Report of identified needs

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Foreword

AdriPromTour objective is to valorize the results of relevant Standard+ and Standard projects in order to promote them at higher level and to wider public in a new, sustainable way, as well as to promote common cross-border identity and heritage.

The valorization is based on sustainable promotion of rich natural and cultural heritage of the border area through development of sustainable thematic cultural routes to contribute to the distribution of tourism flows in a wider geographical area.

The Standard+ and Standard projects involved are ATLAS, Arca Adriatica, HERCULTOUR, REMEMBER, REVIVAL, UnderWaterMuse, VALUE, whose main results will be exploited to enhance the are's common cultural identity and to prepare conditions for further development in the framework of EU Programmes. This will be done by developing a set of documents useful to contribute to the Capitalization Plan of INTERREG Italy-Croatia 2021-2027, and EUSAIR Strategy:

- Cross Border Inventory of the main results of Interreg Italy-Croatia Standard and standard+ projects
- Transnational Inventory of projects main results containing the outputs from different EU funded projects (mainly INTERREG) to capitalize knowledge
- Collection of best practices containing the most significative practices and experiences in previous projects participation
- Reports on needs identified by each partner at local level in the field of enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

These documents will provide valuable information to elaborate the following documents:

- Cross Border exploitation Plan containing solutions for further valorization and capitalization of the relevant Standard and Standar+ project's results;
- Project ideas for INTERREG Italy-Croatia 2021-2027 and Transnational Cooperation programmes;
- Eusair Flagship paper describing the thematic contribution of AdriPromTour to EUSAIR Strategy.

The **purpose of Cross Border exploitation Plan** is to set a **methodology and actions** for further enhancement of projects' results, as well as to promote them and favour the transferability and scalability, thus building on existing knowledge and experience.

Objectives:

- Making the knowledge and results generated by projects more accessible, thus improving the transfer of knowledge, among Interreg and beyond;

- Promoting the re-use and/or transfer of this knowledge and results, in order to support performance and delivery, future policies developments;

- Raising awareness and improving communication of results in order to raise awareness of potential "takers" of the practice/result, even at higher level to influence policies.

3.1.1 — Cross Border inventory of results

3.1.2 — Transnational inventory of results

3.1.3 — Best practices collection

+

3.2.1 — Report of identified needs

D 3.1.5
Cross border exploitation plan

D 3.2.2
3 project ideas IT-HR 21-27 +
1 project idea (MED, ADRION, or CEU)

D 3.2.3
EUSAIR Flagship paper
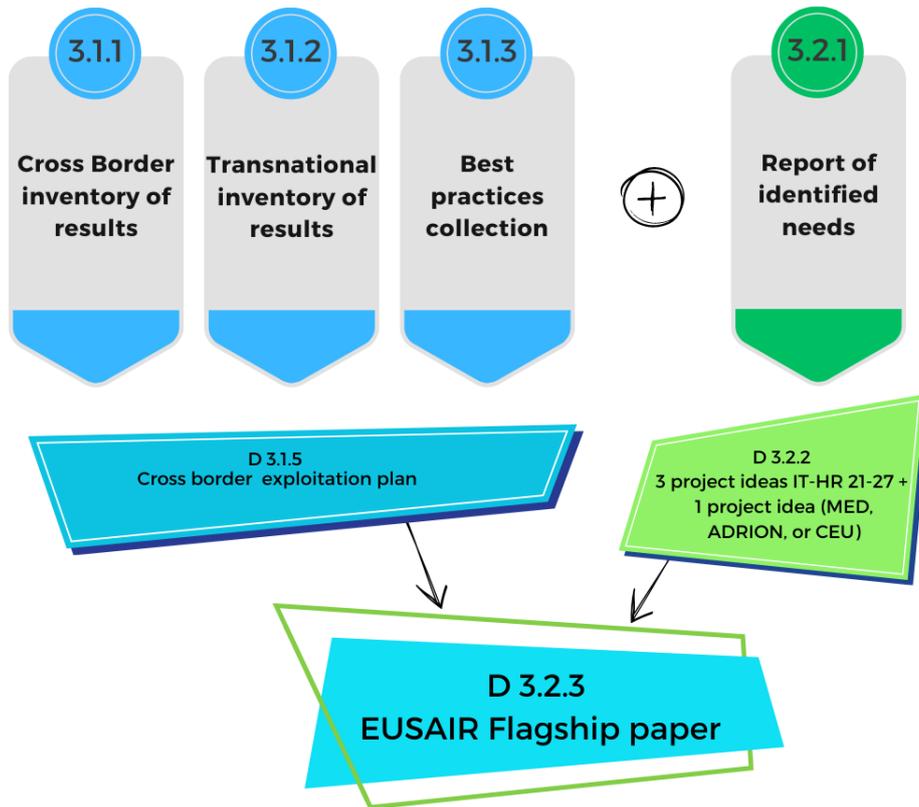
Executive summary

The Deliverable 3.2.1 - Reports of identified needs is composed by 8 documents prepared by the project partners. Each partner prepared a report to identify the specific needs that is the basis for preparation of the project ideas for 2021-2027 period. The identification of needs was enlarged also to non-partner institution which were partner in the in the projects involved in AdriPromTour project and willing to give their contribution as network of bodies interested in the thematic of cultural routes.

The reports of identified needs, annexed to this document, contain all necessary data and analysis of state-of-play in order to be included in the project ideas for the next Programming period: description of the local context; strengths, weaknesses, opportunities, threats; description of the main problems envisaged in the field of sustainable tourism; description of needs identified with reference to the problems described and identified areas; enhancement and promotion of immaterial cultural heritage; enhancement and promotion of material cultural and natural heritage; upskilling and reskilling – more stable and sustainable jobs; Cultural and natural routes /thematic networks; digitalization & smart solutions; deseasonalisation strategy and actions; stakeholders/community involvement; key actors.

In this executive summary the main problems envisaged and the related description of needs identified are presented in a common synthesis in order to offer an aggregated perspective on the scenario of the considered territories.

Description of the main problems envisaged in the field of sustainable tourism

The inputs collected from the Adripromtour's partners highlighted some challenges that can affect the role of culture and sustainable tourism in economic development, social inclusion, and social innovation.

The places and situations of cultural and sustainable tourism are still a small experience, if compared with the global reality of the tourist offer, and are based on experiences that are often single, individual, or in any case managed on a small scale and therefore subject to instability and variability over time which does not allow them to be put into a system for larger-scale or long-term projects. However, it should be emphasized that the tourist and natural and sustainable tourism offer cannot be a mere series of opportunities for things to see and do, but must be linked to an overall vision of an entire territory.

It is worth to underline in the beginning the necessity to work more on inclusive tourism and services to avoid unbalanced distribution of benefits. Sustainable tourism can create economic opportunities for some members of a community, but it can also result in an uneven distribution of benefits, leaving some members of the community behind.

One of the biggest challenges facing sustainable tourism is the issue of **over-tourism**, where too many tourists visit a destination, leading to environmental degradation, cultural erosion, and a strain on local resources. Indeed, the **seasonality** is compressed in the summer months, opening of a few structures in the winter months. Redesigning the offer by valorizing internal and rural areas and/or combining high valued maritime destinations with minor internal areas and their cultural and tradition heritage may represent a further step to cope with seasonality, with positive impact also on the environment and on the diversification of economic activities.

Spatial diversity is precisely one of the fundamental tourist resources, which is reflected in local specificities that must be nurtured and which can be very successfully valorised in tourism through mutual integration. Sustainable tourism requires the **participation and engagement of local communities**, but this is often lacking due to a lack of resources or limited access to decision-making processes. Sustainable tourism development is very important in small local communities to avoid the effects of globalization and the negative consequences of fast, spontaneous development. Tourism must enable valorisation of all local environments that want to be included in the tourism market. This ensures a larger and more diverse tourist offer in the county, the development of new routes as products and the revitalization and preservation of passivated rural areas affected by depopulation.

Insufficient funding is another main issue. Investing in cultural preservation and sustainable tourism can be expensive, and it can be challenging to secure adequate funding for these initiatives.

Also, funding should be directed to the enhancement of the already existing structures like promenade, spas, ports.

Resistance to change can be a significant barrier to the adoption of sustainable tourism practices, particularly when they require changes to long-established cultural practices or traditions.

Political instability can undermine sustainable tourism initiatives by making it difficult to implement policies or maintain infrastructure. Most of the cultural and natural tourism opportunities are linked to public bodies owned places and sites (e.g. museums, parks, sites, etc.), managed with often excessively **bureaucratic governance models** and excessively local subjects and logics.

Climate change can impact tourism through extreme weather events, rising sea levels, and other environmental factors that can impact the cultural and natural resources that tourists come to see. It has been stressed the necessity to diversify tourism offer by leveraging local identity and sustainable tourism. If on the one hand it is positive to be characterized by tourism for families, on the other hand, the tourist offers of other categories.

Mobility is a main issue in many terms. Pedestrian and cycling ways should be further networked; services for slow tourism should be developed, i.e. for cycling tourism; lack of a rail link which unite the cities of the coast quickly and in all the timetables; necessity to improve local sustainable mobility and smart solution of micro mobility; necessity to define and apply smart solutions to improve the sustainability of tourism logistic, with reference the traffic to supply tourism businesses.

The sustainability of tourism businesses should be considered also with regard to **energy** saving and production of energy from renewables, food waste, etc.

The need for **training of tour operators** should also be underlined, who sometimes follow models still based on those of the tourism of the previous decades and on a generic vision of promotion as the only resource to guarantee tourist presences. Indeed, it is necessary first to develop in the operators an awareness of the strategic value for the future, a new vision in which cultural, experiential, sustainable tourism are not mere promotional slogans, but the basis of a new tourist offer that is increasingly integrated with the overall evolution of the territory. Regarding the cultural tourism professions, it is necessary to implement management models that allow real economic profitability and therefore also personal investments in one's life and career choices, without which these professions risk to remain marginal and episodic, and therefore not usable within a mature supply system. Tourism operators are more oriented to compete rather than cooperate when they are acting in the same are: this approach is progressively losing competitiveness in comparison to global tourism destinations. Seeking for stronger cooperation, adopting alternative approaches leading to a diversification of the offer, unlocking the potential of the "cultural behind the shores" is one of the ways to make the cross-border area competitive in the global market.

The **non-valorisation of cultural richness** as it is not recognized and integrated even with different offer within other touristic products of high valued maritime destination. The lack of technological innovation in tourism sector – in particular in environment and cultural tourism – is affecting the sector competitiveness as well. The whole ecosystem should be encouraged to work according to more integrated approaches driving stakeholders to embraced open and collaborative innovation. Cultural heritage represents itself a common ground (for geographical and historical reasons) to develop a tourist offer attractive for those groups interested not only to the mere maritime destinations but also to know the cultural and tradition behind. This common branding approach may be achieved only by facilitating the dialogue and research for synergies that may be found on both sides of the river, reciprocally valorising respective cultural heritage and stressing the common point of interest.

The equable development of tourism with the **recognition of local specificities** is one of the main goals. Activating potential natural and cultural resources improves and expands the tourist offer, which is directly reflected in the increase in tourist demand, since contemporary trends in tourism indicate the increased importance of various forms of tourist offer in the destination. The development of tourism outside the traditional framework of sun and sea provides stability and sustainability to the tourism sector. At the same time, the interior of coastal areas has exceptional potential in terms of tourist resources and attractions, but most of the resources are still not valorised in terms of tourism, nor are they sufficiently present and recognizable on the tourist market.

The list of problems end with a transversal one, the need to push on the **digitalization** of the entire tourism sector starting from public heritage and involving private businesses, also thanks to the cross-fertilization of ideas coming from the research institution and universities. The issue is that most of the sector consider Information and Communication Technologies (ICTs) as a threat or an additional expense. Many entrepreneurs delay or try to save money in investments on management softwares, CRM and web solutions. As far as the public sector is concerned, the digital

transformation of heritage assets and museum experiences is implemented slowly not for a lack of spending capacity but for a lack of competences at a decisional level. The digital evolution is not entirely online, on the contrary it can include also physical outputs such as 3D replicas of the cultural sites, thanks to the 3D printers, that can represent a good training supports for formal education or for blind users.

