ATLAS Project

"Adriatic Cultural Tourism Laboratories"

Setting up Living Lab in partners' region: the Veneto region case study

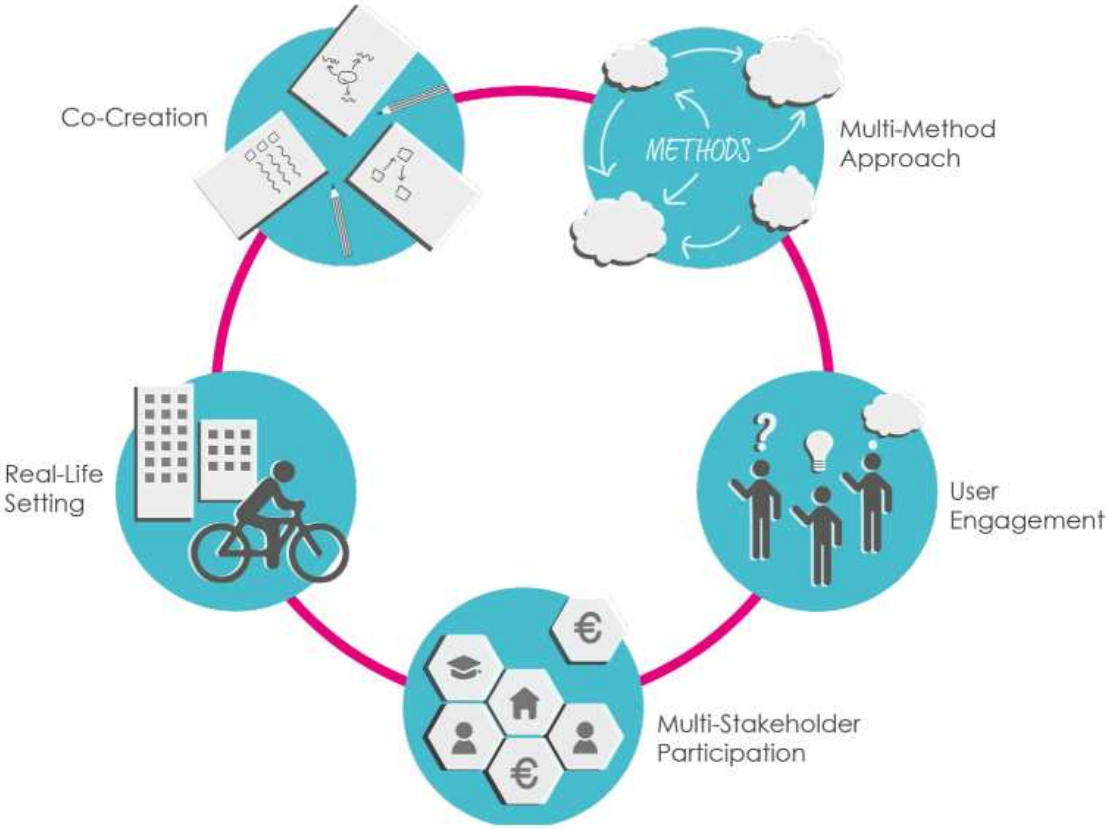
Unioncamere Veneto

Final conference | 27th September 2019
Valamar Collection Isabella Island Resort,
Sv.Nikola Island, Poreč, Croatia

European Regional Development Fund

What is a Living Labs? Co-creating shared value

- The methodology adopted is the “Living lab” approach whose aim to promote and structure **stakeholder collaboration.**
- Users become stakeholders in the **co-creation process** and are involved from the very beginning, in a real-life environment.
- Tourist service providers obtain what **tourists actually want** and have an opportunity **to improve and develop new services** targeted to **different customer segments**.
- This approach develop and structure new forms of cooperation, **improving the cultural tourism offer and fostering the uptake of innovative business models**.



