



Interreg Italy-Croatia 2021-2027 Programme
Priority 4 - Culture and tourism for sustainable development
Special Objective 4.1 - Culture and sustainable tourism

GUSTI - Gastro UpScaled Tourist Itinerary in rural regions of Croatia and Italy

D.1.1.2. Meetings with relevant stakeholders held (8)

A.1.1.

WP 1





Work Package:	WP1 Comprehensive Analysis
Activity:	A.1.1. Conduct a sustainable gastro-cultural task force and research on the state-of-art of the destinations and quality system labels
Deliverable:	D.1.1.2. Meetings with relevant stakeholders held (8)
WP Leader:	Regional agency DUNEA – PP2
Responsible partner:	All partners
Involved partner:	All partners





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1. Introduction

1.1. Overall objective

Deliverable *D.1.1.2. Meetings with relevant stakeholders held (8)* is part of the first work package - *WP1 Comprehensive Analysis*, and represents the second deliverable under *A.1.1. Conduct a sustainable gastro-cultural task force and research on the state-of-the-art of the destinations and quality system labels*. It builds upon the previously completed *D.1.1.1. Sustainable gastrocultural task force established*, which successfully formed the interdisciplinary task force, essential for the project's collaborative and research-based approach.

A total of eight task force meetings were conducted, each aimed at defining the current state-of-the-art in terms of sustainable tourism practices within involved destinations. These practices focus on promoting tourism that safeguards the environment, preserves and respects local cultural heritage, and ensures long-term socio-economic benefits for local communities.

The meetings were focused on analysis of key tourism dimensions in each destination, supported by open dialogue, collaborative brainstorming, and the integration of diverse professional perspectives. Through this participatory and interdisciplinary approach, the meetings succeeded in drawing comprehensive conclusions about the current status of sustainable tourism across the eight cross-border destinations. The outcomes provide valuable insights into current strengths and opportunities, while also identifying areas for improvement and creating a foundation for the sustainable development of the involved regions.



2. Deliverable composition

2.1. Lika-Senj County

GENERAL INFORMATION	
Project Partner	LP, Lika Senj County
Date of the meeting	March 20, 2025
Place of the meeting	Ličko-senjska županija, dr. Franje Tuđmana 4, 53000 Gospić
PARTICIPATING TASK FORCE MEMBERS	
Development Center of Lika-Senj County	
Cluster Lika Destination	
Croatian Employment Service – Gospić Regional Office	
Croatian Chamber of Trades and Crafts, Chamber of Trades and Crafts of Lika-Senj County	
OPG Latibula	
CISSA d.o.o.	
AGENDA	
11:00 – 11:10	<u>Greeting and Introduction to the Meeting</u>
11:10 – 11:30	<u>Introduction and Presentation of the GUSTI Project</u>
11:30 – 11:40	<u>The Role of Stakeholders and Their Contribution to the Implementation of the GUSTI Project</u>
11:40 – 11:50	<u>Planning of Next Steps and Joint Activities</u>
11:50 – 12:00	<u>Meeting Conclusion and Q&A Session</u>
MINUTES OF THE MEETING	
<p>The meeting began with an opening address by Jasna Orešković Brkljačić, the project manager, who welcomed the attendees and briefly introduced the meeting’s objectives.</p> <p>Marina Rukavina gave a presentation on the GUSTI project, outlining its specific goals, the role of stakeholders, work packages, and planned pilot activities. She then invited all participants to actively engage in the session, which was structured into six segments, and posed the following key questions:</p> <ol style="list-style-type: none"> 1. Description of the current and desired state of sustainable gastro-tourism in the Lika-Senj County. 2. Identification of key public and private stakeholders in the Lika-Senj County. 	



3. Best practices and exemplary cases of sustainable gastro-tourism in the region, including relevant funded projects or past/future events promoting cross-border participation.
4. Detailed description of issues related to environmental impact in sustainable gastro-tourism (current or potential).
5. Assessment of the current level of involvement of local communities.
6. Measurement of the frequency of quality and/or eco-certifications for gastronomic products, tourism services, or accommodations.

Discussion on Key Topics of Sustainable Gastro-Tourism in Lika-Senj County:

- Description of the Current and Desired State of Sustainable Gastro-Tourism in Lika-Senj County
 - Dino Galvagno emphasized that the biggest issue with the gastro offer in the Lika-Senj County is the lack of connection between producers and restaurateurs. He believes there is potential, but solutions are needed to overcome existing obstacles.
 - Boris Šuljić pointed out that restaurateurs often have to rely on Metro, as sourcing local products is challenging.
 - The Croatian Chamber of Trades and Crafts (HOK) highlighted the issue of workforce shortages and the difficulties small family farms (OPGs) face in legally selling their products.
- Identification of Key Public and Private Stakeholders in Lika-Senj County
 - Ivona Drašić Šarić (Croatian Employment Service) emphasized the shortage of chefs and waiters, further hindering the development of gastro-tourism.
 - Jasna Orešković Brkljačić stressed the importance of cooperation between the private and public sectors, as well as the support of local government.
- Best Practices and Exemplary Cases
 - Marina Rukavina presented a plan for gastro workshops and events aimed at networking stakeholders.
 - Dino Galvagno suggested looking at the agrotourism model of Konavle as an example of sustainable development.
 - Boris Šuljić referred to the MarsOvca project in Novalja, which aims to promote the Pag sheep.
- Detailed Description of Issues Related to Environmental Impact
 - Mile Milković highlighted the need to increase the number of tasting rooms and develop gastro-tourism routes that would encourage ecological production.
 - Chamber of Trades and Crafts of Lika-Senj County suggested increasing the number of ecologically certified products.
- Assessment of the Current Level of Involvement of Local Communities
 - Chamber of Trades and Crafts of Lika-Senj County proposed directing activities toward Kuterevo, where entrepreneurs are active and open to collaboration.
 - Jasna Orešković Brkljačić emphasized the importance of better communication and suggested holding meetings more frequently, at least once a month. She also added that it would be beneficial to expand the number of stakeholders by inviting more small family farms (OPGs), rental property owners, and representatives from local tourist boards to participate in the project.
- Measurement of the Frequency of Quality and/or Eco-Certifications
 - Dino Galvagno pointed out that Lika-Senj County has recognizable products, but they are mainly sold as semi-finished goods. He proposed processing them further to increase competitiveness.



