

# EVENT FOLLOW-UP REPORT

SMART TOURISM CONFERENCE  
Ancona, September 30 2022

## Event summary

<b>Corresponding deliverable:</b>	2.1.2 Local events to raise stakeholders' awareness
<b>Type of event (in person or online)</b>	In person and online
<b>Location (if in person)</b>	SEEPOR HOTEL - Rupi di Via XXIX Settembre 12, Ancona
<b>Date of the event</b>	September 30 2022
<b>Time/Duration</b>	9:30am-14:30pm
<b>Purpose of the event</b> <i>Instructions, to be deleted afterwards:</i> <i>By whom was it organized? What was the objective?</i>	<p>During this two-day event organized by SVEM (regional development company), Italian and Croatian stakeholders and tourism sector experts deepened the role of sustainable, smart, and cultural tourism in the coastal and internal areas of the Adriatic Region. This event hosted the local event of BOOST5 where Prof. Massimo Sargolini, scientific coordinator of BOOST5 project, presented and capitalized the project during the roundtable on "Tourism, Culture and Accessibility of Heritage Sites".</p>
<b>Short description of the event and key outcomes</b> <i>Instructions, to be deleted afterwards:</i> <i>What happened during the event? What are the takeaways?</i> <i>Please provide short descriptions of the speakers' presentations: a) title, b) topic, c) key issues</i>	<p>During the conference, the exchange of 6 best practices (3 IT and 3 HR) in terms of initiatives, products, and tourist services took place followed by the presentation of 5 thematic research findings on natural and cultural heritage for the improvement of heritage sites realized within the TAKE IT SLOW project.</p> <p>On 30th September, Professor Sargolini, scientific coordinator of Made in-Land project and Director of the School of Architecture and Design of the University of Camerino, presented also the BOOST5 project in order to disseminate this project to the relevant stakeholder and general public. During an interview, he discussed about the relevance of BOOST5 in relation to the definition of new cultural routes and the importance of technologies in the interaction between landscape and fragility of the territories.</p> <p>He also introduced the work of a roundtable where tourism marketing experts discussed the future of</p>

	<p>the Adriatic Region as an integrated, sustainable, and accessible tourist destination, all year round. On the occasion of the conference there was a guided tour reserved for the project partners at the City of Recanati, as an example of a tourist-cultural destination whose strong identity is linked to art, poetry and music.</p> <p>In order to ensure synergy between projects and to reach a wider target group, Marche Region hosted this local event to organise the 1st local event in the Smart Tourism conference organised by SVEM within the Take it slow project. In this way, Marche Region brought experience from current projects in the same field as foreseen in the application form where Take it slow project was mentioned. The joint organisation of the two events enabled the achievement of the objectives and targets envisaged by the Boost5 project.</p>
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## Participants

Target Group	Target group by AF	Target Value reached
General Public	800	
Local, regional and national public authorities	35	14
Public services providers	14	6
Cultural and natural heritage management bodies	35	1
Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)	70	16
Associations, regional innovation agencies	34	2
NGOs	26	7
Education and training organisations as well as universities and research institutes	23	9

## Annexes

### Agenda



ISCRIZIONE ONLINE



29-30 SETTEMBRE 2022



MEETING ROOM | SEEPORT HOTEL

Rupi di Via XXIX Settembre 12, Ancona

### 30/09/2022 | AGENDA

09:30 - 09:45:

Welcome coffee e registrazione partecipanti

09:45 - 11:00: **Presentazione dei risultati delle ricerche** tematiche sul contributo delle risorse culturali e naturali al miglioramento dei siti del patrimonio, condotte nell'ambito del progetto **TAKE IT SLOW**

- Valutazione delle attitudini riguardo allo sviluppo del turismo nell'area di Ravní kotari con i principali stakeholders *Tomislav Klarin*, professore Università di Zara
- L'accessibilità del Museo all'aperto "Murterske vedute" *Petra Furčić*, Urbanex d.o.o.
- Il livello di interesse e consapevolezza del patrimonio naturale e culturale e il ruolo del turismo nello sviluppo sostenibile dell'area pilota della Regione Emilia-Romagna *Sandro Billi*, Area Sviluppo Progetti Centro Studi Turistici
- Il "Cammino delle 7 Chiese": stato dell'arte *Simona Forte*, Regione Molise
- Le azioni a favore della valorizzazione dei siti del patrimonio culturale e naturale *Anna Stasi*, Ufficio Progetti Teatro Pubblico Pugliese - Consorzio Regionale per le Arti e la Cultura

11:00 - 11:15:

**Presentazione dell'Azione Pilota realizzata da SVEM:** Centro di Interpretazione del Patrimonio Culturale dei Monaci Camaldolesi di Fonte Avellana

11:15 - 12:30:

**Tavola Rotonda** su Turismo, Cultura e Accessibilità

*Apertura a cura di Massimo Sargolini*, Coordinatore Scientifico del progetto Made in-Land e Direttore della Facoltà di Architettura e Design dell'Università di Camerino

*Dibattito con:*

- **Silvio Cardinali**, professore Associato Marketing e Sales Management di UNIVPM e Vice President AGBRP - Academy of Global Business Research and Practice
- **Pietro Migliori**, experience creator
- **Giuseppe Ucciero**, progettista "Cammini Lauretani"

*Moderata: Michele Romano*, giornalista Il Sole 24 Ore

12:30 - 13:00: **Q&A e conclusioni**

13:00 - 14:30: Light lunch

*Servizio di interpretariato italiano/inglese disponibile*

European Regional Development Fund



Photos



