

D 1.6.1 Report on the Diagram with the map of actors identified at the cross-border and regional levels

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ETHNIC stakeholder mapping

1. INTRODUCTION

Ecotourism has emerged as a nature-based branch of the larger tourism industry that aims to conserve the environment and sustain the well-being of local communities. At its core is the philosophy that visiting natural areas should benefit the local economy and foster respect between guests and hosts.

A key aspect of developing ecotourism is undertaking **participatory stakeholder mapping** to ensure diversity and inclusiveness in planning.

The ETHNIC project carried out stakeholder mapping exercises across four partner territories. This document is an analysis and commentary on the stakeholder mappings conducted for:

- 1) Mountain Union Montefeltro, Italy;
- 2) Romagna area/Atlantide, Italy;
- 3) Dugopolje, Croatia;
- and 4) Ravni Kotari, Croatia.

The mappings are evaluated based on representation of stakeholder types, linkages between actors, and alignment with sustainable tourism objectives centred around cultural heritage preservation, rural economic revitalization, and environmental stewardship - core objectives of sustainable tourism development.

Some anticipated findings of the mapping include: a broadly inclusive approach across sectors in each region; established relationships leveraging assets in integrated ways; governance and local expertise prioritized alongside grassroots involvement; stakeholder domains covering diverse needs; and nature actor representation requiring potential strengthening. Overall, the mappings reveal motivated local stakeholders with collaborative foundations to sustainably develop eco-cultural tourism respecting communities and landscapes, though continued participation will be important for monitoring impacts and adaptive co-management.

2. MOUNTAIN UNION MONTEFELTRO (LP1)

Here is the result for stakeholder mapping for Mountain Union Montefeltro, Italy:

Exact Numbers:

Total number of stakeholders identified: 60

Stakeholders by type:

- Local and regional government institutions: 15
- NGOs/Local groups: 7
- Sectoral agency: 15
- Private businesses: 21
- Education and research institutions: 2

Stakeholders by priority level:

- Core: 3
- Second circle: 7
- Third circle: 1
- Unspecified: 49

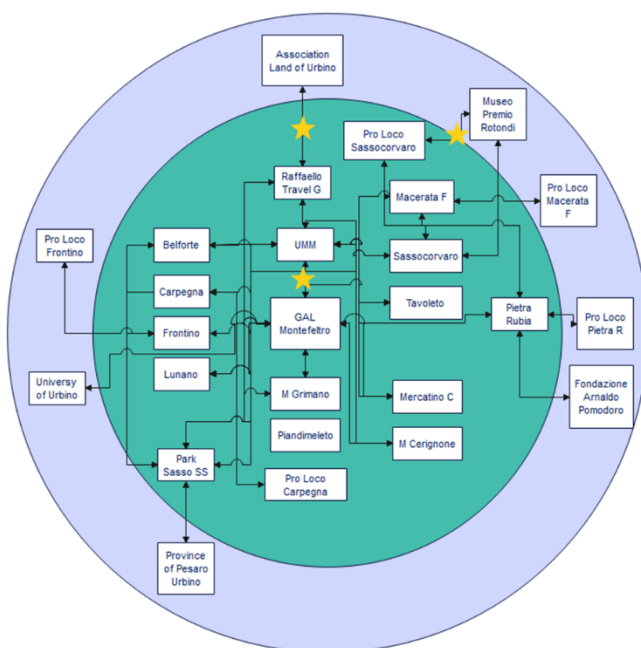
Key observations:

- There seems to be good representation of relevant stakeholder groups for eco-cultural tourism development in Montefeltro region, including entities from public, private and community sectors. A wide range of cultural heritage, tourism and business interests are covered.
- There is a mix of public, private and community stakeholders relevant to different aspects of eco-cultural tourism - cultural heritage preservation, outdoor recreation, visitor services, community engagement etc. This diversity helps address different tourism needs and ensures involvement of various interests.
- Local municipalities, the Mountain Union and cultural associations play active governance and coordination roles in sustaining local traditions, as well as facilitating tourism initiatives like events. This demonstrates a commitment to both cultural preservation and leveraging heritage for visitor attractiveness.
- Partnerships between tourism boards, businesses and Destination Management Companies help curate and market unique experiences that highlight lesser-known cultural and natural assets of the region. This dispersed model could aid destination development goals like extending seasonality and visitor flows between areas.
- Involvement of organizations supporting sectors like agriculture, food crafts and adventure activities suggests efforts to develop complementary and circular local economies around tourism. This aligns with sustainability principles.

