

# Masterclasses Programme Report

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Final Version of 15/06/2023

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<b>Project Acronym</b>	BOOST5
<b>Project ID Number</b>	10419539
<b>Project Title</b>	BOOST5 Leveraging results of 5 IT-HR projects to boost touristic valorisation of cultural, off-road, industrial and natural heritage
<b>Priority Axis</b>	3
<b>Specific objective</b>	3.1
<b>Work Package Number</b>	3
<b>Work Package Title</b>	Clustering thematic activities
<b>Activity Number</b>	3
<b>Activity Title</b>	Activity 3.3 Awareness raising and engagement
<b>Partner in Charge</b>	PP2 – SIPRO FERRARA
<b>Partners involved</b>	LP TECNOPOLIS, PP1 – FRIULI INNOVATION CONSORTIUM, PP2 – SIPRO FERRARA – PP4 MARCHE REGION, PP7 - ERPAC
<b>Status</b>	Final
<b>Distribution</b>	Public

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## 1. Introduction

The overall objective of the Masterclasses programme was to raise knowledge of tourist actors about new methods and skills and to provide information and innovative methods to relaunch a tourist destination in different ways, with a sustainable approach and development, promoted by the project.

The innovative topics discussed during the masterclasses focused on the promotion and redevelopment of a destination by raising awareness of the stakeholders involved. The target groups appointed had benefit from the engagement and the learning process and the possibility to acquire new competencies. The topics of the Masterclasses included ways to face issues and to take advantages of the opportunities in the growing sustainable and competitive tourism sector.

The masterclasses programme provided 5 lessons (one lesson for each project partner involved in this activity as foreseen in the Application Form) for different target groups, such as tourism operators and SMEs (hospitality, food service etc.), civil sector, students (in the tourism field), start-ups, institutional/public stakeholders for cultural heritage.

The programme provided knowledge and competences for tourist actors involved in study, research, promotion, innovation, creation of the tourist supply to relaunch a tourist destination. The focus of this masterclass was sharing experiences, covering all sectors related to the tourism supply. In order to reach all these sectors, the masterclass programme provided lessons to different target groups to strengthen their competences and expand their knowledge. By guaranteeing a transnational approach by this masterclass, each lesson was delivered online on BOOST5 YouTube channel with English subtitles.

According to GDPR rules, participants will be not visible in recorded lessons without their explicit consent. Besides, all participants signed a declaration declaring that the implementation of the Masterclass did not produce any economic advantage neither for the organization as project partners nor for the undertakings outside the project (participants in the masterclass).

## 1.1 About the BOOST5 project

The BOOST5 is a project financed within the Italy -Croatia Interreg Cluster Call for proposals focusing on the thematic area «Joint development of thematic cultural routes». It is built on the successful experience of five (5) previous projects: ATLAS, MADE IN LAND, REVIVAL, TEMPUS, and UNDERWATERMUSE. These projects have represented and still represent a positive example of the cross-border cooperation between Italy and Croatia. Integrated benefits from the five (5) Italy-Croatia projects were able to activate and improve cooperation dynamics that made it possible to produce significant outputs for the BOOST5 project. By leveraging on these and other successful experiences, BOOST5 seeks to accelerate the uptake and development of sustainable and innovative tourism ideas starting from the upshots of the five (5) IT-HR projects as well as from other significant examples. The purpose is to revitalize the varied natural and cultural heritage of the Italy-Croatia cross-border area – in particular minor areas of forgotten spaces / lost heritage with a low and fragmented digital tourist offer. The balancing of fragmented tourist landscape is paving the way for an innovative and sustainable tourism offer in a post-Covid era.

## 1.2 Evolution of the Masterclass Programme

The realization of masterclasses starts from the capitalized project “TEMPUS” project (TEMPorary USEs as start-up actions to enhance port (in)tangible heritage). Within this project there was the will to coordinate an interdependent set of actions/projects (incl. funding opportunities to realize them) along shared lines of development, according to a holistic and thorough strategic framework and through an incremental path of implementation.

An entrepreneurial ecosystem is defined as a set of interconnected participants and factors coordinated and connected in such a way as to enable productive entrepreneurship in a certain territory. In order to achieve the productivity of an entrepreneurial ecosystem, certain conditions

must be met, such as: the existence of a network of entrepreneurs, leadership, financing, talent, knowledge and supporting institutions.

Entrepreneurial ecosystem refers to the interaction between institutional and individual stakeholders that enables the development of entrepreneurship, innovation and growth of small businesses. In this logic, “TEMPUS” project gave a fundamental contribution to the BOOST5 masterclasses which provided lessons to different target groups to strengthen their competences and expand their knowledge.

### 1.3 Methodology for Masterclass creation

Participants of the masterclass programme were contacted by e-mail address. Each partner responsible of a specific target group, as stated in the application form, gathered participants mainly sending e-mail, or providing a Google Form of your own masterclass in order to collect participants. In addition, each partner could use their organisation social network, and at project level BOOST5 social network accounts promoted the overall masterclass programme. Consequently, informed PP3 via NewsEvents template to publish the event under BOOST5 website.

### 1.4 Technical details of the masterclass programme

1. Each masterclass lesson could take place as physical event or virtually, in original language. It had to be recorded by providing a video, with subtitles in English (of about 45 minutes -1 hour). During the masterclass the speaker had to include a short introduction about the project BOOST5 (general project presentation) and about masterclass programme as a whole. PP2- SIPRO provided PPs a text about the short BOOST5 project and masterclass programme introduction.

2. Video had to be shared online by PP3 through BOOST5 official YouTube channel. Videos have a public visibility on the channel. This allows project promotion and visibility at transnational level,

while the sharing of methods and knowledge on important topics addressed to our masterclass programme benefits the entire tourism sector.

According to GDPR rules, participants will be not visible in recorded lessons without their explicit consent. Besides, all participants signed a declaration declaring that the implementation of the Masterclass did not produce any economic advantage neither for the organization as project partners nor for the undertakings outside the project (participants in the masterclass).

### 1.5 Masterclasses effectiveness

In order to verify the effectiveness of the Masterclasses, and therefore their impact on the participants in terms of "knowledge raised", all the PPs collected immediate feedback from live participants by talking directly with them at the end of each session.

Generally, the answers resulted positive: in fact, all the participants provided very positive and enthusiastic feedbacks at the end of the lessons, given topics covered and the high-level quality of the trainers / speakers. This was also testified by Q&A sessions at the end of the lessons and by requests to share slides and keep recordings available for the future.

Although not foreseen in masterclasses methodology, LP also submitted participants a brief questionnaire according to its internal procedures as a certified company (ISO 9001:2015); results are basically in line with overall feedback.

## 2. Masterclasses

### 2.1. Cultural sustainable touristic experience: strategic planner and management in the age of transition - LP TECNOPOLIS

<b>Organizing Partner:</b>	TECNOPOLIS STP
<b>Date and place:</b>	Online via Zoom – 24/03/2023
<b>Region:</b>	Puglia
<b>Title of the masterclass:</b>	<i>Cultural sustainable touristic experience: strategic planner and management in the age of transition</i>

#### **Details of the masterclass**

<i>Title of the masterclass lesson</i>	<i>Expert and its role/expertise</i>
<i>Cultural sustainable touristic experience: strategic planner and management in the age of transition</i>	<i>Ms. Maria Luisa Caringella Tourism expert – Department of culture, tourism and valorization of territory Puglia Region – Pugliapromozione</i>

#### **Masterclass lesson overview by LP TECNOPOLIS**

- 1) The evolution of tourism as creative and innovative industry in the age of transition
- 2) The paradigm shift of product development and its meaning for strategic planning and management
- 3) How cultural tourism helps the development of sustainable tourism and the role of community to co-produce cultural tourism.



**Masterclass main objectives and added value**

The main objectives are:

- To improve the entrepreneurial mind-set for sustainable cultural tourism
- To give a framework to face the present challenges in creating and promoting the cultural tourism experiences and strengthen networking with local and international partners

**Operating methods**

The masterclass was held online via Zoom platform

**Target group**

Target Group	Target group by AF	Target Value reached	Details of target group (e.g name organisation)
<b>General Public</b>	800	3	1 university student + 2 consultants participating in masterclass as listed in participants list
<b>Local, regional and national public authorities</b>	35	2	representatives of Marche Region and Pugliapromozione as listed in participants list
<b>Public services providers</b>	14		
<b>Cultural and natural heritage management bodies</b>	35	1	operator of the museum system as listed in participants list
<b>Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative</b>	70	9	

industry as well as the environmental and tourism sector)			
<b>Associations, regional innovation agencies</b>	34	7	representatives of associations and third sector operators as listed in participants list
<b>NGOs</b>	26		
<b>Education and training organisations as well as universities and research institutes</b>	23	3	representatives of schools / training centres as listed in participants list

**Description of the Target group:**

57 participants registered and 26 attended live, mostly being representatives of: associations/NGOs; companies, professionals in the tourism sector, professionals in the culture sector, education organizations, sectoral agencies and general public.  
 In total 25 stakeholders joined live and participated in the Q&A session with the speaker.

