



Work Package	WP4 – WIDEPREAD WELCOMING
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INTRODUCTION

The map of constraints and of keys of success for transforming the identified tourism products of the EXCOVER area into market winners, indicates the current presence/absence in each territory in terms of tourism attractions, tourism services, complementary services, information system and other items which must be fortified or newly created to develop successfully each separate specific tourism product. The map will also include very rough costs estimates to fill in the identified gaps.

The final goal of EXCOVER is to have not only “market ready” tourism products but “market winners”.

The COSUMAP of each partner has been created starting from the findings of the activities carried out in WP3 (SWOT analysis, reputation analysis) and through the Value Chain Analysis (VCA) of Each Short-Listed Potential Tourism Product.

The analysis carried is purely qualitative and focuses 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.

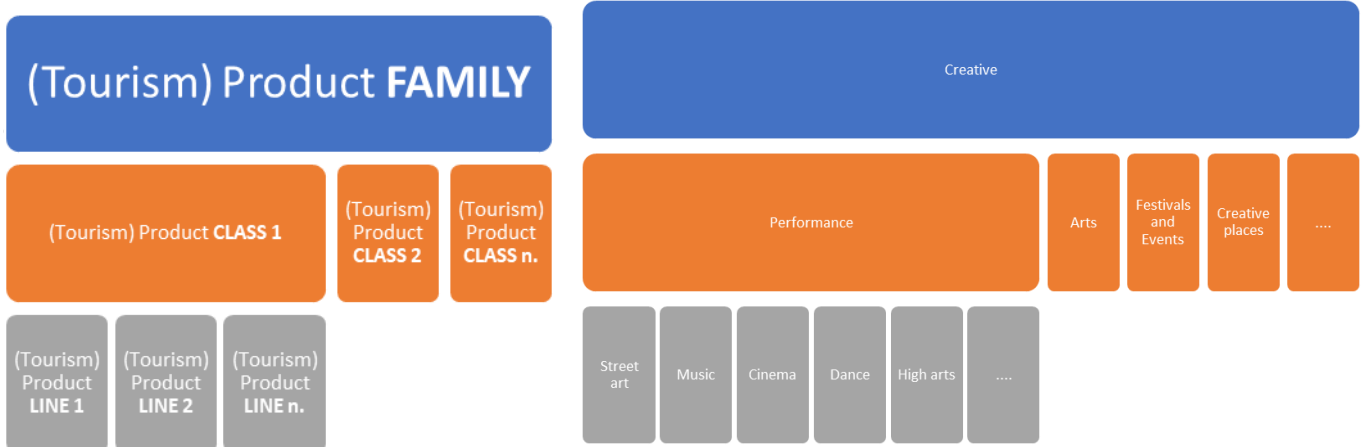
The resulting maps do not indicate only the items and elements which are currently present/absent In each territory for each tourism product, and which have to be fortified or newly created to be in line with the “target/ideal level” in order to develop optimally each identified specific tourism product line and to become competitive in the tourism markets, but also include rough costs estimates to overcome the identified gaps and to finance the indicated “investment needs”, useful for the territories to prepare action plans / business plans for the further development of the prioritised tourism products.



TEMPLATE AND GUIDELINES

The following instructions were provided to the project partners:

- 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



	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				
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				

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.

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
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				
Shopping Centres				
Souvenir Shops				
Other				
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT				
Local travel agencies and tour operators				
Local DMC				
Local DMO				
Tourist guides (associations)				



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



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COSUMAP related to Tourism Product Line THE ROUTE OF NIKOLA TESLA (Product n. 1)

TRANSPORTS					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Car Rental, if visitors do not have their own vehicle, they depend on rare bus lines	Absent	A	M	Private investment	300.000
Bike Rental	Nextbike in Gospić - public bicycle rental system	H	S		
Motor Bike Rental	Absent	L	M		
Train Company	There is a train that passes through Gospić and travels within the country and abroad	A	M		



Bus Company	Bus network between cities and villages is limited, there are only three bus companies that connect Gospić with other cities and villages	H	XL		
Informal Transport	Absent, it is necessary to establish a taxi service, for example Uber taxi	H	M	Private investment	150 000
ACCOMMODATION					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Hotels and Resorts	Limited offer, only two hotels and one motel in Gospić	A	M	Private investment	500 000 – 1 000 000
B&B and Guest Houses	Sufficient supply	H	M		
Apartments	Sufficient supply	H	M		
Home Stay	Absent				
Residence	Absent				
Camping	Limited offer, only one camp near Gospić	H	M		



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Informal and unconventional stays	<p>Limited offer – the best examples are Linden Tree Retreat & Ranch for postluxurious accommodation and Treehouse Croatia in Smiljan for staying in nature in a tree house.</p> <p>Only 32 hosts on Couchsurfing, out of which only 4 with references.</p>	H	M	Private investment	500 000
Hotel services					
Bar	Each hotel has a bar	H	M		
Restaurant	Each hotel has a restaurant	H	M		
Wellness & Spa	Absent	A	M	Private investment	50 000 – 200 000
Parking	Sufficient, each hotel has a parking				
Rooms for disabled	Absent	H	XL	Private investment	100 000 – 300 000



Excursions and tours reservation	Absent				
FOOD & BEVERAGE					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Bar / Snack Bar	Plenty of bars but don't offer food	A	M		
Fast Food	Only a few in Gospić	A	M		
Restaurants	Sufficient offer in Gospić	A	M		
Kiosk	Absent				
Informal dining	Absent				
Services					
Parking	Sufficient, each restaurant has a parking				
Tourist Menu	Absent				
Tasting Menu with local products	Limited offer, restaurants	H	M		

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
	offer local food but don't have tasting menu				
Accessible to disabled	Absent	H	XL		



Suitable for groups	Sufficient offer, each restaurant can receive larger group of people	L	S		
Retail of local products	Limited offer, a small number of places where you can buy local products, mostly at family farms	A	M		
English Speaking	Most tourism workers speak English	A	M		
Allergy friendly	Absent	H	S	Private investment	20 000
CREATIVE AND TRADITIONAL ASSETS					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Local artisans	Sufficient number of family farms and other local artisans, but poor networking and cooperation among them and with other tourism providers	A	S	It is necessary to organize workshops for interconnection	3.000



Local artists	Only a few, poor networking between each other	A	S	It is necessary to organize workshops for interconnection	3.000
Handicrafts shops	A few opportunities to buy handicraft products	A	M		
Art Galleries	Only in museums – The Lika Museum and The Memorial Centre of Nikola Tesla	A	M		
Events/festivals	Sufficient number of festivals in Gospić - The Gospić Musical Summer, Autumn in Lika, GROCKS, The Lika Annals of Art... Almost every village celebrates patron saint's day. Events offer could be better in winter/early spring period.	A	M		



LEISURE & ENTERTAINMENT					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Amusement Parks	Absent	A	M		
Theatres	Limited offer, only one theatre in Gospić	L	S		
Cinemas	Only one in Gospić	A	M		
Discos	Only a few in Gospić	A	M		
Swimming Pools and Water Parks	Absent	L	M		
SPA	Only a few guest houses have a jacuzzi, sauna or swimming pool	A	M		
Shopping Centres	Only in Gospić	H	M		
Souvenir Shops	Limited offer, one souvenir shop in Gospić	A	M		

EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Local travel agencies and tour operators	Limited offer	H	S	Private investment	20-50.000



Local DMC	Absent	H	XL		15.000
Local DMO	One in Gospić and one in LikaSenj County	H	M		
Tourist guides (associations)	No local association present	H	M		
Independent tourist guides	Only a few	H	M	Private investment	5.000

SUPPORT SERVICES					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M -XL		INVESTMENT NEEDS	COSTS ESTIMATE
Tourism Info Points	Lack of points that can provide tourist information, only a few open in summer months	H	M	Private investment	10.000
Banks	Three banks in Gospić and a few ATMs	A	M		
Internet Point	Absent				
Mobile and internet shops	Only a few in Gospić	L	S		
Laundries	Absent	S	M		
Markets/Supermarkets	Sufficient supply, a few bigger supermarkets in Gospić and a lot of smaller	A	M		



Medical infrastructure	Adequate health care - ambulance, hospital, pharmacies	H	M		
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COSUMAP related to Tourism Product Line BIKE IN LIKA (Product n. 2)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M -XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental, if visitors do not have their own vehicle, they depend on rare bus lines	Absent	A	M	Private investment	150.000
Bike Rental	Limited offer Nextbike in Gospić - public bicycle rental system	H	M	It is necessary to set up points for renting and charging electric bicycles	100.000
Motor Bike Rental	Absent	A	M		
Train Company	There is a train that passes near Gospić, Lovinac and Perušić and	A	M		



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M -XL		INVESTMENT NEEDS	COSTS ESTIMATE
	travels within the country and abroad				
Bus Company	Bus network between cities and villages is limited	A	M		
Informal Transport	Absent, it is necessary to establish a taxi service, for example Uber taxi	A	M	Private investment	50 000 – 200 000
ACCOMMODATION					
Hotels and Resorts	Limited offer, only two hotels and one motel in Gospić, one hostel in Lovinac and no hotels nor resorts in Perušić	A	M	Private investment	500.000 – 1 000 000
B&B and Guest Houses	Sufficient supply	H	M		
Apartments	Sufficient supply	H	M		
Home Stay	Absent				
Residence	Absent				
Camping	Limited offer, only one camp in Gospić	H	M		



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M -XL		INVESTMENT NEEDS	COSTS ESTIMATE
Informal and unconventional stays	<p>Limited offer – the best examples are Linden Tree Retreat & Ranch for post-luxurious accommodation and Treehouse Croatia in Smiljan for staying in nature in a tree house.</p> <p>Couchsurfing: Gospić - 32 hosts, out of which only 4 with references. Perušić – 3 hosts, 0 references Lovinac – 0 hosts</p>	H	XL	Private investment	1 000 000
Hotel services					
Bar	Each hotel has a bar	H	M		
Restaurant	Each hotel has a restaurant	H	M		
Wellness & Spa	Absent	A	M		
Parking	Sufficient				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M -XL		INVESTMENT NEEDS	COSTS ESTIMATE
Rooms for disabled	Absent	H	XL		
Excursions and tours reservation	Absent	H	S		
FOOD & BEVERAGE					
Bar / Snack Bar	Plenty of bars but don't offer food	A	M		
Fast Food	Only a few in Gospić	A	M	Private investment	20.000
Restaurants	Sufficient offer in Gospić, but only two restaurants in Lovinac (including restaurant in hostel Sveti Rok) and two in Perušić	A	M		
Kiosk	Refreshment points and food & beverage kiosks along the bicycle trails are almost absent.	H	M	Private investment	30.000
Informal dining	Absent				
Services					
Parking	Sufficient				
Tourist Menu	Absent				
Tasting Menu with local products	Limited offer, restaurants offer local food but don't have tasting menu	H	M		



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M -XL		INVESTMENT NEEDS	COSTS ESTIMATE
Accessible to disabled	Absent	H	XL		
Suitable for groups	Sufficient offer				
Retail of local products	Limited offer, a small number of places where you can buy local products, it would be interesting to set up points along the bike trails where you can buy local products	A	M	Private investment	10.000
English Speaking	Most tourism workers speak English				
Allergy friendly	Absent	H	S		



CREATIVE AND TRADITIONAL ASSETS

Local artisans	Sufficient number of family farms, but poor networking and cooperation among them and with other tourism providers	A	M	It is necessary to organize workshops for interconnection	3.000
Local artists	Only a few, poor connection between each other	A	M	It is necessary to organize workshops for interconnection	3.000

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M -XL		INVESTMENT NEEDS	COSTS ESTIMATE
Handicrafts shops	A few opportunities to buy handicraft products	A	M		
Art Galleries	Only in museums – The Lika Museum and The Memorial Centre of Nikola Tesla, in Perušić – Kristian Kreković’s exhibition in The Public Library of the Municipality of Perušić	A	M		



<p>Events/festivals</p>	<p>Sufficient number of festivals in Gospić - The Gospić Musical Summer, Autumn in Lika, GROCKS, The Lika Annals of Art...</p> <p>Lovinac – The Lika potato day</p> <p>Perušić – events in Cave Park Grabovača</p> <p>Almost every town and village celebrates patron saint’s day</p>	<p>A</p>	<p>M</p>		
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	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M -XL		INVESTMENT NEEDS	COSTS ESTIMATE
Other					
LEISURE & ENTERTAINMENT					
Amusement Parks	Absent	A	XL		
Theatres	Limited offer, only one theatre in Gospić	L	S		
Cinemas	Only one in Gospić	A	M		
Discos	Only few in Gospić	A	M		
Swimming Pools and Water Parks	Absent	A	XL		
SPA	Only in a few guest houses	A	M		
Shopping Centres	Only in Gospić	H	M		
Souvenir Shops	Limited offer, one souvenir shop in Gospić	A	M	Private investment	15.000
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators	Limited offer	A	M	Private investment	20.000
Local DMC	Absent	H	XL		
Local DMO	One in Gospić, one in Perušić and one in LikaSenj County. None in Lovinac	H	M	Technical assistance to DMCs	15.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M -XL		INVESTMENT NEEDS	COSTS ESTIMATE
Tourist guides (associations)	No local association present	H	M		
Independent tourist guides	Only a few	H	M	Private investment	5.000
SUPPORT SERVICES					
Tourism Info Points	Lack of points that can provide tourist information, only a few open in summer months	H	M	Private investment	10.000
Banks	Limited offer, 3 banks in Gospić, one in Lovinac and none in Perušić (only ATM)	A	M		
Internet Point	Absent	L	S		
Mobile and internet shops	Only a few in Gospić	L	S		
Laundries	Absent				
Markets/Supermarkets	A few supermarkets	A	M		

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M -XL		INVESTMENT NEEDS	COSTS ESTIMATE
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	and markets in Gospić, in Perušić one supermarket and a few markets, in Lovinac only one market				
Telecommunication	Internet signal is poor on the remote bike trails	H	S	Cooperation with telecommunication providers to strengthen the signal	70.000
Medical infrastructure	Medical infrastructure in remote areas is weak, causing difficulties with injuries on the bike trail	H	S	Creation of a first aid medical hotspot along the trails	80.000
Signposts for bike trails	In some parts of the bike paths there are no signposts that provide information about the direction and length of the trail	H	S	The Tourist Board should set up signposts	10.000
Bicycle lockers	There are no bicycle lockers in this area where bicycles can be stored	H	S	The Tourist Board should set up bicycle lockers	50.000-100.000



COSUMAP related to Tourism Product Line PERUŠIĆ – THE LAND OF WATER AND CAVES (Product n. 3)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental, if visitors do not have their own vehicle, they depend on rare bus lines	Absent	A	M	Private investment	150.000
Bike Rental	Absent	H	M		
Motor Bike Rental	Absent	A	M		
Train Company	There is a train that passes near Perušić and travels within the country and abroad	A	M		

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Bus Company	Bus network between Perušić and villages is limited	A	M		



Informal Transport	Absent, it is necessary to establish a taxi service, for example Uber taxi	A	M	Private investment	50 000 – 200 000
ACCOMMODATION					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S – M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Hotels and Resorts	Absent	A	XL	Private investment	500.000 – 1.000.000
B&B and Guest Houses	Only a few guest houses and one Eco Village	H	M	Private investment	100.000 – 500.000
Apartments	Sufficient supply	H	M		
Home Stay	Absent				
Residence	Absent				
Camping	Absent	H	M		
Informal and unconventional stays	Absent	A	S		
Hotel services	No hotels				
Bar	Absent				
Restaurant	Absent				
Wellness & Spa	Absent				
Parking	Absent				
Rooms for disabled	Absent				
Excursions and tours reservation	Absent				