Living Lab: the case study of Veneto region

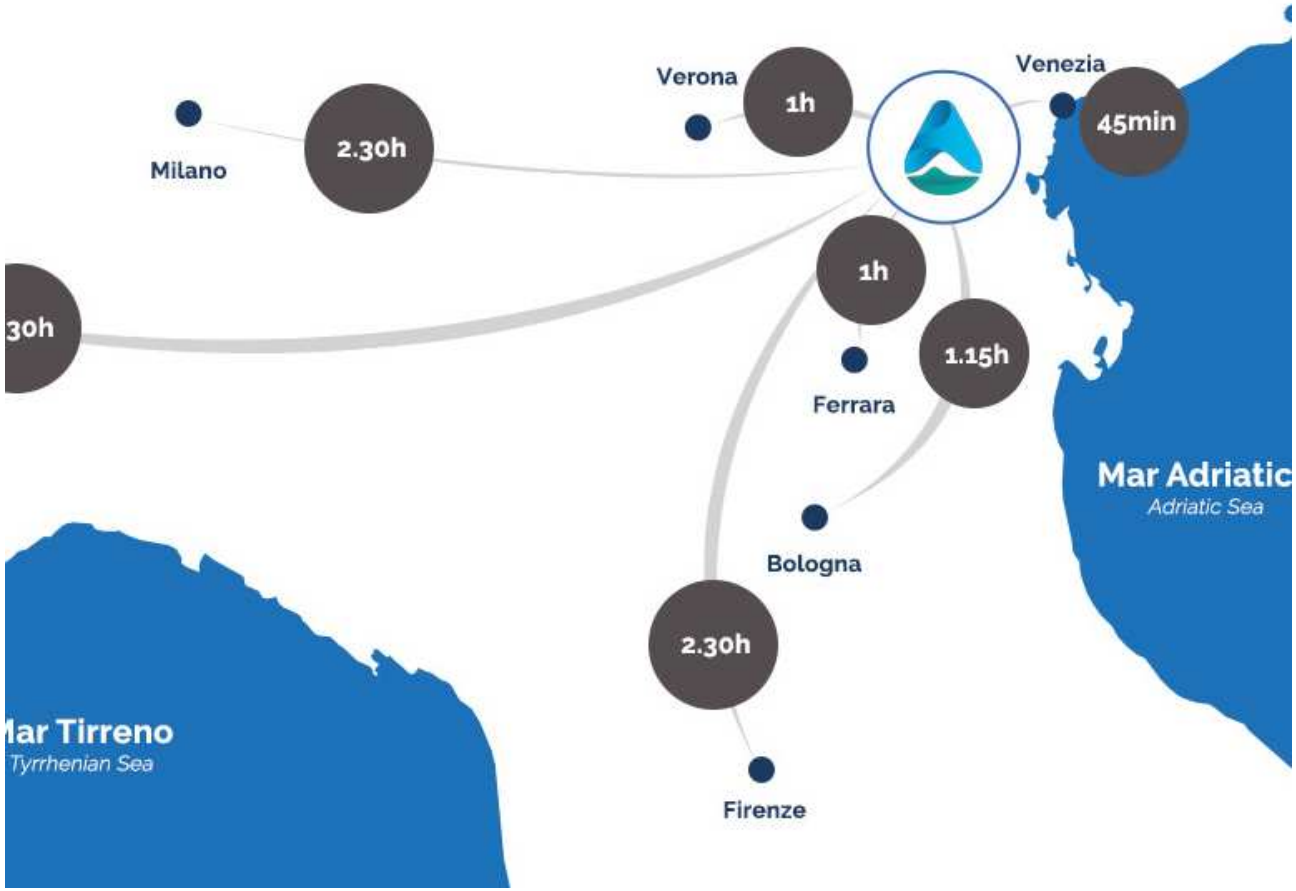
Unioncamere Veneto based the Living Lab activities in **Thermae Abano Montegrotto and Euganean Hills area** (in Padua province), with the support of:

- Veneto Region Tourism Department
- Destination management organization “Terme e Colli”
- CISET International Centre of Studies on the Tourism Economy / Ca’ Foscari University of Venice

that has been involved as key stakeholders in the **task force for cultural tourism** in ATLAS project.

