Guidelines for design and exploitation of alternative Natural and Cultural Routes in the IT-HR area promoting accessibility, sustainability and delocalization of touristic flows toward less known attractiveness

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Contents

EXECUTIVE SUMMARY

Series of documents and events such as the High Level event contributions, Journalist Study Visit, Inventory of heritage in minor territories, Thematic best practice catalogue, White paper on financial opportunities, EUSAIR Pillar 4 'Air Cultural Routes' flagship paper, Study Visits, Masterclasses programme and Capacity building workshop for policymakers set the base for the BOOST5 output «Guidelines for design and exploitation of alternative Natural and Cultural Routes in the Italy-Croatia area promoting accessibility, sustainability and delocalization of touristic flows toward fewer known attractions». Output 3.1 will support improvement of administrative policies to foster cultural assets as a growth resource, both at regional and cross-border level. All the documents mentioned can be found on the official website of the project: https://programming14-20.italy-croatia.eu/web/boost5.

1. Introduction

Through a series of activities such as desk research, state of play analysis and matchmaking among project partners included in BOOST5 the aim was to capitalize previous projects findings and results in particular with reference to: digitalization and capacity building models for sustainable tourism, 360° accessibility strategies for less known in-land, underwater and industrial urban areas, re-use and temporary use models/best practices for regenerative tourism policies. 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.

Objectives of this guidelines in relation to EUSAIR pillar 4 is to provide pool of usable and transferable innovations, show strengths of the regions around flagship priorities, support Smart Specialisation Strategies (S3/S4) implementation, present needs of innovations towards decision

makers/policymakers to embed innovation potentials (in the flagship priorities and regional and national programmes) and provide networking opportunities and best practice exchanges. BOOST 5 main focus was on the development of networking opportunities and the design of best practices catalogue that could serve as the bases for future projects in Italy-Croatia region.

1.1.   Purpose and scope of the guidelines

The guidelines are intended for use in resource-limited settings in situations when tourism development is faced with obstacles that cannot be solved without careful implementation of series of guidelines. The goal of the guidelines for design and exploitation of alternative Natural and Cultural Routes in the Italy- Croatia area promoting accessibility, sustainability and delocalization of touristic flows toward fewer known attractions can determine future tourism development in minor areas providing them with the same basis that can be applied in both Italy and Croatia. In addition, the guidelines can be modified according to the needs of a specific geographical region since both Italy and Croatia develop various tourism types in different surroundings and are often faced with similar or identical obstacles.

The overall goals of this guidelines are to assist national governments but also local stakeholders and population to improve the design, implementation, performance and evaluation of tourism activities contributing to the progressive realization of 360° accessibility strategies for less known in-land, underwater and industrial urban areas.

design	implementation	performance	evaluation	possible re-use in a different setting

Figure 1 Creation of guidelines
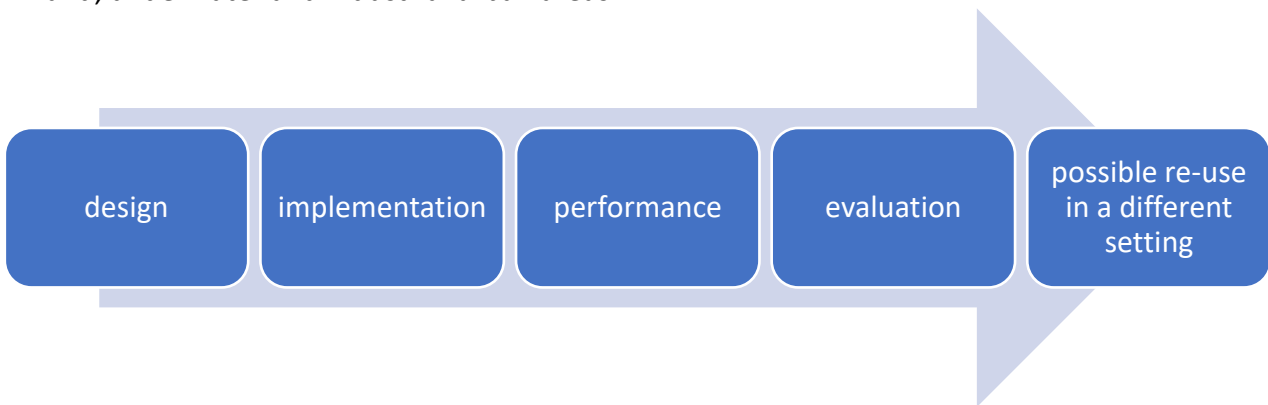
1.2. Methodology

During the BOOST5 specific methodology composed of a series of approaches and methods was used. It focused on online and offline events, promotional campaigns and media coverage for all the events and digital and web-based activities in order to raise the project visibility. Similar methodology can be used for future projects based on the results achieved by BOOST5.

Table 1 BOOST5 approaches and methods for the establishment and promotion of cultural routes

Project activities	Project deliverables	BOOST5 APPROACHES AND METHODS FOR ESTABLISHMENT AND PROMOTION OF CULTURAL ROUTES
A 2.1 Online and offline events	D 2.1.2 Local events to raise stakeholders' awareness	_Organisation of public local events to present the project & engage stakeholders
	D 2.1.3 High level sectorial event	_Event illustrating opportunities & challenges for promoting sustainable tourism development
	2.1.4 Presentation of BOOST5 at events organized by EU institutions	_Participation in the EU Institutions and Programmes relevant for project topics to develop synergies
A 2.2 Promotional campaigns and media relations		_Journalist study visits
A 2.3 Digital and web-based activities		_Project website _Video portraits and testimonial interviews
A 3.1. Exchange and exploitation of project results	D 3.1.1. Inventory of heritage in minor territories	_Database / atlas of representational heritage in minor territories
	D 3.1.2. Thematic best practice catalogue	_Database / atlas of best practices in promoting thematic routes
A 3.2. Contributing to the next programming period	D 3.2.1. White paper on financial opportunities	_Overview of financial opportunities for development of cultural routes in 2021-2027
	D 3.2.2. EUSAIR Pillar 4 'Air Cultural Routes' flagship paper	_Questionnaire for defining topics of interest _Transnational co-design labs for preparing project proposals
A 3.3. Awareness raising and engagement	D 3.3.1. Study visits	_Study visits as promotion of diverse practices (established thematic routes) and themes
	D 3.3.2. Masterclass programme	_Masterclass programme for diverse stakeholders
	D 3.3.3. Capacity building workshop for policymakers	_Capacity building workshop for policymakers
	D 3.3.4. Memorandum of Understanding	_Establishing a cooperation network of Permanent Cross-Border Observatory

2. Overview of the Italy-Croatia area and the tourism development

Republic of Croatia and Italy being a country highly relying on tourism industry, COVID-19 restrictions raised the issue how will it influence economy in general. In 2019 total number of tourist arrivals in Croatia was 19.5 million, in 2020 it decreased to 6.9 million, and in 2021 after the relaxation of COVID-19 measures numbers increased to 12.7 million. With 65 million tourists per year (2019) according to ISTAT, Italy is the fifth most visited country in international tourism arrivals. n 2020, the situation in Italy was the same as in Croatia and the COVID-19 pandemic outbreak caused unprecedented disruption to the tourism sector. Until the end of the first quarter in 2020 numbers of tourist arrivals almost came to zero level. In 2020, international arrivals decreased by 61.0% to 25.2 million, while domestic tourism decreased by 37.1% to 34.1 million. An estimated EUR 27.0 billion was lost in tourism expenditure from international visitors. In 2021, international arrivals remained 58.3% below 2019 levels, totaling 26.9 million tourists. The top source markets in 2021 were Germany (17.1%), France (14.5%) and Austria (9.3%). Tourism expenditure from international tourism was EUR 21.2 billion in 2021, 52% below 2019.