FOOD & BEVERAGE					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Bar / Snack Bar	A few cafe bars but don't offer a food	A	M		
Fast Food	Absent	A	M	Private investment	20.000
Restaurants	Limited offer	A	M	Private investment	500.000-1.000.000
Kiosk	Absent	A	M		
Informal dining	Absent				
Services					
Parking	Sufficient				
Tourist Menu	Absent				
Tasting Menu with local products	Limited offer, restaurants offer local food but don't have tasting menu	H	M		
Accessible to disabled	Absent	H	XL		
Suitable for groups	There are only two restaurants but can receive groups				
Retail of local products	Limited offer, a small number of places where you can buy local products	A	M	Private investment	10.000



English Speaking	Most tourism workers speak English				
Allergy friendly	Absent	H	S		

CREATIVE AND TRADITIONAL ASSETS					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Local artisans	Limited number, poor networking among them	A	M		
Local artists	Absent	A	M		
Handicrafts shops	Absent	A	M		
Art Galleries	Kristian Kreković's exhibition in The Public Library of the Municipality of Perušić	A	M		
Events/festivals	Events in Cave Park Grabovača Almost every village celebrates patron saint's day	A	M		
LEISURE & ENTERTAINMENT					
Amusement Parks	Absent	A	XL		
Theatres	Absent	L	S		
Cinemas	Absent	A	M		
Discos	Absent	A	M		



Swimming Pools and Water Parks	Absent	A	XL		
SPA	Absent	A	M		
Shopping Centres	Absent	H	M		
Souvenir Shops	Absent	A	M	Private investment	15.000

EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Local travel agencies and tour operators	Absent	A	M	Private investment	20.000
Local DMC	Absent	H	XL		
Local DMO	Tourist Board Perušić	H	M	Technical assistance to DMOs	15.000
Tourist guides (associations)	No local association present	H	M		
Independent tourist guides	Absent	H	M	Private investment	5.000



SUPPORT SERVICES					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Tourism Info Points	Absent	H	M	Private investment	10.000
Banks	No banks (only ATM)	A	M		
Internet Point	Absent	L	S		
Mobile and internet shops	Absent	L	S		
Laundries	Absent				
Markets/Supermarkets	One supermarket and a few markets	A	M		
Telecommunication		H	S		
Medical infrastructure	No hospital, only ambulance and pharmacy	H	S		



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COSUMAP related to Tourism Product Line Historical buildings (Product n. 1)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental	Car rental is the most comfortable option. A car rental centre isn't available in the Municipality, but it is available in the nearby town (10 km away)	H	S		



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Bike Rental	There is an onsite bike rental option, but this option is only good for athletes who have come here because of the bike trails - this is not the best option for sightseeing	L	XL	Electric bikes and charge points, a good option for the area's hills and people who are not in shape	€7,000: bicycles 5 pieces for €2,000 and bicycle charge point €7,000
Motor Bike Rental	Possible in a nearby town (10 km)	A	M		
Bus Company	There is an available bus city line (Autotrolej). The area is well connected and the bus lines are regular	A	M	Investment in tourism services, group transfers on demand	
Informal Transport	The Grobnik airplane runway has available aircrafts where the pilot can do personal rides. They are	A	M		



	possible to other airports, but there is also the possibility of a panoramic flight where the place can be seen from the air.				
ACCOMMODATION					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Hotels and Resorts	N/A (not available)				
B&B and Guest Houses	There is a wide offer of guest houses, equipped differently for each taste	H	S		
Apartments	Wide offer of apartment, impossible card payment	H	S		
Home Stay	not available				
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Residence	not available				
Camping	not available				



Informal and unconventional stays	not available				
Hotel services					
Bar	not available				
Restaurant	not available				
Wellness & Spa	not available				
Parking	not available				
Rooms for disabled	not available				
Excursions and tours reservation	not available				
FOOD & BEVERAGE					
Bar / Snack Bar	not available				
Fast Food	There are some fast-food locations that fulfil the needs of customers with their offer, but card payments aren't available everywhere	H	S	Private investment of the owners	



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Restaurants	Wide offer of restaurants that cover the offer of traditional food and more	H	S	Following the interior design trends – private investment of the owners, as needed	
Kiosk	Limited number of kiosks but considering the size of the area, sufficient	A	M		
Informal dining	not available				
Services					
Parking		H	D		
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	There is a private exhibition of autochthonous clothes of the rural Grobnik area, it is possible to come only with the announcement of the owner				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Local artists	not available				
Handicrafts shops	not available	A	M	Municipality investment	15.000€
Art Galleries	There are some art galleries in the city of Grobnik with limited working hours and mostly open by demand	H	S		
Events/festivals	Many different events are organized in the area, mostly connected with the traditions and history of the area. The limitation is that they are held on certain periods in the year, so excellent planning is necessary. Also, the food and beverage offer is limited and is not according to standards, no card payments	H	S	Investments of owners of hospitality facilities who take part in the events with their offer	



LEISURE & ENTERTAINMENT					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Amusement Parks	Available in a town nearby (10 km)	L	XL		
Theatres	Available in a town nearby (10 km)	L	XL		
Cinemas	Available in a town nearby (10 km)	L	XL		
Discos	Available in a town nearby (10 km)	L	XL		
Swimming Pools and Water Parks	Available in a town nearby (10 km)	L	XL		
SPA	Available in a town nearby (10 km)	L	XL		
Shopping Centres	Available in a town nearby (10 km)	L	XL		
Souvenir Shops	N/A	H	S	Municipality investment	€15.000
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators	not available				
Local DMC	Tourist board of Čavle				
Local DMO	not available				
Tourist guides (associations)	not available				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Independent tourist guides	N/A	H	S	Training program of tourist guides in the Municipality – Municipality investment	€13.000
Stakeholders' cooperation and public-private dialogue	not available				
Branding and reputation	not available				
Maps and guides	not available				
Destination promotion	Currently, destination promotion is on a low level, marketing and promotion trends aren't followed	H	S	Municipality investment	€30.000
SUPPORT SERVICES					
Tourism Info Points	Exists in the buildings of the Tourist board	H	S		
Banks	Available in the area	H	S		
Internet Point					



Mobile and internet shops	In the post office, visitors can buy a mobile device, card and Internet packages	A	M		
Laundries	not available				
Markets/Supermarkets	Sufficient and wide range of supermarkets available	A	M		
Telecommunication	Uninterrupted use of services enabled	H	S		
Medical infrastructure	Possibility to visit the ambulance in the area, but for larger interventions, bigger hospitals are located in the nearby town (10 km)	H	S		



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental	Car rental is necessary, it is a very comfortable option due to the distance and impossibility of visiting places for sports and recreation offered by transport	H	S	Private investment	150.000€
Bike Rental	There is one bike shop, but they only had a few bikes to rent in poor conditions - not designed for more difficult sports routes	H	S	Private investment rental of regular sports bikes and electric bikes	20.000€ for regular bikes and 14.000 for electric bikes (5 bikes and a charging point)
	and not meeting the criteria				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Motor Bike Rental	Available in the nearby town (10km), not on the location itself, it would be desirable because it allows easy mobility to sports and recreational facilities	H	S	Private investment	30.000€
Bus Company	There is no good connection, the city line does not cover the areas provided for sports and recreation	H	S		
Informal Transport	The runway is in good condition, the possibility of landing planes on it, or using the panoramic flight	A	M		
ACCOMMODATION					
Hotels and Resorts	N/A				
B&B and Guest Houses	Wide offer of holiday homes, for different	H	S	Investment of the owners with available	



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
	tastes, lack of card payment			card payments	
Apartments	Wide offer of apartments, inability to pay by card	H	S	Investment of the owners with available card payments	
Home Stay	not available				
Residence	not available				
Camping	not available	H	S	The camp centre would be desirable for athletes / recreationists who hike or go for walks. Investment of the Municipality - a joint camp for all sports activities / recreationists who come for sports	
FOOD & BEVERAGE					
Bar / Snack Bar	not available				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Fast Food	Good coverage in all areas for sports and recreation, lack of card payments	H	S	Investment of the owners with available card payments	
Restaurants	Great offer of restaurants	H	S	Following interior design trends and sanitary conditions – investment of the owners	
Kiosk	not available				
Informal dining	not available				
Services					
Parking	Free parking available next to all sports facilities	H	S		
Tourist Menu	not available				
Tasting Menu with local products	not available				
Accessible to disabled	not available				
Suitable for groups	Sports offer is available for groups due to many fields for group sports, a wide offer	H	S		
Retail of local products	not available				



CREATIVE AND TRADITIONAL ASSETS					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Local artisans	not available				
Local artists	not available				
Handicrafts shops	not available				
Art Galleries	not available				
Events/festivals	Organization of various sports events, common walks, tournaments etc.	H	S	Better marketing and promotion needed	2.000€



LEISURE & ENTERTAINMENT					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Amusement Parks	Wide offer of amusement parks with various facilities for all ages and all levels of athletes and recreationists	H	S		
Theatres	In the nearby town (10 km)				
Cinemas	In the nearby town (10 km)				
Discos	In the nearby town (10 km)				
Swimming Pools and Water Parks	In the nearby town (10 km)				
SPA	In the nearby town (10 km)				
Shopping Centres	Wide offer of supermarkets	A	M		
Souvenir Shops	There are no souvenir shops close to the sports facilities, it's recommended they are placed on main	H	S	Investment of the "Goranski center Platak", Automotodrom and the Airplane association "Kriila	
	attractions (Platak, airplane runway, Automotodrom)			Kvarnera"	



EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Local travel agencies and tour operators	Currently unavailable, the necessary agency that would organize day trips (skiing on Platak, etc.) also offers professional support / guides for hiking, rock climbing, etc.	A	M	Private investment	
Local DMC	not available				
Local DMO	not available				
Tourist guides (associations)	not available				
Independent tourist guides	not available				
Stakeholders' cooperation and public-private dialogue	not available				
Branding and reputation	Branding is done by social media, websites and various organized events	H	S		
Maps and guides	It is necessary to improve the signalization on hiking and mountaineering trails, creating maps in a digital	H	S	Municipality investment	



	form that would be placed on the website				
Destination promotion	Branding and promotion is active but takes place in a non-systematic way, it is definitely recommended to use modern ways of advertising	H	S	Agency rental	15.000€
SUPPORT SERVICES					
Tourism Info Points	Exists in the offices of Tourist board Čavle and on Platak, excellent coverage	H	S		
Banks	Available on site	H	S		
Internet Point	not available				
Mobile and internet shops	not available				
Laundries	not available				
Markets/Supermarkets	not available				
Telecommunication	Good coverage in all signal covered areas	H	S		
Medical infrastructure	Available in the city but far away from the sports facilities. In the winter season, the skiing season,	H	S	Investment by the Sports centre	



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
	Platak should enable urgent interventions (ambulance on location, helicopter, etc.)				
Other					



PP3 - JURRA Karlovac

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COSUMAP related to Tourism Product Line – Historic sites (Product n. 1)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental	Area is covered with car rentals	A	M	Private investments	
Bike Rental	Bike rental services are limited	A	S	Bike sharing, E-biking stations, charging points	100.000€
Motor Bike Rental	N/A				
Boat Rental	Boat rental services are limited	A	M	Private investments	
Train Company	Area is covered by national train company	A	XL	Public investments (railways and trains)	
Bus Company	Area is covered by bus companies	A	M	Bus stations and bus stops	250.000€
Ferries Company	N/A				
Informal Transport	N/A				
ACCOMMODATION					
Hotels and Resorts	Area is covered with hotels	H	S	Public and private investments (improving capacity and raising the quality of accommodation)	600.000€
B&B and Guest Houses	N/A	H	S	Private investments (improving capacity and	



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				raising the quality of accommodation)	
Apartments	Area is covered with apartments	H	S	Private investments (improving capacity and raising the quality of accommodation)	
Home Stay	Area is covered with home stay accommodation (different categorization)	H	S	Private investments (improving capacity and raising the quality of accommodation)	
Residence	N/A				
Camping	Area is covered with camps; Some camp sites do not provide basic facilities such as water, cooking stations or hygiene facilities	H	S	Public and private investments (improving capacity and raising the quality of accommodation)	
Informal and unconventional stays	Hunting lodges, family farm accommodation	A	S	Public and private investments (improving capacity and raising the quality of accommodation)	
Excursions and tours reservation	Most accommodation service providers offer these services	H	S	Public and private investments (promotion, new tourism packages)	
FOOD & BEVERAGE					
Bar / Snack Bar	Area is covered with bars and snack bars	H	S	Private investment, improvement of	200.000€



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	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				food & beverage facilities	
Fast Food	Limited offer	H	S	Private investment, improvement of food & beverage facilities	
Restaurants	Area is covered with restaurants	H	S	Private investment, improvement of food & beverage facilities	
Kiosk	Refreshment points and food & beverage kiosks along the area are present	H	S	Private investment, improvement of food & beverage facilities	50.000€
Services					
Parking	Most restaurants and bars provide parking services	H	S	Public and private investments; Stationary traffic capacity improvement	300.000€
Tasting Menu with local products	Some bars and restaurants offer local products	H	S	Private investments, cooperation between agricultural and tourism suppliers	
English Speaking	Most of the staff can speak English	A	S	Public schools; raising awareness of the importance of learning foreign languages	
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	Area is covered by local artisans but not recognizable	A	S	Training programmes for potential local artisans and artists	30.000€
Local artists	N/A				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Handicrafts shops	Few opportunities to buy handicraft products	A	M		
Art Galleries	Insufficient offer, but there is some	A	S		
Events/festivals	Area is covered by events and festivals through the entire year (most famous is Karlovac beer days)	H	S	Private and public investments; promotion of local products, destination branding	100.000€
LEISURE & ENTERTAINMENT					
Amusement Parks	Some parts of the area are covered with amusement parks (mostly cities and towns)	A	XL	Private and public investments mainly in municipalities	400.000€
Theatres	Some parts of the area are covered with theatres (mostly cities and towns)	A	M	Private and public investments (no need to spread on municipalities)	600.000€
Cinemas	Some parts of the area are covered with cinemas (mostly cities and towns)	A	M	Private and public investments (no need to spread on municipalities)	300.000€
Discos	Some parts of the area are covered with discos (mostly cities and towns)	A	M	Private investments	
Swimming Pools and Water Parks	Some parts of the area are covered with Swimming Pools and Water Parks (mostly cities and towns)	A	M	Private and public investments (no need to spread on municipalities)	500.000€
SPA	Some parts of the area are covered with SPA services (mostly cities and towns)	A	M	Private and public investments	100.000€



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	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Shopping Centres	Some parts of the area are covered with Shopping Centres (mostly cities and towns)	L	XL	Private and public investments (no need to spread on municipalities)	
Souvenir Shops	Some parts of the area are covered with Souvenir Shops (mostly cities and towns)	H	S	Private and public investments	
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators	Area is covered by travel agencies, selling outgoing and incoming travels	H	S	Private investments	
Local DMC	Very few present	H	S	Technical assistance to DMCs	50.000€
Local DMO	Very few present	H	S	Technical assistance to DMOs	40.000€
Tourist guides (associations)	N/A				
Independent tourist guides	A lot of specialised guides that speak additional languages	H	S	Training programmes for specialised guides	30.000€
Stakeholders' cooperation and public-private dialogue	Lack of collaboration and coordination between tourism stakeholders in the public and the private sector	H	S	Public investments; funds for joint performance and strategic planning	
Branding and reputation	Lack of positioning in the tourism market as historic sites destination	H	S	Marketing	200.000€
Maps and guides	Absence of historic sites maps	H	S	Map and guide development	50.000€
Destination promotion	The current commercialization	H	S	Marketing	100.000€