Thermae Abano Montegrotto and Euganean Hills area:

a place of culture and well-being famous for the mud and spa treatments



www.visitabanomontegrotto.com

The Euganean Hills are a group of volcanic hills standing inside the Veneto, region located in the North-East of Italy.

Just a few kilometers south of Padua the whole area represents **the first Regional Park of the Veneto** with an extension of **23 square kilometers**.

Over **130 thermal spas** and around **220 baths**, with a capacity of over **13,000 beds**, make the Euganean hot springs one of the most important and prestigious attractions at a European level.

Rethinking tourism in the area

- The global tourism market evolution generated a **radical change in the construction offer and management of the tourism product**.

- One of the main function in the management of tourist destinations is the **coordination of territorial actors** with the aim to have a **unitary vision** and a **shared strategic plan**.

- The goal of improving the tourism potential of the territory and stimulating governance actions aimed at improving the **competitiveness of the destination**.

19 October 2019 | 1° Living Lab

Water Heritage. The heritage of Battaglia Terme (Padua) between river navigation and historic houses

- **Boat navigation** on traditional wooden boats, from Battaglia Terme to Monselice (and vice versa) with the typical boatmen
- 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, an Italian poet who was attracted by the beauties of these places
- Vistit of **Catajo Castle** and **Civic Museum of River Navigation**
- Tourists, guides and touristic operators were involved in the pilot action

