

# EVENT FOLLOW-UP REPORT

TRANSNATIONAL CAPACITY BUILDING  
WORKSHOP FOR POLICY AND DECISIONS  
MAKERS

**“THE PATHWAYS FOR SUSTAINABLE  
TOURISM: SOME INPUTS”**

Online, 19th May 2023

## Event summary

<b>Corresponding deliverable:</b>	D3.3.3-TRANSNATIONAL WORKSHOP & CAPACITY BUILDING PROGRAMME FOR TOURISM PUBLIC POLICY MAKERS
<b>Type of event (in person or online)</b>	Online
<b>Location (if in person)</b>	
<b>Date of the event</b>	19 <sup>th</sup> May 2023
<b>Time / Duration</b>	3 hours
<b>Purpose of the event</b>	<p>The Workshop was organized by PP 4 Marche Region - Integrated EU and National Resources Programming Unit in collaboration with UNICAM. The objective was awareness raising of public policy/decisions makers to:</p> <ul style="list-style-type: none"> <li>• promote slow tourism and reduce mass tourism;</li> <li>• monitor tourism innovative sectors to plan new approaches</li> <li>• stimulate uncovered niches for local sustainable tourism development;</li> <li>• consider the opportunities/challenges for sustainable tourism in the framework of the Adriatic-Ionian Macroregional Strategy.</li> </ul>
<b>Short description of the event and key outcomes</b>	<p>The event was opened by Mr Goffredo Brandoni, the Ministry of Balance and EU Policies of Marche Regional Authority and greeted by Ms Raffaella Triponi, the BOOST5 project manager for Marche Region and Mr Andrea Pellei, Head of the Unit for Integrated EU and National resources programming / EU direct projects, NRRP, Certification Authority for ESI funds, as BOOST5 legal representative for the Marche Region. The event programme was moderated by the UNICAM researcher Valentina Polci, PhD.</p> <p>Ms Anca Daniela Simion from the Interreg ITALY-CROATIA Programme Joint Secretariat introduced the <i>INTERREG CBC Programme ITALY-CROATIA CBC PROGRAMME 2021-2027 and related opportunities for sustainable tourism</i>. In the following, Mr Davide De Nicolo from the Tecnopolis SPT presented the <i>ITALY – CROATIA BOOST5 project</i> as the Project Coordinator.</p> <p>The first external intervention on <i>2023-2024- Year of Return Tourism - the discovery of the origins and development opportunities for villages and inland areas</i> was performed by Mr Michelangelo Lurgi as President of the Italian Rete Destinazione SUD-Business Network. The floor was then passed to Ms Anuška Deranja Crnokić, Director of the</p>

	<p>Directorate for Archives, Libraries and Museums, Ministry of Culture and Media, Republic of Croatia, who presented a Croatian experience on <i>The role of new technologies in the evaluation and preservation of cultural heritage</i>. After that, Ms Eliana Maiolini from Marche Tourism sector presented an intervention on <i>Cultural routes and the opportunity of 2025 catholic jubilee's pilgrimages for IT-HR tourism stakeholders</i>. Following, Ms Maria Trabace from Puglia Regional authority presented <i>Sustainable tourism according to Pillar 4 of EUSAIR</i>. The final contribution was presented by UNICAM researcher Ana Sopina as Scientific expert for Marche Regional Authority on the topic of <i>CBC strategy for the landscape: The Permanent Cross-Border Observatory and Memorandum of Understanding of MADE-IN-LAND &amp; BOOSTS projects</i>.</p> <p>Prof. Massimo Sargolini, the Director of the School of Architecture and Design of the University of Camerino summed up the results and gave the final conclusions of the event. The inland areas are recognised with sustainable tourism opportunities in promoting cultural, natural, landscape, and traditional heritage assets. The re-discovering of the inland (and personal) origins, the use of new technologies, the re-affirmation of the pilgrimage routes, the sustainability transition, as well as the experience exchange and development of the common platform for monitoring landscape as heritage contributes to the development of sustainable tourism.</p> <p>The event was participated by about 60 attendees from Veneto Region, Municipality of Cingoli, Italian Ministry of Tourism, Greek Ministry of Tourism, Primorje-Gorski Kotar County, Treia Municipality, Touristic Agency for Central Istria, Adriatic-Ionian Euroregion, etc.</p>
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## Participants