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	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	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				
SUPPORT SERVICES					
Tourism Info Points	Some parts of the area are covered with tourism info points (mostly cities and towns); lack of information about historic sites	H	M	Improving the capacity and quality of information and services	60.000€
Banks	Area is covered with banks	A	M	N/A	
Internet Point	Some parts of the area are covered by hot spots and free wi-fi	H	S	Improving connectivity and enabling free internet use	
Mobile and internet shops	Some parts of the area are covered with mobile and internet shops (mainly towns and cities)	L	XL	Private investments	
Laundries	Some parts of the area are covered with Laundries (mainly towns and cities)	L	XL	Private investments	
Markets/Supermarkets	Area is covered with Markets/ Supermarkets	H	S	Private investments	



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Telecommunication	3G-4G-5G signal is present but availability, connectivity and speed vary throughout the area	H	S	Cooperation with telecommunication providers to strengthen the signal and upgrade the speed	100.000€
Medical infrastructure	Area is covered with medical infrastructure	H	XL	Public and private investments	100.000€
Other	Gas stations, Pharmacies, Currency exchange are mostly present	H	M	Public and private investments	100.000€



COSUMAP related to Tourism Product Line – Beer (Product n. 2)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental	Area is covered with car rentals	A	M	Private investments	
Bike Rental	Bike rental services are limited	A	S	Bike sharing, E-biking stations, charging points	100.000€
Motor Bike Rental	N/A				
Boat Rental	Boat rental services are limited	A	M	Private investments	
Train Company	Area is covered by national train company	A	XL	Public investments (railways and trains)	
Bus Company	Area is covered by bus companies	A	M	Bus stations and bus stops	250.000€
Ferries Company	N/A				
Informal Transport	N/A				
ACCOMMODATION					
Hotels and Resorts	Area is covered with hotels	H	S	Public and private investments (improving capacity and raising the quality of accommodation)	600.000€
B&B and Guest Houses	N/A	H	S	Private investments (improving capacity and raising the quality of accommodation)	
Apartments	Area is covered with apartments	H	S	Private investments (improving capacity and raising the quality of accommodation)	



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Home Stay	Area is covered with home stay accommodation (different categorization)	H	S	Private investments (improving capacity and raising the quality of accommodation)	
Residence	N/A				
Camping	Area is covered with camps; Some camp sites do not provide basic facilities such as water, cooking stations or hygiene facilities	H	S	Public and private investments (improving capacity and raising the quality of accommodation)	
Informal and unconventional stays	Hunting lodges, family farm accommodation	A	S	Public and private investments (improving capacity and raising the quality of accommodation)	
Excursions and tours reservation	Most accommodation service providers offer these services	H	S	Public and private investments (promotion, new tourism packages)	
FOOD & BEVERAGE					
Brewery	Presence of Karlovačka brewery and Karlovačko beer	H	S	Private and public investment; Beer promotion, tourism packages	50.000€
Craft breweries	A few small craft breweries in the area	H	S	Private investment; Beer promotion, tourism packages, new craft breweries	100.000€
Bar / Snack Bar	Area is covered with bars and snack bars	H	S	Private investment, improvement of	200.000€



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				food & beverage facilities	
Fast Food	Limited offer	H	S	Private investment, improvement of food & beverage facilities	
Restaurants	Area is covered with restaurants	H	S	Private investment, improvement of food & beverage facilities	
Kiosk	Refreshment points and food & beverage kiosks along the area are present	H	S	Private investment, improvement of food & beverage facilities	50.000€
Services					
Parking	Most restaurants and bars provide parking services	H	S	Public and private investments; Stationary traffic capacity improvement	300.000€
Tasting Menu with local products	Some bars and restaurants offer local products	H	S	Private investments, cooperation between agricultural and tourism suppliers	
English Speaking	Most of the staff can speak English	A	S	Public schools; raising awareness of the importance of learning foreign languages	
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	Area is covered by local artisans but not recognizable	A	S	Training programmes for potential local artisans and artists	30.000€
Local artists	N/A				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Handicrafts shops	Few opportunities to buy handicraft products	A	M		
Art Galleries	Insufficient offer, but there is some	A	S		
Events/festivals	Area is covered by events and festivals through the entire year (most famous is Karlovac beer days)	H	S	Private and public investments; promotion of local products, destination branding	100.000€
LEISURE & ENTERTAINMENT					
Amusement Parks	Some parts of the area are covered with amusement parks (mostly cities and towns)	A	XL	Private and public investments mainly in municipalities	400.000€
Theatres	Some parts of the area are covered with theatres (mostly cities and towns)	A	M	Private and public investments (no need to spread on municipalities)	600.000€
Cinemas	Some parts of the area are covered with cinemas (mostly cities and towns)	A	M	Private and public investments (no need to spread on municipalities)	300.000€
Discos	Some parts of the area are covered with discos (mostly cities and towns)	A	M	Private investments	
Swimming Pools and Water Parks	Some parts of the area are covered with Swimming Pools and Water Parks (mostly cities and towns)	A	M	Private and public investments (no need to spread on municipalities)	500.000€
SPA	Some parts of the area are covered with SPA services (mostly cities and towns)	A	M	Private and public investments	100.000€



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Shopping Centres	Some parts of the area are covered with Shopping Centres (mostly cities and towns)	L	XL	Private and public investments (no need to spread on municipalities)	
Souvenir Shops	Some parts of the area are covered with Souvenir Shops (mostly cities and towns)	H	S	Private and public investments	
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators	Area is covered by travel agencies, selling outgoing and incoming travels	H	S	Private investments	
Local DMC	Very few present	H	S	Technical assistance to DMCs	50.000€
Local DMO	Very few present	H	S	Technical assistance to DMOs	40.000€
Tourist guides (associations)	N/A				
Independent tourist guides	A lot of specialised guides that speak additional languages	H	S	Training programmes for specialised guides	30.000€
Stakeholders' cooperation and public-private dialogue	Lack of collaboration and coordination between tourism stakeholders in the public and the private sector	H	S	Public investments; funds for joint performance and strategic planning	
Branding and reputation	Lack of positioning in the tourism market as historic sites destination	H	S	Marketing	200.000€
Destination promotion	The current commercialization channel is	H	S	Marketing	100.000€



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	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				
SUPPORT SERVICES					
Brewing studies	Brewing studies at Karlovac University of Applied Sciences indicates the importance of beer production in the local area	A	M	Promotion of brewing studies; cooperation between the University and the tourism sector	100.000€
Tourism Info Points	Some parts of the area are covered with tourism info points (mostly cities and towns); lack of information about beer	H	M	Improving the capacity and quality of information and services	60.000€
Banks	Area is covered with banks	A	M	N/A	
Internet Point	Some parts of the area are covered by hot spots and free wi-fi	H	S	Improving connectivity and enabling free internet use	
Mobile and internet shops	Some parts of the area are covered with mobile and internet shops (mainly towns and cities)	L	XL	Private investments	
Laundries	Some parts of the area are covered with Laundries	L	XL	Private investments	



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	(mainly towns and cities)				
Markets/Supermarkets	Area is covered with Markets/ Supermarkets	H	S	Private investments	
Telecommunication	3G-4G-5G signal is present but availability, connectivity and speed vary throughout the area	H	S	Cooperation with telecommunication providers to strengthen the signal and upgrade the speed	100.000€
Medical infrastructure	Area is covered with medical infrastructure	H	XL	Public and private investments	100.000€
Other	Gas stations, Pharmacies, Currency exchange are mostly present	H	M	Public and private investments	100.000€



PP4 - CM Carnia

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COSUMAP related to Tourism Product Line ARTS/CREATIVE PLACES (Wood and Music)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental	The presence of car rental services is poorly advertised and customers might have a hard time finding one.	A	M	Develop an online booking system, ideally grouping all providers.	
Bike Rental	The presence of bike rental services is poorly advertised and customers might have a hard time finding one. However, this product is planned around a set of daily activities so there is no need to use bike rental services.	L	M	Develop an online booking system, ideally grouping all providers.	
Motor Bike Rental	Absent	L	XL	Not necessary for this product.	
Boat Rental	NA				
Train Company	NA				
Bus Company	The presence of bus companies is poorly advertised and customers might have a hard time finding one.	L	XL	Tourists/users are likely to use own vehicle in this case.	
Ferries Company	NA				
Informal Transport	NA				
ACCOMMODATION					
Hotels and Resorts	NA				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
B&B and Guest Houses	NA				
Apartments	NA				
Home Stay	NA				
Residence	NA				
Camping	NA				
Informal and unconventional stays	NA				
Other	NA				
Hotel services					
Bar	NA				
Restaurant	NA				
Wellness & Spa	NA				
Parking	NA				
Rooms for disabled	NA				
Excursions and tours reservation	Lack of identifiable online system for bookings. Tourists/customers need to contact local info points.	H	S	Set up a clear booking point for all excursions/tours (TurismoFVG website?)	
Other	NA				
FOOD & BEVERAGE					
Bar / Snack Bar	Lack of diversification in bar offerings (only traditional "village" bars available).	H	M	Improvement of food and beverage facilities.	
Other	NA				
Fast Food	In general, only pizza is available as fast food (in small villages, only within bakeries). Sandwiches (take away possible) only available in bars.	L	M		
Restaurants	Considering the area, the offer is quite good, but a constraint might be represented by some restaurant locations that can be far away from the villages. In Paularo: lack of offer.	H	S		



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Kiosk	Only available during local fairs/events.	A	M		
Informal dining	Absent.	A	M		
Services					
Parking	Good availability.	H	S		
Tourist Menu	Tourism is not very developed so there is no need of tourist menus as an alternative to regular menus.	L			
Tasting Menu with local products	Local products should be indicated more clearly on menus.	H	S		
Accessible to disabled	Not all restaurant/bars are accessible.	H	S	Take advantage of public contribution to make bars/restaurants as much accessible as possible.	
Suitable for groups	Not all restaurants are suitable for groups.	A			
Retail of local products	Only limited opportunities to buy local products in restaurants.	A	S	Promote retail of local products in restaurants/bars.	
English Speaking	English speaking staff is sometimes hard to find.	A	S	Promote staff training.	
Allergy friendly	Gluten-free/Vegetarian/Vegan options are hardly available.	A	S	Improve variety of choice.	
Other	NA				
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	Limited ability for businesses to accept credit / debit cards.	H	S	Training programmes for potential local artisans and artists.	
Local artists					
Handicrafts shops	While opportunities to buy handicraft products do exist, it is sometimes difficult to identify them since there is no directory including them all.	H	S	Promote the creation of a well-identifiable handicrafts reseller,	



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				centralized or with local branches.	
Art Galleries	Absent.	A	XL		
Events/festivals	The number of festivals/events is sufficient. However it might be useful to increase laboratorial/experiential moments for tourists.	H	S	Increase the number of hand-on labs during events/festivals.	
Other		NA			
LEISURE & ENTERTAINMENT					
Amusement Parks	Adventure parks available in nearby locations.	L	XL		
Theatres	Available in Tolmezzo (main town of the area).	A	XL		
Cinemas	Available in Tolmezzo (main town of the area).	A	XL		
Discos	Absent.	L	XL		
Swimming Pools	Opportunities in nearby towns.	A	XL		
SPA	Available in Arta Terme or in several hotels of the area.	A	XL		
Shopping Centres	Opportunities in nearby towns.	L	XL		
Souvenir Shops	Credit cards are not always accepted.	H	M		
Other					
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators	Present	H	S		
Local DMC	Present	H	S		
Local DMO	Present	H	S		
Tourist guides (associations)	Present.	A	S		
Independent tourist guides	Present. Availability of tours in different languages.	H	S		
Stakeholders' cooperation and public-private dialogue	Sometimes lack of collaboration and coordination between	A	M		



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
	tourism stakeholders in the public and the private sector.				
Branding and reputation	Lack of positioning in the tourism market as cultural destination.	H	M		
Maps and guides	General/thematic map available at info points.	H	S	Realisation of interactive maps including cultural heritage.	
Destination promotion	Promotion will likely be organized by local DMCs and the regional tourism agency.	H	M		
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.	
Other	NA				
SUPPORT SERVICES					
Tourism Info Points	Available and generally offering a good service.	H	S		
Banks/ATM	Available.	H	S		
Internet Point	NA	L	XL		
Mobile and internet shops	NA	L	XL		
Laundries	NA	L	XL		
Markets/Supermarkets	Available. Lack of offer is smaller hamlets/villages.	H	M	Encourage creation of small markets selling local products.	
Telecommunication	3G-4G-5G signal is weak in some areas.	H	M	Cooperation with telecommunication providers to strengthen the signal.	
Medical infrastructure	Hospital available in Tolmezzo (main town of the area).	A	XL		
Other	NA				



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COSUMAP related to Tourism Product Line TRADITIONAL CRAFTS (Textile Crafts)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental	The presence of car rental services is poorly advertised and customers might have a hard time finding one.	H	XL	Develop an online booking system, ideally grouping all providers.	
Bike Rental	The presence of bike rental services is poorly advertised and customers might have a hard time finding one.	H	M		
Motor Bike Rental	Absent.	A	XL		
Boat Rental	NA				
Train Company	NA			Closest train station is in Carnia. Otherwise, Gemona or Udine.	
Bus Company	The presence of bus companies is poorly advertised and customers might have a hard time finding one.	A	XL	Coordinate bus company services.	
Ferries Company	NA				
Informal Transport	NA				
ACCOMMODATION					
Hotels and Resorts	Some hotels/B&B/apartments have not been renovated for a long time.	H	XL	Encourage renewal/refurbishment of hotels etc.	
B&B and Guest Houses		H	M		
Apartments		H	M		
Home Stay	Lack/absence of offer.	L	M	Workshop for local residents to understand advantages and constraints of this solution.	
Residence	Limited offer.	H	XL	Improve and strengthen existing offer.	
Camping		A	XL		
Informal and unconventional stays	Lack/absence of offer.	A	M	Workshop for local residents to understand advantages and	



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				constraints of this solution.	
Other	NA				
Hotel services					
Bar	Generally available.	H	S		
Restaurant	Good availability.	H	S		
Wellness & Spa	Available in some of the hotels and open to external guests.	H	M		
Parking	Available.	H	S		
Rooms for disabled	Available (but not everywhere).	H	S		
Excursions and tours reservation	Available.	H	S		
Other	NA				
FOOD & BEVERAGE					
Bar / Snack Bar	Lack of diversification in bar offerings (only traditional "village" bars available).	H	M	Improvement of food and beverage facilities.	
Other	NA				
Fast Food	In general, only pizza is available as fast food (in small villages, only within bakeries). Sandwiches (take away possible) only available in bars.	A	M		
Restaurants	Considering the area, the offer is quite good, but a constraint might be represented by some restaurant locations that can be far away from the villages. In Paularo: lack of offer.	H	S		
Kiosk	Only available during local fairs/events.	A	M		
Informal dining	Absent.	A	M		
Services					
Parking	Good availability.	H	S		
Tourist Menu	Tourism is not very developed so there is no	A			