All participants also signed the Declaration required by JS stating that participation in the activity did not produce any economic advantage for them.

**Methods used for involvement**

LP prepared a digital invitation and shared it on its social media channels and also via newsletter (sent to 186 stakeholders in the cultural tourism field). It also published the announcement on its website. Masterclass was also promoted on BOOST5 website and social media channels. Information about masterclasses programme was also included in the article published on COHESION MAGAZINE.

### **Links to the available media channel or media articles**

1. <https://www.facebook.com/TecnopolisPST/posts/pfbid03a6V9czCvz2jnVbfuFBvoMTB2AfHfU4QR1NxWfbn7H2uTTvNE5oMUbPCRk6jhCHU!>
2. <https://www.facebook.com/TecnopolisPST/posts/pfbid02LmQDTAKwNVPk4PQ76WuWDCzWKZTHwxEubEj4ArjUTpzJVR8bdByKoGk4oDGVmQCv!>
3. <https://www.tecnopolispst.it/>
4. [http://www.tecnopolispst.it/public/inprimopiano/BOOST5\\_invitation\\_Masterclass.pdf](http://www.tecnopolispst.it/public/inprimopiano/BOOST5_invitation_Masterclass.pdf)
5. <https://www.facebook.com/BOOST5Project/posts/pfbid0srnhB3AWyEL4SKLNQ1srMKvVZTg85wxbqQN1H4B9UyyLqLc4rGhzh8i48t1nmFrel>
6. <https://www.italy-croatia.eu/web/boost5/-/4th-masterclass-cultural-sustainable-tourist-experience-strategic-planning-and-management-in-the-age-of-transition.-the-benefits-of-community-participation-in-heritage-interpretation.>
7. [https://www.agenziacoesione.gov.it/wp-content/uploads/2023/03/COHESION\\_11.pdf](https://www.agenziacoesione.gov.it/wp-content/uploads/2023/03/COHESION_11.pdf)

### **Results reached in relation to WP 3 and project outputs**

- 1) the first part of the masterclass has introduced two models to face the challenges VUCA MODEL and BANI MODEL to make clear it's important to work both on methodologies and on the mindset The evolution of tourism as creative and innovative industry in the age of transition is a situation to be faced by these models ( VUCA – BANI). For this reason imagination is the key word in the business At the end of this part a discussion was held starting from exercises extracted from the book The imagination machine Harvard Business Review Press 2021

- 2) The second part of the masterclass develops the key words of the paradigm shift: *empathy, procreation, activation, disrupt&emancipation* to better design the 6 six phases of product development (Inventory, segmentation, concept experience, sustainability check, organizing product, promoting and communication) At the end of this part a discussion was held to practice the 4 topics of sustainability (management, cultural, economic, environmental ) starting from the model of Global Sustainable Tourism Council
- 3) The third part of masterclass helps the understand development of sustainable tourism and the role of community to co-produce cultural tourism.

### **Agenda of the masterclass lesson**

Introduction by Mr. Davide De Nicolò about BOOST5 project.

Masterclass topics analysis:

- 1) The evolution of tourism as creative and innovative industry in the age of transition
- 2) The paradigm shift of product development and its meaning for strategic planning and management
- 3) How cultural tourism helps the development of sustainable tourism and the role of community to co-produce cultural tourism.

Q&A

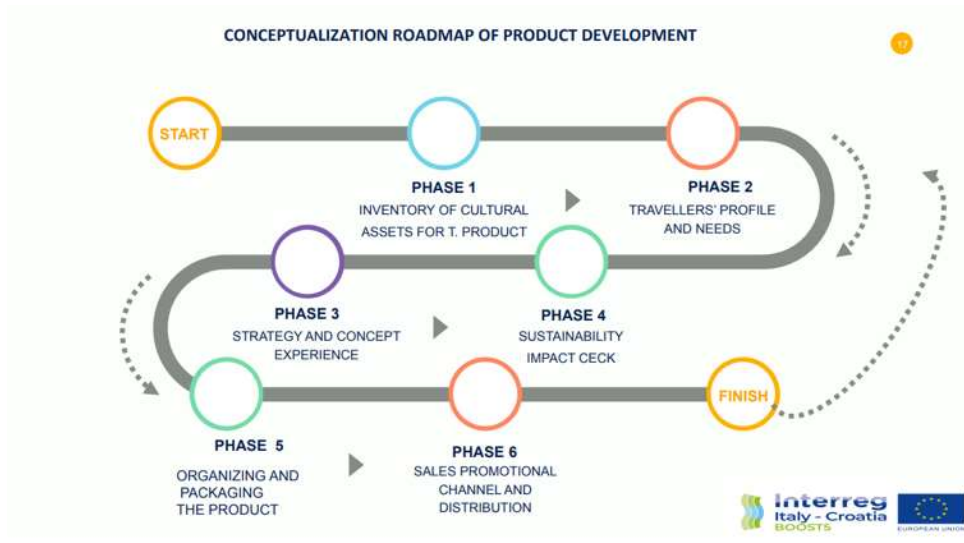
### **Evidences and annexes**

*The masterclass is available online, with EN subtitles, for all those interested in the topic:*

<https://www.youtube.com/watch?v=NvryTYSfcB8>

*The masterclass's presentation is available online on the project's website:*

<https://programming14-20.italy-croatia.eu/web/boost5/docs-and-tools-details?id=6189756&nAcc=1&file=39>



## 2.2 Environmental certification and sustainable tourism PP1 – FRIULI INNOVATION CONSORTIUM

<b>Organizing Partner:</b>	PP1 - Friuli Innovazione
<b>Date and place:</b>	March, 15th online through Friuli Innovazione's Zoom platform
<b>Region:</b>	Friuli Venezia Giulia
<b>Title of the masterclass:</b>	<i>Environmental certification and sustainable tourism</i>

### **Details of the masterclass**

<i>Title of the masterclass lesson</i>	<i>Expert and its role/expertise</i>
<i>Environmental certification and sustainable tourism</i>	<i>Dott.ssa Giovanna Tosetto GSTC Expert</i>

### **Masterclass lesson overview by PP1**

The masterclass focused on the topic of "GTSC sustainable tourism certification and its benefits." The objective of the 1.5-2-hour masterclass was to provide participants with a concise yet informative overview of sustainable tourism certification and its advantages. The masterclass was designed to be participant-centered, incorporating expert-led sessions and interactive activities to enhance learning and engagement.

### **Masterclass main objectives and added value**

The main objectives of the masterclass were to provide a comprehensive overview of GTSC sustainable tourism certification and its benefits, and to equip the diverse target group with valuable insights and tools to achieve sustainable tourism certification.

The masterclass was specifically designed for a diverse range of participants, including new enterprises and individuals with entrepreneurial ideas, as well as private and public cultural heritage actors. The target group encompassed local museums, cultural heritage managers, small enterprises, local associations involved in hospitality activities, and individuals interested in deepening their understanding of sustainable tourism certification.

## Operating methods

The masterclass lesson was provided online through Friuli Innovazione's Zoom platform.

## Target group

Target Group	Target group by AF	Target Value reached	Details of target group (e.g name organisation)
General Public	800		
Local, regional and national public authorities	35		
Public services providers	14		
Cultural and natural heritage management bodies	35	2	Local museums
Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)	70	8	Local tourism enterprises
Associations, regional innovation agencies	34		
NGOs	26		
Education and training organisations as well as universities	23		

and research institutes			
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**Description of the Target group:**

Out of the 30 potential participants who expressed interest by filling in the Google Form survey or requesting more details about the masterclass, a total of 16 participants successfully registered for the online session. During the scheduled masterclass, 10 participants actively attended the live session. Additionally, there were several individuals who expressed interest but were unable to attend at the designated time, requesting access to the video registration link for future reference.

**Methods used for involvement**

To involve the participants, several methods were employed, including the use of a mailing list, Google Form, project or organization website, and social media channels. During the FINN Boost 5 local events, the participants were personally contacted and invited to fill in a Google Form . This approach allowed the organizers to gather valuable information about the participants' needs and preferences, ensuring that the masterclass could be tailored to their specific requirements.

Additionally, a mailing list was utilized to reach out to individuals and organizations within the cultural and creative industries who had the potential for sustainable tourism. The mailing list was specifically targeted towards participants affiliated with the CCI4Tourism Adrion program network, ensuring that those with a particular interest in sustainable tourism were informed about the masterclass.

Promotion of the masterclass was conducted through various channels. The Friuli Innovazione website, as well as the Boost 5 social media channels and project website, were utilized to disseminate information about the masterclass.