Tourism destinations - Share of nights spent by international guests, 2021
(% of all nights spent at EU tourist accommodation by tourists travelling outside their own country of residence)
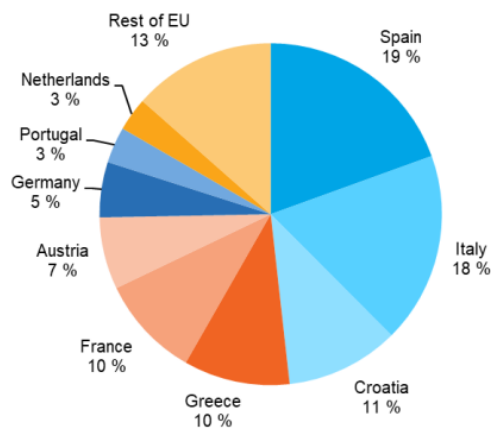
Source: Eurostat (online data code: tour_occ_ninat)

Figure 2 Tourism destinations – share of nights spent by international guests, 2021

Domestic tourism is an important part of the Italian tourism sector, accounting for 56.4% of total tourism expenditure in 2019. Domestic tourism has rebounded more strongly recording, 37.2 million tourists in 2021, 31.5% below pre-pandemic levels (OECD tourism trends and policies, 2022).

However, while there was some improvement in 2021, figures remained far from pre-pandemic levels. Eventually, domestic travel has reopened, with continued restrictions on international and overseas travel. Occurrences such as COVID-19 indicated the fragility of tourism industry and stressed the importance of implementation of measures that would help the evolution of distinct tourism types that could be more resilient to similar circumstances in the future. According to the data by Eurostat both Croatia and Italy can be considered important tourism destination in within the EU context.

2. Natural and Cultural Routes – rethinking tourism

In 2011, Esra Karataş defined the concept of cultural routes in a broader perspec-tive (Karataş, 2011: 15); "A regional, national or continental scaled transportation corridor, whether created today artificially and intended for promotion of tourism, preservation and development, or used in a period of history and reused today, both have cultural and/ or natural heritage elements along, which gains its significance with presence of this heritage." It is obvious how natural and cultural assets always collide and cannot be investigated as a separate but joint unit which is very often proven in the creation of tourist routes in Italy and Croatia.

2.1. Cultural and Natural Heritage in Minor Territories of Italy and Croatia

In the course of BOOST 5 project in the Inventory of heritage in Minor Territories numerous natural and cultural assets were presented in order to present the diversity of the following regions: Puglia, Friuli Venezia Giulia, Ferrara, Rijeka and Gorski Kotar, Marche region and Zadar County. An Inventory and the Methodology upon which it has been created can serve as the basis for other tourists' regions that still have not valorised all the assets within their territory.

Table 2 Methodology for the creation of the Inventory of heritage in Minor Territories

Name of the asset
Natural or cultural
Territory (urban, in-land, archaeological, dismissed, underwater, costal, ex-industrial)
Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)

Photography, graphic
Short description (maximum 500 words) (if possible describe how the asset was generated by an interaction between culture and nature and what is currently the meaning of that interaction)
Stakeholders involved (who is involved in maintenance and governance of the asset)
Transport /accessibility connections to the asset (private car, bus, train, bike, on foot, etc.)
Relation to tourism activity /services (for example is there a restaurant in the vicinity, are there organized tours, is the asset part of a tourist offer, accommodation units, is it open for visit, etc.) and with other facilities of the territorial context
Describe if the asset was/is related with Boost 5 Best Practice catalogue or another local BP

No single scientific discipline or method cannot be enough to asses natural and cultural heritage. A combination of methods from a variety of disciplines should be included in order to perform comprehensive assessment of a natural/cultural heritage site. Heritage's cultural and natural value can be detected according to their aesthetic, symbolic, spiritual/religious, social, historical, authenticity, etc. values. After collection of data from all partners it is evident that natural and cultural assets presented are mainly already under certain degree of protection. Interreg projects such as ATLAS, MADE IN LAND, REVIVAL, TEMPUS accomplished their purpose and presented some of the less know assets by adding new values. For example, in Marche region the natural and cultural assets present the heritage that is fostered by the best practices of the macro-regional level – the Permanent Cross-Border Observatory of the MADE INLAND project. The Permanent Cross-Border Observatory involves also the presented local best practices of (i) One Stop Information Center MULINO DA VARANO, (ii) The Virtual Museum of MUSLEO, (iii) TERRA DI PASSO – Virtual Eco-Museum of Riccia, and (iv) The "Fonte Avellana Cultural Heritage Interpretation Centre" of TAKE IT SLOW project. The local best practices introduce natural and cultural assets as the heritage of Marche Region, Emilia Romagna Region, and Molise Region (Province of Campobasso) that are presented within the Inventory. Similar scenario can be detected in other regions investigated for the purpose of this Inventory. All the regions included in the BOOST5 are part of the IT-HR region and have access to the Adriatic Sea. The diversity of landscapes and rich history make this region one of the living laboratories for implementation of numerous practices that can influence future development of sustainable tourism.

2.2. Definition and characteristics of natural and cultural routes

Tourism today is rapidly changing. The tourism sector has evolved in recent times and is faced with major transformation in tourists' preferences and behaviour. This trend is evident in both Italy and Croatia. Aside dominant tourist routes and towns that are the main tourist attractions tourists are starting to create their own routes or follow new ones that can be implemented in minor areas. New technologies offer access to information on all possible natural and cultural routes a tourist can find in the region he is about to visit. New routes can be formed based on a for example a series of similar but also a series of distinct assets but in a same region. All can be set based on the previous experiences and implementation of already established natural and cultural routes in Croatia and Italy, but also other EU countries minor areas.

A route in tourism can be defined as an established or selected course for travel consisting, typically, of secondary roads with significant scenic, cultural, historic, geological or natural features and including vistas, rest areas, and interpretive sites matching the scenic characteristics of the course. Cultural Routes are certified and evaluated regularly by the Enlarged Partial Agreement on Cultural Routes of the Council of Europe, based on compliance with several criteria established by the Committee of Ministers:

- ✓ Involve a theme representative of European values and common to at least three countries in Europe;
- ✓ Be the subject of transnational, multidisciplinary scientific research;
- ✓ Enhance European memory, history and heritage and contribute to interpretation of Europe's present-day diversity;
- ✓ Support cultural and educational exchanges for young people;
- ✓ Develop exemplary and innovative projects in the field of cultural tourism and sustainable cultural development;
- ✓ Develop tourist products aimed at different groups.

Natural assets can also be included within such a definition already implemented in the Cultural Routes of the Council of Europe programme launched in 1987 to demonstrate, by means of a journey through space and time, how heritage from different countries of Europe contributes to a shared cultural heritage.
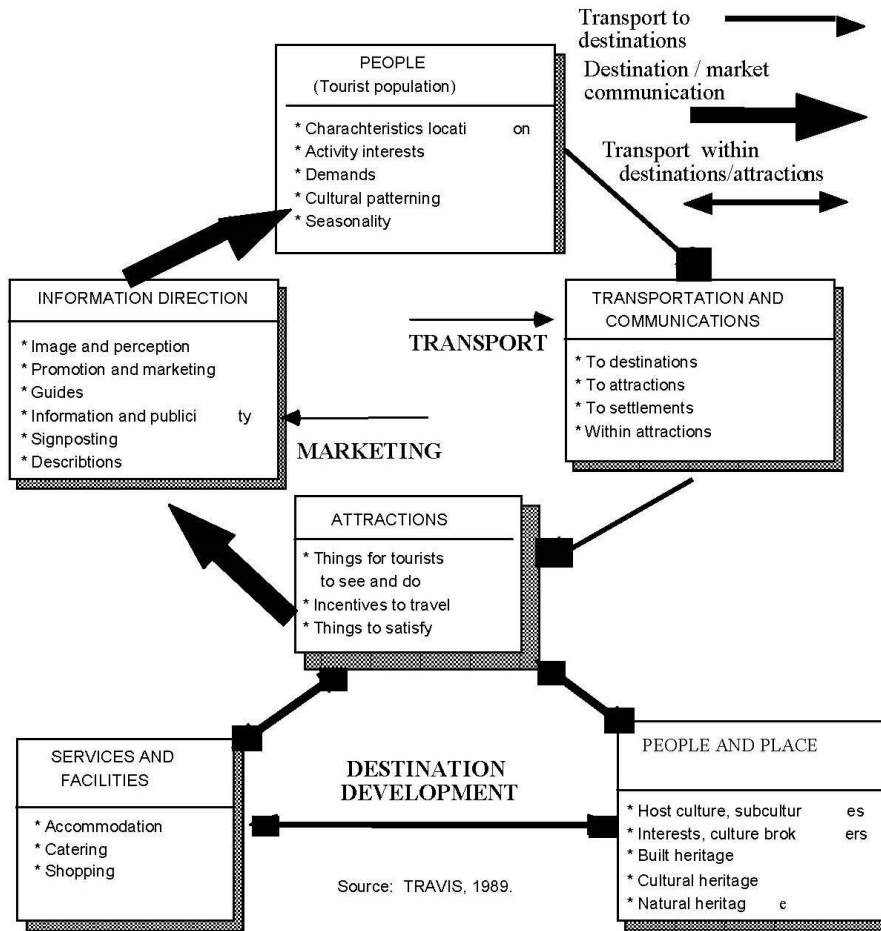
Figure 3 Tourism environment system

