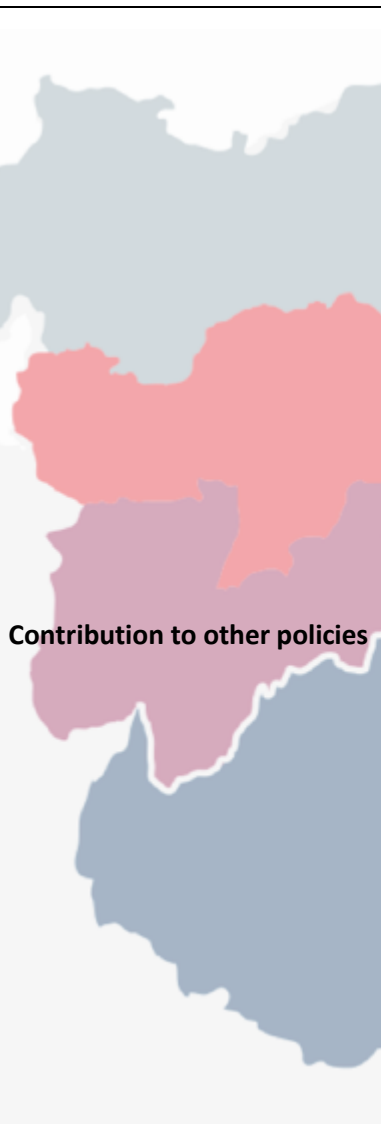



## Project fiche

<b>TITLE OF THE PROJECT</b>	<p><i>Exploring new routes for alternative cross-border tourism</i></p> <p><i>Bi&amp;Key</i></p>
<b>Funding programme</b>	<i>Interreg Italy-Austria</i>
<b>Summary of the project</b>	<p><i>The aim of the project is to carry out a joint action for the setting up of a network of Italian and Austrian institutions aimed at enhancing the cultural and natural heritage and at providing integrated services for the development of new tourism routes. The project will focus on the valorisation of the local cultural tangible and intangible heritage and the creation of a cross-border service for e-bike renting and the promotion of cyclotourism.</i></p>
<b>Partners</b>	<p> <i>LP Municipality of Selva di Cadore</i>  <i>PP1 Municipality of Treppo Grande</i>  <i>PP2 Land Carinthia</i>  <i>PP3 MTG - Millstätter See Tourismus GmbH Carinthia</i> </p> <p><i>Other partners as, for example, DMO Dolomiti Bellunesi, PromoTurismoFVG, Tourism Organisation Ost Tyrol</i></p> <p><i>We aim to valorise also the archaeological museum of Carantana and Teurnia, the towns of Gmünd and Spittal an der Drau and Lienz in Ost Tirol (with the archaeological site of Aguntum).</i></p>
<b>Challenges</b>	<i>To strengthen and develop tourism and new cross-border cultural routes and the connections among small towns aimed at increasing e-bike related services and tourism and reduce transport pollution.</i>
<b>Objectives</b>	<p><i>To create an integrated e-bike mobility system and tourism-related services for families and bikers</i></p> <p><i>To enhance the cross-border tangible and intangible cultural heritage</i></p>
<b>Contribution to programme's objectives</b>	<p><i>As stated in the programming documents, the program area has a wide range of tourism products, which are rarely linked at cross-border level. There is a need for new types of offer for sustainable cross-border tourism and the project aims at developing innovative tourism products.</i></p>

	<p><i>At the same time the programme aims at protecting and enhancing the cross-border cultural sites, reducing the environmental impact of transport for tourism reasons and deseasonalise the tourism flows.</i></p>
<p><b>European dimension of the project / European added value</b></p>	<p><i>The project aims at diversifying tourism flows through the creation of new cross-border routes, the joint promotion of local museums and tangible / intangible cultural heritage.</i></p>
<p><b>Contribution to other policies</b></p> 	<p><i>Regione Veneto – Destination Management Plan Dolomiti</i>  <i>The objective 1 of the Plan intends to enhance, promote and marketing the cultural and natural resources and related sustainable tourism products.</i>  <i>More in detail, the Action 1.1 foresees the creation of sustainable products and services for the enhancement of the environmental, cultural, historical, architectural and traditional resources and the Action 1.2 is focused on tourism services and products for sport and leisure activities.</i></p> <p><i>Regione Veneto – Regional Plan for Transport</i>  <i>The Objective 3 states that it is deemed highly necessary to widen the infrastructure network and improve the intermodal connection among public and private offer and soft mobility (cyclotourism, natural pathways, historical and religious routes).</i></p> <p><i>The Regional Programming Document 2018-2023 of Friuli Venezia Giulia Region includes, among its priorities, the enhancement of the tangible and intangible cultural heritage including wine&amp;food, artistic handicraft. Moreover, it aims at developing an integrated offer focused not only on the most relevant tourist products but also the creation of specific packages addressed to identified target groups for the development of slow tourism, ecotourism and new experiential tourism routes aimed at satisfying new travellers' needs.</i></p> <p><i>The Italian National Plan for Tourism in the action line A.3.2 aims at building up interregional routes for widening the tourist offer.</i></p> <p><i>The Austrian Plant T – Masterplan for Tourism promotes the culture of cooperation.</i></p> <p><i>The Tourism strategy of Carinthia (Landestourismusstrategie) promotes slow tourism.</i></p>
<p><b>Synergy and complementarity</b></p>	<p><i>The project BY&amp;KEY aims at capitalising the cross-border project “Ciclovia Alpe Adria Radweg (CAAR)” developed by the Regions Friuli Venezia Giulia, Salzburg and Carinthia and that created a cross-border cycling route connecting Central Europe to the Adriatic Sea.</i></p>