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	need of tourist menus as an alternative to regular menus.				
Tasting Menu with local products	Local products should be indicated more clearly on menus.	H	S		
Accessible to disabled	Not all restaurant/bars are accessible.	H	S		
Suitable for groups	Not all restaurants are suitable for groups.	H			
Retail of local products	Only limited opportunities to buy local products in restaurants.	H	S	Promote retail of local products in restaurants/bars.	
English Speaking	English speaking staff is sometimes hard to find.	H	S	Promote staff training.	
Allergy friendly	Gluten-free/Vegetarian/Vegan options are hardly available.	H	S	Improve variety of choice.	
Other	NA				
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	Limited ability for businesses to accept credit / debit cards	H	S	Training programmes for potential local artisans and artists.	
Local artists		H	S		
Handicrafts shops	While opportunities to buy handicraft products do exist, it is sometimes difficult to identify them since there is no directory including them all.	H	S	Promote the creation of a well-identifiable handicrafts reseller, centralized or with local branches.	
Art Galleries	Absent.	A	XL		
Events/festivals	The number of festivals/events is sufficient. However it might be useful to increment laboratorial/experiential moments for tourists.	H	S	Increase the number of hand-on labs during events/festivals.	
Other	NA				
LEISURE & ENTERTAINMENT					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Amusement Parks	Adventure parks available in nearby locations.	A	XL		
Theatres	Available in Tolmezzo (main town of the area).	A	XL		
Cinemas	Available in Tolmezzo (main town of the area).	A	XL		
Discos	Absent.	L	XL		
Swimming Pools	Opportunities in nearby towns.	L	XL		
SPA	Available in Arta Terme or in several hotels of the area.	A	M		
Shopping Centres	Opportunities in nearby towns.	A	XL		
Souvenir Shops	Credit cards are not always accepted.	H	M		
Other					
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators	Present	H	S		
Local DMC	Present	H	S		
Local DMO	Present	H	S		
Tourist guides (associations)	Present.	H	S		
Independent tourist guides	Present. Availability of tours in different languages.	H	S		
Stakeholders' cooperation and public-private dialogue	Sometimes lack of collaboration and coordination between tourism stakeholders in the public and the private sector.	A	M		
Branding and reputation	Lack of positioning in the tourism market as cultural destination.	H	M		
Maps and guides	General/thematic map available at info points.	H	S	Realisation of interactive maps including cultural heritage.	
Destination promotion	Promotion will likely be organized by local DMCs	H	M		



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	and the regional tourism agency.				
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.	
Other	NA				
SUPPORT SERVICES					
Tourism Info Points	Available and generally offering a good service.	H	S		
Banks	Available.	H	S		
Internet Point	NA	A	XL		
Mobile and internet shops	NA	L	XL		
Laundries	Available in Tolmezzo (main town of the area)	L	XL		
Markets/Supermarkets	Available. Lack of offer is smaller hamlets/villages.	H	M	Encourage creation of small markets selling local products.	
Telecommunication	3G-4G-5G signal is weak in some areas.	H	M	Cooperation with telecommunication providers to strengthen the signal.	
Medical infrastructure	Hospital available in Tolmezzo (main town of the area).	H	XL		
Other	NA				



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PP7 - Rive D'Arcano

Partner (name and number)	PP7 RIVE D'ARCANO
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COSUMAP related to Tourism Product Line Tasty Castle (Product n. 1)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental					
Bike Rental	<p>The distance between Rive d'Arcano and Udine, the provincial and regional capital, is just 20 KM.</p> <p>The most famous town in the province because of its ham factories is San Daniele del Friuli which is just 4.7 km away. The possibility of renting e-bikes by visitors to Rive d'Arcano would allow them to enjoy the visit in a more satisfactory way as they would also have the resources of the two major</p>	H	S	The investment can be operated by a private entrepreneur with own capital	50.000 €



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	locations available.				
Informal Transport					
ACCOMMODATION					
Hotels and Resorts B&B and Guest Houses Apartments Home Stay Residence Camping Informal and unconventional stays	In the town of Rive d'Arcano there are no structures with beds for tourists. In the neighboring municipalities, which are less than 10 km away, there are more than a dozen of different categories. The lack of accommodation capacity in Rive d'Arcano does not constitute a serious limitation to its development.				
Other					
Hotel services					
Bar	The numerous accommodation facilities in the area in which Rive d'Arcano is located offer numerous complementary services, generally connected to business tourism.				
Restaurant					
Wellness & Spa					
Parking					
Rooms for disabled					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Excursions and tours reservation	Not currently supplied. Guided excursions to the resources (castles and food) of the area where Rive d'Arcano is based can be a the first step for developing a tourist activity	H	M	The investment can be done by private investors. The support of public administration is needed promoting events.	50.000 €
Other					
FOOD & BEVERAGE					
Bar / Snack Bar					
Other					
Restaurants	In Rive d'Arcano there are only 6 restaurants. Much more opportunities for catering in the surrounding municipalities				
Services					
Parking	Ok				
Tourist Menu	Ok				
Tasting Menu with local products	Ok				
Accessible to disabled	Ok				
Suitable for groups	OK				
Retail of local products					
English Speaking					
Allergy friendly					
Other					
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	Rive d'Arcano does not present this type of offer which is instead very developed				
Local artists					
Handicrafts shops					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	in surrounding municipalities				
Events/festivals	Events are a strategic component of an action aimed to promote Rive d'Arcano as an hub or stop over point for excursions in surrounding of Udine.	H	S	Public / private investment	100.000 €
Other					
LEISURE & ENTERTAINMENT					
Swimming Pools and Water Parks	For residents only.				
Castle	The castle is a strategic component of the tourist attractions not only of the municipality but also of the surrounding area. The castle is managed by private with an entrepreneurial approach. The castle must be integrated in the tourist development strategy of the municipality.				
Other					
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local DMO	The DMO playing a key role in the Friuli region is				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	<p>“Turismo Friuli Venezia Giulia” “turismofvg.it” It’s a public body very active in promoting the region a tourist destination. This body actively look for all resources and opportunities for attracting foreign tourists.</p>				
Maps and guides	<p>These instruments are strategic for making aware the tourists about the quantity of tangible and intangible assets of Rive d'Arcano and mainly its surrounding</p>	H	S	These tools must provided by the DMO	30.000 €
Destination promotion					
Other					
SUPPORT SERVICES					
Tourism Info Points					
Banks					
Internet Point					
Mobile and internet shops					
Laundries					
Markets/Supermarkets					
Telecommunication					
Medical infrastructure					
Other					



PP8 - GAL Delta 2000

Partner (name and number)	DELTA 2000 PP8
Main editor/s	DELTA 2000 Team project: Angela Nazzaruolo: coordinator Marzia Cavazzini: project manager communication Tristana Randi: project manager tourism
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COSUMAP related to Tourism Product Line SPORT FISHING (Product n. 1)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental					
Bike Rental	Ostellato and Alfonsine can offer diversified activities besides fishing, that could enhance the tourist overall experience and extend their stay. The Po Delta territory offers many biking paths, hundreds of kilometres of land marked by a formidable network of cycling routes. Unfortunately, there is a lack of services as far as bike	A	S	Local hotels/B&B and Atlantide (manager of Vallette Natural Reserve and Alfonsine Natural Reserve), as well as TOs could buy or rent (long rental service from major e-bike producers) e-bikes.	E-bike average cost: € 600 Ostellato €600x10= € 6.000,00 Alfonsine €600x10= € 6.000,00



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	rental and maintenance are concerned.				
Motor Bike Rental					
Boat Rental					
Train Company					
Bus Company					
Ferries Company					
Informal Transport					
ACCOMMODATION					
Hotels and Resorts					
B&B and Guest Houses					
Apartments	Few accommodation facilities in Alfonsine	H	S	<p>Homestays, private owned apartments and informal stays are important carriers of tourism in small destinations, that can provide comfortable accommodation and the opportunity of experiencing local life. Empty and unused apartments and homes could be transformed in lodging facilities.</p> <p>- Renovation investments for houses and apartments in fair or poor condition</p> <p>- Training in managing vacation rentals.</p>	<p>Renovation costs vary from € 300 to € 800 per square meter (could be partly financed with super bonus 110% or other deduction rate tools and/or rural development funds).</p> <p>Short term rental courses to gain expertise on managing vacation rentals.</p> <p>External expertise: € 250,00/day x 15 days= Ttl € 3.750,00</p>



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Home Stay	Few accommodation facilities in Alfonsine	H	S	Home-stay is model of tourism development which provides an excellent opportunity to share, see and feel the diverse countryside lifestyle, and provide alternative source of income to rural areas. Investment in training hosts and local community on: 1. the different aspects of rural tourism with special focus on homestays 2. practical knowledge, compliances and best practices for operationalising and managing rural homestays	External expertise: € 250,00/day x 15 days= Ttl € 3.750,00
Residence					
Camping					
Informal and unconventional stays	Few accommodation facilities in Alfonsine	H	S		
Other					
Hotel services					
Bar					
Restaurant					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
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					
Local artists					
Handicrafts shops					
Art Galleries					
Events/festivals					
Other	In the Po Delta, water has always played a decisive role in the shaping of the landscape and villages and communities have dedicated themselves to economic	H	XL	1. Preliminary study to assess the objectives, all necessary authorisations and views pursuant to existing applicable law, the narrative structure, the	Preliminary Study = € 15.000,00 (within Excover project). Museum exhibition space, collection and construction works: starting from € 200.000,00



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	activities linked to these territorial conformations, especially fishing. The lack of an institution that collects and displays data and objects related to fishing traditions is a minus, especially for Ostellato.			link with the territory and with other museums. 2. Following the preliminary study: - Exhibition space expansion or improvement, design and construction work, collection creation and collection management policy.	
LEISURE & ENTERTAINMENT					
Amusement Parks					
Theatres					
Cinemas					
Discos					
Swimming Pools and Water Parks					
SPA					
Shopping Centres					
Souvenir Shops					
Other	Fishing gear and supply shop. Despite thousands of fishermen attending Ostellato for fishing competitions every year, there is no fishing goods store in	H	S	As in many rural villages in Italy, in the last decades many local shops have closed down due to stagnant economy. Consequently, in town there are many empty stores for rent with the benefit	Average price for retail space in Ostellato 50-70mq = € 350,00/month Average costs to open a retail store - Interior decor and equipment: from € 6.000,00 to € 15.000,00



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	the surrounding area.			of low rental fees.	Staff: Assistant Store Manager from € 17.000,00 to 25.000,00/gross year
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators	The promotion of sport fishing tourism products is exclusively carried out by FIPSAS - Italian angling and diving federation. Fishing as a tourism product is not promoted or marketed by any TOs or DMCs.	H	S	- Fishing tourism products included in the different promotion, communication and marketing channels of local travel agencies, TOs and DMCs. -Participation at national and international fishing shows	Marketing and promotion of Fishing tourism products by local TOs, TAs and DMCs (printed catalogue, online promotion, participation at national and international fishing shows): from € 20.000,00/year
Local DMC	The promotion of sport fishing tourism product is exclusively carried out by FIPSAS - Italian angling and diving federation. Fishing as a tourism product is not promoted or marketed by any To or DMC				Marketing and promotion of Fishing tourism products by local TOs, TAs and DMCs (printed catalogue, online promotion, participation at national and international fishing shows): from € 20.000,00/year
Local DMO					
Tourist guides (associations)					
Independent tourist guides					
Stakeholders' cooperation and public-private dialogue					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Branding and reputation					
Maps and guides	No specific maps and guides distinctively designed for fishermen, their travel companions / families / friends. To increase the length of stay of fishermen and to recommend and promote activities for their companions, printed material should be available at fishing meeting points and hotels. Digital information should be uploaded online	A	S	Information on local activities, cultural and natural sites, excursions and nearby attractions (already mapped by EXCOVER) and Design & Layout of Brochure, Maps and Guides (printable and digital)	Graphic design from € 350,00 to € 600,00 Guides – 8 pages – 2000 copies from € 900,00 Maps/Brochures – Tri fold – 10.000 copies from € 1.000,00
Destination promotion					
National & International Circuits	The creation of a so-called Fishing Valley is underway. The project sees the involvement of 4 municipalities of the territory (Argenta, Ostellato, Fiscaglia and Portomaggiore), Fipsas, and Emilia Romagna Region. The aim	H	XL	Fishing tourism destination <u>feasibility study</u> , strategic research conducted for the purpose of determining the market and economic viability and potentiality of the tourism attraction that typically	- Feasibility study from € 50.000,00 - Strategic Marketing Plan from € 35.000,00/validity 3 to 5 yrs. - Operation Marketing Plan from € 50.000,00 to € 100.000,00/year



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S- M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	is to create a fishing destination.			identifies the size, type/focus, markets and positioning as well as the revenue projections. - Strategic Marketing Plan - Operational Marketing Plan	
Other					
SUPPORT SERVICES					
Tourism Info Points					
Banks					
Internet Point					
Mobile and internet shops					
Laundries					
Markets/Supermarkets					
Telecommunication					
Medical infrastructure					
Other					



COSUMAP related to Tourism Product Line CULTURAL SCHOOL TRIPS (Product n. 2)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL	INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS				
Car Rental				
Bike Rental	Ostellato and Alfonsine are small and quiet villages where all main attractions are within short distance. Especially for Alfonsine, the itineraries related to WW2 could be organized as bike tours, which could also represent a new way to visit the historical sites with the same means of transports mainly used during the conflict, creating, in such a way, an authentic experience.	A	S	Local hotels/B&B and Atlantide (manager of Vallette Natural Reserve and Alfonsine Natural Reserve), as well as other school trips TOs could buy or rent e-bikes (long rental service from major e-bike producers). E-bike average cost: € 600 Ostellato €600x20= € 12.000,00 Alfonsine €600x20= € 12.000,00
Motor Bike Rental				
Boat Rental				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
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					
Parking					
Rooms for disabled					
Excursions and tours reservation					
Other					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
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					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Events/festivals					
Other	<p>Memories of the lives of people during the war are vividly described in books and movies. Books are mostly written by local people or collected by Circolo Filatelico Alfonsine, while Istituto Storico della Resistenza collected all the movies narrating the war and filmed in Po Delta Park. There are no info point or shops selling books and memories related to WW2 and displaying movies</p>	A	S	<p>Books and movies related to WW2 could be sold in local bookshops (located in central Alfonsine), newspaper kiosk (in central Alfonsine and Ostellato) or/and in local museums. Books need to be printed in adequate numbers and online printing is cheaper and fast.</p>	<p>Online book print: 50 copies/50 pages/black white starting from € 150,000</p>
LEISURE & ENTERTAINMENT					
Amusement Parks					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Theatres					
Cinemas					
Discos					
Swimming Pools and Water Parks					
SPA					
Shopping Centres					
Souvenir Shops	<p>Memories of the lives of people during the war are vividly described in books and movies. Books are mostly written by local people or collected by Circolo Filatelico Alfonsine, while Istituto Storico della Resistenza collected all the movies narrating the war and filmed in Po Delta Park. There are no info point or shops selling books and memories related to WW2 and displaying movies.</p>	A	S	<p>Books and movies related to WW2 could be sold in local bookshops (located in central Alfonsine), newspaper kiosk (in central Alfonsine and Ostellato) or/and in local museums. Books need to be printed in adequate</p>	<p>Online book print: 50 copies/50 pages/black white starting from € 150,000</p>



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				numbers and online printing is cheaper and fast.	
Other					
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators	Cultural School trips, specifically related to local history and WW2 events, are not promoted or marketed by any local TOs or DMCs.	H	S	EXCOVER Cultural school trips products should be included in the different promotion, communication and marketing channels of local travel agencies, TOs and DMCs. Packages included in TOs and DMCs catalogues, website promotion and	Graphic design from € 250,00 to € 350,00. Brochure – 2500 copies/ 4 pages from € 160,00