- Boris Šuljić and Dino Galvagno suggested organizing new events and workshops focused exclusively on gastronomy.

Conclusion:

Jasna Orešković Brkljačić thanked all participants for their active contributions and concluded that a summary of key points and a plan for further activities would be prepared based on the discussion. Marina Rukavina announced that surveys would be sent to all participants to collect additional feedback.

SIGNATURE LIST

**Sastanak s dionicima (A.1.1. – D.1.1.2)
GUSTI Interreg IT-HR 2021-2027
Četvrtak, 20/03/2025**

Mjesto održavanja: Ličko-senjska županija, Gospić

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13.						

PICTURES OF THE MEETING



2.2. Regional Development Agency Dubrovnik Neretva County – DUNEA

GENERAL INFORMATION											
Project Partner	PP2, Regional Development Agency Dubrovnik-Neretva County - DUNEA										
Date of the meeting	14/02/2025										
Place of the meeting	Regional Agency DUNEA, Branitelja Dubrovnika 41										
PARTICIPATING TASK FORCE MEMBERS											
Fani Levi, Tourist board of Dubrovnik-Neretva County											
Andrea Anelić, Tourist board of Mljet											
Tatjana Božinović Filipović, Croatian Chamber of Economy – Dubrovnik County Chamber											
Ivo Mujo, Dubrovnik-Neretva County											
Melanija Milić, Regional agency DUNEA											
Ana Orlović, Regional agency DUNEA											
Pavica Peruško, Regional agency DUNEA											
AGENDA											
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: left;"> <p>Co-funded by the European Union</p> <p>Italy – Croatia</p> </div> <div style="text-align: right;"> <p>REGIONAL DEVELOPMENT AGENCY DUBROVNIK-NERETVA COUNTY</p> <p>REGIONALNA RAZVOJNA AGENCIJA DUBROVAČKO-NERETVANSKE ŽUPANIJE</p> </div> </div> <p style="text-align: center; color: #0070C0;"><u>Task force meeting</u></p> <p style="text-align: center; color: #0070C0;">Dubrovnik, 14/02/2025, 10:00 h</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="text-align: center; width: 15%;">10:00 – 10:15</td> <td>Predstavljanje sudionika <i>Svi sudionici</i></td> </tr> <tr> <td style="text-align: center;">10:15 – 10:30</td> <td>Prezentacija projekta GUSTI <i>Pavica Peruško, Regionalna agencija DUNEA</i></td> </tr> <tr> <td style="text-align: center;">10:30 – 11:15</td> <td>Utvrđivanje praksi održivog gastro turizma na području otoka Mljeta <i>Svi sudionici</i></td> </tr> <tr> <td style="text-align: center;">11:15 – 11:45</td> <td>Rasprava na temu mogućnosti razvoja praksi održivog gastro turizma na pilot području <i>Svi sudionici</i></td> </tr> <tr> <td style="text-align: center;">11:45 – 12:00</td> <td>Zaključne riječi <i>Svi sudionici</i></td> </tr> </tbody> </table>		10:00 – 10:15	Predstavljanje sudionika <i>Svi sudionici</i>	10:15 – 10:30	Prezentacija projekta GUSTI <i>Pavica Peruško, Regionalna agencija DUNEA</i>	10:30 – 11:15	Utvrđivanje praksi održivog gastro turizma na području otoka Mljeta <i>Svi sudionici</i>	11:15 – 11:45	Rasprava na temu mogućnosti razvoja praksi održivog gastro turizma na pilot području <i>Svi sudionici</i>	11:45 – 12:00	Zaključne riječi <i>Svi sudionici</i>
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11:45 – 12:00	Zaključne riječi <i>Svi sudionici</i>										



MINUTES OF THE MEETING

- Task force meeting was organized by Regional Agency DUNEA on February 14th 2025, at 10 a.m. in the premises of Regional Agency DUNEA, Branitelja Dubrovnika 41 in Dubrovnik
- The subject of the meeting was detection of sustainable gastro tourism state-of-the-art in Dubrovnik-Neretva County with focus on Mljet island, as well as development of the practices in this field
- After brief presentation of all present task force and Regional Agency DUNEA’s members, presentation of GUSTI project has been held by Pavica Peruško, in order to familiarize participating members with overall project activities and as an introduction to the subject of the meeting
- All present members, especially Andrea Anelić, manager of Mljet tourist board and Ivo Mujo, assistant of Head of Administrative Department for Entrepreneurship, Tourism and the Sea at Dubrovnik-Neretva County actively discussed in order to determine the current condition of sustainable gastro tourism practices on the pilot area, connecting them with the situation in the County in general
- Key stakeholders in the pilot area were detected (restaurants, wineries, family farms, agrotourism’s, holiday homes, souvenir makers)
- Local dishes were detected
- Manifestations and attractions on the pilot area were counted
- Need for the educational activities on sustainable gastro tourism topic in the pilot area was tackled.

SIGNATURE LIST

Task force meeting
Dubrovnik, 14.02.2025.

