


Project fiche

TITLE OF THE PROJECT	<i>Participatory Approaches for the creation of a local tourist offer based on the Rediscovery of the Common identity - APRIC</i>
Funding programme	<i>Cross border cooperation programme: INTERREG V-A ITALY-AUSTRIA</i>
Summary of the project	<i>The project area includes high naturalistic and cultural quality sites, whose potential in terms of tourism is currently only partially exploited, due to a limited perception by local communities of the intrinsic value of the places. There is therefore a need to start up initiatives toward the recognition and the creation of a common identity in local communities, with the final aim of promoting the use of heritage in a sustainable way, through local tourism.</i>
Partners	<p><i>Lead Partner: Unione dei Comuni della Marca Occidentale (TV) – Cluster of Municipalities of Marca Occidentale (TV)</i> <i>Comune di Stregna (UD) – Municipality of Stregna (UD)</i></p> <p><i>To be involved: Austrian Municipality, Austrian institutions dedicated to planning and involvement of citizenship.</i></p>
Challenges	<i>The project area includes high naturalistic and cultural quality sites, whose potential in terms of tourism is currently only partially exploited, due to a limited perception by local communities of the intrinsic value of the places. In particular, project areas have interesting semi-natural areas linked to the presence of water resources and naturalistic and landscape resources as well as a large cultural There is therefore a need to start up initiatives toward the recognition and the creation of a common identity in local communities, with the final aim of promoting the use of heritage in a sustainable way, through local tourism.</i>
Objectives	<p><i>The general objective of the project is to increase the tourism potential of the involved areas through the development of a sustainable tourist / cultural offer dedicated to local tourism, as well as its cross-border networking.</i></p> <p><i>In particular, the project intends to:</i></p> <ul style="list-style-type: none"> <i>- undertake, according to a shared and participatory methodology, identity paths in the local community (individuals and associations), which lead to the awareness of the tourist value of the areas involved in the project;</i> <i>- develop through a participatory approach that involves local communities a tourist / cultural offer dedicated to the local community and local tourism, respecting the different potential uses of natural and cultural resources;</i> <i>- promote the tourist / cultural offer in a cross-border context, enhancing the common natural and cultural heritage, also identifying target areas with high added value.</i>

<p>European dimension of the project / European added value</p>	<p><i>The development of shared identity paths, based both on the common heritage and on the historical / cultural immaterial factor and therefore on a close integration of the main local networks (cultural heritage network, ecological network and slow mobility network), not only allow the creation of regional identity of the resident population, but also to build up a coordinated tourist offer, able to be marketed as an “unicum” for the whole Programme area</i></p>
<p>Contribution to other policies</p>	<p><i>The project is consistent with the several sustainable development goals of the 2030 Agenda and in particular with: Goal 11: Sustainable cities and communities; Goal 15: Life on earth; Goal 12: Responsible consumption and production; Goal 17: Partnership for Goals.</i></p>
<p>Description of the project and organisation in WPs</p> 	<p>WP1: Coordination and project management</p> <p>WP2: Communication and dissemination activities</p> <p>WP3: Definition and application of the participatory approach to strengthen the identity of the resident population and the development of itineraries and tourist products dedicated to local and proximity tourism <i>Task 1: Identification of the cross-border methodology to guarantee a participatory approach in defining itineraries and tourist products dedicated to local and proximity tourism</i> <i>Task 2: Application of the identified approach and conduction of the development path (through local meeting) of the local and cross-border identity for the identification of the itineraries / products to be enhanced</i></p> <p>WP4: Identification of itineraries / products with a high identity value to be enhanced and road map for networking and joint promotion <i>Task 1: Definition of a cross-border list of itineraries / with a high identity value for the resident population</i> <i>Task 2: Creation of a cross-border enhancement and promotion path for local and proximity tourism also based on the digitization of the tourism offer</i></p> <p>WP5: Implementation of the road map and collection of feedback from the resident population <i>Task 1: Application of the road map through local tourism promotion actions</i> <i>Task 2: Collection of feed-back from tourist users</i></p>
<p>Output and result indicators</p>	<p><i>No. of sites promoted: XXX sites</i> <i>Result: raising awareness among the resident population of the intangible value of the territory and of the cross-border heritage.</i></p>
<p>Innovative character</p>	<p><i>The innovative character of the project consists in the active involvement of the resident population in the definition of a tourist offer for local tourism that stimulates the raising in the local community of a greater “sense of belonging” and awareness of natural and cultural heritage. In addition, the results of the project will represent the basis for activating governance processes based on the integration of the tourism offer with</i></p>

	<i>other sectors that currently exploit natural and cultural resources, also to be included in local policies.</i>
Target groups	<i>Resident population. Particular attention will be given to the involvement of local associations as well as schools as a vehicle to reach a large local community.</i>