### Results reached in relation to WP 3 and project outputs

The lesson's topic of GTSC sustainable tourism certification played a crucial role in reaching the main objective of relaunching a tourist destination. By focusing on sustainable tourism practices and certification, the masterclass aimed to enhance the destination's appeal, attract environmentally conscious travelers, and improve the overall tourism experience.

Sustainable tourism certification provides a framework and set of standards that guide businesses and destinations towards more responsible and sustainable practices. By incorporating this topic into the masterclass, participants were equipped with knowledge and tools to implement sustainable measures in their operations. This, in turn, contributes **to the overall goal of relaunching a tourist destination by creating a more sustainable and attractive tourism product.**

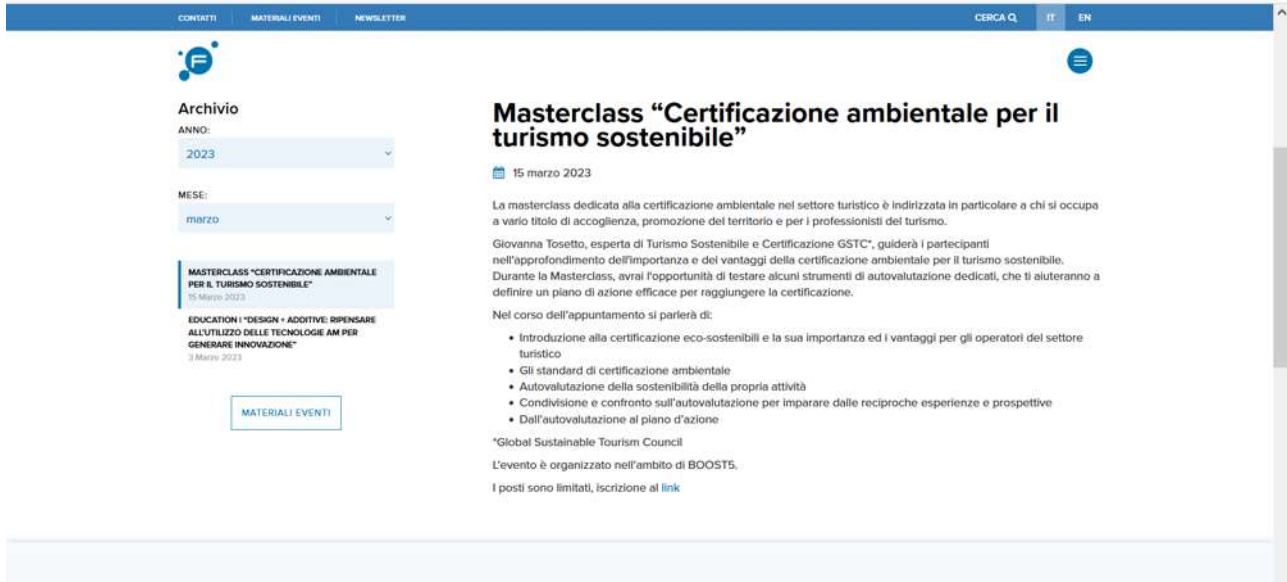
Firstly, the masterclass emphasized the benefits of sustainable certification for tourism. Participants learned about the positive impact of certification on reducing environmental footprint, attracting eco-conscious customers, and enhancing the reputation of businesses and destinations. These benefits directly align with the objective of relaunching a tourist destination, as they contribute to the destination's image and desirability among travelers.

Secondly, the overview of certification standards provided in the masterclass helped participants understand the specific criteria and requirements for sustainable tourism certification. This knowledge empowered them to make informed decisions and take appropriate actions to meet these standards. By implementing sustainable practices and obtaining certification, businesses and destinations within the tourist destination can differentiate themselves in the market, offering unique and environmentally friendly experiences to visitors.

Furthermore, the masterclass included a self-assessment tool that allowed participants to identify the gaps in their current practices towards certification. This exercise encouraged them to reflect on their operations and make necessary improvements. By addressing these gaps and working towards certification, businesses and destinations can contribute to the overall revitalization and relaunch of the tourist destination.

In summary, the lesson's topic of GTSC sustainable tourism certification directly supported the main objective of relaunching a tourist destination. It provided participants with knowledge, insights, and tools to implement sustainable practices, obtain certification, and enhance the destination's appeal to eco-conscious travelers. By incorporating sustainability into their operations, businesses and destinations can contribute to the overall revitalization and success of the tourist destination.

## Agenda of the masterclass lesson



The screenshot shows a website page for a masterclass. The header includes navigation links: CONTATTI, MATERIALI EVENTI, NEWSLETTER, CERCA Q, IT, EN. The main content area features a title "Masterclass 'Certificazione ambientale per il turismo sostenibile'" dated 15 marzo 2023. Below the title, there is a paragraph describing the masterclass's focus on environmental certification in the tourism sector. A list of topics to be discussed is provided, including an introduction to eco-sustainable certification, standards, and self-evaluation. The event is organized by BOOSTS and has limited spots.

## Evidences and annexes

The masterclass is available online, with EN subtitles, for all those interested in the topic:  
[https://www.youtube.com/watch?v=QnJeF\\_ct2HI](https://www.youtube.com/watch?v=QnJeF_ct2HI)

The masterclass's presentation is available online on the project's website:  
<https://programming14-20.italy-croatia.eu/web/boost5/docs-and-tools-details?id=6189756&nAcc=1&file=40>



The screenshot shows a Zoom meeting interface. The main window displays the masterclass title "Masterclass 'Certificazione ambientale per il turismo sostenibile'" dated 15 marzo 2023, presented by Giovanna Tosetto. Logos for Interreg Italy - Croatia BOOSTS and Friuli Innovazione are visible. On the right side, there is a grid of participant video thumbnails with names listed below them, including Umberto Carlo, Leonardo Piccoli, Marta Grill, Sara Bronzo, Sara Brizzi, Anna Marasca, and Viktoria Versari.





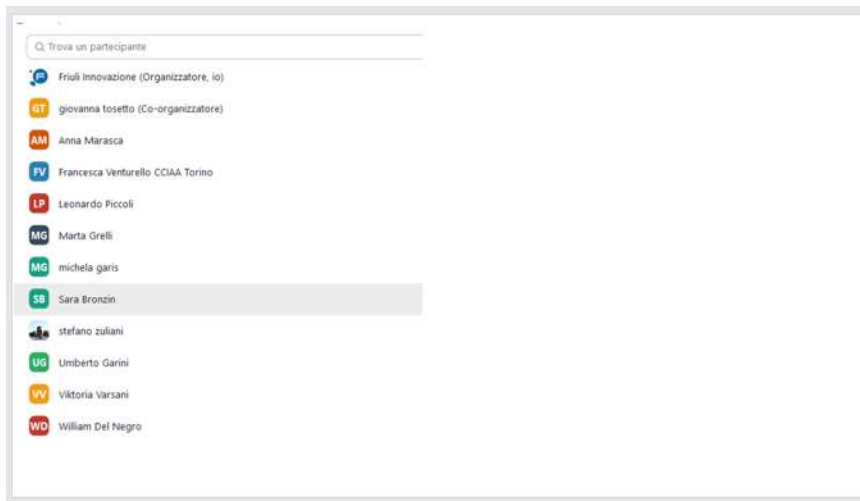

Senior tourism expert

Turismo Esperenziale

Turismo Sostenibile

GSTC Expert





Q. Trova un partecipante

- FR Friuli innovazione (Organizzatore, io)
- GT giovanna tosetto (Co-organizzatore)
- AM Anna Marasca
- FV Francesca Venturolo CCAA Torino
- LR Leonardo Piccoli
- MG Marta Grelli
- MG michela garis
- SB Sara Bronzin
- stefano zuliani
- UG Umberto Garini
- VV Viktoria Varsani
- WD William Del Negro





**GSTC2023 Global Conference**

Antalya, Türkiye, May 9-12

- For Hotels & Accommodations
- For Tour Operators
- For Destinations & Governments
- For Corporate & Business Travel
- For Certification Bodies
- For Travelers

RECENT NEWS      UPCOMING WEBINARS      UPCOMING TRAININGS



2.3 New promotional campaigns and social media marketing strategies in the tourism sector to relaunch the tourist destination PP2 – SIPRO FERRARA

<b>Organizing Partner:</b>	PP2 - Sipro Ferrara
<b>Date and place:</b>	February 2 <sup>nd</sup> - Ferrara, Hotel Astra
<b>Region:</b>	Italy – Emilia Romagna
<b>Title of the masterclass:</b>	New promotional campaigns and social media marketing strategies in the tourism sector to relaunch the tourist destination

**Details of the masterclass**

<i>Title of the masterclass lesson</i>	<i>Expert and its role/expertise</i>
New promotional campaigns and social media marketing strategies in the tourism sector to relaunch the tourist destination	<i>Rudy Bandiera</i> - trainer, speaker and communication expert

**Masterclass lesson overview by PP2 – SIPRO Ferrara**

The topic appointed, in order to involve our target group, was the promotion of the local intangible heritage through social media marketing strategies. The University of Ferrara has a new bachelor’s Degree focused on Cultural Tourism Management, whose main focuses are related to economic and cultural aspects of the tourism industry. SIPRO works in synergy with the University of Ferrara by means of a twofold approach: a multiannual Cooperation Agreement and the participation in the new Board of the Steering Committee for the outline and assessment of the content of Degree in Cultural Tourism Management. Moreover, SIPRO is also an intermediary body between its public shareholders and the local enterprises, therefore it can contribute to the training of new professionals and experts in the tourism sector, taking into consideration the needs and requests coming from the economic system. For this reason, the topic chosen for the masterclass is “new methods and opportunities coming from marketing and social media in the tourism sector”, as required by local actors involved in the local tourism supply chain, which can represent a key cooperation opportunity with the University of Ferrara.