Target Group	Target group by AF	Target Value reached
General Public	800	12
Local, regional and national public authorities	35	26
Public services providers	14	0
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	5
Associations, regional innovation agencies	34	4
NGOs	26	5
Education and training organisations as well as universities and research institutes	23	5

## Annexes



**WHEN**

May 19<sup>th</sup> 2023



**WHERE**

Online - English (interpretation is foreseen for Italian to English & viceversa)

This initiative aims to awareness raising of public policy makers to:

- promote slow tourism and reduce mass tourism;
- monitor tourism innovative sectors to plan and new approaches
- stimulate uncovered niches for local sustainable tourism development;
- consider the opportunities/challenges for sustainable tourism in the framework of the Adriatic-Ionian Macroregional Strategy.

The registration will be closed on May 18th at 13:00

Online registration form: <https://forms.gle/J6rSx9PSmHNYqkbn6>

## Agenda

### 9.15 WELCOME AND PRESENTATION OF THE EVENT

*Mr Goffredo Brandoni*

Marche Region - Ministry of Balance and European Policies

### 9.30 INTERREG ITALY-CROATIA CBC PROGRAMME 2021-2027 AND OPPORTUNITIES FOR SUSTAINABLE TOURISM

*Ms Anca Daniela Simion*

Interreg ITALY-CROATIA Programme Joint Secretariat

### 9.45 PRESENTATION OF THE ITALY-CROATIA 2014-2020 "BOOST5" PROJECT

*Mr Davide De Nicolò*

TecnoPolis SPT- BOOST5 Project Coordinator

### 0.00 2023-2024- YEAR OF "RETURN TOURISM - THE DISCOVERY OF THE

ORIGINS" DEVELOPMENT OPPORTUNITIES FOR VILLAGES AND INLAND AREAS

*Mr Michelangelo Lurgi*

President of Rete Destinazione Sud - Business Network

### 0.20 EVALUATION AND PRESERVATION OF CULTURAL HERITAGE: THE ROLE OF NEW TECHNOLOGIES

*Ms Anuška Deranja Crnokić*

Ministry of Culture and Media, Republic of Croatia -Director of Directorate for Archives, Libraries and Museums

### 0.40 "CULTURAL ROUTES" AND THE OPPORTUNITY OF 2025 CATHOLIC JUBILEE'S PILGRIMAGES FOR IT-HR TOURISM STAKEHOLDERS

*Ms Paola Marchegiani*

Marche Region - Head of Tourism Sector

*Ms Eliana Maiolini*

Marche Region - Tourism Sector

### 1.00 SUSTAINABLE TOURISM AND PILLAR 4 OF EUSAIR

*Ms Maria Trabace*

Puglia Region- Territorial Cooperation Unit

### 1.20 CBC STRATEGY FOR THE LANDSCAPE: THE PERMANENT CROSSBORDE OBSERVATORY AND MEMORANDUM OF UNDERSTANDING OF MADE-IN LAND&BOOST5 PROJECTS

*Prof. Massimo Sargolini*

BOOST5 Scientific expert for Marche Regional Authority

University of Camerino- Director of the School of Architecture and Design,

### 1.40 Q&A

2.00 CONCLUSIONS: Marche

amerino Moderator: Prof.




Region and University of

Massimo Sargolini




The Marche Regional Authority’s Minister for Balance and EU Policies , Mr Goffredo Brandoni (in the centre), together with BOOST5 project manager for Marche Region, Ms Raffaella Triponi (on the left) and Mr Andrea Pelli (on the right), Head of the Unit for Integrated EU an National resources programming/EU direct projects, NRRP, Certification Authority for ESI funds, as BOOST5 legal representative for Marche Region.