3. Designing Alternative Natural and Cultural Routes

Design of alternative natural and cultural routes needs to be based upon the relevant content and findings of the supporting project deliverables, mainly:
- ✓ 2.1.3 High Level event contributions
- ✓ 2.2.3 Journalist Study Visit
- ✓ 3.1.1 Inventory of heritage in minor territories
- ✓ 3.1.2 Thematic best practice catalogue
- ✓ 3.2.1. White paper on financial opportunities
- ✓ 3.2.2. EUSAIR Pillar 4 'Air Cultural Routes' flagship paper
- ✓ 3.3.1. Study Visits

✓ 3.3.2 Masterclasses programme
✓ 3.3.3. Capacity building workshop for policymakers

By raising awareness of the importance of cultural and natural heritage, we keep the traditions and uniqueness of our regions alive; we realise the full potential of undeveloped tourist destinations. BOOST5 project identified poorly developed tourist sites, isolated areas, abandoned heritage, and low adoption of digital solutions in tourism. Subsequently, strategies were developed to create new and sustainable tourist initiatives, attractions, goods, and services.

BOOST5 uses the results of five previous projects funded by the Interreg V A Italy-Croatia CBC programme, which supported economic growth in the Adriatic territory (ATLAS), protected and valorised unexploited natural and cultural capital (MADE IN-LAND), directed the attention of regional and local communities and potential investors to lost heritage (REVIVAL), created pop-up exhibitions in the area's ports (TEMPUS), and grew underwater eco-museums (UNDERWATERMUSE).

BOOST5 aims to remove major obstacles to the full development of sustainable tourism through capacity-building, finding new market opportunities, promoting environmental awareness, and paving the way for accreditation of tourist areas. Tangible results achieved by implementing BOOST5 strategies and methods are:

1) a written thematic best practices catalogue with over 30 examples of projects that can be used as a reference for future ones;

2) an inventory of different examples and types of heritage in minor territories of Italy and Croatia (urban, inland, archaeological, underwater, coastal, industrial) that could be included in sustainable cultural routes;

3) guidelines for the design and exploitation of alternative natural and cultural routes in Italy and Croatia;

4) the white paper identifying financial opportunities to improve the tourism sector in the programming period 2021 – 2027. The document provides an overview of the main financial instruments (both transnational and national) that can be used to achieve this. As a key reference point, the white paper takes into account pillar 4 of the EU strategy for the Adriatic-Ionian region;

5) the flagship paper containing a comprehensive set of new project ideas and proposals for the 2021 – 2027 programming period, aiming to develop sustainable and thematic natural and cultural routes in the minor territories of Italy and Croatia, inspired by the above-mentioned best practices catalogue;

6) the permanent cross-border observatory. New organisations will be able to join the initiative established by the MADE IN-LAND project, participate in implementing the cross-border strategy and contribute to using natural and cultural heritage to promote the sustainable development of inland areas;

7) the masterclasses programme, consisting of five permanently available online trainings, to give those working in the tourism sector the knowledge and skills to allow them to relaunch tourist destinations and take advantage of sustainable tourism opportunities.

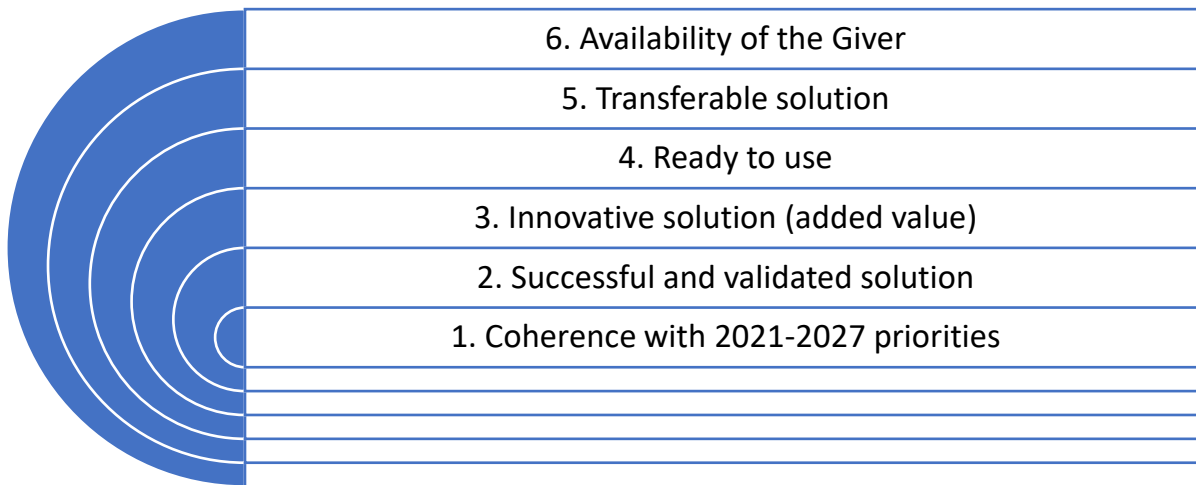| 6. Availability of the Giver |
| 5. Transferable solution |
| 4. Ready to use |
| 3. Innovative solution (added value) |
| 2. Successful and validated solution |
| 1. Coherence with 2021-2027 priorities |

Figure 4 Capitalisation criteria for BOOST5 projects

In creating future natural and cultural routes one should also have in mind tools already developed by previous projects such as ATLAS, MADE IN-LAND, REVIVAL, TEMPUS and UNDERWATERMUSE.

MADE IN LAND within which the Cross-Border Observatory has been established by signing the Memorandum of understanding that recognised the network of relevant stakeholders. It is a network of subjects who combine their skills and activities to generate new projects and financing opportunities consistent with the objectives of sustainable enhancement of the natural and cultural heritage of the territories. It has been designed, sharing the principles of the a Cross-Border Strategy for in land areas development prepared in the context of the Made-in-Land project and based on understanding the transformations of local landscapes that require a deep and prolonged observation over time, with the aim of enhancing the natural and cultural heritage of local landscapes in the inland areas.

Further, the Cross-Border Observatory of the MADE-IN-LAND project moves from the basics of the Council of Europe Landscape Convention that gives equal attention to the physical and scientific components of the territory as well as to the subjective ones that derive from perceptions and interpretations of the community. The Cross-Border Observatory regards landscape as the interaction of culture and nature, community and territory. It provides opportunities for more balanced and sustainable development of territories, communities, and tourism – therefore is in line with three (3) priorities:

- ✓ SO 1.1 Research and innovation for the sustainable growth and blue economy;
- ✓ SO 2.2 Protection of nature and biodiversity for the green and resilient shared environment;
- ✓ SO 4.1 Culture and tourism for sustainable development.