Connected with the concept of digitalization, but mostly with that of user experience, is the increasing importance of experiential tourism to be enjoyed both physically and digitally. Virtual and online experiences are not always able to increase an area's attractiveness because they are still not considered authentic or valuable to enhance the physical journey to the destination. The market of online experiences and virtual visits is fragmented and its potential in terms of economic revenues is still not completely recognized.

To manage all these digital and web solutions both private and public entrepreneurs and managers must upgrade their own skills especially with formal education that could give them concrete tools to improve their efficiency and efficacy when running tourism businesses and destinations.

Description of needs identified with reference to the problems described and identified areas

Enhancement and promotion of immaterial cultural heritage

According to UNESCO, "intangible cultural heritage" represents the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. The Adriatic-Ionian Macro region, and all the areas that compose it are rich in immaterial cultural heritage which serves as a catalyst for the empowerment and growth of local communities. Intangible cultural heritage must be continually replicated and passed down from one generation to the next in order to be preserved. Commercialization that promotes heritage preservation calls for focusing on issues of community empowerment and engagement, maintaining the repertoire of heritage skills and preserving the tradition through heritage-sensitive innovation, and defending or enhancing the reputation of the goods or services in the marketplace. By empowering artist communities, fostering sustainable incomes, these measures may underline the significance of cultural heritage both inside and outside of such communities.

Enhancement and promotion of material cultural and natural heritage

It is necessary to support the safeguarding and conservation of a heritage that is often difficult to preserve (e.g. traditional wooden boats, historic buildings, natural areas, etc.), which requires constant maintenance and very specific and off-the-market professionalism.

Tangible cultural heritage reflects the identity, beliefs, and values of a particular community or society. Promoting and preserving this heritage helps to maintain cultural identity, which is essential

for the well-being and cohesion of communities. Especially those living in remote and inland areas which are experiencing a relevant process of abandonment.

Tangible cultural heritage sites such as museums, archaeological sites, and historical buildings attract visitors from all over the world, contributing to the tourism industry and promoting cultural exchange.

Material cultural heritage provides a tangible link to the past, enabling future generations to learn about their history, traditions, and culture.

Preservation and promotion of tangible cultural heritage can also generate economic benefits for communities. It can create jobs, support local businesses, and promote sustainable development.

Promoting natural heritage is also essential for a variety of reasons:

Natural heritage sites such as national parks, wildlife reserves, and marine sanctuaries play a vital role in preserving biodiversity, protecting endangered species, and maintaining ecological balance.

Natural heritage sites provide opportunities for environmental education and awareness-raising, which can lead to greater appreciation for the natural world and a better understanding of the importance of conservation.

Many natural heritage sites are popular tourist destinations, attracting visitors from all over the world. Ecotourism can bring economic benefits to local communities while also promoting sustainable development and conservation efforts.

Natural heritage sites can serve as important research sites for scientists and researchers, helping to advance our understanding of the natural world and inform conservation efforts.

Many natural heritage sites act as carbon sinks, helping to mitigate the effects of climate change. Protecting and preserving these sites is essential for maintaining the health of our planet.

Upskilling and reskilling – more stable and sustainable jobs

Upskilling and reskilling in the tourism sector is crucial not only in order to lead to more stable and sustainable jobs, but to enable workers in the tourism sector to adapt their strategies to changing market demands and new technologies. The COVID-19 pandemic has shown the importance of upskilling and reskilling in responding to crises. The tourism sector has been hit hard by the pandemic, but workers with transferable skills and knowledge can adapt to new roles and opportunities as the sector recovers.

It is also necessary to promote stable and fairly paid job opportunities, in the face of training articulated on different organizational levels, for professionals of cultural work and linked to sustainable tourism experiences, overcoming the occasional nature and improvisation that sometimes characterize them.

Thanks to the Erasmus+ project UPREST "UP- & REskilling Sustainable Tourism in a new digital era", a survey was conducted at local level among tourism operators, to investigate the level of knowledge of the opportunities offered by ICT and smart solutions to develop sustainable tourism offer. The survey targeted in particular hotels, seaside resorts, food and beverage businesses. A sample of about 50 businesses answered to the survey, which focussed on specific fields of

knowledge. The analysis of results revealed that despite a fair nr. of respondents is confident with use of social media, online marketing, learning through devices and software package, the theme of digitalization and the knowledge of opportunities it offers is still pretty low. Use of virtual reality, robotization, smart technologies and nano technologies are very scarce. This might be related to the sector itself. Most of respondents were 46-65 years old, males, and have university education. So specific training on this topic should be defined and offered to businesses.

Upskilling and reskilling programmes addressing personnel of tourist services should be done with regard to the better management and enhancement of natural and cultural heritage.

Upskilling and reskilling programmes should address personnel of tourists services to improve inclusivity and adequately welcome and inform fragile people.

Cultural and natural routes /thematic networks

It is necessary to encourage the development of routes and thematic itineraries that connect the most active experiences already consolidated (e.g. in the field of nautical tourism with traditional boats, of maritime heritage events and gatherings).

For instance, it would be appropriate to integrate the experiences of enhancement of the maritime heritage linked to navigation with traditional boats that take place in Romagna (e.g. the "Mariegola" circuit) with similar experiences that take place in other European countries and which bring together a huge number of visitors (e.g. nautical festivals, thematic fairs, etc.).

It is also important to work more on networking for the development of thematic offer in the frame of a wide destination, in order to be more visible and competitive at international level.

Digitalization & smart solutions

Heritage management good practices increasingly depend on the digitization of intangible cultural heritage content. There are a number of noteworthy causes behind this. Digitization is a powerful tool for the enhancement and promotion of immaterial cultural heritage. It can first and foremost assist museums in preparing for upcoming technology breakthroughs in collection storage and exhibition. Making cultural content available to the general population is a further, already noted reason. Accessibility of a digital collection is an important goal because it can help to raise awareness about forms of cultural heritage at local, national and international levels. Having a collection available for on-line viewing is beneficial because this virtual space can become an arena wherein community members can engage with local material, even when they have limited mobility or are living away from the cultural group.

More effort in digitalization of services and smart solution should be done, and applications should be foreseen in the following fields: tourism services; cultural heritage recovery and enhancement; mobility; communication & information; networking at list at regional level; tourism businesses management in order to increase the quality standards and sustainability levels.

It is necessary to encourage the implementation of "smart" actions that allow access in digital form to the information contents of the cultural and sustainable offer, and above all the development of overall reference portals that bring together resources that are now parcelled out.

Deseasonalisation strategy and actions

In order to reduce the seasonality of tourism demand (summer for seaside tourism and winter for hinterland mountain tourism) and increase tourism activities in the province destination throughout the year, some activities should be considered: offer a variety of tourism products and experiences; develop off-season packages and offering discounts and incentives for off-season travel; promote events and activities to attract visitors and create demand; extend the tourism season by offering activities and events before or after the traditional high season; improve transportation infrastructure, public transport and connectivity.

The deseasonalisation was not further described in the documents collected, thus it could be considered an issue to be taken in particular consideration. A deep reflection on strategic assets of the territory worth to be enhanced to boost deseasonalization should be done, to define a strategy including actions and financial plan.

Stakeholders/community involvement

It is necessary to foster the training and awareness of the stakeholders who guide the choices of promotion and investment in tourism in the area (e.g. local authorities, trade associations) on the strategic and priority value that cultural and sustainable tourism must assume for our area. Indeed, to be successful, a development strategy has to be discussed with local stakeholders' ecosystem in order to have a common understanding of it. The same stands for the community to ensure acceptance and support of decisions. Information programmes, co-planning of actions and initiatives, as well as education and training programmes should be envisaged to concretely transform the territory into a sustainable destination.

The involvement of stakeholders and community is intended to support the sustainable development of the tourist destination and enable the inclusion of vulnerable social groups. A more intensive cooperation with citizens' associations, especially those whose members are included in vulnerable social groups, should be enabled for the purpose of including them in tourist and cultural activities. Training could be organized for the local community and the public sector, for the purpose of acquiring skills and knowledge to enhance expertise in the field.

Joint collaboration of all stakeholders in the region enables also to plan and design innovative projects (e.g., in the field of digitalization and smart solutions) that would improve cultural and tourist activities, and at the same time, as far as possible, include contents suitable for vulnerable social groups.

LP   Primorje-Gorski County

Abstract/Executive Summary

The Primorje-Gorski kotar county as regional public authority and the lead partner of the present project, conducted a survey among the most relevant stakeholders and actors in tourism and culture in the area of Kvarner region, to investigate and identify needs at regional level in order to respond to them in future projects and actions. This survey has shown to be an adequate way to gather feedback and suggestions from key actors that are directly involved in activities and projects in the field of culture and tourism. They expressed similar viewpoints and opinions that the majority of regional activities and services are either sustainable or are on a path to sustainability, while there is room for progress in terms of receiving better financial and human resources support, as well as defining the paradigm of sustainability more in detail and to consider wider social context and benefit for the local community. Also, there is a great need for improving tourism and cultural activities and infrastructure to be more adapted to disadvantaged social groups. In conclusion, the sustainability principle should not be the goal to which one aspires but should be constantly and continuously adopted in the practice and work of the relevant actors.

1. DESCRIPTION OF LOCAL CONTEXT (including strengths and weaknesses)

With regard to the current representation of the concept of sustainable development in culture and/or tourism in the Kvarner region, the strengths/advantages are: participation of different social groups and citizens in proposing and implementing cultural and tourism programs in the local area, carrying out sustainable methods, concepts, and approaches in cultural tourism and gastronomy fields to improve current form of tourism, proximity to foreign markets, rich cultural heritage, mild Mediterranean climate, developing the brand of the Kvarner region as more recognizable at the level of Croatia, as well as throughout Southeast Europe, valorization of maritime and fishing heritage contributes to the preservation of intangible heritage that is gradually being lost, as well as recognized positive effects on the community's awareness of the possibility of putting tourism in the context of sustainable development, reflection on the activities carried out today in relation to the effect they will have in the future (sensitization of the community and the public sector). On the other hand, the detected disadvantages of the current representation of the concept of sustainable development in culture and/or tourism in the Kvarner area are: lack of communication and cooperation between sectors, lack of financial funds and staff resources for the implementation of local/regional projects based on the sustainability concept as well as a small number of such projects, insufficient and ineffective marketing and promotion strategies and actions, poor organization of sustainable segments, insufficient valorization, preservation, and promotion of cultural heritage (there is room for improvement), negative effects of mass tourism on sustainability, etc. The concept of sustainable development is still not sufficiently represented, the community and the public sector are not sufficiently educated to think and act in the direction of sustainable tourism. Finally, some projects cannot or can hardly be directly sustainable in the

economic sense. Therefore, tenders should incorporate the concept of broader sustainability, taking into account indirect benefits for the local and wider community.

2. DESCRIPTION OF THE MAIN PROBLEMS ENVISAGED IN THE FIELD OF SUSTAINABLE TOURISM

There are several problems that can arise when trying to enhance the role of culture and sustainable tourism in economic development, social inclusion, and social innovation. Some of the main ones include:

Over-tourism: One of the biggest challenges facing sustainable tourism is the issue of over-tourism, where too many tourists visit a destination, leading to environmental degradation, cultural erosion, and a strain on local resources.

Lack of community involvement: Sustainable tourism requires the participation and engagement of local communities, but this is often lacking due to a lack of resources or limited access to decision-making processes.

Insufficient funding: Investing in cultural preservation and sustainable tourism can be expensive, and it can be challenging to secure adequate funding for these initiatives.

Resistance to change: Resistance to change can be a significant barrier to the adoption of sustainable tourism practices, particularly when they require changes to long-established cultural practices or traditions.

Political instability: Political instability can undermine sustainable tourism initiatives by making it difficult to implement policies or maintain infrastructure.

Climate change: Climate change can impact tourism through extreme weather events, rising sea levels, and other environmental factors that can impact the cultural and natural resources that tourists come to see.