BOOST5 overall objectives	BOOST5 expected results
<p><b>eliminate main obstacles</b> limiting full development of sustainable tourism offer;</p> <p><b>promote community driven ideas and new market opportunities</b> through capacity building plans about innovative approaches, sustainability and managerial skills;</p> <p><b>promote synergies among diverse stakeholders and territories</b> to speed up successful implementation of sustainable policies and environmental awareness;</p> <p>pave the way for the next strategic steps such as <b>green accreditation or zero impact tourism labels and building on next programming period opportunities</b></p>	<p><b>better understanding</b> of the impact and opportunities in cultural tourism segments caused by pandemic.</p> <p><b>improved planning and programming capacities</b> based on diversified approaches and inspired on inclusive and environmental sustainable models</p> <p><b>better coordinated management of tourism flows</b> thanks to the upgrading of existing tools addressing cultural and natural tourism destinations.</p> <p><b>wider and deeper knowledge and practices</b> to trigger innovative cultural fruition solutions and offers based on digitalization of natural and cultural heritage.</p>



Davide De Nicolò - Technopolis STP



Davide De Nicolò/Technopolis STP -BOOST5 Project Coordinator

**2023-2024- YEAR OF "RETURN TOURISM - THE DISCOVERY OF THE ORIGINS"  
DEVELOPMENT OPPORTUNITIES FOR VILLAGES AND INLAND AREAS: Mr Michelangelo Lurgi**



**Ritorno in Italia  
2023 - 2028**

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**Return to Italy 2023-2028**