- Several museums, attractions and accommodation providers clustered around key population centers may allow easier visitor access to a critical mass of offerings. Strategic bundling of experiences could enhance appeal.
- University expertise in relevant domains provides research advisory capacity and opportunities for community-engaged learning initiatives involving tourism management challenges.

The mapping reveals a broadly inclusive approach to stakeholder identification and engagement for eco-cultural tourism development in Montefeltro region. A diverse representation of public, private and community actors have been incorporated, spanning sectors integral to protecting cultural heritage, showcasing the destination's unique experiences and assets, as well as building livelihood opportunities. This comprehensive mapping forms an important basis to foster participatory governance and ensure tourism benefits local communities and environments.

Relationships and linkages between stakeholders:



- The strong coordination seen between local municipalities and the Mountain Union points to cooperative regional governance, which will facilitate coordinated planning and investment in tourism infrastructure development across the area in a holistic manner.
- Collaboration between LAG Montefeltro Sviluppo and municipalities has potential to ensure community buy-in for tourism plans through ongoing engagement. This builds social license for development activities.
- Partnerships linking municipalities, Mountain Union and cultural associations

effectively mobilize local heritage assets through collective programs like festivals and events that showcase traditions. This enhances the cultural authenticity of the visitor experience.

- Cooperation between municipalities, Interregional Park authority and nature tourism operators indicates integrated management of natural spaces for recreation as well as biodiversity conservation. This aligns with ecocultural tourism principles.
- Networking between accommodation providers and tourism boards provides opportunities for visitor interactions with residents, helping foster deeper cultural immersion opportunities through hospitality exchange.

- The University of Urbino's involvement as a knowledge hub through its research expertise could help stakeholders design evidence-based strategies and monitor impacts, driving continued improvement through an adaptive co-management approach.

Relationships and partnerships highlighted between different stakeholder entities suggest collaborative efforts to strengthen sustainability and visitor experiences through integrated approaches. Regional authorities and grassroots cultural organizations work closely on preservation and promotion. Tourism boards and Experience Curators combine to boost visitor flows and attractions. Education and research institutions provide knowledge support. Overall, there are encouraging signs of motivated stakeholders and cross-sector linkages conducive to formulating an inclusive and impactful strategic roadmap for Montefeltro's sustainable tourism growth anchored on its eco-cultural values and traditions.

3. ATLANTIDE (PP2)

Here is the result for stakeholder mapping for Romagna area/Atlantide, Italy:

Exact Numbers:

Total number of stakeholders identified: 91

Stakeholders by type:

- Local and regional government institutions: 10
- NGOs/Interest groups: 12
- Sectoral agency: 22
- Private businesses/SMEs: 47

Stakeholders by priority level:

- Core: 32
- Second circle: 22
- Third circle: 37

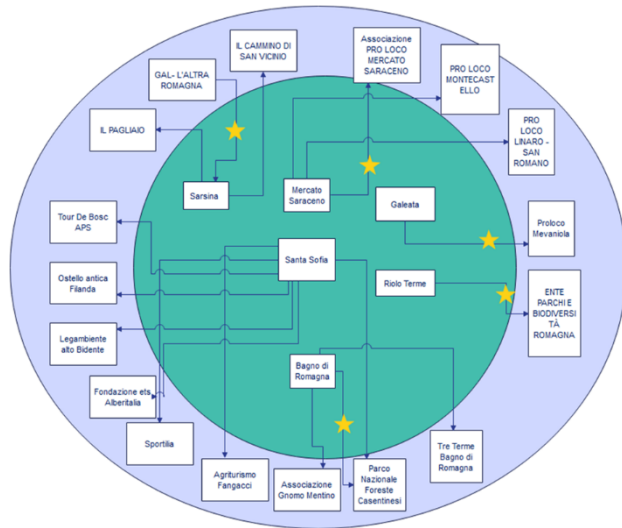
Key observations:

- A wide range of stakeholders demonstrates broad representation of community interests.
- Most prominent stakeholders provide vital functions like advocacy, tourism services and community engagement.
- Cultural heritage preservation and ecotourism/adventure are areas of greatest expertise.
- Core stakeholders focus on preservation, policymaking and local development priorities.
- Secondary and tertiary participation still allows for meaningful involvement through collaborations.
- The representation of 15 local/regional government institutions and 22 sectoral agencies indicates a foundation of coordinated policies and regulations is in place to guide sustainable tourism development.
- Strong involvement of 47 private businesses suggests the sector is seen as an important local economic driver that can be further developed through supportive public-private partnerships.
- NGOs/local groups and citizen participation totaling 105 stakeholders demonstrates benefits are prioritized to reach community members directly through grassroots mobilization.
- Balance of expertise areas from cultural and natural assets to tourism operations, marketing and research mirrors a holistic eco-cultural approach.

The mapping exercise reveals a robust and inclusive multi-stakeholder participation reflecting different facets of local communities and industries linked to eco-cultural tourism. A wide array of 91 stakeholders ensures diverse representation, particularly from citizens, NGOs and small businesses integral to sustainable development and spreading socio-economic benefits more

widely. This participatory approach is well-suited for community-centered Placemaking and Destination Stewardship.

Relationships and linkages:



- Local authorities work closely with citizens and SMEs to develop heritage-led attractions and interpretive activities for visitors.
- Sectoral agencies partner authorities and education institutions through applied research for evidence-based management.
- Interest groups and NGOs complement public efforts in community engagement, outreach and grassroots initiatives.
- Higher education supports through human resource development, consultancy and research advisory roles to stakeholders.

- Priority levels reveal a dedicated core focusing on critical protections/frameworks, while the majority still participate through established secondary and tertiary linkages like sharing expertise or partaking in events.
- Relative lack of core unspecified stakeholders means roles and expectations are clearly defined upfront for strategic collaborative action.
- Close cooperation between local municipalities, regional authorities and sectoral agencies allows integrated planning and promotion of tourism experiences across administrative boundaries through coordinated policies and regulations.
- Strategic alliances linking municipalities, NGOs/interest groups and smaller businesses effectively mobilize cultural/natural assets and grassroots participation in destination stewardship initiatives. This builds local support and ownership.
- Product bundling partnerships between farms/artisans, restaurants, hotels and tourist boards enhance opportunities for visitors to immerse in living traditions through community engagement while boosting local economies.
- Collaboration between municipalities, higher education institutions and research organizations fosters an evidence-based approach, utilizing academic expertise for planning, training local expertise, monitoring impacts on livelihoods and landscapes over time.
- Networking between activity/sport clubs, nature parks/reserves and accommodators provides opportunities for visitors to actively experience and learn about natural environments while supporting circular local value chains.
- Associations and museums working closely with schools improves intergenerational knowledge transfer on cultural and artisanal skills, ensuring continuity of intangible heritage for future generations.

Strong foundations of cooperative regional governance are evidenced through established public, private and community relationships and partnerships leveraging unique local assets. Co-creation appears to inform strategic decision making as demonstrated by balanced priority participation and coordination of efforts between core policy makers and secondary/tertiary actors through various linkages. Continued engagement across sectors in this integrated fashion positions Romagna well to conserve cultural traditions and natural environments while enhancing quality of life.