The Cross-Border Observatory is validated within the network of five (5) pilot areas during the MADE-IN-LAND project (2017-2019). Further are developed projects that support the Observatory principles: the Virtual Museo of Musleo (San leo municipality), One Stop Information Centre Mulino

da Varano (Muccia Municipality), Terra di Passo – Virtual Eco-Museum of Riccia (Riccia Municipality-Campobasso).

The introduction of the CBO has brought back to the central role of local actors in the actions of government, control, and monitoring of the transformation processes of local landscapes. The awareness of the landscape, cultural places, and heritage values enables utilisation in cultural tourism and contributes to the indigenous development of local communities. The development of inland areas, whose identity is expressed by the deep relations of historical belonging between the local landscapes and the communities that inhabit them, is part of complex processes of territorial transformation, which need to be observed over the long term and with the contribution of local actors.

The CBO has been established by signing the Memorandum of understanding between the members (network) of the Observatory. As the Memorandum has been prepared and signed, it can be adapted/applied by the third parties, since the aim of the PCO is involving other institutional Bodies, Associations, or other Stakeholders, who already work on the themes of enhancing the landscape, of sustainable of inland areas and of promoting the natural and cultural heritage.

The possibility of sharing/transferring of Cross-Border Observatory in another spatial context is confirmed by the fact that the areas of impact (culture, nature, tourism) are transversal to multiple sectors and organisations. The choosing of the relevant stakeholders has to include active and interested stakeholders as well as those most capable of participating in the Observatory, intended as a network and cooperation body between members of the Interreg project. In this view it was decided to capitalize it within BOOST5 project   Marche Region as partner that developed the Cross-Border Observatory is ready to share the experience and contribution to the capitalisation/transfer process.

TEMPUS Toolkit aimed to foster the creation of heritage driven entrepreneurial realm in across the Adriatic Sea and beyond; it is based on the following pillars: 1. active engagement of enterprises, for fostering the creation of collaborative environments; 2. awareness rising on the importance of evolving culture through incremental innovation processes, to gain disruptive innovations; 3. creation of closer links between the quadruple-helix actors to facilitate the development of a favourable framework for sharing economy. The output is consistent with Priority: 4 - Culture and tourism for sustainable development, especially when referring to higher number of qualified human resources in the tourism sector.

ATLAS platform is a virtual place aimed to animating the community of cultural tourism operators in the cross border area. For this purpose, the platform has been structured in 3 sections: Networking/Innovation Hub/Virtual Learning. Innovation hub shows the map of stakeholders, networking has been designed as a virtual place where to post expression of interests, partners or providers search as well as to promote project related initiatives; virtual learning is the sections where contents, presentations and videos from training activities are uploaded.

Valorizing and preserving the cultural heritage is a key challenge for the competitiveness and sustainable growth in the Italy-Croatia crossborder area. New trends of the cultural tourism sectors, as digitalization and experimentation of alternative tourism approaches based on living experiences.

The project ATLAS is capitalizing the baseline methodology and tools developed by the IPA Adriatic SMART INNO project, and is aimed at supporting the economic growth by stimulating innovative models of cultural tourism and leveraging creation of innovative tourism products, by means of digital technology tools, promotion of new business ideas and improving infrastructure accessibility for disadvantaged groups, that will all contribute to develop competitive tourism destinations and to decrease the seasonality.

Figure 5 Atlas platform

In all the Italian and Croatian cities and towns involved in **REVIVAL**, there are many dismissed areas, buildings (e.g. summer camps, schools, barracks, military fortifications) and industrial complexes lying in a state of neglect and decay. Many of these realities have an architectonical and historical meaning, representing remarkable examples of industrial archaeology, rationalist and modernist architecture or various military fortifications and bunkers as well as abandoned schools built during the Austrian-Hungarian period, along the Croatian coasts or on islands. This is an almost totally lost heritage, that today must be re-discovered, revitalized and reused for multiple reasons: memory building and keeping; making the cities and towns more compact and hence more sustainable, instead of pursuing an endless territorial/urban development based on the urban sprawl; fill in the urban/territorial/social voids, caused by the presence of abandoned areas and buildings, situated often in central areas; create spaces to host temporary cultural/artistic events and hence new poles and community hubs for the attraction of creative people as well as of tourists and social life. As we speak about hundreds of outstanding testimonials located in Italy and Croatia, tackling in a smart and sustainable way, as REVIVAL will do, these challenges will allow to transform the lost cultural heritage in a leverage for a sustainable and more balanced territorial development (as required by the priority 3.1 of the Italy-Croatia cross-border programme), in which a relevant abandoned man-made heritage will play a central role.

REVIVAL tackles the issues above through a result-oriented approach consisting of:

- ✓ Realization of small works to clean and make accessible (with sufficient safety standards for users and visitors) the buildings/fortifications of public property and in an acceptable status;
- ✓ Organization of artistic and creative events hosted in the dismissed buildings/areas concerned (made accessible through the small works mentioned above), to attract creative people and tourists as well as to raise the awareness and attention of local communities, policy-makers and potential investors on the lost heritage concerned;
- ✓ Promote a new tourism offer, joined by a common joint cross border brand and linked to a Cultural Route of the lost heritage of '900 in the Adriatic to attract cultural tourists;
- ✓ Search for potential private investors for wider future projects of reuse.

UnderwaterMuse targeted local communities as long-term keepers of vitality at tourist destinations, promoted co-creative partnerships among tourism and cultural actors, public decision makers, creative companies, associations of citizens, facilitating exchange of information. The project's objective is to transform the site into an underwater archaeological park (or eco-museum) through innovative and/or experimental methodologies and techniques in order to try to reduce the loss of important cultural heritages as well as to guarantee an economic spin-off deriving directly from the creation of a sector linked to the tourist-cultural promotion of the context of reference.

An immersive VR approach renders underwater sites accessible to a wider public, including people with different kinds of disabilities. Building capacity for professionals already working in this field will help them adapt to a "museum for all" concept, in spite of limited organizational or financial resources. Training diving guides will improve the immersive experience of underwater sites. Regional action plans will enhance environmental management and preservation of coastal areas harbouring those sites. Based on the gained experience, an innovative promotional GIS tool, the 'UnderwaterMuse MAP' for promoting underwater sites with accessibility standards, will be developed. The 'UnderwaterMuse MAP' will be promoted at transnational, national and local level, in the Adriatic and beyond, thus guaranteeing its sustainability and transferability during and after its implementation. The interdisciplinary partnership from 4 different regions will carry on pilot actions focusing on transform sites with a strong potential as experience-based tourist destinations testing a sustainable tourist offer in areas less interested by major tourist flows.

3.2. Best practices and examples of sustainable route design

In the course of BOOST5 a design thinking activities at territorial level with different local communities (CCIs, artisans, tourism operators, young people, tourists, etc.) where performed in order to facilitate the development of impact actions aimed at improving accessibility, valorizing the connections and synergies (win to win cooperation) and to promote tourism/naturals/cultural assets together with the related economic and social activities within an innovative territorial management system. During the project study and journalist's visits were organized by each

partner. The same may be applied for other areas having in mind specific goals that need to be followed during the creation of a study and journalist study visit. In the following subchapters examples of possible cultural routes are provided, either presented live or online.

Table 3 Goals set before planning study and journalist's study visit

		Study visit	Journalist' study visit
GOALS		✓ Directly discover places and tourism products ✓ Presentation of best practices and minor heritages for sustainable cultural tourism ✓ Presentation and testing new cultural routes created within the project	✓ Directly discover places and tourism products ✓ Get visibility on media ✓ Get publication of press reviews ✓ Presentation and testing new cultural routes created within the project

3.2.1. Grado Study visit, Friuli Venezia Giulia Region

Tour visit / experience description and added value

The Grado tour visit was led by the representative of the G.I.T., **Leonardo Tognon**, starting from the new and attractive Info Point of Fondazione Aquileia, placed on the seafront. The first part of the guided tour showed the beautiful hotels and palaces/mansions built in the last century along the seaside of the "Island of the sun", when Grado was part of the Austro-Hungarian empire and a favourite destination for the Habsburg aristocracy who visited the island from the 19th century onwards to partake in sea bathing and to enjoy the island's excellent Sea Spa: the elegant Promenade, Ville Bianchi with their perfect Liberty style and with the historic Imperial gate, parallel to the avenue Regina Elena leading to the historic city center and tennis court, and flanked by beaches, such as the Imperial beach.