Unbalanced distribution of benefits: Sustainable tourism can create economic opportunities for some members of a community, but it can also result in an uneven distribution of benefits, leaving some members of the community behind.

Overall, these challenges can make it difficult to enhance the role of culture and sustainable tourism in economic development, social inclusion, and social innovation, but they can be overcome with careful planning, community involvement, and long-term commitment.

3. DESCRIPTION OF NEEDS IDENTIFIED WITH REFERENCE TO THE PROBLEMS DESCRIBED AND IDENTIFIED AREAS

☒ ENHANCEMENT AND PROMOTION OF IMMATERIAL CULTURAL HERITAGE

☒ ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE

☒ UPSKILLING AND RESKILLING – MORE STABLE AND SUSTAINABLE JOBS

☒ CULTURAL AND NATURAL ROUTES /THEMATIC NETWORKS

☒ DIGITALIZATION & SMART SOLUTIONS

☒ DESEASONALISATION STRATEGY AND ACTIONS

☒ STAKEHOLDERS/COMMUNITY INVOLVEMENT

☐ OTHER (SPECIFY)_____

☒ ENHANCEMENT AND PROMOTION OF IMMATERIAL CULTURAL HERITAGE — (75 %)
☒ ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE — (50 %)
☒ UPSKILLING AND RESKILLING – MORE STABLE AND SUSTAINABLE JOBS — (75 %)
☒ CULTURAL AND NATURAL ROUTES /THEMATIC NETWORKS — (25 %)
☒ DIGITALIZATION & SMART SOLUTIONS — (62,5 %)
☒ DESEASONALISATION STRATEGY AND ACTIONS — (37,5 %)
☒ STAKEHOLDERS/COMMUNITY INVOLVEMENT — (75 %)
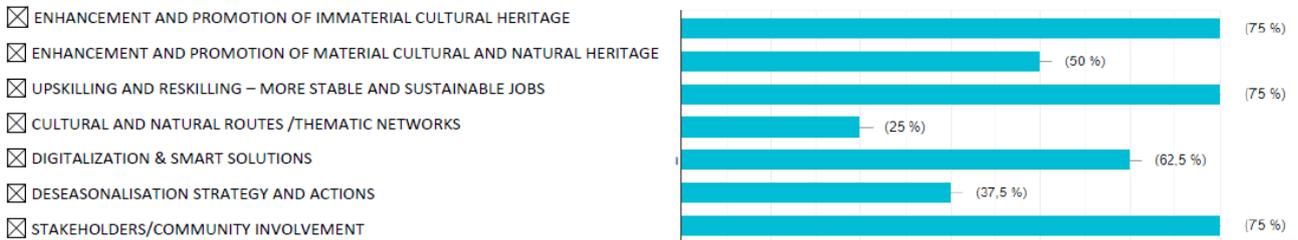
Above are the results of the survey conducted, i.e., the participants marked all areas as relevant, although some less and some more, as indicated with the shown percentages.

When asked about the level of sustainability in the cultural and tourism services and activities in the Kvarner region, the participants expressed the view that they are sustainable, primarily those activities that rely on UNWTO guidelines, and an increasing number of EU projects are trying to implement this type of offer, but also that there is a space for improvement and further development as well. For example, only when the majority of citizens will actively and continuously participate, not only as consumers but also as actors in cultural and tourist programs, there will be a big step taken toward sustainability in the region, in order to promote Kvarner as a preserved heritage destination as part of the local brand.

On the other hand, when asked about the level of adaptability of services/activities in culture and tourism to socially disadvantaged groups in the Kvarner region, the participants expressed the view that they are only slightly adapted (e.g., contents in cultural institutions) or in some other aspects (e.g., infrastructure, tourist facilities), not at all. However, this is not only due to the creators of the projects and programs, but also due to the unfinished infrastructure that prevents better accessibility, for example, to people with reduced mobility. For the most part, content creators do not think about and do not cooperate with associations of citizens who belong to vulnerable groups. This should definitely be made aware of and should become an important part of the projects, for the expansion of the offer and greater inclusion of socially disadvantaged groups.

Here are some of the proposed actions for improvement of the above-mentioned needs and problems in terms of sustainable development and greater inclusion of vulnerable social groups:

more intensive cooperation with citizens' associations, especially those whose members are members of vulnerable social groups for the purpose of including them in tourist and cultural activities,

organization of training intended for the local community and the public sector, for the purpose of acquiring skills and knowledge to enhance expertise in the field,

certification of sustainable destinations (use of reward and recognition method),

application of EU projects whose activities include sustainable development, as well as continuation and capitalization of projects,

greater promotion of the local culture and heritage,

ensuring sufficient funds for investments in accessibility to activities, and staff training for a specific group,

joint collaboration of all stakeholders in the region, in order to plan and design innovative projects (e.g., in the field of digitalization and smart solutions) that would improve cultural and tourist activities, and at the same time, as far as possible, include contents suitable for vulnerable social groups.

4. KEY ACTORS

Different actors in the field of promotion, culture, and tourism were reached through the disseminated online questionnaire belonging to different sectors, such as public authorities, development agencies, non-profit organizations and associations, tourism operators, educational institutions, museums, SMEs, etc. Below is the overview of percentages of the key actors that provided feedback about the present topic.
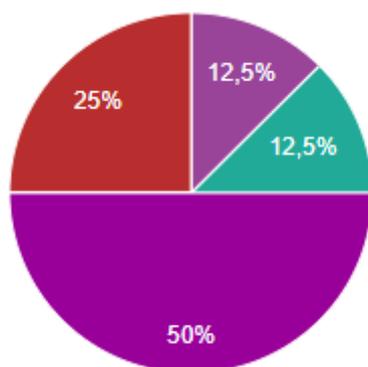
12,5 % - regional tourist boards
12,5 % - SMEs
25% - museums and eco-museums
50% - non-profit organizations and associations

5. SOURCE OF IDENTIFICATION OF NEEDS

The source of identification of needs conducted by LP-Primorje-Gorski kotar county is the online questionnaire/survey communicated to the regional stakeholders, former project partners, and other associates that are relevant actors in the field of culture and tourism. After the inputs had been gathered from the questioned parties, the present report was produced.

PP1   Polytechnic University of Marche

Abstract/Executive Summary

The tourism sector has experienced significant changes in recent times due to various factors, including the ongoing COVID-19 pandemic, changing consumer behavior, and technological advancements and pushing some needs.

Some of these changes are strictly connected with the main problems underlined by the Programme. Technology has played a significant role in shaping the tourism sector in recent years. The rise of online booking platforms, travel apps, and virtual experiences have transformed the way travelers plan and experience their trips. Destinations with less-skilled entrepreneurs and workers become less competitive.

Also, the consumer behavior has changed significantly in recent times. Many tourists are now looking for personalized experiences, unique destinations, and off-the-beaten-path adventures. This has led to an increase in demand for eco-tourism, adventure tourism, and cultural tourism. It seems that destinations that increase these themes will overcome totally or partially the seasonality of tourism flows. These themes can be used also to enhance the connection between coast and inland improving the capacity of the destination to attract investments for physical and digital infrastructures.

1. DESCRIPTION OF LOCAL CONTEXT (including strengthen and weaknesses)

Although the PP is based in the Marche Region, the following context analysis can be referred to the whole Adriatic coast Regions especially the ones included in the Adriatic and Ionian Macro-Region. Indeed, the local tourism industry in the region shares several weaknesses, such as:

Seasonal fluctuations: The tourism industry is largely seasonal, with most visitors coming during the summer months. This leads to a concentration of demand and can make it difficult for businesses to maintain a stable income throughout the year.

Limited international visibility: Despite its many attractions, local tourism suppliers have relatively low visibility on the international tourism market. This can make it challenging to attract visitors from outside of Italy, and the industry has struggled to develop effective marketing strategies to address this.

Infrastructure: Some areas, particularly those more rural or remote, may have limited infrastructure and services to support tourism. This creates a challenge for businesses to provide high-quality services and can limit the attractiveness of some destinations within the entire area.

Environmental challenges: The Adriatic and Ionian Area's natural environment is one of its greatest assets, but it can also present challenges for the tourism industry. For example, the region is vulnerable to natural disasters such as earthquakes and floodings, which can damage infrastructure and deter visitors.

Competition from other destinations: The Adriatic and Ionian Region faces competition from other Mediterranean regions and other Countries around the World that offer similar attractions and

experiences. This can make it challenging for the region to stand out and attract visitors, particularly those with limited time or budget for travel.

The Adriatic and Ionian region has several strengths that make it an attractive destination for tourism. Some of these strengths include:

Beautiful beaches: The Adriatic and Ionian Seas are known for their beautiful beaches, clear waters, and stunning coastlines. Visitors come to the region to enjoy water sports, sunbathing, and relaxation.

Cultural heritage: The region is rich in cultural heritage, with many historic cities, museums, and monuments. Visitors can explore ancient ruins, medieval castles, and modern architecture, visit beautiful museums and archaeological areas among other cultural attractions.

Natural beauty: The Adriatic and Ionian Macro Region boasts stunning natural beauty, including national parks, lakes, and mountains. Visitors can enjoy hiking, camping, and other outdoor activities in these areas.

Culinary excellence: The region has a rich culinary heritage, with a diverse range of traditional dishes and local ingredients. Visitors can sample local specialties, including seafood, olive oil, and wine.

Festivals and events: The Adriatic and Ionian Macro Region host several festivals and events throughout the year, including music festivals, food fairs, and cultural celebrations. These events provide visitors with an opportunity to experience local culture and traditions. In the Marche region a particular interest is also expected for intangible heritage, taking into account the Lab arising from the MetroBorgo Project in Montalto di Castro, that deals particularly with such kind of heritage.

Finally, the balance of strengthen and weaknesses in this area bring to evaluate the actual situation as big potential but need to improve some key factors to be competitive.

2. DESCRIPTION OF THE MAIN PROBLEMS ENVISAGED IN THE FIELD OF SUSTAINABLE TOURISM

Describe the main problems envisaged in the enhancement of the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Many of the main challenges reported above can be overcome by pushing on the digitalization of the entire tourism sector starting from public heritage and involving private businesses, also thanks to the cross-fertilization of ideas coming from the research institution and universities.

The issue is that most of the sector consider Information and Communication Technologies (ICTs) as a threat or an additional expense. Many entrepreneurs delay or try to save money in investments on management softwares, CRM and web solutions. As far as the public sector is concerned, the digital transformation of heritage assets and museum experiences is implemented slowly not for a lack of spending capacity but for a lack of competences at a decisional level. The digital evolution is not entirely online, on the contrary it can include also physical outputs such as 3D replicas of the cultural sites, thanks to the 3D printers, that can represent a good training supports for formal education or for blind users.

Connected with the concept of digitalization, but mostly with that of user experience, is the increasing importance of experiential tourism to be enjoyed both physically and digitally. Virtual and online experiences are not always able to increase an area's attractiveness because they are still not

considered authentic or valuable to enhance the physical journey to the destination. The market of online experiences and virtual visits is fragmented and its potential in terms of economic revenues is still not completely recognized.

To manage all these digital and web solutions both private and public entrepreneurs and managers must upgrade their own skills especially with formal education that could give them concrete tools to improve their efficiency and efficacy when running tourism businesses and destinations.

3. DESCRIPTION OF NEEDS IDENTIFIED WITH REFERENCE TO THE PROBLEMS DESCRIBED AND IDENTIFIED AREAS

☒ ENHANCEMENT AND PROMOTION OF IMMATERIAL CULTURAL HERITAGE

According to UNESCO, "intangible cultural heritage" represents the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. The Adriatic-Ionian Macro region, and all the areas that compose it are rich in immaterial cultural heritage which serves as a catalyst for the empowerment and growth of local communities. Intangible cultural heritage must be continually replicated and passed down from one generation to the next in order to be preserved. Commercialization that promotes heritage preservation calls for focusing on issues of community empowerment and engagement, maintaining the repertoire of heritage skills and preserving the tradition through heritage-sensitive innovation, and defending or enhancing the reputation of the goods or services in the marketplace. By empowering artist communities in Marche region and beyond, fostering sustainable incomes, these measures may underline the significance of cultural heritage both inside and outside of such communities.