Therefore, the masterclass will be addressed both to students and tourism operators and it will not only represent a training opportunity but also a practical exchange between students and operators on the adoption of ICT solutions for the enhancement of the Ferrara tourism destination.

**Masterclass main objectives and added value**

The main objective of SIPRO’s masterclass was the presentation and the promotion of new digital and social campaigns for the tourism sector, to relaunch our destination (the city of Ferrara) addressing different type of target tourists (including young people). This is why we involved students of the Degree in Cultural Tourism Management of the University of Ferrara, so they could update themselves about the new trends of digital marketing and web and think how apply them in a touristic context.

**Operating methods**

The masterclass took place, only in presence, on the conference hall of Astra Hotel in Ferrara.

**Target group**

Target Group	Target group by AF	Target Value reached	Details of target group (e.g name organisation)
General Public		1	
Local, regional and national public authorities			
Public services providers			
Cultural and natural heritage management bodies			
Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the		11	

environmental and tourism sector)			
<b>Associations, regional innovation agencies</b>		1	
<b>NGOs</b>			
<b>Education and training organisations as well as universities and research institutes</b>		12	

**Description of the Target group:**

The masterclass aimed to involve students in the tourism fields as well as tourist operators. Thanks to the active role of SIPRO with the University of Ferrara, the main potential target group was represented by students attending the bachelor’s Degree in Cultural Tourism Management deeply connected with the local territory. According to the wide relevance of the topic, also local tourist operators were involved in the masterclass.

The target groups benefited from the know how provided by the digital media expert, furthermore they also had the opportunity to test the new competences practically, based on the real cases proposed by the tourist operators. The participation of different target groups aimed at encouraging and stimulating the dialogue between the different actors involved, directly and indirectly, in the tourism sector.

**Methods used for involvement**

Participants were involved mainly through the collaboration of the Professors of the bachelor’s Degree in Cultural Tourism Management of the University of Ferrara who invited their students. Besides the promotion of the event was also through Sipro’s and project’s websites and social media channels, and with the collaboration of the Visit Ferrara Consortium which invited all its associated touristic operators.

The participants’ registration was online through the Eventbrite platform.

## Results reached in relation to WP 3 and project outputs

Considering the main objective of the masterclasses programme “to relaunch a tourist destination”, the lesson’s topic reached this goal through the methodology used by the speaker. In fact, he spoke about the Inbound Marketing method in order to stimulate the strategic vision, the reasons and the logics that allow certain communication choices, with a particular focus on communication in the tourism field. He has also defined some best practices related to other territories and other tourist destinations that may have links with the Ferrara area and be used as a model for future developments. Finally, during the masterclass he proposed some practical experiential group activities, linked to the efficient use of digital tools and the elaboration of strategies for the purposes defined by the masterclass.

## Agenda of the masterclass lesson



Sipro Agenzia Provinciale per lo Sviluppo Spa è partner del Progetto Interreg Italia-Croazia BOOSTS - Leveraging results of 5 IT-HR projects to boost touristic valorisation of cultural, off-road, industrial and natural heritage, che mira a sviluppare e promuovere il turismo sostenibile, valorizzando sia il patrimonio culturale nell'area transfrontaliera dei due paesi coinvolti, Italia e Croazia, che aprire la strada a un'offerta turistica innovativa, competitiva e sostenibile. Nell'ambito del progetto, Sipro organizza una Masterclass per studenti, studentesse del settore turistico e operatori impegnati in quest'ambito, per il rafforzamento di competenze in materia di social-media marketing che possano migliorare la competitività del settore e la promozione della destinazione.

Masterclass Programme

**Turismo e hospitality in un mondo che cambia**  
Come rilanciare una destinazione turistica attraverso le strategie di social media marketing

**Giovedì 02 febbraio 2023**  
Sala Conferenze dell'Hotel Astra - Viale Cavour, 55 - Ferrara  
Ore 17.00 (a seguire aperitivo con networking)

Nel corso della masterclass saranno illustrati metodi e strategie di social-media marketing applicabili al settore turistico, coinvolgendo i partecipanti alla scoperta di best practices legate ai territori.

**Relatore:**  
Rudy Bandlera, formatore, speaker ad eventi e autore di 5 libri su innovazione, tecnologia e comunicazione

**Iscrizioni:** <https://www.eventbrite.it/e/511592786797/>

Per informazioni: Sipro Spa – [progetti@siproferrara.com](mailto:progetti@siproferrara.com) – +39 0532.243484

European Regional Development Fund



## Evidences and annexes

*The masterclass is available online, for all those interested in the topic:*

<https://www.youtube.com/watch?v=B4OhjfFuaQc>

*The masterclass's presentation is available online on the project's website:*

<https://programming14-20.italy-croatia.eu/web/boost5/docs-and-tools-details?id=6189756&nAcc=1&file=42>





## 2.4 Communicating new vision of local landscape. Travelling experience of landscape as interaction of community and territory – PP4 – MARCHE REGION

<b>Organizing Partner:</b>	PP4 - Marche Region
<b>Date and place:</b>	17/03/2023, online - MS Teams
<b>Region:</b>	Marche Region
<b>Title of the masterclass:</b>	<b>Communicating New Vision of Local Landscape.</b> Travelling Experience of Landscape as Interaction of Community and Territory

### Details of the masterclass

<i>Title of the masterclass lesson</i>	<i>Expert and its role/expertise</i>
<b>Communicating New Vision of Local Landscape</b> Travelling Experience of Landscape as Interaction of Community and Territory	Prof. <b>Massimo Sargolini</b> , PhD (UNICAM) Spatial and landscape planning expert  Asst. <b>Ana Sopina</b> , PhD candidate (UNICAM / UNIZAG) Cultural, natural, and landscape heritage expert  <b>Valentina Polci</b> , PhD (UNICAM) Communication and community involvement expert

### Masterclass lesson overview by PP4

The New Vision of the landscape arises from the BOOST5 project cluster of *Joint development of thematic cultural routes* and the specific objective to *Make natural and cultural heritage leverage for sustainable and more balanced territorial development*. The integrative force of landscape presents both cultural and natural assets as heritage thus giving them the spatial, social, and symbolic context. To communicate the New Vision of the local landscape, first we need to take a look at the 'bigger picture' and ask the question:

#### **What are the landscape values and heritage that need / want to be communicated?**

Background of the Council of Europe Landscape Convention and the policy of the Landscape Observatory as the implementation of global knowledge on a local level (prof. Massimo Sargolini, PhD)

**What are the challenges and aims in communicating the New Vision of the landscape?**

The identity of local landscape for creating authentic tourist destinations through practices of promoting cultural and natural heritage within the landscape and community context (asst. Ana Sopina, PhD candidate);

**How to communicate the New Vision of landscape to the local community and visitors?**

\_the cultural and natural heritage takes on a full meaning when interconnected to the settled communities and from the local community communicated towards outside – the importance of local community through community involvement (Valentina Polci, PhD).

**Masterclass main objectives and added value**

The revived (selected) interactions between the community and landscape as well as the presented local cultures, traditions, and narratives create the base of the New Identity for the local landscape. The main objectives and added value in communicating the New Vision of the local landscape follow the three questions - What / Why / How to communicate:

- to communicate inherited landscape values, cultural and natural heritage, traditions of local community,
- to raise awareness, promote sustainability and indigenous development, revive identity, create an authentic destination, empower the community, raise the quality of life,
- to encourage participation, community engagement, deepening knowledge, scientific research, stakeholders involvement, digital media and promotion.

**Operating methods**

The Masterclass - **Communicating New Vision of Local Landscape** - Travelling Experience of Landscape as Interaction of Community and Territory – was held online, via MS Teams. The recording of the Masterclass, with the English subtitles will be provided and available online.