The second part was dedicated to the historical center of the city, and in particular to Campo dei Patriarchi, the central square, dominated by the Basilica di Santa Eufemia and the contiguous Basilica di Santa Maria delle Grazie, Grado's oldest church.

Main objectives and results of the visit

The study visit aimed at focusing sites capable of promoting accessibility, sustainability and delocalization of touristic flows in IT-HR Adriatic region, exploiting less known attractiveness. Grado island and Lagoon and its hinterland, including Aquileia, is a perfect mix between nature and culture, but not only; its position was, since Antiquity and still is, strategic, a 'hinge' between land and sea routes. It can offer the enjoyment of natural and cultural heritage, on land and on the seabed, also in situ preserved, such as the Grado 2 Roman shipwreck, become, in the framework of the previous project UnderwaterMuse (always co-funded by the Italy-Croatia Interreg Programme) a real Submerged Museum or Park, and enhanced also through the VR environment, with a 'dry-diving' app. The lagoon of Grado is the result of a long evolution, which has seen the contributions of the rivers, the changes in the sea level, the change in the course of the rivers themselves, the lowering

of the land (subsidence) and the ingress of salt water. The result is that what was once an emerged coastal strip has become a lagoon, covering sites once inhabited and used by man.

The cultural itineraries can include various sites, besides the Grado 2 shipwreck: the submerged structures of Piere di Sant'Agata presumably related to a big breakwater that protected the Grado harbour from the southern winds, and Piere di San Gottardo, probably part of the Roman settlement with some coastal defence structures; several funerary monuments come from this site, now visible along the access avenue of the S. Giovanni Baptistery close to the Church of Sant'Eufemia in the centre of the castrum, the remains of the road that in Roman times connected Aquileia with the sea from the area of Punta del Groto up to the island of Gorgo and Morsano, the remains of houses/warehouses and wooden structures pertaining to works of reinforcement of the marshland in the areas of Tapo Rabante (with a pavement of terracotta cubes still visible under the water), Fondale del Groto, Montaron island, Gorgo island, where also a necropolis area was discovered, Marina di Macia island where you can glimpse stone walls of some rooms, covered by oysters, etc. At the same time, Grado is strictly connected with Aquileia. The Lagoon's archaeological assets aren't part of a structured tourist offer yet, but it should become, made accessible for trekking, kayaking/canoeing, diving and snorkeling visits and especially boat tours, and related to an integrated tourist system. The city of Grado is full of every type of accommodation and restaurant. Travellers and boat owners can find accommodation also in private rentals and guesthouses.

Target group reached

Target group reached were: general public, local, regional and national public authorities, public service 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 environmental and tourism sector), associations, regional innovation agencies, NGOs, education and training organisations as well as universities and research institutes.

Figure 6 Grado Study visit

3.2.2. One Stop Information Center OSIC "Da Varano" ancient mill in Muccia

Tour visit / experience description and added value

Inaugurated on 25th June 2021 within the Made-in-Land project, the One Stop Information Center OSIC "Da Varano" ancient mill in Muccia represents a real hub between fast and slow mobility" and an innovative center in which, through the use of IT and technological supports, the tourist can access in a physical and digital mode to the natural and cultural heritage of the Valle del Chienti. The online visit opened with a presentation by the mayor of Muccia of the mill, its history and functioning. Afterwards, Globe Inside srl., the company managing the centre, showed the participants the centre's IT devices and tools: innovative computer and technological supports enable tourists, operators and local residents to book all kinds of services provided, in a simple, intuitive and fast way. A Destination Management System is made available not only to visitors but also to the entire local community, thus enhancing the attractiveness of the area. Among the main technologies applied there is a native App that allows to use all the digital services directly on smartphone or tablet, making it possible to geo-localise the destination, and enables to search and book directly all the tourist attractions offered by the territory itself. Another service available is the Web-App, a digital multimedia guide that provides a guided tour of the Mulino da Varano and the historical centre of Muccia. Lastly, streaming software has been applied to make it possible to visit many of the places and assets that are not yet accessible due to the damage caused by the 2016 earthquake. These tools allow a real exploration of the territory through digital media that make networking and collaboration between public and private entities possible, aimed at enhancing the natural and cultural heritage, capable of 2 guaranteeing the booking services of the resources provided by the territory, such as restaurants, visits to wineries, ect. Finally, all the activities organized in and starting from the OSIC such as walks among the mills, yoga, the presentation of books and fresh pasta courses were presented, making it the starting point for discovering the territory.

Main objectives and results of the visit

The online study visit of the One Stop Information Center (OSIC) Da Varano ancient mill, Muccia (Italy) promotes accessibility and sustainability of cultural sites in the area as a best practice improved by Made-in-Land project. Actually, the purpose of the OSIC's services is to improve the accessibility, both physical and virtual, to the natural and cultural assets of the inland areas of the upper Chienti Valley, allowing access to goods, services and products offered by the territory: from booking visits to churches and museums, to hiring bicycles, to securing one's own table at a restaurant, between a visit and an excursion. Moreover, this study visit allowed participants to discover new tourism products and a best practices and minor heritages for sustainable cultural tourism in Marche Region.

Project partners and local stakeholder had the chance to discover the OSIC, a cultural site which promotes a concept of sustainable tourism, where visitors can build close relationship with nature and local culture, can explore the area through different means of transport such as bicycle, e-bike, horse, pedestrian, canoe and mountain bike and can discover the typical local products. In total 14 people joined the online study visit: 1 from Associations, regional innovation agencies, 3 from Education and training organisations as well as universities and research institutes, 8 from Local, regional and national public authorities and 2 from Regional and local development agencies,

enterprises. Furthermore, the online study visit was streamed online in the facebook profile of the "Da Varano Mill" https://www.facebook.com/osicmuccia/ and reached 38 views. The OSIC had an extensive communication campaign within the Made-in-Land project for its inauguration on 25 June 2021 which allowed local relevant stakeholders to discover the touristic site. For this reason, the online study visit was not particularly attractive to local who were already familiar with the tourist site and its activities.

Figure 7 One Stop Information Center (OSIC) Da Varano ancient mill, Muccia (Italy

3.2.3. "From inland to Gargano: cultural heritage, wetlands and biodiversity itinerary"

Tour visit / experience description and added value

This study visit will engage both project partners and local stakeholders to leverage on natural and cultural heritage for new cross-border itineraries creation. The first stop, Lucera, was one of the favorite colonies of the Roman emperor Augustus. Strategic center for the control of the territory and with a flourishing economy, the small town in the Province of Foggia preserves priceless monuments and artifacts. Participants visited the Augustan Amphitheater where they were welcomed by historical re-enactors and the guests get involved in an artisanal experiential laboratory with the "waxed tablets". Then they moved from the hinterland towards the panoramas of the Gargano for a short naturalistic photowalk on the Mergoli-Vignanotica panoramic path (Mattinata), which offers incredible, unspoiled nature and postcard views of the enchanting Baia delle Zagare.

Next stop was the seashore, in Siponto, where in a suggestive location they will taste a light lunch based on local products and a show cooking about a Gargano specialty. After lunch the visit to the Oasis "King Lagoon" in the territory of Manfredonia (or Lake Salso) to experience nature photography and birdwatching among the 240 species that inhabit the lagoon and the panorama of the gulf of Manfredonia, the gateway to the Gargano.

The Oasis, between stretches of water and paths that can be travelled on foot and by mountain bike, is equipped with wooden structures (roof terraces, shed and walkway) for bird watching, and in March it was awarded the "National Award for Landscape 2023" of the Ministry of Culture. Finally, participants visited the Abbey of San Leonardo in Lama Volara, dating back to the 12th century, it is an admirable example of Apulian Romanesque architecture.