Heritage management good practices increasingly depend on the digitization of intangible cultural heritage content. There are a number of noteworthy causes behind this. Digitization is a powerful tool for the enhancement and promotion of immaterial cultural heritage in Marche region and in the whole Adriatic area. It can first and foremost assist museums in preparing for upcoming technology breakthroughs in collection storage and exhibition. Making cultural content available to the general population is a further, already noted reason. Accessibility of a digital collection is an important goal because it can help to raise awareness about forms of CH at local, national and international levels. Having a collection available for on-line viewing is beneficial because this virtual space can become an arena wherein community members can engage with local material, even when they have limited mobility or are living away from the cultural group.

☒ ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE

Enhancing and promoting tangible cultural heritage in Marche region is needed for several reasons: Preserving cultural identity: tangible cultural heritage reflects the identity, beliefs, and values of a particular community or society. Promoting and preserving this heritage helps to maintain cultural identity, which is essential for the well-being and cohesion of communities. Especially those living in remote and inland areas which are experiencing a relevant process of abandonment.

Promoting tourism: tangible cultural heritage sites such as museums, archaeological sites, and historical buildings attract visitors from all over the world, contributing to the tourism industry and promoting cultural exchange.

Educating future generations: Material cultural heritage provides a tangible link to the past, enabling future generations to learn about their history, traditions, and culture.

Economic benefits: Preservation and promotion of tangible cultural heritage can also generate economic benefits for communities. It can create jobs, support local businesses, and promote sustainable development.

Promoting natural heritage is also essential for a variety of reasons:

Biodiversity conservation: Natural heritage sites such as national parks, wildlife reserves, and marine sanctuaries play a vital role in preserving biodiversity, protecting endangered species, and maintaining ecological balance.

Environmental education: Natural heritage sites provide opportunities for environmental education and awareness-raising, which can lead to greater appreciation for the natural world and a better understanding of the importance of conservation.

Ecotourism: Many natural heritage sites such as the Riviera del Conero or the Sibillini Mountains in Marche are popular tourist destinations, attracting visitors from all over the world. Ecotourism can bring economic benefits to local communities while also promoting sustainable development and conservation efforts.

Scientific research: Natural heritage sites can serve as important research sites for scientists and researchers, helping to advance our understanding of the natural world and inform conservation efforts.

Climate change mitigation: Many natural heritage sites act as carbon sinks, helping to mitigate the effects of climate change. Protecting and preserving these sites is essential for maintaining the health of our planet.

☒ UPSKILLING AND RESKILLING – MORE STABLE AND SUSTAINABLE JOBS

As mentioned above, it is crucial for tourism entrepreneurs and managers in the area to keep developing their skills to be competitive in a global market. As the tourism industry evolves, there is a need for workers with new and specialized skills to meet industry demands. Upskilling can help workers to stay current and relevant in their roles, leading to greater employability and job security. Tourism is a customer-oriented industry, and upskilling can help workers to provide better customer service. This includes developing communication, problem-solving, and interpersonal skills, which can improve the overall customer experience.

Upskilling can also lead to improved productivity, as workers with new and specialized skills are better equipped to handle their roles and responsibilities. This can result in greater efficiency, better quality work, and increased job satisfaction. The tourism industry is increasingly reliant on technology, and upskilling can help workers to keep up with technological advancements. This includes developing skills in digital marketing, data analysis, and other technology-based areas, which can help businesses to remain competitive. Becoming proficient in today's digital

communication is truly necessary for local tourism operators to be able to satisfy the needs of current and prospective tourists. The area of Marche region, and its inland areas in particular, sometimes lacks an adequate level of proficiency in this regard.

☒ CULTURAL AND NATURAL ROUTES /THEMATIC NETWORKS
Thematic networks bring together stakeholders from different sectors of the tourism industry, including businesses, governments, and non-governmental organizations. By collaborating, these stakeholders can share knowledge, resources, and best practices to achieve common goals and address shared challenges. Creating cultural and/or natural routes can promote innovation in the tourism industry by bringing together stakeholders with diverse perspectives and experiences. Through collaboration, these stakeholders can develop new ideas and solutions to address emerging trends and challenges. Less developed areas in the Adriatic-Ionian region lack a strong collaboration among tourism stakeholders resulting in a weak tourism offer compared to the more established destinations.

Through the creation of thematic networks, stakeholders have the possibility to market tourism products and destinations through themed experiences that appeal to specific target markets. This can help to differentiate destinations and products from competitors, and attract tourists with specific interests or preferences. Moreover, it would be possible to promote sustainability in the tourism industry by focusing on themes that are well established in Marche region such as eco-tourism and cultural tourism. By promoting sustainable tourism practices, these networks can help to minimize negative impacts on the environment, preserve cultural heritage, and promote the well-being of local communities.

All in all, by building capacity, these networks can help to improve the quality of tourism products and services, and enhance the overall competitiveness of the tourism industry.

☒ DIGITALIZATION & SMART SOLUTIONS
It has already been outlines how many areas within Marche region and the Adriatic-Ionian region in general, lack a developed digitalized tourism infrastructure. Both at the public and private level, many operators are difficult to find online and do not focus on digital marketing. Apart from that, smart solutions can be applied to several other fields in order to develop a more sustainable tourism industry. First of all, implementing smart transportation solutions can help to reduce carbon emissions and congestion. This includes promoting public transportation, electric or hybrid vehicles, and using smart technologies to optimize traffic flow and reduce travel times.

In regards to destination management, implementing smart solutions can help manage tourism flows, reduce overcrowding, and minimize negative impacts on the environment and local communities. This includes using data analytics to monitor tourist flows and manage capacity, implementing smart waste management systems, and promoting sustainable tourism practices. Moreover, digital technologies can be used to enhance the quality and sustainability of tourism experiences. This includes using augmented reality to provide interactive and educational experiences, promoting sustainable food and beverage options, and using smart technologies to

reduce energy consumption in tourism attractions. In addition the concept of digital twin for tangible heritage at the architectural scale as well as at urban scale, above all, for villages (borghi) and little town centers has a great potential in the development of sustainable destination tourism flows.

☐ DESEASONALISATION STRATEGY AND ACTIONS

☐ STAKEHOLDERS/COMMUNITY INVOLVEMENT

☐ OTHER (SPECIFY)_____

4. KEY ACTORS

There are several key actors identified with the project area that are involved in heritage conservation and tourism promotion such as:

Regional and local public authorities which are in charge to develop policies and regulations to protect heritage sites and promote sustainable tourism practices. They also provide funding for heritage conservation and tourism promotion initiatives.

Local tourism operators are key actors in tourism promotion and can contribute to heritage conservation efforts by implementing sustainable tourism practices that minimize negative impacts on heritage sites and local communities.

Local communities are often the custodians of cultural heritage and play a vital role in heritage conservation efforts. They may be involved in managing heritage sites, providing tourism services, and promoting sustainable tourism practices that benefit local communities.

NGOs and foundations can play an important role in heritage conservation and tourism promotion by providing support and resources to local communities, advocating for sustainable tourism practices, and raising awareness about the importance of cultural heritage.

5. SOURCE OF IDENTIFICATION OF NEEDS (studies, consultations, surveys, etc.)

The issues and needs relating to the tourism sector identified in the previous section come from a variety of internal and external sources such as:

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https://group.intesasanpaolo.com/content/dam/portalgroup/repository-documenti/newsroom/news/2023/Imprese_Vincenti_2022_Bologna_Analisi_contesto_economico.pdf

http://www.cciaamc.sinp.net/old-siti/mc/sito%20mc/www.mc.camcom.it/uploaded/Allegati/Promozione/Doc/2011-12-Osservatorio-Turistico-Marche-Identikit-Imprenditori-Turistici.pdf

https://group.intesasanpaolo.com/content/dam/portalgroup/repository-documenti/research/it/territorio/Focus_territorio_Marche_maggio_2021.pdf

Il Capitale Culturale, Supplement 11/2021, https://riviste.unimc.it/index.php/cap-cult/article/view/2611

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NEMO. (2020), Survey on the Impact of the COVID-19 Situation on Museums in Europe Final Report, https://www.ne-mo.org/fileadmin/Dateien/public/NEMO_documents/NEMO_COVID19_Report_12.05.2020.pdf

Osservatorio Innovazione Digitale nei Beni e Attività Culturali. (2020), L'innovazione digitale nei musei italiani nel 2020.

Europe Council Treaty Office. (2005), Council of Europe Framework Convention on the Value of Cultural Heritage for Society - Faro Convention, https://www.coe.int/en/web/conventions/full-list/-/conventions/rms/0900001680083746

PP2   Municipality of Cervia

Abstract/Executive Summary

1. DESCRIPTION OF LOCAL CONTEXT (including strengthen and weaknesses)

The Municipality of Cervia (about 28.000 inhabitants) is an Italian local public administration that spreads over a surface of 82.19 km2 between the Adriatic Sea in the East and the cities Ravenna (North-West), Cesena (West) and Cesenatico (South).

The coastal strip, where the Municipality is located, is characterized by a high urbanization index and by predominantly touristic activities. The hinterland is characterized by a territory mainly used for agriculture, with fields cultivated with grain, various arable, vineyards and orchards.

It is a territory rich in natural beauties (pinewoods, a natural park, saltpans, etc.), traditions, culture, history and hospitable places; this territory provides many attractions for a holiday characterized by wellness, entertainment and relax.

Being a famous touristic resort, Municipality of Cervia counts every year about 4 million days of presence distributed among the many different accommodations (398 hotels, 5 campsites, 75 holiday houses, 5000 private apartments, etc.).

Cervia is famous for being an important touristic resort for the Emilia-Romagna Region coast, but first of all it is very well-known as an ancient salt town. Even if salt production does not represent the most important source of income for the town anymore, the saltpans of Cervia still play a fundamental role in the development of the naturalistic, historical and cultural tourism both at local and national level.

The environmental and landscape distinctive features within the local territory are many ones and subject to constraints of protection: The Cervia pinewood, included in the park Parco del Delta del Po, the natural park and the coastal pinewood of Pinarella-Tagliata are areas subject to hydrogeological constraints; the natural area of the Saltpan of Cervia, south station of the Parco del Delta del Po, is controlled and managed by the State Forestry Corps and it is considered as Site of community importance (D.M. 65/00), Ramsar zone for the protection of wild birds (D.M. 13/7/81) and Natural reserve for animals (D.M. 31/1/79). Since 2003 the salt production and the promotion activities carried out in the Saltpan have been regulated through the constitution of a society composed of local people, i.e. "Parco della Salina S.r.l.", whose objectives are the development, integration and valorization of the environmental, economic and touristic characteristics of the area as well as the production of the typical "sweet" salt.

It has a High School for Hotel Management and other types of schools.

To allow for a clearer understanding of the local context, a "SWOT analysis" was conducted as methodology to support decision-making processes that is used by organizations in the strategic planning phase or for the evaluation of phenomena concerning the territory.

This tool allows the identification of a series of factors that influence any context of reference, through a matrix describing strengths, weaknesses, opportunities and threats.

This methodology allows to highlight the development possibilities of Cervia based on the analysis of the points of strengths and opportunities and to contain the weaknesses and threats that have emerged.

One of the strengths that emerged by the analysis, and to be preserved for the future development of Cervia is its territory which, thanks to the beach extended with very fine sand and shallow waters, it is ideal for family tourism, furthermore the coast is well equipped and offers any type of service related to the stay. Cervia is located in a favourable position geographical position, in a central position with respect to the large Italian cities and this allows it to accommodate one good target for tourists.

The territorial strengths of Cervia are enhanced thanks to the entrepreneurial skills of the companies territory that offer services suited to the hospitality requests of users, making tourism fundamental for the local economy.