No.	Name and Surname	Position	Organization	Telephone	E-mail	Signature
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5.	Mecanija Milic	ravnatelj	DUNEA	098 278 224	mmilic@dunea.hr	
6.	ANA ORLOVIĆ	str. suradnik	DUNEA	095 528 5737	aoorlovi@dunea.hr	
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8.						
9.						
10.						



PICTURES OF THE MEETING



2.3. Emilia-Romagna Region

GENERAL INFORMATION	
Project Partner	PP3 Emilia-Romagna Region
Date of the meeting	04/03/2025
Place of the meeting	online
PARTICIPATING TASK FORCE MEMBERS	
Visit Romagna, Astolfi Chiara	
RER, Buroni Maria Francesca	
RER, Mingozzi Maura	
RER, Diamanti Federica	
Iniziativa Turisti, Barbara Dell'Anna and Fernanda Mendoza	
Fausto Faggioli, Territorial Marketing Manager	
Agenda 21 consulting, Giacomo Munegato	
GAL L'Altra Romagna, Sonia Geromino	
Municipality of Bagno di Romagna, Mattia Lusini - mattia.lusini@studio.unibo.it	
Municipality Tredozio, Rossi Milena ass. Budget and Personnel	
Municipality Tredozio, Giovanni Ravagli	
Municipality of Santa Sofia, Mayor Ilaria Marianini	
Strada dei Vini e sapori FC, Federico Facciani	
UNPLI Forlì-Cesena, Atos Mazzoni	
UNPLI, Maximiliano Falerni	
AGENDA	



Diamanti Federica

Da: Mingozi Maura
Inviato: giovedì 27 febbraio 2025 11:09
A: presidente@prolocoemiliaromagna.it; sindaco@comune.verghereto.fc.it; Sindaco@comune.bagnodiromagna.fc.it; michelaggi.g@comune.galeata.fc.it; Comunicazione - Altraromagna; molari_c@unionevallesavio.it; info@viaromeagermanica.com; milandriclaudio64@gmail.com; lune@nillanilla.com; info@stradellaromagna.it; r.casamenti@altromagna.net; angelinlorenzo@yahoo.it; sindaco@comune.roccascasciano.fc.it; sindaco@comune.tredozio.fc.it; maurizio.monti@comune.portico-e-san-benedetto.fc.it; sindaco@comune.premilcuore.fc.it
Cc: Astolfi Chiara; ff@fattoriefaggioli.it; barbara@iniziativeturistiche.com; Fernanda Mendozza; Giulia Gervasio; giacomo.munegato@agenda21.it; Diamanti Federica; Buroni Maria Francesca
Oggetto: INVITO a incontro online martedì 4 marzo alle ore 10.00 - Progetto GUSTI
Allegati: scheda GUSTI 4 marzo.pdf
Contr. completamento: Completare
Stato contrassegno: Contrassegnato

Gentilissimi*,

la Regione Emilia-Romagna e la Destinazione turistica Romagna la invitano ad un incontro online che si terrà **martedì 4 marzo alle ore 10.00**, finalizzato a fare il punto sulle progettazioni di valorizzazione turistica in atto realizzate nella vostra area.

Il lavoro è finalizzato ad avere un quadro concreto di azioni da cui partire e da potenziare nell'ambito di un progetto europeo dal titolo "Gusti, un itinerario turistico per valorizzare la gastronomia nelle regioni rurali della Croazia e dell'Italia" che ci offre la possibilità di portare avanti alcune attività di promozione e di valorizzazione del territorio nella cornice del progetto della Romagna Autentica, tanto apprezzata dai turisti di oggi.

Per questo progetto l'area ricade nel territorio montano in particolare i 9 Comuni dislocati in 5 vallate:

1. Savio: Bagno di Romagna, Verghereto (2)
2. Bidente: Santa Sofia, Galeata, Civitella di Romagna (3)
3. Rabbi: Premilcuore (1)
4. Mortone: Portico e San Benedetto, Rocca San Casciano (2)
5. Tramazzo: Tredozio (1)

Creare un itinerario turistico enogastronomico che promuova le eccellenze culinarie del territorio e realizzare corsi di approfondimento cuciti sulle richieste degli operatori sono alcuni degli obiettivi del progetto da realizzarsi in un arco temporale che andrà da oggi al 30/09/2026.

La nostra linea guida è l'approccio bottom up ed è su questa base che desideriamo coinvolgere gli stakeholder del territorio per lavorare insieme su quelle che sono le reali esigenze di chi vive e lavora nelle aree sopra indicate portando a valore le esperienze in atto o che sono rilevanti per il territorio stesso.

A questo fine desideriamo invitarvi il **martedì 4 marzo alle ore 10.00 al seguente link:**

[Partecipa alla riunione ora](#)

1

Diamanti Federica

Da: Diamanti Federica
Inviato: mercoledì 26 marzo 2025 18:28
A: presidente@prolocoemiliaromagna.it; sindaco@comune.verghereto.fc.it; Sindaco@comune.bagnodiromagna.fc.it; michelaggi.g@comune.galeata.fc.it; Comunicazione - Altraromagna; molari_c@unionevallesavio.it; info@viaromeagermanica.com; milandriclaudio64@gmail.com; lune@nillanilla.com; info@stradellaromagna.it; r.casamenti@altromagna.net; angelinlorenzo@yahoo.it; sindaco@comune.roccascasciano.fc.it; sindaco@comune.tredozio.fc.it; maurizio.monti@comune.portico-e-san-benedetto.fc.it; sindaco@comune.premilcuore.fc.it
Cc: Mingozi Maura; Buroni Maria Francesca; Astolfi Chiara; ff@fattoriefaggioli.it; barbara@iniziativeturistiche.com; Fernanda Mendozza; Giulia Gervasio; giacomo.munegato@agenda21.it; progettazione.europea@altromagna.net
Oggetto: aggiornamento incontro online martedì 4 marzo alle ore 10.00
Allegati: 2025-03-04 verbale stakeholder pilot area.pdf; 2025-03-04 presentazione progetto MINGOZZI.pptx; 2025-03-04 GUSTI_Powerpoint _ Munegato.pdf

Buon pomeriggio a tutti, ancora vi ringraziamo per aver partecipato all'incontro di martedì 4 marzo sul progetto europeo GUSTI, durante il quale avete indicato le **progettualità già attive nei vostri territori in materia di turismo enogastronomico**.

