maintained and signage is extremely limited. The trails used by trekkers are not equipped with picnic or rest stop areas. Very limited availability of public restrooms.	H	S	Development of trails for hiking / trekking: green signs, wayfinding, picnic areas	200.000
Roads and signs	Poor road conditions and limited road signs, especially in the rural areas. Lack of weather and state of the footpaths and road monitoring.	H	M	Placement of road signs and development of a system to visualise / inform trekkers on the state of the footpaths / trails	150.000
ACCOMMODATION					
Hotels and Resorts	Limited number of accommodation facilities along the unofficial trails	A	S	Fund for bank guaranty / tax deduction for creation and / or improvement of accommodations	450.000
B&B and Guest Houses	Not present.				
Apartments	Absent.				
Home Stay ²⁰	Low quality standards of accommodations and not in line with international standards	A	S		
Residence	Not available.				
Camping	Some camp sites do not provide	H	S		

²⁰ a private house offering accommodation to paying guests



	CONSTRAINT ¹⁴	SUCCESS ¹⁵ Importance ¹⁶ Timescale ¹⁷ H-A-L S-M-XL		INVESTMENT NEEDS ¹⁸	COSTS ESTIMATE ¹⁹
	basic facilities such as water, cooking stations or hygiene facilities				
Informal and unconventional stays	Absence of traditional & temporary accommodation, such as yurts	A	M		
Equipped huts and refuges	NOT present yet. This infrastructure is particularly important for trekking / backpacking tourism because it allows tourists to carry less equipment over trails and provides safe emergency shelters	H	S	Hut to Hut network / Fund for bank guarantee	
FOOD & BEVERAGE					
Bar / Snack Bar	Refreshment points and food & beverage kiosks along the trekking trails are almost absent.	H	S	Fund for bank guaranty / tax deduction for creation and / or improvement of food & beverage facilities	250.000
Fast Food	Not present.				
Restaurants	Limited food & beverage points along the roads and limited food choice. Food safety not always in line with international standards (food hygiene issues).	H	S		
Kiosk	Refreshment points and food & beverage kiosks along the trekking trails are almost absent.	H	S		
Informal dining	Absent.				



	CONSTRAINT ¹⁴	SUCCESS ¹⁵ Importance ¹⁶ Timescale ¹⁷ H-A-L S-M-XL		INVESTMENT NEEDS ¹⁸	COSTS ESTIMATE ¹⁹
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	Limited ability for businesses to accept credit / debit cards	A	S	Training programmes for potential local artisans and artists	18.000
Local artists	Not present				
Handicrafts shops	Few opportunities to buy handicraft products	A	M		
Art Galleries	Not present	L	XL		
Events/festivals	Scarce variety of events and shows, such as horse festivals, eagle hunting, folklore show, archery workshop, agro fest	H	M		
LEISURE & ENTERTAINMENT					
Amusement Parks	Absent.	L	XL		
Theatres	Leisure & entertainment activities are limited in the trekking areas, while tourists have much more opportunities in the close by towns and the close villages (traditional events, etc.).	A	M		
Cinemas	Leisure & entertainment activities are limited in the trekking areas, while tourists have much more opportunities in the close by towns and the close villages (traditional events, etc.).	A	M		
Discos	Leisure & entertainment	A	M		



	CONSTRAINT ¹⁴	SUCCESS ¹⁵ Importance ¹⁶ Timescale ¹⁷ H-A-L S-M-XL		INVESTMENT NEEDS ¹⁸	COSTS ESTIMATE ¹⁹
	activities are limited in the trekking areas, while tourists have much more opportunities in the close by towns and the close villages (traditional events, etc.).				
Swimming Pools and Water Parks	No water parks.	L	XL		
SPA	spa / thermal facilities are absent	H	M	Co-funding for realisation of a SPA facility	200.000
Shopping Centres	opportunities in the close by towns	L	XL		
Souvenir Shops	tourists must pay cash and in general no credit card service is available.	H	S		
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators	Present, but selling outgoing travels, not incoming	H	S		
Local DMC	Very few present	H	S	Technical assistance to DMCs	15.000
Local DMO	Not present	H	S	Technical assistance to DMCs	15.000
Tourist guides (associations)	No local association present.	A	M		
Independent tourist guides	Few specialised guides. No one of present guides speaks additional languages, such as English or other related to target markets (Russian)	H	M	Training programmes for specialised guides	12.000
Stakeholders' cooperation and public-private dialogue	Lack of collaboration and coordination between tourism	H	S		



	CONSTRAINT ¹⁴	SUCCESS ¹⁵ Importance ¹⁶ Timescale ¹⁷ H-A-L S-M-XL		INVESTMENT NEEDS ¹⁸	COSTS ESTIMATE ¹⁹
	stakeholders in the public and the private sector.				
Branding and reputation	Lack of positioning in the tourism market as hiking / trekking tourism destination	H	S	Marketing	100.000
Destination promotion	The current commercialization channel is essentially composed by small and micro TOs / DMCs with a low competitiveness capacity and very limited financial resources to stay in the market. DMOs/DMCs promotion actions are limited to their websites.	H	S		
Maps and guides	Absence of trekking maps (both paper and digital)	H	S	Realisation of paper and digital trekking maps	40.000
National & International Circuits	Poor exploitation of the opportunity given by the international tourism circuits / routes	A	M	Exploration and participation to international tourism circuits / routes	5.000
SUPPORT SERVICES					
Tourism Info Points	At the present, the info points / visitor centres provide little or no real information on the hiking trails and, even less, on natural and cultural assets that can be discovered along the way	H	M	Reshaping the functioning of the info centres	60.000
Banks					



	CONSTRAINT ¹⁴	SUCCESS ¹⁵ Importance ¹⁶ Timescale ¹⁷ H-A-L S-M-XL		INVESTMENT NEEDS ¹⁸	COSTS ESTIMATE ¹⁹
Internet Point					
Mobile and internet shops					
Laundries					
Markets/Supermarkets					
Telecommunication	3G-4G-5G signal is weak in the remote trekking area. No satellite phones or radio available for rent for trekkers to use outdoor navigation GPS devices	H	S	Cooperation with telecommunication providers to strengthen the signal	80.000
Medical infrastructure	Health infrastructure in remote areas it is extremely poor which is an important shortcoming, especially considering that accidents occur more frequently in active holidays compared to other kinds of tourism segments.	H	XL	Creation of a first aid medical hotspot along the trails	100.000
Other: weather forecasting system	There is no bulletin on the weather conditions along the trails.	H	M	Enhancing safety and security: Weather forecasting service	150.000
Other: Mountain rescue service	There is no public mountain rescue service and if a tourist suffers a serious injury, there only option is to call for private helicopter rescue service, entirely at their own costs and even in this case the availability of the service is not	A	XL	Helicopter rescue service / tax reduction	20.000



	CONSTRAINT ¹⁴	SUCCESS ¹⁵ Importance ¹⁶ Timescale ¹⁷ H-A-L S - M - XL	INVESTMENT NEEDS ¹⁸	COSTS ESTIMATE ¹⁹
	guaranteed			