



Activity 1.2

Inner areas stakeholders engagement

D1.2.1 – Stakeholder engagement meeting report





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Italy – Croatia



Stakeholder engagement information

Date and Place:	2024.01.15	Colle d’Anchise
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List of Participants

<u>NAME AND SURNAME</u>	<u>ORGANIZATION</u>	<u>POSITION</u>
Mario Ialenti	EuRelations Geie	Technical assistance BRICS project
Andrea Girolamo	EuRelations Geie	Technical assistance BRICS project
Fabio Iuliano	Municipality of Guardiaregia	
Giuseppe Terriaca	Municipality of Sant’Elena Sannitica	Mayor
Paolo Gianfagna	Unione dei Comuni delle Sorgenti del Biferno	Officer and Responsible for Brics project
Carletto Di Paola	Municipality of Colle d’Anchise	Mayor
Romina Rainolfi	Municipality of Colle d’Anchise	Officer
Angelo Petrecca	Municipality of Colle d’Anchise	Officer
Silvia Perrella	Municipality of Colle d’Anchise	Officer
Sarah Perfetto	Municipality of San Massimo	Officer
Alessandro Colombo	Molise Explorer	CEO
Tonino Spina	Municipality of San Polo Matese	Mayor
Maria Antonietta D’Alessio	EuRelations Geie	Stageire
Angela Zeffiro	AAST - Azienda Autonoma di Soggiorno e Turismo del Molise	Project officer
Carmela Vaccaro	Freelance	Freelance operated in Ecotourism
Viviana Rizzuto	PRISM Impresa sociale	Project coordinator

Agenda

<u>TIME</u>



15:30 – 16:00	Registration
16:00 – 16:15	Institutional Greetings Carletto Di Paola , President of Unione dei Comuni delle Sorgenti del Biferno
16:15 – 16:45	Presentation of the BRICS project and the living lab of the Biferno area: Identifying common solutions for tourism promotion and governance mechanisms Andrea Di Girolamo , EuRelations GEIE
16:45 – 17:15	Debate with participants and setting up the Living Labs group.
17:15 – 17:30	The strategy of Matese inner Area: local development through tourism Carletto Di Paola , President of Unione dei Comuni delle Sorgenti del Biferno
17:30 – 17:45	Good practice: The diffused museum of the Five Senses in Sciacca Viviana Rizzuto , PRISM Impresa Sociale (<i>on-line</i>)
17:45 - 18:00	Introduction to the BRICS Study Visits in Croatia and Molise Andrea Di Girolamo , EuRelations GEIE

Key topics presented, discussion and conclusion

The involvement of key stakeholder of tourism and non-tourism sector (SMEs, hosting facilities managers, restaurateurs, cultural or tourism associations, citizens etc.) is essential to implement the territorial requests and complete the desk analyses. The objective is therefore twofold: on the one hand to outline the project objectives and preliminary studies; on the other one, actively involve the representatives of the inner areas in the Living Labs in the Activity 3, to find out solutions in terms of tourism governance mechanisms, highly responsive to the real community needs, as mandatory step to improve the cross-border cooperation.

	Elements of reflection
Discussion	Topic 1: The implementation of the inland strategy for the Matese mountain area (Strategia Nazionale per le aree interne - Matese). The strategy is also focused on how tourism can contribute to the local development. The participants reflected about the interventions



	<p>that have been already carried out and the fact that they should be coordinate in a more integrated way to achieve the expected results.</p> <p>Topic 2: How BRICS project can help local authorities and stakeholder to identify common solutions for tourism promotion and new governance mechanisms. Living labs and Study visits have been presented to the participants underlining the benefits they can have from their active participation.</p> <p>Topic 3 - The experience of the “Diffused Museum of the 5 Senses” in Sciacca was exposed by its project manager. The best practices was born from a pact that the Sciacca Community makes to get out of a period of crisis and start promoting the real identities of the territory that become resources of an entire community. This best practice reached positive results in terms of promotion of small municipaly and involvement of micro SMEs and local residences in the goverance of tourism. The experience can be replicable also in the Matese area.</p>
<p>Expected objective for tourism in the area</p>	<p>Vision and objectives</p> <p>Tourism represents one of the last opportunities of development form this particular inland area in Molise. It should be promoted in a more integrated way exploiting the potentialities of natural resources, well-preserved environment (Such as oasis in mountain) historical sites (such as Altilia) and natural routes.</p> <p>The expected objectives:</p> <ul style="list-style-type: none"> - To improve the current tourism governance mechanism; - To contribute to economic development of the area; - To promote nature, local cultural heritage and identities of the territory; - To favour tourism sustainability and community engagement (by involving local residents, SMEs, associations, etc.).



<p>Main recommendation and Next Step:</p> <ul style="list-style-type: none"> - Key actors involved in tourism governance mechanisms - Strengths, weaknesses, opportunities, and threats for tourism in the area - Next Steps (actors involved in Living Lab) 	<p>The development of the area, taking into account the presence of agricultural businesses, small dairy industries and the valuable natural and cultural heritage, is directly linked to the need to define clear and universally accepted governance.</p> <p>Tourist services and operators should be consolidated, moving beyond the logic of their presence in each municipality. The system of reception and its operational structures (such as agrotourism, hotels, etc.,) should be significantly redesigned and reinterpreted.</p> <p>Key players are primarily administrators, that should be supported by associations and representatives of categories in the tourism sector. It is necessary an opened and shared collaboration among the public and the private sector.</p> <p>Strengths: geographical configuration of the area enables activities for tourist promotion and development of the area.</p> <p>Weakness: fragmentation of governance levels.</p> <p>To overcome these weaknesses, the Living labs will be opened to the participation of different categories coming from public and private sectors such as institutional representatives and local private stakeholders.</p>
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