4. ODRAZ-DUGOPOLJE (PP3)

Here is the result for stakeholder mapping for Dugopolje, Croatia:

Exact numbers:

Total number of stakeholders identified: 12

Stakeholders by type:

- Government/Municipality: 1
- NGO/Local Action Group: 1
- Tourism Board: 2
- Private businesses: 5
- Visitor Center: 1
- Cultural/Sports Associations: 2

Stakeholders by priority level:

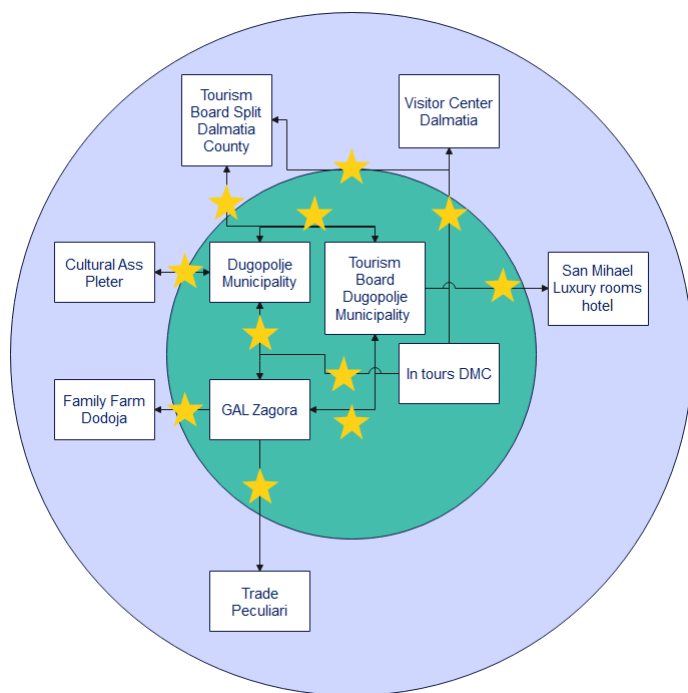
- Core: 3
- 2nd circle: 7
- 3rd circle: 1
- Unspecified: 1

Key observations:

- There is a good mix of public and private stakeholders, covering government, tourism boards, businesses, and community organizations.
- The core stakeholders are the municipality, local action group, and municipal tourist board - indicating a focus on local governance and community development.
- Several local food/agriculture businesses (family farms, traditional product makers) are included, highlighting the importance of gastronomy in eco-cultural tourism.
- Cultural preservation is represented through the cultural association KUD Pleter.
- Adventure tourism potential is recognized with the inclusion of the mountaineering society.
- The visitor center "Hidden Dalmatia" suggests an emphasis on promoting lesser-known aspects of the region.
- Most stakeholders are very local (Dugopolje-based), with only a couple from the wider Split-Dalmatia County.
- There's a notable absence of environmental organizations or protected area management bodies, which could be important for eco-tourism development.
- The level of interconnectedness between stakeholders varies, with core stakeholders having more connections.
- Social media presence is noted for most stakeholders, indicating potential for digital marketing and promotion.

This stakeholder mapping provides a solid foundation for participatory planning in eco-cultural tourism development in Dugopolje. It covers key sectors and includes a range of local actors. To strengthen the initiative, consider involving more environmental stakeholders and potentially expanding to include some regional or national-level organizations.

Relationships and linkages between stakeholders:



- Strong local collaboration network: The core stakeholders (Municipality of Dugopolje, LAG Zagora, and Tourist Board of Dugopolje Municipality) have strong collaborative relationships. This suggests a well-integrated local governance structure for tourism development, which is crucial for sustainable eco-cultural tourism.
- Multi-level governance: The collaboration between the Tourist Board of Dugopolje Municipality and the Tourist Board of Split-Dalmatia County indicates effective multi-level governance. This connection ensures

that local initiatives align with broader regional strategies.

- Cultural preservation emphasis: The collaboration between the Municipality and Cultural Association Pleter, particularly in organizing international folklore gatherings, demonstrates a strong commitment to preserving and showcasing local cultural heritage. This is a key asset for eco-cultural tourism.
- Support for local businesses: LAG Zagora's role in providing information and potential funding opportunities to local family farms and small businesses (like OPG Dodoja and Obrt Peculiani) shows a supportive ecosystem for local entrepreneurs in the tourism sector.
- Focus on "hidden" attractions: The collaboration between the Tourist Board and the Visitors Center "Hidden Dalmatia" indicates a strategy to promote lesser-known attractions. This aligns well with eco-cultural tourism principles of dispersing tourist flows and showcasing authentic local experiences.
- Private sector engagement: The information-sharing relationship between the Tourist Board and accommodation providers (like San Mihael Luxury Rooms Hotel) suggests efforts to maintain quality standards and keep the private sector informed about tourism developments.
- DMC as an information hub: Intours DMC's information-sharing relationships with various stakeholders (Tourist Boards, Municipality) position it as a key player in packaging and promoting the destination to external markets.