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				direct marketing. To introduce a new product, an informational brochure might be the best approach.	
Local DMC	Cultural School trips, specifically related to local history and WW2 events, are not promoted or marketed by any local TO or DMC	H	S	EXCOVER Cultural school trips products should BE included in the different promotion, communication and marketing channels of local travel agencies, TOs and DMCs. Packages included in TOs and DMCs catalogues,	Graphic design from € 250,00 to € 350,00. Brochure – 2500 copies/ 4 pages from € 160,00



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				website promotion and direct marketing. To introduce a new product, an informational brochure might be the best approach.	
Local DMO					
Tourist guides (associations)					
Independent tourist guides	Local citizens have a deep knowledge of the territory and above all true and indelible stories to tell that probably an official guide does not know. The profession of tourist guide in Italy is governed by Directive 2005/36/EC on the recognition of professional qualifications tourist guides. Unlicensed guiding in Italy is forbidden, but many online sharing platforms offer tours and especially experiences even without a regular license.	H	S	Change of laws	Not capable of being quantified



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Stakeholders' cooperation and public-private dialogue					
Branding and reputation					
Maps and guides	<p>Maps and guides have been created by locals, but are mainly not available to tourists and visitors as they were printed in small numbers.</p> <ol style="list-style-type: none"> Printable and digital map and guide suggesting a tour of Alfonsine with all attractions and memorial sites dedicated to WW2 and Resistance, realized by Secondary School Students. Itineraries and maps proposed by Luciano Lucci On the trail of history - cinematographic itineraries 	H	S	<p>Printing of maps and guides.</p> <p>Online publication of maps and guides on tourism portals, municipality website, local attractions websites.</p>	<p>Graphic design from € 350,00 to € 600,00</p> <p>Guides – 8 pages – 2000 copies from € 900,00</p> <p>Maps/Brochures – Tri fold – 10.000 copies from € 1.000,00</p>
Destination promotion					
National & International Circuits	<p>National</p> <p>Gothic Line-Workshop of Memory Association: recovery, conservation and <i>promotion</i> of the historical memory of the Gothic Line in all its aspects: military, social, economic and cultural.</p>	A	S	<p>Exchange of information and online publication of relevant material (books,</p>	0



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	http://www.lineagotica.eu/Default.aspx			maps, itineraries).	
Other	Several international TOs specialized in have dedicated sections on WW2 itineraries.	A	S	Collaboration between local TOs and international TOs	0
SUPPORT SERVICES					
Tourism Info Points					
Banks					
Internet Point					
Mobile and internet shops					
Laundries					
Markets/Supermarkets					
Telecommunication					
Medical infrastructure					
Other					



PP9 – Campobasso

Partner (name and number)	PP9 – Municipality of Campobasso
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COSUMAP related to Tourism Product Line COMMUNITY MAP (Product n. 1)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental	Important solution for mobility in Molise considering the latency of public mobility services.	A	M	Private investment	
Bike Rental	Lack of an urban cycle path to make cyclists safe.	H	S	Public investment for realize the urban cycle path	300.000
Motor Bike Rental	NA				
Boat Rental	NA				
Train Company	NA				
Bus Company	Communication of lines and timetables is complicated and difficult to understand	H	S	Creation of an app to improve the usability of the public mobility service. Advertising costs to stimulate the use of the app.	Private investment
Ferries Company	NA				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Informal Transport	Creation of an app for hitchhiking within the urban area of Campobasso	A	S	Public investment for development and advertising of the service	30.000
ACCOMMODATION					
Hotels and Resorts	Lack of the luxury segment in the hotels of the city	L	XL	Service improvement	Private investment
B&B and Guest Houses	Lack of a business network, this segment is the most profitable in its category.	H	S	Activate a Business Network to improve and qualify the service in the city	Private investment
Apartments	NA				
Home Stay	Low quality standards of accommodations and not in line with international standards.	A	S	Fund for bank guaranty / tax deduction for creation and / or improvement of accommodations	Private investment
Residence	NA				
Camping	NA				
Informal and unconventional stays	Absence of traditional & temporary accommodation	A	M	Fund for bank guaranty / tax deduction for creation and / or improvement of accommodations	Private investment



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
FOOD & BEVERAGE					
Bar / Snack Bar	Staff with little knowledge of foreign languages	H	S	Investment to improve this latency	Private investment
Fast Food	Staff with little knowledge of foreign languages	H	S	Investment to improve this latency	Private investment
Restaurants	Staff with little knowledge of foreign languages	H	S	Investment to improve this latency	Private investment
Kiosk	Staff with little knowledge of foreign languages	H	S	Investment to improve this latency	Private investment
Informal dining	Nor present				
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	Limited ability for businesses to accept credit / debit cards And poor knowledge of the foreign languages	H	S	Training programmes for potential local artisans and artists	Public and private investment 20.000
Local artists	There are very few artists' shops in the centre	A	M	Enter into agreements to stimulate local artists to open shops in the centre and expand their business possibilities	Public investment 20.000
Handicrafts shops	Limited ability for businesses to accept credit / debit cards	H	S	Training programmes for potential local artisans and artists	Public and private investment 30.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	And poor knowledge of the foreign languages				
Art Galleries	Lack of communication of exhibitions, events and services.	H	S	Increased reach of communication and advertising services. Strategic positioning of posters and programs. Planning and advertising of activities well in advance.	Public and private investment 30.000
Events/festivals	Poor communication of major city events	H	S	Expand the communication and advertising service for large city events and festivals, especially geolocated outside the regional borders.	Public investment 50.000
LEISURE & ENTERTAINMENT					
Amusement Parks	NA				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Theatres Cinemas	Lack of extensive communication on programming and on the many summer festivals in the sector.	H	S	Increased reach of communication and advertising services. Strategic positioning of posters and programs. Planning and advertising of activities well in advance.	Private investment
Discos	Are located outside the city centre			Enhance the mobility service to the discos area to increase the scope of the business	Private investment
Swimming Pools and Water Parks	NA				
SPA	There are very few spas in the city centre	A	M	Improve the advertising and communication of the services offered in the city centre	Private investment
Shopping Centres	Are located outside the city centre	A	L	Enhance the public mobility service in the shopping centre area to increase the scope of the business	Public investment 50.000



Interreg
Italy - Croatia

EXCOVER

European Regional Development Fund



EUROPEAN UNION

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Souvenir Shops	Limited ability for businesses to accept credit / debit cards	H	S	Training programmes for potential Souvenir Shops	Public/Private investment 15.000
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators	Unstructured local travel agencies to organize city and region packages	H	S	Training programmes for travel agencies to promote city and regional tours. Marketing programmes	Public/private investments
Local DMC	NA				
Local DMO	NA				
Tourist guides (associations)	NA				
Independent tourist guides	There are few	H	S	Create a cooperation network between independent guides to increase business	Private investment
Stakeholders' cooperation and public-private dialogue					
Branding and reputation	At the moment not sufficient to meet the needs of the tourist segment	H	S	Positioning through promotional actions and tourist packages designed for potential tourists.	Public investment



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M -XL		INVESTMENT NEEDS	COSTS ESTIMATE
				Creation of an identifying graphic visual. Thanks to the Excover Project.	
Maps and guides	Absent	H	S	Creation of the Community Map of Campobasso with the help of Excover Project	Public Investment
Destination promotion	Absent	H	S	Thanks to the Excover project we intend to stimulate the creation of a DMO to manage the complete tourism promotion of the city of Campobasso.	Public investment
National & International Circuits	Absent	H	S	Strategic positioning on international circuits for tourism promotion thanks to the Excover Project	Public investment
SUPPORT SERVICES					
Tourism Info Points	Absent	H	S	Activate the widespread info point service with the help of Excover project	Public investment
Banks					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Internet Point	NA				
Mobile and internet shops					
Laundries					
Markets/Supermarkets					
Telecommunication	No 5G signal	L	M	Enhancement for these segments that help shopkeepers, restaurateurs etc in their business. And in the same way they improve the experience of tourists.	Private and public investment 50.000
Medical infrastructure	Health infrastructure is located outside the city centre.	H	S	Implement the public mobility service to the hospital infrastructure of the city	Private e Public investment 30.000



COSUMAP related to Tourism Product Line FESTIVAL OF MISTERI (Product n. 2)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental	Limited amount of car rental facilities and operators	A	S	Private investments	
Bike Rental	Bike rental services are limited or almost non-existent.	A	S	Private investments or public incentives for the creation of facilities.	
Motor Bike Rental	NA				
Boat Rental	NA				
Train Company	Obsolete train system and weak connections with bigger cities such as Rome and Naples.	H	M	Public investments providing new trains and lines.	500.000
Bus Company	Limited amount of bus connections with other cities and rural areas.	H	M	Public investment providing new connections and more	300.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				convenient timetables.	
Ferries Company	NA				
Informal Transport	NA				
ACCOMMODATION					
Hotels and Resorts	Few hotels can be found in the city.	A	M	Private investments	
B&B and Guest Houses	Not all B&B and guest houses are present in the Misteri Festival area. Due to the lack of an efficient transport system	H	S	Private investments	
Apartments	A limited amount of apartments are available for tourists accomodation	A	S	Private investments	
Home Stay	NA				
Residence	NA				
Camping	NA				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Informal and unconventional stays	NA				
Other					
Hotel services					
Bar	Only a limited number of hotels offers bar services	A	M	Private investments	
Restaurant	Not all hotel offer restaurant services	A	M	Private investments	
Wellness & Spa	NA				
Parking	Few hotels offer private parking lots			Private investments	
Rooms for disabled	Not all operators offer rooms for disabled people	H	M	Private investments	
Excursions and tours reservation	Absence of networks. Lack of communication services.	A	S	Public investments promoting the creation of networks and the implementation of	100.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
				communication strategies.	
Other	NA				
FOOD & BEVERAGE					
Bar / Snack Bar	Lack of foreign languages knowledge and limited possibilities of card payment	H	S	Public investments enhancing the spread of languages knowledge and the use of card payment.	100.000
Other	NA				
Fast Food	Only one fast food is present in the city outskirts.	A	S	Private investments.	
Restaurants	Limited variety of menu choices.	H	S	Private investments.	
Kiosk	NA				
Informal dining	NA				
Services					
Parking	Few businesses offer proper parking areas. The particular layout of the	A	M	Private investments.	



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
	city does not allow the presence of many parking lots.				
Tourist Menu	NA				
Tasting Menu with local products	NA				
Accessible to disabled	Not all businesses are accessible to disabled people due to their location and/or to the absence of appropriate facilities	H	S	Private investments or public incentives for installation of facilities.	
Suitable for groups	NA				
Retail of local products	This service is not offered by any of these businesses.	A	S	Private investments.	
English Speaking	English knowledge is not widely spread.	H	S	Public investments promoting language crash courses.	100.000
Allergy friendly	NA				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Other	NA				
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	Limited access to card payment	H	S	Public investments enhancing the use of card payments.	50.000
Local artists	NA				
Handicrafts shops	Few opportunities to buy handicraft products	H	S	Public investments promoting the creation of handicrafts shops.	100.000
Art Galleries	NA				
Events/festivals	Other events and festivals do not usually occur during the Misteri Festival period.				
Other					
LEISURE & ENTERTAINMENT					
Amusement Parks	NA				
Theatres	Shows are held only in Italian.	L	S	Public investments promoting international	50.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				artists and residencies.	
Cinemas	The only multiplex cinema is located outside the city centre. Difficult to reach with public transport.	A	M	Public investments implementing the realisation of independent cinemas that could offer stimulating cinematographic seasons	100.000
Discos	NA				
Swimming Pools and Water Parks	NA				
SPA	NA				
Shopping Centres	Mainly located in the outskirts of the city.	L	S	Private investments	
Souvenir Shops	There is only one souvenir shop located in a central square.	A	S	Public incentives favouring new souvenirs shops.	100.000
Other					
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Local travel agencies and tour operators	Lack of efficient networks of travel agencies and operators	H	M	Public investments enhancing the training of local agencies and the creation of an efficient strategy	100.000
Local DMC	NA				
Local DMO	NA				
Tourist guides (associations)	NA				
Independent tourist guides	Absence of a certified network of independent tourist guides	A	S	Public investments aimed at the foundation of independent guides networks	100.000
Stakeholders' cooperation and public-private dialogue	NA				
Branding and reputation	NA				
Maps and guides	NA				
Destination promotion	NA				
National & International Circuits	NA				
Other					



	CONSTRAINT	SUCCESS		INVESTMENT NEEDS	COSTS ESTIMATE
		Importance Timescale			
		H-A-L	S - M - XL		
SUPPORT SERVICES					
Tourism Info Points	Absent	H	S	Public investments for the creation of a tourist info point	200.000
Banks	NA				
Internet Point	NA				
Mobile and internet shops	NA				
Laundries	Few laundries are easily accessible in the city centre				
Markets/Supermarkets					
Telecommunication	No 5G signal	L	M	Enhancement for these segments that help shopkeeper, restaurateurs etc in their business. And in the same way they improve the experience of tourists.	Private and public investment 50.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
Medical infrastructure	Health infrastructure is located outside the city centre.	H	S	Implement the public mobility service to the hospital infrastructure of the city	Private and Public investment 30.000
Other					



