

WP5 Pilots Implementation

WP5.3.5 – Final report

Atlas

Adriatic Cultural Tourism Laboratories
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SUMMARY

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Introduction

The Final report contains evaluation of each of demonstration projects, based on the collection of feedbacks from the target groups; integration of the demonstrations' results into a crossborder model which will be adopted by the Task force and contribute to valorize a crossborder systemic approach.

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

ATLAS targets the following objectives:

- Leveraging the unlocked potential of cultural heritage in programme area;
- enhance the capacity of the cross-border tourism sector by means of valorising its cultural heritage and its peculiarities and making the territories more attractive thanks to alternative, innovative and sustainable approaches;
- Improving cultural tourism operators skills by adopting new technologies and new business models to facilitate cross-border cooperation and involving stakeholders from different sectors, creating infra-sectoral synergies;
- Promote the most important cultural sites and their traditions, exploiting the opportunities offered by digital tourism and experience in tourism-related projects.

The project provides pilot actions in the following topics:

- Digital tourism and virtual tourism. Cultural tourism contents digitalization and implementation of virtual tours on cultural sites through innovative apps for mobile.
- Accessibility. Improving the value and increasing accessible cultural tourism
- Enhancement of cultural heritage. Mapping and re-use in terms of creative tourism of "sleeping quality sites" (abandoned buildings belonging to the local cultural heritage); identification of the cultural buildings with high potentialities in terms of cultural and creative tourism enhancement. Mapped building will constitute a crossborder network, supporting strategic collaborations and increasing its competitiveness.
- Tourism experience. Design of innovative tourism itineraries based on the concept of experiencing the cultural, traditions and products of the territories, valorizing minor tourism destinations, in particular rural and inner areas.

Pilots are thought as an integrated package allowing public and private actors belonging to the cultural tourism (in cooperation with research bodies).

The pilot actions implemented

The following scheme summarizes all the 16 pilot actions carried out by each partner in the different regions and divided by the various topics.

	Name	Localization (Region, Province, City..)	Description	Cultural/Natural sites promoted	Topics (choose the topic/topics of your project and explain why)				Public/Private stakeholder involved	Expected results
					WP5.3.1 digital and virtual tourism	WP5.3.2 accessibility	WP5.3.4 tourism experience	WP5.3.3 enhancement of cultural heritage		
LP Friuli Innovazione	1. Tourism experience	Cividale del Friuli	LP plans to organize three pilot actions, one on tourism experience with an experience tour a second one as a promotion of an existing traditional cultural event using digital technologies to improve edutainment and engagement of "Z" and "millennial" targets. A third one will be the survey of accessibility of cultural heritage sites in Cividale del Friuli	1. Cividale del Friuli city centre		innovative solutions and/or approaches for audience development/involvement of youngsters/digital natives	Organization of an "experiential" tour in Cividale del Friuli, i.g. a tour where the participant becomes actor of his own experience and the tour develops like a theatre performance with a canvas developed on a real topic/event/happening/story.		Regional Incoming Destination Companies, Municipality of Cividale Tourism Office, Regional tourism board Promoturismo FVG, Region FVG (Cultural direction), GAL Torre and Natisone Valleys	The development of new innovative cultural tourism products that may increase the competitiveness of the tourism sector; promotion of alternative ways of living the tourism experience.
	2. Promotion of a traditional cultural event	Natisone Valleys	promotion of an existing traditional cultural event using digital technologies to improve edutainment and engagement of "Z" and "millennial" targets	Natisone valleys	Development of a digital APP to be used with a touch screen, video and camera. The user may become one of the character of the traditional Carnival ("Pust") and play with them.				Museum, local association, GAL Torre and Natisone, Tourism office board	Increase of interest toward "old" tradition thanks to the use of digitalisation; higher number of visits to the multimedial museum of S.Pietro al Natisone; reevaluation of cultural heritage traditions by means of digital solutions to enlarge and increment the audience; increase the accessibility of young and new target groups.

	3. Accessibility	Cividale del Friuli	survey of accessibility of cultural heritage sites in Cividale del Friuli			<p>Accessibility represents a cultural principle, affecting all activities of everyday life and from a more innovative point of view it should concern every aspect of a person's private and public life. The concept and the right to accessibility will be observed in a broader sense, for each person individually, with their different needs and abilities (motor, sensorial, cognitive and emotional) whether they are permanent or temporary, A survey on the accessibility assessed by the means of data collection questionnaires, recording of visitors and feedback and interview with managers will be done.</p>			<p>A stronger awareness of accessibility needs, pre-conditions and limitation by the local cultural managers; recommendations for improvement; cultural mindset change addressing a wider concept of accessibility.</p>
PP1 IDA	Colosseum	Pula, Istra	Cultural heritage adressed to people with disabilities in Pula, Istria	Pula, Colosseum		<p>a ramp to access for persons with disabilities by internal tunnels of the colosseum</p>	<p>persons with disabilities will be able to access the largest and one of the oldest tourist facilities in Istria</p>	Public stakeholder involved	<p>Improved value and increased accessible cultural tourism to people with disabilities</p>

PP2 Sipro	Carlo Rambaldi Museum	Vigarano Mainarda (Ferrara)	Development of digital application (web site) to support and promote the new Carlo Rambaldi Museum	Ferrara, Po di Volano, Vigarano Mainarda	The project of the themuseum will be supported and promoted by the development of web site		Valorizing a sustainable tourism destination in the area of the Po of Volano between Ferrara and Vigarano. The purpose is to preserve and raise awareness of the natural and cultural heritage.	the development of the web site will enhance and increase the knowledge of the cultural value of the museum	Province of Ferrara, Municipality of Vigarano, AMI, Carlo Rambaldi Foundation	Valorization of natural and cultural heritage sites in terms of promotion of the territory. Creation of a new integrated tourism product that will increase the visibility of local cultural and natural sites
	Experience tour Comacchio and Delta Po Park	Municipality of Comacchio	On the 30th September Sipro organized an Experience Tour in Comacchio (Stazione di Foce and Valli). It was an accessible excursion by a motor ship accompanied by an expert environmental guide following the historical-naturalistic path. The programme was: Visit to the ancient "Casoni" and to a plant from traditional fishing (Lavoriero) rebuilt with marsh reed; Lunch at a typical restaurant "Bettolino di Foce"; Guided tour of the Marinated Manifattura with flour and frying laboratory of fish and tasting.	Municipality of Comacchio, Delta Po Park	The experience tour has been tested and promoted for all people also those with disabilities and reduced mobility				Municipality of Comacchio, Visit Ferrara Consortium, Local tour operator, Village4All Association	The Municipality of Comacchio and all the Delta Po Park one the most important touristic site in the Province of Ferrara. During the summer a lot of tourists go to Comacchio seaside; the purpose of the Region and the Municipality is to promote the Romagna territory not only for the seaside and the summer tourism but during the whole year with also natural and cultural experiences as in example the accessible experience tour organized during the Atlas project.

	<p>Methodology for the mapping the forgotten sites</p>	<p>Province of Ferrara</p>	<p>The active mapping of the “forgotten” buildings in the city of Ferrara and its province was carried out taking into consideration the general and specific objectives of the project; namely to create a cross-border centre of technical and scientific professionalism in the field of contemporary art and, more in general, in the realm of creativity, capable of supporting and sustaining enterprises and institutions in research activities, in creating materials and in actions for communication and coordination between different partners of different nationalities.</p> <p>As highlighted in the planning stage the importance of this activity resides in mapping the places, which because of their context and current characteristics could be capable of hosting activities.</p>	<p>Churches and other forgotten sites along the Province of Ferrara</p>				<p>the mapping of these sites will enhance and increase the knowledge of the cultural and hystorical value of the "forgotten" buildings</p>	<p>Province of Ferrara</p>	<p>Regarding the files presenting the forgotten tourism assets identified in the analysis, as a potential enrichment of the tourism offer for Ferrara as a whole, which already has its own specific identity, hereafter follow some concise files containing basic information.</p> <p>The aim is to be able to identify these sites by means of digital supports using the geographical coordinates. In addition, information regarding road access is given. This in its turn functions as a sort of highlighter for the interventions that need to be bolstered in order to render the sites structurally and essentially available for use in historic, cultural, architectural and rural tourism in Ferrara’s territory</p>
	<p>Mapping of twentieth century architectural heritage of Ferrara in order to define an itinerary as new tourism experience in the art and the architecture in the years 1920-1940</p>	<p>Municipality of Ferrara</p>	<p>The main aim was the valorization of a shared vision of historical and cultural identity, in order to underline the architectonic heritage due to the different totalitarianisms of XXth century. In fact this heritage had a great importance even if connected to a complex and “inconvenient” historical period. From Ecletism to Rationalism, 20 years of fascist regime profoundly influenced the development of architecture and urbanism in Italy. In Ferrara, the area</p>	<p>Twentieth century architectural heritage of Ferrara</p>			<p>Valorizing a cultural tourism destination in the center of Ferrara along a specific hystorical theme</p>			<p>This new itinerary starts from the 20th century Quadrilateral (Largo Antonioni), the main example of rationalist intervention, and offer visitors the opportunity to cross different architectural styles and design details.</p> <p>The journey provides 15 stages, in correspondence to each one, some road</p>

			between the Monumental Acqueduct and Largo Antonioni hosts several buildings which tell this story. So, through this mapping, we realized a new school tourist itinerary which has also some connections with the city, particularly with its stakeholders and its other itineraries.							signs have been permanently arranged, with the task of enhancing the individual urbanistic-architectural nineteenth-century assets and the principal legacy of fascist totalitarianism.
PP3 Tecnopolis		Gioia del Colle, Bari - Apulia	The pilot project will be developed on the Museum of Ancient civilization of Gioia del colle. A first part will be to choose some thematic areas of the museum to prepare specific touristic pathways involving also local artisans and ancient jobs	Some cities in Apulia Region less known and still undiscovered		Improve accessibility by ICT tools (virtual reality tours) and application. Realization of specific museum pathways (including also old techniques of production) with the Involvement of CNR ISSIA OMERO "A Multimodal System To Explore Virtual Reality"			There will be involved both private and public (Regional Task Force) actors belonging to the world of Tourism , with the involvement also of companies and Regional Agencies	Valorization of a Cultural Heritage site in terms of promotion of the territory
PP4 Puglia Creativa	"Visit Puglia Creativa: I pacchetti turistici della Puglia Creativa"	Puglia Region	The objective of the pilot action is the creation of N. 3 experiential tourist packages launched before through n. 3 related press tours. The final goal is to experiment innovative tourist experiences capable of immersing tourists in the beauty and creativity of Apulia, enhancing not only natural, artistic and cultural assets of the region, but all events, festivals, creativity's workshops and any other place or aspect able to boost Apulian creativity.	According to the Regional Landscape Plan, the project identifies three areas for this experimentation: Puglia Imperiale (City of Ruvo di Puglia - Bari; Castel del Monte - Andria; city of Trani); Murgia dei Trulli and Itria Valley (cities of Alberobello; Locorotondo; Putignano - Bari); Serre Salentine (Castle in the city of Corigliano d'Otranto; Porto Badisco; Regional Natural Park	The use of digital technologies will be essential for the promotion, dissemination and accessibility of experiential tourist packages, as well as to facilitate the visibility of festivals, events and creative workshops. The implementatio	none	The experiential tourist packages will combine natural and artistic heritage's attractors with experiences of the festivals, event and creativity venues, with particular attention to artistic craftsmanship, performing arts and design and above all to valorization of the human talent to transform them in precious heritage and artistic handcrafts.	In the implementation of the pilot packages, the main UNESCO sites of the region and the cultural heritage present in the identified areas will be taken into account	Festival organisers, tour operators, Pugliapromozione, network of hotels, restaurant, touristic services.	Constitution of brand and visual identity of territories; increase in quality and aware tourism; increase tourists' flow; seasonality diversification; community involvement; valorization of natural and cultural heritage in less mundane destinations.

				Otranto-Leuca - Lecce).	n of the contents on the platform will be handled by a social media / communication manager.					
PP5 UniPu	Tourism experience	Region of Istria, Municipality Ližnjan	UNIPU pilot action will be presented through video of the bike route of 5 cultural sites. Our aim is to connect this sites through unqu story and raise awarness of the cultural heritage in rural area. On the other hand, these sites are difficult to reach, therefor our video of the bike route will enable people with disability new way of experience rich cultural heritage in rural area.	<ol style="list-style-type: none"> 1. Church of the Mother of God from Kuj near Ližnjan 2. Cesare Rossarol 3. Svetice, Monte Madonna 4. Church of the Blessed Virgin Mary in Kostanjica 5. Archaeological site Nesactium 	Improving the value and increasing accessibility of the cultural sites which are difficult to reach for people with disabilities, by producing virtual bike route. The purpose of the bike route is to enable people with disabilities virtual experience of cultural sites that are difficult to reach in person. In this way, people with disabilities would be able to experience completely new way of a rich cultural heritage.	Design of innovative virtual bike route based on the concept of valorizing minor tourism destinations, in particular rural areas. The purpose of the virtual bike route is to preserve and raise awarenesse of the rich cultural heritage.			Tourist board of Ližnjan, Municipality Ližnjan, Archaeological Museum of Istria, Istria Tourist Bord	Increase of accessibility for people with disabilities. Raising awareness and promotion of the cultural heritage in rural area. Reducing seasonality in rural areas and encouraging a healthy/sport lifestyle.

<p>PP6 Unioncamere</p>	<p>Fluvial tourism. The heritage of Battaglia Terme among the river and historic houses</p>	<p>Veneto, Padua, Battaglia Terme</p>	<p>Boat navigation, on traditional wooden boats, from Battaglia Terme to Monselice (and vice versa), the ancient road that runs along the Natural Park of the Euganean Hills. An ancient route between the Venetian Villas and Castles loved by Francesco Petrarca, who was attracted by the beauties of the places. Tourist guides involved in the pilot action.</p>	<p>Castles and Villas along the route: - Castello del Catajo (private) - organises public visits and didactic labs and activities - http://www.castellod elcatajo.it/en/ - Castello San Pelagio (public) - organises public visits and didactic labs and activities - https://www.castello sanpelagio.it/ - Villa dei Vescovi (managed by FAI Italian Environment Fund) - organises public visits and didactic labs and activities - Gardens of Villa Barbarigo - https://www.colliueug anei.it/ville/giardino- villa-barbarigo- valsanzibio/ - Navigation Museum – organises public visits and didactic labs and activities - https://museonavigaz ione.eu/en/ - Borgo di Battaglia Terme, Bacchiglione river, Bisato canal.</p>		<p>Access for persons with disabilities. Bike and boat cycling tours.</p>	<p>Design of innovative tourism itinerary based on the concept of experiencing the cultural, traditions and products of the territories, valorizing minor tourism destinations, in particular rural and inner areas.</p>	<p>Mapping and re-use in terms of creative tourism of “sleeping quality sites” (abandoned buildings belonging to the local cultural heritage);identificati on of the cultural buildings with high potentialities in terms of cultural and creative tourism enhancement. Mapped buildings will constitute a crossborder network, supporting strategic collaborations and increasing its competitiveness.</p>	<p>Museo Civico della Navigazione Fluviale, A.S.D. Circolo Remiero "El Bisato", Castello del Catajo, Comune di Battaglia Terme, OGD Terme e Colli Euganei, TVB Traditional Venetian Boats, Cooperativa sociale Terra di Mezzo.</p>	<p>Creation of a new integrated tourism product matching destination's experience, enogastronomic products, rising local cultural sites visibility. Testing experiences with local wines and products are integrated in the boat navigation activity.</p>
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	Active holiday. The cultural landscape of the Euganean Hills. Trekking on Monte Venda, Olivetan monastery and wine tasting	Veneto, Padua, Galzignano Terme	Experimentation of trekking routes and visits to abandoned historical buildings and tasting of local products as part of a whole destination experience innovative the tourist. Natural guides involved in the pilot action.	Casa Marina, Monastero degli Olivetani, Monte Venda, Parco letterario dei Colli Euganei.		Access for persons with disabilities. Paths for visually impaired and blind.	Design of innovative tourism itinerari based on the concept of experiencing the cultural, traditions and products of the territories, valorizing minor tourism destinations, in particular rural and inner areas.	Mapping and re-use in terms of creative tourism of "sleeping quality sites" (abandoned buildings belonging to the local cultural heritage);identificati on of the cultural buildings with high potentialities in terms of cultural and creative tourism enhancement. Mapped buildings will constitute a crossborder network, supporting strategic collaborations and increasing its competitiveness. Access for persons with disabilities.	Cooperativa sociale Terra di Mezzo, Comune di Galzignano Terme (Padua),Associazione Strada del Vino dei Colli Euganei, Ca' Lustra di Zanovello Franco & C. s.s. Società Agricola, OGD Terme e Colli Euganei, Literary Park" Francesco Petrarca and the Euganean Hills.	The expected results are related to the capacity to increase the value of the thermal destination of Abano/Montegrotto Terme with the increasement of the value of natural sites. Integrated promotion of outdoor activities on the Euganee Hills represents a tourism product innovation for the entire destination as written also in the local DMOs' strategic plan.
PP7 STEPRI		Kastav, Kvarner region, Primorje-Gorski kotar county, Croatia	Promotion of autochtonous Kvarner products (wine, cheese, honey) and presentation of the products along the Kastav routes. Kastav routes will be presented by professional guide, and there will be presentation of products on different Kastav sites.	Promotion of cultural and historical sites in the Kastav area, which includes: <ul style="list-style-type: none"> • Alley of Splendours • Church of Saint Sebastian and Fabian • Fortica - former fortress is today a promenade and with its breathtaking view of Kvarner Bay and Mount Učka • Municipal Loggia - building designated for public gatherings built in 1571 • Lokvina, Kaštel and the Church of the Holy Trinity • Crekvina • Town walls 			Creation of interesting and innovative guided tour that incorporates a mixture of historical & cultural routes, traditional and autochtonous products of the region, thus promoting a rural zone placed in the hinterland of the Kvarner bay.	Promotion of cultural and historical sites that have high importance and can increase the attractiveness of the region they are located in.	Tourist Board Kastav; University of Rijeka Department of Biotechnology OPG Plovanić (Family economy) OPG Zanoškar Damir (Family economy)	Contributing to the promotion of rural areas, promotion of local products, promotion of historical and cultural sites, contributing to the tourism experience through tasting of local autochthonous wines, honey, cheese etc.

	Kastav, Kvarner region, Primorje-Gorski kotar county, Croatia	Promotion and education of local autochthonous products – „course“ in enology and wine tasting, as well as local honey & cheese tasting.	Promotion of cultural and historical sites in the Kastav area, which includes: <ul style="list-style-type: none"> • Alley of Splendours • Church of Saint Sebastian and Fabian • Fortica - former fortress is today a promenade and with its breathtaking view of Kvarner Bay and Mount Učka • Municipal Loggia - building designated for public gatherings built in 1571 • Lokvina, Kaštel and the Church of the Holy Trinity • Crekvina • Town walls 			Creation of interesting and innovative guided tour that incorporates a mixture of historical & cultural routes, traditional and autochthonous products of the region, thus promoting a rural zone placed in the hinterland of the Kvarner bay.	Promotion of cultural and historical sites that have high importance and can increase the attractiveness of the region they are located in.	Tourist Board Kastav; University of Rijeka Department of Biotechnology OPG Plovanić (Family economy) OPG Zanoškar Damir (Family economy)	Contributing to the promotion of rural areas, promotion of local products, promotion of historical and cultural sites, contributing to the tourism experience through tasting of local autochthonous wines, honey, cheese etc.
1. Tourism experience	Hrib, Delnice Rijeka	STEP RI organized three pilot actions, two on tourism experience (Hrib and Delnice in Gorski kotar), and one on the enhancement of cultural heritage (Rijeka).	1. National Park Risnjak 2. Kupa valley 3. Rijeka Industrial heritage			Organization of the tourism experience pilot in the region of Gorski kotar (Delnice and Hrib), in order to enable participants the experience of Gorski kotar, in a way to experience the lifestyle, the preparation of authentic products made from local plants, to try the local food, experience local mythology.	We have organized a pilot action in Rijeka to promote the rich industrial heritage and its main sites, the story behind it and its rich history.	Astra Divina/ Lynx and Fox /Tourist Board Delnice/ City of Delnice/ Kauzlarićevi dvori/ Popovićev Mlin / Ethno association Prepelinc' Delnice/ Kuća prirode Kotač / Kuća Grge Marjanovića / Rijeka Tourist Board	The development of new innovative ways to promote the tourism experience in our hidden gems of Gorski kotar. The promotion of those destinations, of that way of life, of the products, people, beauty. Moreover, a promotion of industrial heritage, rich history of Rijeka, its valuable sites and the story of once very well developed city, port and its developed industry.

The pilot template

A common template has been defined in order to collect all the information about the pilot actions implemented.

The document is divided in 5 sections:

- General information
- Internal and context analysis
- Mission statement
- Strategic objectives
- Monitoring

0. GENERAL INFORMATION
<i>Goal: Introduce the project providing the basic information relating to it</i>
<p>TO DO:</p> <ul style="list-style-type: none"> • Enter the name of the pilot project: • Indicate the destination (area) in which the project is to be/is being implemented: • Theme(s) and topic(s) covered by the project: <ul style="list-style-type: none"> ○ Indicate the topic(s) covered by the pilot project. Remember that these topics are: <ul style="list-style-type: none"> ▪ <u>Digital and virtual tourism</u> ▪ Accessibility ▪ Tourism experience ▪ Enhancement of cultural heritage ○ Explain the main contents of the project with respect to the selected topic(s).
1. INTERNAL AND CONTEXT ANALYSIS
1 A) SITE DESCRIPTION
<i>Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.</i>
<p>TO DO:</p> <p>For each site chosen:</p> <ul style="list-style-type: none"> • Write the name of the site. • Give a short description of the site, including the type (museum, archaeological site, etc.), the collection/material exhibited, the organizational structure, the resources (human and technological) already in use, etc. • Provide information on the context associated with the site, the place and the area in which it is located, underlying if its location contributes to the site's attractive potential and/or to some obstacles to its accessibility (be it physical accessibility or not). • Briefly remark the site's history with respect to its distinctive cultural features and tourism attractive potential. • List and briefly analyse regulatory framework that govern the site, specifying the impact(s) with respect to the project management, the activities to be implemented and possible related obstacles to the overall success of the project.
1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

TO DO:

- Summarize the results of the desk analysis, focusing on the trends in cultural and touristic sector (both on the demand and on the supply side).
- Name and explain all national and local policies, regulations and programming documents that are compelling to the project and that may affect its operations and results.
- Compile the **stakeholder map**, listing all persons, groups and organizations possibly interested or concerned by the project activities and/or results:
 - List all the stakeholders involved
 - Provide all information needed, specifying whether each stakeholder belong to the private or to the public sector
 - Briefly explain their contribution to the project
- Describe the main issues that the project addresses and how it can contribute to a positive change in the on the tourist experience at the site.
- Identify short-, medium- and long-term opportunities and challenges faced by the project.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

TO DO:

In this paragraph we ask you to focus the description on the following points:

- potential market, its size and trends, the segments/clusters of consumers.
- adoption and application of technology
- comparison of the actual pilot action to similar cases that have proven successful.
- where and how the pilot could be successfully replicated (sites that shares the same characteristics as the pilot sites or sites that are in the same area).

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

TO DO:

Write a project brief that answers all the following questions:

- *Why is your project being undertaken?*
- *What is the background of the problem that has prompted to come up with the project concept?*
- *What is required for the project design and realization?*
- *What are the goals?*
- *How does each of the chosen topic (see: Section = General Information) relates to the final scope of the pilot project and how does it helps reach the set goals?*
- *What resources are available?*
- *Who is involved in the project?*
- *When does the project start and finish?*
- *Where and how is the project be carried out?*
- *What are the time frames for the completion?*

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

TO DO:

Write a mission statement (i.e. a *short sentence!*) that answers all the following questions:

- *What does the project do?*
- *How does the project do what it does?*
- *Why does the project do what it does?*

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

TO DO:

Please provide some of the following information:

- **Outputs:** all products and services that are *directly generated* by a project activity (or group of activities). They are usually tangible (or easily identifiable and detectable in any case) and measurable.
- **Outcomes:** short-term and medium-term effects that derive from the project outputs.
- **Impacts:** Positive and negative, primary and secondary long-term effects produced by the project (direct / indirect, intended / unintended).
- Identify all resources (human, financial, etc.) needed to carry on the project, quantify each of them.
- Assign each operational objective one or more Key Performance Indicator(s).
- Define and describe all planned project actions and activities.
- Define roles and responsibilities within the project human resources.
- Assign each Action/task an accountable referent person.
- Draw up a budget.
- Set up a time schedule / Gantt chart.