Battaglia Terme territory

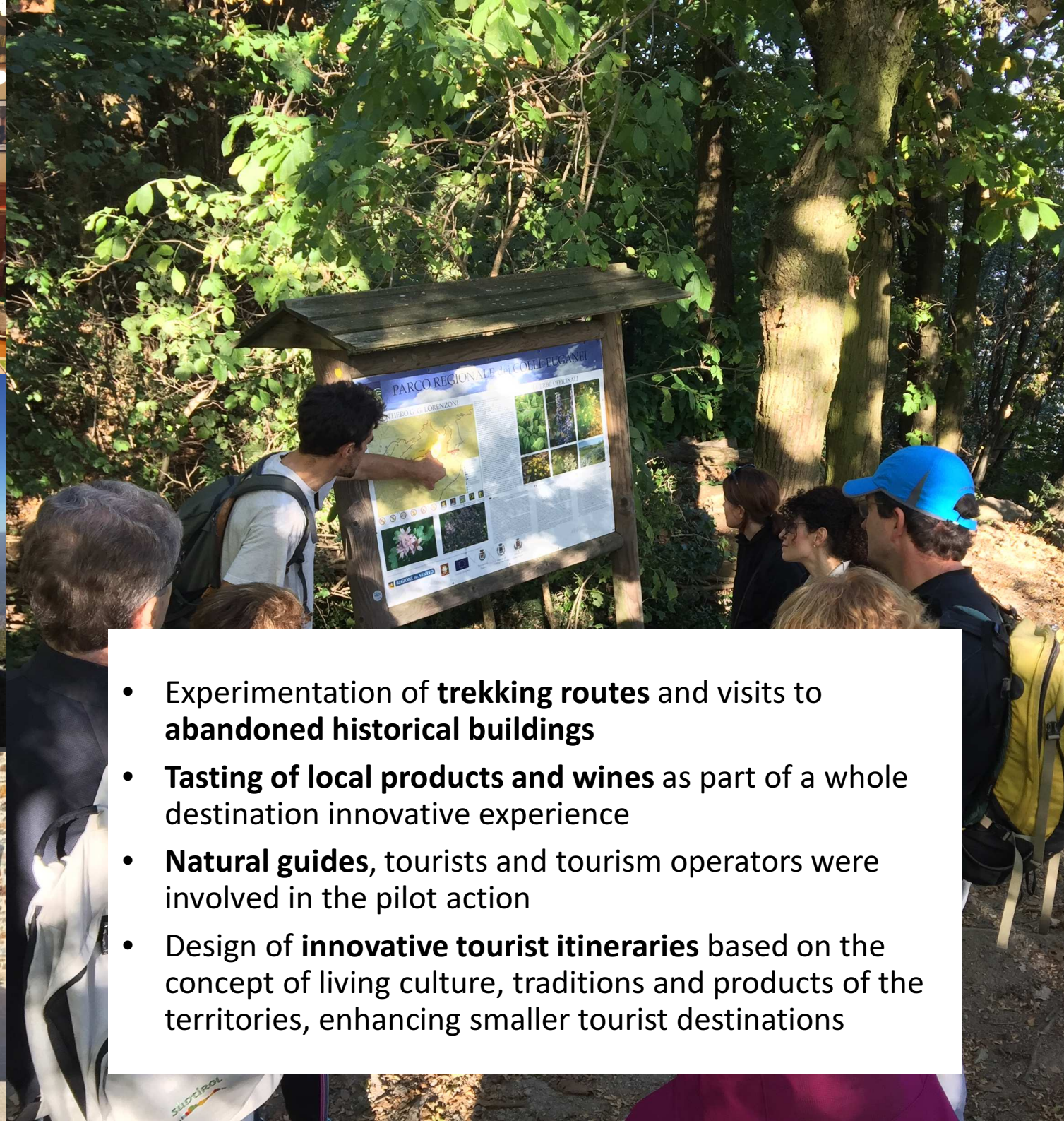
www.comune.battaglia-terme.pd.it

www.castellodelcatajo.it

museonavigazione.eu

24 October 2018 | 2° Living Lab

The cultural landscape of the Euganean Hills. Trekking on Monte Venda, Olivetan Monastery and wine tasting in Galzignano Terme (Padua)



- Experimentation of **trekking routes** and visits to **abandoned historical buildings**
- **Tasting of local products and wines** as part of a whole destination innovative experience
- **Natural guides**, tourists and tourism operators were involved in the pilot action
- Design of **innovative tourist itineraries** based on the concept of living culture, traditions and products of the territories, enhancing smaller tourist destinations

Galzignano Terme territory

www.galzignanoterme.org

Casa Marina | environmental education
www.coopterradimezzo.com

www.visitabanomontegrotto.com

Interreg Italy - Croatia ATLAS
EUROPEAN UNION
FRIULI innovazione
IDA
TECNOPOLIS PST
UNIONCAMERE VENETO
SPRO
DISTRETTO PRODUTTIVO PUGLIA CREATIVA
STEPRI

Living Lab methodology in Veneto

Mix of stakeholders' typologies defining tourism product	Rapresentative of both private/public sector in the tourism field: council members, tourist promotion consortium, museum manager, companies, guides, wine cooperative, etc.
Mix of final clients	Tourists taking part to the living labs
In field evaluation of the experiences from final clients	Tourists from different countries (France, Germany, Italy). Customers' satisfaction survey
In field evaluation of the two experience from internal and external experts	CISET and tourism expert from Trentino Alto Adige
Definition of products and innovative itineraries according to Strategic Plan of Veneto Region and the Terme&Colli organization	Destination and different profiles of the tourism demand

Results of Veneto region Living Labs

Very positive evaluation from the final clients' perspective

Increasing attention from decision makers to the water heritage, resources and territories

Increasing awareness of stakeholders on the potentialities of the innovative tourism products

Increasing numbers of tours and packages focusing on these resources and heritage

Unioncamere del Veneto
Giovanna Guzzo

via delle Industrie 19/D

unione@ven.camcom.it

041 0999311

www.italy-croatia.eu/atlas