The weaknesses to eliminate, or at least to limit in order to activate new opportunities, are given by seasonality. In this regard, in recent years the administration invested in the sea in winter and have managed to propose an offer even Christmas to the many tourists. Furthermore, thanks to major sporting events, the summer season has been extended up to October. However, the winter season remains of lesser impact compared to the summer one, with a number of presences and open structures still too low, the goal is to be able to have a greater number of hotels open in the winter months and continue on the path of seasonal adjustment.

The tourist offer of Cervia linked to families risks becoming too specific if it is not expanded towards other categories, such as foreign tourism and sports tourism which is currently growing rapidly.

The problem linked to infrastructure is very much felt, in particular the lack of parking is highlighted, and adequate road connections to support the summer months.

The external conditions that can bring new development opportunities to the Cervia area are given firstly by the diversification of the type of tourism: to focus also on other realities (foreigners, young people, sports tourism) can help the economy of Cervia.

The enhancement of the historic center or the seafront promenade can be a new opportunity like this how to encourage wellness tourism by enhancing spas.

All this must be included in an infrastructural improvement plan of the Municipality which includes both connections roads to facilitate access for tourists and the organization of out-of-season events and the opening of shops commercial to allow the extension of the tourist season.

The threats to consider in order not to reduce the performance of the Cervia area are given in the first place by the country's economic uncertainty which affects consumption by changing spending habits. Because of this Cervia must diversify its offer and also focus on tourism that sees spending on holidays as a focal point of your budget.

The Municipality also has to deal with the competition with other tourist destinations more easily attainable or cheaper.

The spread of low-cost flights to other seaside resorts leads to prefer distant places, at low prices, abandoning local tourism.

Finally, a recent threat not to be underestimated, which has also manifested itself in our territory above all after the prolonged period of lockdown following the health emergency from Covid-19, it is the Movida aggressive, but which is a national phenomenon.

2. DESCRIPTION OF THE MAIN PROBLEMS ENVISAGED IN THE FIELD OF SUSTAINABLE TOURISM
- Growth of the 51-60 age group that will contribute to the phenomenon of ageing working population and the older age group high (> 75 years);
- Seasonality compressed in the summer months, opening of a few structures in the winter months;
- Too specific tourist offer: if on the one hand it is positive to be characterized by tourism for families, on the other hand, the tourist offer of other categories;
- Some already existing structures should be better enhanced (promenade, spas, port);
- Pedestrian and cycling ways should be further networked, even if the Municipality invested a lot in the last years, and is still doing it;
- Services for slow tourism should be developed, i.e. for cycling tourism;
- Lack of a rail link which unite the cities of the coast quickly and in all the timetables;
- Necessity to diversify tourism offer by leveraging local identity and sustainable tourism;
- Necessity to work more on inclusive tourism and services;
- Sustainability of tourism businesses with regard i.e. energy saving and production of energy from renewables, food waste, etc.
- Necessity to improve local sustainable mobility and smart solution of micro mobility
- Necessity to define and apply smart solutions to improve the sustainability of tourism logistic, with reference the traffic to supply tourism businesses

3. DESCRIPTION OF NEEDS IDENTIFIED WITH REFERENCE TO THE PROBLEMS DESCRIBED AND IDENTIFIED AREAS
☒ ENHANCEMENT AND PROMOTION OF IMMATERIAL CULTURAL HERITAGE
☒ ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE
☒ UPSKILLING AND RESKILLING – MORE STABLE AND SUSTAINABLE JOBS
☒ CULTURAL AND NATURAL ROUTES /THEMATIC NETWORKS
☒ DIGITALIZATION & SMART SOLUTIONS
☒ DESEASONALISATION STRATEGY AND ACTIONS
☒ STAKEHOLDERS/COMMUNITY INVOLVEMENT
☐ OTHER (SPECIFY)_____

ENHANCEMENT AND PROMOTION OF MATERIAL, IMMATERIAL CULTURAL AND NATURAL HERITAGE
Good knowledge of cultural and natural heritage and awareness of its value and potential for social and economic development is an important territorial strength. Richness, uniqueness and diversity of the heritage determine the attractiveness of territories both for internal and external visitors.

The knowledge of local history, natural resources, changing economy, legends, specific events, local personalities (e.g. artists, writers, poets, composers), its recording, photographing collecting, from others (e.g. elderly people) is of great value and serves not only keeping collective memory but also enriches the potential of heritage. Not less important is making condition for cultivating traditional skills (art, artisan, profession) by means of demonstrations, interactive workshops, making fashion and market for traditional products contributes to maintain endangered skills and pass them to present and future generations.

All this is a great basis for the creation of sustainable tourism offer alternative to mass tourism, contributing to local economy and deseasonalization.

Such heritage, mirroring the local identity is essential to define and deliver products that are desired in the modern tourism trends: unique sites, exhibited in innovative and creative manner, interactive way of visiting places with hands-on offers (in place of passive guiding), contact with passionate people, "slow enjoyment" of the places, looking for relax and healthy destination.

Needs are seen in the field of:
- delivery of useful and quality information on local identity and peculiarities
- maintenance and documentation of knowledge and skills (ICH)
- maintenance and recovery of material cultural and natural heritage
- adoption of a sustainable and effective model of management of museums and ecomuseums
- upgrade centers of interpretation of heritage
- Use of advanced technologies and creative industries
- Creating tourism products based on experience and local identity
- Development of education programs for different targets (schools, stakeholders, tourism operators, cultural operators, etc)
- implementation of marketing and communication strategy
- wide destination branding
- physical networking of sites of interest through pedestrian and bike pathways
- networking at European level
- increase the quality standards and sustainability of the local tourism offer

UPSKILLING AND RESKILLING
- Thanks to the Erasmus+ project UPREST "UP- & REskilling Sustainable Tourism in a new digital era", a survey was conducted at local level among tourism operators, to investigate the level of knowledge of the opportunities offered by ICT and smart solutions to develop sustainable tourism offer. The survey targeted in particular hotels, seaside resorts, food and beverage businesses. A sample of about 50 businesses answered to the survey, which focussed on specific fields of knowledge. The analysis of results revealed that despite a fair nr. of respondents is confident with use of social media, online marketing, learning through devices and software package, the theme of digitalization and the knowledge of opportunities it offers is still pretty low. Use of virtual reality, robotization, smart technologies and nano technologies are very scarce. This might be related to the sector itself. Most of respondents were 46-65 years old, males, and have university education.

So specific training on this topic should be defined and offered to businesses.
- Upskilling and reskilling programmes addressing personnel of tourist services should be done with regard the better management and enhancement of natural and cultural heritage
- Upskilling and reskilling programmes addressing personnel of tourists services to improve inclusivity and adequately welcome and inform fragile people

CULTURAL AND NATURAL ROUTES /THEMATIC NETWORKS

Necessity to work more on networking for the development of thematic offer in the frame of a wide destination, in order to be more visible and competitive at international level.
So to define and implement joint strategies and communication and marketing activities to structure thematic products al European level is an effort that the Municipality is committed to carry on:
- child friendly destinations
- ecotourism in protected and green areas (saltpans, pinewoods)
- culture connected to saltpans
- culture connected to maritime culture
- cycling tourism and routes
- sports events
- garden tourism and the culture of green
- defensive artefacts

DIGITALIZATION & SMART SOLUTIONS

More effort in digitalization of services and smart solution should be done, and applications should be foreseen in the following fields:
- tourism services
- cultural heritage recovery and enhancement
- mobility
- communication & information
- networking at list at regional level
- tourism businesses management in order to increase the quality standards and sustainability levels

DESEASONALISATION STRATEGY AND ACTIONS

A deep reflection on strategic assets of the territory worth to be enhanced to boost deseasonalization should be done, to define a deseasonalization strategy including actions and financial plan

STAKEHOLDERS/COMMUNITY INVOLVEMENT

To be successful, a development strategy have to be discussed with local stakeholders ecosystem in order to have a common understanding of it. The same stands for the community to ensure acceptance and support of decisions. So information programmes, co-planning of actions and

initiatives, as well as education and training programmes should be envisaged to concretely transform Cervia into a sustainable destination

4. KEY ACTORS
- local administration
- regional administration
- business associations
- cultural associations
- tourism services (tourism information centres, company managing natural sites/visitor centres, congress center, spa, sport centres)
- travel agencies
- seaside resorts
- hotels/accommodation
- voluntary and active citizens

5. SOURCE OF IDENTIFICATION OF NEEDS (studies, consultations, surveys, etc.)
- SWOT analysis conducted for the update of the Administration programming document 2023-2025 file:///Users/utente/Downloads/DUP%202023-2025_per%20web.pdf
- survey on tourists knowledge of the opportunities offered by ICT and smart solutions to develop sustainable tourism offer conducted in the frame of the Erasmus+ (2021-2027) project UPREST
- strategy for the better recovery and enhancement of immaterial cultural heritage developed in the frame of the project Culturecovery (Interreg Central Europe).

PP3   Municipality of Cesenatico

Abstract/Executive Summary

The territory and the coastal area of Romagna and Cesenatico already is rich of opportunities in for valorisation of the cultural and natural heritage: however, a series of factors are emerging which limit its full development and integration within the general cultural offer.

1. DESCRIPTION OF LOCAL CONTEXT (including strengthen and weaknesses)

The Romagna Coast is one of the places where the tourist offer linked to bathing has historically established itself in Italy and has had its maximum development over almost two centuries, however also addressing all the various critical issues that have emerged; in recent decades, the traditional offer linked to hospitality, food and popular prices has also been joined by the enhancement of the cultural and natural heritage. In particular, Cesenatico was the forerunner in the enhancement of the maritime heritage and traditional boats, which was then extended to the entire coast.

The strength is the presence of a very large network of accommodation facilities and an economic context entirely oriented towards tourism, and - on the cultural and natural side - of a rich offer of opportunities.

The weakness, again from the point of view of the cultural and natural offer, is the lack of an overall enhancement and promotion strategy; but even before that, for many of these realities, of forms of effective management of the heritage that allow its full development and cultural and economic use.

2. DESCRIPTION OF THE MAIN PROBLEMS ENVISAGED IN THE FIELD OF SUSTAINABLE TOURISM

The first problem is that the places and situations of cultural and sustainable tourism are still a small experience, if compared with the global reality of the tourist offer, and are based on experiences that are often single, individual, or in any case managed on a small scale and therefore subject to instability and variability over time which does not allow them to be put into a system for larger-scale or long-term projects.

Furthermore, most of the cultural and natural tourism opportunities are linked to public bodies owned places and sites (e.g. museums, parks, sites, etc.), managed with often excessively bureaucratic governance models and excessively local subjects and logics.

However, it should be emphasized that the tourist and natural and sustainable tourism offer cannot be a mere series of opportunities for things to see and do, but must be linked to an overall vision of an entire territory: in particular, the territory of the the Romagna coast was strongly characterized by an urban and building development in the post-war years and by the strong development of mass tourism, and therefore in order to be able to develop a tourist system linked to the values of the rediscovery of the territory, the culture of the places, the environment, of sustainability, general actions aimed at the entire territory are also needed to implement policies, for example, aimed at mobility, building reuse, care for the city's decorum, road conditions, energy saving, etc.

The need for training of tour operators should also be underlined, who sometimes follow models still based on those of the tourism of the previous decades and on a generic vision of promotion as the only resource to guarantee tourist presences: instead, it is first of all necessary to develop in the operators a awareness of the strategic value, for the future, of a new vision in which cultural, experiential, sustainable tourism are not mere promotional slogans, but the basis of a new tourist offer that is increasingly integrated with the overall evolution of the territory.

As regards the cultural tourism professions, it is necessary to implement management models that allow real economic profitability and therefore also personal investments in one's life and career choices, without which these professions risk being marginal and episodic, and therefore not usable at the within a mature supply system.

3. DESCRIPTION OF NEEDS IDENTIFIED WITH REFERENCE TO THE PROBLEMS DESCRIBED AND IDENTIFIED AREAS

☒ ENHANCEMENT AND PROMOTION OF IMMATERIAL CULTURAL HERITAGE

It is necessary to find concrete models of management / governance that allow to support the experiences and communities that hand down and make visible the intangible cultural heritage (e.g. navigation with traditional boats and related activities e.g. sail making, shipbuilding; traditional fish cuisine; heritage linked to trades and natural resources (e.g. salt, pine forest, etc.)