Nella speranza di farvi cosa utile e gradita, vi alleghiamo:
 -il resoconto dell'incontro
 -la presentazione del responsabile regionale del progetto
 -la presentazione del consulente regionale

Nella speranza di avervi fra noi anche per gli incontri futuri, vi salutiamo cordialmente
 Lo staff regionale che lavora su Gusti

Federica Diamanti

Regione Emilia-Romagna
 DG Conoscenza, Ricerca, Lavoro, Imprese
 Settore Attrattività, Internazionalizzazione, Ricerca
 Area Ricerca, Innovazione, Reti Europee
 Progetti europei in ambito turistico e culturale. valorizzazione internazionale delle imprese culturali, creative e dei servizi

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 PEC: ricercainnovazione@postacert.regione.emilia-romagna.it
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Da: Mingozi Maura <Maura.Mingozi@regione.emilia-romagna.it>

Inviato: giovedì 27 febbraio 2025 11:09

A: presidente@prolocoemiliaromagna.it; sindaco@comune.verghereto.fc.it; Sindaco@comune.bagnodiromagna.fc.it; michelaggi.g@comune.galeata.fc.it; Comunicazione - Altraromagna <comunicazione@altromagna.net>; molari_c@unionevallesavio.it; info@viaromeagermanica.com;

1

MINUTES OF THE MEETING

Chiara Astolfi, director of Visit Romagna

She briefly presents the path on the planning of the territory that Gusti carries out and what has been done on food and wine tourism. The data on presences in the area are comforting and on the rise. She illustrates a broad picture of the activities that are being done or planned and makes a quick mapping of the topics on which we will discuss with the Gusti project.

Maura Mingozi, Emilia-Romagna Region

She briefly presents the European project Gusti, which intends to intervene to enhance the inland areas from a food and wine point of view. She emphasizes that we are not starting from something new but the intent is to give continuity to what has already been done and also give it an international look. The idea of the meeting is to discuss with the stakeholders of the pilot area to hear their wishes

Giacomo Munegato, Agenda 21

He presents the project and the pilot area with its 5 valleys, with tourist data and how the idea is to build an itinerary through the 5 valleys.

Participatory meetings will be held extended to all operators in the area where people could possibly also indicate other possible itineraries than those outlined by us.

There will also be meetings related to training and food and wine workshops, as well as an event that will highlight this tourist destination.



Those present are asked to indicate the projects already active in the area that could be included within the Gusti project.Municipality of Trezzano, Rossi Milena, Councillor for Budget and Personnel

- Bartolaccio Festival on the first two Sundays of November organized by the Pro Loco. They would like to encourage visitors to stay at least one night
- They have cycling and trekking routes in fact they are one of the gateways to the National Park of the Casentino Forests
- They have the volcano, which is not a volcano, but at this moment the visit is reduced to a photo and go. They would like to try to retain tourists
- They have a campsite and hostel, they don't have hotels
- would like to give more visibility to the food and wine products of the area
- They are interested in carrying out the Gusti project

Municipality of Santa Sofia, Ilaria Marianini mayor

- Tortello alla lastra festival in September, owners and managers of the festival is the Pro loco
- They would like to add the products of the undergrowth to the tortello festival
- It is absolutely necessary to involve the pro loco
- According to them, the best time to meet the operators is between lunch and dinner on Mondays and Tuesdays
- Tourism is increasing in terms of presences but they have few beds. They participated in a call for tenders and the results to increase accommodation capacity will only be seen at the end of 2026
- It is important to network experiences, for example when the festival is held think of a visit to the printing house, a walk in the river park with important statues, forms of trekking
- They don't have starred chefs
- They have few facilities, few excellences and there is a need to support restaurateurs to push them to offer a quality product
- There is the problem that there is a lack of manpower and for this reason many have chosen to work only a few days a week from Thursday to Sunday

Pro Loco Emilia-Romagna, Massimiliano Falerna (he is from Bagno di Romagna)

- They follow and organize quality festivals and events (they have an appointment in the Senate these days to be certified)
- According to them, we should aim for deseasonalization in the sense that, for example, polenta can also be made at other times but local operators struggle to put them on the table. On the one hand, it is necessary to enhance typical products such as handmade pasta and operators do not put it because it costs more, on the other hand, it is difficult to find the people who make it. For example, the tortello alla lastra which is more or less the same as that of Santa Sofia or the bartolaccio of Trezzano cannot be found in normal catering

In place of the mayor of Bagno di Romagna, Mattia Lusini

There is a lot of tourism here

- The hotel structure of the level of starred restaurants we have is missing but it should open soon
- There is a lack of staff for whom we work so hard
- They are working on the gastronomic certifications of local products, for example, on the opening of a municipal slaughterhouse (in reality there is all the underground hunting)
- In their calendar of events they are trying to extend the season to November and December