PP10 - Sasso Simone Simoncello

Partner (name and number)	Parco Naturale Sasso Simone Simoncello. PP10
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COSUMAP related to Tourism Product Line Museum Tourism: Cultural itineraries in the natural park connecting museums and art installations (Product n. 1)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Rent a car with driver for long distances	(CON) A permit issued by the municipalities is required to carry out this activity but those who receive these permits prefer to carry out the activity in the large neighboring inhabited centers. This option, therefore, does not solve the problem of poor public transport services in the park area	L	M	Private investments	30.000
Taxi	(CON) More than a problem of volumes of demand and investments, the major constraint is of legal nature: it is necessary to modify the current rules that organize the sector in order to adopt a	L	XL	Private investments.	60.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	model like the one proposed by UBER.				
Car Rental	(CON) There is a lack of car and minivan rental services in the park but the near cities there is a wide range of offer	L	XL	Promote private investments	40.000
Bike Rental	(SUC) In the park area there is only a supplier of such kind of service. No gaps are perceived connected the request of the demand	H	S		
Bus Company operating scheduled service	(CON) There are very few bus scheduled services connecting the area with the main neighbouring cities (Pesaro, Urbino and Rimini) and the villages located in the park.	A	M	Regional Transport Companies should increase frequency of scheduled services	
Bus Company operating services on request (transfer, excursions, ecc)	(SUC) Relevant supply of busses for transfers, excursions and round trips. In the important tourist cities on the Adriatic coast, not far from the park, are based a number of big bus companies able to satisfy any kind of need of transport of groups.	H	S	No Investments need	
Motor Bike Rental					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Boat Rental					
Train Company					
Ferries Company					
Informal Transport					
Other:					
ACCOMMODATION					
Hotels and Resorts	(CON) The quality of the hotels is pretty low.	A	M	The quality of some hotels must be improved. This process is already started	500.000
Hotels and Resorts	(SUC) The accommodation supply, from the quantity point of view is sufficient	A	M		
B&B and Guest Houses					
Apartments	(SUC) Wide range of this kind of accommodation: from new properties to charm lodging.	A	M		
Home Stay					
Residence					
Camping	(SUC) Four camping are located in the area of park with different levels of quality from medium to high	A	M	No Investments	
Informal and unconventional stays	(CON) The entire area lacks solutions for informal and unconventional stays,	A	M	Co-funding of private investments should enhance the possibility of	500.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	such as Airbnb and Glamping			increasing these typologies of accommodations	
Other					
Hotel services					
Bar	(CON) The quality of the hotels is low and also the quality of the services of these properties is it	A	S	The quality of the hotels must be improved. This process is already started	500.000
Restaurant					
Wellness & Spa	(CON) No SPA services are supplied by the Hotels				
Parking					
Rooms for disabled	(CON) accessibility constrain	H	S	The accessibility of the hotels must be improved	500.000
Excursions and tours reservation	(CON) The small accommodation currently present are not in the condition of promoting and reserving tourist experiences, excursions, and tours in the destination	H	S	The destination should evaluate to adopt platforms, such as Regiondo, to facilitate the booking / reservation of tourism experiences, excursions, and tours	24.000
Other					
FOOD & BEVERAGE					
Bar / Snack Bar	(CON) The bars are without own identity	L	M	Refurbishment of the layout of bars and similar activities	500.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Other					
Fast Food					
Restaurants	(CON) Few medium and high quality restaurants	H	S	Improve the quality of catering is a key success factor even because the area has very qualified agricultural resources	500.000
Restaurants	(SUC) Many restaurants in the area	H	S	The pandemic has forced many restaurants to close. Support must be provided for their reopening	500.000
Kiosk					
Informal dining					
Services					
Parking					
Tourist Menu					
Tasting Menu with local products	(CON) Few gourmet restaurants that focus on the excellence of local gastronomy	H	S	Foster the opening of gourmet restaurants or changes in menus to focus much more on the many excellences of local gastronomy	100.000
Accessible to disabled					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Suitable for groups					
Retail of local products	(SUC) Excellence of local gastronomy: truffles, beer, fossa cheese, olive oil, sour cherries liquors, chestnuts, honey...	H	S	The local excellences are not properly promoted specifically truffles	200.000
	(CON) No gastronomy flagship store or local gastronomy stores are yet available in the area	H	S	Foster the opening of at least one gastronomy flagship store or local gastronomy store	250.000
English Speaking	(CON) Very few people speak English. Not a dramatic problem, as the target markets are Italian regions	L	M	Organise English language courses for all the workers and operators of the tourism supply chain	20.000
Allergy friendly					
Other					
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	(CON) Few local artisans are visible to tourists	H	M	Create workshops addressing tourists' curiosity (e.g., involving Belfart)	15.000
Local artists					
Handicrafts shops	(CON) Few handicraft shops are present	H	M	Foster the opening or adaption of existing shops	40.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				promoting local handicraft, artisans, and artists	
Art Galleries					
Events/ festivals	(SUC) The antiques fair held in Pennabilli for over 50 years in July is a successful experience that, in perspective, can be extended to new events	H	M	Promote the ideation and creation of events, initiatives, etc. under the brand of "Pennabilli Antiques Fair"	150.000
Museums	(CON) Difficult accessibility. The visiting hours to the museums must be agreed upon in advance with the managers of these assets, usually the municipalities that suffer of a shortage of employees. Lack of interpretation supports. Lack of information about the presence in the territory of these attractions	H	S	The main goals of the investments in the museums must be focused on the minimizing of accessibility problems reducing the operating costs. Strong investments in digitization are suggested.	200.000
LEISURE & ENTERTAINMENT					
Amusement Parks					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Cinemas, Theatre, Discos	(CON) No such kind of services in the area	L	M	A Summer arena can be set up for many kind of public events	30.000
Swimming Pools and Water Parks	(CON) Two swimming pools are present in the area: one is private in the open air and open to the public in the Marecchia valley near to Pennabilli. The second is located in the Foglia valley, is public, covered and not addressed to a tourist fruition	L	XL	Promote the creation of open air and leisure-oriented swimming pools	200.000
SPA					
Shopping Centres					
Souvenir Shops	(CON). Souvenirs should be created for connecting art and nature in the park. The goal is to purchase a memory of the travel experience to bring back home	H	S	Reinforce and spread the presence of souvenir shops in the park area. Items should be created and packaged; not only regarding food, but also magnets, t-shirts, etc. Their goal is to reinforce the	100.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				brand of the park	
Other					
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators					
Local DMC	(SUC) 2 DMCs are operating in the park and are willing to collaborate with EXCOVER experiences	H	S	Promote co-marketing actions	150.000
Local DMO	(SUC) 1 DMO is operating on the territory and is interested to offer EXCOVER experiences	H	S	Promote co-marketing actions	150.000
Tourist guides (associations)	(CON) No tourist guide association	L	XL	Its creation should be evaluated	
Independent tourist guides	(CON) Few specialized guides to accompany tourists on cultural visits to the many cultural POIs identified	H	M	Organise specific enabling courses on cultural tourists guiding	25.000
Stakeholders' cooperation and public-private dialogue	(CON) the cooperation between private stakeholders of the tourism supply chain never occurred and started only in 2022 due to the EXCOVER project.	H	S	Create a "control room" (cabina di regia) participated by all the public and private stakeholders of the tourism supply chain	18.000
	(CON) The cooperation between private operators and public institutions is				



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	even less structured and is considered the baseline to develop properly the tourism potential of the area				
Branding and reputation	(CON) The brand of Natural Park Sasso Simone e Simoncello is weak and known only in a limited geographical area.	H	S	Increase the reputation of the territory. Promote this area as essential part of the Montefeltro lands.	150.000
Maps and guides	(SUC) The park has just released a digital a map and tourist guide of the area, where are presented the main natural resources, the trails, key info and the daily news.				
Destination promotion	<i>See Branding and Reputation</i>				
National & International Circuits	(CON) The territory is not well connected with existing National & International Circuits	A	M	Connect better the territory with existing National & International Circuits, such as the Via di Francesco, Slow Cities, Borghi Piu belli d'Italia...	25.000
Other					
SUPPORT SERVICES					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Tourism Info Points	(CON) Tourism Info Points are spread in 3 municipalities out of 5 of the area.	H	S	A "Destination Experience Store" should be created providing tourism information, offering booking of tourism experiences, services and souvenirs.	50.000
Banks					
Internet Point					
Mobile and internet shops					
Laundries					
Markets/ Supermarkets					
Telecommunication	(CON) Weak or no GPS signal in remote areas away from the towns and urbanised areas	H	S	Foster public investment to re-enforce the GPS signal in the entire area and not only in the main urban settlements	Telecom Companies should invest
Medical infrastructure	(CON) There is no first aid service / structure in the area	H	S	A small first aid service should be arranged in the area	200.000
Other					



PP12 – Predappio

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COSUMAP related to Tourism Product Line Wineries Tours (Product n. 1)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental	NA				
Bike Rental	Wineries are located in close proximity to each other and tours can be arranged in three different ways: 1. hiking tours 2. biking tour 3. By car Bike rentals are not present in Predappio.	H	S	<ul style="list-style-type: none"> Investments by hotels / B&B or wineries to provide bike rentals among services Investment by local municipality to rent bike at info point E-Bikes could be financed by LEADER regional funds	10 e-bikes € 600x10= € 6.000,00
Motor Bike Rental					
Boat Rental					
Train Company					
Bus Company					
Ferries Company					
Informal Transport					
ACCOMMODATION					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Hotels and Resorts	Lodging facilities in Predappio and its surrounding are scarce, and, at present, there are no hotels or accommodation in central Predappio. All lodging facilities, mainly agritourism or bed and breakfast, are in the countryside and provide few rooms. The hotels present in Predappio are an upscale and luxury resort – Borgo Condè and a boutique hotel with few rooms – Locanda Appennino	H	XL	In the area there are 3 hotels that have been closed for years. One is located next to Mussolini’s birthplace museum – former alloggio Trevisan – with 7 rooms. As centrally located and at a close distance from main attractions, it should be renovated. Renovation project could benefit Superbonus 110% and other tax credits bonus.	Average renovating costs for hotel per square meter: from € 400 to € 2000. Considering a surface of 400mq and a medium of € 1.200 per square mt, the investment starts from € 480.000,00
B&B and Guest Houses					
Apartments	Predappio offers an inadequate choice of accommodation and lodging facilities and the “accommodation sharing economy”, that refers to local property owners who are making	H	S	A quick online research conducted on main real estate portals and local real estate returns a huge availability of apartments and rural houses for sale in Predappio and its proximity. Many of these are in fair condition, furnished and without	Short Term Rental Courses to gain expertise on managing vacation rentals. External expertise: € 250,00/day x 15 days – 3 weeks Total € 3.750,00



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	their homes available for short-term rentals, could supply the limited options of accommodation.			apparent need for major improvements and restoration. The investments consists in training properties owners on how to turn the property in a vacation rental for tourists.	
Home Stay	Predappio offers an inadequate choice of accommodation and lodging facilities and the “accommodation sharing economy”, that refers to local property owners who are making their homes available for short-term rentals, could supply the limited options of accommodation.	H	S	A quick online research conducted on main real estate portals and local real estate returns a huge availability of apartments and rural houses for sale in Predappio and its proximity. Many of these are in fair condition, furnished and without apparent need for major improvements and restoration. The investments consists in training properties owners on how to turn the property in a vacation rental for tourists.	Short Term Rental Courses to gain expertise on managing vacation rentals. External expertise: € 250,00/day x 15 days – 3 weeks Total € 3.750,00
Residence					
Camping					
Informal and unconventional stays					
Other					
Hotel services					
Bar					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Restaurant					
Wellness & Spa					
Parking					
Rooms for disabled					
Excursions and tours reservation	Information on local wineries, the ones open for tasting and on the logistics of wine tours should be available in every hotel and lodging facility in Predappio.	H	S	Front office staff training ensuring staff have the essential basic knowledge about wine tours and wine experiences in Predappio	External expertise – 1 facilitator: € 250,00/day x 5 days= € 1.250,00
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					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Local artists					
Handicrafts shops					
Art Galleries					
Events/festivals	<p>"The Three Days of Sangiovese" event was planned every September until 2019. Each year from August through October, Predappio came alive with the excitement and rush of harvest. The 3 days event, celebrating the conclusion of Sangiovese harvest, was a great opportunity for Predappio wine producers to meet wine lovers, experts, and tourists.</p>	H	M	<p>The event, organized by Predappio Municipality, with the collaboration of the association of local wineries – Terre di Predappio, was organized as follows:</p> <ul style="list-style-type: none"> - wine tasting stand in main square for 3 days - social dinner organized by local association in main square - gala dinner in landmark building - wine tasting bike race and run race - Wine Tasting and Guided Sightseeing of Top Attractions 	<ol style="list-style-type: none"> 1. Location Rental € 1.500 2. License, SIAE, € 2.500,00 3. Insurance €. 4. Equipment rental € 15.000,00 5. Production manager, assistants, consultants, artists, speakers, tour guides, etc.. 10.000,00 6. Communication, marketing, advertising € 10.000,00
Other					
LEISURE & ENTERTAINMENT					
Amusement Parks					
Theatres					
Cinemas					
Discos					
Swimming Pools and Water Parks					
SPA					
Shopping Centres					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Souvenir Shops	There is no wine shop to buy or taste Sangiovese labels from Predappio and other local products (cheese, piadina, honey)	H	M	Shop rental in Predappio main square or main street where all attractions are located (if possible close to Tourism Info Point)*	Shop rental fee/year:+ utilities € 5.000,00 – 6.000,00 Shop renovation and interior outfitting: € 8.000,00-10.000,00 Staff: 1 employee payroll/year: € 20.000,00 + stock, insurance, marketing.
Other					
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators					
Local DMC	Terre di Predappio is the local association of wineries that counts 13 associated. If better organized, it could function as DMC and as an entity that, in collaboration with Predappio Tourist Office, could promote the Wine Tourism Product.	H	M	External expert/manager for DMC: Profession destination manager in charge of managing and implementing local tourism strategies (or policies) for wine destination development, marketing and promotion.	External expert – from € 20.000,00/year



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	See also connection with: *Stakeholders' cooperation and public-private dialogue *Branding and reputation *Maps and guides *Destination promotion *National & International Circuits				
Local DMO					
Tourist guides (associations)	No local Tourist Guides in Predappio.	A	XL	New courses and exams to obtain tourist guide license promoted by ER Region (not foreseen for the future)	Average cost to attend course: € 1.000,00-1.500,00
Independent tourist guides	No local Tourist Guides in Predappio.	A	XL	New courses and exams to obtain tourist guide license promoted by ER Region.	Average cost to attend course: € 1.000,00-1.500,00
Stakeholders' cooperation and public-private dialogue	The collaboration and share of vision between Terre di Predappio and Predappio Municipality should be stronger and with a jointed long term vision and strategy	H	M		
Branding and reputation		H	M		



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Maps and guides Destination promotion	Terre di Predappio and Predappio Municipality should collaborate to establish a Destination Management Plan, equivalent to a Strategy and Action Plan for the valorization of Wine Tourism in the destination.			Realization of a Strategic and Operational Marketing Plan with focus on wine products, targets promotion, branding.	Marketing Plan starting from € 10.000,00. Maps and guides: Graphic design from € 350,00 to € 600,00 <u>Guides</u> – 8 pages – 2000 copies from € 900,00 or multiples Maps/Brochures – Tri fold – 10.000 copies from € 1.000,00 or multiples. Web Promotion: starting from € 5.000,00/year
National & International Circuits	Terre di Predappio is a stand alone organization. It is suggested to adhere to national or/and international association dedicate to Wine Tourism Promotion (Associazione Turismo del Vino for example).	H	M	Association costs. Participation at national/international Wine Tourism events, conferences and trainings. Participation at national/international Tourism fairs and events.	Associazione Movimento Turismo del Vino: annual fee € 420,00 Participation at events, exhibitions and fairs depends on location and popularity.
Other					
SUPPORT SERVICES					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Tourism Info Points	Tourism Info Point, located in Municipality Building, is not central and opening times are not flexible	A	M	Tourism Info Point relocation in main street or Predappio central square (if possible close to Wine Shop or inside Wine Shop – see above*)	See indication for Souvenir Shops. The rental fee could be avoided if a municipality owned space was to be used.
Banks					
Internet Point					
Mobile and internet shops					
Laundries					
Markets/Supermarkets					
Telecommunication					
Medical infrastructure					
Other					



COSUMAP related to Tourism Product Line Cultural Hiking Trails (Product n. 2)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental					
Bike Rental	Few bike rental facilities in Predappio territory. It has to be considered a constraint as Hiking Tourists could mix biking and hiking.			<ul style="list-style-type: none"> Investments by hotels / B&B or down town shops to provide bike rentals among services Investment by local municipality to rent bike at info point E-Bikes could be financed by LEADER regional funds	10 e-bikes € 600x10= € 6.000,00
Motor Bike Rental					
Boat Rental					
Train Company					
Bus Company					
Ferries Company					
Informal Transport	No informal transports from Forlì railway station and costal towns to Predappio. In order to encourage sustainability and in accordance with Italian law,	L	S	Professionals Sharing Economy Legal Services consultancy. Insurance.	