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

TO DO:

- Formulate all indicators expected to be used when performing the monitoring and evaluation activities, linking each of them to the subject of the evaluation (objective).
- Illustrate the *dissemination actions* that you will adopt to communicate results.

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

Pilots Implementation

LP-Friulininnovazione

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

TO DO:

- “Gioca con il Pust”
- Natisone Valleys and surroundings
- Theme(s) and topic(s) covered by the project:
 - Digital and virtual tourism
 - Enhancement of cultural heritage
- Explain the main contents of the project with respect to the selected topic(s).

The project foresees the creation of an app that can be installed on a computer and connected to a touch screen.

- ▶ Short videos will be uploaded to the app, lasting about 1 'each, concerning some typical masks of the Carnival of the Natisone Valleys, such as the Pust, the Blumari, the Beautiful. With attention to represent both female, male and children's masks.
- ▶ The tourist will "click" on the video he prefers and following short instructions, he will be shooted (5-10 ") from a camera placed in a special position. The app will then combine the short video of the tourist, to the video already present in the app, previously chosen. With a click, the tourist will grant the release form, and will insert an email to which he will then receive his video, in real time. The tourist will then get a short video of himself, filmed in the foreground, combined with the video of the mask chosen, where it will seem that he is in mask.
- ▶ The videos will have a nice and funny tone, and will represent a memory “from protagonist” of the Carnival of the Valleys, which the tourist can naturally share with their contacts on social networks and in this way will indirectly bring promotion tourist both at the Carnival and in the Natisone Valleys.
- ▶ The goal is to enhance elements of the popular tradition through the new technologies, placing the emphasis on both the tourist and cultural aspects.

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

TO DO:

For each site chosen:

- Multimedial Museum of S.Pietro al Natisone.
- SMO (Slovensko multimedialno okno) is the museum created in San Pietro al Natisone (Udine) as part of the JEZIKLINGUA strategic project funded under the Italy-Slovenia 2007-

2013 Cross-border Cooperation Program by the European Development Fund regional and national funds.

The center, dedicated to the cultural landscape that runs from the Julian Alps to the sea, from Mangart to the Gulf of Trieste, is one of the new forms that the thematic and territorial museums are taking: no longer collection museums but narrative museums. It is conceived as an active, dynamic, welcoming and stimulating space, founded on communication, where the story about places unfolds, through the thematization of the aspects that characterize the culture of the territory. A narrative reconnaissance of a landscape to listen to, which recognizes the language as a connective of a culture rich in variants that build microcosms overflowing with stories.

The Atlas App will be installed in the museum for the purposes of local tradition promotion. An agreement between the museum, GAL Torre Natisone and Friuli Innovazione to ensure the use for free of the app.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

TO DO:

- The exploitation of digital tools / app is still low on the side of cultural heritage valorization and offering; the use of digital also for the purposes of gamification is really limited and not so wide spread; local popular traditions are still based on the voluntary work of the association and are losing attractiveness for youngster and wide public.
 - Compile the **stakeholder map**, listing all persons, groups and organizations possibly interested or concerned by the project activities and/or results:
 - SMO Museum, GAL torre natisone, Municipality of S.Pietro al Natisone, Local Associaton (Pro Loco), Promoturismo, private tourism operators
 - All these stakeholders are somehow interested and actively contributed to Pilot realization; SMO for the installation, GAL and Pro Loco for the promotion, Municipality for the public interest (organization of festival and / or study visit), Promoturismo for general promotion of the regional tourism offer, Private operators to enlarge the tourism offer (touristic guides).
- ▶ Videos made by tourists will remain available in a data base, to be used for promotional purposes, both on public screens and through the manager's social accounts.
- ▶ The offer of the app can be expanded by adding more videos, or it can be also used by inserting videos related to other events, to then exploit them with the same mechanism.
- ▶ The App can be used on more than one computer, so that it can be placed in various location of the Valleys, in order to make the most of its potential.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

The project involves the creation of an app that can be installed on a computer of the SMO. Short videos will be uploaded to the app, lasting about 1' each, concerning some typical masks of the Carnival of the Natisone Valleys, such as the Pust, the Blumari, the Beautiful. With attention to represent both female, male and children's masks. The tourist will "click" on the video he prefers and following short instructions, he will be shooted (5-10 ") from a camera placed in a special position. The app will then combine the short video of the tourist, to the video already present in the app, previously chosen. With a click, the tourist will grant the release form, and will insert an email to which he will then receive his video, in real time. The tourist will then get a short video of himself, filmed in the foreground, combined with the video of the mask chosen, where it will seem that he is in mask. The videos will have a nice and funny tone, and will represent a memory "from protagonist" of the Carnival of the Valleys, which the tourist can naturally share with their contacts on social networks and in this way will indirectly bring promotion tourist both at the Carnival and in the Natisone Valleys. In addition, the museum will have a database of short nice videos available relating to the Carnival tradition , to be used for promotional purposes, both on screens both through their social accounts. The app can be re-used later, by adding more videos of the Carnival, to expand the offer, or it can also be used by inserting videos related to other events, to then exploit them with the same mechanism. The goal is to enhance elements of the popular tradition through the new technologies, placing the emphasis on both the tourist and cultural aspects.

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

TO DO:

Play with the Pust! A nice and funny way to discover the traditional Carnival of the Natisone Valleys by playing with digital app and videos that may transform you in the protagonist of the Carnival.

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

TO DO:

Please provide some of the following information:

- Outputs: digital application and videoclips
- Outcomes: increased number of visitors to the museum/dissemination of cultural herigate traditions
- Impacts: major awareness on the use of digital tools/discovery of ancient tradition/involvement of youngster and families
- 2 video makers
- KPIs: number of visits to the SMO
- 7000 Euro
- Development of the App: 1 month;
- Registration of the videos: 3 days
- Finetuning and testing: 2 weeks

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

TO DO:

- Number of users of the app
- Official presentation in the occasion of the Carnival Celebrations.

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

Name of the project: Will Easy for accessible tourism in Cividale del Friuli

Area: Cividale del Friuli

Topics: Accessibility/Tourism Experience

Lists of Sites:

Monastero di Santa Maria in Valle/Tempietto Longobardo (Abbey+Archeological site)

Museo Cristiano/Tesoro del Duomo (Museum)

Museo Archeologico Nazionale (Museum);

Duomo di Santa Maria Assunta (Church);

C.I.P.S. - Centro Internazionale Vittorio Podrecca - Teatro delle Meraviglie Maria Signorelli (Theatre);

Ipogeo Celtico (archeological sites);

Museo della Grande Guerra (Museum);

Casa Medioevale (Historical Building)

Context analysis

In Italy, there are 10mln people with accessibility needs. The European Commission estimate € 142 billions per year lost because of lack of accessibility .

[\(http://lapulceonline.it/2019/03/24/%EF%BB%Bfturismo-accessibile-come-la-situazione-in-italia-ed-in-europa/\)](http://lapulceonline.it/2019/03/24/%EF%BB%Bfturismo-accessibile-come-la-situazione-in-italia-ed-in-europa/).

The **stakeholders** involved in this project are municipalities, touristic venues' owners, tour operators. The main issues that the project addresses consist in collecting, analyzing and creating reports for each venue audited and sharing information we can improve the knowledge of accessibility, increase the level of accessibility and let tourist move consciously and without fearing of feeling out of place. Our **potential market** is composed of families with babies, disabled, elderly people, celiac and other people with dietary needs or food intolerances, people moving with pets and anyone with a special need.

A **mobile app will be used to audit point of interest** in a guided way and collecting objective data about accessibility related to the specific user needs. Audited data will feed a database accessible by APIs to share information through web sites for example. Auditing solutions are usually made manually, concerning one category of users (disabled for example), can't be easily shared and aren't structured. The Will_Easy system is innovative and strongly flexible.

Thanks to the flexibility of the auditing app and the database, the project can be easily replicated for different kinds of point of interest, collecting data about more other needs, and worldwide.

Will_Easy project was born to give people the calm and relax of moving without fears, with the assurance that in the places they will visit these needs will be satisfied, because small pieces of information can be irrelevant for some but vital for others. Basically, the problem is the lack of information about accessibility. The information present, at this moment, is fragmented and not readily available. In most cases, not present and certainly not detailed. The first requirement is to know real people needs and how a specific information can determine the user's choice to go or not to a place. Our goal is making people life easier and increase the touristic attraction sharing information about accessibility. The information we want to provide will be detailed and respond to the real needs of people. Our fundamental resources are an auditing app, a community psychologist to determine the real people needs, qualified auditors to collect data professionally and a group of professional developers and UX experts to create customized solutions to share information. In the project are involved Will_Easy srl, IO CI VADO Association, Municipality, Tourism office. Project begins identifying touristic venues, then information to be collected for these kinds of venues must be identified, after that the audit can be done and then data collected could be released to be shared. All the project for 10/15 venues will take about 10/12 weeks. The project is implemented through the audit of venues and the related data collection using the app. All the project for 10/15 venues will take about 10/12 weeks. This project aims to identify information about the accessibility that people need to know before visiting a venue, collect this information and let it available. Studying the real needs of users, auditing places with a mobile application and let data available using APIs. To make more comfortable for people with specific needs visiting touristic places and reduce calls and e-mails about accessibility to info point.

Our Outputs are accessibility reports for each venue audited. Outcomes are reduction of information calls and e-mails, increase in visitors with specific needs. Greater visibility of the structures and advertising. Social impact for the municipality, good image and increase in accessibility culture, positive impact being one of the first cities careful to visitors needs. Increase in visits to the city, with relative possible increase in the tourist and economic flow. All resources (human, financial, etc.) needed to carry on the project, quantify each of them include 2 people for auditing, technical HR to

set the auditing flow, 1 accessibility expert team to identify user needs. € 2.000 to customize auditing app, audit 10/15 venues, let data available.

Our **Key Performance Indicator(s)** are information about accessibility request reduction, increase of visitors numbers, increase of City's website visits and improvement of the city image making it more attractive thanks to the attention given to the issue of specific needs. All planned project actions and activities are: identification of the structures to be audited, data collection, data processing, preparation of the report. Roles and responsibilities within the project human resources defined are 2 people for auditing, technical HR to set the auditing flow, accessibility expert team to identify user needs.

All indicators expected to be used when performing the monitoring and evaluation activities, linking each of them to the subject of the evaluation (objective) will be monitoring information request, number of visitors, web sites accessibility pages views.

PP1-Ida

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

The name of the pilot project is “**Experience tour Pula**”, which is to be implemented in the city of Pula, in the south of Istria.

Pula is the largest city in [Istria County, Croatia](#) and the [eighth largest city in the country](#), situated at the southern tip of the [Istria peninsula](#), with a population of 57,460 in 2011. It is known for its multitude of ancient Roman buildings, the most famous of which is the [Pula Arena](#), one of the best preserved Roman [amphitheaters](#), and its beautiful sea. The city has a long tradition of [wine making](#), fishing, [shipbuilding](#), and tourism. It was the administrative centre of Istria from ancient Rome.

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

Arena – Amphitheatre The most famous and important monument, the starting and ending point of every sightseeing tour is the Amphitheater, popularly called the Arena of Pula, which was once the site of gladiator fights. It was built in the 1st century AD during the reign of Emperor Vespasian, at the same time as the magnificent Colosseum in Rome. The ground plan is elliptical, the longer axis measuring about 130 m and the shorter one about 100 m. Gladiator fights took place in the central flat area called the arena, while the spectators could sit on the stone tiers or stand in the gallery. It is believed that the Amphitheater could seat about 20,000 spectators. Local limestone was used for its construction. In the Middle Ages it was the site of knights tournaments and fairs. Today, it is the venue for many different events – Pula Film Festival, various concerts, opera, ballet, sports competitions... since its capacity is about 5000 spectators. Every week during the summer months, the Arena hosts gladiator fights as part of the historical and entertainment spectacle “Spectacula Antiqua”. The underground passages, once used by the gladiators, nowadays host a regular exhibition of viticulture and olive growing in Istria in ancient times. The exhibits include reconstructions of machines once used for the production of olive oil and wine (mills, presses, vessels) and amphorae used for storing and transporting olive oil and wine.

Temple of Augustus The Temple, situated in the Forum, is dedicated to goddess Roma and Emperor Augustus. It was constructed between the year 2 BC and AD 14 when the Emperor died. According to its shape it follows the typical pattern of temples. The function of the Temple changed through the years: with the ending of the pagan ancient era its original pagan function ceased and the temple was afterwards used as a church, granary, and in the beginning of the 19th century it was a museum for stone monuments. In 1944 it was hit by a bomb and completely destroyed. It was reconstructed between the years 1945 and 1947 and nowadays it houses a collection of ancient stone and bronze sculptures. The other twin temple, of which only the back wall is preserved, is believed to have been constructed at the same time and in the same style and was called the Temple of Diana.

Triumphal Arch of the Sergi – Golden Gate, The “Golden Gate” was erected between the years 29 and 27 BC by the Sergi family, in honor of three members of the family who held important positions in Pula at that time. This triumphal arch leaned against the city gate Porta Aurea thus called because of its richly

ornamented arch or gilded elements. The gate and wall were pulled down in the beginning of the 19th century as a result of the city expansion outside the city walls.

The Arch was constructed in Corinthian style with strong Hellenistic and Asia Minor influences both in the method and ornaments. As the eastern side was not visible it has remained for the most part uncarved, while the western, town side is richly decorated. Today numerous cultural performances, theatrical and musical, are held on the square next to the Arch

Small Roman Theatre On the northeastern slopes of the central hill of the city, below the Castle are the remains of a Roman theater: in addition to the Amphitheater, Pula had two other theaters during the Roman period. The larger one, which has not been preserved, was situated outside the city, on the slopes of Zaro hill (Monte Zaro), south of the city walls. The other theater known as the Small Roman Theater was situated within the city walls. The remains of scene, semicircular orchestra and tiered section for the audience have partly been reconstructed. Below the theater is the building of the one-time German Royal Gymnasium, which in 1930 became the Archaeological Museum of Istria. Today the museum displays a rich collection of prehistoric, classical and early medieval monuments found in Istria.

Forum The main square of classical and medieval Pula is situated at the foot of the central hill, in the western part of the city close to the sea. The coast where the Forum was constructed in the 1st century BC had to be filled up to gain a larger area. The Forum was the nucleus of city life, its religious, administrative, legislative and commercial center. On the northern part of the Forum stood two twin temples and a central one dedicated to Jupiter, Juno and Minerva. Today only the Temple of Augustus has been fully preserved while of the second temple only the back wall, built into the Communal Palace in the 13th century, is visible. Ancient remains of the Forum have been found during the construction of new buildings, the latest ones being “Agrippina and her time” (1st century AD). The remains have been partly restored and are now exhibited in the bank built on the site. Even today the Forum is the administrative and legislative center of the city. During the summer months it is the venue for numerous cultural events.

Gate of Hercules The main square of classical and medieval Pula is situated at the foot of the central hill, in the western part of the city close to the sea. The coast where the Forum was constructed in the 1st century BC had to be filled up to gain a larger area. The Forum was the nucleus of city life, its religious, administrative, legislative and commercial center. On the northern part of the Forum stood two twin temples and a central one dedicated to Jupiter, Juno and Minerva. Today only the Temple of Augustus has been fully preserved while of the second temple only the back wall, built into the Communal Palace in the 13th century, is visible.

Ancient remains of the Forum have been found during the construction of new buildings, the latest ones being “Agrippina and her time” (1st century AD). The remains have been partly restored and are now exhibited in the bank built on the site. Even today the Forum is the administrative and legislative center of the city. During the summer months it is the venue for numerous cultural events.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

Cultural tourism is developing as one of the most successful industries in different countries of the world. Basis for its approval is primarily the potential of cultural heritage, which is seen as a strategic source of general socio-economic development of different regions. According to international researches, culture is one of the main motivating factors for tourist trips in the world.

For the different types of tourists, qualities influencing the attractiveness of tourist destinations are their cultural and social characteristics. Fashion, customs and traditions also affect the behaviour of consumers of tourist services. Greatest interest to tourists causes a number of cultural elements of the nations. In 2018, Pula was visited by 437,942 tourists, totaling 2,227,924 rates. Compared to the results of 2017 (tourist 403,215 and overnight stays) 2,080,321) in 2018, 8,6% more tourist arrivals, and 7,1% more rates. The average days of tourist stay in 2018 are equal to average days stay in 2017, which shows that tourists spent the last few years on average the same number of days in Pula. The table shows average days of stay for the past four years.

Stakeholders possibly interested or concerned by the project activities and/or results are:

Public sector: City of Pula, Tourist Board of Pula, Istrian Region – Department for Tourism and Department for Culture, Istria Tourist Board, IRTA – Istrian Tourism Development Agency, Archaeological Museum of Istria, Vodnjan Tourist Board, Brijuni National Park ...

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....).

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

Cause of its geographical location, Mediterranean climate, undiscovered nature beauty, cultural richness, fertile cropland, Pula 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... Predictions are that demand for undiscovered area of Pula will grow.

Local population is increasingly involved in educational activities organized by the Pula Tourist Board which shows that they are working on their competences and are open for new innovative product and technology. A virtual walk through Pula shows you many of its cultural monuments – the most significant among them is the Roman amphitheater – Arena. This virtual tour also takes you to Pula's parks, one of the world's largest amphora sites, Cathedral, Castle ... Be sure to stop at the Triumphal Arch of the Sergi from the 1st century BC, Gate of Hercules, Twin Gates, Small Roman Theater and Temple of Augustus. The guide will also tell you what's so special about the main square – Forum, show you the old city walls. A virtual walk through Pula can be just as interesting, see for yourself.

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).

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

Project is undertaken to promote urban cultural area of Pula.

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.

Available resources are: local community support, openness to new innovative ideas and technology, openness to collaborative partnerships, potential of different touristic products.

In project are involved City of Pula, Tourist Board of Pula, Istrian Region – Department for Tourism and Department for Culture, DDI – Muscular dystrophy Society of Istria, Archaeological Museum of Istria, regional parish offices.

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

The project presents the history of the Roman monuments that are in Pula. It shows the quality of construction, their history, culture, and the inevitability of time

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

Outputs: **“Experience tour Pula”** is experience tour that will promote natural and cultural heritage, tangible and intangible goods.

Impacts: there are no negative impacts as the result of project activities; as no recognized and no valorized cultural potential positive impacts are concerned to increase attractiveness, valorize cultural heritage.

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

Expected indicators to be used when performing the monitoring and evaluation activities are:

Number of involved participants

Number of overnight stays and tourist arrivals compared to previous year

Guest satisfaction survey

Number of new innovative products

Number of established new partnership

Indicators of economic development

Dissemination actions are related to social network sites, web sites with high involvement of project’s stakeholders and Regional Task Force.

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

PP2-Sipro spa

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

TO DO:

- Enter the name of the pilot project: Realization of the web site for the new Carlo Rambaldi Museum in Vigarano Mainarda - Ferrara
- Indicate the destination (area) in which the project is to be/is being implemented: Municipalities of Vigarano Mainarda and Ferrara
- Theme(s) and topic(s) covered by the project:
 - Indicate the topic(s) covered by the pilot project.
Remember that these topics are:
 - Digital and virtual tourism
 - Accessibility
 - Tourism experience
 - Enhancement of cultural heritage
 - Explain the main contents of the project with respect to the selected topic(s).

The creation of the new website aims to promote the new museum on Carlo Rambaldi's important cinematographic experience to a wide audience. The site will consist of several sections including the main information on the history of the Museum (reception, schedules, tickets) and Carlo Rambaldi, a virtual tour of the exhibition spaces and links to other tourism promotion sites active in the Ferrara area for the marketing of itineraries and tourist experiences that combine a visit to the Museum with the discovery of the surrounding area.

It will also be privileged the path that will trace the history of Carlo Rambaldi in the places he frequented between Ferrara and Vigarano.

The process for the realization of the Carlo Rambaldi Museum and its promotion is flanked by the Project "Landscape Metropolis" an infrastructure for citizens that is the union between environment, art, culture and urban regeneration, within a strategy of economic recovery, landscape and tourism of the Ferrara area. Landscape Metropolis is studying and evaluating the feasibility of reaching the Rambaldi from Ferrara Museum by boat through the Boicelli Canal which will further enrich the value of the proposal and the tourist-cultural experience in the area.

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

TO DO:

For each site chosen:

- Write the name of the site.
- Give a short description of the site, including the type (museum, archaeological site, etc.), the collection/material exhibited, the organizational structure, the resources (human and technological) already in use, etc.

- Provide information on the context associated with the site, the place and the area in which it is located, underlying if its location contributes to the site's attractive potential and/or to some obstacles to its accessibility (be it physical accessibility or not).
- Briefly remark the site's history with respect to its distinctive cultural features and tourism attractive potential.
- List and briefly analyse regulatory framework that govern the site, specifying the impact(s) with respect to the project management, the activities to be implemented and possible related obstacles to the overall success of the project.

The pilot action is focused on the municipal territory of Vigarano Mainarda, located about 10 km from Ferrara.

Carlo Rambaldi (Vigarano Mainarda, 15 September 1925 - Lamezia Terme, 10 August 2012) is an Italian artist, internationally known for his works in the field of cinema. He won the Oscar for best special effects three times.

The Carlo Rambaldi museum will be inaugurated in September 2019 in Vigarano Mainarda (Ferrara) within the new school complex dedicated to him.

The museum exhibition will be aimed at enhancing the extraordinary course of Carlo Rambaldi, from the origins in Vigarano to the American dream, the true culmination of the production to which the trapezoidal room will be dedicated, the only appendix of the museum space.

The exhibits will be divided into three periods: the life in Vigarano (in turn divided into 5 exhibit), the period in Rome from 1957 to 1975 (in turn divided into 3 exhibit) and the American period, from 1975 to 1994, divided into 2 exhibit and culminating with the realization of the dream of a lifetime, ET

The museum will be inaugurated shortly and it will be interesting to evaluate the impact of a museum of great historical and cultural importance in a small town, usually not included in the traditional tourist routes of the territory, more focused between the city of Ferrara and the coastal area that includes the Po Delta Park and the Lidi di Comacchio. The realization of such an important and avant-garde cultural project will necessarily have to provide for the adaptation of services to support tourism in the area (accommodation, catering, transport ...)

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

TO DO:

- Summarize the results of the desk analysis, focusing on the trends in cultural and touristic sector (both on the demand and on the supply side).
- Name and explain all national and local policies, regulations and programming documents that are compelling to the project and that may affect its operations and results.
- Compile the **stakeholder map**, listing all persons, groups and organizations possibly interested or concerned by the project activities and/or results:
 - List all the stakeholders involved
 - Provide all information needed, specifying whether each stakeholder belong to the private or to the public sector
 - Briefly explain their contribution to the project
- Describe the main issues that the project addresses and how it can contribute to a positive change in the on the tourist experience at the site.
- Identify short-, medium- and long-term opportunities and challenges faced by the project.

The process to get to the realization of the Rambaldi Museum started two years ago and mainly involved the Carlo Rambaldi Foundation (private), the Municipality of Vigarano Mainarda, the Province of Ferrara and the Emilia Romagna Region (publics) which financed the project for around 200,000 euros.

Now the implementation is almost complete so the stakeholders have begun, with the contribution of Sipro, to promote the new tourist route that involves an area of the Province that is still underdeveloped and equipped from a tourist point of view.

The inauguration and promotion of the Rambaldi Museum will certainly help to attract fans of the theme and students. In the medium-long term the Museum aims to become a crucial point of a wider tourist route that from the center of Ferrara, also through the waterways, will reach Vigarano.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

TO DO:

In this paragraph we ask you to focus the description on the following points:

- potential market, its size and trends, the segments/clusters of consumers.
- adoption and application of technology
- comparison of the actual pilot action to similar cases that have proven successful.
- where and how the pilot could be successfully replicated (sites that shares the same characteristics as the pilot sites or sites that are in the same area).

The potential market of the new Museum is composed by: young people (students) and the tourists that might be interested in doing a cultural experience linked to the film history of Carlo Rambaldi about 15 minutes from the center of Ferrara.

The realization of the new website of the Rambaldi Museum will include a "virtual tour" section, a predisposition to e-commerce of gadgets related to the museum and the connection to the museum's social pages which will always be updated with news and events relating to the exhibitions.

