

**Interreg IPA CBC Italy – Albania – Montenegro Programme 2014/2020**  
**Promoting Accessible and Sustainable Tourism for Future – P.A.S.T.4Future**  
**Project No. 176/ 1<sup>st</sup> call for standard projects**

*This project is co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA II)*

### **Programme Priority**

Smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness

### **Programme Priority Specific Objective**

2.1 Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development

### **Partnership**

Lead Partner: Ministria e Financave dhe Ekonomise / Ministry of Finance and Economy – Albania  
Project Partner 2: Molise verso il 2000 / Molise toward 2000 – Italy  
Project Partner 3: ESCOOP - European Social Cooperative - Cooperativa Sociale Europea – sce – Italy  
Project Partner 4: Comune Gravina in Puglia / Gravina in Puglia Municipality – Italy  
Project Partner 5: Bashkia Malësi e Madhe / Malesi e Madhe Municipality – Albania  
Project Partner 6: Gradska opština Tuzi / Urban Municipality of Tuzi – Montenegro

### Associated Partners

AP 1: ITRIA - Itinerari Turistico Religiosi Interculturali ed Accessibili / ITRIA - accessible, intercultural touristic-religious routes – Italy  
AP 2: Parco Nazionale dell'Alta Murgia / Alta Murgia National Park – Italy

**Project Duration:** 24 months (Start Date: 03.04.2018; End Date: 02.04.2020)

### **Project Summary**

The Project tackles the main common challenges of the programme internal and rural areas: creating new tourist destinations through promotion of natural and cultural heritage; supporting diversification, customization, integration and specialization of local tourist services by focusing on accessibility and sustainability; improving common knowledge of new trends in the tourism market and the marketing capacity of SME and local communities to promote a tourism based on the experience of “new communities”; providing smart systems capable of promoting the best international tourist marketing . Therefore the project's objective is to promote and strengthen the Accessible and Sustainable tourism offer of the cross border area at a European and international level, through the implementation and diversification of the tourist products/services in the target areas. It will implement a new Cross border Accessible and Sustainable Community Tourist Destination, able to increase the tourists incoming (in particular people with special needs) and consequentially the promotion of the natural, environmental, historical and cultural heritage, boosting a smart and sustainable economic development in the whole Cross border area. This will lead to turn Accessible and Sustainable tourism into the development flywheel of the cross border internal/rural areas. The main outputs of the Project are the 1) Cross border Network for A&S Tourism, 2) the Cross border Destination Management Organization for A&S Tourism, 3) Web platform and APP, 4) Valorized sites for tourists and especially for people with special needs. The local rural communities (public authorities, SME, NGO, citizens) will benefit from them. The project's approach is based on Community-Led Local Development, focused on specific sub-regional areas' needs and assets, aiming to create local hospitality systems by opening rural communities towards new tourist inflows in a cross border framework.

### **General objective, main results and outputs**

The general objective of this project is to promote and strengthen the accessible and sustainable tourism offer of the cross border area at a European and international level, through the implementation and

diversification of the tourist products/services in the target areas. This will increase the incoming, and consequentially the promotion of the natural, environmental, historical and cultural heritage, for a smart and sustainable economic development in the areas themselves.

The project main objectives are:

- 1) To create a Cross border Accessible and Sustainable Community Tourist Destination through the diversification and innovation of tourism products and services in the target areas. Accessible tourism consists of all the services and structures that allow people with special needs (e.g. families with children, disabled, senior citizens, people with specific medical conditions, people with food intolerances, people with temporary disabilities, etc.) to satisfactorily enjoy their holiday, with no obstacles or difficulties of any sort, autonomously and in a safe and comfortable way.
- 2) To internationally develop and improve the image of the Cross Border A&S Community Tourist Destination, characterising it as a smart and accessible tourist destination;
- 3) To increase the income of tourist flows in the target areas, and particularly the income of people with special needs.
- 4) To improve the skills and raise awareness among tour operators and service providers of the Cross Border A&S Community Tourist Destination with regard to tourists with special needs.
- 5) To seasonally adjust the tourist flows.

Main expected results:

- Improved Cross Border A&S Tourism management;
- New and improved Cross border A&S Tourism products and services.