☒ ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE

It is necessary to support the safeguarding and conservation of a heritage that is often difficult to preserve (e.g. traditional wooden boats, historic buildings, natural areas, etc.), which requires constant maintenance and very specific and off-the-market professionalism.

☒ UPSKILLING AND RESKILLING – MORE STABLE AND SUSTAINABLE JOBS

It is necessary to promote stable and fairly paid job opportunities, in the face of training articulated on different organizational levels, for professionals of cultural work and linked to sustainable tourism experiences, overcoming the occasional nature and improvisation that sometimes characterize them.

☒ CULTURAL AND NATURAL ROUTES /THEMATIC NETWORKS

It is necessary to encourage the development of routes and thematic itineraries that connect the most active experiences already consolidated (e.g. in the field of nautical tourism with traditional boats, of maritime heritage events and gatherings).

From this point of view, it would be appropriate to integrate the experiences of enhancement of the maritime heritage linked to navigation with traditional boats that take place in Romagna (e.g. the "Mariegola" circuit) with similar experiences that take place in other European countries and which bring together a huge number of visitors (e.g. nautical festivals, thematic fairs, etc.).

☒ DIGITALIZATION & SMART SOLUTIONS

It is necessary to encourage the implementation of "smart" actions that allow access in digital form to the information contents of the cultural and sustainable offer, and above all the development of overall reference portals that bring together resources that are now parceled out.

☐ DESEASONALISATION STRATEGY AND ACTIONS
☒ STAKEHOLDERS/COMMUNITY INVOLVEMENT
It is necessary to foster the training and awareness of the stakeholders who guide the choices of promotion and investment in tourism in the area (e.g. local authorities, trade associations) on the strategic and priority value that cultural and sustainable tourism must assume for our area .
☐ OTHER (SPECIFY)_____

4. KEY ACTORS

The key players are those most directly linked to the strategic choices that guide the transformation of the tourism model, therefore the governance of local authorities, trade associations, etc.; but to follow, all the operators who in their work can be a source of change and creators of new opportunities and connections with other experiences.

5. SOURCE OF IDENTIFICATION OF NEEDS (studies, consultations, surveys, etc.)

No scientific studies present in the literature were consulted, which in reality are quite scarce and carried out internally in some structures or bodies and not published: the main source of the analysis is that of the direct experience of management of realities operating in cultural tourism and in the comparison with similar experiences at the local level.

PP4   Juraj Dobrila University of Pula

Abstract/Executive Summary

The name of the pilot project is "Create Your Atlas of Routineraries – Experience Ližnjan", which is to be implemented in the Municipality of Ližnjan, in the south of Istria. Themes and topics covered by the project refer to Accessibility and Tourism experience. Namely, this area is chosen because it is rural, it abounds with intact nature and un/discovered cultural heritage, but is not enough recognized nor accessible for disadvantaged people. Being aware of the latter, the experiential video of the selected locations will act as a virtual tour for those who are not able to undertake the tour in its full potential (like entering the objects through narrow doors or passing the macadam roads) in any way. Also, it will act as a stimulus for interested visitors and enthusiasts that wish to experience local culture and traditions, natural beauties, bike and trekking routes – in any time of the year. The experiential video will promote natural and cultural heritage, tangible and intangible goods, offering also a digital revival of the locations as an added value to the destination experience. The project connects the Church of St. Mary from Kuj, Cesare Rossarol memorial park, fortress Monte Madonna, St. Mary church in Kostanjica and archaeological site Nesactium through bike and trekking routes throughout the Municipality of Ližnjan. The project design and realization is to embrace the natural beauty, revitalize the local culture with new innovative solutions and make it a lively attractive place that tells the story and attracts an increasing number of active visitors. The goals of project idea are focused on preserving the rich and varied cultural heritage through open and collaborative innovation and improve the attractiveness of the area, fostering the development of cultural-based economy. The project valorizes undiscovered cultural heritage of Ližnjan area by bike route including different sides of touristic products (cultural, sport, adventure, eno-gastro, experience tourism…) in order to promote new innovative touristic offer and make it more accessible and attractive.

1. DESCRIPTION OF LOCAL CONTEXT (including strengthen and weaknesses)

The whole area of Ližnjan has numerous gems to discover – preserved natural and cultural heritage, local economies, vineyards and wineries (with tasteful Malvazija and Teran), bike and trekking routes, beautiful beaches; rural but surrounded with the nearby frequent places like Pula, Medulin, Premantura. The natural beauties are ideal for sports and recreation, whilst the cultural heritage for interpretative walks, gamification, various manifestations and eno-gastronomic experiences. Also, there is a four-in-one manifestation named "Felix Fest" in Šišan and Celebration of St. Mary from Kuj in Ližnjan, that are held in the middle of June. Felix Fest encompasses a bike tour, olive oil tasting and awarding, reviving traditional food and crafts, and an interpretative walk named "Legends of Šišan." Celebration of St. Mary is a local religious procession held in honor of St. Mary as a guardian of the Ližnjan village, the sea and the fisherman. Cycling manifestations are becoming very popular, giving a remarkable note to the natural beauties. With all of the distinctive cultural features in the area of Ližnjan Municipality, Kvarner "on the palm of the hand" and beautiful peninsula Marlera, there is a great tourism attractive potential for an integrated offer and strategic management of the

destination. The project is focused on sustainable approach of valorizing cultural heritage in internal and rural areas by develop competitiveness, extension of seasonality and improving accessibility. As defined weaknesses of lack of technological innovation in tourism sector, particularly in environment and cultural tourism in our territory, our activities have focused on improving competitiveness of local stakeholders by organizing workshops especially "Digital marketing in tourism" (social media, web promotion, digital tourism), also "Experience design – creating quality touristic offer" and "Branding in Tourism" which leads stakeholders to create new innovative touristic products or improved synergy among different touristic products with the aim of extension of seasonality. Implementing new digital innovative video with digital technologies of rural and undiscovered cultural sites of area of Ližnjan project activities are focused on improving accessibility. Short term opportunities and challenges faced by the project refers on establish stakeholder partnership, develop new ideas, extension of new knowledge, promote rural and undiscovered cultural heritage. Medium term opportunities and challenges faced by the project refers to new collaboration and new innovative cultural and tourism products, valorization of cultural heritage. Long term opportunities and challenges faced by the project refers to extension of the season, improving accessibility.

Cultural and touristic offer of Ližnjan area refers on:

cultural sites (Nesactium, Hill of Svetica, Muntic, Port of Kuje, St. Stephen, Ližnjan, Šišan)

cultural events (Felixfest - an event of revival the soul of ancient Sisan and pay tribute to its heritage and tradition with tasting magnificent Istrian extra virgin olive oil and the traditional dessert named Busoladine and discovering local legends; Run4Teran – wine and running are blending in Šišan, connecting the location where Teran is produced by top-class winemakers; Ližnjanski vremeplov – lectures with expert guides for discover tangible and intangible cultural heritage; Free guided tour – connection Vodnjan, Šišan, Žminj; Hist(o)ri Cinema- film nights on archeological sites Nezactium; etc.)

2. DESCRIPTION OF THE MAIN PROBLEMS ENVISAGED IN THE FIELD OF SUSTAINABLE TOURISM

Describe the main problems envisaged in the enhancement of the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Project is undertaken to promote rural and undiscovered cultural area of Ližnjan. Detected problem is non valorized cultural richness in Ližnjan area (it is not recognized and integrated even with different offer within other touristic products of high valued maritime destination). The lack of technological innovation in tourism sector – in particular in environment and cultural tourism – is affecting the sector competitiveness as well. The whole ecosystem should be encouraged to work according to more integrated approaches driving stakeholders to embraced open and collaborative innovation. Atlas promotes innovative business ideas reducing the seasonality or extension of the season as a vital strategic goal. The programme area is suffering of high pressure especially in coastal zone that are main tourism destinations. Redesigning the offer by valorizing internal and rural areas and/or combining high valued maritime destinations with minor internal areas and their cultural and tradition heritage may represent a further step to cope with seasonality, with positive impact

also on the environment and on the diversification of economic activities. Cultural heritage represents itself a common ground (for geographical and historical reasons) to develop a tourist offer attractive for those groups interested not only to the mere maritime destinations but also to know the cultural and tradition behind. This common branding approach may be achieved only by facilitating the dialogue and research for synergies that may be found on both sides of the river, reciprocally valorizing respective cultural heritage and stressing the common point of interest. Tourism operators are more oriented to compete rather than cooperate when they are acting in the same are: this approach is progressively loosing competitiveness in comparison to global tourism destinations. Seeking for stronger cooperation, adopting alternative approaches leading to a diversification of the offer, unlocking the potential of the "cultural behind the shores" is one of the way to make the cross border area competitive in the global market.

3. DESCRIPTION OF NEEDS IDENTIFIED WITH REFERENCE TO THE PROBLEMS DESCRIBED AND IDENTIFIED AREAS

☒ ENHANCEMENT AND PROMOTION OF IMMATERIAL CULTURAL HERITAGE

☒ ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE

☐ UPSKILLING AND RESKILLING – MORE STABLE AND SUSTAINABLE JOBS

☒ CULTURAL AND NATURAL ROUTES /THEMATIC NETWORKS

☒ DIGITALIZATION & SMART SOLUTIONS

☒ DESEASONALISATION STRATEGY AND ACTIONS

☒ STAKEHOLDERS/COMMUNITY INVOLVEMENT

☐ OTHER (SPECIFY)_____

The project design and realization is to embrace the natural beauty, revitalize the local culture with new innovative solutions and make it a lively attractive place that tells the story and attracts an increasing number of active visitors.

The goals of project idea are focused on preserving the rich and varied cultural heritage through open and collaborative innovation and improve the attractiveness of the area, fostering the development of cultural-based economy. Topics Tourism experience and Accessibility directly contribute to final scope of the project by empowering competitiveness of the area, improving new innovative digital technology supporting disadvantages groups, reducing seasonality and strengthening local economy and grow. Available resources are: local community support, openness to new innovative ideas and technology, openness to collaborative partnerships, potential of different touristic products.