An area near the provincial capital Ferrara but not suited to tourism is enhanced with the creation of a new museum. This new pole of attraction is the occasion to rethink a new experiential-tourist route that moves from the center of Ferrara to a more rural area. This kind of revitalization of one of those areas defined as "silent" can be replicated in other rural areas near major tourist centers with the aim of widening the tourist experience of a single place to a wider territory.

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

TO DO:

Write a project brief that answers all the following questions:

- *Why is your project being undertaken?*
- *What is the background of the problem that has prompted to come up with the project concept?*
- *What is required for the project design and realization?*
- *What are the goals?*
- *How does each of the chosen topic (see: Section = General Information) relates to the final scope of the pilot project and how does it helps reach the set goals?*
- *What resources are available?*
- *Who is involved in the project?*

- *When does the project start and finish?*
- *Where and how is the project be carried out?*
- *What are the time frames for the completion?*

The project to build the web site of the new Rambaldi Museum in Vigarano Mainarda (Ferrara) was an idea of the provincial administration in order to give visibility to the new important cultural intervention that was carried out in the birthplace of Carlo Rambaldi. Sipro, in collaboration with a selected communication agency, has defined the main contents of the site focusing mainly on the virtual tour of the Museum, the management of social media to advertise the events and the possibility of trading gadgets.

The resources that enabled the realization of the museum and the website are mostly from European funds. The process started about 3 years ago and in September 2019 the site will be inaugurated. At the same time, the new website will also be ready.

By the end of September, therefore, the new cultural site will be fully operational to welcome tourists.

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

TO DO:

Write a mission statement (i.e. a *short sentence!*) that answers all the following questions:

- *What does the project do?*
- *How does the project do what it does?*
- *Why does the project do what it does?*

To become a new center of cultural attraction for all those who want to discover the secrets and history of the creator of E.T. and King Kong.

Please, remember the *main features of a mission statement*:

- Realistic: the scope of the project should be realizable, achievable, specific and consistently targeted.
- Distinctive: capable to distinguish the pilot project amongst similar actions.
- Clear and brief.
- Consistent with the project strategy.
- Capable to provide an outcome-oriented approach to the project.

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

TO DO:

Please provide some of the following information:

- Outputs: all products and services that are *directly generated* by a project activity (or group of activities). They are usually tangible (or easily identifiable and detectable in any case) and measurable.
- Outcomes: short-term and medium-term effects that derive from the project outputs.

- Impacts: Positive and negative, primary and secondary long-term effects produced by the project (direct / indirect, intended / unintended).
- Identify all resources (human, financial, etc.) needed to carry on the project, quantify each of them.
- Assign each operational objective one or more Key Performance Indicator(s).
- Define and describe all planned project actions and activities.
- Define roles and responsibilities within the project human resources.
- Assign each Action/task an accountable referent person.
- Draw up a budget.
- Set up a time schedule / Gantt chart.

The creation of a new cultural-touristic center near Ferrara widens the already great offer in the field of cultural tourism in the area. The added value that is created is the opportunity to revitalize an historical center with new services related to the creation of the Museum. The impacts that the Project creates on the territory are mainly positive because new services will be created, the challenge will be to be able to maintain the attention on the Project and the quality of the cultural proposal over time.

Now the project is quite completed, it is important that all the stakeholders involved continue the active promotion of the Museum. The Carlo Rambaldi Foundation in particular will have the task of enriching the exhibition space with new activities / workshops / laboratories. At a political level, it is important to keep the focus on the incentive and the development of these new cultural realities that have the value of creating an important induced in an area that thanks to this Project can economically grow.

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

TO DO:

- Formulate all indicators expected to be used when performing the monitoring and evaluation activities, linking each of them to the subject of the evaluation (objective).
- Illustrate the *dissemination actions* that you will adopt to communicate results.

Annual Indicators: number of visitors to the Museum; how the tourist became aware of the initiative (web, social media, newspaper); number of accesses to the web site; number of interactions on social media; number of touristic routes in which the visit to the museum is insered.

Dissemination actions: periodic updating of the website; update of social media, involvement of schools in the provinces of Ferrara, Rovigo, Bologna, Ravenna; information about the Museum in the tourist portals of Ferrara, publicity of the events of the Museum at the Ferrara hotels.

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

TO DO:

- Enter the name of the pilot project: Experience tour in Comacchio and the Delta Po Park
- Indicate the destination (area) in which the project is to be/is being implemented:
Municipality of Comacchio
- Theme(s) and topic(s) covered by the project:
 - Indicate the topic(s) covered by the pilot project.
Remember that these topics are:
 - Digital and virtual tourism
 - Accessibility
 - Tourism experience
 - Enhancement of cultural heritage
 - Explain the main contents of the project with respect to the selected topic(s).

On the 30th September Sipro organized an Experience Tour in Comacchio (Stazione di Foce and Valli). It was an accessible excursion by a motor ship accompanied by an expert environmental guide following the historical-naturalistic path.

The programme was:

Visit to the ancient "Casoni" and to a plant from traditional fishing (Lavoriero) rebuilt with marsh reed;
Lunch at a typical restaurant "Bettolino di Foce";
Guided tour of the Marinated Manifattura with flour and frying laboratory of fish and tasting.

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

TO DO:

For each site chosen:

- Write the name of the site.
- Give a short description of the site, including the type (museum, archaeological site, etc.), the collection/material exhibited, the organizational structure, the resources (human and technological) already in use, etc.
- Provide information on the context associated with the site, the place and the area in which it is located, underlying if its location contributes to the site's attractive potential and/or to some obstacles to its accessibility (be it physical accessibility or not).
- Briefly remark the site's history with respect to its distinctive cultural features and tourism attractive potential.
- List and briefly analyse regulatory framework that govern the site, specifying the impact(s) with respect to the project management, the activities to be implemented and possible related obstacles to the overall success of the project.

Comacchio is located 3 kilometers from the sea, on the north coast of Emilia-Romagna, in the Po Delta. Comacchio, called "little Venice", is the most original and fascinating historical center of the Po Delta Park. Heir of the ancient Spina, has ancient origins and is still a lagoon city that enchants thanks to its historic center, which preserves its original appearance intact, and to its most famous monuments such

as the unmistakable Trepponti with its imposing stairways, the seventeenth-century Cathedral of San Cassiano, the elegant Palazzo Bellini and the characteristic Manifattura dei Marinati, the ancient factory used for cooking and marinating the eel.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

TO DO:

- Summarize the results of the desk analysis, focusing on the trends in cultural and touristic sector (both on the demand and on the supply side).
- Name and explain all national and local policies, regulations and programming documents that are compelling to the project and that may affect its operations and results.
- Compile the **stakeholder map**, listing all persons, groups and organizations possibly interested or concerned by the project activities and/or results:
 - List all the stakeholders involved
 - Provide all information needed, specifying whether each stakeholder belong to the private or to the public sector
 - Briefly explain their contribution to the project
- Describe the main issues that the project addresses and how it can contribute to a positive change in the on the tourist experience at the site.
- Identify short-, medium- and long-term opportunities and challenges faced by the project.

The Municipality of Comacchio and all the Delta Po Park one the most important touristic site in the Province of Ferrara. During the summer a lot of tourists go to Comacchio seaside; the purpose of the Region and the Municipality is to promote the Romagna territory not only for the seaside and the summer tourism but during the whole year with also natural and cultural experinces as in example the accessible experience tour organized during the Atlas project.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

TO DO:

In this paragraph we ask you to focus the description on the following points:

- potential market, its size and trends, the segments/clusters of consumers.
- adoption and application of technology
- comparison of the actual pilot action to similar cases that have proven successful.
- where and how the pilot could be successfully replicated (sites that shares the same characteristics as the pilot sites or sites that are in the same area).

The potential market of the Municipality of Comacchio and the Delta Po area is: the families, young people and organized groups that might be interested in doing a cultural and natural experiences.

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

TO DO:

Write a project brief that answers all the following questions:

- *Why is your project being undertaken?*
- *What is the background of the problem that has prompted to come up with the project concept?*
- *What is required for the project design and realization?*
- *What are the goals?*
- *How does each of the chosen topic (see: Section = General Information) relates to the final scope of the pilot project and how does it helps reach the set goals?*
- *What resources are available?*
- *Who is involved in the project?*
- *When does the project start and finish?*
- *Where and how is the project be carried out?*
- *What are the time frames for the completion?*

This experience tour is a test to make the cultural and natural area accessible for all people even to those with reduced mobility and not self-sufficient. In this project has been involved the Municipality, the Association Village4All, the consortiums and the local tour operator to promote the sites.

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

TO DO:

Write a mission statement (i.e. a *short sentence!*) that answers all the following questions:

- *What does the project do?*
- *How does the project do what it does?*
- *Why does the project do what it does?*

To become a center of cultural attraction for all those who want to discover the nature and the traditions in the Delta Po Park

Please, remember the *main features of a mission statement*:

- Realistic: the scope of the project should be realizable, achievable, specific and consistently targeted.
- Distinctive: capable to distinguish the pilot project amongst similar actions.
- Clear and brief.
- Consistent with the project strategy.
- Capable to provide an outcome-oriented approach to the project.

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

TO DO:

Please provide some of the following information:

- Outputs: all products and services that are *directly generated* by a project activity (or group of activities). They are usually tangible (or easily identifiable and detectable in any case) and measurable.
- Outcomes: short-term and medium-term effects that derive from the project outputs.
- Impacts: Positive and negative, primary and secondary long-term effects produced by the project (direct / indirect, intended / unintended).
- Identify all resources (human, financial, etc.) needed to carry on the project, quantify each of them.
- Assign each operational objective one or more Key Performance Indicator(s).
- Define and describe all planned project actions and activities.
- Define roles and responsibilities within the project human resources.
- Assign each Action/task an accountable referent person.
- Draw up a budget.
- Set up a time schedule / Gantt chart.

The impacts that the Project creates on the territory are mainly positive because new services will be created, the challenge will be to be able to maintain the attention on the Project and the quality of the cultural proposal over time. At a political level, it is important to keep the focus on the incentive and the development of these new cultural realities that have the value of creating an important induced in an area that thanks to this Project can economically grow.

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

TO DO:

- Formulate all indicators expected to be used when performing the monitoring and evaluation activities, linking each of them to the subject of the evaluation (objective).
- Illustrate the *dissemination actions* that you will adopt to communicate results.

Annual Indicators:

number of experiences organized and tourists presences;
how the tourist became aware of the initiative (web, social media, newspaper);
number of interactions on social media;
number of touristic routes in which the experiences are promoted.

Dissemination actions: periodic updating of the website; update of social media, involvement of schools in the provinces of Ferrara, Rovigo, Bologna, Ravenna; information about the Museum in the tourist portals of Ferrara, publicity of the events of the Museum at the Ferrara hotels.

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

TO DO:

- Enter the name of the pilot project: Methodology for the mapping the forgotten sites
- Indicate the destination (area) in which the project is to be/is being implemented: Province of Ferrara
- Theme(s) and topic(s) covered by the project:
 - Indicate the topic(s) covered by the pilot project.
Remember that these topics are:
 - Digital and virtual tourism
 - Accessibility
 - Tourism experience
 - Enhancement of cultural heritage
 - Explain the main contents of the project with respect to the selected topic(s).

The active mapping of the “forgotten” buildings in the city of Ferrara and its province was carried out taking into consideration the general and specific objectives of the project; namely to create a cross-border centre of technical and scientific professionalism in the field of contemporary art and, more in general, in the realm of creativity, capable of supporting and sustaining enterprises and institutions in research activities, in creating materials and in actions for communication and coordination between different partners of different nationalities.

As highlighted in the planning stage the importance of this activity resides in mapping the places, which because of their context and current characteristics could be capable of hosting activities.

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

TO DO:

For each site chosen:

- Write the name of the site.
- Give a short description of the site, including the type (museum, archaeological site, etc.), the collection/material exhibited, the organizational structure, the resources (human and technological) already in use, etc.
- Provide information on the context associated with the site, the place and the area in which it is located, underlying if its location contributes to the site’s attractive potential and/or to some obstacles to its accessibility (be it physical accessibility or not).
- Briefly remark the site’s history with respect to its distinctive cultural features and tourism attractive potential.
- List and briefly analyse regulatory framework that govern the site, specifying the impact(s) with respect to the project management, the activities to be implemented and possible related obstacles to the overall success of the project.

We resolved not to identify individual sites that are currently off the beaten track of tourists in Ferrara and its territory (which in any case exist; for example, the beautifully rich former “Pozzuolo del Friuli” barracks in via Cisterna del Follo, or the former “Pastrengo” barracks in Corso Cavour) because doing so

may create a risk that they would appear (and be) “objects” assembled simply due to their existence as part of the urban fabric.

We took into account that tourism – now more than ever – is experienced through the senses, in the search for quality characterised by a strong identity capable of bringing about emotions, recollections, intellectual stimuli: landscapes, the elements, artefacts characterised by a strong authentic identity that is connected with contemporary everyday reality.

We considered that the identity of Ferrara and its territory is based on and founded on one of our planet’s original natural elements: water. Ferrara was born surrounded by water, the waters of the Po, which in the past allowed a connection with the Adriatic Sea, with Ravenna. Ferrara has grown by clawing back its land from the water, building embankments and modifying the water courses of the branches of the Po basin to found and build settlements and populate its territory from early medieval times, through many land reclamation projects, and down to the present day.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

TO DO:

- Summarize the results of the desk analysis, focusing on the trends in cultural and touristic sector (both on the demand and on the supply side).
- Name and explain all national and local policies, regulations and programming documents that are compelling to the project and that may affect its operations and results.
- Compile the **stakeholder map**, listing all persons, groups and organizations possibly interested or concerned by the project activities and/or results:
 - List all the stakeholders involved
 - Provide all information needed, specifying whether each stakeholder belong to the private or to the public sector
 - Briefly explain their contribution to the project
- Describe the main issues that the project addresses and how it can contribute to a positive change in the on the tourist experience at the site.
- Identify short-, medium- and long-term opportunities and challenges faced by the project.

Among the obstacles to travelling the entire route between the channels of the Po di Volano (Mesola) and the Po Morto di Primaro, now the Reno, (Casalborsetti) is the lack of a complete route for tourists to cycle and walk along that leads right to the sea.

For this, we are helped by an interesting study recently carried out in the Leader area (regarding a large part of the sites that will be mentioned), namely the *Masterplan for Intermodality in the Leader Area*, a study completed in June 2018, financed under “misura 19.2.02.01A Azioni di indirizzo e accompagnamento per organizzare un sistema a rete intermodale (bici+barca+treno+bus)” Misura 19 “Sostegno dello sviluppo locale Leader” PSR 2014-2020 della Regione Emilia Romagna – CUP E73J17000080009 carried out by GEAProgetti sas, the objective of which was to construct the model for an integrated system of intermodal mobility spread across the territory and connected to the national system.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

TO DO:

In this paragraph we ask you to focus the description on the following points:

- potential market, its size and trends, the segments/clusters of consumers.
- adoption and application of technology
- comparison of the actual pilot action to similar cases that have proven successful.
- where and how the pilot could be successfully replicated (sites that shares the same characteristics as the pilot sites or sites that are in the same area).

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

TO DO:

Write a project brief that answers all the following questions:

- *Why is your project being undertaken?*
- *What is the background of the problem that has prompted to come up with the project concept?*
- *What is required for the project design and realization?*
- *What are the goals?*
- *How does each of the chosen topic (see: Section = General Information) relates to the final scope of the pilot project and how does it helps reach the set goals?*
- *What resources are available?*
- *Who is involved in the project?*
- *When does the project start and finish?*
- *Where and how is the project be carried out?*
- *What are the time frames for the completion?*

The places identified along the Po di Primaro/Reno

- Il Santuario della Beata Vergine del Poggetto, S. Egidio, Ferrara
- Saint James the Great) (XVIII century) and cycle ride along via Froldo, Marrara, Ferrara
- Ospital Monacale, la Delizia estense di Benvignante, Benvignante, Argenta
- Pieve di San Giorgio and Museo Civico, Argenta

☑ The ferry and the Oasi di Bosco Forte natural area, Sant'Alberto (Ravenna)

The places identified along the Po di Volano

- La città metafisica (The metaphysical town), Tresigallo
- L'Abbazia di Pomposa (Abbey of Pomposa), Codigoro
- Il Castello Estense di Mesola Este Castle of Mesola, Mesola

Regarding the files presenting the forgotten tourism assets identified in the analysis, as a potential enrichment of the tourism offer for Ferrara as a whole, which already has its own specific identity, hereafter follow some concise files containing basic information.

The aim is to be able to identify these sites by means of digital supports using the geographical coordinates. In addition, information regarding road access is given. This in its turn functions as a sort of highlighter for the interventions that need to be bolstered in order to render the sites

structurally and essentially available for use in historic, cultural, architectural and rural tourism in Ferrara's territory

The framework of the information on the forgotten sites identified along the routes of the two branches of the Po is as follows:

GENERAL INFORMATION

- Name
- Position and geographical coordinates
- Municipality
- Brief historical notes on the artefact/site
- Infrastructural accessibility
- Presence of barriers to accessibility
- Original use of the artefact/site
- Current use of the artefact/site
- Infrastructural accessibility – connection with the Masterplan for intermodality (*accessibility, places nearby, intermodality*)

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

TO DO:

Write a mission statement (i.e. a *short sentence!*) that answers all the following questions:

- *What does the project do?*
- *How does the project do what it does?*
- *Why does the project do what it does?*

To map the forgotten sites of the Province of Ferrara

Please, remember the *main features of a mission statement*:

- Realistic: the scope of the project should be realizable, achievable, specific and consistently targeted.
- Distinctive: capable to distinguish the pilot project amongst similar actions.
- Clear and brief.
- Consistent with the project strategy.
- Capable to provide an outcome-oriented approach to the project.

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

TO DO:

Please provide some of the following information:

- Outputs: all products and services that are *directly generated* by a project activity (or group of activities). They are usually tangible (or easily identifiable and detectable in any case) and measurable.
- Outcomes: short-term and medium-term effects that derive from the project outputs.

- Impacts: Positive and negative, primary and secondary long-term effects produced by the project (direct / indirect, intended / unintended).
- Identify all resources (human, financial, etc.) needed to carry on the project, quantify each of them.
- Assign each operational objective one or more Key Performance Indicator(s).
- Define and describe all planned project actions and activities.
- Define roles and responsibilities within the project human resources.
- Assign each Action/task an accountable referent person.
- Draw up a budget.
- Set up a time schedule / Gantt chart.

The section of the river in which forgotten heritage will be reassessed is that covered by the two branches of the Po that have involved Ferrara over the last ten centuries: the Po di Volano and the Po di Primaro. River sections full of memories, history, anthropization, of profound identity for Ferrara's territory, which naturally intersect obstacles and other provinces (neighbouring Ravenna with regard to the mouth of the Po Morto di Primaro, now the Reno, to the south of the Lidi Ferraresi beaches: at Sant'Alberto and Casalborsetti). Following the Po di Volano, we come to the Abbazia di Pomposa, which although it does not come under the forgotten monuments, needs to be cited and positioned as one of the waypoints on the route to be laid out that will lead to Mesola and its castle.

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

TO DO:

- Formulate all indicators expected to be used when performing the monitoring and evaluation activities, linking each of them to the subject of the evaluation (objective).
- Illustrate the *dissemination actions* that you will adopt to communicate results.

No monitoring actions

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

TO DO:

- Enter the name of the pilot project: Mapping of twentieth century architectural heritage of Ferrara in order to define an itinerary as new tourism experience in the art and the architecture in the years 1920-1940
- Indicate the destination (area) in which the project is to be/is being implemented: Municipality of Ferrara
- Theme(s) and topic(s) covered by the project:
 - Indicate the topic(s) covered by the pilot project.
Remember that these topics are:
 - Digital and virtual tourism
 - Accessibility
 - Tourism experience
 - Enhancement of cultural heritage
 - Explain the main contents of the project with respect to the selected topic(s).

The main aim was the valorization of a shared vision of historical and cultural identity, in order to underline the architectonic heritage due to the different totalitarianisms of XXth century. In fact this heritage had a great importance even if connected to a complex and “inconvenient” historical period. From Ecletism to Rationalism, 20 years of fascist regime profoundly influenced the development of architecture and urbanism in Italy. In Ferrara, the area between the Monumental Acqueduct and Largo Antonioni hosts several buildings which tell this story. So, through this mapping, we realized a new school tourist itinerary which has also some connections with the city, particularly with its stakeholders and its other itineraries.

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

TO DO:

For each site chosen:

- Write the name of the site.
- Give a short description of the site, including the type (museum, archaeological site, etc.), the collection/material exhibited, the organizational structure, the resources (human and technological) already in use, etc.
- Provide information on the context associated with the site, the place and the area in which it is located, underlying if its location contributes to the site’s attractive potential and/or to some obstacles to its accessibility (be it physical accessibility or not).
- Briefly remark the site’s history with respect to its distinctive cultural features and tourism attractive potential.
- List and briefly analyse regulatory framework that govern the site, specifying the impact(s) with respect to the project management, the activities to be implemented and possible related obstacles to the overall success of the project.

This new itinerary starts from the 20th century Quadrilateral (Largo Antonioni), the main example of rationalist intervention, and offer visitors the opportunity to cross different architectural styles and design details.

The journey provides 15 stages, in correspondence to each one, some road signs have been permanently arranged, with the task of enhancing the individual urbanistic-architectural nineteenth-century assets and the principal legacy of fascist totalitarianism.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

TO DO:

- Summarize the results of the desk analysis, focusing on the trends in cultural and touristic sector (both on the demand and on the supply side).
- Name and explain all national and local policies, regulations and programming documents that are compelling to the project and that may affect its operations and results.
- Compile the **stakeholder map**, listing all persons, groups and organizations possibly interested or concerned by the project activities and/or results:
 - List all the stakeholders involved
 - Provide all information needed, specifying whether each stakeholder belong to the private or to the public sector
 - Briefly explain their contribution to the project
- Describe the main issues that the project addresses and how it can contribute to a positive change in the on the tourist experience at the site.
- Identify short-, medium- and long-term opportunities and challenges faced by the project.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

TO DO:

In this paragraph we ask you to focus the description on the following points:

- potential market, its size and trends, the segments/clusters of consumers.
- adoption and application of technology
- comparison of the actual pilot action to similar cases that have proven successful.
- where and how the pilot could be successfully replicated (sites that shares the same characteristics as the pilot sites or sites that are in the same area).

The target groups that could be involve are mainly schools and students.

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

TO DO:

Write a project brief that answers all the following questions:

- *Why is your project being undertaken?*
 - *What is the background of the problem that has prompted to come up with the project concept?*
 - *What is required for the project design and realization?*
 - *What are the goals?*
 - *How does each of the chosen topic (see: Section = General Information) relates to the final scope of the pilot project and how does it helps reach the set goals?*
 - *What resources are available?*
 - *Who is involved in the project?*
 - *When does the project start and finish?*
 - *Where and how is the project be carried out?*
 - *What are the time frames for the completion?*
- Infrastructural accessibility – connection with the Masterplan for intermodality (*accessibility, places nearby, intermodality*)

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

TO DO:

Write a mission statement (i.e. a *short sentence!*) that answers all the following questions:

- *What does the project do?*
- *How does the project do what it does?*
- *Why does the project do what it does?*

To map the twentieth century architectural heritage of Ferrara

Please, remember the *main features of a mission statement*:

- Realistic: the scope of the project should be realizable, achievable, specific and consistently targeted.
- Distinctive: capable to distinguish the pilot project amongst similar actions.
- Clear and brief.
- Consistent with the project strategy.
- Capable to provide an outcome-oriented approach to the project.

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

TO DO:

Please provide some of the following information:

- Outputs: all products and services that are *directly generated* by a project activity (or group of activities). They are usually tangible (or easily identifiable and detectable in any case) and measurable.
- Outcomes: short-term and medium-term effects that derive from the project outputs.
- Impacts: Positive and negative, primary and secondary long-term effects produced by the project (direct / indirect, intended / unintended).
- Identify all resources (human, financial, etc.) needed to carry on the project, quantify each of them.
- Assign each operational objective one or more Key Performance Indicator(s).
- Define and describe all planned project actions and activities.
- Define roles and responsibilities within the project human resources.
- Assign each Action/task an accountable referent person.
- Draw up a budget.
- Set up a time schedule / Gantt chart.

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

TO DO:

- Formulate all indicators expected to be used when performing the monitoring and evaluation activities, linking each of them to the subject of the evaluation (objective).
- Illustrate the *dissemination actions* that you will adopt to communicate results.