**Target group**

Target Group	Target group by AF	Target Value reached	Details of target group (e.g name organisation)
General Public	800		
Local, regional and national public authorities	35	6	_ Mario Baroni, Comune di Muccia _ Francesaca Orazi, Regione Marche _ Giulia Sandroni, Regione Marche

			_Luciani Daniela, Regione Marche _Ignazio Pucci, regione Marche _Matilde Cacciapuoti, Dipendente Regione Marche
<b>Public services providers</b>	14		
<b>Cultural and natural heritage management bodies</b>	35	1	_Francesco Di Stefano, Associazione Italiana Giovani per l'UNESCO - comitato Marche
<b>Regional and local development agencies, enterprises</b> (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)	70	1	_Rachele Ruggiero, SVEM
<b>Associations, regional innovation agencies</b>	34	5	_Giuseppe Di Pasquale, ProLoco _Marco Luconi, Funzionarion Unione Montana Monti Azzurri _Gabriela Vallemani, Associazione ProMatelica APS _Anna Rita Nanni, Ente Parco Sasso Simone e Simoncello _Cinzia Dori, Gal Valli Marecchia e Conca
<b>NGOs</b>	26		
<b>Education and training organisations as well as universities and research institutes</b>	23	2	_Francesco Rotondo, Università Politecnica delle Marche _Bojana Bojanic Obad Šćitaroci, University of Zagreb, Faculty of Architecture

### **Description of the Target group:**

The target group is focused on the **civil sector** - the third sector and associations:

- Local touristic promotion offices: PRO-LOCO (The Pro loco -from the Latin, literally «in favour of the place», are local associations, born with the aim of promoting and developing the territory);
- Trade associations: responsible/staff of local hotel/commerce/touristic firms federations; “Albergo diffuso” associations (associations representing "dispersed hotels", "scattered hotels" or "virtual hotel"); etc;
- Rural development local actions groups; Fisheries local action groups, etc
- Mountain areas/communities, local unions, etc.

### **Methods used for involvement**

Participants were involved by mailing list and the event was published on the webpage of Marche Region and BOOST5 project. All interested participants were asked to apply via Google form:

<https://forms.gle/1hei6hLcr9htsR2fA>

### **Results reached in relation to WP 3 and project outputs**

The main objective of the Masterclass Programme ‘to relaunch a tourist destination’ was addressed by promoting the New Vision of the Local Landscape as the interaction between the community and its territory. The structure of landscape integrates the cultural and the natural, the tangible and the intangible, the protected and the traditional (unprotected) heritage. The knowledge of the historical interactions between the community and its territory, between cultural and natural heritage, provides the understanding of contemporary interactions in landscape and the base for creating the New Vision of the local landscape.

One of the greatest challenges in enhancing the cultural and natural heritage for developing tourist destinations is the widespread generic approach that lacks the understanding of landscape values and results in loss of local identity and authenticity. The knowledge of the cultural and natural heritage is embodied within the local landscape (even when it is unknown to the community members or visitors) and thus just needs to be revived and communicated.

Doing any reflection or project on a territory requires listening and observation of the settled communities through to the most suitable tools of research. The very definition of cultural and natural heritage passes through the awareness that the communities themselves have developed the tangible and intangible aspects of the same heritage. The New Vision of the local landscape, therefore, derives from the awareness of the local communities for the integrative heritage interconnected to the landscape as well as developing tourism on local identity and authenticity.

Opportunities are found in the digital sector as digital ambassadors of the New Vision of the local landscape. The New Vision of local landscape is promoted through the concept of slow tourism that interconnects the quality of the travelling experience to the fostering of cultural and natural resources. The quality way of living in balance with the territory is the greatest promoter of the landscape as heritage.

### Agenda of the masterclass lesson



**REGIONE MARCHE & UNIVERSITÀ DI CAMERINO**  
**MARCHE REGION & UNIVERSITY OF CAMERINO**  
 MASTERCLASS

**COMUNICARE UNA NUOVA VISIONE DEL PAESAGGIO LOCALE**  
*L'esperienza nel paesaggio come interazione tra comunità e territorio*  
**COMMUNICATING THE NEW VISION OF LOCAL LANDSCAPE**  
*Travelling Experience of Landscape as Interaction of Community and Territory*

 17/03/2023  
 14.30 - 16.30 h / online

14.30 - 14.40: **Introduzione / Introduction**

14.40 - 16.10: **Masterclass**  
**COMUNICARE UNA NUOVA VISIONE DEL PAESAGGIO LOCALE**  
**COMMUNICATING THE NEW VISION OF LOCAL LANDSCAPE**  
*Prof. Massimo Sargolini, Valentina Polci, Ana Sopina, Università di Camerino*

16.10 - 16.30: **Dibattito con gli stakeholder / Stakeholder discussion**

**Registrazione per la partecipazione tramite Google Forms:**  
*Registration for the participation via Google Forms:*  
<https://forms.gle/1hei6hLcr9htsR2fA>

European Regional Development Fund

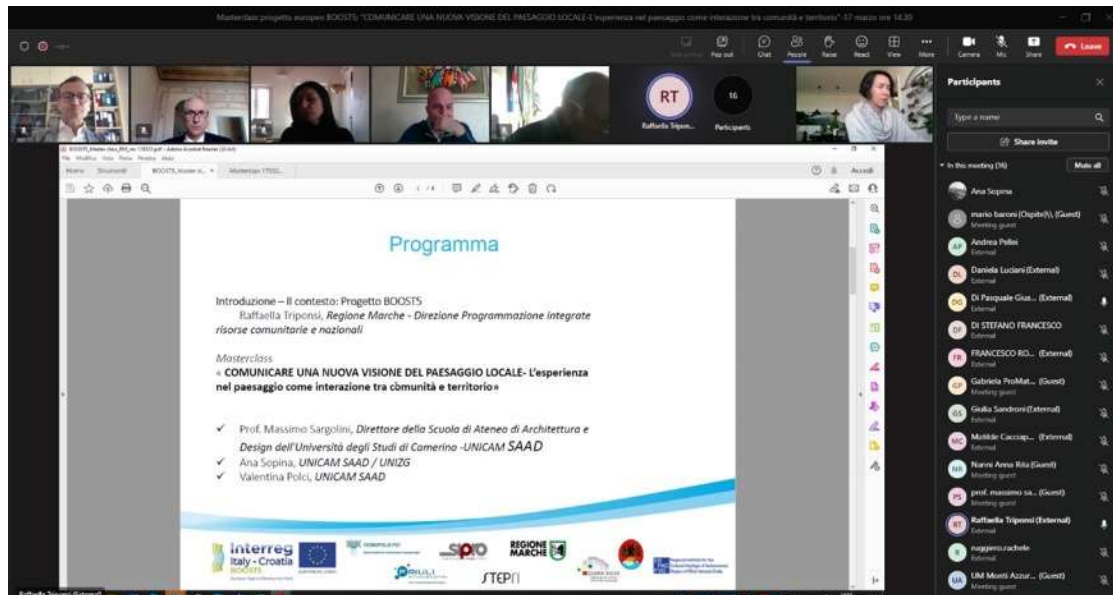


## Evidences and annexes

The masterclass is available online, with EN subtitles, for all those interested in the topic:  
<https://www.youtube.com/watch?v=MiHZqTUuxHE>

The masterclass's presentations are available online on the project's website:

- <https://programming14-20.italy-croatia.eu/web/boost5/docs-and-tools-details?id=6189756&nAcc=1&file=36>
- <https://programming14-20.italy-croatia.eu/web/boost5/docs-and-tools-details?id=6189756&nAcc=1&file=37>
- <https://programming14-20.italy-croatia.eu/web/boost5/docs-and-tools-details?id=6189756&nAcc=1&file=38>











2.5 Making the invisible visible. The submerged heritage takes up the challenge of the enhancement – PP7 – ERPAC

<b>Organizing Partner:</b>	PP7 - ERPAC
<b>Date and place:</b>	27.02.2023
<b>Region:</b>	Friuli Venezia Giulia
<b>Title of the masterclass:</b>	Making the invisible visible. The submerged heritage takes up the challenge of the enhancement

**Details of the masterclass**

<i>Title of the masterclass lesson</i>	<i>Expert and its role/expertise</i>
Making the invisible visible. The submerged heritage takes up the challenge of the enhancement	Rita Auriemma – Associate Professor of Underwater Archaeology – Department of Cultural Heritage, University of Salento