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	transfers from-to Predappio provided by local drivers.				
ACCOMMODATION					
Hotels and Resorts	Lodging facilities in Predappio and its surrounding are scarce, and, at present, there are no hotels or accommodation in central Predappio. All lodging facilities, mainly agritourism or bed and breakfast, are in the countryside and provide few rooms. The only hotels present in Predappio are an upscale and luxury resort – Borgo Condè and a boutique hotel with few rooms – Locanda Appennino	H	XL	In the area there are 3 hotels that have been closed for years now. One is located next to Mussolini's birthplace museum – former alloggio Trevisan – with 7 rooms. As centrally located and at a close distance from main attractions, it should be renovated. Renovation project could benefit Superbonus 110% and other tax credits bonus.	Average renovating costs for hotel per square meter: from € 400 to € 2000 Considering a surface of 400mq and a medium of € 1.200 per square mt, the investment starts from 480.000,00
B&B and Guest Houses					
Apartments	Predappio offers an inadequate choice of accommodation	H	S	A quick online research conducted on main real estate portals and local real estate returns a	Short Term Rental Courses to gain expertise on



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	and lodging facilities and the “accommodation sharing economy”, that refers to local property owners who are making their homes available for short-term rentals, could supply the limited options of accommodation.			huge availability of apartments and rural houses for sale in Predappio and its proximity. Many of these are in fair condition, furnished and without apparent need for major improvements and restoration. The investments consists in training properties owners on how to turn the property in a vacation rental for tourists.	managing vacation rentals. External expertise: € 250,00/day x 15 days – 3 weeks Total € 3.750,00
Home Stay	Predappio offers an inadequate choice of accommodation and lodging facilities and the “accommodation sharing economy”, that refers to local property owners who are making their homes available for short-term rentals, could supply the limited options of accommodation.	H	S	A quick online research conducted on main real estate portals and local real estate returns a huge availability of apartments and rural houses for sale in Predappio and its proximity. Many of these are in fair condition, furnished and without apparent need for major improvements and restoration. The investments consists in training properties owners on how to turn the property in a	Short Term Rental Courses to gain expertise on managing vacation rentals. External expertise: € 250,00/day x 15 days – 3 weeks Total € 3.750,00



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				vacation rental for tourists.	
Residence					
Camping					
Informal and unconventional stays					
Other					
Hotel services					
Bar					
Restaurant					
Wellness & Spa					
Parking					
Rooms for disabled					
Excursions and tours reservation	Information on local hiking trails, distances, signalling and main attractions opening hours should be available in every hotel and lodging facility in Predappio.	H	S	Front office staff training ensuring staff have the essential basic knowledge about hiking options and facilities.	External expertise – 1 facilitator: € 250,00/day x 5 days= € 1.250,00
Other					
FOOD & BEVERAGE					
Bar / Snack Bar					
Other					
Fast Food					
Restaurants					
Kiosk					
Informal dining					
Services					
Parking					
Tourist Menu					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
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	<p>Several artists in Predappio could enhance the hiking trail experience if properly organized and promoted (Grotta, Chiadini could open their home to visitors and tourists) and could also help to promote the hiking itinerary related to Mastrolupo, an artist linked to his territory, documented by many artworks in the public spaces of Predappio, which can be considered a true open-air museum of the artist.</p>	A	M	<p>A small location in Predappio Alta with laboratories for workshops, learning classes and exhibitions.</p>	<p>Space rental fee starting from € 3.000,00/year.</p>
Local artists					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
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	<p>The trails should be monitored, and maintained by a recognized entity.</p> <p>Operators should have a long-term plan for the management, development, and maintenance of the trail. A new form of local governance involving Predappio Municipality, the</p>	H	XL	<p>Strengthening cooperation between actors in the fields of hiking and tourism within the region. DMO could be identified in an already existing body as the Local GALⁱ, the above-mentioned TERRE DI PREDAPPIO or the local PROLOCO of Predappio Alta.</p> <p>Organization of regular meetings to coordinate current issues in hiking tourism and mobility, creation of a</p>	<p>Preparation of Trail Planning Guidelines – External expertise from € 10.000,00</p>



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	community, local LAG, nearby Municipalities is required.			masterplan, Identification of relevant cooperation partners (Emilia Romagna Region project CAMMINI EMILIA ROMAGNA. Preparation of Trail Planning Guidelines	
Tourist guides (associations)	Lack of collaboration with local environmental guides associations: Romagna trekking & Itrekkabestia	A	S	Organization of meetings to coordinate promotion of hiking events in Predappio area in collaboration with local tourist guides.	One day meeting: € 1.000,00
Independent tourist guides					
Stakeholders' cooperation and public-private dialogue	An important consideration in any trail process is the development of an engagement plan that clearly reflects the objectives of the trail planning process and the desired level of public participation.	H	M	Different methods for engaging with stakeholder on trails	Advertisement / Media Letter / phone call Newsletter / Brochure Internet Public Display / Exhibition Meeting with key individuals Surveys Presentations to existing groups



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
					Local community group meetings Public meetings Community event Open day information session Starting from € 3.000,00.
Branding and reputation	No entity is coordinating and promoting Predappio hiking itineraries at the moment.	A	M	Realization of a Strategic and Operational Marketing Plan with focus on cultural hiking trails products, targets, promotion, branding.	Marketing Plan starting from € 10.000,00. Maps and guides: Graphic design from € 350,00 to € 600,00 Guides – 8 pages – 2000 copies from € 900,00 or multiples Maps/Brochures – Tri fold – 10.000 copies from € 1.000,00 or multiples. Web Promotion: starting from € 5.000,00/year. LOCAL GAL IS ALREADY ENGAGED IN A
Maps and guides		H	S		
Destination promotion		A	M		



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S-M-XL		INVESTMENT NEEDS	COSTS ESTIMATE
					HIKING TRAIL DEVELOPMENT PROJECT – CAMMINI – WHICH COULD CUT EXPENSES.
National & International Circuits	The existing and consolidated Predappio hiking trails (Cammino Speranza, Spungone and Cammino Garibaldi) are not advertised on main national and regional Hiking portals as CAMMINI EMILIA ROMAGNA	H	S	Engagement with new stakeholders in the processes of distribution and communication of hiking tourism products.	Included in marketing plan. National circuit: CAMMINI D'ITALIA Regional circuit: CAMMINI EMILIA ROMAGNA
Other					
SUPPORT SERVICES					
Tourism Info Points					
Banks					
Internet Point					
Mobile and internet shops					
Laundries					
Markets/Supermarkets					
Telecommunication					
Medical infrastructure					
Infrastructures	The trails need a series of conditions, part of them lacking in Predappio:	A	XL	Hiking trails mapping, infrastructure and maintenance should be provided by a new form of local governance	Starting from € 200.000,000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	<ul style="list-style-type: none"> • Trails must be known — information on the trail should be easily available • Hiking infrastructure must exist along the trails — signs or markings. • Hiking trails monitoring and maintenance is crucial for its long-term sustainability 			<p>involving Predappio Municipality, the community, local LAG, nearby Municipalities, and regional and local associations (CAI).</p> <p>To be considered that different hiking trails are already existing and mapped and some of them are on paved secondary roads.</p>	



COSUMAP related to Tourism Product Line: Museum Tourism: Cultural itineraries in the natural park connecting museums and art installations (Product n. 1)

	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL	INVESTMENT NEEDS	COSTS ESTIMATE	
TRANSPORTS					
Rent a car with driver for long distances					
Taxi	(CON) More than a problem of volumes of demand and investments, the major constraint is of a legal nature: it is necessary to modify the current legislation that regulates the sector to adopt a model like the one proposed by UBER.	L	XL	Private investments It is necessary to change the current legislation governing the sector to move towards a model like the one proposed by UBER	30.000
Car Rental					
Bike Rental	(SUC) In the park area there is only a supplier of such kind of service. No gaps are perceived connected the request of the demand	H	S		
Bus Company operating scheduled services	(CON) There are very few scheduled bus services connecting the area with the main neighbouring cities and the villages located in the park.	H	M	Regional Transport Companies should increase frequency of scheduled services	200.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Bus Company operating services on request (transfer, excursions, ecc)					
Motor Bike Rental					
Boat Rental					
Train Company					
Ferries Company					
Informal Transport					
Other: Electric vehicles	(CON) There is a lack of car sharing and electric vehicle rental services	A	M	An e-vehicles sharing service should be launched to qualify the territory as a sustainable and sweet mobility destination	200.000
ACCOMMODATION					
Hotels and Resorts					
Hotels and Resorts					
B&B and Guest Houses					
Apartments - Villas	(SUC) Wide range of this kind of accommodation: from new properties to charm lodging.	H	M	Increase the quality of this kind of accommodation	1.000.000
Home Stay					
Residence					



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Camping	(SUC) Four camping are located in the area of park with different levels of quality from medium to high	A	M	No Investments	
Informal and unconventional stays	(CON) The entire area lacks solutions for informal and unconventional stays, such as Airbnb and Glamping	A	M	Co-funding of private investments should enhance the possibility of increasing these typologies of accommodations	500.000
Other					
Hotel services					
Bar					
Restaurant					
Wellness & Spa					
Parking					
Rooms for disabled					
Excursions and tours reservation					
Other					
FOOD & BEVERAGE					
Bar / Snack Bar	(CON) The bars are without own identity	L	M	Refurbishment of the layout of bars and similar activities	500.000
Other					
Fast Food					
Restaurants	(CON) Few medium and high quality restaurants	H	S	Improve the quality of catering is a key success factor even because	500.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				the area has very qualified agricultural resources	
Restaurants	(SUC) Many restaurants in the area				
Kiosk					
Informal dining					
Services					
Parking					
Tourist Menu					
Tasting Menu with local products	(CON) Few gourmet restaurants that focus on the excellence of local gastronomy	H	S	Foster the opening of gourmet restaurants or changes in menus to focus much more on the many excellences of local gastronomy	100.000
Accessible to disabled					
Suitable for groups					
Retail of local products	(SUC) Excellence of local gastronomy: truffles, beer, fossa cheese, olive oil, sour cherries liquors, chestnuts, honey...	H	S		
	(CON) No gastronomy flagship store or local gastronomy stores are yet available in the area	H	S	Foster the opening of at least one gastronomy flagship store or local	250.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
				gastronomy store	
English Speaking	(CON) Very few people speak English. Not a dramatic problem, as the target markets are Italian regions	L	M	Organise English language courses for all the workers and operators of the tourism supply chain	20.000
Allergy friendly					
Other					
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	(CON) Few local artisans are visible to tourists	H	M	Create workshops addressing tourists' curiosity (e.g., involving Belfart)	15.000
Local artists					
Handicrafts shops	(CON) Few handicraft shops are present	H	M	Foster the opening or adaption of existing shops promoting local handicraft, artisans, and artists	40.000
Art Galleries					
Events/ festivals	(SUC) The antiques fair held in Pennabilli for over 50 years in July is a successful experience that, in perspective, can be extended to new events	H	M	Promote the ideation and creation of events, initiatives, etc. under the brand of "Pennabilli Antiques Fair"	150.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Museums	(CON) Difficult accessibility. The visiting hours to the museums must be agreed upon in advance with the managers of these assets, usually the municipalities that suffer of a shortage of employees. Lack of interpretation supports. Lack of information about the presence in the territory of these attractions	H	S	The main goals of the investments in the museums must be focused on the minimizing of accessibility problems reducing the operating costs. Strong investments in digitization are suggested.	200.000
LEISURE & ENTERTAINMENT					
Amusement Parks	There is an amusement park for children				
Cinemas, Theatre, Discos	(CON) No such kind of services in the area	L	M	A summer arena can be set up for many kind of public events	
Swimming Pools and Water Parks	(CON) Two swimming pools are present in the area: one is private in the open air and open to the public in the	L	XL	Promote the creation of open air and leisure-oriented swimming pools	200.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	Marecchia valley near to Pennabilli. The second is located in the Foglia valley, is public, covered and not addressed to a tourist fruition				
SPA					
Shopping Centres					
Souvenir Shops					
Other					
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local associations supporting the long stay tourists with a wide range of services	(Suc) These actors play a key role both attracting long stay tourists and supporting with a variety of services their stay in the area.				
Local DMC					
Local DMO					
Tourist guides (associations)					
Independent tourist guides	(CON) Few specialized guides to accompany tourists on cultural visits to the many cultural POIs identified	H	M	Organise specific enabling courses on cultural tourists guiding	25.000
Stakeholders' cooperation and public-private dialogue	(CON) the cooperation between private stakeholders of the tourism supply chain never occurred and started only in 2022 due to the EXCOVER project.	H	S	Create a "control room" (cabina di regia) participated by all the public and private stakeholders of	18.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
	(CON) The cooperation between private operators and public institutions is even less structured and is considered the baseline to develop properly the tourism potential of the area			the tourism supply chain	
Branding and reputation	(CON) The brand of Natural Park Sasso Simone e Simoncello is weak and known only in a limited geographical area.	H	S	Increase the reputation of the territory. Promote this area as essential part of the Montefeltro lands.	150.000
Maps and guides	(SUC) The park has just released a digital a map and tourist guide of the area, where are presented the main natural resources, the trails, key info and the daily news.				
Destination promotion	<i>See Branding and Reputation</i>				
National & International Circuits	(CON) The territory is not well connected with existing National & International Circuits	A	M	Connect better the territory with existing National & International Circuits, such as the Via di Francesco, Slow Cities, Borghi Più belli d'Italia...	25.000



	CONSTRAINT	SUCCESS Importance Timescale H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
Other					
SUPPORT SERVICES					
Tourism Info Points					
Banks					
Internet Point					
Mobile and internet shops					
Laundries					
Markets/ Supermarkets					
Telecommunication	(CON) Weak or no GPS signal in remote areas away from the towns and urbanised areas	H	S	Foster public investment to re-enforce the GPS signal in the entire area and not only in the main urban settlements	Telecom Companies should invest
Medical infrastructure	(CON) There is no first aid service / structure in the area	H	S	A small first aid service should be arranged in the area	200.000
Other					



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PP13 - GAL Montefeltro

Partner (name and number)	GAL Montefeltro PP12
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COSUMAP related to Tourism Product Line

RURAL CULTURAL TOURISM: Cultural itineraries through villages, castles, churches, and historic villages (Product n. 1)

	CONSTRAINT	SUCCESS Importance ⁱ Timescale ⁱ H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental	(CON) There is a lack of car and minivan rental services	L	XL	Promote private investments	20.000
Bike Rental	(SUC) The only supplier close to the area (Carpegna) is willing to transport e-bikes to the territory on demand	H	S		
Motor Bike Rental					
Boat Rental					
Train Company					
Bus Company	(CON) There are very few bus connections	A	M	Regional Transport Company should increase	



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	to the area from the main neighbouring cities (Pesaro, Urbino)			frequency of connections from the main neighbouring cities (Pesaro, Urbino)	
Bus Company	(CON) Local transport connections between the towns and villages of the territory are mostly lacking	A	M	Set up a (public or private) local transport DRT (demand-responsive transport) service to guarantee connections between the towns and villages “on demand”, both for residents and tourists	150.000
Ferries Company					
Informal Transport	(SUC) 2 equestrian centres provide horses and guides to discover the territory in an informal and authentic way	H	S		
Other: Electric vehicles	(CON) There is a lack of car sharing and electric vehicle rental services	A	M	An e-vehicles sharing service should be launched to qualify the territory as a sustainable and sweet mobility destination	200.000
ACCOMMODATION					
Hotels and Resorts					
B&B and Guest Houses					
Apartments					
Home Stay ⁱ					
Residence					
Camping					
Informal and unconventional stays	(CON) The entire area lacks solutions for informal and unconventional stays,	A	M	Co-funding of private investments should enhance the possibility of	500.000



	such as Airbnb and Glamping			increasing these typologies of accommodations	
Other					
Hotel services					
Bar					
Restaurant					
Wellness & Spa					
Parking					
Rooms for disabled					
Excursions and tours reservation	(CON) The small accommodation currently present are not in the condition of promoting and reserving tourist experiences, excursions, and tours in the destination	H	S	The destination should evaluate to adopt platforms, such as Regiondo, to facilitate the booking / reservation of tourism experiences, excursions, and tours	24.000
Other					
FOOD & BEVERAGE					
Bar / Snack					
Bar					
Other					
Fast Food					
Restaurants	(SUC) Many restaurants in the area	H	S		
Kiosk					
Informal dining					
Services					
Parking					
Tourist Menu					