No monitoring actions

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

PP3-Tecnopolis

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

TO DO:

- Enter the name of the pilot project: Puglia experience around Matera
- Indicate the destination (area) in which the project is to be/is being implemented:
- Theme(s) and topic(s) covered by the project:
 - Indicate the topic(s) covered by the pilot project.
Remember that these topics are:
 - Digital and virtual tourism
 - Accessibility
 - Tourism experience
 - Enhancement of cultural heritage
 - Explain the main contents of the project with respect to the selected topic(s).

Geographical Area :

The programming includes experiential "products" in the area of the following municipalities of the Murgia of Bari and Taranto, otherwise called "Magna Graecia, Murgia and Gravine" bordering Matera: Gioia del Colle, Altamura, Gravina, Laterza, Ginos, Santeramo.

Topic:

- Tourism experience
- Enhancement of cultural heritage
- Accessibility

The experiential tourist itinerary concerns experiences to be lived in an area that presents a rich and fascinating landscape, today not sufficiently valued in a tourist key, and only recently re-evaluated by the Matera Capital of Culture 2019 phenomenon.

Deep and inaccessible canyons, crypts and caves, woods, pastures, vineyards, olive groves and Mediterranean crops, ancient villages and artisan shops, textile, agri-food and other typical local productions, archaeological areas and cultural heritage that tell millennial stories.

The high Murgia of Bari and the Taranto area tell the story of the rupestrian and peasant civilization, its archaeological and historical sites reveal the presence of different civilizations throughout history, with precious finds and underground itineraries, frescoed tombs and hidden treasures.

The open spaces, the plains and the hilly areas allow you to experience naturalistic and sports experiences of particular charm.

The landscape and the scents of the historic centers and farms make the delights of an authentic gastronomy unique: pasta, bread, focaccia and oven specialties, mozzarella and burrata, oil and wine, local meats and vegetables, characterize not only the table but the proposals of food well-being and unforgettable experiences of meeting with the producers. In this area, bordering with Matera and its province, the executive planning will concern the development of experiential activities that contribute to the tourist attractiveness of the area, favoring the increase of visitors and tourists (with particular attention to international guests) throughout the year. The activities are aimed at the enhancement of sites of cultural interest in the area, not adequately promoted and practiced by traditional circuits, paying

attention to the accessibility of places, or the overcoming of cultural, cognitive and psychosensory barriers.

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

TO DO:

For each site chosen:

- Write the name of the site.
- Give a short description of the site, including the type (museum, archaeological site, etc.), the collection/material exhibited, the organizational structure, the resources (human and technological) already in use, etc.
- Provide information on the context associated with the site, the place and the area in which it is located, underlying if its location contributes to the site's attractive potential and/or to some obstacles to its accessibility (be it physical accessibility or not).
- Briefly remark the site's history with respect to its distinctive cultural features and tourism attractive potential.
- List and briefly analyse regulatory framework that govern the site, specifying the impact(s) with respect to the project management, the activities to be implemented and possible related obstacles to the overall success of the project.

The sites chosen for the experiential activities are located in the territory of the municipalities of Gioia del Colle, Altamura, Gravina, Laterza, Ginosa, Santeramo.

Below is a brief description:

Gioia del Colle,

Gioia del Colle, center of the Murge area, just over 20 km from the trulli of Alberobello and about 40 km from Bari, known throughout Italy for its delicious mozzarella and dairy products. The discovery of Gioia begins at the foot of the Norman-Swabian Castle, which stands out for its beauty and importance in the heart of the ancient center. Enlarged by Roger II, it was rebuilt by Frederick II around 1230 and today is home to the National Archaeological Museum, where you can admire precious archaeological finds. Another site of great importance The Archaeological Park of Monte Sannace includes settlement areas of the most important center of ancient Peucezia.

The village is a maze of alleys and squares, the characteristic arches of Byzantine origins still open. A walk in Gioia also touches the Church of San Rocco, which houses a statue of the Saint made by Stefano di Putignano, the Mother Church dedicated to Santa Maria Maggiore, the former Franciscan monastery and the fifteenth-century tower house in Vico Fontana. A few kilometers from the city,

the Archaeological Park of Monte Sannace is the largest known Peucetic settlement, in which probably the ancient center of Turum, mentioned by Pliny, was located. The Archaeological Park of Monte Sannace includes extensive settlement areas of the most important center of ancient Peucezia, particularly flourishing between the sixth and fourth centuries. AC.

Altamura

The "Lioness of Puglia" amazes with a historic center rich in art and culture and delight with the unmistakable taste of his bread. In the heart of the Bari hinterland, the city of Altamura rises less than 50 km from Bari. Once past the ancient walls, the historic center starts from Porta Bari, among palaces, churches and characteristic cloisters, small closed courtyards.

Stands in the heart of the country,

the Cathedral of Santa Maria Assunta, commissioned by Frederick II, a masterly example of Apulian Romanesque, mixed with the elegant gothic of Frederick II, not to be missed, together with the Sanctuary of the Madonna of the good path, a few steps from the town.

Inserted in the Alta Murgia National Park, Altamura hides the famous "Pulo" in the countryside, an impressive karst doline about one hundred meters deep. In the surroundings there were exceptional fossil discoveries such as the man from Altamura, the only remains of an intact Paleolithic human skeleton, and the 30,000 dinosaur footprints, in the Pontrelli area. It is the home of the famous bread, baked in a wood-fired oven in the many bakeries in the country, the first baked product in Europe to boast the Dop brand.

Gravina

It lies on the edge of a ravine, the fascinating Gravina in Puglia, in the Western Murgia, in an area marked by the presence of puli and gravine, just over 10 km from Altamura and less than 50 km from Andria and Bari.

It is part of the Alta Murgia National Park. A large part of the city extends, in fact, on the bank of a ravine more than 100 m deep. To embellish the countryside, already jagged by the whims of stone, there are the archaeological sites of the Petramagna Hill and of the Eternal Father, with the remains of temples, walls and floors of ancient dwellings and the vast ceramic repertoire.

They seem poised on the hill, perched on a promontory outside the town, the remains of the Svevo Castle, while a short distance away are the Church of Madonna delle Grazie and the Basilica Cathedral, set on the edge of a crevasse, with a wonderful view of the ravine. The center of Gravina in Puglia has a hidden face. Under the built-up area, an underground world made of tunnels, cellars, rupestrian churches, barns, seventeenth-century ovens is preserved in excellent condition. From Piazza Benedetto XIII, the stairways lead to the oldest quarters, including medieval houses and rock churches, the most important of which is dedicated to the patron saint, San Michele. The exploration of the rock civilization of Gravina continues in the Museo Pomarici Santomasi, which houses important finds such as the frescoes in the rock crypt of San Vito Vecchio.

Laterza

History and nature, ceramics and crypts, Laterza is a treasure trove of treasures that capture the soul and lead to fascinating discoveries. Among the ravines around the Gulf of Taranto, that of Laterza is the most spectacular. The "canyon of Europe" extends for 12 km and in some places is wide

also 500 m. It is here that the ancient origin of the city is revealed, admiring the numerous rock churches and the testimonies left by man since prehistoric times.

From the rock of the ravine to the ceramic, Laterza boasts the peculiar production of white majolica, polished and decorated mainly with the colors of blue and yellow, a true signature of the Laertine ceramists that distinguishes the precious objects at any latitude. Laterza majolica has very ancient origins. There are traces of it since the III millennium BC but it is in the sixteenth and eighteenth

centuries that the laertine style reaches its maximum splendor with decorations ranging from hunting scenes to religious and mythological themes and up to the characteristic "albarelli", the typical pharmacy jars. After a relative period of decadence, the production of Laterza ceramics has flourished

also under the protection of the Cat brand (traditional artistic ceramics) which has allowed it to become part of the Italian Association of Ceramics Cities.

Worthy of note is the artisan tradition of bakers.

The historic center of the town develops between the mighty walls, the depth of the gravina e the castle thus highlighting its strong medieval soul that also emerges from the succession of whitewashed houses along lanes, stairways and characteristic squares.

From the Byzantine-style frescoes of the crypts to the sixteenth-century frescoes of the Chiesa Matrice, from the Palazzo Marchesale to the decorations and the high-reliefs of the Spanish winery, in Laterza the story lay down layer upon layer, leaving behind precious testimonies.

Ginosa

Ginosa tells ancient stories related to the great green and uncontaminated ravine of 3 Km and to the position overlooking the Ionian. It was precisely the gravina, at the time of the invasions, its natural protection. A varied and evocative landscape extends from the fertile plains to the sea, up to the gentle hills of the Murgia. The farmhouse developed as a excavated rock settlement in the tuff caves and still today it is possible to admire the traces in the suggestive wall decorations.

The centuries have seen Greeks and Romans, Normans and barbarians alternate. Many feudal lords they refined architecture and, as a symbol of resistance to the Saracens, the castle erected in 1080 by Roberto il Guiscardo, which dominates the ancient center together with the sixteenth-century Renaissance Mother Church dedicated to the Madonna del SS. Rosary. The nearby Marina di Ginosa, a seaside resort embellished by thick pinewood, is renowned.

where the Blue Flag flies. Of particular interest is the local handicraft in which sartorial art stands out.

Santeramo

Home to horse and donkey meat, Santeramo is a jewel with a medieval soul, surrounded by lush woods.

On the highest step of the Murgia plateau, Santeramo in Colle is a crossroads between the provinces of Bari, Taranto and Matera. Santeramo preserves a medieval soul in the historic center, where the fascinating remains of a Benedictine monastery and the Romanesque church of Carmine stand out. The echoes of a glorious past are still alive and the landscape preserves traces of prehistoric and protohistoric human settlements, such as vases, coins, weapons and objects of use daily and the remains of the ancient Via Appia, which are lost in the countryside.

A true green lung encloses Santeramo, thanks to the Woods of Gravinella and Parata, a paradise for animal lovers, the ideal place for birdwatching, beloved by the grillai hawk, a bird of prey suited to the Murgia steppe environments. Of great interest are the farms and shops that dot the area.

Thanks to the collaboration of local authorities and local tourist operators, there are no obstacles to the realization of the activities foreseen by the project.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

TO DO:

- Summarize the results of the desk analysis, focusing on the trends in cultural and touristic sector (both on the demand and on the supply side).
- Name and explain all national and local policies, regulations and programming documents that are compelling to the project and that may affect its operations and results.
- Compile the **stakeholder map**, listing all persons, groups and organizations possibly interested or concerned by the project activities and/or results:
 - List all the stakeholders involved
 - Provide all information needed, specifying whether each stakeholder belong to the private or to the public sector
 - Briefly explain their contribution to the project
- Describe the main issues that the project addresses and how it can contribute to a positive change in the on the tourist experience at the site.
- Identify short-, medium- and long-term opportunities and challenges faced by the project.

The proposed activities respond to the demand for tourism aimed at the knowledge and enjoyment of experiences related to cultural heritage.

The territory allows you to practice all forms of tourism related to this typology for the material and immaterial attractions present in the different thematic areas: food and wine, nature, sport, art, local traditions, architecture, archeology.

And this is a stone's throw from the regional capital Bari, hub of international and local transport and Matera as a tourist phenomenon linked to its being European Capital of Culture 2019.

The project is in line with the strategic and operational objectives of the PST 2017-2022, Italy, a country for travelers and "Puglia 365", the Strategic Tourism Plan of the Puglia Region 2016-2025. The strategic plan for the development of Italian tourism has a time horizon of six years (2017-2022). In fact, the plan proposes an "organized system" - thirteen specific objectives and fifty-two lines of intervention - whose strategic traits pursue four major general objectives.

The strategies, objectives and interventions have been traced and proposed in compliance with three transversal principles: Sustainability, Innovation and Accessibility.

"Puglia 365", the 2016-2025 Puglia Region Strategic Tourism Plan, is also closely connected to the MIBACT National Tourism Strategic Plan.

The Apulia 365 strategic plan for tourism, which involved the sectors of culture, tourism, agriculture and internationalization of the Puglia Region, took into account the challenge that Puglia has in this new epoch, summarized in the following objectives:

- ☑ increase the competitiveness of the destination in Italy and abroad, increase the flow of international tourists and give a positive boost to seasonal adjustment;
- ☑ make the "system of rules" of tourism more efficient, simple, rational and responsive to requirements, defining the necessary regulatory and regulatory innovations, reducing bureaucratic and economic burdens;
- ☑ enhance the regional tourism offer through integrated and territorial action on quality, innovation and specialization of destinations and products;
- ☑ optimize the impacts of the enhancement processes of the environmental and cultural resources of the territory in order to increase their use by national and international tourists, identifying and introducing rules that allow a tourist use of resources compatible with their conservation and quality;
- ☑ to create favorable conditions for the consolidation and development of tourism businesses and the supply chain, the generation of new entrepreneurship and youth employment also through the promotion of digitalisation and innovation of enterprises in the regional tourism system.

The following subjects will be directly and indirectly involved in the perimeter of the considered area:

- The tourism managers of the area's local authorities
- The local tourist offices of the area
- Cultural and naturalistic associations
- Local artisan, industrial and agricultural enterprises.
- Subjects operating in the catering sector
- subjects operating in the hospitality sector
- Travel agencies and tour operators
- Transport companies and NCC rental companies.
- Press and communication agencies, newspapers, local media.

Given the tight deadlines related to the implementation of the pilot project, at the moment the detailed list of the persons and groups involved is being defined, as well as the specifics regarding the project collaboration.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

TO DO:

In this paragraph we ask you to focus the description on the following points:

- potential market, its size and trends, the segments/clusters of consumers.
- adoption and application of technology
- comparison of the actual pilot action to similar cases that have proven successful.
- where and how the pilot could be successfully replicated (sites that shares the same characteristics as the pilot sites or sites that are in the same area).

The Pilot action has different target targets on the market, so briefly identified:

- "Do it by yourself" travelers. Those who go in search of something interesting to do in places of interest. Those interested in organizing their trip to Puglia to experience unique experiences. They are the travelers who want to live unforgettable experiences and immerse themselves in the culture of the place, to discover the heritage of the territory, discover the life stories, the old and new processes and technologies that give life to the products;
- Hikers. Locals who love especially on weekends and holidays to discover the area and areas that are often little known despite their proximity to their habitual residence.
- Groups, youth or adult associations (senior citizens) united by cultural values / aims and well-defined passions. How many are interested in living one or more days of visits in a territory, getting to know people and places, practicing their passions, experiencing live learning
- Educational / school tourism groups, ie students of schools of all levels, university students, PhD students, Erasmus mobility subjects who want to live educational experiences with their teachers through the discovery of sites of historical, artistic and cultural interest naturalistic, appreciating the value of little-known realities but of great historical and cultural value;
- Tour operator and travel agency specialized in incoming Puglia. They have an interest in knowing and drawing from the catalog our proposals and discovering the wide range of activities / attractions in the area that can enrich the offer for the incoming in Puglia also linked to the visit of Matera and Basilicata and meet the new needs of a vast public of travelers. Experiences, workshops, courses and how useful for an extraordinary experience in Puglia.

Furthermore, a particular target of the Pilot action (which intends to give importance to the material and immaterial culture of the places), will be the active companies / entities that hold sites of productive interest. They are bodies that often need to be informed about the opportunity to do industrial tourism or who have already developed the will to open the doors to visitors (and do it online), knowing the opportunities also in terms of business. Subjects interested in making known the places and their material and immaterial assets, according to professional standards, or to offer proposals designed according to a service model that meets the needs of visitors.

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

TO DO:

Write a project brief that answers all the following questions:

- *Why is your project being undertaken?*
- *What is the background of the problem that has prompted to come up with the project concept?*
- *What is required for the project design and realization?*
- *What are the goals?*
- *How does each of the chosen topic (see: Section = General Information) relates to the final scope of the pilot project and how does it helps reach the set goals?*
- *What resources are available?*
- *Who is involved in the project?*
- *When does the project start and finish?*
- *Where and how is the project be carried out?*
- *What are the time frames for the completion?*

With reference to the characteristics of the territory, we intend to develop a series of experiential "products" and design a map of qualified tourist services, useful for staying in the area to discover the many attractions.

The experiential "products", distributed in the various municipalities indicated, will be classified according to the following thematic areas and types.

Each activity will be accompanied by a detailed description - useful to the various promotional activities - relating to: targets, fruition methods, product characteristics, planned and excluded services, access and purchase methods, available languages, sites of cultural and tourist interest connected.

Thematic areas:

- Art and culture
- Rites and traditions
- Wine and Food
- Nature and Sport

Types:

- Experiences - interactive activities with variable-duration visitors;
- Weekend - thematic mini-tour with one or two days of overnight stay, with tourist guide and local transport services for a minimum number of people to be defined;
- Tour - classic tour with at least 4 days overnight stay (to be associated with a visit to Matera and the surrounding area of Lucania) for a minimum number of people to be defined, with a tour guide and choice of customizable tourist services.

An aspect that will be particularly taken care of will be that of the "tailor-made" offer based on the needs of tour operators, environmental sustainability, accessibility of places and events and use of

activities in at least one language, in addition to Italian, in order to best respond to international users. This thanks to the collaboration of accredited tourist guides who will participate in the realization and delivery of the initiatives.

The program of the proposed experiential tourist itinerary enhances in particular the skills of:

- Accredited tourist guides
- Entrepreneurs, artisans and operators of the sites visited
- Archaeologists, historians, art historians
- Operators and volunteers of culture and the environment

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

TO DO:

Write a mission statement (i.e. a *short sentence!*) that answers all the following questions:

- *What does the project do?*
- *How does the project do what it does?*
- *Why does the project do what it does?*

The project intends to create a series of experiential "products" and draw a map of qualified tourist services, useful for staying in the area to discover the many attractions.

This through a co-planning carried out with selected subjects, according to criteria of relevance / attractiveness in the territory, belonging / representativeness of the different thematic areas, territorial distribution.

The goal of the project is to achieve at least 15 experiences that can lead to excursions, weekends and tours.

The activities include modular possibilities, which allow them to be adapted to the needs and characteristics of the customers during the promotional / commercial proposal phase.

There are activities with "slots" of 2 hours, 4 hours, 6 or 8 hours that are well combined with the planning needs relating to travel on the territory, the consumption of meals, local shopping and overnight stay on site.

The experiential "products", distributed in the various municipalities indicated, will be classified by subject areas and types.

Each activity will be accompanied by a detailed description - useful to the various promotional activities - relating to: targets, fruition methods, product characteristics, planned and excluded services, access and purchase methods, available languages, sites of cultural and tourist interest connected.

The collection of the different products and the different possibilities of combination in the fruition (weekends and thematic itineraries) will be carried out by creating ad hoc web pages to give experiential products and related services adequate visibility, with the help of photo gallery, integrated map, contact form and much more. The idea is to prepare operators for a complete and tailored e-commerce offer for those who sell experiences and with all the features of the case to transform "the lookers in to bookers!"

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

TO DO:

Please provide some of the following information:

- Outputs: all products and services that are *directly generated* by a project activity (or group of activities). They are usually tangible (or easily identifiable and detectable in any case) and measurable.
- Outcomes: short-term and medium-term effects that derive from the project outputs.
- Impacts: Positive and negative, primary and secondary long-term effects produced by the project (direct / indirect, intended / unintended).
- Identify all resources (human, financial, etc.) needed to carry on the project, quantify each of them.
- Assign each operational objective one or more Key Performance Indicator(s).
- Define and describe all planned project actions and activities.
- Define roles and responsibilities within the project human resources.
- Assign each Action/task an accountable referent person.
- Draw up a budget.
- Set up a time schedule / Gantt chart.

The strategic objectives of the project are:

- Realize immediately available experiences as a tourist offer
- Improve the skills of local operators in planning, implementing and promoting tourism experiences
- To favor a better integration between the local tourist sectors of reception, catering services, transport and producers of local experiences
- Encourage interaction and collaboration between the actors of the local tourism system with particular reference to those involved in the promo-marketing of the local tourist offer.
- Enhance the cultural and environmental heritage of the territory with particular attention to industrial and artisanal companies for the discovery of local productions and cultural and naturalistic associations engaged in the rediscovery of traditions and environmental protection.

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

TO DO:

- Formulate all indicators expected to be used when performing the monitoring and evaluation activities, linking each of them to the subject of the evaluation (objective).
- Illustrate the *dissemination actions* that you will adopt to communicate results.

The monitoring activity will provide indications on the following critical issues, according to the indicators and the survey methods indicated:

- ☑ Respect for the timing of the development of products (progress in the production of experiential activities) (three verification steps 07/25; 08/08; 29 August)
- ☑ respect for the delivery of the materials (files, etc.) describing the products useful for the production of the web pages (verification on August 22 useful to activate any correction useful to have the complete documentation by September 2;

- ☐ the correct organization and coordination of activities (intermediate verification of compliance with the organizational plan);
- ☐ the effectiveness and efficiency of the individual project steps (check by the person in charge of monitoring the project related to compliance with the time schedule);
- ☐ the correct identification, evaluation and management of problems for the implementation of products from the initial phase of involvement of potential providers of experiential activities (verification of the requirements and interest of each entity involved and related options for involvement in the pilot project or replacement with other more interested and motivated subjects)
- ☐ the consistency of the project material produced by the individual operators with respect to the shared standards (verification and validation of the forms by the appointed expert by 29/08 so as to be able to request changes or additions.
- ☐ the degree of involvement of the institutions and project partners to whom the project collaboration was requested (verification questionnaire).

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

PP4-Puglia Creativa

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

The project “Visit Puglia Creativa: I pacchetti turistici della Puglia Creativa” is related to the Tourism experience topic of ATLAS project.

The aim is to experiment innovative tourist experiences capable of immersing tourists in the beauty and creativity of Apulia, enhancing not only the artistic and cultural assets of the region, but all events, festivals, creativity's workshops and any other place or aspect able to boost Apulian creativity. The activities are expected to provide a strong push toward the improvement and enhancement of the cultural tourism offer and will take place in three of the thirteen areas of the Regional Landscape Plan: Puglia Imperiale, Murgia dei Trulli and Serre Salentine.

Puglia Imperiale is the land of castles, cathedrals and splendid cities of art with UNESCO heritage monuments such as Castel del Monte in Andria or the city of Trani. In this area the great past of this territory is recalled, but there are also naturalistic sites of remarkable importance, from the sea and from the bushes of the Mediterranean stain in Barletta to the thermal baths and ancient salt pans, shelter of many species of migratory birds.

Trulli surrounded by vineyards and olive groves constitutes the natural landscape of the area of **Murgia dei Trulli**, particularly in the charming villages likes Alberobello (also a UNESCO heritage's site), Locorotondo, Martina Franca and Cisternino. The cultural tradition and the creative vision in this territory are equally rich: for example, in Polignano a Mare there is the Contemporary and Modern art museum “Pino Pascali” dedicated to the greatest Apulian artist of the 1900s; Putignano is famous for its ancient Carneval linked to the art of “cartapesta”; Locorotondo hosts the “Locus Festival”, an experimental music festival able to combine quality and research for alternative proposals; Martina Franca instead offers “Valle d'Itria Festival”, a melodrama festival known in all the world.

The territory of the **Serre Salentine** defines a hidden Salento, less mundane, far from the Caribbean beaches and immersed in the countryside where dolmens and menhirs that tell the story of ancient settlements can be admired, where in the laboratories of craftsmen products in tufa (a stone typical of this area) are made, giving life to monuments and ornamentations that characterize the Baroque of Lecce since sixteenth century. Tradition also joins contemporary art in music, where the ancient rhythms of pizzica explode in touring festivals.

What these areas have in common are the strong territorial identities that make culture a driver for promoting the territory and human ability to transform this precious heritage with creative ingenuity.

The ultimate goal is to create a range of offers for all seasons linked to cultural events of the Region.

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

In the area of **Puglia Imperiale** the tourist package that is intended to be launched during the press tour stops in Ruvo di Puglia, a town known for its ceramics production and for the important findings in the surrounding areas. Worth seeing are the famous painted clay vases, testimony of the pre-Roman civilization of Apulia, housed in the halls of Palazzo Jatta. This museum preserves the important vase of

Talos, dating back to the 5th century BC, where the Greek myth of the killing of the giant by the Argonauts is depicted. In this context, the Talos Festival has been held since 1993 supported by the municipal administration. This great cultural product combines the sounds of the Apulian, Mediterranean and European tradition in a fruitful multicultural contamination in the form of an international experimental laboratory. The Festival will propose a program that starts from the Banda, expression and soundtrack of Southern Italy, and then advances in the musical creativity of jazz and musical trends, crossed with contemporary dance.