The study visit "From inland to Gargano: cultural heritage, wetlands and biodiversity itinerary" allowed participants to experience the many souls of the province of Foggia in a single day. The Gargano area and the strategic tourist planning of Mattinata city are mentioned in the inventory of minor territories and in the best practices catalogue of BOOST5. Also, networking among participants will be promoted in order to start possible new collaboration in the field of cultural sustainable tourism and to improve valorisation of visited sites.

During the visit there were different stakeholders involved: 2 tour guides, 3 event managers and 1 film producer as representatives of regional and local enterprises; 6 travel bloggers and 2 photographers as general public.

Figure 8 "From inland to Gargano: cultural heritage, wetlands and biodiversity itinerary"

3.2.4. Discovering the natural and cultural heritages of Ravni kotari region

Rare are the areas that provide possibility to absorb so many different atmospheres within small distances. Zadar County is just one of them. On a total area of just 7.486.91 km^2 (of which land area is 3.641.91 km^2, the sea area of 3.845.00 km^2 and the island surface of 587.6 km^2) we can: feel the freshness of the Lika air, see the sparkle of karst rivers, enjoy the delights of sailing and visiting 116 islands and islets, enjoy walks through the old towns' centres, national beauties and nature parks, Bukovica karst and Ravni kotari fertile land, experience fishing on the largest Croatian lake, try hiking the longest Croatian mountain and in all other natural, cultural and historic beauties that our county is abundant of. BOOST5 project tackles one of the region's main challenges: valorising and preserving the rich and varied cultural heritage and taking advantage of it in a sustainable way to

support economic development. The purpose of this study visit is to support the sustainable tourism approach in Zadar county and the development of rural tourism while exploiting the preserved joint cultural assets. Also, it aims to present the less-known natural and cultural heritage of the Zadar rural area to stakeholders and the general public. During this tour, the participants discovered the native museum Benkovac, Asseria, Fort Kličevica, Vransko lake, and Heritage hotel Maškovića Han.

Main objectives and results

This study visit promoted accessibility, sustainability, inclusive tourism, and to rediscover experiential tourism and new ways of telling tangible and intangible cultural assets. The participants of this study visit were tourist operators, associations, local and national journalists, the general public, regional development agencies, and representatives of the University in order to promote best practices in supporting territorial development via sustainable tourism and less know rural area.

Target group reached

The participants of this study visit were: tourist operators, associations, general public, regional development agencies representatives and University members.

Figure 9 Discovering the natural and cultural heritages of Ravni kotari region

3.2.5. Historical Shops tour, Ferrara

Tour visit / experience description and added value

The Historical Shops tour aims at the valorization of intangible heritage in a sustainable way and is also integrated within the territorial policies for the enhancement of typical crafts and agri-food products.

The Historical Shops are for the city of Ferrara a precious resource that need to be protected and enhanced. These Historical Shops, with their furnishings and architectural elements, are a living testimony of history, culture and traditions of our wonderful landscape. They represent an

important part of city life and preserve some of the best memories of Ferrara. The Emilia Romagna Region, with a specific Regional Law of 2008 "Promotion and enhancement of historical shops", defined the criteria for the Historical Shops qualification. The aim of the provision is to enhance and safeguard the historical shops as precious testimonies of culture and traditions of citizens, as well as an element of attraction for tourism. In Ferrara the registered Historical Shops are currently 27, but they are still increasing. PP2 Sipro Ferrara, in collaboration with the Municipality of Ferrara, developed a specific plan to valorize the historical shops of the city, by making a survey of the "Historical Shops" registered and of those with the potential characteristics of "Historical Shops", creating a working table with interested stakeholders, comparing good practices in other cities and finally identifying some paths aimed at enhancing the cultural heritage of the city and the "Historical Shops" as an example of promotion and enhancement of the entrepreneurial tradition.

The tour proposed during the study visit is perfect both for tourists, who don't know Ferrara, and Ferrara's inhabitants, who may discover their city from a different perspective. During this tour the participants have discovered the city center from a different point of view thanks also to the tourist guides which have provided information about the shops, landmarks, city's history, literature, and funny events linked with the local history, while walking throughout the city and getting in touch with it. The shops involved in the visit, as written in the agenda, were: *Bar Birraria Giori*, *Farmacia Navarra*, *Pistelli e Bartolucci*, *Schiappelli Borsalino*, *Pizzeria Arcobaleno*, *Casa del guanto*, *Panificio le Delizie di Cappelli*, *Panificio Pasticceria Perdonati*, *Macelleria Paltrinieri*, and *Osteria degli Angeli*. The peculiarity and added value of this tour is the chance to meet and talk with local artisans who lead the participants in their laboratories, to let them taste some specialties, and to participate to a practical demonstration of production (during this study visit the practical demonstration was about Ferrara's typical bread production).

Main objectives and results

This study visit was in line with WP3 project outputs to promote accessibility, sustainability and inclusive tourism, and to rediscover experiential tourism and new ways of telling tangible and intangible cultural assets. The participants of this study visit were tourist operators, associations, some representatives of Ferrara's Municipality, local journalists and bloggers, in relation to one of the project outputs: to promote best practices in supporting territorial development via sustainable tourism. The tour was developed in line with other previous European funding projects like the Italy-Croatia S.LI.DES. and ADRION 5 SENSES; within these projects some experiments were carried out aimed at creating a tourist product that could be fully integrated in the annual offer of the city tourist events. The first involvement of tourism operators took place during the S.LI.DES.' "Lessons of the Territory", aimed at knowing and understanding the territory to better promote it to the tourists. This tour will integrate the tourist offer connecting the local promotion of local handicrafts, local products and brands (as the DECO label), and the local strategical policies.

Figure 10 Historical Shops tour

3.2.6. Rijeka's industrial heritage

Tour visit / experience description and added value

Tour visit includes the exciting Art Kvart Bencic and Rijeka City Museum – Sugar Refinery Palace. This is a guided visit to the newly developed cultural district within the former Rikard Bencic factory complex, showcasing the historical significance of Rijeka's representative monuments. The exhibition at the Sugar Refinery Palace provides a fascinating journey through Rijeka's economic, political, cultural, educational, scientific, and sports history from the 18th to the 21st centuries. It tells a story of the city's transformation as a free royal port in 1719 to its recent designation as the European Capital of Culture in 2020.

Participants experienced the industrial vibe of Rijeka as we stroll along Vodovodna and Ruziceva street, reminiscing about the diverse factories that once thrived here, such as ice factories, leather processing factories, a slaughterhouse, a soap factory, a pasta factory, and more. They discovered the remnants of these industries, including the prominent complex of the Paper Mill Hartera, once the second most powerful cigarette paper factory in Europe. Also, a boat tour took the participants from the Rijeka harbour to the former western industrial zone, in order to witness the historical landmarks that shaped Rijeka's industrial past, including the "Metropolis" port warehouses, the lighthouse and the former oil industry area.

Main objectives and results

The tour is an opportunity to pilot an innovative cultural tourist route in the City of Rijeka, connecting rich cultural and industrial heritage of the city with its attractive seafront. This journalist study visit is in line with WP3 project outputs to promote accessibility, sustainability, inclusive tourism, and to create new ways of valorizing tangible and intangible cultural assets. The participants of this study visit were local and regional journalists that supported visibility of project

activities and contributed to project outputs, specifically *SO1 Designing of tourism integrated approach addressing CB niche destinations*.

Figure 11 Rijeka's industrial heritage

4. Enhancing Accessibility, Sustainability, and Delocalization of Touristic Flows

4.1. Masterclasses programme

The masterclass programme provides 5 lessons 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 focus of this masterclass is sharing experiences about ways, methods and approaches to relaunch a tourist destination, covering all sectors related to the tourism supply.