- Integrated rural development: LAG Zagora's wide membership across several municipalities indicates a regional approach to rural development, which can help create more comprehensive and attractive eco-cultural tourism offerings.
- Event-driven tourism: The emphasis on organizing events (by the Municipality, Tourist Board, and Cultural Association Pleter) suggests a strategy of using events to attract visitors and showcase local culture.
- Capacity building: The Tourist Board's role in providing workshops and information to accommodation providers indicates efforts to build local capacity in the tourism sector.

These relationships demonstrate a well-structured, collaborative approach to tourism development in Dugopolje. The strong local networks, combined with connections to regional bodies, provide a solid foundation for developing sustainable eco-cultural tourism. The focus on cultural preservation, support for local businesses, and promotion of hidden attractions align well with eco-cultural tourism principles. However, there might be room for strengthening environmental aspects and potentially involving more nature-focused stakeholders to fully realize the "eco" part of eco-cultural tourism.

5. RAVNI KOTARI (PP4)

Here is the result for stakeholder mapping for Ravni Kotari, Croatia:

Exact Numbers:

Total stakeholders identified: 42

Stakeholders by type:

- Local/regional government institutions: 7
- NGOs/interest groups: 6
- Sectoral agency: 1
- Private businesses/farms: 28

Stakeholders by priority level:

- Core: 7
- Second circle: 28
- Third circle: 7

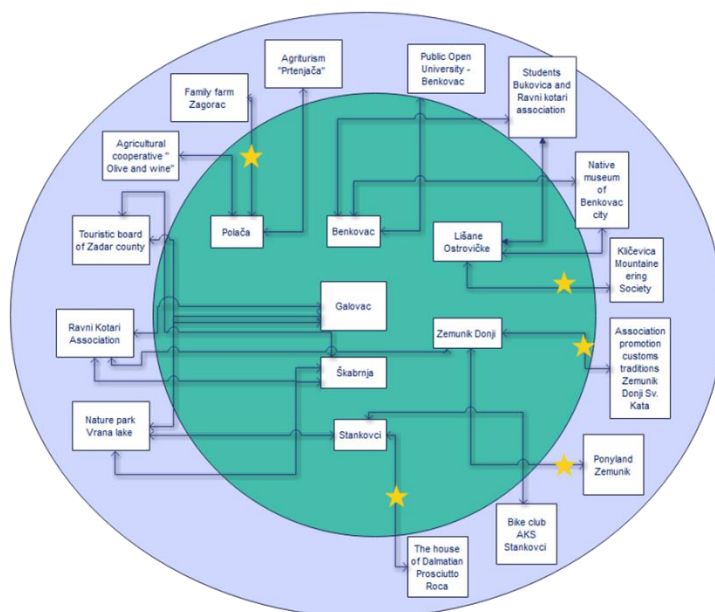
Key observations:

- Good representation of all relevant stakeholder types for eco-cultural tourism.
- High involvement of small private operators provides local economic opportunities.
- Core stakeholders focus on local development and engagement at the community level.
- Many secondary stakeholders offer experiences showcasing local heritage and nature.
- The representation of 7 local/regional government institutions demonstrates coordinated leadership and governance structures are in place at municipal and county levels. This will facilitate integrated territorial planning.
- Engagement of 6 NGOs/interest groups like cultural, hiking and student associations indicates opportunity for grassroots-led initiatives involving activities, interpretation and voluntary promotion strategies.
- Presence of the Vrana Lake Nature Park signals attention to environmental protection policies alongside nature-based tourism offerings. Its expertise can advise on ecological carrying capacities and impacts.
- Numerous small private agritourism, artisanal and event companies spread across municipalities embeds economic opportunities in rural communities acting as ambassadors of local identity.
- Priority levels reveal a dedicated core of municipalities actively engaging citizens, while many secondary stakeholders participate through complementary products, tours and interpreting cultural traditions.
- Website analysis finds some established online presences, while others could be digitally enabled to better connect and showcase unique experiences to wider audiences.