The second experiential package runs through the area of the **Murgia dei Trulli** and includes a bike tour through dry-stone walls, whitened with quicklime, a typical element of the Itria Valley, and then to reach the narrow streets of the historic center of Alberobello, already UNESCO heritage with conical trulli and typical "cummerse", or sharp roofs covered with limestone slabs called "chiancarelle". Another destination will be Locorotondo, home of the Locus Festival, a music festival with a rich artistic program and a "glocal" imprint: in the enhancement of the place, it opens up to artistic globality, to conscious tourism, adding to the great concerts on stage, initiatives to enhance the food and wine tradition in the area, literary and musical culture meetings, actions to contain environmental impact. Then we will move to Martina Franca and Cisternino to visit artistic craft ateliers and taste the excellent food and wine of the area. Finally, it is worth noting Putignano, home of the oldest Carnival in Europe, an event of great appeal for the splendid allegorical floats of the papier-mâché masters and therefore home to artist workshops and design laboratories.

The tour in the territory of **Serre Salentine** instead is linked to the cultural and creative heritage of the city of Corigliano d'Otranto and surroundings. It is a strip of land that has its roots in ancient Greece. The village tells stories of ladies and knights, castles and battles that are enclosed in the magic of its castle, first an impregnable fortress and after a noble residence with a Baroque façade. Since 2006, the castle has hosted the SEI - Independent South East, an international music festival with masterclasses between Italian and Salentini musicians, workshops, book presentations, markets and artistic productions, to enhance local art such as the traditional luminaries that today they represent real architectures and light sculptures all over the world. The launch press tour will also allow you to dive to explore the natural heritage of the neighboring areas: the uncontaminated nature of the Regional Natural Park Otranto-Leuca, the caves that preserve paleontological finds, the coastal areas and the crystal-clear sea.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

The Apulian territory is characterized as a varied tourist product, with the excellence of the sea, rural tourism and cultural tourism.

According to the research conducted by the **Symbola Foundation** on behalf of the Apulia Creative Cluster, the data for 2017 indicate a positive trend in tourism spending that originates from cultural attractiveness. In this case, Apulia is at the 13th position of the national ranking, with a share of 34.0%. Among the provinces of Apulia, the performance of Barletta-Andria-Trani stands out, with 44.9% of cultural tourism spending on total spending, while Lecce stops at 39.7%.

At regional level, **Pugliapromozione** also created "Puglia365", the 2016-2025 Apulia Region Strategic Tourism Plan involving 18 meetings, numerous sector operators, local authorities, employers' associations and trade unions, stakeholders, local opinion leaders, universities, LAGs and MIBACT. A choral process that led to the construction of a new shared vision of tourism in Apulia.

Another tool adopted to analyze deeper territorial context and trends derives from the survey conducted by Apulia Creative Cluster in order to collect all the existing festivals in the region. The final goal aims to establish a sort of "Festival Network", with the creation of a unique calendar and catalog of events.

Target:

The **stakeholders** involved in this project are municipalities, event organizers, creative workshops' owners, artisans, tour operators of the territories involved in the "Festival Network" and subdivided according to the 13 areas identified in the Regional Landscape Plan. The creation of a stakeholders' map has been preceded by the analyses involving all the actors and identifying key and practical problems. Stakeholders involved during this phase were Tour Operators, Bike operators, destination management organizations (Accommodation, Infrastructures, MICE & Wedding, Events) as well as cultural and creative enterprises or companies and tourists.

Target groups achieved are the following:

- Cultural and natural **heritage** management bodies: PARCO NAZIONALE ALTA MURGIA;
- Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector):
 - 2 of **contemporary art**: LANDS END CONTEMPORARY ART FESTIVAL – FONDAZIONE PINO PASCALI;
 - 7 in **cultural activities**: MACROHABITAT| STORIE DELL'UOMO E DELL'ABITARE LA TERRA – ASSOCIAZIONE CULTURALE SUD ETHNIC – CONSORZIO I MAKE – ASSOCIAZIONE CULTURALE, TURISTICA E DI SVILUPPO TERRITORIALE – GRUPPO ANONIMO '74 associazione di volontariato – BITUME PHOTO FESTIVAL – MEDIAMORFOSI – MATTIA TRIUZZI;
 - 7 **cinemas**: CIRCOLO DEL CINEMA ATALANTE – LA BOTTEGA DELL'ATTORE-TEATRO STUDIO DAUNO – LeA - LIBERAMENTE E APERTAMENTE - ASSOCIAZIONE DI VOLONTARIATO – PRESIDIO DEL LIBRO DI GIOIA DEL COLLE – SINAPSI PRODUZIONI PARTECIPATE – CINEMA TEATRO E ARENA VIGNOLA – BIG SUR;
 - 1 **dance**: ASSOCIAZIONE WORLD DANCE MOVEMENT;
 - 2 **food and wine**: ASSOCIAZIONE CULTURALE ACUTO – Puglia Golosa;
 - 1 **publishing and journalism**: DIFFONDERE IDEE DI VALORE;
 - 8 **literature**: PRESIDIO DEL LIBRO ALESSANO ASSOCIAZIONE NARRAZIONI - LIBRERIA IDRUSA – ATS IMAGO COOPERATIVA SOCIALE – FONDAZIONE MONTI UNITI DI FOGGIA – LEDa LABORATORI DIDATTICI PER L'ARTE – PRESIDIO DEL LIBRO DI CALIMERA ASSOCIAZIONE DADO GIRA – PRESIDIO DEL LIBRO DI BISCEGLIE - CIRCOLO DEI LETTORI – PRESIDIO DEL LIBRO DI MARTINA FRANCA E ASSOCIAZIONE TERRA TERRA – PRESIDIO DEL LIBRO CONVERSANO (FONDAZIONE DI VAGNO) – ASSOCIAZIONE LA MARIA DEL PORTO – APS SPAZIO BAOL;
 - 14 **musical activities**: FESTIVAL NOTE DI NOTTE – ASSOCIAZIONE MUSICALE OPERA PRIMA – B FLAT PRODUCTION – ASSOCIAZIONE DI PROMOZIONE SOCIALE "ARCI STAND BY" – ASSOANIMAZIONE DI SARA GIUSTO – L'ASSOCIAZIONE ARTISTICO - CULTURALE ATHENAEUM – BASS CULTURE – RIGENERA LABORATORIO URBANO – CARPINO FOLK FESTIVAL – COOL CLUB – A.G.I.MUS. (ASSOCIAZIONE GIOVANNI PADOVANO INIZIATIVE MUSICALI) – FONDAZIONE PAOLO GRASSI – ACQUA IN TESTA – ASSOCIAZIONE I -TRAIN;
 - 1 **poem**: PRESIDIO DEL LIBRO DI SAN SEVERO E ASSOCIAZIONE RHYMER'S CLUB;
 - 3 **promotion of the territory**: ASSOCIAZIONE SPARKS – ASSOCIAZIONE CULTURALE CASA ARMONICA – MAS srl;
 - 3 **theaters**: KOREJA COOP. SOC. A R.L. – ASSOCIAZIONE CULTURALE FACTORY COMPAGNIA TRANSADRIATICA & ASS. CULT. PRINCIPIO ATTIVO TEATRO – IMPROVVISART;
 - **Enterprises**: TRY AGAIN TRAVEL- Apulia Booking – POPUPPENS – PUGLIA FUTURA E CO Frui Creative Hoolidays – APULIA SLOW TRAVEL – MURGIA TOUR – G LOCAL – I SLOW YOU SALENTO BICI TOUR –SLOW ACTIVE TOURS – ASSOCIAZIONE MAGICA VALLE D'ITRIA – TOUR BY ME –

APLUVIA SERVICE –MICE EXPERIENCE – SVEGLIARSI NEI BORGHI – TASTE E GO – AEROPORTI DI PUGLIA.

Benefits and opportunities emerged from this kind of activity can facilitate the replication in each of the thirteen areas of Regional Landscape Plan aiming the creation of a catalogue of events to be promoted on the platform that we are implementing in this phase. This make easier to find products and services and to make policy makers and event organizers aware of the advantages that tourist spending can generate when connected with creativity: quality tourism, seasonality diversification, increase flow of tourists, community involvement, ability to promote tourism proposals able to immerse visitors in the very identity values of the territory.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

Our potential market is composed of collector of memories that is Italian and international tourists who research a holiday package full of cultural activities based on the real local life experience that give them less souvenirs and more awareness. This project in fact aims to strengthen cultural and touristic product interconnection and to valorise territorial identities which creativity spread on.

The packages will be promoted b2c (business to consumers) both offline with printed material and online through the website and social pages. This will allow to distribute the Apulia product on the national territory. Collaboration will be started with festival organizers to convey package marketing activities through the communication of the respective events. Distribution is also expected through channels that reach international markets. The packages will also be promoted b2b then through tour operators and foreign travel agencies as participation in fairs is planned.

Bloggers, journalists and influencers involved during press tours can test offline promotional materials and can give their contribution to online contents, offering a channel of advertising of tourist packages. Promotional materials will also be presented in trade fairs and in the main dedicated markets.

To maximize the results of the project, the already existing and followed promotion channels will be used and implemented to convey the built tour packages. Similarly, a section of the Apulia Creative Cluster's platform will be dedicated and enriched with ad hoc content.

It seems convenient to include the proposal in the broader range of regional offers in this sector, in order to take advantage of the most prestigious national and international showcases and above all of the user targets of these fairs at accessible costs, also optimizing resources.

The use of technology is strongly necessary to promote tourism experiences and to enhance the creative work of artisans, festivals and the natural heritage of each territory. Moreover, it is a fact that the very rapid evolution of mobile and connective technology has upset the tourist's approach to travel: the digital tourist wants to be able to plan and manage his vacation through the devices, in total autonomy. Travelers no longer just want to see but experience special moments as protagonists, get in touch with the inhabitants, share passions and small pleasures, immerse themselves in discovering the authenticity of the destination.

The pilot action is inspired by the "European Capital of Culture" initiative. This action over the years has demonstrated its effectiveness in highlighting and protecting the richness and diversity of cultures in Europe through the enhancement of the material and immaterial, natural, cultural and creative heritage present in the selected territories. Experience has also shown that the event is an excellent opportunity to enhance the international profile of cities, discover their identity, revitalize their culture and creative activities such as festivals, event sets, workshops and artisan workshops design, food and wine. The obvious consequence of this action is the acquisition of a greater awareness of its own territory to re-

launch it as a unique and special tourist destination with a positive economic return and thus promoting the contribution of culture to its long-term development.

From this pilot project, we want to extend the invitation to visit the creative Apulia. The experience of experiential tourism packages related to festivals, events and creativity in Apulia will be shared and replicated in all 13 areas identified by the Regional Landscape Plan (Gargano, Tavoliere, Monti Dauni, Puglia Imperiale, Puglia Centrale, Alta Murgia, Tarantine Gravines, Murgia dei Trulli, Magna Grecia, Brindisi, Lecce, Arco Ionico Salentino, Serre Salentine) to give value to territorial identities and present human capital.

-1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

The idea of the pilot project "Visit Puglia Creativa: I pacchetti turistici della Puglia Creativa" refers to the topic "Tourism Experience" identified by the ATLAS project and it's based on the consolidated principle of the central role played by the concepts of "authenticity" and "experience" in the processes of consumers' tourist choice. Tourists indeed look for the opportunity to live immersive experiences that can give meaning and value to their person and what's more authentic, rooted in the local culture, far from worldwide contamination.

Apulia Creative Cluster with this pilot project proposes the creation of 3 experiential tour packages and the realization of the related launch press tours during which journalists and influencers will be invited to learn about the peculiarities of the tourist packages. The main goal the project aims to reach is to discover the region through itineraries in which the traditional tourist activities related to naturalistic, historical-artistic and food and wine attractors, are connected to creative experiences and personalities, with particular attention to artistic craftsmanship, performing arts and design.

Culture will be the driver of promotion of the territory, enhancing the natural heritage and local production that the creative ability is capable of transforming into precious artifacts. In this way, the project will also help to de-season tourist flows and diversify them, offering new routes and less mundane destinations into inland regional areas to aware tourists.

The pilot action fits into the framework indicated by the Atlas project and therefore the selection of tour operators and the definition of tourist packages took place in the months of May and June, the launch press tours will take place in July and August and the promo-marketing of tourist packages will take place in September, respecting the deadline of 20 September 2019.

The areas involved in the pilot project are three of the thirteen areas in which the regional territory is divided according to the Regional Landscape Plan and in this case it deals with Puglia Imperiale, Murgia dei Trulli and Serre Salentine. Apulia Creative Cluster's long-term goal is naturally the replication of the pilot action's success in all 13 areas in order to enhance territorial identities and cultural and creative excellence, and to systematize all the places of Apulian creativity, gathering them in a unique catalog and sponsoring the "Apulia" as a tourist product on national and international markets.

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

Visit Puglia Creativa: I pacchetti turistici della Puglia Creativa aims to exploit historical, natural, cultural potentiality of the Apulian Regional Landscape Plan's areas to offer to tourists an immersive experience in the beauty and creativity of Apulia. The main goal is enhancing identities values of the three areas identified for the experimentation through the valorization of the ability of the human to trasform them in precious heritage and artistic handcrafts.

To achieve this result, the project will design a visual identity and related territorial brand and spread it implementing Apulia Creative Cluster's platform and disseminating on and off line promotional materials.

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

Outputs are: n. 3 experiential tourism packages realized in Puglia Imperiale, Murgia dei Trulli and Serre Salentine; n. 3 press tours for the launch of the packages in these areas.

Outcomes are: constitution of brand and visual identity of territories; increase flow of conscious tourists; promotion of existing creative work in the area in terms of events, festivals, artistic craftsmanship; community involvement.

Impacts are: increase in quality and aware tourism; seasonality diversification; valorization of natural and cultural heritage; increase of economic revenues generated by tourism; replication of the pilot action in all the areas identified by Regional Landscape Plan.

Human **resources** needed to carry out the project have their own **roles and responsibilities:**

organizational staff takes care of defining the packages for experimentation and coordinating all the activities; external expertise skilled in the definition of package quality standards analyze and monitor the individual criticalities, strengths, strategies to be implemented; financial advisor are useful during the phase of package sales, to study positioning strategies and distribution channels; web developer and social media managers contribute to promote, disseminate and advertise packages.

Budget: €7.000,00 dedicated to each launch press tour; €12.000,00 allocated to promotional activities on and off line; €2.000,00 to organize an Academy for tour operators to define package quality standards.

The project **GANTT** has the following deadlines:

- February: workshop for mapping cultural resources and existing or organized events on the regional territory;
- March-April: organization and definition of minimum standards to be followed with the project and preparation of the Call to collect the expression of interest;
- May: publication of Call;
- June: selection of proposals;
- July: executive plan of the activities and implementation of the platform;
- August-September: pilot actions and academy with workshop on quality standards.

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

Indicators expected to be used can be summarized as follows:

- No. sites involved in the project;
- No. valorized events;
- No. Italian and international sector journalists and influencers participating in the launch press tour;
- No. AdWords purchased and published;
- No. promotional videos realized;
- No. of views on the platform (number of visitors, web sites pages' views).

Project's **results** will be traceable on Apulia Creative Cluster's social media pages, on the platform, in the articles on and off line written by journalists and influencer for their trade magazines and blogs and all the infos will be disseminated using means proper of the promotion campaigns. Once available, also the catalogue which collect all the events existing in the 13 areas of the Regional Landscape Plan will be widely promoted through the same tools.

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

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0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

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.

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

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.

Church of St. Mary from Kuj is located on the road to Kuje Bay in Ližnjan. It was built in the 17th century and presents a venerable and votive chapel (of farmers and fishermen) of baroque features. The church is the most important ancient site and the architectural monument in the immediate vicinity of Ližnjan. It was built on antique foundations and has a precious unharmed floor mosaic from the early Christian period, preserved with a transparent glass that enables visitors to see this ancient testimony. More precisely, the church was built in the place of two rooms of the villa rustica. Both rooms had a floor mosaic that can still be seen through the glass floor of the church. Study revealed the existence of thermal facilities within the villa and the lamp with the figure of Jesus of 5th Century as well. The church is also intriguing for its legend about a sailor who found a shelter in it, providing a great potential for storytelling. It is used mostly by the locals for smaller ceremonies and the yearly Celebration of St. Mary from Kuj. Being located near the sea, it has a high potential for integrated tourism products, connecting history, cultural and sea & sun tourism. It is governed by local parish and bishopric.

Cesare Rossarol memorial park is located on the coast of Ližnjan as a monument to the victims of a shipwreck that took place at this site about 100 years ago. The anchor from the unfortunate Italian cruiser stands as a symbol of that tragedy.

During the Adriatic Campaign of World War I, soldiers of the Austro-Hungarian Empire set up extensive minefields along the waters of the Istrian Peninsula. Following the Armistice of 4th November 1918, no real attempt to communicate the position or extent of the many minefields was made and, as a result of this lack of action on the part of the Austro-Hungarian Empire's naval command, a number of ships were sunk after the war after hitting wartime mines. Cesare Rossarol was sunk by a mine less than one week after the ceasefire declared by Germany on Armistice Day. On November 16th 1918, the ship Cesare Rossarol was split in half by a naval mine as it was making its way from Pula to Rovinj, sinking to a depth of 50 metres.

The shipwreck preserved in the waters of Ližnjan is known as a local attraction of diving tourism and there are many efforts to revive the monument with videos, reconstructions and educational tours.

Both the coastal and the underwater monuments have a high touristic potential in Ližnjan with elements of history, culture and underwater tourism. It is governed by Municipality of Ližnjan.

Fortress Monte Madonna, locally known as Svetica, is an 88 metres high hill in the east of Šišan. The remains of the Roman buildings were found there, but it is an underground building mostly built in the 1950s and 1960s in the height of the Cold War era as a protective atomic nuclear subterranean fortification object. It was significant for navigation surveillance, thus it was also called "The guardian of the Kvarner". In 1915 (the beginning of the World War), the construction of the powerful fortress Monte della Madonna began. In the period of the war, in the 1950s, the design and construction of underground bunkers was intensely unfolding in complete secrecy. The action carried the sign "top secret" and none of the locals could enter this area. That veil of secrets was kept almost until today.

The fortress has a high potential for gamification due to the mystery, secrecy and intact nature. It is also very intriguing because of the legend of a dragon, which says that St. Mary from Kuj helped a desperate father to save his daughter and all other young women from the village from the cruel dragon. A few years ago, a stone statue of a dragon and a maiden is put in front of the entrance to the Svetica complex.

Close to the entrance stands a building that is used by associations (Local Board, moto club, bike club etc.). The National Association for Fortifications was given permission from the Ministry of Defence and Ministry of Culture to take care of Monte Madonna.

St. Mary church in Kostanjica was built on the site of an ancient country villa, on a location with the remains of a medieval settlement southwest of Valtura, in Ližnjan municipality. The location is known as having several puddles of which only one of them is left. The church is from the period of 12th century and was abandoned after a terrible plague. The interior of the church contains historical heritage among which the traces of frescoes and outside there is a Gothic inscription. Also, the church is linked with the legend of Saint German, a martyr who was firstly crucified in Arena Amphitheatre of Pula and then executed in this very church. That story has a potential for religious and historical tourism, as well as storytelling. It is governed by local parish and bishopric. The interior is quite dilapidated but the space in front of it has an interesting potential for staging a play about St. German.

Archaeological site Nesactium is located near Valtura, also in Municipality of Ližnjan. Nesactium is thought to have been the seat of the Histri, a people of the Indo-European descent who were formed in the early Iron Age after the settlement of today's Istrian peninsula. The oldest traces of the hill located settlement stem from the Bronze and Iron Ages. The site today is an archaeological park with conserved architectural remains from the Roman and Late Antiquity periods. It is governed by Archaeological Museum of Istria where are preserved findings from this cultural site.

For the last six years, the site is used for staging a play about Epulon – The King of Histri, and the last two years there are efforts to propel Cinema Hist(o)ri – historical movies projections.

Ližnjan lies in the far south-east of Istria, 11 km east from Pula, among Mediterranean broom vegetation, as a fishing and agricultural village whose hilltop overlooks the Kvarner bay and the islands of Cres and Lošinj. The Ližnjan district includes nearby villages Valtura, Muntić, Jadreški and Šišan. The remote but palpable past of this area was written both in the remains of Roman town Vizače (Nesactium) not far away from Valtura, and in the church of St. Mary from Kuj in Ližnjan with its unharmed mosaic from the early Christian period – the two locations that act as starting/ending points of the promotional route.

The hidden part of unpolluted sea and indented coastline with its rocks and gravel reveals the beauty of 28 km long unsettled coast. A picturesque little port tells that it is a place that has always lived upon the benefits of the sea.

Ližnjan is mentioned already in 990. A partition panel in limestone with ornament from the second half of 10th century was found there. Near Kuje bay a limestone capitel from mid 5th century was discovered. The first inhabitants of Ližnjan came from the area of Sinj, Poljica and Imotski. This region was governed by the Venetian Republic from the 14th century until the end of the 18th century. In recent history, this area was governed by the French, then Austrian and Italian authorities, but it was part of the Free Territory of Trieste, then part of socialist Yugoslavia, and today it is an integral part of the Republic of Croatia.

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.

There are many private apartments for rental. Since there is not any hotel, the village of Ližnjan has a great potential for a dispersed hotel. 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.

Municipality of Ližnjan is a local self-government and the village of Ližnjan is an administrative, cultural and economic center of the district. The cultural sites are governed by local parishes and Archaeological Museum of Istria. The Municipality cooperates with an agency for projects and the Museum has a valuable experience in project management, thus the cooperation on project ATLAS was overtly accepted and welcomed. Tourist Board Ližnjan provided great help with the contacts and networking, as well as presenting the local mini-projects whose aim is to promote the rich but hidden cultural heritage of the area. The mutual interest lies on the ATLAS project objectives, i.e. valorisation and promotion of rural areas, destination awareness, questions on seasonality and sustainability, local culture and accessibility. Regarding the latter, the experiential video of Ližnjan will be the starting point for a more detailed representation of the district’s beauties to all interested and potential stakeholders and visitors, triggering tourism experience and testing innovative services.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

Cultural tourism is developing as one of the most successful industries in different countries of the world. Basis for its approval is primarily the potential of cultural heritage, which is seen as a strategic source of general socio-economic development of different regions. According to international researches, culture is one of the main motivating factors for tourist trips in the world.

For the different types of tourists, qualities influencing the attractiveness of tourist destinations are their cultural and social characteristics. Fashion, customs and traditions also affect the behaviour of consumers of tourist services. Greatest interest to tourists causes a number of cultural elements of the nations.

According to the World Tourism Organization (WTO), cultural-cognitive touristic trips (CCTT) represent between 18% and 25% of the outgoing tourist flow, as the expectations are for the increasing their share. Forecasts of WTO are explicit, saying that in 2020 CCTT will have a leading role in the world.

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.)

Regarding the data of the Istria Tourist Board on tourist arrivals and overnight stays, Ližnjan has increasing numbers of tourists per years. In the period of 5 years (2018. vs 2014.) Ližnjan increased the number of tourist arrivals for 87% (in absolute number it is not significant compared to developed touristic destination but it is significant for rural and undiscovered area) and overnight stays for 66%, which presents a high potential for different types of touristic trends.

Significant strategic documents that have impact of touristic and cultural sector in Ližnjan are:

- Croatian tourism development strategy till 2020 – one of the strategic goals is to develop tourism supply and products – cultural tourism, action - Encouraging the development of cultural paths and roads;
- Action plan for cultural tourism development – programme area 2 – development of cultural tourism products;
- Master plan of tourism Istria County – action 4.6.4.2. Touristic products development based on cultural heritage.

Stakeholders possibly interested or concerned by the project activities and/or results are:

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 ...

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.

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.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

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...The potential market is limited by accommodation cause there is only private accommodation with market of approximately 300.000 overnight stays and 35.000 arrivals. Predictions are that demand for undiscovered area of Ližnjan will grow.

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.

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).

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

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 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.
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 starts in June 2019.
The project has been carried out in the municipality of Ližnjan, with a strong cooperation of Regional task force.

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

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.

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

Outputs: **“Create Your Atlas of Routineraries – Experience Ližnjan”** is virtual experience tour that 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.

Outcomes: developed competitiveness of local area, networking, new innovative products, reduced seasonality, improved accessibility, new virtual touristic route.

Impacts: there are no negative impacts as the result of project activities; as no recognized and no valorized cultural potential positive impacts are concerned to increase attractiveness, valorize cultural heritage, develop new innovative touristic products.