**Masterclass lesson overview by PP7 - ERPAC**

Underwater Cultural Heritage (UCH) constitutes an invaluable resource, from an ecological, educational and economic point of view, that needs acknowledgement and proper treatment to continue offering significant benefits to humankind. However, despite its indisputable value, UCH has been mainly neglected in most marine planning attempts, given the prevailing sectorial approach. Lately, however, the opportunities and challenges for UCH have been considerably different (Papageorgiou, 2019). After the UNESCO's Convention on the Protection of the Underwater Cultural Heritage (2001), the new stage of the current process of reappropriation of the cultural heritage as a common value, "popular" asset, is represented by the Framework Convention on the Value of Cultural Heritage for Society, adopted by the Committee of Ministers 33 of the Council of Europe on 13 October 2005 in Faro and ratified by Italy on 23 September 2020 (House of Representatives). The Convention had the merit of defining an innovative and revolutionary concept of cultural heritage (CH), intended as the body of resources inherited from the past, identified by the citizens as the reflection and expression of their values, beliefs, knowledge and traditions in continuous evolution. It recognizes the right of the single citizen and all

humanity to benefit from the CH, tempered by the responsibility of respecting it. These principles are the basis for the chain of research, conservation, protection, management and participation, and cultural dialogue, promoting the birth of a sustainable and multicultural social, political and economic environment. It is a fact that UCH is increasingly required to have a social return beyond the cultural aspect, seeking a positive impact on the economic and social fabric of a community. On the other hand, the European Union guidelines promote Blue Growth and responsible and sustainable tourism linked to the sea and UCH. Experiencing the past underwater is rapidly becoming an enormous asset in the leisure industry and the "experience economy". This development implies risks and opportunities for the protection as not all the UCH can be enjoyed through direct access for various reasons: position, depth and safety/integrity of the assets, but also safety and diving capabilities of researchers, citizens, stakeholders and tourists.

**Masterclass main objectives and added value**

The masterclass programme aims to describe the opportunities of sustainable development that the underwater and coastal/maritime cultural heritage of Friuli Venezia Giulia could offer to the local actors. It was firstly addressed to the main FVG stakeholders involved in the knowledge, enhancement and management of marine and underwater tourism, both natural and cultural: diving clubs and centers, marine and fishing tourism enterprises, seaside/bathing establishments, tourist agencies, young creative and cultural SME, tourist guides, MPAs, coastal/natural parks and reserves, coastal/river municipalities, regional Museums, Ecomuseums and other places of cultural, Foundations (such as Fondazione Aquileia), regional Universities (Trieste and Udine) and research centers (such as OGS, etc.), journalists who deal with cultural and natural heritage. Furthermore, given the identity character of the topic, it will be able to catch the attention of the regional communities.

**Operating methods**

The masterclass lesson was provided online, through Microsoft Teams web platform; it was recorded.

**Target group**

Target Group	Target group by AF	Target Value reached	Details of target group (e.g name organisation)
General Public	800		

<b>Local, regional and national public authorities</b>	35	2	ERPAC
<b>Public services providers</b>	14	1	Nino Caressa
<b>Cultural and natural heritage management bodies</b>	35	2	Museo Mare TS
<b>Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)</b>	70	1	Informest
<b>Associations, regional innovation agencies</b>	34		
<b>NGOs</b>	23		
<b>Education and training organisations as well as universities and research institutes</b>	26	8	Università di Udine Università di Venezia Università del Salento

**Description of the Target group:**

The PP7 masterclass was firstly addressed to the main FVG stakeholders involved in the knowledge, enhancement and management of marine and underwater tourism, both natural and cultural: diving clubs and centers, marine and fishing tourism enterprises, seaside/bathing establishments, tourist agencies, young creative and cultural SME, tourist guides, MPAs, coastal/natural parks and reserves, coastal/river municipalities, regional Museums, Ecomuseums and other places of cultural, Foundations (such as Fondazione Aquileia), regional Universities (Trieste and Udine) and research centers (such as OGS, etc.), journalists who deal with cultural and natural heritage. Furthermore, given the identitary character of the topic, it aimed to catch the attention of the regional communities. In fact, the masterclass programme focused the opportunities of sustainable development that the underwater and coastal/maritime cultural heritage of Friuli Venezia Giulia could offer to the local actors.

### **Methods used for involvement**

The methods used to involve the participants were the mailing lists of previous project, first of all UnderwaterMuse (programme Italia – Croatia), the launch on Basecamp, the website of Boost5 Project and the social networks of ERPAC ([https://m.facebook.com/story.php?story\\_fbid=pfbid0wQjyjs1SHwSLVpm2soKuzzfSMpH5aqGfB3j7EdFZKDdCxBN7qgbvtLH1M6zde5y4l&id=100064559175098](https://m.facebook.com/story.php?story_fbid=pfbid0wQjyjs1SHwSLVpm2soKuzzfSMpH5aqGfB3j7EdFZKDdCxBN7qgbvtLH1M6zde5y4l&id=100064559175098)), as well as the social networks of the Underwater Archaeology group of UniSalento (<https://www.facebook.com/ArcheoSubUniSalento/>).

### **Results reached in relation to WP 3 and project outputs**

Underwater Cultural Heritage constitutes an invaluable resource, from an ecological, educational and economic point of view, that needs acknowledgement and proper treatment, in order to continue offering great benefits to humankind. However, despite its indisputable value, UCH has been mainly neglected in most marine planning attempts, given the sectorial approach that has prevailed when planning in the sea so far, placing emphasis on certain economic activities and regimes. Lately, however, that Maritime Spatial Planning (MSP) under a place-based approach has been gaining ground all over the world, the opportunities and challenges for UCH are considerably different.

The masterclass tried to explain the opportunities represented by the UCH for sustainable tourist policies. The underwater tourism combines in a single activity leisure, sport, culture and ecology. For exploiting its potential, it needs a local touristic system integrated and effective, quite diversified, in which different actors accept to interact. Furthermore, it's a kind of tourism that needs areas provided of a status of juridic protection of environmental type (MPA) and/or archaeological type (Parks). It is very profitable/lucrative, of low or zero environmental impact, that is to say sustainable, "programmed alternative tourism", at high regulation and low intensity of flows. It must become a tourism for all, that means that all the community would be able to access,

know and share it, through the direct enjoyment, in archaeological submerged parks or blue trails, or thanks to the narrative and communicative use of the VR/AR/MR.

### Agenda of the masterclass lesson



The poster features a blue background with a white circular graphic on the left containing the Interreg Italy-Croatia BOOST5 logo. On the right, a blue circle contains the text 'CULTURE & TOURISM SUSTAINABILITY' with a small green leaf icon. Below the graphic, the text reads: 'ERPAC Ente Regionale Patrimonio Culturale FVG', 'Masterclass', 'Making the invisible visible.', and 'The submerged heritage takes up the challenge of the enhancement.' A calendar icon indicates the date '27.02.2023' with times 'h 4:00 – 6:00 pm' and '16:00 – 18:00' and the note 'online'. The agenda items are: '16:00 – 17:15: Masterclass' by Rita Auriemma, and '17:15 – 18:00: Dibattito con gli stakeholder / Stakeholder panel discussion'. It notes 'Partecipazione online / Online participation (seguirà link/link will be sent)'. Logos for the European Regional Development Fund and ERPAC are at the bottom.

ERPAC Ente Regionale Patrimonio Culturale FVG

**Masterclass**  
*Making the invisible visible.*  
*The submerged heritage takes up the challenge of the enhancement.*

27.02.2023  
h 4:00 – 6:00 pm  
16:00 – 18:00  
online

**16:00 – 17:15: Masterclass**  
*Rita Auriemma – Università del Salento – ERPAC expert*  
*Rendere visibile l'invisibile. Il patrimonio sommerso alla sfida della valorizzazione.*  
*Making the invisible visible. The submerged heritage takes up the challenge of the enhancement.*

**17:15 – 18:00: Dibattito con gli stakeholder / Stakeholder panel discussion**

Partecipazione online / Online participation (seguirà link/link will be sent).

