



Activity 2.1

Partner Consultation Rounds with Stakeholders
Union of Municipalities of Biferno springs

D 2.2.1



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Partner consultation rounds with stakeholders

Date and Place:	Guardiaregia (Italy) 13 October 2024	Centro visite della Riserva Naturale WWF
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List of Participants

<u>NAME AND SURNAME</u>	<u>ORGANIZATION</u>
Irene Maria Fratangelo	Dimensione Explorer
Morena Amatuzio	Comune di San Polo Matese
Raffaella Columbro	Comune di Bojano
Tamara D’Abruzzo	Bed and Breakfast Palazzetto dei Briganti
Fabio Iuliano	Comune di Guardiaregia – Sindaco
Paolo Gianfagna	Unione dei Comuni Sorgenti del Biferno
Andrea Di Girolamo	EuRelations GEIE
Mario Ialenti	Ufficio di Pastorale Sport, Tempo Libero e Turismo
Alessandro Colombo	Molise Explorer
Tonino Perrino	Esperto formazione
Sarah Perfetto	Comune di San Massimo



Tonino Spina	Comune di San Polo Matese
Chiara Cancellario	Legambiente Molise
Filomena Calabrese	Intravedere
Angela Zeffiro	AAST
Mariano Giuliano	Associazione Montagano
Igino Tomasso	CSI
Chiara Cancellario	Lega Ambiente Molise
Michele Permanente	Guida Ambientale

Agenda

16.00 – 16.15	Welcome and registration
16:15 – 16:30	Introduction, opening remarks and overview of the round table
16.30 – 17.00	Tourism challenges and trends in Matese and Biferno Area
17.00 – 18.00	Round table discussion with stakeholders and table-based activity to identify the main tourist products of the area. <i>Animation of Round table by EuRelations GEIE</i>
18.00 – 18.30	Identification of key points discussed: the landmarks of the Matese and Biferno inner area

Key topics presented, discussion and conclusion

The meeting took place at the end of one of the stage of “Cammino dell’Acqua” walking trail at the WWF visitor center in Guardiaregia. It was attended by different operators of the area and citizens with various experiences. They underlined the need to promote the Matese area by focusing on experiential tourism, eco-tourism and natural trails and ways.



		Elements of reflection
Starting products	tourist	<ol style="list-style-type: none"> 1. “Cammino dell’Acqua” as trail and water path with its caves and the water mill. 2. Altilia archeological area and its Roman and sacred route from Altilia to Rome 3. Naturalistic oases (such as the WWF in Guardiaregia) 4. Food and wine routes
Key words		Nature, Heritage, Gastronomy, Sustainability, Accessibility, Rural traditions, Eco-tourism, Local experience, Immersive, Slow tourism, Community-based tourism, Authenticity, Rural development, Sustainable mobility.
Landmarks of the area		<p>The main landmarks of the area are those related to the <u>environment</u> with Matese mountain and its natural oases, the <u>small Villages</u> (Civita di Bojano, Colle d’Anchise, Guardiaregia, Campochiaro, Spinete, San Polo Matese, Bojano and Sepino), <u>the archaeology site</u> of Altilia in Sepino, <u>the churches</u> (cathedral of Bojano, the ecclesiast museum in Sepino).</p> <p>All this landmarks can be linked with the <u>local food production</u> and especially dairy products that are an excellence of this territory.</p>
Work phases		<p>EuRelations GEIE animates the working phase by opening the discussion with a round table with local stakeholders and table-based activity to identify the main tourist products of the area. The participants underlines the tourist products that the territory is offering now should be enhanced.</p> <p>The participants emphasizes different issues:</p> <ul style="list-style-type: none"> • History - it is the historical part linked to the Lombards and especially to the Romans; • Ecclesiastical Heritage - Bojano Cathedral, Sepino Museum, the Nativity Scene of San Polo Matese, Hermitage of Sant’Egidio; • Environment - WWF oasis of Campochiaro and Guardiaregia, the paths (especially il Cammino dell’Acqua which is at the centre of the strategy of the Matese area);



	<ul style="list-style-type: none"> • Food and wine: typical local products with a focus on dairy products. <p>The group suggested also models of strategies for a better tourism governance, underlining the following topics:</p> <ul style="list-style-type: none"> • To develop sustainable tourism strategies, it is necessary to be done in cooperation with all the local stakeholders and the Regional Authority and by focusing on different tourism product integration (for instance by connecting nature with gastronomy, pathways with local cultural attractions, etc.) • Giving the opportunity to key stakeholders to assess feasibility and synergies in discussions • Setting up marketing strategies and promotional activities able to better emphasize the local tourist product and their identity. • Develop new projects able to attract new form of tourism, such as project to create accessible tourism packages. <p>Last but not least, the participants reiterated the need to have a strong link and cooperation with the Regional Authority region and the <u>creation of a touristic info point</u> for the Matese and Biferno area.</p>
<p>Main products and connections</p>	<p>The comparison between the participants led to identification of the some tourist products as priorities in terms of potential and feasibility.</p> <ol style="list-style-type: none"> 1) Promotion of the territory with innovative tools and virtual tours; 2) Setting up of an info point in Bojano, able to valorize the paths natural routes (walking and bike routes).