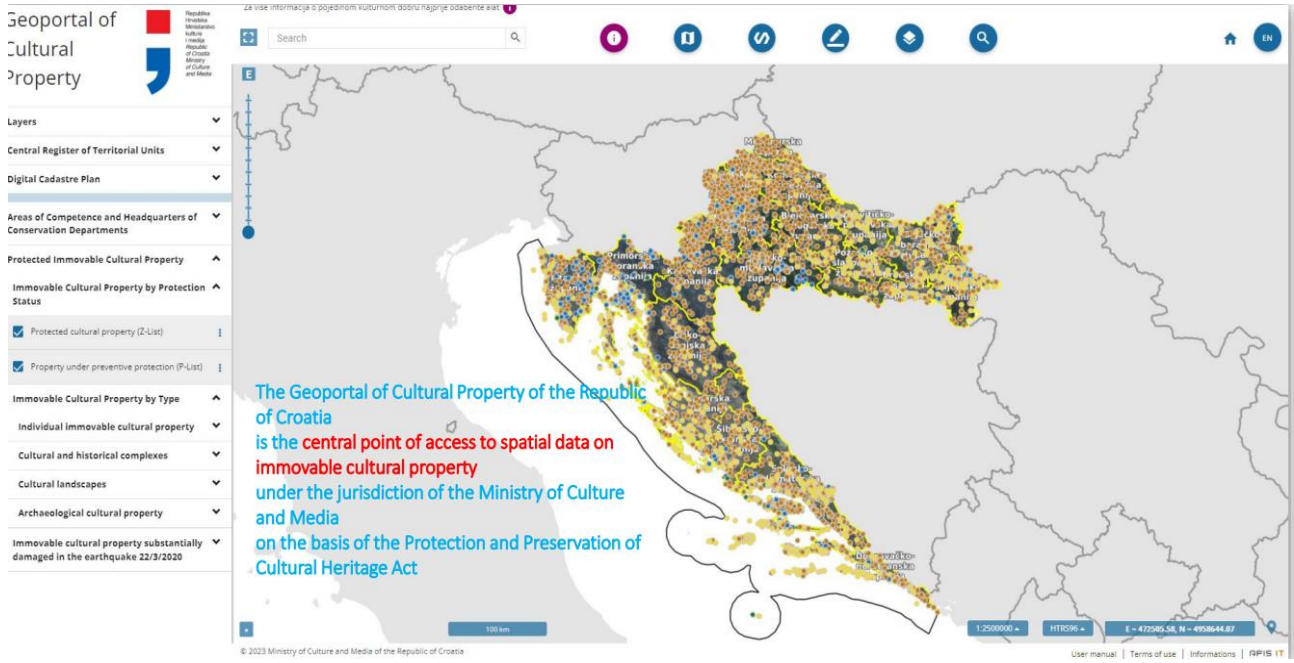
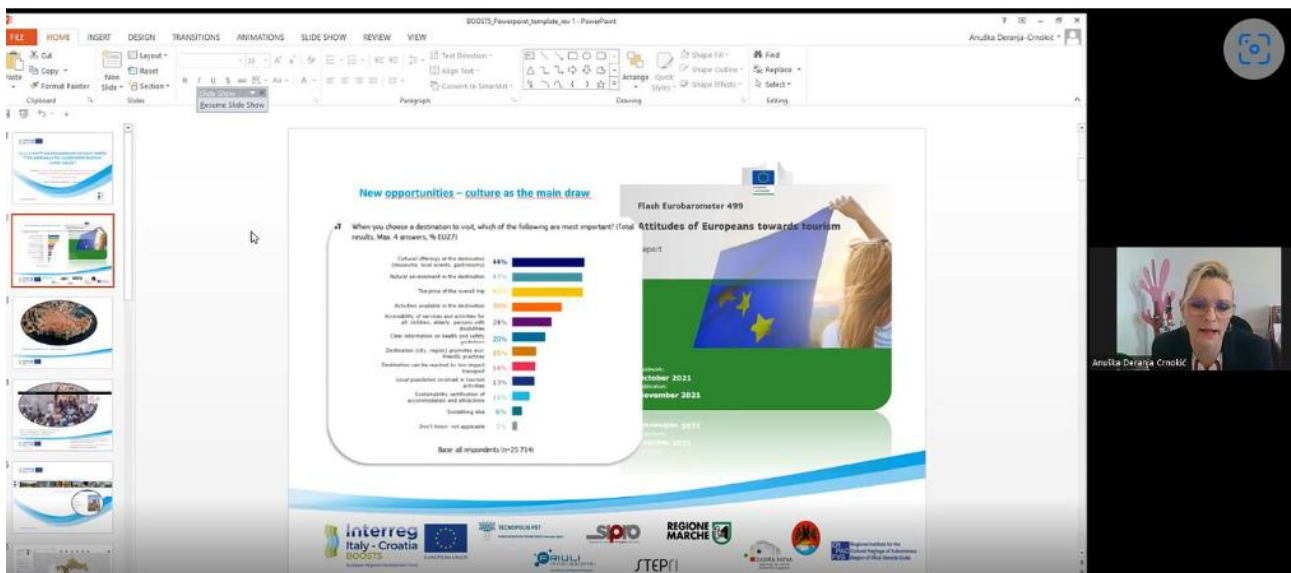