- For wine they have a farm that is about to be born
- Tortello alla lastra is a poor product but now it can be found there are also other products in addition to tortello but they require labor that cannot be found
- They manage three Pro Loco in the area +1 PS that work a lot (Bagno di Romagna, San Piero and Selva piana). It must be considered that Bagno di Romagna is the eighth largest municipality in Emilia Romagna
- For them October for the visit is perfect and their month

Strada dei vini e dei sapori, Federico Facciani, president and wine producer

- Their base is made up of 60 companies plus 20 organizations such as municipalities and the Chamber of Commerce, but in the municipalities that are part of the project they have few companies
- They have an event called Vigna e sapori in piastre which takes place in three locations in Bertinoro, Longiano and Cesenatico.
- With Slow Food they hold 80 events a year during which they do tastings with combinations such as chocolate or cheese and walks to discover the area in order to discover the companies
- They are willing to participate because Galeata, Premilcuore, Civitella and Santa Sofia are municipalities that are part of the road

Gal L'Altra Romagna together with the Union of Romagna Forlivese, Sonia Geronimo

- As the Union of Romagna Forlivese they have a project that consists of the restoration of the CAICAI paths
- They have a Val savor project to promote four valleys with CAI walking and cycling routes
- Like Gal they have a bike route / site to walk and bike
- They have the Bisaccia of the most wayfarer with the typical products of the area
- There is the Savio bike hub which includes cycling routes

There was discussion about the places where it is best to meet because the 5 valleys are difficult to summarize. The proposal is Rocca, Bagno and Civitella.

Fausto Faggioli concludes by saying that we must make a qualitative leap, we must strengthen the territorial system.

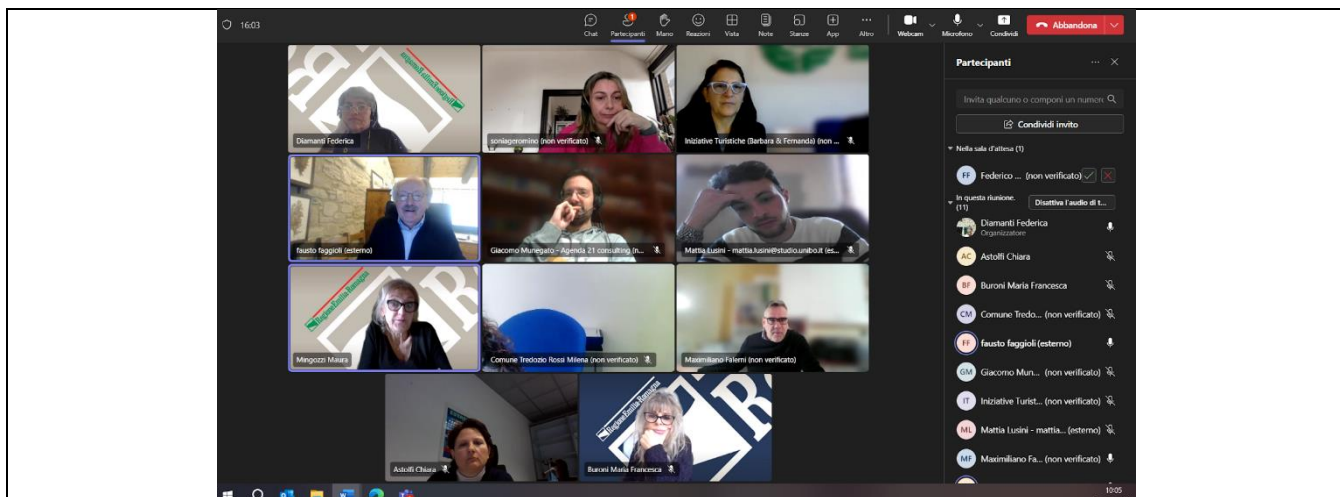
The interior of Romagna has many reasons to work together and could become a laboratory of experimentation for future projects as well

SIGNATURE LIST

n/a

PICTURES OF THE MEETING





GENERAL INFORMATION	
Project Partner	PP3 Emilia-Romagna Region
Date of the meeting	04/02/2024
Place of the meeting	Borgo Basino company in Cusercoli, a hamlet of Civitella di Romagna (FC) and at the Municipality of Civitella di Romagna
PARTICIPATING TASK FORCE MEMBERS	
Participants attending the first part of the meeting at the Borgo Basino company in Cusercoli, a hamlet of Civitella di Romagna (FC):	
Barbara Dell'Anna and Fernanda Mendoza, representing Iniziative Turistiche	
Fausto Faggioli, Territorial Marketing Manager	
Participants attending the second part of the meeting at the Municipality of Civitella di Romagna:	
Barbara Dell'Anna and Fernanda Mendoza, representing Iniziative Turistiche	
Fausto Faggioli, Territorial Marketing Manager	
Lisa Paganelli, Councillor for Productive Activities, Agriculture and Roads of the Municipality of Civitella di Romagna	
Athos Mazzoni, President of the Pro loco Mevaniola and the provincial Unpli	
AGENDA	
n/a	
MINUTES OF THE MEETING	
Analysis of the state of the art through the organization of meetings with the most relevant stakeholders To carry out this activity, it was considered appropriate to activate the collaboration with Dr. Fausto Faggioli, a subject with proven experience in territorial marketing, an important entrepreneur in the pilot area and a profound connoisseur of the territory as well as owner of Fattorie Faggioli/Faggioli Experience,	



President of EARTH Academy, Vice President of BAI Tour Authentic Villages of Italy and Member of the Technical-Scientific Committee of the ITS Turismo Emilia-Romagna Foundation. Together with dr. Faggioli, the stakeholders to be involved in the three meetings aimed at mapping the projects and initiatives carried out and under construction in the pilot area were identified.