In order to realize the project there are 4 persons from the PP involved; we establish cooperation with Municipality of Ližnjan, Tourist Board of Ližnjan, Istrian Region, Archaeological Museum of Istria, Redesign films, Association Puls, DDI – Muscular dystrophy Society of Istria, Studio Kreativa Plus.

Operation objective are related to activities that develop route scenario, record bike route with different aspects of touristic offer, promote cultural heritage of undiscovered area, increase of potential visitors.

Estimated budget is about 2.500,00 EUR. All other activities will be determined.

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

Expected indicators to be used when performing the monitoring and evaluation activities are:

Number of involved participants

Number of overnight stays and tourist arrivals compared to previous year

Guest satisfaction survey

Number of new innovative products

Number of established new partnership

Indicators of economic development

Dissemination actions are related to social network sites, web sites with high involvement of project's stakeholders and Regional Task Force.

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

PP6-Unioncamere Veneto

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

TO DO:

- Enter the name of the pilot project:
- Indicate the destination (area) in which the project is to be/is being implemented:

WATER HERITAGE: Visits to local water attractions (villas and museum) through sustainable intermodal ways combining a unique boat&bike navigation itinerary

- Theme(s) and topic(s) covered by the project:

Thermae Abano Montegrotto and Euganean Hills in the province of Padua

- Indicate the topic(s) covered by the pilot project.
Remember that these topics are:
 - Digital and virtual tourism
 - Accessibility
 - Tourism experience
 - Enhancement of cultural heritage
- Explain the main contents of the project with respect to the selected topic(s).

The main content of the project is valorisation of the tangible and intangible cultural heritage located in the tourism thermal destination of Abano and Montegrotto, in the Province of Padua focusing in the integration with the Euganean Hills. Fruition of cultural resources is based on slow mobility and direct experience with local communities.

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

TO DO:

For each site chosen:

- Write the name of the site.
- Give a short description of the site, including the type (museum, archaeological site, etc.), the collection/material exhibited, the organizational structure, the resources (human and technological) already in use, etc.
- Provide information on the context associated with the site, the place and the area in which it is located, underlying if its location contributes to the site's attractive potential and/or to some obstacles to its accessibility (be it physical accessibility or not).
- Briefly remark the site's history with respect to its distinctive cultural features and tourism attractive potential.
- List and briefly analyse regulatory framework that govern the site, specifying the impact(s) with respect to the project management, the activities to be implemented and possible related obstacles to the overall success of the project.

Castles and Villas along the route:

- Castello del Catajo (private with an internal staff of 5 people involved in internal visits, marketing and promotional activities) - organises public visits and didactic labs and activities - <http://www.castellodelcatajo.it/en/>
- Castello San Pelagio (private, involvement of family members and volunteers) - organises public visits and didactic labs and activities - <https://www.castellosanpelagio.it/>
- Villa dei Vescovi (managed by FAI Italian Environment Fund with an internal staff of 5 people involved also through the cooperation with a cooperative in internal visits, marketing and promotional activities) - organises public visits and didactic labs and activities
- Gardens of Villa Barbarigo (private, involvement of family members)- <https://www.colli Euganei.it/ville/giardino-villa-barbarigo-valsanzibio/>
- Navigation Museum (public-Municipality of Battaglia Terme and managed by Association Venetian Traditional boat composed by the manager and temporary human resources, i.e. interns from local universities)– organises public visits and didactic labs and activities - <https://museonavigazione.eu/en/>
- Literary Park - The Literary Park Francesco Petrarca is an incentive to discover all that is the extraordinary heritage of the Colli Euganei (Padua Province), meeting writers of all time who have come here and that have loved these places so much that they have been inspired by it. It is an instrument for the protection of the landscape and traditions, of those places and of those memories that must survive, as Shelley, Tommaseo, Buzzati loved them and relive them.
- The area offers also naturalistic excursions, river excursions and thematic cultural excursions (about the poet Petrarca) by foot, by bike and by boat with local travel guides.

<https://www.visitabanomontegrotto.com/territorio/itinerari-escursioni-abano-montegrotto-terme/>;
<https://www.visitabanomontegrotto.com/territorio/itinerari/navigazione-fluviale-escursioni-in-barca-padova/> ; <http://www.parcopetrarca.com/>
<https://www.parchiletterari.com/parchi/francesco-petrarca-e-dei-colli-euganei/index.php>

- • Provide information on the context associated with the site, the place and the area in which it is located, underlying if its location contributes to the site's attractive potential and/or to some obstacles to its accessibility (be it physical accessibility or not).

A strong point of the tourist destination Terme&Euganean Hills is its good location in the regional context. The easy connections guaranteed by the motorways, railways, cycle paths and waterways, combine the Baths and the Hills with the cities of art (Padua, Verona, Vicenza, Venice), Venetian beaches and the Dolomites, thus integrating and completing the tourist offer. Cultural attractions located in this destination can be promoted by integrating them in broader itineraries connecting other regional destinations. These are synergies that, to give results, require the recognition of the specificities of each destination and the focus on the specific cultural products and the use of common attractions/tourism products management tools, such as the Internet Destination Management System (DMS) or marketing, such as cards advanced tourism.

- • Briefly remark the site's history with respect to its distinctive cultural features and tourism attractive potential.

The destination Terme and Euganean Hills was formalized last August 2016, however from a social-economic-cultural point of view tourism in this area is something ancestral, thanks to thermal water and to the mud. These natural resources are widespread throughout the area at the foot of the Euganean Hills

and are particularly abundant in the localities of Abano, Montegrotto, Battaglia, Galzignano and Teolo, where the tourist industry has given birth to the largest thermal basin in Europe. During the second half of the twentieth century the tourist success was determined by a tourism product guaranteed by about 100 spa centers integrated in the hotels and managed with typically corporate dynamics. It is a choice

that has been a winner for that period, in fact the area was very well positioned in the tourism European market. However, the modern evolution of the product towards more sophisticated tourist experiences has shifted attention to the territory of the Euganean Hills, with the consequent need to change the approach to tourism and tourism organization. The project of promoting local cultural resources, i.e. villas, castles, ethnographic museums, through slow mobility means (walking, by bike, by boat and also by intermodal bike&boat way) is based on the tourism strategy to differentiated the mature thermal tourism product by integrating new elements favoring experiential proposals.

- List and briefly analyse regulatory framework that govern the site, specifying the impact(s) with respect to the project management, the activities to be implemented and possible related obstacles to the overall success of the project.

This redefinition of the destination strategy focusing on the definition of new tourism products has been defined as a priority action:

- in the strategic plan of tourism in the Province of Padua 2007,
- in the Environmental Plan of the Euganean Hills Regional Park,
- in the important rebranding work of the Euganean Spas
- in the Destination Management Plan of the 'OGD Terme and Euganean Hills.

The establishment of the OGD (DMO Destination Management Organization as result of the indications of the Regional Tourism Law n°11/2013) and the relative recognition by the Region has been a 3 years long process: the OGD (DMO Destination Management organization) Terme and Euganean Hills was established on 6 August 2016 and the DMP (Destination Management Plan) was approved on 4 November 2016 by the Veneto Region. In June 2017, the destination start-up process started. One of the main objectives is the definition of new tourism product including the cultural experiential one, strongly integrated with other mature ones.

Starting in October 2016 (presentation of the Destination Management Plan before the regional approval) have represented the affirmation of a tourist reality whose awareness is now widespread among the local population. This is a positive key outcome deriving from the process itself.

The final purpose is creating a single tourist community, so that even the guest can perceive it and enjoy the territory easily. The focal point of the development of the tourist destination is to increase the tourist awareness in the resident community so that the guest can feel welcomed in the destination as a whole and not only in the accommodation where he stays.

Activities executed within the ATLAS project are mostly connected to tourism experience, and the enhancement of cultural heritage. Under these activities, the Terme&Euganean Hills Destination with all parties involved were very open to cooperation and we have encountered no difficulties what so ever. The only potential problem in terms of overall success of the project is connected to the question of accessibility. Not all cultural attractions are accessible adapted to disabled people. The Atlas project focused on the possibility to reach some cultural attractions through means of transportation, i.e. boats equipped for disabled people.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

TO DO:

- Summarize the results of the desk analysis, focusing on the trends in cultural and touristic sector (both on the demand and on the supply side).

From the statistical data of the two main spa towns, Abano and Montegrotto, consolidation emerges of two trends:

- a) the reduction continues of the average stay (3,8 days);
- b) the quota is strengthened of Italian market.

This means the product thermal, appreciated by the foreign market, loses market shares and shorter stays benefit. Tourist motivation must be sought in the use of services related to relaxation and well-being.

With shares over 55%, the Italian one represents the first reference market.

In the last fifteen years the Italians have consolidated their presence appreciating in especially the benefits in terms of relaxation and wellness of the spa offer.

On the hilly front there must be a gap of the data that hinders a clear understanding of tourism phenomenon. From the data available to us we note dynamics similar to the thermal municipalities: Italy as a whole it is the first reference country even if with a percentage lower than 50%, and Germany and Austria are the most foreign countries representative. Germany is the reference market for thermal tourism. This clientele also appreciates the good table and movement. France is another Reference country for Basin tourism Thermal, while Russia represents a market that is being consolidated.

From statistics published by Eurobarometer is interesting to note other macro-features of the European tourists. These data highlight the value of environmental qualities in tourism and change of travel reasons according to the different ones cultures. Experiential tourism based on territorial cultural resources is one of the main trend and travel reasons

- Name and explain all national and local policies, regulations and programming documents that are compelling to the project and that may affect its operations and results.
- The Destination Management Plan of the 'OGD Terme and Euganean Hills approved by the Veneto Region in 2016 has been written taking into account the Regional Tourism Law n°11/2013
 - The Operational Plan of Destinatin Start Up has been written taking into account a series of participatory meetings hold in the Destination with all private and public parties
 - Actual focus on tourism products and launching of new cultural tourism products has taken into account the indications given by the Veneto Region and used for the definition of the Regional Tourism Strategic Plan for the year 2019

Local policies indicate in their strategic and operational plan the following strategies:

- Starting from the themes the focus is on existing products and on the new ones,
- There is an intervention hierarchy identifying the product leader, which guarantees attention and attractiveness, the complementary product that gives added value to the holiday and the basic product it represents the mass market offer of the tourist destination

1. Thermal product: the state of the art

The spa product is characterized by the combination of thermal waters with mud natural. The product is mature and suffers because of a lack of innovation, due to problems internal to the production chain and to marketing and to market problems related to low turnover generational. The product also requires time long stay to show its effectiveness, going against local tourism dynamics and trends. Product innovation of the last fifteen years, oriented to wellness and relaxation, from one side allowed a presence to be kept and on the other hand it has reduced the profitability of the company.

Thermal product: strategies for the future

It seems important to invest in innovation to attract new market-oriented segments to a younger population. A direction is the specialization towards the different forms rehabilitation and health services in contexts tourist. A second direction might be oriented to the union between the term spa and health preventive (regeneration) in naturalistic contexts revitalizing where to combine leisure experiences. In

this. In this case it is important to activate differentiation processes that make it possible to identify product clubs.

2. Cultural product: state of the art

The historical and artistic resources of the territory constitute a real asset tourist that, if made accessible, can give life to a variety of products able to satisfy interests of different types of targets by nationality, age and interests. The excellences concern: villas, gardens and architecture, medieval charm, walled cities, castles, places of faith, paths and literary places.

Cultural product: strategies for the future

Culture is a topic of increasing popularity, even if it rarely becomes a travel motivation.

In this sense the design of is important specific quality events. The tourists will always be more interested in discovering the authentic face of the territories, leaving aside the classic destinations of tourism. The meeting and the confrontation with the will have to be taken care of local population.

Accessibility also through sustainable and accessible means of transportation is key in proposing cultural attractions in tourism itineraries and proposals.

Atlas project idea of proposing innovative ways to access and promote local cultural resources of this area is in line with this tourist strategies aiming at differentiating the mature thermal tourism product.

- Compile the **stakeholder map**, listing all persons, groups and organizations possibly interested or concerned by the project activities and/or results:

List all the stakeholders involved

- o Provide all information needed, specifying whether each stakeholder belong to the private or to the public sector
- o Briefly explain their contribution to the project

Museo Civico della Navigazione Fluviale, A.S.D. Circolo Remiero "El Bisato", Castello del Catajo, Comune di Battaglia Terme, OGD Terme e Colli Euganei, TVB Traditional Venetian Boats, Cooperativa sociale Terra di Mezzo, Cooperativa sociale Terra di Mezzo, Comune di Galzignano Terme (Padua), Associazione Strada del Vino dei Colli Euganei, OGD Terme e Colli Euganei, Literary Park "Francesco Petrarca and the Euganean Hills".

Museo Civico della Navigazione Fluviale (public sector), A.S.D. Circolo Remiero "El Bisato" (association of volunteer), Castello del Catajo (private sector), Comune di Battaglia Terme (public sector), OGD Terme e Colli Euganei (public and private sector), TVB Traditional Venetian Boats (private sector), Cooperativa sociale Terra di Mezzo (private sector), Comune di Galzignano Terme (public sector), Associazione Strada del Vino dei Colli Euganei (public-private sector), Literary Park "Francesco Petrarca and the Euganean Hills" (private sector).

They all participated on the project, actively. Most of them participate within Living Labs, Workshops and experience tour

- Describe the main issues that the project addresses and how it can contribute to a positive change in the on the tourist experience at the site.

Different strategic actions implemented in the area are focused on the three Atlas topics: Accessibility, Tourism experience, Enhancement of cultural heritage. In particular, Atlas project through the workshops and Living Labs arise the awareness among the different stakeholders of the Destination management Organization (OGD) and all parties, public and private representatives, about local strategies concerning cultural attractions and their weaknesses. More in particular, the Educational Tour named "Water Heritage" organized as testing tour after the participatory planning process stimulated by workshops, training and living labs, as one of the outputs is a concrete example of action aimed at defining innovative and sustainable ways of promoting local attraction for residents and tourists. Stakeholders, tourism operators and communicators have been invited and took part to the

educational experiential tour. The aim has been to promote less known cultural attractions (villas and a small ethnographic museum) connected to the specific water heritage theme. The tour including boat and bike as ways of transportation has been planned to access local cultural attractions in a sustainable way also including the extraordinary experience to pass from a river to another one with different water level height through a navigation basin. Accessibility to the different cultural attractions has been one of the key tested elements from the planning phase to the testing one. For example, the boat has been chosen not only because its ability to access different typology of river and contexts but also for the possibility to host people with motor disability.

- Identify short-, medium- and long-term opportunities and challenges faced by the project.

STRENGTHS – thermal resource, geostrategic position; local authentic and unique offer; good positioning in European market; rich eno-gastronomic offer; high valued natural sites; high-valued cultural and historical sites; an ongoing participatory process in defining and implementing tourism strategic vision and actions, successful local projects; innovation from local operators (boat operators, some villas owners, travel guides).

WEAKNESSES – lack of innovation in accommodation units; lack of funds to promote innovative tourism projects; marketing activities focused on the traditional thermal products; lack of accessibility for the disabled people in most cultural and naturalistic attractions.

OPPORTUNITIES – interest in territorial attractions (the so called cultural landscape) and sustainable means of access and transport, extension of the season; networking of projects with shared interest; establishing transnational connections; making cultural tourism heritage sites live and contemporary; valorisation of rural areas with the focus on cultural aspects; promoting sustainable and innovative cultural tourism.

THREATS – limited access of cultural resources; poor accessibility; lack of public transportation and connectivity; infrastructure could be better adjusted for touristic activities; strong competition from different destinations and tourism offers in the same regions.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

TO DO:

In this paragraph we ask you to focus the description on the following points:

- potential market, its size and trends, the segments/clusters of consumers

Cultural tourists (historic sites, local events and festivals, cultural sites)

- Size –approx. 100.000 overnight stays of tourist with this specific motivation in the area is optimal taking into account the destination positioning focusing on thermal resources and offer

Destination marketing strategies of integration of the cultural tourism offer with eno-gastro tourism products (food & wine offer) and outdoor recreational tourism products could count til approx. 300.000 overnight stays of tourists in the destination manifesting the specific motivations.

Moreover, participation of local communities and inhabitants of proximity areas could increase the number of visits to local attractions and dedicated events.

- adoption and application of technology

Boat for navigation tours used to access villas and small local museums are equipped with a special system able to lift down the top of the boat to adjust navigation with water level. The specific boat used during the Atlas experiential tour received Eu funds (Por Fesr) for this innovative technological aspect.

- comparison of the actual pilot action to similar cases that have proven successful.

The best practice of this kind of experience comes from Southern part of France where in the Canal Du Midi the experience Boat&Bike to live the destination is one of the key competitive assets of the tourist destination. This best practice was presented to different stakeholders during the workshop and training activities. In the Veneto Region similar activities have been implementing in other destinations. For example, in the Riviera del Brenta destination, located between Padua and Venice new projects of accessing villas and minor cultural attractions have been planned and tested. All of them proved to be very successful and, more importantly, needed. Our pilot “Experiential tour by bike&boat to visit water heritage and villas” was equally successful, and it immediately proved to be useful. Most of tourism operator living the experience (incoming national tour operators) have immediately demonstrated their willingness to sell the tested offer in their catalogues; travel guides and communicators have been eager to learn more about this heritage in order to promote the experience online (blogs and similar) and offline.

- where and how the pilot could be successfully replicated (sites that shares the same characteristics as the pilot sites or sites that are in the same area).

This pilot can be replicated to any region, since it does not include any advanced technology. It simply uses the sites specificities and allow access in a very sustainable way, by boat&bike, presenting them in a very interactive and user friendly way. It uses all the modern aspects of storytelling, interactive sightseeing and food & wine tasting.

Therefore, this model can easily be replicated literally in any region where rivers and cultural heritage can be integrated through low impact means of transportation.

- The pilot underlines the possibility to overcome accessibility barriers through the use of equipped boats designed for people with disabilities.

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

TO DO:

Write a project brief that answers all the following questions:

- Why is your project being undertaken?

To promote cultural local attractions in an innovative, accessible, responsible ways and to integrate this action with the strategies of the thermal destination in order to renew the mature tourism product.

- What is the background of the problem that has prompted to come up with the project concept?

The strategic necessity to differentiate the tourism portfolio of products by integrating thermal product that is very mature and steady with cultural and naturalistic attractions disseminated in the Euganean Hills area. This is in line with the rebranding strategy of the destination

- What is required for the project design and realization?

Project design and realization require:

- Public institutions' attention, care and maintenance of water cultural heritage starting from rivers conditions
- Destination marketing efforts in order to improve the attractiveness of the proposal
- sufficient clients booking boats in order to cover fixed costs, on the contrary boat operators find more advantageous to navigate in the venetian lagoon where client demand is big and always able to cover navigation costs
- What are the goals?

To valorise and preserve the rich and varied cultural heritage deeply permeating the Terme&Euganean Hills area in an innovative low impact sustainable way.

- • How does each of the chosen topic (see: Section = General Information) relates to the final scope of the pilot project and how does it helps reach the set goals?

Tourism experience and Enhancement of cultural heritage. It contributes by:

- disseminating economic opportunities to small local producers (farmers, small museums, private owners of villas, artisans, ecc)
- adding to the development of local economy and social relations
- increasing Destination competitiveness,
- reducing seasonality
- enhancing accessibility.

All of the mentioned are crucial categories within the ATLAS project.

- • What resources are available?
- - Knowledge & expertise (tourism, culture, eno-gastro, marketing)
- - The right means of transportation thanks of local boat operators
- - A destination strategy and vision already shared and implemented
- - A group of local operators willing to cooperate together
- - Support from University of Padua and Venice for training and strategies
- - Support from local Associations of category

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

TO DO:

Write a mission statement (i.e. a short sentence!) that answers all the following questions:

- What does the project do?

The project promotes sustainable access to cultural resources in the Therme&Euganean Hills in the Province of Padua.

- How does the project do what it does?

By conducting an experiential educational tour as a test to access cultural resources under the thematic umbrella of "Water Heritage" through boat&bike

- Why does the project do what it does?

- In order to promote cultural resources located in the Park of Euganean Hills, with the aim to differentiate the main tourism proposal of the destination, i.e. the thermal product requires a re-branding and the introduction of new elements describing well-being in natural contexts and prevention rather than focusing only on the cure of diseases.

Please, remember the main features of a mission statement:

- Realistic: the scope of the project should be realizable, achievable, specific and consistently targeted.
- Distinctive: capable to distinguish the pilot project amongst similar actions.
- Clear and brief.
- Consistent with the project strategy.
- Capable to provide an outcome-oriented approach to the project.

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

TO DO:

Please provide some of the following information:

Please provide some of the following information:

- **Outputs:** all products and services that are directly generated by a project activity (or group of activities). They are usually tangible (or easily identifiable and detectable in any case) and measurable. Water heritage tour by boat&bike is an experience tour that we have developed as the pilot project and it is a specific model of tour that combines sustainable means of transportation, accessibility and an innovative storytelling approach combining local cultural attractions, interaction with local communities, integration of other naturalistic and wine &gastronomic tasting
 - **Outcomes:** short-term and medium-term effects that derive from the project outputs. The model that we have developed can be easily replicated to any other region where a water heritage of rivers, local expert ices in traditional boat navigation and cultural attractions related to this heritage are evident. Furthermore, our model has already been tested and approved by tourist operator willing to sell the experience to an international and national demand.
- Impacts:** Positive and negative, primary and secondary long-term effects produced by the project (direct / indirect, intended / unintended).
- Any negative impacts as the result of the project with the implementation of this new tourist proposal. The aim has been to underline the hidden beauty of the Terme and Euganean Hills in the Province of Padua. All with the aim to increase the attractiveness of this thermal destination which needs to rejuvenate and therefore to propose new elements in line with the positioning of wellness and sustainability.

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

TO DO:

- Formulate all indicators expected to be used when performing the monitoring and evaluation activities, linking each of them to the subject of the evaluation (objective).
- - Number of participants to the experiential tour focused on the Water Heritage by Boat&Bike;
- - Number of tours and dedicated activities booked
- - Number of people involved with contracts (job opportunities)
- - Number of tourism arrivals and overnight stays both in the thermal areas and in the Euganean Hills accommodation structures
- - Number of guests in comparison to previous Years;
- - Number of tourists attracted by these proposals in low seasons
- - Increase in dedicated enterprises' revenue
- - Number of start-uppers generated after the project and dedicated to this sector
- Illustrate the dissemination actions that you will adopt to communicate results.
 - The project will be communicated by Marketing efforts both from the Destination Management Organization (OGD) in all its parties and private operator involved. The local tourist web site is promoting this kind of tour as an opportunity for guests and local people

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

PP7-Step-Ri

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

TO DO:

- Enter the name of the pilot project – Live the story of Gorski kotar
- Indicate the destination (area) in which the project is to be/is being implemented: Gorski kotar region

- Indicate the topic(s) covered by the pilot project

✦ Accessibility

✦ Tourism experience

✦ Enhancement of cultural heritage

- Explain the main contents of the project with respect to the selected topic(s).

The main content of the project is valorisation of the tangible and intangible urban and rural cultural heritage of Gorski kotar through direct experience.

○

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

TO DO:

For each site chosen:

- Write the name of the site: Gorski kotar region (Hrib, Risnjak, Kupa valley, Delnice)
- Give a short description of the site, including the type (museum, archaeological site, etc.), the collection/material exhibited, the organizational structure, the resources (human and technological) already in use, etc.

VALORISATION OF RURAL HERITAGE OF GORSKI KOTAR – Live the story of the Kupa valley

This pilot activity was designed to valorise the heritage of Gorski Kotar natural heritage, with a walk in the woods, the Risnjak National Parc and presentation of local products. Participants visited OPG Zdravko Štimac, where participants tasted local goat cheese and dairy products. Overlooking the Kupa Valley and the surrounding mountains, the group had the chance to find out about the typical local delicacies, followed by a guided walk in the famous Gorski kotar woods, descent into the Kupari hamlet and access to the Risnjak National Park to the very source of the Kupa River with the interpretation of the natural heritage and endemic species.

VALORISATION OF URBAN HERITAGE OF GORSKI KOTAR – Live the story of Delnice

The Hunting Lodge restaurant's terrace in Delnice, which offers a fantastic view of the town, is an ideal starting point for "Live the Story of Delnice" tour.