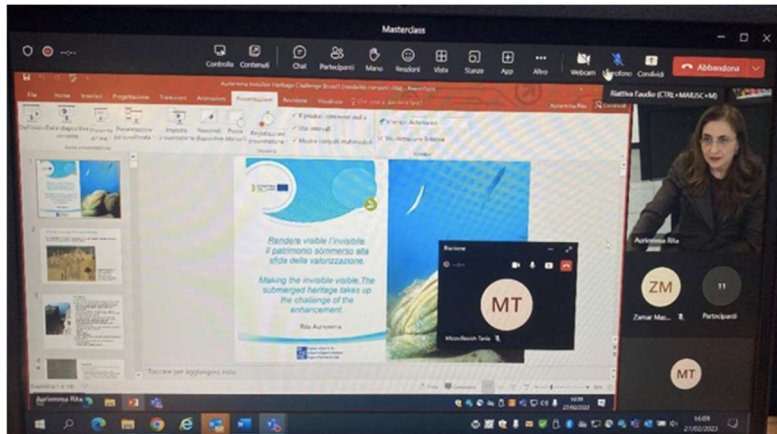
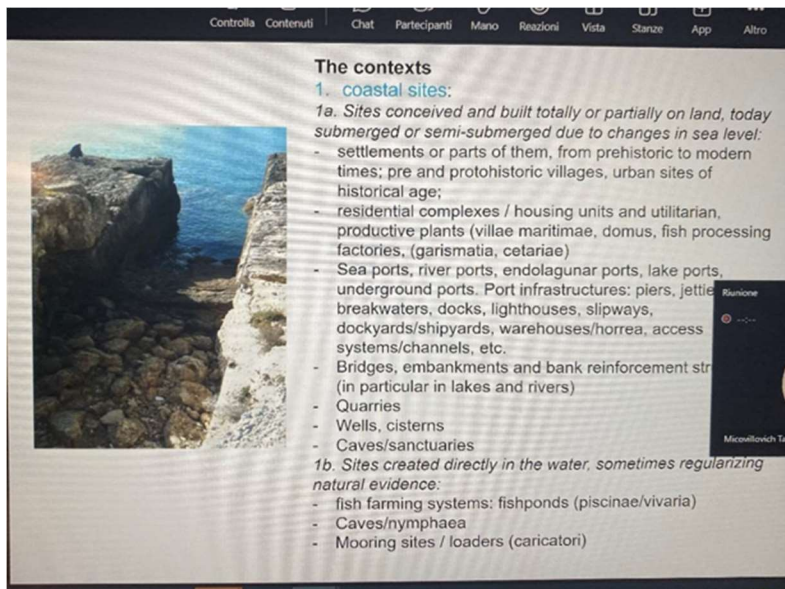
European Regional Development Fund

ERPAC Regional Institute for the Cultural Heritage of Autonomous Region of Friuli Venezia Giulia

### Evidences and annexes

The masterclass is available online, with EN subtitles, for all those interested in the topic:  
<https://www.youtube.com/watch?v=ied3aZFbSpA>

The masterclass's presentation is available online on the project's website:  
<https://programming14-20.italy-croatia.eu/web/boost5/docs-and-tools-details?id=6189756&nAcc=1&file=41>

The screenshot shows a presentation slide titled "The contexts" with a list of coastal sites. On the left side of the slide, there is a photograph of a rocky coastline with a stone wall or structure extending into the sea. The text on the slide is as follows:

**The contexts**

**1. coastal sites:**

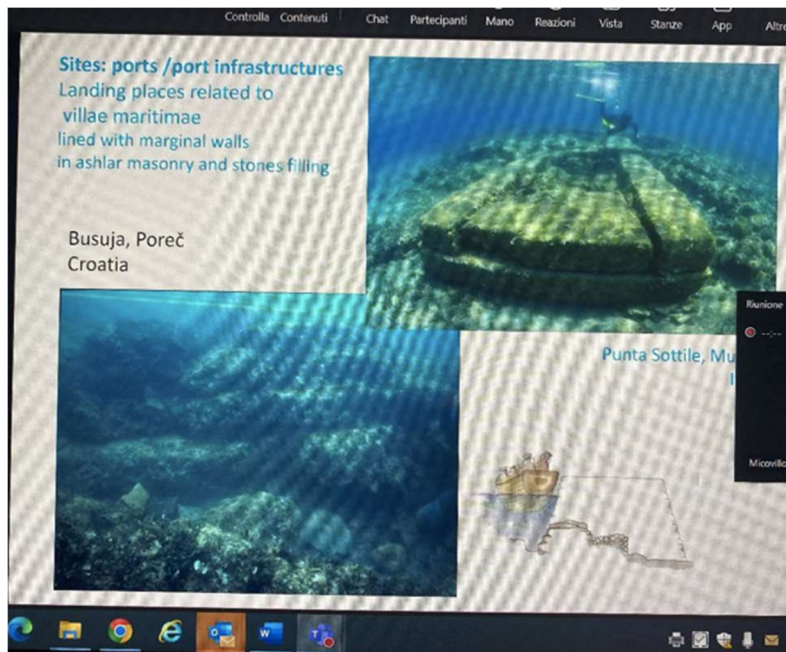
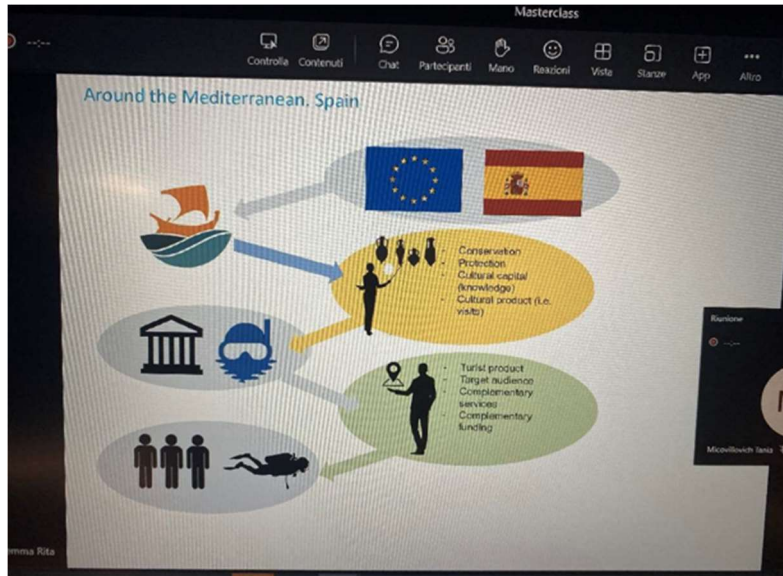
**1a. Sites conceived and built totally or partially on land, today submerged or semi-submerged due to changes in sea level:**

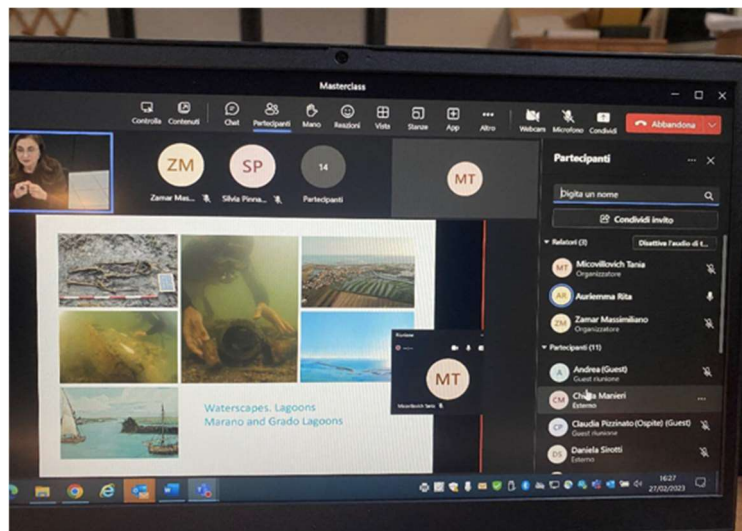
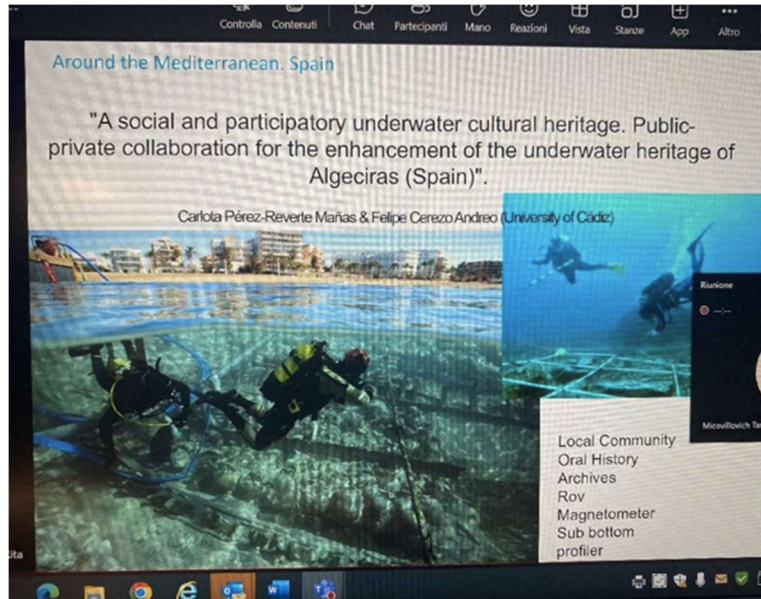
- settlements or parts of them, from prehistoric to modern times; pre and protohistoric villages, urban sites of historical age;
- residential complexes / housing units and utilitarian, productive plants (villae maritimae, domus, fish processing factories, (garismatia, cetariae)
- Sea ports, river ports, endolagunar ports, lake ports, underground ports. Port infrastructures: piers, jetties, breakwaters, docks, lighthouses, slipways, dockyards/shipyards, warehouses/horrea, access systems/channels, etc.
- Bridges, embankments and bank reinforcement structures (in particular in lakes and rivers)
- Quarries
- Wells, cisterns
- Caves/sanctuaries