Objective:

To collect and map all the projects, activities and initiatives already active in the area. Create an inventory of resources, projects and good practices. Evaluate the results obtained so far, identifying critical issues and opportunities.

Report:

After a detailed presentation of the aims of the Gusti Project and the opportunities for the territory, the discussion with the identified stakeholders was opened on the opportunity to network the "good territorial practices", to create a single and unitary product. It was emphasized that the purpose of the project will be to define a tourist identity of the territory, which can result in a real tourist product, that is, an itinerary that involves the 5 valleys and the relative tourist guide.

The floor is then passed to the stakeholders present, who highlight the following:

- Councillor Lisa Paganelli takes the floor, illustrating the ROMAGNA BIODISTRETTO project as a good practice; A project that protects the territory and promotes healthy eating and a correct lifestyle. The "Romagna – Biosymbiotic District" project already involves about fifty farms and the municipalities of Meldola, Civitella di Romagna, Galeata, Santa Sofia and Premilcuore and has obtained an important recognition from the Emilia-Romagna Region.

https://servizissir.regione.emiliaromagna.it/deliberegiunta/servlet/AdapterHTTP?action_name=ACTIONRICERCADELIBERE&operati on=read&cod_protocollo=DPG/2021/25078&ENTE=1 The Councillor hopes that the project can expand and include several companies also in each of the municipalities of the pilot area.

- Dr. Faggioli then emphasizes how the GUSTI project is perfect for stimulating that internal area that is the beating heart of an authentic territory, where tradition, culture and quality of life are intertwined with the environment, the landscape and food and wine. It is essential to enhance local excellence, creating an integrated system that unites businesses, citizens and public administrations in a common vision of sustainable development. The idea could be to focus on food and wine linked to the seasons, based on local products at km 0 with recipes with their own story to tell, because it represents a strategic tool for building a new economy of inland areas, capable of generating widespread well-being and enhancing the deep bond between communities and their territory. Through the active involvement of all local actors, initiatives can be developed that promote not only conscious consumption, but also an authentic touris offer, based on seasonality, quality and respect for the environment.

Focusing on well-being linked to the healthiness and quality of local products can be a winning strategy to combine cuisine, health and the Apennine territory. Enhancing the products of the valleys, respecting the seasonal needs of our body.

- Dr. Faggioli then suggests how this initiative will integrate the excellences identified through the research conducted by DT Romagna and will include the main typical local products, identified as part of





the LA BISACCIA DEL VIANDANTE project, promoted by the GAL L'Altra Romagna. This project is a mapping of the main food and wine productions in rural areas along the Paths of the areas of the LAGs partners of the regional interterritorial cooperation project "ALONG THE PILGRIMAGE ROUTES FROM THE APENNINES TO THE PO DELTA "PATHS"

https://www.google.com/maps/d/viewer?mid=1_NR45nllZN2MJA_aD34zb2n8RGIWtjE&ll=44.052751550694616%2C12.068476739639848&z=10

- Finally, the provincial president of UNPLI, Athos Mazzoni, emphasizes how village festivals and festivals represent the authentic side of popular culture. These are events that have their roots in tradition, which for Romagna are identified in a peasant past and which still animate villages, municipalities and towns, representing a unique appointment for visitors looking for authentic experiences. This precious heritage has recently been collected and documented in a publication produced in collaboration with DT Romagna. <https://www.sagreinromagna.it/notizie/131/e-uscita-la-nuova-guida-a-sagre-e-feste-destina> In an area such as that of the pilot area, crossed by numerous paths, Mazzoni finally hypothesizes the possibility of creating an ad hoc cycle and pedestrian path, perhaps "ring" that touches all 9 municipalities of the pilot area.

SIGNATURE LIST

n/a

PICTURES OF THE MEETING

n/a



2.4. Apulian Public Theatre – Regional Consortium for Arts and Culture

GENERAL INFORMATION	
Project Partner	PP4 – Puglia Culture
Date of the meeting	27th January 2025
Place of the meeting	Bari – Puglia Culture Headquarter
PARTICIPATING TASK FORCE MEMBERS	
Concetta Boggia – Municipality of Fasano	
Teodoro Gallucci – University of Bari	
Angelo Recchia – Business Network Terre di Fasano.net	
Valerio Palasciano – Tecnopolis Science & Technology Park	
Anna Stasi – Puglia Culture (PP4)	
Lino Manosperta – Puglia Culture (PP4)	
AGENDA	
<ul style="list-style-type: none"> • 12:30 - Welcome speech and introduction to the GUSTI project, by Lino Manosperta, Puglia Culture • 12:45 - The Cross-Border Study Visit in Terre di Fasano - presentation of the preliminary project by Valerio Palasciano and discussion with the members of the task force • 13:00 - The analysis of sustainable tourism practices in Terre di Fasano - the working methodology and data collection • 13:15 - Discussion with task force members - objectives and results to be achieved • 14:00 – Light Lunch and shared organisation of the operational plan 	
MINUTES OF THE MEETING	
<ul style="list-style-type: none"> • Within the framework of the activities foreseen by the GUSTI Project, the first meeting of the 'Sustainable gastro-cultural task force' was held on 27 January 2025, with the aim of launching a structured dialogue among the territorial subjects involved within the pilot area of Puglia Culture (PP4), <i>the Lands of Fasano</i>, and jointly setting up the first work phases. • The meeting was attended by Valerio Palasciano from Tecnopolis, <i>Expert Local Coordinator for the Sustainable Gastronomic Task Force GUSTI</i>; Concetta Boggia, representing the Municipality of Fasano; Teodoro Gallucci, from the University of Bari; Angelo Recchia, for the business network Terre di Fasano.net; Anna Stasi and Lino Manosperta for Puglia Culture. • The meeting was kicked off at 12.30 p.m. by Lino Manosperta, representing Puglia Culture, who welcomed the participants by emphasising the strategic value of the GUSTI project for the promotion of conscious, identity-based tourism that respects local resources, with specific reference to 	