Main outputs:

- Cross border Network for A&S Tourism
- Strategic Action Plan
- Cross border Destination Management Organization for A&S Tourism
- Web platform and APP
- 5 Valorized sites for people with special needs.

### **Project Specific Objectives**

- 1) Implement a Cross border Accessible and Sustainable Community Tourist Destination through the diversification and innovation of tourism products and services in the target areas.
- 2) Develop and improve at international level the image of the Cross Border A&S Community Tourist Destination as a smart and accessible tourist destination.
- 3) Increase the incoming of tourist flows in the target areas, and particularly the incoming of people with special needs.

### **Project main activities**

#### WP T1 – Development of the Cross border Network for Accessible & Sustainable Tourism

The PPs first will start, by a joined staff of experts, the Benchmarking Analysis of Accessible & Sustainable Tourism in the programme area and in the target areas. Then they will set up the Cross border Network for Accessible & Sustainable Tourism, just at the beginning of the Project, allowing all the public and private actors in the tourism governance and the stakeholders of the target areas to be directly involved in the following project actions, particularly the ones which will provide Workshops for stakeholders on A&S Tourism in target areas, but also the Cross border Network Strategy planning. This will allow the public and private actors in the tourism governance and the stakeholders of each target area to realize an actual capacity building process, which requires a long-term commitment by the actors, aimed to establish a stable and working Network.

The Cross Border Network for Accessible & Sustainable Tourism will be initially consisting of the PPs, but its membership will soon be extended to other stakeholders of the tourist industry, both public and private, in the target areas.

Within the end of the project, the Network members, owners of all the outputs of the Project, will adopt the Strategic Action Plan worked out in this WP and tested in WP T3, thus allowing the DMO implemented in WP T2 to better manage the Cross border A&S Community Tourist Destination.

#### WP T2 – Development of the Cross border Accessible & Sustainable Tourism products and services

The WP aims to develop Cross border Accessible & Sustainable Tourism products and services.

The expected outputs are:

- 1) the Web Platform and App, which is relevant for the specific Project objectives because it will be the main tool used by the Cross border Destination Management Organization for A&S Tourism to improve and boost international marketing activities, promoting the A&S Tourism products and services mapped during this WP in all the target areas, as well as incoming in the cross border area, with particular regard to tourists with special needs.

2) n.5 valorized sites for the accessibility and touristic exploitation in the target areas: 1 site in Gravina in Puglia – Italy, 2 sites in Bashkia Malësi e Madhe / Malësi e Madhe Municipality - Albania, 2 sites in Gradska opština Tuzi / Urban Municipality of Tuzi – Montenegro, which are relevant for reaching the project objectives because in this way the Cross border area will improve touristic incoming, especially of people with special needs.

It will be realised the training activities addressed to Point of Interest (POI) detectors selected in each target area to detect and to map tourism services, historical, cultural and natural heritage and of social and health services for persons with special needs. Pol detectors who were previously trained will provide to realize the mapping of resources and experiences existing in the target areas and in other main touristic routes departing from them to other touristic areas of partner countries/regions, related to accessible tourism, adding references to sites of naturalistic and cultural interest and information on services. The mapping activities will focus on facilities and services useful for tourists with special needs. It will be realized 200 surveys of Pol in Puglia and in Montenegro, 150 in Albania and Molise.

#### WP T3 – Establishment, start up and testing of the Cross border Destination Management Organization for Accessible & Sustainable Tourism

The objective of the WP is the establishment, start up and testing of the Cross border Destination Management Organization for A&S Tourism.

The LP, PP1 and PP2 will first plan the Cross border DMO for A&S Tourism model and then establish it with the other PPs and Network's member as well. The DMO local offices will be modelled on Local Action Groups, and so they will eventually become an actual Local Development Agency for the PPs' territories.

PP2, PP4, PP5 and PP& will provide for the equipment of the DMO's offices in the target areas. Meanwhile it will provided Joint Training of 4 DMOs staff in Albania.

The LP will also provide International marketing of the Cross border A&S Tourism products and services, supported by external services of a specialized Marketing Agency with a great experience at international level.