On the way to the center of Delnice, while strolling through the Park Forest Japlenški vrh and the Love Trail the group had the chance to get to know various Delnice legends and traditions (the story of Jagoda, crnoluški pesnik heritage performance, assassination during the time of the Kingdom of SHS,

Grga Marjanović animalist painter,..). The tour also offered a rare opportunity to taste the traditional culinary delicacy of Gorski Kotar – the “Goranski nadjev” or, as locals call it “stomach”, along with a traditional herb liqueur.

The tour also visits “Popović Mill”, a mill owned by the Mihelčić family who had returned from America a hundred years ago, and decided to invest money in the first electric mill in this region. Its fascinating mechanism, designed in Budapest, has been in operation since 1925. The descendants of the Mihelčić family present, among other things, how this small factory works with visitors actively taking part. Moreover, the tour visits the “Rački House”, the oldest house in Delnice and a cultural monument. Heritage keepers from the “Prepelin’c Ethno Association” and Delnice residents filled three rooms of this small house with objects from the everyday life of the 18th century, where the group can join traditional customs and plays. “Live the Story of Delnice” tour comes to the inevitable end with a return to the culinary past. A guide on this inspired journey is the owner and head chef of the “Kauzlarić Inn”, Boris Kauzlarić. Each dish gets his story, thus reviving old recipes and restore the tradition of the mountain inns, taverns and boarding houses, where seasonal and locally available foods were used in preparing dishes.

The special focus of this pilot activity is to evaluate and increase the competitiveness of those tourist destinations that are not the focus of interest and have an equally high-quality offer. Therefore, the focus is to work on reducing seasonality and valorising cultural and natural heritage, while stimulating the economic growth and development of the area in a sustainable way, which is the key to developing new and sustainable forms of tourism.

- Provide information on the context associated with the site, the place and the area in which it is located, underlying if its location contributes to the site’s attractive potential and/or to some obstacles to its accessibility (be it physical accessibility or not).
- Briefly remark the site’s history with respect to its distinctive cultural features and tourism attractive potential.

Gorski kotar is a part of the Primorje-Gorski Kotar County. This region covers the coastal area of the Kvarner Bay along with numerous islands and most of the historic province of the mountainous Gorski Kotar. Most of this region’s tourism offer is focused on the seaside, thus valorising the heritage of the mountainous Gorski kotar is important. The naturally picturesque Gorski Kotar is not as rich in historical and cultural monuments as its seaside counterparts because until the construction of the first modern roads, three hundred years ago, this area was covered by uninhabited forests. However, its natural heritage with rich flora and fauna and various endemic species is a great tourist, along with cultural heritage such as Frankopan forts, beautiful castles and churches, while most other parts emphasise the picturesque traditional architecture. protentional Since 63% of Gorski kotar’s surface is forested, it is often called the green lungs of Croatia or the Croatian Switzerland.

- List and briefly analyse regulatory framework that govern the site, specifying the impact(s) with respect to the project management, the activities to be implemented and possible related obstacles to the overall success of the project.

Primorje-Gorski Kotar County is regional government consisting of 14 cities and 22 municipalities. The cities are: Bakar, Cres, Crikvenica, Čabar, Delnice, Kastav, Kraljevica, Krk, Mali Lošinj, Novi Vinodolski, Opatija, Rab, Rijeka and Vrbovsko. The municipalites are: Baška, Brod Moravice, Čavle, Dobrinj, Fužine, Jelenje, Klana, Kostrena, Lokve, Lopar, Lovran, Malinska - Dubašnica, Matulji, Mošćenička Draga, Mrkopalj, Omišalj, Punat, Ravna Gora, Skrad, Vinodol, Viškovo and Vrbnik.

Primorje-Gorski Kotar County is independent in making decisions of regional matter, especially in education, health care, spacial and urbanistic planning, economic development, transportation and traffic infrastructure, planning and development of the, educational, health, social and cultural institutions, maintenance of the public roads, construction permits documentation without the City of

Rijeka. The County is taking care on the balanced development of all its parts, in particular of the islands of Kvarner and mountainous Gorski Kotar.

The activities executed within the ATLAS project are mostly connected to tourism experience, and the enhancement of cultural and natural heritage. Under these activities, the City of Delnice, as well as local Tourist Boards (Delnice and Čabar) and all parties involved were very open to cooperation, and we have encountered no difficulties what so ever. The only potential problem in terms of overall success of the project is connected to the question of accessibility. Namely, infrastructure adapted to disabled people is few, and a larger part of this pilot project goes through demanding natural terrains or non-adapted urban infrastructure, therefore, that is one obstacle that still prevents in displaying Gorski kotar to all interested parties.

Moreover, further branding of the region and possible unification of tourist board activities is advisable for a better visibility of the rich Gorski kotar heritage.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

TO DO:

- Summarize the results of the desk analysis, focusing on the trends in cultural and touristic sector (both on the demand and on the supply side).

Regarding the Gorski kotar cultural & touristic offer, here are its main aspects:

- Natural heritage: http://www.gorskikotar.hr/en/discover_gorski_kotar/natural_attractions
- Cultural heritage: http://www.gorskikotar.hr/en/discover_gorski_kotar/cultural_heritage
- Cultural events: http://www.gorskikotar.hr/en/discover_gorski_kotar/events
- Regular sport activities all year round
- Rich gastronomic opportunities with strong locally sourced products and produce.

During 2017, there were 37,948 guests in the Gorski Kotar area, who realized 100,395 overnight stays. Compared to the results of 2016, this shows a 20 percent increase in the arrivals category (31,651 arrivals in 2016) and 18 percent more overnight stays in 2017 (85,103 in 2016).

- Name and explain all national and local policies, regulations and programming documents that are compelling to the project and that may affect its operations and results.

Agreement on cooperation in the creation, development and promotion of the tourism brand of the Gorski Kotar region - This Agreement covers the activities of drafting strategic documents intended for the development and promotion of tourism in the Gorski Kotar region from 2019 to 2025, on the basis of which the development and marketing activities of local tourist boards and local self-government units will be consolidated and harmonized. Joining and connecting nine local self-government units (cities: Čabar, Delnice, Vrbovsko and municipalities: Brod Moravica, Fuzine, Lokve, Mrkopalj, Ravna Gora and Skrad) into one unique tourism brand - Gorski Kotar, will certainly mean a new dimension in the development of promotion and market positioning this area as a desirable and attractive tourist destination, true to its unofficial name Gorski kotar - the Green Heart of Croatia.

Kvarner Tourism Strategic Plan with Strategic and Operational Marketing Plan 2016 – 2020 – a part of the Strategic plan focuses on increasing the market recognition of the Kvarner tourist experience system.

Gorski kotar Tourism Master Plan – in the making.

Local development strategy LAG Gorski kotar 2014 – 2020 – the first Priority of this strategy states the importance of “Promotion of economic activities through the development of rural tourism”.

All the documents mentioned above are favourable for the further development of experiential tourism in the Gorski kotar region.

- Compile the **stakeholder map**, listing all persons, groups and organizations possibly interested or concerned by the project activities and/or results:
 - List all the stakeholders involved
 - Provide all information needed, specifying whether each stakeholder belong to the private or to the public sector
 - Briefly explain their contribution to the project

Public sector stakeholders: City of Delnice, Delnice Tourist Board, Čabar Tourist Board, National Park Risnjak

Private sector stakeholders: OPG Štimac, Lynx and fox tourism agency, Kauzlarićevi dvori, Popović mlin, Grga Marjanović House/museum, Prepelin'c Ethno Association

They all participated on the project, actively. Some of them participated within our pilot project and experience tour, while other participated on our workshops connected to the WP4 (Investing in skills) and the Living Lab workshops in Gorski kotar (WP5) though which the pilot was developed.

- Describe the main issues that the project addresses and how it can contribute to a positive change in the on the tourist experience at the site.

- Since ATLAS project tackles one of the main challenges of the region, and that is valorising and preserving the rich and varied cultural heritage deeply permeating the CBC area and at the same time supporting the economic development by taking advantage of the heritage of the area in a sustainable way. Thus, within our activities we have focused precisely on valorising the rich cultural heritage of the Gorski kotar region, pointing out what is of value and what needs to be cherished and preserved for the future generations. Moreover, our efforts were also directed into making the hinterland of the Primorje-Gorski kotar region (rural area) more visible in order to attract more visitors, and, ultimately, support the economic development, however, in a sustainable manner.
 - Identify short-, medium- and long-term opportunities and challenges faced by the project.

STRENGTHS – rich cultural heritage; geostrategic position; region's authentic and unique offer; rich gastronomic offer; high-valued natural sites; high-valued cultural and historical sites WEAKNESSES – lack of accommodation units; lack of funds and human resources; poor marketing activities; lack of accessibility for the disabled people; poor social media usage OPPORTUNITIES – rich natural resources; extension of the season; networking of projects with shared interest; establishing transnational connections; making cultural and natural tourism heritage sites live and contemporary; valorisation of rural areas with the focus on cultural aspects; promoting sustainable and innovative cultural tourism; EU funding THREATS – limited access; depopulation; poor accessibility; lack of public transportation and connectivity; low interest; weather (large amounts of snow in winter); infrastructure could be better adjusted for touristic activities; lack of parking spaces; strong competition from different destinations

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

TO DO:

In this paragraph we ask you to focus the description on the following points:

- potential market, its size and trends, the segments/clusters of consumers.

Nature tourism visitors, Cultural tourists (historic sites, festivals, cultural sites), gastro tourists (food & spirits offer), adventure tourists, sport tourists, recreational tourists

Taking into account Gorski kotar size, the market size can be very large and structured for different budgets and needs, if accompanied by a quality tourism offer. With hike&bike tours, as well as the growth of quality overnight stay offers and wellness offers, the size of the market and its interest is growing. The growth is happening at a slower rate, thus there is still space for improvements and experiential tourism and valorisation of heritage is one of the most sustainable way to achieve it.

- adoption and application of technology – N/A
- comparison of the actual pilot action to similar cases that have proven successful.

There have been a few similar activities in Gorski kotar similar to our pilot action, and all of them proved to be very successful and, more importantly, needed. Our pilot “Live the Story of Gorski kotar” was equally successful, and it immediately proved to be useful, since just several days after our pilot, both the urban and the rural tours have been replicated.

- where and how the pilot could be successfully replicated (sites that shares the same characteristics as the pilot sites or sites that are in the same area).

This pilot can be replicated to any region, since it does not include any advanced technology. It uses the sites specificities and presents them in a very interactive and user-friendly manner. It uses all the modern aspects of storytelling, interactive sightseeing and history overview (gamification etc.), accompanied by local gastronomical tasting. Therefore, this model can easily be replicated literally in any region.

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

TO DO:

Write a project brief that answers all the following questions:

- *Why is your project being undertaken?* To promote culture and history of Gorski kotar.
- *What is the background of the problem that has prompted to come up with the project concept?* Since Gorski kotar is located in the hinterland of the Primorje Gorski kotar County, the coastal areas are “stealing” most of the tourists’ attention. Therefore, we wanted to accentuate all the hidden beauty of the Gorski kotar region by organising an experience tour, that includes storytelling, interactive sightseeing and local gastronomical tasting, giving equal value to the rich natural and cultural heritage. All with the aim to balance the number of tourists visiting the region, in order to make it more equally distributed to the coastal zone, and in the hinterland.
- What is required for the project design and realization?

One of the aims of the project is to test new innovative solutions in order to improve the attractiveness of the area, fostering the development of heritage-based economy, able to benefit of outstanding cultural and natural assets, in particular by integrating different tourism products/offers.

- What are the goals?

To valorise and preserve the rich and varied natural and cultural heritage deeply permeating the CBC area and at the same time to support the economic development by taking advantage of the heritage of the area in a sustainable way.

- How does each of the chosen topic (see: Section = General Information) relates to the final scope of the pilot project and how does it helps reach the set goals?

Tourism experience and Enhancement of cultural heritage. It contributes by adding to the development of competitiveness, reducing seasonality, and enhancing accessibility. All of the mentioned are crucial categories within the ATLAS project. The pilot also relates to **accessibility** since it improves the accessibility as well as the visibility of Gorski kotar by the means of tourism experience models (packages or itineraries designed on the clients experience).

- What resources are available?
 - Natural resources
 - Cultural resources
 - Knowledge & expertise (tourism, culture, eno-gastro, marketing)
- Who is involved in the project? City of Delnice, Delnice Tourist Board, Čabar Tourist Board, National Park Risnjak, OPG Štimac, Lynx and fox tourism agency, Kauzlarićevi dvori, Popović mill, Grga Marjanović House/museum, Prepelin'c Ethno Association
- When does the project start and finish? September 2019
- Where and how is the project be carried out?

The project has been carried out in the in Gorski kotar in two phases, one dedicated to natural heritage, and another dedicated to urban heritage. The project has been carried out through a strong cooperation of STEP RI and local stakeholders (meetings, living labs, piloting).

- What are the time frames for the completion?

The pilot project has already been completed.

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

TO DO:

Write a mission statement (i.e. a *short sentence!*) that answers all the following questions:

- What does the project do?
- How does the project do what it does?
- Why does the project do what it does?

Please, remember the *main features of a mission statement*:

- Realistic: the scope of the project should be realizable, achievable, specific and consistently targeted.
- Distinctive: capable to distinguish the pilot project amongst similar actions.
- Clear and brief.
- Consistent with the project strategy.
- Capable to provide an outcome-oriented approach to the project.

- The “Live the story of Gorski kotar” pilot project promotes the cultural and natural heritage of Gorski kotar, by creating experience tours in order to enhance the visibility of Gorski kotar, with the aim to develop, test and adopt innovative solutions for the promotion and accessibility of minor destinations.

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

TO DO:

Please provide some of the following information:

- Outputs: all products and services that are *directly generated* by a project activity (or group of activities). They are usually tangible (or easily identifiable and detectable in any case) and measurable.
 - Gorski kotar natural heritage experience tour
 - Gorski kotar urban cultural heritage experience tour
- Outcomes: short-term and medium-term effects that derive from the project outputs.

The model that we have developed can be easily replicated to any other region. Furthermore, our model has already been replicated in the same region, just several days after our pilot project. That definitely proves the success of our pilot.

Impacts: Positive and negative, primary and secondary long-term effects produced by the project (direct / indirect, intended / unintended).

We don't see any negative impacts as the result of our efforts. Quite the opposite. Our aim has been to accentuate the hidden beauty of the Gorski kotar region by organising an experience tour, with the aim to valorise Gorski kotar's tourism potential, this way balancing the number of tourists visiting the Primorje Gorski kotar region, in order to make it more equally distributed to the coastal zone, and in the hinterland.

- Identify all resources (human, financial, etc.) needed to carry on the project, quantify each of them.

In order to execute this pilot, there were 3 people from the PP involved.

- And we have established cooperation with several organisations and institutions: City of Delnice, Delnice Tourist Board, Čabar Tourist Board, National Park Risnjak, OPG Štimac, Lynx and fox tourism agency, Kauzlarićevi dvori, Popović mlin, Grga

Marjanović House/museum, Prepelin'c Ethno Association, Financially, we have spent for the organisation: 1.750,00 EUR.

- Assign each operational objective one or more Key Performance Indicator(s).
 - Number of tours organised and carried out
 - Number of satisfied clients

- Define and describe all planned project actions and activities.

- 1) Identification of needs and potential
- 2) Living labs and participatory processes with all relevant stakeholders
- 3) Definition of pilot action
- 4) Implementation of pilot action
- 5) Regular follow up activities

- Define roles and responsibilities within the project human resources.

Project manager – organisation of event

Financial manager – Financial aspects of the event

Project associate – assistance in organisation of the event and in financial aspects

- Assign each Action/task an accountable referent person.

Project manager – organisation of event (Ana Marković Čunko)

Financial manager – Financial aspects of the event (Anita Pribanić)

Project associate – assistance in organisation of the event and in financial aspects (Marija Knežević)

- Draw up a budget.

Total budget for the Pilot organisation: approx.. 1.750,00 EUR

Set up a time schedule / Gantt chart.

- To be determined.

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

TO DO:

- Formulate all indicators expected to be used when performing the monitoring and evaluation activities, linking each of them to the subject of the evaluation (objective).

Number of experience tours organised; number of participants; rate of guests after pilot implementation in comparison to previous years; income generated thanks to project efforts.

- Illustrate the *dissemination actions* that you will adopt to communicate results.

We will maintain the social network sites as well as our institution's site with all the updates regarding the activities. Furthermore, for every organised event we will prepare the media release.

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

TO DO:

- Enter the name of the pilot project – Live the story of Kastav
- Indicate the destination (area) in which the project is to be/is being implemented: City of Kastav
- Theme(s) and topic(s) covered by the project:
 - o Indicate the topic(s) covered by the pilot project.
 Remember that these topics are:
 - Digital and virtual tourism
 - Accessibility
 - Tourism experience
 - Enhancement of cultural heritage
- o Explain the main contents of the project with respect to the selected topic(s).
The main content of the project is valorisation of the tangible and intangible
 - o cultural heritage of Kastav through direct experience.

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

TO DO:

For each site chosen:

- Write the name of the site: Fortica, Loža, Voltica, Crekvina, Žudika, St. Jelena church, Lokvina, Town walls, House of Belica, Idica bakery, Vikotova bačvarija, Alley of Splendours and family farm Plovanić
- Give a short description of the site, including the type (museum, archaeological site, etc.), the collection/material exhibited, the organizational structure, the resources (human and technological) already in use, etc.
 - Fortica used to be a fortress but nowadays it is a town park;
 - Loža is a building built in 1571 used as a courtroom where trials were held;
 - Voltica used to be the only entrance to the city with the gate;
 - Crekvina supposed to be the biggest church in the area but the legend says it was cursed so it has never been finished;
 - Žudika is one of the nine towers of Kastav and the only one that “survived” and left untouched
 - St. Jelena church got the name after the patroness of Kastav and in front of church you have the amazing view on the whole Kvarner Bay;
 - Lokvina is a pool of water that used to be the only source of water for the Kastav and today on its place it is a main square under which you can still find water;
 - Town walls are surrounding the old parts of town as Kastav used to be fortified by a town wall and defensive towers;
 - House of Belica is a museum of traditional Kastav wine;
 - Idica bakery is old bakery that still use oven from Napoleons time to make a bread;
 - Vikotova bačvarija is a place where you can see old equipment for winemaking;
 - Alley of Splendours where you can see all famous and successful citizens and people who had a big influence on city of Kastav;
 - Family farm Plovanić was visited due to study experience and degustation of local food and wine
- Provide information on the context associated with the site, the place and the area in which it is located, underlying if its location contributes to the site’s attractive potential and/or to some obstacles to its accessibility (be it physical accessibility or not). Kastav is a part of region Primorje-Gorski Kotar County and part of Kvarner Bay. This region covers the coastal area of the Kvarner Bay along with numerous islands and most of the small historic province of the mountainous Gorski Kotar. At the centre of the Riviera is OPATIJA, one of the first bathing resorts in central Europe and once the main seaside resort for the Austro- Hungarian Monarchy. Many believe that the "official" beginning of Croatian tourism was in 1844, when near the old abbey (hence the name of the town) a villa called "Angiolina" was built and it was the first building designed to host the wealthiest of tourists. Lovran and the surrounding small towns, such as Medveja and Ika, boast a large number of luxurious villas, often in attractive places. The unique historical importance of Kvarner as an area at the crossroads of the Mediterranean and Central Europe, can be seen in the cultural heritage of Rijeka which is the main city of this region, the main Croatian port and most important city throughout western Croatia Due to its extremely strategic position, it was ruled over by various rulers of ancient times, like the Venetians, the Habsburgs, the French, Hungarians and Italians and between the two wars, it was even divided between Italy and the former Yugoslavia. In the vicinity of Rijeka there are a lot of fortresses, which are often associated with towns on the mountain peaks, similar to those in Istria. After all, Brseč, Kastav, Veprinac and Mošćenice are historically parts of Istria, although they are quite close to Rijeka. The naturally picturesque Gorski Kotar is not particularly rich in historical and cultural monuments because until the construction of the first modern roads, three hundred years ago, this area was covered by uninhabited forests. However, even here we can find Frankopan forts, beautiful castles and churches, while most other parts emphasise the picturesque traditional architecture.
- Briefly remark the site’s history with respect to its distinctive cultural features and tourism attractive potential. Kastav, a town fortified by a town wall with nine defensive towers, was built on the ridge of

Karst mountain (377 meters above sea level). It is situated very near Opatija (6 kilometres) and Rijeka (10 kilometres), only 20 kilometres from the Croatia Slovenian border. Archeological discoveries confirm the presence of an Illyrian tribe of Japodi in 11th century B.C. on the site of today's town of Kastav. After them the town was governed by the Romans, Ostrogoths, Greeks, Lombards and in the 7th century the Croats moved to the place and stayed here till today. During the Middle Ages church

- authorities in Kastav region belonged to the bishops of Pula and from the middle of the 12th century the secular masters of Kastav were counts of Devin (from Duino, not far from Trieste) that were replaced by the counts of Walsea around 1400. Then the statute Law of the Town of Kastav from 1400, was registered and from 1465 Kastav and its region became the property of the Habsburg family. From 1630 to 1773 the region of Kastav belonged to Jesuits. After abolition of Society of Jesus, Kastav and its region were possessed by Austrian Court Chamber. The owners of Kastav exchanged until 1848 when the general liberty of land was declared and gentleman's estates were abolished. 19th century is the period of national revival and a number of cultural institutions which promoted the Croatian language and national identity was established. After the World War I, Kastav and its region experienced the destiny of the area divided between the Kingdom of Italy and the Kingdom of Yugoslavia. After 1945 they were reunited in Croatia, as a part of an independent Republic of Croatia, that gave Kastav back the status of town.

- List and briefly analyse regulatory framework that govern the site, specifying the impact(s) with respect to the project management, the activities to be implemented and possible related obstacles to the overall success of the project.

The City of Kastav with all its cultural heritage is governed by the Ministry of the Republic of Croatia. Locally, the task is delegated to the City of Kastav, Department for regional development, municipal system and environmental protection. Also, regarding the project management, City of Kastav within its organization has an office that deals with project preparation, project execution and project monitoring.

Activities executed within the ATLAS project are mostly connected to tourism experience, and the enhancement of cultural heritage. Under these activities, the City of Kastav and all parties involved were very open to cooperation, and we have encountered no difficulties whatsoever. The only potential problem in terms of overall success of the project is connected to the question of accessibility. Namely, the City of Kastav has no infrastructure adapted to disabled people, therefore, that is one obstacle that still prevents in displaying Kastav to all interested parties.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relate to the issues that the pilot project aims to address.

TO DO:

- Summarize the results of the desk analysis, focusing on the trends in cultural and touristic sector (both on the demand and on the supply side).

Regarding the Kastav cultural & touristic offer, here are its main aspects:

- Cultural events: (Kastafsko kulturno leto; Kastav Blues Festival; Guitar Festival; Carnival Pust; Bela Nedeja;

- Cultural offer: Amateur music troops (Spinčići Music Society, Male and Female Harmony Singing Group Kastav and the Cultural-Educational Istarska Vila Society with the Kastavki pučki teatar performing arts group are known for their achievements outside the Kastav area); The Kastavian Zvončari (the bellmen); The Museum Collection of the Kastav Region established in 1981; The Coopery Museum Collection, one of the first Kastav County Collections; Idicas Bakery; etc.

In the period from January to December 2017, 6,997 arrivals were achieved, which means a total increase of 39%, or domestic guests 9%, and foreign 45% more arrivals compared to the previous 2016. As to the overnight stays, 33,924 overnight stays, or 43% more overnights compared to the previous year, resulted in a total of 23% and 45% more overnight stays in the observed period.

- Name and explain all national and local policies, regulations and programming documents that are compelling to the project and that may affect its operations and results.

The City of Kastav has voted new Strategy for the tourism development 2018 -2025.

The Strategy emphasizes the importance of increasing the number of beds and raising the quality of the apartments. The preferred types of accommodation are defined as a hostel, a diffuse hotel, a boutique hotel and a bike hotel.

Furthermore, it emphasizes the importance of further development of recreational tourism, as well as tourism of special interests, that will be based on culture and active vacation. In addition, it highlights the importance of decorating the Fortica and Žudika, closing the traffic in the old town, setting guest counters, introducing free wi-fi, organizing an open-air market, arranging the interpretation center Belica, and Vincent and Ivan from Kastav.

The emphasis is on the valorization of Kastav's legends, traditions, myths and stories. In other words, this initiative will interpret the myths, legends and attractions of the city, which will enable its guests to create their own itinerary to revive the old city core and cobweb rocks so that they become one of the recognizable symbols of the city.