sustainable development applied to tourism and the agri-food sector. The opening greetings gave way to a reflection on the importance of collaboration between public and private actors, with a view to co-designing actions and networking the skills present in the area. Lino Manosperta outlined the framework of theory and operations within which GUSTI moves. In fact, the project stems from the need to build innovative models of cultural and tourist fruition, capable of combining the narration of territories with the safeguarding of traditional gastronomic practices and the active involvement of citizens, institutions, businesses and academic realities. The speech emphasised the 'gastro-cultural' dimension as a lever for strengthening local identity and the intention to experiment with approaches that can be replicated in other similar contexts.

- At 12:45 Valerio Palasciano, representing Tecnopolis Science & Technology Park and *Expert Local Coordinator for the Sustainable Gastronomic Task Force GUSTI*, presented a preliminary proposal for the first Cross-Border Study Visit to be held between the end of February and the beginning of March 2025 in Terre di Fasano. The speech illustrated the outline structure of the visit, its aims of exchange and mutual learning, as well as the criteria that will guide the selection of places, experiences to be included and subjects to be involved. The visit will represent an opportunity for dialogue between territories that share values and challenges related to sustainable tourism, the valorisation of local resources and intercultural dialogue.
- An initial discussion began among the members of the task force, focusing precisely on the planning of the Study Visit. The participants' interventions offered useful suggestions for integrating the project proposal with experiential and participatory elements, suggesting the inclusion of activities with artisans of taste, meetings with local communities, and moments of narration of the landscape and traditional agricultural practices, involving some examples of sustainable tourism best practice. A strong desire emerged to link the visit to an authentic and plural tale of the territory, capable of involving different levels of the cultural and production chain.
- Subsequently, at 13:00, a methodological in-depth phase was opened dedicated exactly to the analysis of sustainable tourism practices already active in Terre di Fasano. A proposed approach for the collection and organisation of data was presented, involving the use of qualitative and quantitative tools. The objective is to build a dynamic map of good practices in action, useful both for the construction of the GUSTI model and for the activation of capacity building paths with operators in the sector.
- The second discussion session, which began at 13.15, saw the task force engaged in the shared definition of the objectives and results expected from this first project phase. The need to work on a twofold level was reaffirmed: on the one hand, strengthening local connections and enhancing existing experiences; on the other, structuring a strategic model capable of facilitating cooperation between cross-border territories and attracting new projects at a regional and European level.
- The meeting ended at 3.15 p.m. with a joint planning session, during which the main operational steps to be taken in the coming months were outlined. A work schedule was agreed upon that envisages the completion of the mapping by mid-March with the elaboration of a report on state of the art and



further internal discussions to contribute to the Joint Cross-Border Destination Management Strategy. The chosen working method will privilege continuous sharing among partners, the documentation of experiences and the activation of participative practices.

- The path initiated is an opportunity to experiment with open cultural governance practices, with the ambition of generating sustainable social and economic impact for the territory.

SIGNATURE LIST

Meeting with relevant stakeholders

Sustainable gastro-cultural task force

Date: 27/01/2025_h 12.30

Venue: Puglia Culture, via Cardassi 26, Bari

No.	Name and Surname	Position	Organization	Telephone	E-mail	Signature
1.	ANNA STASI	PROJECT OFFICE	PUGLIA CULTURE		anna.stasi@pugliaculture.it	<i>[Signature]</i>
2.	GIUSEPPE CROCI	UP-TURISMO	MUNICIPALITY OF PIZANO		pericolobrogi@comune.pizano.ba.it	<i>[Signature]</i>
3.	TEODORO GALUCCI	UNI BA OPERATORS	UNI BA	3476849356	TEODORO.GALUCCI@UNI.BA.IT	<i>[Signature]</i>
4.	VALERIO PALASCIANO	PROJECT MANAGER	TECNOPOLS	3595986755	V.PALASCIANO@TECNOPOLS.IT	<i>[Signature]</i>



No.	Name and Surname	Position	Organization	Telephone	E-mail	Signature
5.	ANGELO RECCHIA	PRESIDENTE TERRELLIANTO	TERRELLIANTO	3357480181	angelo.recchia@gmail.com	<i>[Signature]</i>
6.	NICOLA DIFINO	STORYTELLER		3247822523	ndifino@gmail.com	<i>[Signature]</i>
7.	LINO MAROSPERTA	PCM	PC			<i>[Signature]</i>
8.						
9.						
10.						
11.						
12.						