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Tasting Menu with local products	(CON) Few gourmet restaurants that focus on the excellence of local gastronomy	H	S	Foster the opening of gourmet restaurants or changes in menus to focus much more on the many excellences of local gastronomy	100.000
Accessible to disabled					
Suitable for groups					
Retail of local products	(SUC) Excellence of local gastronomy: truffles, beer, fossa cheese, olive oil, sour cherries liquors, chestnuts, honey...	H	S		
	(CON) No gastronomy flagship store or local gastronomy stores are yet available in the area	H	S	Foster the opening of at least one gastronomy flagship store or local gastronomy store	250.000
English Speaking	(CON) Very few people speak English. Not a dramatic problem, as the target markets are Italian regions	L	M	Organise English language courses for all the workers and operators of the tourism supply chain	20.000
Allergy friendly					
Other: sub-product alchemy	(CON) The sub-product "Alchemy" is not supported by food and drink experiences based on alchemy processes	H	S	Re-enforce the sub-product Alchemy with "experiential tastings" based on combinations of flowers, herbs, fruits, and other elements to create unique flavours for drinks and dishes	5.000



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Other: sub-product romantic	(SUC) the sub-product "romantic" cultural tourism (St. Valentine martyr), is also accompanied by a special dinner event inside the Sassocorvaro fortress each February 14 th	H	S	Create more special dinner events over the year, addressed to couples in search for romantic spots and also other targets	3.000
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	(CON) Few local artisans are visible to tourists	H	M	Create workshops addressing tourists' curiosity (e.g., involving Belfart)	15.000
Local artists					
Handicrafts shops	(CON) Few to no handicraft shops are present	H	M	Foster the opening or adaption of existing shops promoting local handicraft, artisans, and artists	40.000
Art Galleries					
Events/ festivals	(CON) The current events, initiatives, etc. are not focusing on the characterising elements of alchemy and mystic present in the territory	H	M	Promote the ideation and creation of events, initiatives, etc. focusing on alchemy and mystic present in the territory	50.000
Other					
LEISURE & ENTERTAINMENT					
Amusement Parks					
Theatres	(CON) The only theatre is in inside a Sassocorvaro fortress	H	S	1) Start a calendar of theathral and musical shows.	20.000



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	and is presently not operational			2) Creation of a multi-sensorial experience based on theatral elements and interactivity to re-enforce the alchemy sub-product	
Cinemas	(CON) No cinemas in the area	L	M		
Discos	One disco in the area. At the moment closed	L	M		
Swimming Pools and Water Parks	(CON) The only swimming pool Present swimming pool is public (Piscina Comprensoriale Comunità Montana del Montefeltro) is covered and not addressed to a tourist fruition	L	XL		
	(CON) No open air and no leisure-oriented swimming pools are available	L	XL	Promote the creation of open air and leisure-oriented swimming pools	50.000
SPA	(SUC) A Spa is close by in the village of Monte Grimano Terme	A	S		
Shopping Centres					
Souvenir Shops	(CON) No souvenir shops. Souvenirs permit to the tourist "to purchase" the travel experience they are living and bring a piece of it back home	H	S	At least one shop should create a "Made in Montefeltro" area. "Made in Montefeltro" items should be created and packaged; not only	50.000



				regarding food, but also magnets, t-shirts, etc.	
Other					
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators					
Local DMC	(SUC) 3 DMCs are operating in the territory and are willing to offer EXCOVER experiences	H	S	Promote co-marketing actions	150.000
Local DMO	(SUC) 2 DMOs are operating the territory and are willing to offer EXCOVER experiences	H	S	Promote co-marketing actions	150.000
Tourist guides (associations)	(CON) No tourist guide association	L	XL	Its creation should be evaluated	2.000
Independent tourist guides	(CON) Few specialized guides to accompany tourists on cultural visits to the many cultural POIs identified	H	M	Organise specific enabling courses on cultural tourists guiding	25.000
Stakeholders' cooperation and public-private dialogue	(CON) the cooperation between private stakeholders of the tourism supply chain never occurred and started only in 2022 due to the EXCOVER project.	H	S	Create a "control room" (cabina di regia) participated by all the public and private stakeholders of the tourism supply chain	18.000
	(CON) The cooperation between private operators and public institutions is				



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	even less structured and is considered the baseline to develop properly the tourism potential of the area				
Branding and reputation	(CON) The Montefeltro brand is weak on the tourism markets and is almost exclusively identified with the UNESCO World Heritage Site of Urbino	H	S	Increase the reputation of the territory as an essential part of the Montefeltro lands and exploit the vicinity with Urbino	150.000
Maps and guides	(CON) The existing maps and tour guides - both digital and hard copy - are few	H	S	Create digital and hard copy maps and tourists guides organised and presented to audiences in a structured way: grouped by experiences and itineraries	80.000
Destination promotion	<i>See Branding and Reputation</i>				
National & International Circuits	(CON) The territory is not well connected with existing National & International Circuits	A	M	Connect better the territory with existing National & International Circuits, such as the Via di Francesco, Slow Cities, Borghi Piu belli d'Italia...	25.000
Other					
SUPPORT SERVICES					
Tourism Info Points	(CON) No Tourism info Points in the territory	H	S	A "Destination Experience Store" should be created providing tourism information, offering booking of tourism experiences and services and, possibly, "made in Montefeltro" items and souvenirs	200.000



Banks					
Internet Point					
Mobile and internet shops					
Laundries					
Markets/ Supermarkets					
Telecommunication	(CON) Weak or no GPS signal in remote areas away from the towns and urbanised areas	H	S	Foster public investment to re-enforce the GPS signal in the entire area and not only in the main urban settlements	Telecom Companies should invest
Medical infrastructure	(CON) There is no first aid service / structure in the area	H	S	A small first aid service should be structured in the area	200.000
Other					



COSUMAP related to Tourism Product Line

SOFT ACTIVE HOLIDAYS: Biking, hiking, horseback riding and kayaking (Product n. 2)

	CONSTRAINT	SUCCESS Importance ¹ Timescale ¹ H-A-L S - M - XL		INVESTMENT NEEDS	COSTS ESTIMATE
TRANSPORTS					
Car Rental	(CON) There is a lack of car and minivan rental services	L	XL	Promote private investments	20.000
Bike Rental	(SUC) The only supplier close to the area (Carpegna) is willing to transport e-bikes to the territory on demand	H	S		
Motor Bike Rental					
Boat Rental					
Train Company					
Bus Company	(CON) There are very few bus connections to the area from the main neighbouring cities (Pesaro, Urbino)	A	M	Regional Transport Company should increase frequency of connections from main neighbouring cities (Pesaro, Urbino)	
	(CON) Local transport connections between the towns and villages of the territory are mostly lacking	A	M	Set up a (public or private) local transport DRT (demand-responsive transport) service to guarantee connections between the towns and villages "on demand", both for residents and tourists	150.000



Ferries Company					
Informal Transport	(SUC) 2 Equestrian centres provide horses and guides to discover the territory in an informal and authentic way	H	S		
	(CON) There is a lack of car sharing and electric vehicle rental services	A	M	An e-vehicles sharing service should be launched to qualify the territory as a sustainable and sweet mobility destination	200.000
ACCOMMODATION					
Hotels and Resorts					
B&B and Guest Houses					
Apartments					
Home Stay ⁱ					
Residence					
Camping					
Informal and unconventional stays	(CON) The entire area lacks solutions for informal and unconventional stays, such as Airbnb and Glamping	A	M	Co-funding of private investments should enhance the possibility of increasing these typologies of accommodations	500.000
Other					
Hotel services					
Bar					
Restaurant					
Wellness & Spa					
Parking					
Rooms for disabled					



Excursions and tours reservation	(CON) The small accommodation currently present are not in the condition of promoting and reserving tourist experiences, excursions, and tours in the destination	H	S	The destination should evaluate to adopt platforms, such as Regiondo, to facilitate the booking / reservation of tourism experiences, excursions, and tours	24.000
Other	(CON) There is a lack of accommodations with specialized services such as bike hotels, walking hotels	H	S	Promote the specialisation of accommodation facilities with services addressed to cyclists, walkers-trekkers, etc.	30.000
FOOD & BEVERAGE					
Bar / Snack					
Bar					
Other					
Fast Food					
Restaurants	(SUC) Many restaurants in the area	H	S		
Kiosk	(CON) There are no refreshment points / kiosks along the walking, biking, horse riding, routes	H	S	Creation of refreshment points / kiosks along the walking, biking, horse riding, routes	80.000
Informal dining					
Services					
Parking					
Tourist Menu					
Tasting Menu with local products	(CON) Few gourmet restaurants that focus on the excellence of local gastronomy	H	S	Foster the opening of gourmet restaurants or changes in menus to focus much more on the many	100.000



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				excellences of local gastronomy	
Accessible to disabled					
Suitable for groups					
Retail of local products	(SUC) Excellence of local gastronomy: truffles, beer, fossa cheese, olive oil, sour cherries liquors, chestnuts, honey...	H	S		
	(CON) No gastronomy flagship store or local gastronomy stores are yet available in the area	H	S	Foster the opening of at least one gastronomy flagship store or local gastronomy store	250.000
English Speaking	(CON) Very few people speak English. Not a dramatic problem, as the target markets are Italian regions	L	M	Organise English language courses for all the workers and operators of the tourism supply chain	20.000
Allergy friendly					
Other	(CON) There are no picnic / rest areas along the walking, biking, horse riding, routes	H	S	Creation of picnic / rest areas along the walking, biking, horse riding, routes	50.000
CREATIVE AND TRADITIONAL ASSETS					
Local artisans	(CON) Few local artisans are visible to tourists	L	M	Create workshops addressing tourists' curiosity (e.g., involving Belfart)	15.000
Local artists					



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Handicrafts shops	(CON) Few to no handicraft shops are present	L	M	Foster the opening or adaption of existing shops promoting local handicraft, artisans, and artists	40.000
Art Galleries					
Events/ festivals	(CON) The current events, initiatives, etc. are not focusing on activities, such as horseback riding, biking	H	M	Promote the ideation and creation of events, initiatives, etc. focusing on activities	50.000
Other					
LEISURE & ENTERTAINMENT					
Amusement Parks					
Theatres	(CON) The only theatre is in inside a Sassocorvaro fortress and is presently not operational	L	M	Start a calendar of theathral and musical shows	
Cinemas					
Discos					
Swimming Pools and Water Parks	The only swimming pool currently present (Piscina Comprensoriale Comunità Montana del Montefeltro) is covered and not addressed to a tourist fruition. No open air and no leisure-oriented swimming pools are available	M	M	Promote the creation of open air and leisure-oriented swimming pools	50.000
SPA	(SUC) A Spa is close by in the village of	A	S		



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	Monte Grimano Terme				
Shopping Centres					
Souvenir Shops	(CON) No souvenir shops. Souvenirs permit to the tourist "to purchase" the travel experience they are living and bring a piece of it back home	H	S	At least one shop should create a "Made in Montefeltro" area. "Made in Montefeltro" items should be created and packaged; not only regarding food, but also magnets, t-shirts, etc.	50.000
Other	(CON) Post-activity wellness services are lacking, e.g., massages, physiotherapy, gyms	H	M	(CON) Foster post-activity wellness services, such as massages, physiotherapy, gyms	50.000
EXCURSIONS AND TOURS / DESTINATION MANAGEMENT					
Local travel agencies and tour operators					
Local DMC	(SUC) 3 DMCs are operating in the territory and are willing to offer EXCOVER experiences	H	S	Promote co-marketing actions	150.000
Local DMO	(SUC) 2 DMOs are operating the territory and are willing to offer EXCOVER experiences	H	S	Promote co-marketing actions	150.000
Tourist guides (associations)	(CON) No tourist guide association	L	XL	Its creation should be evaluated	2.000
Independent tourist guides	(CON) Few specialized guides to accompany tourists in activities,	H	M	Organise specific enabling courses on active tourists guiding	25.000



	such as biking and hiking				
Stakeholders' cooperation and public-private dialogue	(CON) Cooperation between private stakeholders of the tourism supply chain never occurred and started only in 2022 due to the EXCOVER project	H	S	Create a "control room" (cabina di regia) participated by all the public and private stakeholders of the tourism supply chain	18.000
	(CON) Cooperation between private operators and public institutions is even less structured and is considered the baseline to develop properly the tourism potential of the area				
Branding and reputation	(CON) The Montefeltro brand is weak on the tourism markets and is almost exclusively identified with the UNESCO World Heritage Site of Urbino	H	S	Increase the reputation of the territory as an essential part of the Montefeltro lands and exploit the vicinity with Urbino	150.000
Maps and guides	(CON) The existing maps and tour guides – both digital and hard copy – are few	H	S	Create digital and hard copy maps and tourists guides organised and presented to audiences in a structured way: grouped by experiences and itineraries	80.000
	(CON) There is no specific signage along the trails, nor specific digital APPs				



				3) Develop a specific hard copy and digital map	
Destination promotion	See Branding and Reputation				
National & International Circuits	(CON) The territory is not well connected with existing National & International Circuits	A	M	Connect better the territory with existing National & International Circuits, such as the Via di Francesco, Slow Cities, Borghi Piu belli d'Italia...	25.000
Other					
SUPPORT SERVICES					
Tourism Info Points	(CON) No Tourism info Points in the territory	H	S	A "Destination Experience Store" should be created providing tourism information, offering booking of tourism experiences and services and, possibly, "made in Montefeltro" items and souvenirs	200.000
Banks					
Internet Point					
Mobile and internet shops					
Laundries					
Markets/ Supermarkets					
Telecommunication	(CON) Weak or no GPS signal in remote areas away from the towns and urbanised areas	H	S	Foster public investment to re-enforce the GPS signal in the entire area and not only in the main urban settlements	Telecom Companies should invest



Medical infrastructure	(CON) There is no first aid service / structure in the area	H	S	A small first aid service should be structured in the area, possibly close the walking-biking-riding trails	200.000
Other					
SPECIFIC PRODUCT-RELATED SERVICES					
Other: charging stations	(CON) No charging stations are present along the trails for biking with pedelec bicycles	H	S	Create a network of electric charging stations along the trails for biking with pedelec bicycles (at least 5)	15.000
Other: bike repair	(CON) Bike repair shop is missing	H	S	Promote the opening of a shop for bike repair and sale / rent of technical-specialist equipment for trekking, biking, horseback riding	10.000
Other: tech shop	(CON) There is no shop for sale / rent of technical-specialist equipment for trekking, biking, riding	H	S		
Other: pick-up service	(CON) There is no pick-up service in case of fatigue, minor injury, etc. along the routes / trails	H	S	Set-up a pick-up service on-demand in case of fatigue, minor injury, etc. along the routes / trails	8.000
Other: protected cycle lanes	(CON) Few cycle paths in protected lanes	M	M	Start setting up a net of cycle paths in protected lanes	100.000
Other: public toilets	(CON) There are no toilets along the paths / trails	H	S	Create a reticulate of public self-cleaning toilets along the paths / trails	25.000
Other: active travel insurance	(CON) There is no ad hoc insurance policy for tourists who intend to take a soft active holiday	H	S	Convince an insurance to launch a specific ad hoc insurance policy for tourists who intend to take a soft active holiday	5.000