**1b. Sites created directly in the water, sometimes regularizing natural evidence:**

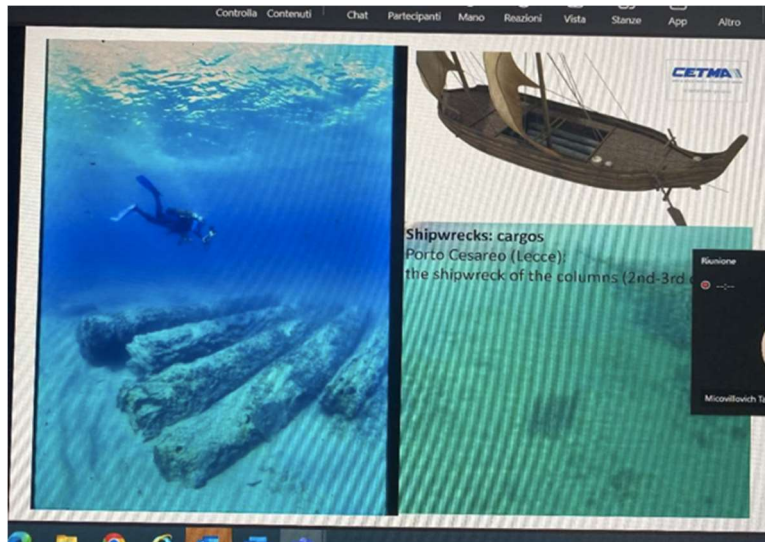
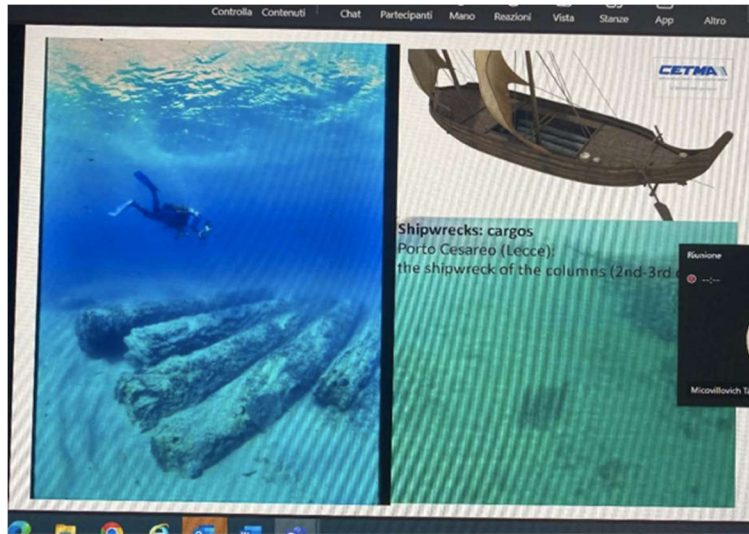
- fish farming systems: fishponds (piscinae/vivaria)
- Caves/nymphaea
- Mooring sites / loaders (caricatori)

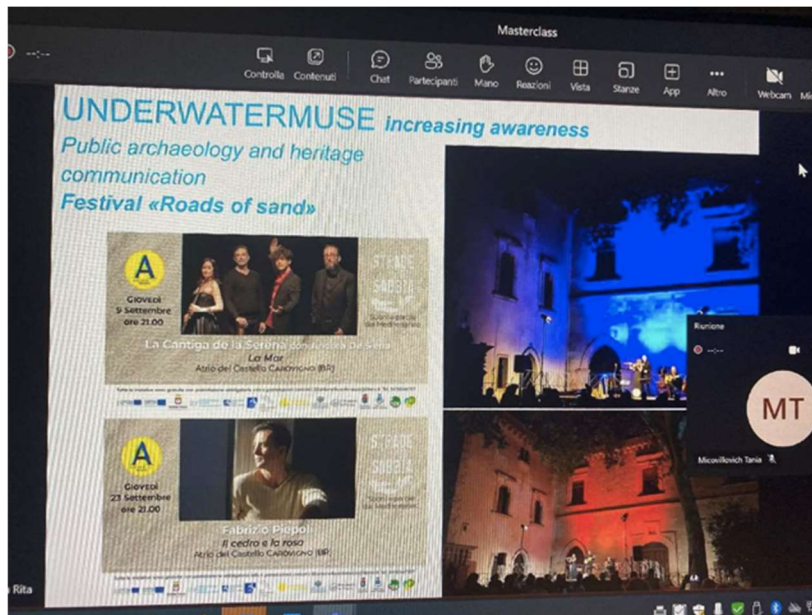
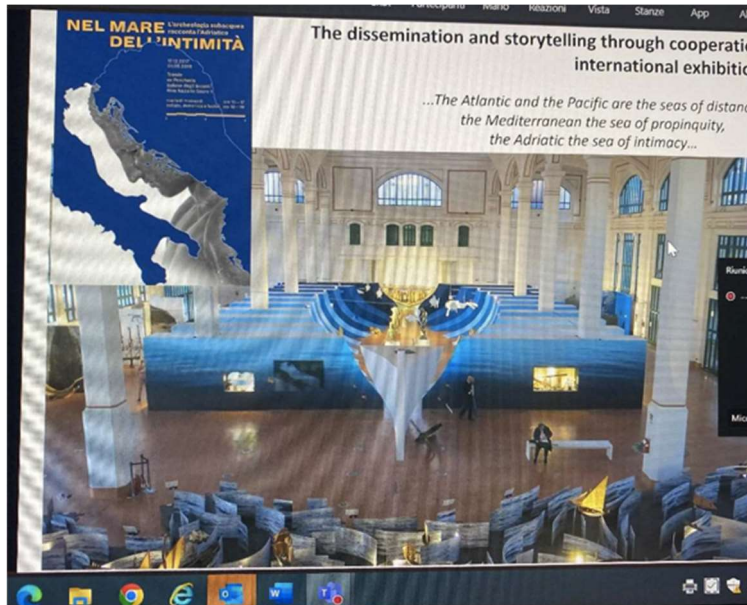












← Ente Regionale Patrim... 🔍

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 **Ente Regionale Patrimonio Culturale del Friuli Venezia Giulia** 25 Feb · 🌐

🕒 Lunedì 27 febbraio, dalle 16 alle 18, seconda Masterclass del progetto Boost5 Project - Interreg Italy-Croatia Programme

Making the invisible visible. The submerged heritage takes up the challenge of the enhancement.

📄 Per partecipare clicca qui: <https://tinyurl.com/34zufwab>

📄 Per maggiori informazioni: <https://tinyurl.com/wdtbkxe7>

 **Boost5 Project - Interreg Italy-Croatia Programme** 23 Feb · 🌐

🕒 È l'ora della #2ª Masterclass Programme organizzata da Ente Regionale Patrimonio Culturale del Friuli Venezia Giulia 🕒

Nome... Altro...

⚙️ - Valuta questa traduzione



👍 4   Condivisioni: 1

👍 Mi piace   💬 Commenta   ➦ Condividi

## 2.6 Masterclasses' youtube videos

PP	LINK
LP - TECNOPOLIS	<a href="https://www.youtube.com/watch?v=NvryTYSfcB8">https://www.youtube.com/watch?v=NvryTYSfcB8</a>
PP1 – FRIULI INNOVAZIONE	<a href="https://www.youtube.com/watch?v=QnJeF_ct2HI">https://www.youtube.com/watch?v=QnJeF_ct2HI</a>
PP2 – SIPRO FERRARA	<a href="https://www.youtube.com/watch?v=B4OhjfFuaQc">https://www.youtube.com/watch?v=B4OhjfFuaQc</a>
PP4 – MARCHE REGIONE	<a href="https://www.youtube.com/watch?v=MiHZqTUuxHE">https://www.youtube.com/watch?v=MiHZqTUuxHE</a>
PP7 - ERPAC	<a href="https://www.youtube.com/watch?v=ied3aZFbSpA">https://www.youtube.com/watch?v=ied3aZFbSpA</a>

## 3 Conclusions and recommendations

The overall objective of the Masterclasses programme was to raise knowledge of tourist actors about new methods and skills and to provide information and innovative methods to relaunch a tourist destination in different ways, with a sustainable approach and development, promoted by the project.

The innovative topics discussed during the meetings focused on the promotion and redevelopment of a destination by raising awareness of the stakeholders involved. The target groups appointed had benefit from the engagement and the learning process and the possibility to acquire new competencies. The topics of the Masterclasses included ways to face issues and to take advantages of the opportunities in the growing sustainable and competitive tourism sector.