Molise verso il 2000 / Molise toward 2000, Comune Gravina in Puglia / Gravina in Puglia Municipality, Bashkia Malësi e Madhe / Malësi e Madhe Municipality, Gradska opština Tuzi / Urban Municipality of Tuzi, , that is the DMO's local offices, supported by ESCOOP staff, will test for 12 months the DMO: promoting the Cross border A&S Tourism products and services, as well as touristic incoming in the area, with particular regard to tourists with special needs; planning Cross border A&S Tourist itineraries, which will be tested during the Educational Tours for european A&S Tourism stakeholders. DMO's local offices will organize one Educational Tour in each target area, involving all the territorial stakeholders which joined the Network and all the target groups as well.

The DMO output is very relevant for reaching the project specific objectives, because it will be the main institutional instrument of PPs in tourism policies and strategies, at both local or cross border level: in fact it will manage the Cross border A&S Community Tourist Destination and promote its image at international level, according to the Strategic Action Plan adopted by PPs and Network's members within the Project end.

#### **Durability of the Project actions**

After the end of the project, the public-private Cross Border Network for Accessible & Sustainable Tourism and the Cross Border DMO will ensure the sustainability of the results as institutional instruments of the tourism policies, at both local or cross border level. In fact, the DMOs will be modelled on Local Action Groups, and will eventually become actual Development Agencies for the PP territories, funded by members and public programmes, like in Italy and EU.

The PPs choice to set up the Network at the beginning of the Project allows all the public and private actors in the tourism governance and the stakeholders to be directly involved in the project actions and in the Cross border Network Strategy planning. This will allow the public and private actors in the tourism governance and the stakeholders of each target area to realize an actual capacity building process, which requires a long-term commitment by the actors.

The Cross Border Network for Accessible & Sustainable Tourism will be initially consisting of the PPs, but it will soon be extended to other stakeholders of the tourist industry, both public and private, in the target areas. Within the end of the project, the Network members, owners of all the outputs of the Project, will adopt the Strategic Action Plan tested in WP T3, thus allowing the DMO implemented in WP T2 to better manage the Cross border A&S Community Tourist Destination. The Cross Border Network for Accessible & Sustainable Tourism will rule the local processes of tourism development governance acting as a permanent place for debate among Public Authorities and other public and private actors, and then integrate them into the cross border dimension in order to promote the image of the A&S Community Tourist Destination at international level.

Within the end of the project, the Network members, owners of the DMO output, will adopt the Strategic Action Plan tested, thus allowing the DMO to better manage the Cross border A&S Community Tourist Destination and to promote its image at international level. The DMO, supported by the Cross Border

Network for Accessible & Sustainable Tourism, will promote the A&S Tourism products and services, as well as incoming in the area, with particular regard to tourists with special needs.

The DMO local offices will be modelled on Local Action Groups, and will become an actual Development Agency for the PPs territory, funded by members and public programmes, like in Italy and UE. This Local Development Agency, based in the target area in Albania, will be set up during the Project and will capitalize its results and tools. Its founding members (private and public) will be the Italian, Albanian and Montenegrin PPs. In order to facilitate this process, ESCOOP in partnership with Bashkia Malësi e Madhe / Malësi e Madhe Municipality is implementing the Project “Incubator for the Social Economy - I.E.S. We can”, financed by the Apulia Region ( 2017 Call - "L.R. 20/2003 - Partnership for Cooperation).

The PPs will use the outputs after the end of the Project as follows:

- ☑ the Web Platform and App will be used jointly by the Cross border Destination Management Organization for A&S Tourism to improve and boost international marketing activities, promoting the A&S Tourism products and services mapped during the WP, as well as incoming in the cross border area, with particular regard to tourists with special needs;
- ☑ the valorized sites for the accessibility and touristic exploitation will be used separately by each Destination Management Organization office. Each PP will valorize the sites realized (1 site in Gravina in Puglia, 2 sites in Malësi e Madhe Municipality, 2 sites in Urban Municipality of Tuzi) to improve touristic incoming in its area.
- ☑ the Cross border Destination Management Organization for A&S Tourism will continue to provide Social media communication & marketing services.

## GENERAL INFORMATION

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## PROJECT PARTNERS

Lead Partner



Project Partner 2



Project Partner 3



Project Partner 4



Project Partner 5



Project Partner 6