4. KEY ACTORS

In project are involved Municipality of Ližnjan, Tourist Board of Ližnjan, Istrian Region – Department for Tourism and Department for Culture, DDI – Muscular dystrophy Society of Istria, Archaeological Museum of Istria, regional parish offices. The project has been carried out in the municipality of Ližnjan, with a strong cooperation of Regional task force. Cause of its geographical location,

Mediterranean climate, undiscovered nature beauty, cultural richness, fertile cropland, Ližnjan offers a wide range of different potential tourism products: cultural tourism, storytelling, discovery activities, gastronomy and tasting activities, sport tourism (diving, tracking, running, fishing, hunting, riding…), adventure tourism. Local population is increasingly involved in educational activities organized by the Ližnjan Tourist Board which shows that they are working on their competences and are open for new innovative product and technology but Ližnjan has no developed application. Key actors are: Tourist Board Pula (Turistička zajednica Pula), Town of Pula, Tourist Board Medulin (Turistička zajednica Medulin), Municipality Medulin , Tourist Board Ližnjan (Turistička zajednica Ližnjan), Municipality Ližnjan, Tourist Board Vodnjan (Turistička zajednica Vodnjan), Town of Vodnjan, Tourist Board Fažana (Turistička zajednica Fažana), Municipality Fažana, Pula Film Festival, Motovun Film Festival, Visualia Festival, PUF – International Alternative Theatre Festival (PUF - Međunarodni festival alternativnih kazališta), Spectacvla Antiqva in Arena, stra Inspirit, Outlook & Dimension Festival Pula, Tilting at the Ring (Trka na prstenac), Istrian Wine Run, Medea Wines and Salvela Olive Oil (Medea Vina I Salvela maslinova ulja) -Agroprodukt d.o.o., Vinistra, National Park Brijuni (Nacionalni Park Brijuni), Parenzana, Baredine Cave (Jama Baredine), Cave Romane Vinkuran, Cape Kamenjak (Rt Kamenjak), Morosini-Grimani Castle (Kaštel Morosini-Grimani), The Pietrapelosa Castle (Kaštel Pietrapelosa), Underground tunnels – Zerostrasse (Podzemni tuneli – Zerostrasse), ISTRIAN de Dignan – ECOMUSEUM (ISTARSKO – Ekomuzej iz Vodnjana), The Batana Eco-Museum (Ekomuzej Batana), Application Gourmet & Wine Lovers (Aplikacija Gourment & Wine Lovers), Application Pula+ Heritage Tour (Aplikacija Pula+ Heritage Tour), Application Olive Manager (Aplikacija Olive Manager), Arena Hospitality Group, Krug Travel, Mara d.o.o., Tijara Model Management, Uniline d.o.o., Studio Sonda, Metamedia Association (Metamedij - Udruga za razvoj audio-vizualne umjetnosti), ArchaeoCulTour, IRTA - Istrian Tourism Development Agency (IRTA – Istarska Razvojna Turistička Agencija), Istrapedia, Arheološki park Vižula, Medulin I Turanj, Premantura– Općina Medulin, Pula Aquarium, IstraAction - Fortification tour, Labin Art Express, Archaeological Museum of Istria (Arheološki muzej Istre), Museum of Contemporary Art of Istria (Muzej suvremene umjetnosti Istre), Historical and Maritime Museum of Istria (Povijesni i pomorski muzej Istre), The Community center Rojc (Društveni centar Rojc), Museum Olei Histriae (Kuća istarskog maslinovog ulja). Ližnjanski vremeplov is the interpretation tour aims to raise public awareness and familiarization with the values that exist in the municipality, with the expert guidance of lecturers. It is successful pilot action but it is more concerned to local people and private accommodation owners. This pilot action can be replicated to any region with aspects of storytelling, interpretation tours, experience and cultural ghost (for example in Istria there is a lots of small villages with rich cultural heritage).

5. SOURCE OF IDENTIFICATION OF NEEDS (studies, consultations, surveys, etc.)

Identification of needs is based on consultation with following public sector: Municipality of Ližnjan, Tourist Board of Ližnjan, Istrian Region – Department for Tourism and Department for Culture, DDI – Muscular dystrophy Society of Istria, Istria Tourist Board, IRTA – Istrian Tourism Development Agency, Archaeological Museum of Istria, Pula Tourist Board, Vodnjan Tourist Board, Town of Pula,

Lagur Flag, Brijuni National Park. As well as the private sector: cultural and creative industries (IRTA - Istrian Tourism Development Agency, Aquarium Pula d.o.o., Istria Inspirit society), Arena Hospitality Group, local travel agencies and accommodation offers (Uniline d.o.o., Admiranda Plus d.o.o., Adria Star d.o.o.). All named stakeholders support project activities through active engagement in creating experience touristic output and participation on workshops with the aim to improve competitiveness of the sector and promoting cultural heritage.

PP5   City of Kastela

Abstract/Executive Summary

1. DESCRIPTION OF LOCAL CONTEXT (including strengthen and weaknesses)

The town of Kaštela is located on the coast of the Bay of Kaštela. It has over 40 000 inhabitants, and it is the second largest town in the Split and Dalmatia County. It stretches over the length of 17 kilometers. Our town is specific because of the fact that it developed around 7 settlements (Kaštel Štafilić, Kaštel Novi, Kaštel Stari, Kaštel Lukšić, Kaštel Kambelovac, Kaštel Gomilica and Kaštel Sućurac) or around castles. Each village has its own particularity merged into character of this part of Mediterranean. Radun and Rudine emerge in recent years as the two new smaller centers. The eastern part of the city is a little industrial center. Cement factories, a steel mill and many shopping malls are situated there. Agriculture based on crops traditional for this region is developed in the Field of Kaštela and on the slopes of Kozjak. Growing of olives, grapes and cherries flourish in the recent times. The western part of the town is more tourism- oriented. This is the area with most accommodation capacities: tourist apartments, rooms, camps and hotels.

Our main weakness is that our tourism is mostly seasonality oriented during peak summer months when we have a lot of tourists in our city. Tourists that come to Kaštela still wants only summer, sun, beaches and because of that they come to our city mostly during peak summer months. Poor transport infrastructure creates problems for us during the summer months when there are a large number of tourists in the city. Because of that, we think it's the most important to bring more and more tourists to our city outside of this peak summer months and expand the tourist offer to the pre-season and post-season, as well as the whole year-round tourism.

Our main strengthen is that our city have a large number of inaccessible localities that have not been sufficiently explored till now, but they are attractive and can serve for extending the tourist season into the pre- and post-season. They represent a great presentation basis for building adequate communication elements of the creative industry.

2. DESCRIPTION OF THE MAIN PROBLEMS ENVISAGED IN THE FIELD OF SUSTAINABLE TOURISM

The main problem envisaged in the field of sustainable tourism is a seasonal rush (tourists mainly come during the peak summer months) which creates a large number of people in a small area. Poor traffic infrastructure creates very large, unbearable crowds.

3. DESCRIPTION OF NEEDS IDENTIFIED WITH REFERENCE TO THE PROBLEMS DESCRIBED AND IDENTIFIED AREAS

☐ ENHANCEMENT AND PROMOTION OF IMMATERIAL CULTURAL HERITAGE

☒ ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE

☐ UPSKILLING AND RESKILLING – MORE STABLE AND SUSTAINABLE JOBS

☒ CULTURAL AND NATURAL ROUTES /THEMATIC NETWORKS

☒ DIGITALIZATION & SMART SOLUTIONS

☒ DESEASONALISATION STRATEGY AND ACTIONS

☐ STAKEHOLDERS/COMMUNITY INVOLVEMENT
☐ OTHER (SPECIFY)_____

4. KEY ACTORS

Key actors are tour operators and entrepreneurs, tourist organizations, visitors, environmental institutions, local and regional authorities, autochthonous population, institutions for preservation of cultural, historical and traditional heritage.

5. SOURCE OF IDENTIFICATION OF NEEDS (studies, consultations, surveys, etc.)

Consultations between local and regional autothorities, Tourist board – City of Kaštela and Museum of City of Kaštela. Studies are planned to be done in the future.

PP6   Europe Point consortium

1. DESCRIPTION OF LOCAL CONTEXT (including strengthen and weaknesses)

Teramo Province is located in the Abruzzo region, between the Adriatic coast to the east and the highest Apennine Mountains peaks to the west. The province has a rich cultural and natural heritage, with many medieval towns, castles, national parks, and beaches.

The tourist potential is incredibly high, in the consideration that Teramo province has the capability to create an integrated tourism product, to face future challenges a global tourism market level, characterized by an increasing number of competitors, offering a whole set of different tourist destinations:
- sea
- mountains,
- hilly landscapes,
- historic villages,
- monuments,
- events,
- typical products and traditions.

Seaside tourism sector
Along the entire Abruzzo coast, albeit with different intensity and expressions, the seaside tourism has always been one of the driving sectors of the local economy often becoming one of the identity components of the coastal resorts. With specific referring to the province of Teramo, from Martinsicuro to Silvi Marina there are seven municipalities ("the seven sisters"), with their fractions, which can boast a specific tradition tourism in the seaside sector.
In general, typical characteristics of the entire Teramo coastal strip are sandy and wide beaches, and the peaceful atmosphere, which make it an ideal place for holidays quiet and relaxing, ideal, above all, for family tourism.
There are, anyway, opportunities for entertainment and free time: the night clubs which make the Teramo coast a place appreciated by younger tourists too.
The importance of seaside tourism for the province of Teramo is shown by the high number of accommodation facilities present in the area and by the enormous flow of tourists, on the increase, who decide to spend every year their summer holidays on the Teramo coast.

Cultural tourism sector
The hinterland of Teramo province can boast a large and important artistic, historical and cultural heritage.
Cultural tourism has always been a training sector at national level while at local level, in Teramo province, despite the incredibly reach heritage of the territory - in terms of small villages medieval

well-preserved and full of ancient palaces, churches and sanctuaries, city walls, fortresses and museums, archaeological sites - is still not widespread in the provincial territory cultural tourism. Just in the last years Abruzzo Region and the Province of Teramo have paid more attention to the promotion of this part of the territory in an attempt to offer the tourist of the "Teramano" a more integrated tourist product, as excellent flywheel to get out of the seaside tourist monopoly (the "bulk" of tourism is concentrated in the summer period province).

Alongside a cultural heritage of great value, there are numerous events of historical re-enactment, themed village festivals and various types of events, with exhibitions, historical-artistic collections, cultural events, concerts, which help to expand the tourist offer to offer the tourist a complete and, in some ways, unique experience.

Ecotourism sector

High relevance (currently and, even more, in a perspective view) is mountain eco-naturalistic tourism, which at a national level is worth about 11% of the entire tourist GDP.

Beyond the numerous nature reserves and protected parks, Teramo hinterland offers interesting tourist itineraries among a wide succession of peaks, dense wooded expanses, streams and gorges, which integrate perfectly with the cultural resources, offering the possibility to carry out countless itineraries and exert a strong attraction on enthusiasts of mountain. Itineraries for walking and trekking, but also for those who love mountain biking and hiking or skiing.

No less important for provincial tourism is strictly ecotourism interrelated with mountain tourism, and according to the data provided in the "Report on the market of Ecotourism in Italy" created by Ecobilancio Italia on behalf of World Tourism Organization, it still represents a marginal share of tourism (2%), but it is the sector where greater growth potential is expected at global market level (+20%), higher than the predictable growth rates for traditional tourism sectors.

This type of tourism, allows to combine the basic accommodation services with a series of additional services such as the rediscovery of local traditions, knowledge and values, environmental education, mountain sports, excursions and more. Added to all this is the possibility, through a strong involvement of the territory, to develop new forms of related entrepreneurship to this type of tourism, which does not exhaust the territory, but tends to improve it.

Under this respect, Teramo Province is lately oriented towards the promotion and development of mountain tourism also through targeted projects (e.g. the project "Ecotourism, places and traditions"), aiming at recovering the values and traditions to be made available of the tourist product "Teramo".

Eno-gastronomy sector

Even though it's not representing a definite tourist product, food and wine plays a fundamental role in provincial tourism, contributing in a sensitive way to improve and integrate, and in some ways distinguish, the tourist offer as a whole.

Traditional Teramo cuisine has its roots in the ancient peasant civilization and the territory is able to offer unique products spread throughout the province.

There are many food and wine products known and appreciated even beyond the regional borders. Most of the typical products are spread throughout the province, albeit with slight differences, even between neighboring municipalities.

The tourist products present in the mountain areas are mainly tied to naturalistic and ecotourism aspects, but it's also strong the cultural tourism connected with food and wine.

The availability of large tourism resources available but the low availability of tourism skills spread throughout the area make this sector an unexpressed potential even more in the consideration of the proximity to highly populated areas, albeit seasonally, such as the coast.

The reception system

Overall, with almost 600 structures and an accommodation capacity, in terms of places read, of about 50 thousand units, the province of Teramo, is the one that can boast the more sized receptive system, reflecting the strong tourist vocation of the territory.

By disaggregating the data available by type of accommodation facility: the province of Teramo holds the record for both hotel accommodation facilities (in the number and availability of beds), and non-hotel accommodations (in the number and bed availability). The hotel accommodation can count on a number of businesses equal to 321 with an accommodation capacity in terms of beds exceeding 19.000, while non-hotel accommodation can count on a number of establishments equal to 270 that operate record an accommodation capacity of almost 29,000 beds.

The structure index of the accommodation system, calculated as the number of accommodation facilities for every thousand inhabitants, confirms the tourist vocation of the area. There are 2 hospitality establishments available per thousand inhabitants in the province, which is higher than the same figure for other provinces of Abruzzo and, consequently, to the regional average figure.