- Future potential also exists to identify any missing stakeholder voices and further optimize vertical and horizontal linkages between groups for more coordinated destination management.

Overall, this mapping reveals a collaborative multi-stakeholder network well-placed to sustainably develop the area's tourism potential centered around agritourism, cultural preservation and landscape appreciation thanks to grounded local involvement and cross-sector relationships. Continued stakeholder participation can help monitor impacts and ensure widespread community benefits.

Relationships and partnerships:



- Municipalities coordinate closely with community groups and cultural organizations
- Nature park and regional institutions support destination stewardship and regulations
- Associations mobilize grassroots participation in events and traditional customs
- Tourism providers develop experiential products through cooperation
- Close collaboration between municipalities and community organizations helps maintain local customs through joint organization of cultural events. This nurtures cultural authenticity.

- Strategic partnerships between municipalities, Vrana Lake Park and hiking/biking groups facilitate integrated management and promotion of recreation trails, allowing exploration of natural beauty.
- Cooperation between municipalities, tourism providers and Tourist Board coordinates bundling of experiences, improving visibility and discoverability of lesser-known attractions.
- Networking between farmers/artisanal producers, restaurants and agritourism operators creates opportunities for visitors to immerse in rural traditions through meals and farm stays.
- Associations enable knowledge-sharing between educational institutions like University of Zadar and younger generations, helping transfer cultural skills and local expertise.
- Municipal advisory roles for NGOs fosters grassroots participation in initiatives assisting community engagement and outreach strategies.

- Partnerships between associations, museums and private operators strengthen interpretive activities, better sharing cultural heritage stories with residents and visitors alike.

Strengthening these existing cross-sectoral relationships through collaborative platforms can optimize synergies, ensure an inclusive approach, and nurtain socio-economic impacts in a way that enhances quality of life, livelihoods and landscape stewardship over the long run.

6. CONCLUSIONS

This concludes the analysis and commentary on the ETHNIC stakeholder mappings for the four project partners. Some overall insights:

- All areas demonstrated broadly inclusive approaches with representation spanning public, private and community interests. This participatory foundation is important for community-centered eco-cultural tourism development.
- Strong relationships and cross-sectoral partnerships between stakeholders were evidenced, leveraging cultural assets, rural economic opportunities and environmental protection mandates in integrated ways. Private sector involvement maximizes tourism benefits dispersal.
- Core stakeholders primarily focused on governance, conservation and local development priorities. Secondary and tertiary participation still allowed meaningful involvement through various collaborative arrangements as elaborated in the mappings.
- Specific stakeholder expertise covered diverse domains integral to addressing tourism needs through both tangible cultural heritage and living traditions, as well as appreciation of natural environments. Educational research institutions additionally supported evidence-based destination management approaches.
- Nature organizations only minimally present in some areas indicates potential to strengthen their advisory roles concerning ecotourism principles realization including carrying capacities, nature interpretation and regulatory stewardship responsibilities.
- Grassroots mobilization of citizens and SMEs by higher-level actors helps nurture community buy-in, local socio-economic wellbeing and place-based responsibility through bottom-up engagement models emphasizing capacity building and knowledge transfer.

Overall, the level of motivation and existing interconnections observed between public agencies, NGOs, enterprises and citizens demonstrates that ETHNIC partner territories have strong collaborative foundations in place to develop inclusive eco-cultural tourism anchored in sustainability goals of conserving heritage assets and landscapes while enhancing quality of life. With continued participatory governance approaches, impact monitoring and adaptive co-management practices, these areas show promise to realize sustainable tourism's community development potential.