Masterclasses can be found on the following web pages:

- https://www.youtube.com/watch?v=NvryTYSfcB8,
- https://www.youtube.com/watch?v=MiHZqTUuxHE,
- https://www.youtube.com/watch?v=ied3aZFbSpA, and
- https://www.youtube.com/watch?v=B4OhjfFuaQc.

4.1.1. Certifications for going Green Focus on ETGG 2030

The objective of the 1.5-2-hour masterclass is to provide participants with a concise yet informative overview of sustainable tourism certification and its advantages. The masterclass was designed to

be participant-centred, incorporating expert-led sessions and interactive activities to enhance learning and engagement. The main objectives of the masterclass are 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.

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 travellers, 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 travellers. 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 travellers. By incorporating sustainability into their operations, businesses and destinations can contribute to the overall revitalization and success of the tourist destination.

4.1.2. New promotional campaigns and social media marketing strategies in the tourism sector to relaunch the tourist destination

The topic of the masterclass is the promotion of the local intangible heritage through social media marketing strategies. Ferrara's University has a new bachelor's Degree focused on Cultural Tourism Management, whose main topics 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 (Chamber of Commerce, SMEs Associations in the tourism sector and tourist operators), 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 The masterclass outlined by SIPRO aims to reach students in the tourism fields as well as tourist operators, which may benefit from this tailor-made lesson. Thanks to the active role of SIPRO with the University of Ferrara, the main potential target group is 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 it is possible to extend the involvement to local tourist actors, which may benefit from this lesson. The target groups will benefit from the know how provided by the digital media expert, furthermore they will also have the opportunity to test the new competences practically, based on the real cases proposed by the tourist operators. The participation of different target groups aims to encourage and stimulate the dialogue between different actors involved, directly and indirectly, in the tourism sector. In addition, the transnational features of the masterclass programme will enable the adaptation of the new digital approach tackled to the other tourist destinations involved in the BOOST5 project.

4.1.3. Communicating New Vision of Local Landscape; Travelling Experience of Landscape as Interaction of Community and Territory

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).

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, stakeholder's involvement, digital media and promotion.

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

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.

The masterclass is 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 centres, 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 centres (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. In fact, 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.

4.1.5. Cultural sustainable tourist experience: strategic planning and management in the age of transition

The topic of the masterclass includes the following topics:
- ✓ The evolution of tourism as creative and innovative industry in the age of transition.
- ✓ The paradigm shift of product development and its meaning for strategic planning and management.
- ✓ How cultural tourism helps the development of sustainable tourism and the role of community to co-produce cultural tourism.

The main objectives are to improve the entrepreneurial mind-set for sustainable cultural tourism and 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

4.2. Strategies for enhancing accessibility, sustainability, and delocalization of touristic flow

In order to develop sustainable tourism nowadays it is necessary to raise multiple initiatives aiming 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.

Such actions can be taken by careful planning and organisation on high level events that could gather on one place all relevant stakeholders. By sharing ideas and learning from best practices accessibility, sustainability and delocalization of touristic flows can be accomplished. Sustainable tourism products contribute to knowledge transfer, cultural content and audience development Digital transformation in the field of cultural heritage contributes to a faster acceptance of digital change and encourages partnerships, which is essential for innovation in presentation and development of cultural tourism. At the local, regional and national levels, it is necessary to ensure that cultural heritage enhances tourism (stimulate uncovered niches for local sustainable tourism development), but we also need to implement measures against excessive commercialization of cultural properties.

Eusair, approved by the European Council in 2014, aims to give new impetus to cooperation and investments for the benefit of 10 countries in the Adriatic-Ionian area: 4 EU Member States (Croatia, Greece, Italy, Slovenia) and 6 nonEU Member States (Albania, BosniaHerzegovina, Montenegro, Serbia, North Macedonia and San Marino). Pillar 4, Sustainable Tourism aims to promote responsible tourism development, remove bureaucratic obstacles, create business opportunities and enhance the competitiveness of SMEs in the tourism sector. The goals of Pillar 4 are:
- ✓ Diversify the tourism products and services of the macro-region to address the seasonal demand for inland, coastal and maritime tourism.
- ✓ Improve and innovate the tourist offer, enhance the sustainability and responsible tourism capacity of the macro-regional players.

This Pillar is divided into two topics:
- • Topic 1 – Diversification of the tourist offer (products and services).
- • Topic 2 – Responsible and sustainable tourism management (innovation and quality).

Within BOOST5 and actions taken during the project it is evident that by cooperation and best practice sharing these aims can be fulfilled easily creating benefits for all involved. Therefore, road map for implementation and funding of measures that can be used for design and exploitation of alternative Natural and Cultural Routes in the IT-HR area.
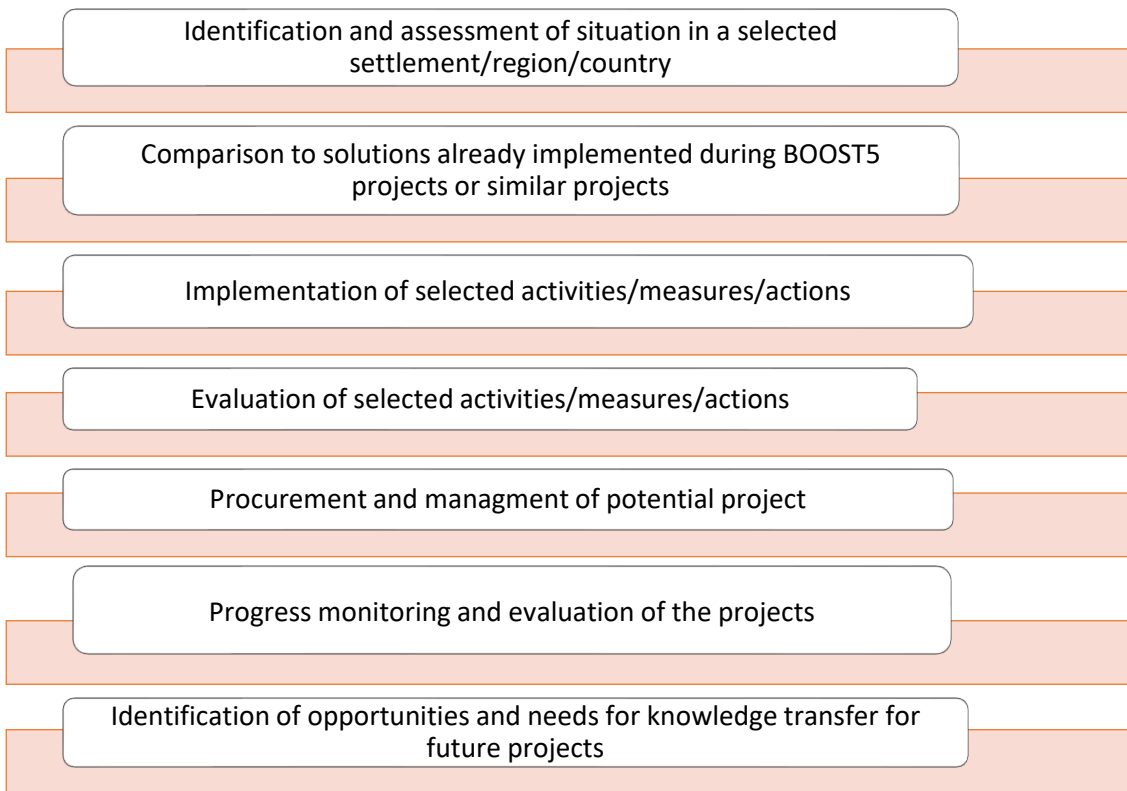
Figure 12 Road map for implementation and funding the BOOST5 measures

5. Conclusion and Recommendations

As it is stated in Masterclasses designed in the course of the project, BOOST5 highlights:
- the paradigm shift of product development looking at the evolution of tourism as creative and innovative industry (Table 4),
- the meaning of this paradigm shifts for strategic planning and management for the touristic experiences,
- how cultural tourism helps the development of sustainable tourism and
- the role of community to co-produce cultural tourism routes (Table 5).