Strengths:

Natural Beauties	Cultural Heritage
Teramo Province is known for its stunning natural beauty, with many national parks and protected areas, such as Gran Sasso and Monti della Laga National Park, and the Sirente-Velino Regional Park. This attracts tourists interested in outdoor activities such as hiking, skiing, and mountaineering.	Teramo Province has a rich cultural heritage, with many historic towns and villages, castles, and churches. Teramo, the capital of the province, has a beautiful historic center with Roman ruins, medieval buildings, and museums.
Gastronomy	**Proximity to the coast**
Teramo Province is known for its traditional cuisine, which includes dishes such as arrosticini (barbecued lamb skewers), scrippelle (thin crepes in broth), and pallotte cace e ovo (cheese and egg dumplings).	Teramo Province is located near the Adriatic Sea, which makes it a popular destination for beach holidays and water sports.

Weaknesses:

Limited connectivity	Seasonality

The province has only one airport, located in Pescara, which limits the number of international visitors who can travel to the area plus it lacks good connection to and from Rome (via Highway) or other locations situated on the adriatic costs (not direct train lines).	The tourism season in Teramo Province is heavily concentrated in the summer months, which creates challenges for the sustainability of the industry and the local economy.
Economic development Teramo Province is one of the least developed provinces in Italy, with high unemployment and limited economic opportunities, which can affect the tourism industry and the local community.	**Infrastructures** Some areas of Teramo Province lack adequate infrastructure, such as public transportation and road networks, which can make it difficult for visitors to explore the area.

2. DESCRIPTION OF THE MAIN PROBLEMS ENVISAGED IN THE FIELD OF SUSTAINABLE TOURISM

Engaging the tourist fluxes

Teramo province is mostly chosen for a seasonal seaside tourism, by families with small children and couples.

In the context of foreigners, there is a certain polarization between the young and the elderly which highlights the marginality of the presence of adult tourists (i.e. those who, by income level, amount of physical energy and multiplicity of interests could be an attractive segment for the region).

The low-middle income profiles are predominant (even among foreigners) with a modest share of tourism wealthy. An intermediate level of education prevails (foreigners > 40% with a degree).

Tourists who choose to visit Teramo territory are travelling with multiple goals (gastronomy, sport, shopping, culture, events), reduced to a few solid certainties such as excursions (bikes, natural areas/parks), sports practice (bikes, walks) and, of course, the sea. Little impact is given by shopping (clothing, handicrafts) and events (concerts).

Furthermore, those who visit Teramo province prefer a known and experienced dimension, not looking for attractions or places exclusive or novelty (being very attached to the experiences he has already had and would like to relive again, without details expectations).

The thypical Teramo tourist has a strong habit, which makes him predictable, but a marked propensity to build his own vacation autonomously, being little – or not at all - influenced by social media advertising and promotion, which makes it a subject that is difficult to "engage" by businesses and promoters, as they fail to go with the flow and trajectory.

Reorganizing the offer

It is necessary to activate a more targeted planning process - and necessarily of a "participatory" type - which invites all stakeholders to ask themselves what type of offer can be designed, without

losing sight of the most fundamental of the objectives of tourism development internal areas, i.e. to promote the welfare of the host communities in the medium and long term.

Identifying new strategies capable of paying greater attention to the desirable and/or appropriate social and biophysical conditions for the most fragile destinations; and at the same time to look for more integrated tools to manage the change process is the real challenge for stakeholders and key policy makers.

One of the central, but also the most critical problem within this approach has always been (and remains) the collaboration between stakeholders. Invoked by many as the real turning point in the paths of tourism development, it remains today the most complex condition to manage profitably. Organizing and managing tourism development through collaboration means subjecting the host community to a sort of "collective agreement" within which each actor involved must be able to find their own reason for convenience, and contribute to the production of added value territorial, environmental and landscape especially in balancing tourism and local communities assuring that the different locations (seaside and hinterland) which have different level of growth, seasonality and tourism fluxes.

3. DESCRIPTION OF NEEDS IDENTIFIED WITH REFERENCE TO THE PROBLEMS DESCRIBED AND IDENTIFIED AREAS

☒ ENHANCEMENT AND PROMOTION OF IMMATERIAL CULTURAL HERITAGE

☒ ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE

☒ UPSKILLING AND RESKILLING – MORE STABLE AND SUSTAINABLE JOBS

☐ CULTURAL AND NATURAL ROUTES /THEMATIC NETWORKS

☐ DIGITALIZATION & SMART SOLUTIONS

☒ DESEASONALISATION STRATEGY AND ACTIONS

☒ STAKEHOLDERS/COMMUNITY INVOLVEMENT

☐ OTHER (SPECIFY)_____

The enhancement and promotion of material and immaterial cultural heritage are crucial for Teramo province aiming at attracting the tourists fluxes which are more specifically interested to the seaside tourism and concentrated on the coastal area, in order to amplify the paradigm of the

3 S (Sun, sand and sea) with the more enhanced cultural environment of the three E (Education, entertainment, and Experience), with the goal to generate more balanced economic benefits also for the hinterland.

Upskilling and reskilling in the tourism sector is crucial in Teramo territory, not only in order to lead to more stable and sustainable jobs, but to enable workers in the tourism sector (together with tourism operators and stakholders) to adapt their strategies to changing market demands and new technologies.
The COVID-19 pandemic has shown the importance of upskilling and reskilling in responding to crises. The tourism sector has been hit hard by the pandemic, but workers with transferable skills and knowledge can adapt to new roles and opportunities as the sector recovers.

Desesasonalization strategy is the most crucial action that should be foreseen and implemented in Teramo territory in order to reduce the seasonality of tourism demand (Summer for seaside tourism and winter for hinterland mountain tourism) and increase tourism activities in the province destination throughout the year:
- Offering a variety of tourism products and experiences
- Developing off-season packages and offering discounts and incentives for off-season travel.
- Promoting events and activities to attract visitors and create demand.
- Extending the tourism season by offering activities and events before or after the traditional high season.
- Improving transportation infrastructure, public transport and connectivity.

The involvement of stakeholders such as the collaboration and partnerships between community members, and local organizations never really helped the definition of an effective and efficient strategies development.
Teramo territory still shows a high level of competition among economic operators, a sort of jealousy which hasn't led to the formulation of an integrated tourism offer or comprehensive tourism product, which could have helped boosting the benefits for the operators in both macro-areas (sea and mountain).

4. KEY ACTORS
Community and key actors could play an important role in tourism development and impact the success and sustainability of tourism initiatives:
- at policy regional level (Abruzzo region Tourism Councillorship)
- at policy interprovincial level (Chamber of commerce of L'aquila-Teramo)
- at economic and operative level (Federpate, Confesercenti, Confalbergatori etc..) and with tourism intermediaries entities - which have been specifically issued by regional law in the 2015, to operate in the tourism sector, the so called "DMC" (Destination Management Companies).

Three of the aforesaid DMCs are operating in the Teramo territory:
   o DMC "Hadriatica" (83 private members + 39 economic operators)
   o DMC "Gran Sasso Laga" (20 muncipalities in the partnership)
   o DMC "Riviera dei Borghi di Acquaviva" (106 private operators)

Anyway, there hasn't been a real collaboration and partnerships between these actors to create a more comprehensive and integrated approach to tourism development.

All needs and priorities have been approached at local (if not personal) interests resulting in a lack of integrated and mutually beneficial strategy for the overall promotion of the tourism in the Area.

5. SOURCE OF IDENTIFICATION OF NEEDS (studies, consultations, surveys, etc.)

Studies and consultation:

Report "IL TURISMO IN ABRUZZO TRA PASSATO, COVID E FUTURO PROSSIMO – 4/2022" by CRESA (Centro Studi dell'Agenzia per lo Sviluppo della Camera di Commercio del Gran Sasso d'Italia)

Data sources: ISTAT and Google Trends, elaborated by ISNART (Istituto Nazionale Ricerche Turistiche)

PP7   Šibenik Knin county

Abstract/Executive Summary

Tourism is one of the most important economic activities in Šibenik-Knin County and projections indicate that it will be even more so in the future. This is based on the originality and diversity of the offer that Šibenik-Knin County can provide to the visitor, in this case based on their natural and cultural heritage. Tourism plays a key role in the development of Šibenik-Knin County, in particular the less developed parts of it, due to its considerable job creation potential, particularly for young people. Tourism has also shown considerable resilience and persistent growth even during the recent past crisis. Therefore, Šibenik-Knin County is putting lots of effort to develop new products such as routes of cultural tourism that would increase the interest to visit our County during the whole year, to avoid low-season effects on the local population employment and generate employment opportunities for the resident population.

1. DESCRIPTION OF LOCAL CONTEXT (including strengths and weaknesses)

Šibenik-Knin County has positioned itself as an important tourist destination whose tourist offer consists of a number of natural and socio-cultural attractions that became more accessible to the Europeans, but also to the wider, emitting tourist market with the construction of the highway in the first half of the 2000s. However, given that the tourism development of the County (as well as the entire country) in recent decades was largely spontaneous and had a development vision of mass tourism, tourist infrastructure as well as tourist movements are concentrated in the coastal area where the main tourist offer consists of "sun and sea". In Šibenik-Knin County we have the seasonal character of tourism, while the great tourist potential of the inner part of the County is almost completely unused. In spite of this, tourist movements are recording continuous growth with a further emphasis on coastal areas. Therefore, it is crucial to approach the further tourism development in a way that we raise the potential of the rural parts, and move the mass orientation and seasonality of tourism towards a quality and diverse year-round tourism.

2. DESCRIPTION OF THE MAIN PROBLEMS ENVISAGED IN THE FIELD OF SUSTAINABLE TOURISM

The equable development of tourism with the recognition of local specificities is one of the main goals in Šibenik-Knin County. Activating potential natural and cultural resources improves and expands the tourist offer, which is directly reflected in the increase in tourist demand, since contemporary trends in tourism indicate the increased importance of various forms of tourist offer in the destination. The development of tourism outside the traditional framework of sun and sea provides stability and sustainability to the tourism sector. At the same time, the interior of the Šibenik-Knin county has exceptional potential, given that it stands out among the coastal destinations in the wider region in terms of tourist resources and attractions, but most of the resources are still not valorized in terms of tourism, nor are they sufficiently present and recognizable on the tourist market.

Šibenik-Knin County represents a microregion of exceptional spatial diversity in every respect and as such has the potential to develop into a destination that can offer visitors interested in active tourism a wide range of different tourist activities and locations in a relatively short time. Spatial diversity is precisely one of the fundamental tourist resources, which is reflected in local specificities that must be nurtured and which can be very successfully valorized in tourism through mutual integration. Sustainable tourism development is very important in small local communities if we want to avoid the effects of globalization and the negative consequences of fast, spontaneous development. Tourism must enable valorization of all local environments that want to be included in the tourism market. This ensures a larger and more diverse tourist offer in the county, the development of new routes as products and the revitalization and preservation of passivated rural areas affected by depopulation.

3. DESCRIPTION OF NEEDS IDENTIFIED WITH REFERENCE TO THE PROBLEMS DESCRIBED AND IDENTIFIED AREAS

☐ ENHANCEMENT AND PROMOTION OF IMMATERIAL CULTURAL HERITAGE

☒ ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE

☐ UPSKILLING AND RESKILLING – MORE STABLE AND SUSTAINABLE JOBS

☒ CULTURAL AND NATURAL ROUTES /THEMATIC NETWORKS

☐ DIGITALIZATION & SMART SOLUTIONS

☒ DESEASONALISATION STRATEGY AND ACTIONS

☐ STAKEHOLDERS/COMMUNITY INVOLVEMENT

☐ OTHER (SPECIFY)_____

4. KEY ACTORS

Regional and local authorities, tourist boards, external experts, travel agencies, tour guides are key actors when we want to create or further promote a new cultural route as a new product. But above all, the key actor is always the EU programme that gives us the possibility of financing.

5. SOURCE OF IDENTIFICATION OF NEEDS (studies, consultations, surveys, etc.)

Šibenik-Knin County has its own Master plan of Tourism strategy that was created in 2017. This Strategy is still current and valid source for identification of our needs.