- Compile the **stakeholder map**, listing all persons, groups and organizations possibly interested or concerned by the project activities and/or results:
 - List all the stakeholders involved: City of Kastav, Kastav Tourist Board, Kastafsko kulturno leto, Association Belica, OPG Dejan Rubeša, Euroway Kastav, City of Rijeka, Rijeka Tourist Board, Faculty for Management in Tourism, PD Kamenjak, Kvarner Tourist Board, CTK Rijeka, local travel agencies, Nela Dunato Art & Desi, Private school PAR...
 - Provide all information needed, specifying whether each stakeholder belong to the private or to the public sector
 - Briefly explain their contribution to the project

Private sector: OPG Dejan Rubeša; Local travel agencies (4); Nela Dunato Art & Design, Euroway Kastav, Private school PAR;

Public sector: City of Kastav, City of Rijeka, Kastav tourist board, Rijeka tourist board, Kastafsko kulturno leto, Association Belica, Faculty of Management in Tourism, PD Kamenjak, Kvarner Tourist Board, CTK Rijeka...

They all participated on the project, actively. Some of them participated within our pilot project and experience tour, while other participated on our workshops connected to the WP4 (Investing in skills).

- Describe the main issues that the project addresses and how it can contribute to a positive change in the on the tourist experience at the site.

Since ATLAS project tackles one of the main challenges of the region, and that is valorizing and preserving the rich and varied cultural heritage deeply permeating the CBC area and at the same time supporting the economic development by taking advantage of the heritage of the area in a sustainable way. Thus, within our activities we have focused precisely on valorizing the rich cultural heritage of the

Kvarner region, pointing out what is of value and what needs to be cherished and preserved for the future generations. Moreover, our efforts were also directed into making the hinterland of the Kvarner region (rural area) more visible in order to attract more visitors, and, ultimately, support the economic development, however, in a sustainable manner.

Identify short-, medium- and long-term opportunities and challenges faced by the project.

STRENGTHS – rich cultural heritage;

geostrategic position; region's authentic

WEAKNESSES – lack of accommodation

units; lack of funds; poor marketing

and unique offer; prominent international

festivals; rich eno-gastronomic offer; highvalued

natural sites; high-valued cultural

and historical sites; successful local

projects

activities; lack of accessibility for the

disabled people; poor social media usage

OPPORTUNITIES – extension of the season;

networking of projects with shared

interest; establishing transnational

connections; making cultural tourism

heritage sites live and contemporary;

valorisation of rural areas with the focus

on cultural aspects; promoting sustainable

and innovative cultural tourism;

THREATS – limited access; poor

accessibility; lack of public transportation

and connectivity; infrastructure could be

better adjusted for touristic activities; lack

of parking spaces; strong competition from

different destinations.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

TO DO:

In this paragraph we ask you to focus the description on the following points:

- potential market, its size and trends, the segments/clusters of consumers.

Cultural tourists (historic sites, festivals, cultural sites), eno-gastro tourists (food & wine offer), adventure tourists, sport tourists, recreational tourists

Size –approx.. 50 000- 70 000 overnight stays is optimal taking into account Kastav size

- adoption and application of technology – N/A

- comparison of the actual pilot action to similar cases that have proven successful.

There have been several activities in the City of Kastav similar to our pilot action, and all of them proved to be very successful and, more importantly, needed. Our pilot “Live the Story of Kastav” was equally successful, and it immediately proved to be useful, since just several days after our pilot, another promotional activity took place and they replicated our pilot project event.

- where and how the pilot could be successfully replicated (sites that shares the same characteristics as the pilot sites or sites that are in the same area).

This pilot can be replicated to any region, since it does not include any advanced technology. It simply uses the sites specificities and present them in a very interactive and user friendly way. It uses all the modern aspects of storytelling, interactive sightseeing (gamification etc.) and food & wine tasting along with the interactive Eno-school. Therefore, this model can easily be replicated literally in any region.

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

TO DO:

Write a project brief that answers all the following questions:

- *Why is your project being undertaken?* To promote culture and history of Kastav.
- *What is the background of the problem that has prompted to come up with the project concept?* Since Kastav is located in the hinterland of the Kvarner bay, the coastal areas are “stealing” most of the tourists attention. Therefore, we wanted to accentuate all the hidden beauty of the Kastav region by organising an experience tour, that includes story telling, interactive sightseeing and local food & wine tasting. All with the aim to balance the number of tourists visiting Kvarner, in order to make it more equally distributed to the coastal zone, and in the hinterland.
- *What is required for the project design and realization?*

One of the aims of the project is to test new innovative solutions in order to improve the attractiveness of the area, fostering the development of cultural-based economy, able to benefit of outstanding cultural and natural assets, in particular by integrating different tourism products/offers.

- *What are the goals?*

To valorise and preserve the rich and varied cultural heritage deeply permeating the CBC area and at the same time to support the economic development by taking advantage of the heritage of the area in a sustainable way.

- *How does each of the chosen topic (see: Section = General Information) relates to the final scope of the pilot project and how does it helps reach the set goals?*

Tourism experience and Enhancement of cultural heritage. It contributes by adding to the development of competitiveness, reducing seasonality, and enhancing accessibility. All of the mentioned are crucial categories within the ATLAS project.

- *What resources are available?*

Knowledge & expertise (tourism, culture, eno-gastro, marketing)

- *Who is involved in the project?* City of Kastav, Tourist agency of Kastav, Family farm Plovanić, Association Belica, Association of Belica, Balkan Roads team, Association Trija, Euroway Kastav language school, The Maritime and History Museum of Rijeka and Clapboard Kastav
- *When does the project start and finish?* June 7th
- *Where and how is the project be carried out?*
- *The project has been carried out in the city of Kastav, with a strong cooperation of STEP RI and important stakeholders: City of Kastav, Tourist agency of Kastav, Family farm Plovanić, Association Belica, Association of Belica, Balkan Roads team, Association Trija, Euroway Kastav language school, The Maritime and History Museum of Rijeka and Clapboard Kastav*

- *What are the time frames for the completion?*

The pilot project has already been completed.

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

TO DO:

Write a mission statement (i.e. a *short sentence!*) that answers all the following questions:

- *What does the project do?*

The project promotes culture and history of the city of Kastav.

- *How does the project do what it does?*

By conducting experience tour along with the storytelling tour around the city of Kastav, with interactive approach and food & wine tasting.

- *Why does the project do what it does?*

In order to promote culture and history of the city of Kastav, with the aim to balance the number of tourists visiting Kvarner, in order to make it more equally distributed to the coastal zone, and in the hinterland.

Please, remember the *main features of a mission statement*:

- Realistic: the scope of the project should be realizable, achievable, specific and consistently targeted.
- Distinctive: capable to distinguish the pilot project amongst similar actions.
- Clear and brief.
- Consistent with the project strategy.
- Capable to provide an outcome-oriented approach to the project.

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

TO DO:

Please provide some of the following information:

- **Outputs:** all products and services that are *directly generated* by a project activity (or group of activities). They are usually tangible (or easily identifiable and detectable in any case) and measurable.

Kastav interactive experience tour that we have developed as the pilot project is a specific model of tour that combines interactive storytelling approach, interactive food & wine tasting with the educational aspect of eno-gastro tasting of the local authentic wines and gastro products.

- **Outcomes:** short-term and medium-term effects that derive from the project outputs.

The model that we have developed can be easily replicated to any other region. Furthermore, our model has already been replicated in the same town, just several days after our pilot project. That definitely proves the success of our pilot.

Impacts: Positive and negative, primary and secondary long-term effects produced by the project (direct / indirect, intended / unintended).

We don't see any negative impacts as the result of our efforts. Quite the opposite. Our aim has been to accentuate the hidden beauty of the Kastav region by organising an experience tour, that includes storytelling, interactive sightseeing and local food & wine tasting. All with the aim to balance the number of tourists visiting Kvarner, in order to make it more equally distributed to the coastal zone, and in the hinterland.

- Identify all resources (human, financial, etc.) needed to carry on the project, quantify each of them.

In order to execute this pilot, there were 3 people from the PP involved.

And we have established cooperation with several organisations and institutions: City of Kastav, Tourist agency of Kastav, Family farm Plovanić, Association Belica, Association of Belica, Balkan Roads team, Association Trija, Euroway Kastav language school, The Maritime and History Museum of Rijeka and Clapboard Kastav.

Financially, we have spent for the organisation: 3.000,00 EUR

- Assign each operational objective one or more Key Performance Indicator(s).
- Define and describe all planned project actions and activities.
- Define roles and responsibilities within the project human resources.

Project manager – organisation of event (Ana Marković Čunko)

Financial manager – Financial aspects of the event (Anita Pribanić)

Project associate – assistance in organisation of the event and in financial aspects (Marija Knežević)

- Assign each Action/task an accountable referent person.

Project manager – organisation of event (Ana Marković Čunko)

Financial manager – Financial aspects of the event (Anita Pribanić)

- Project associate – assistance in organisation of the event and in financial aspects (Marija Knežević)

- Draw up a budget.

Total budget for the Pilot organisation: approx.. 3.000,00 EUR

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

TO DO:

- Formulate all indicators expected to be used when performing the monitoring and evaluation activities, linking each of them to the subject of the evaluation (objective).

Number of participants; new guests visiting Kastav; rate of guests in comparison to previous Years; income generated thanks to project efforts etc.

- Illustrate the *dissemination actions* that you will adopt to communicate results.

We will maintain the social network sites as well as our institution's site with all the updates regarding the activities. Furthermore, for every organised event we will prepare the media release.

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

TO DO:

- Enter the name of the pilot project – The industrial heritage of the city of Rijeka
- Indicate the destination (area) in which the project is to be/is being implemented: city of Rijeka
- Theme(s) and topic(s) covered by the project:
 - o Indicate the topic(s) covered by the pilot project.
 - Tourism experience
 - Enhancement of cultural heritage

o Explain the main contents of the project with respect to the selected topic(s).

The main content of the project is valorisation of the industrial/cultural heritage of the city of Rijeka

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

TO DO:

For each site chosen:

- Write the name of the site: city of Rijeka
- Give a short description of the site, including the type (museum, archaeological site, etc.), the collection/material exhibited, the organizational structure, the resources (human and technological) already in use, etc.

VALORISATION OF THE INDUSTRIAL HERITAGE OF THE CITY OF RIJEKA

This pilot activity was designed to valorise the industrial heritage of the City of Rijeka. In included the walk through the main sites that represent industrial heritage. The walk started in the very center of the city, near the main market square, where the famous ship "Galeb" is placed, representing the symbol of former Yugoslavia and the Marshall Tito (Josip Broz). The tour continued to the Hartera factory, former paper factory, which until recently served as a site for various concerts, but it no longer serves that purpose due to safety issues. Within this tour, the walk continued through the city center, where participants could see some examples of socialist architecture, the port of Rijeka and Rikard Benčić complex, after which the tour continued to the so called "Industrial street", officially called Milutina Barača street, which is probably one of the main tokens of the former system and industry that was flourishing back that. Along this street participants could see former headquarters of many famous and important factories and companies. To mention a few most important: Torpedo - the launch station from the 1930s was a part of the closed torpedo factory. It is a testimony to the technical inventiveness of Rijeka during this period and at the same time an important landmark of the industrial heritage at a global level. Also, shipyard 3.Maj, The first

docks were erected in 1892 as an affiliate to the German Howaldtswerke from Kiel. Shipyard 3. Maj grew during the whole post-war period in Yugoslavia to become one of the largest shipyards on the Mediterranean.

The special focus of this pilot activity is to evaluate and increase the competitiveness of those tourist destinations that are not the focus of interest and have an equally high-quality offer. Therefore, the focus is to work on reducing seasonality and valorising cultural and natural heritage, while stimulating the economic growth and development of the area in a sustainable way, which is the key to developing new and sustainable forms of tourism.

- Provide information on the context associated with the site, the place and the area in which it is located, underlying if its location contributes to the site's attractive potential and/or to some obstacles to its accessibility (be it physical accessibility or not).
- Briefly remark the site's history with respect to its distinctive cultural features and tourism attractive potential.

Rijeka is a part of the Primorje-Gorski Kotar County. This region covers the coastal area of the Kvarner Bay along with numerous islands and most of the historic province of the mountainous Gorski Kotar. Most of this region's tourism offer is focused on the seaside, including islands, while Rijeka as an industrial city stays undeveloped in touristic sense. Thus, valorising the industrial heritage of the city of Rijeka is important. The city of Rijeka may not be a developed touristic destination in a classic sense, due to its industrial character. However, the city's industrial heritage is now seen as an asset rather than a hindrance, and with it gearing up to become Rijeka 2020 European Capital of Culture. Therefore, the city of Rijeka needs to shift focus and truly valorise its industrial heritage for it to start serving as a touristic asset rather than barrier.

- List and briefly analyse regulatory framework that govern the site, specifying the impact(s) with respect to the project management, the activities to be implemented and possible related obstacles to the overall success of the project.

Primorje-Gorski Kotar County is regional government consisting of 14 cities and 22 municipalities. The cities are: Bakar, Cres, Crikvenica, Čabar, Delnice, Kastav, Kraljevica, Krk, Mali Lošinj, Novi Vinodolski, Opatija, Rab, Rijeka and Vrbovsko. The municipalities are: Baška, Brod Moravice, Čavle, Dobrinj, Fužine, Jelenje, Klana, Kostrena, Lokve, Lopar, Lovran, Malinska - Dubašnica, Matulji, Mošćenička Draga, Mrkopalj, Omišalj, Punat, Ravna Gora, Skrad, Vinodol, Viškovo and Vrbnik.

Primorje-Gorski Kotar County is independent in making decisions of regional matter, especially in education, health care, spacial and urbanistic planning, economic development, transportation and traffic infrastructure, planning and development of the, educational, health, social and cultural institutions, maintenance of the public roads, construction permits documentation without the City of Rijeka. The County is taking care on the balanced development of all it's parts, in particular of the islands of Kvarner and mountainous Gorski Kotar.

The activities executed within the ATLAS project are mostly connected to tourism experience, and the enhancement of cultural and natural heritage. Under these activities, the City of Rijeka and Rijeka Tourist Board and all parties involved were very open to cooperation, and we have encountered no difficulties what so ever. The only potential problem in terms of overall success of the project is connected to the question of accessibility. Namely, infrastructure adapted to disabled people is few, therefore, that is one obstacle that still prevents in displaying Rijeka to all interested parties.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

TO DO:

- Summarize the results of the desk analysis, focusing on the trends in cultural and touristic sector

Regarding the Rijeka cultural and industrial heritage offer, here are its main aspects:

- <https://rijekaheritage.org/en>; <https://www.rijeka.hr/en/themes-for-citizens/culture/cultural-heritage/>
- http://www.visitrijeka.eu/What_To_Do/Calendar_of_Events
- <http://iuri.uniri.hr/center/centre-for-industrial-heritage-cib/>
- Rich gastronomic opportunities with strong locally sourced products and produce.

Here's the data for Primorje-Gorski Kotar county regarding the tourist capacity:

COUNTIES	NO OF BEDS		INDEX 2017/2018	NUMBER OF BEDS IN HOTELS		INDEX 2017/2018
	2017	2018		2017	2018	
Primorje-Gorski Kotar	202,586	209,563	103.44	24,285	23,349	96.1

- Name and explain all national and local policies, regulations and programming documents that are compelling to the project and that may affect its operations and results.

Since Rijeka is the European Capital of Culture 2020, there are many initiatives & activities that are in line with the ATLAS project efforts, operations and results. There is Rijeka 2020 organisation leading several projects with the purpose of developing Rijeka's cultural and industrial heritage; 2 infrastructural projects are in process at the moment – rebuilding the ship “Galeb”, known as a Tito's ship (Marshall Josip Broz), and Rikard Benčić former factory.

Furthermore, there is also the Center for Industrial Heritage founded by the University of Rijeka, that represents unitary unit of the University of Rijeka that realizes programs of scientific research and high-level activities through the implementation of projects in the field of cultural heritage.

- Compile the **stakeholder map**, listing all persons, groups and organizations possibly interested or concerned by the project activities and/or results:
 - List all the stakeholders involved
 - Provide all information needed, specifying whether each stakeholder belong to the private or to the public sector
 - Briefly explain their contribution to the project

Public sector stakeholders: City of Rijeka, Rijeka Tourist Board

Private sector stakeholders: Meraki travel agency, Šta da, Ebba's cuisine, Bordel Grotta

They all participated on the project, actively. Some of them participated within our pilot project and experience tour, while other participated on our workshops connected to the WP4 (Investing in skills).

- Describe the main issues that the project addresses and how it can contribute to a positive change in the on the tourist experience at the site.

Since ATLAS project tackles one of the main challenges of the region, and that is valorising and preserving the rich and varied cultural heritage deeply permeating the CBC area and at the same time supporting the economic development by taking advantage of the heritage of the area in a sustainable way. Thus, within our activities we have focused precisely on valorising the rich cultural and industrial heritage of the city of Rijeka pointing out what is of value and what needs to be cherished and preserved for the future generations.

- Identify short-, medium- and long-term opportunities and challenges faced by the project.

STRENGTHS – rich cultural heritage; rich industrial heritage; geostrategic position; region’s authentic and unique offer; rich gastronomic offer; high-valued cultural and historical sites

WEAKNESSES – lack of accommodation units; lack of funds and human resources; poor marketing activities; lack of accessibility for the disabled people; poor social media usage

OPPORTUNITIES – rich cultural and industrial resources; extension of the season; networking of projects with shared interest; establishing transnational connections; making cultural and industrial tourism heritage sites live and contemporary; promoting sustainable and innovative cultural tourism; EU funding

THREATS – limited access; depopulation; poor accessibility; low interest; weather (large amounts of rain); infrastructure could be better adjusted for touristic activities; lack of parking spaces; strong competition from different destinations

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

TO DO:

In this paragraph we ask you to focus the description on the following points:

- potential market, its size and trends, the segments/clusters of consumers.

Cultural tourists (historic sites, festivals, cultural sites), eno-gastro tourists (food & spirits offer), urban tourists, so called “backpackers”.

Taking into account the size of the city of Rijeka, the market size can be quite large and structured for different budgets and needs, if accompanied by a quality tourism offer. With industrial tours, historic tours, cultural tours, as well as the growth of quality overnight stay offers, the size of the market and its interest is growing. The growth is happening at a slower rate, thus there is still space for improvements and experiential tourism and valorisation of heritage is one of the most sustainable way to achieve it.

- adoption and application of technology – N/A
- comparison of the actual pilot action to similar cases that have proven successful.

There have been a few similar activities in Rijeka similar to our pilot action, and all of them proved to be very successful and, more importantly, needed. Our pilot “Industrial heritage of the city of Rijeka” was equally successful.

- where and how the pilot could be successfully replicated (sites that shares the same characteristics as the pilot sites or sites that are in the same area).

- This pilot can be replicated to any region that offers cultural. Historical and industrial offer/heritage, since it does not include any advanced technology. It uses the sites specificities and presents them in a very interactive and user-friendly manner. It uses all the modern aspects of storytelling, interactive sightseeing and history overview (gamification etc.), accompanied by local gastronomical tasting. Therefore, this model can easily be replicated literally in any region/city.

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

TO DO:

Write a project brief that answers all the following questions:

- *Why is your project being undertaken?* To promote cultural and industrial heritage of Gorski Kotar.
- *What is the background of the problem that has prompted to come up with the project concept?* Since Rijeka is not a developed touristic destination, due to its primarily industrial background, now effort must be placed into “converting” its rich cultural, historical and industrial heritage for the tourist purposes. *Therefore, valorizing its rich history, socialist legacy, industrial and historical sites, stories, by using the means of storytelling can contribute to “converting” the city of Rijeka in a well-developed tourist destination.*
- What is required for the project design and realization?

One of the aims of the project is to test new innovative solutions in order to improve the attractiveness of the area, fostering the development of heritage-based economy, able to benefit of outstanding cultural and natural assets, in particular by integrating different tourism products/offers.

- What are the goals?

To valorise and preserve the rich and varied natural and cultural heritage deeply permeating the CBC area and at the same time to support the economic development by taking advantage of the heritage of the area in a sustainable way.

- *How does each of the chosen topic (see: Section = General Information) relates to the final scope of the pilot project and how does it helps reach the set goals?*

Tourism experience and Enhancement of cultural heritage. It contributes by adding to the development of competitiveness, reducing seasonality, and enhancing accessibility. All of the mentioned are crucial categories within the ATLAS project. The pilot also relates to **accessibility** since it improves the accessibility as well as the visibility of the city of Rijeka by the means of tourism experience models (packages or itineraries designed on the clients experience).

- What resources are available?
 - Cultural resources
 - Knowledge & expertise (tourism, culture, eno-gastro, marketing)
- *Who is involved in the project?* City of Rijeka, Rijeka Tourist Board, Ebba’s cuisine, Meraki travel agency, Bordel Grotta
- *When does the project start and finish?* September 2019
- Where and how is the project be carried out?

The project has been carried out in the city of Rijeka by valorising and promoting Rijeka cultural, historical and industrial heritage. The project has been carried out through a strong cooperation of STEP RI and local stakeholders (meetings, living labs, piloting).

- What are the time frames for the completion?

The pilot project has already been completed.

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

TO DO:

Write a mission statement (i.e. a *short sentence!*) that answers all the following questions:

- What does the project do?
- How does the project do what it does?
- Why does the project do what it does?

Please, remember the *main features of a mission statement*:

- Realistic: the scope of the project should be realizable, achievable, specific and consistently targeted.
- Distinctive: capable to distinguish the pilot project amongst similar actions.
- Clear and brief.
- Consistent with the project strategy.
- Capable to provide an outcome-oriented approach to the project.

The “Industrial heritage of the City of Rijeka” pilot project promotes the cultural, industrial and historical heritage of the city of Rijeka, by creating experience tours in order to enhance the visibility of Rijeka, with the aim to develop, test and adopt innovative solutions for the promotion and accessibility.

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

TO DO:

Please provide some of the following information:

- Outputs: all products and services that are *directly generated* by a project activity (or group of activities). They are usually tangible (or easily identifiable and detectable in any case) and measurable.
 - Experience tour through the Rijeka industrial heritage
- Outcomes: short-term and medium-term effects that derive from the project outputs.

The model that we have developed can be easily replicated to any other region.

- Impacts: Positive and negative, primary and secondary long-term effects produced by the project (direct / indirect, intended / unintended).

We don't see any negative impacts as the result of our efforts. Quite the opposite. Our aim has been to accentuate the hidden beauty of the industrial heritage of the city of Rijeka by organising an experience tour, with the aim to valorise Rijeka's tourism potential, this way balancing the number of tourists visiting the Primorje Gorski kotar region, in order to make it more equally distributed to the coastal zone, in the hinterland, and sites that are not tourist destinations in a classical sense, as it is the case with Rijeka.

- Identify all resources (human, financial, etc.) needed to carry on the project, quantify each of them.

In order to execute this pilot, there were 3 people from the PP involved.

- And we have established cooperation with several organisations and institutions: *City of Rijeka, Rijeka Tourist Board, Ebba's cuisine, Meraki travel agency, Bordel Grotta*

we have spent for the organisation: 150,00 EUR.

- Assign each operational objective one or more Key Performance Indicator(s).
 - Number of tours organised and carried out
 - Number of satisfied clients

- Define and describe all planned project actions and activities.

- 1) Identification of needs and potential
- 2) Living labs and participatory processes with all relevant stakeholders
- 3) Definition of pilot action
- 4) Implementation of pilot action
- 5) Regular follow up activities

- Define roles and responsibilities within the project human resources.

Project manager – organisation of event

Financial manager – Financial aspects of the event

Project associate – assistance in organisation of the event and in financial aspects

- Assign each Action/task an accountable referent person.

Project manager – organisation of event (Ana Marković Čunko)

Financial manager – Financial aspects of the event (Anita Pribanić)

Project associate – assistance in organisation of the event and in financial aspects (Marija Knežević)

- Draw up a budget.

Total budget for the Pilot organisation: approx.. 150,00 EUR

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

TO DO:

- Formulate all indicators expected to be used when performing the monitoring and evaluation activities, linking each of them to the subject of the evaluation (objective).
- Number of experience tours organised; number of participants; rate of guests after pilot implementation in comparison to previous years; income generated thanks to project efforts.
- Illustrate the *dissemination actions* that you will adopt to communicate results.

We will maintain the social network sites as well as our institution's site with all the updates regarding the activities. Furthermore, for every organised event we will prepare the media release.

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23