The BOOST5 project tackles one of the main challenges of the Italian and Croatian Adriatic regions: Valorising and preserving the rich and varied cultural heritage and taking advantage of it in a sustainable way to support economic development.

Table 4 Groups of topics presented within the BOOST5 project confirming the paradigm shift

Project activities	Project deliverables	CLUSTERING & NETWORKING SYNERGIES & COOPERATIONS	LOCAL INFRASTRUCTURE & ACCESSIBILITY	BEYOND SUSTAINABILITY	DIGITAL TRANSITION	KNOWLEDGE & EDUCATION & RAISING AWARENESS
A 2.1 Online and offline events	D 2.1.2 Local events to raise stakeholders' awareness	_Connecting with related initiatives (tourism, sustainability, innovation, heritage valorisation, digitalisation) to ensure cross-dissemination, guaranteeing large outreach of target groups	_Good practices for the enhancement of cultural and natural heritage of the territory. Environmental sustainability, slow mobility, traditions _Agreement for the completion and commissioning of the bike routes in the Province of Ferrara	_Why sustainability in tourism and culture? Importance of sustainability, Agenda 2030, new trends in tourism and culture _Sustainable Tourism: What Certification? Exploring the Path to Certification for Cultural and Creative Enterprises in the Tourism Industry _Ecosystem, traditions, art, and creativity to offer sustainable and conscious tourism: the Castellana Grotte experience	_Valorisation and promotion of cultural heritage using modern technologies	_Nature and society without fear
	D 2.1.3 High level sectorial event		_Development of the Adriatic-Ionian cycle route and its related sustainable multimodal connections _Discovering the cultural offer of Friuli Venezia Giulia through slow tourism and long-distance hiking _ Trieste Airport, a multimodal hub open to slow mobility _Sustainable cultural tourism / UnderWaterMuse in Adriatic Region, sustainability, new business opportunities and enhancement of territorial services for sustainable tourism		_Transforming Regional Tourism Through Environmental Certification: Opportunities and Challenges	

			_Adriatic Region slow mobility backbone to connect little-known but highly interesting cultural and naturalistic assets _Management of Landscape in Minor Territories through intersection of speed and slow Mobility			
A 3.1. Exchange and exploitation of project results	D 3.1.2. Thematic best practice catalogue		_ Accessibility strategies for less known in-land, underwater and industrial/urban areas -new transport networks _Innovative territorial management systems	_Regenerative tourism ideas - beyond sustainability _ Spreading the flow of tourists	_Communicating niche destinations _Creating future tourism routes	
A 3.2. Contributing to the next programming period	D 3.2.1. White paper on financial opportunities	_Networking – setting up the stakeholder context		_Need to address societal challenges – project results beneficial for specific end-users and have long-term effects _Considering complementary funding approach for cultural heritage forward tourism		_Assessment of the proposal relevance within the overall strategy as criteria for selecting the best suitable financial instrument
	D 3.2.2. EUSAIR Pillar 4 'Air Cultural Routes' flagship paper	_Clustering and networking _Increasing synergy and better cooperation among all actors present in the same territory	_Interconnection between tourist and local infrastructures would be beneficial for both, by raising the quality of life and attractiveness, accessibility of the landscape	_Sustainable and inclusive tourism	_Creative and digital economy _ICT systems and technologies _Digitalization of tourism with, for instance, the need for specific and comprehensive regional digital platforms	_Education and training for the diffusion of digital technologies _Innovative business models and entrepreneurship support _Better knowledge of the territory's potential would also increase the socio-economic opportunities of the territory itself
A 3.3. Awareness raising and engagement	D 3.3.2. Masterclass programme			_Certifications for going Green Focus on ETGG 2030	_New promotional campaigns and social media	_Cultural sustainable tourist experience: strategic planning

				marketing strategies in the tourism sector to relaunch the tourist destination	and management in the age of transition. The benefits of community participation in heritage interpretation _ Communicating New Vision of Local Landscape; Travelling Experience of Landscape as Interaction of Community and Territory _Making the invisible visible. The submerged heritage takes up the challenge of the enhancement
	D 3.3.3. Capacity building workshop for policymakers	_Return tourism - discovering the origins - Development opportunities of villages and internal areas _PCB strategy for the landscape: Permanent Cross-Border Observatory and Memorandum of Understanding	_Cultural itineraries and the opportunity of pilgrimages of Catholic Jubilee 2025	_Assessment and conservation of cultural heritage: the role of new technologies	

In the Italian and Croatian inland areas, the promotion of new experiences can sustainably enhance the natural and cultural resources and the ancient traditions rooted in those territories. This attractive potential of natural and cultural assets requires to be managed in an integrated way, as an increasingly effective resource to support slow, nonseasonal, conscious tourism, capable of activating virtuous circuits and micro-economies for the territory.

A series of activities undertaken during the course of BOOST5 project can serve as useful guidelines for similar project in the future following numerous themes with emphasizes on inland and mountain heritage and traditions routes, pilgrimage, long-distance walking and hiking routes, cycle routes, network routes of museums and information centres, historical quarter and traditional activities routes, industrial heritage routes and digital, sustainable, and conscious routes.

Table 5 Groups of presented and proposed thematic routes

Project activities	Project deliverables	INLAND AND MOUNTAIN HERITAGE AND TRADITIONS ROUTES	PILGRIMAGE, LONG-DISTANCE WALKING AND HIKING ROUTES	CYCLE ROUTES	NETWORK ROUTES OF MUSEUMS AND INFORMATION CENTRES	HISTORICAL QUARTER AND TRADITIONAL ACTIVITIES ROUTES	INDUSTRIAL HERITAGE ROUTES	DIGITAL, SUSTAINABLE, AND CONSCIOUS ROUTES
A 2.1 Online and offline events	D 2.1.2 Local events to raise stakeholders' awareness							Sustainable and conscious tourism - The Castellana Grotte experience
	D 2.1.3 High level sectorial event		_Cultural offer of Friuli Venezia Giulia through slow tourism and long-distance hiking	_Adriatic-Ionian cycle route				
A 2.2 Promotional campaigns and media relations		_Discovering the natural and cultural heritage of Ravni Kotari (Zadar County)			_Villa Manin – Museum and Park Tour _One Stop Information Center OSIC "Da Varano" ancient mill, Muccia	_Future in the past - The rebirth of the Fossi quarter of Accadia (Puglia) _Historical Shop Tour, Ferrara	_Tour of Rijeka industrial waterfront (maritime and river)	
A 3.1. Exchange and exploitation of project results	D 3.1.1. Inventory of heritage in minor territories	_In-Land heritage			_Archaeological heritage _Underwater heritage	_Urban heritage	_Dismissed heritage _Ex-Industrial heritage	
	D 3.2.2. EUSAIR Pillar 4 'Air Cultural Routes' flagship paper	_ACTUATOR: Adriatic network of Cultural and natural heritage for the sustainable development of Inland tourism		_CIRCLETOUR: Circular System for Eco-Sustainable Cycling Routes Linking the Coast and Hinterland, Engaging Local Communities in Underwater Cultural Heritage Enhancement and Management			_VALORIAN Valorisation of maritime industrial heritage in the Adriatic region through uptake of new technologies	_DIGILOCAL: Empowering Transnational Cultural and Business Collaboration: Leveraging Voucher Schemes and Innovative Strategies to Attract Digital Nomads (DNs) to Minor Territories

A 3.3. Awareness raising and engagement	D 3.3.1. Study visits	_From inland to Gargano: cultural heritage, wetlands and biodiversity itinerary (Puglia) _Discovering the natural and cultural heritage of Ravni Kotari (Zadar County)			_One Stop Information Center OSIC "Da Varano" ancient mill, Muccia (Marche Region)	_Grado Study visit, Friuli Venezia Giulia Region _Historical Shops tour, Ferrara	_Tour of Rijeka industrial waterfront (maritime and river)	
	D 3.3.3. Capacity building workshop for policymakers	_Return Tourism - Discovering the origins" development opportunities of villages and internal areas	_Cultural itineraries and the pilgrimages of catholic jubilee 2025					