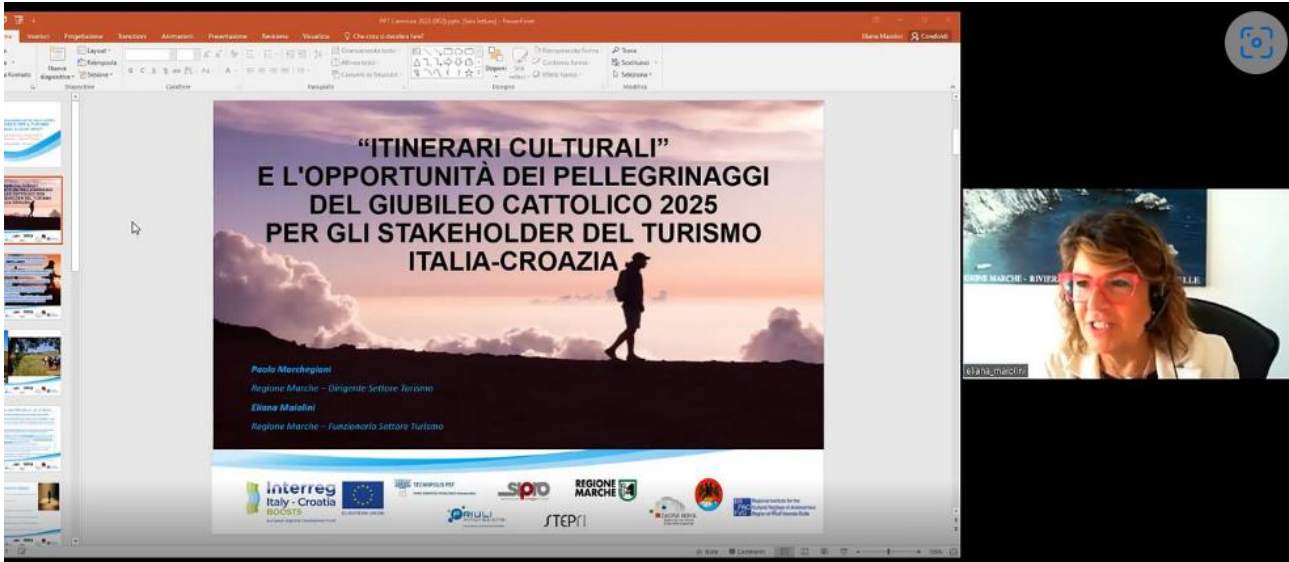
Michelangelo Lurgi



# EVALUATION AND PRESERVATION OF CULTURAL HERITAGE: THE ROLE OF NEW TECHNOLOGIES: Ms Anuška Deranja Crnokić

**“CULTURAL ROUTES” AND THE OPPORTUNITY OF 2025 CATHOLIC JUBILEE’S PILGRIMAGES FOR IT-HR TOURISM STAKEHOLDERS: Ms Paola Marchegiani and Ms Eliana Maiolini**



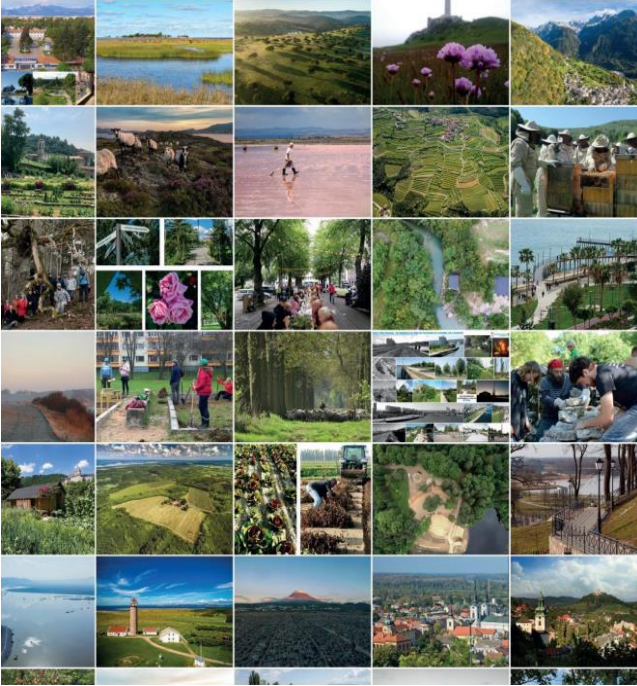
**SUSTAINABLE TOURISM – EUSAIR PILLAR 4° : Ms Maria Trabace**



## CROSS-BORDER STRATEGY FOR LANDSCAPE: PCO & MoU in BOOSTS PROJECT- Prof. Massimo Sargolini, researcher Ana Sopina

### THE PERMANENT CROSS-BORDER OBSERVATORY AND MEMORANDUM OF UNDERSTANDING OF MADE IN-LAND & BOOSTS PROJECT

1. Origin of PCO & MuU – MADE IN-LAND | 2. Present of PCO & MuU – BOOSTS | 3. Future of PCO & MuU – European network



Within the cross-border strategy the landscape is understood as the **interaction between nature and culture**, and as the **interaction between natural and cultural assets and their context**.