	<p>The project BY&amp;KEY based at WP3 “Analysis and Planning” of the current Interreg-project EMOTIONWay. The project BY&amp;Key should use the GIS-data (georeferenced data), which are compiled in EMOTIONWay by EURAC Research.</p> <p>The project BY&amp;KEY aims at capitalising the cross-border project “Ciclovía Alpe Adria Radweg (CAAR)” developed by the Regions Friuli Venezia Giulia, Salzburg and Carinthia and that created a cross-border cycling route connecting Central Europe to the Adriatic Sea.</p> <p>Progetto Ciclabilità financed by Veneto Region and aimed at increasing cycling mobility and tourism</p>
<p>Description of the project and organisation in WPs</p> 	<p>WP1 – Project Management WP2 – Communication</p> <p>WP3 3.1 - Mapping of the points of interest for cultural and tourism promotion; they will be divided on the basis of the different themes (archaeology, museums, rivers, protected areas / NATURA2000, wine&amp;food, traditions and local culture). This activity will foresee the setting up of <b>parish maps</b>. Main aim is to <b>raise the awareness of the local communities regarding their cultural and natural heritage</b> and its presentation to the tourists in an innovative way based on what people wants to show and share to increase the <b>experiential tourism</b>.</p> <p>3.2 – identification and definition of both <b>local and cross-border routes</b> for families;</p> <p>3.3 – definition of a <b>joint methodology for the realisation of workshops addressed to local communities and aimed at improving the culture of hospitality</b> as the citizens are the front-office for the tourists, including the organisation of <b>language courses</b> (Italian / German). Other workshops will be focused on the <b>start-up of entrepreneurial ideas</b> for the creation of innovative services for bike tourists.</p> <p><b>WP4 - Touring festival and exhibition of arts&amp;crafts related to wood culture and traditions including masks, Christmas decorations.</b></p> <p><b>WP5 – Business plan for the economic sustainability of the portal after the end of the project</b></p> <p>WP6 – Realisation of an <b>APP / portal for the e-commerce</b> and organisation of <b>e-bike renting service</b>; the portal will be a tool for the promotion of the festival. Realisation of services for the transport of the luggage, the recovery, maintenance and washing of the bicycles and clothes, charge of e-bikes. Agreements with local transport bus companies for the transport of bicycles. Mapping of hospitals and first aid, weather forecast, civil protection, booking of hotels, museums and</p>

	<p><i>other events, opening hours. Cost reductions for the tourists in hotels and museums and restaurants focused on local products for tourists riding from a place to another included in the route. Specific support for families with children (playgrounds, kindergartens, transfer from a site to another).</i></p> <p><i>WP7 – Tourist promotion to travel agencies and tour operators and participation to tourism fairs.</i></p>
<b>Output and result indicators</b>	<p><i>1 mapping of the point of interest</i>  <i>3 trilingual parish maps</i>  <i>Local routes</i>  <i>Cross-border routes</i>  <i>Workshops for citizens, hotels&amp;restaurants, other bodies related to tourism and for the creation of new start-ups</i>  <i>1 Festival</i>  <i>1 business plan</i>  <i>1 portal / app</i></p>
<b>Durability / sustainability</b>	<p><i>The project will continue because new routes will be identified and promoted and the business plan will provide the partners for the information needed to develop the business idea</i></p>
<b>Innovative character</b>	<p><i>The project is innovative because it creates and develops new cross-border tourism routes and because it is aimed at starting up new entrepreneurial ideas connected to tourism services</i></p>
<b>Target groups</b>	<p><i>Cycling tourists, families, Excursion destinations, cultural organisations,</i></p>
<b>Budget</b>	<p><i>EUR 700.000,00</i></p>
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