PICTURES OF THE MEETING





Interreg Co-funded by the European Union
Italy – Croatia
GUSTI

GUSTI - Gastro UpScaled Tourist Itinerary in rural regions of Croatia and Italy

Gastro-Cultural task force Meeting with relevant stakeholders

27 gennaio 2025
Sala Riunioni, Puglia Culture

PROJECT DURATION 01.04.2024 - 30.09.2026
ERDF 2.009.623,00
TOTAL BUDGET 3.424.526,00

PROJECT PARTNERS 	ASSOCIATED PARTNERS 	CONTACT Ufficio Progetti Puglia Culture Via Carducci, 26 70121 - Bari, Italy +390805580195 progettiu@pugliaculture.it
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2.5. Public Institution Regional Development Agency of Karlovac County

GENERAL INFORMATION	
Project Partner	PP5, JURRA
Date of the meeting	31.03.2025.
Place of the meeting	Karlovac, Ulica Jurja Haulika 14
PARTICIPATING TASK FORCE MEMBERS	
Name/institution	
Ana Barković, JURRA	
Tomislav Lokmer, KAZUP	
Mijo Grgurić, OPG	
Martrina Petravić, JURRA	
Katarina Reščan, JURRA	
Draženka Birkić, VUKA	
AGENDA	



MINUTES OF THE MEETING

- The working meeting of the GUSTI Project Task Force was organized by the Public Institution Regional Development Agency of Karlovac County – JURRA and took place on March 31, 2025, at the JURRA premises, located at Haulikova 14, Karlovac.
- The meeting focused on the development of gastro-tourism as a driver of sustainable development and the promotion of local destinations.
- The working meeting commenced at 11:30 a.m. Project Manager, Ms. Ana Barković, welcomed the attendees, provided a brief overview of the meeting's topic and introduced the project, its activities, and objectives. She then initiated a discussion on the topic of gastro-tourism in Karlovac County.
- The attendees actively engaged in the meeting and concluded that Karlovac County lacks a distinctive regional dish that makes it easily recognizable. While there is a variety of different dishes, none stand out as unique to the region, particularly in the area of honey-based recipes. A notable example of good practice cited was "Štrudlafest," which successfully promoted a local product and made it widely recognized.
- It was agreed that a promising approach to addressing this issue would be to research and collect traditional, authentic, and forgotten recipes, with the possibility of modifying them by incorporating honey or other bee products.
- The need for organizing training sessions and workshops for local beekeepers and honey producers was discussed, aimed at enhancing their expertise in honey products and expanding their knowledge of beekeeping. Additionally, training on the preparation of local desserts and refreshing beverages using honey was considered beneficial.
- The meeting highlighted that Karlovac County holds significant potential in gastro-tourism, particularly in the area of honey-based recipes. However, several steps are required to enhance promotion, connect local producers with the tourism sector, and educate key stakeholders. The development of regional products and the implementation of educational programs could improve the competitiveness and global recognition of the region's gastro offer.



SIGNATURE LIST



POTPISNA LISTA

Task force working meeting within GUSTI project - GastroUpScaled Tourist Itinerary in rural regions of Croatia and Italy
Karlovac, 31.03.2025.

Redni broj	Ime i Prezime	Institucija	Kontakt	Potpis	Privola za korištenje i dijeljenje podataka		
					Kontaktiranje (x, ✓)	Snimanje (x, ✓)	Izvjешavanje (x, ✓)
1	ANA BARKOVIĆ	JURRA	ana.barkovic@ra-kazup.hr		✓	✓	✓
2	TOMISLAV LOKNER	KAZUP	tomislav.lokner@kazup.hr		✓	✓	✓
3	Mijo Grjuntić	OPG	mijogruntic@opg.hr		✓	✓	✓
4	MARTINA PETEŠIĆ	JURRA	martina.petesic@jurra.hr		✓	✓	✓
5	KATARINA PEŠČAN	JURRA	katarina.pescan@ra-kazup.hr		✓	✓	✓
6	DRAŽENKA BIELI	UUKA	drzenka@uuka.hr		✓	✓	✓

*Sukladno Općoj uredbi o zaštiti podataka, stavljanjem kvadrice ajete svoju suglasnost za: (1) Primanje obavijesti o aktivnostima i narednim događajima projekta GUSTI putem e-pošte, (2) snimanje fotografija i/ili videa za potrebe izvješavanja o događaju na webu, (3) korištenje i dijeljenje vaših podataka za potrebe slanja izvješaja o provedbi projekta GUSTI. Potpisne liste, na temelju projektnog ugovora, služe kao dokaz odrađenih aktivnosti i pomažu nam da dokazemo da se aktivnost sufinancirana od strane Europske unije navedenog projekta održala. U svakome trenutku možete povući svoj pristanak za sve navedene svrhe uporabe vaših osobnih podataka, kao i njihovo brisanje ili izmjenu na mail ana.barkovic@ra-kazup.hr ili info@ra-kazup.hr.

PICTURES OF THE MEETING



2.6. Zadar County Development Agency ZADRA NOVA

GENERAL INFORMATION	
Project Partner	PP6, ZADRA NOVA
Date of the meeting	17.3.2025.
Place of the meeting	ZADRA NOVA, Put Murvice 14, Zadar
PARTICIPATING TASK FORCE MEMBERS	
Marina Dujmović Vuković – ZADRA NOVA	
Hrvoje Anić – Tourist Board of Zadar County	
Mario Paleka – Zadar Tourist Board	
Renato Kraljev - Hotel, Tourism and Catering School Zadar	
Josipa Škalabrin – Cooperative “Taste the school”	
Ivan Brdar - Hotel, Tourism and Catering School Zadar	
Ive Surić – ZADRA NOVA	
Marija Podrug Kasalo – ZADRA NOVA	
AGENDA	
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: left;"> <p>Co-funded by the European Union</p> <p>Italy – Croatia</p> </div> <div style="text-align: right;"> <p>ZADRA NOVA Agencija za razvoj Zadarske županije</p> </div> </div> <p style="text-align: center;">Task force working meeting within the GUSTI project – Gastro UpScaled Tourist Itinerary in rural regions of Croatia and Italy</p> <p>Venue: Zadar County Development Agency ZADRA NOVA (Put Murvice 14, Zadar)</p> <p>Date: 18.3.2025.</p> <hr/> <p style="text-align: center;">PROGRAM</p> <p>10:00 – 10:15 – Opening remarks and presentation of the GUSTI project</p> <p>10:15 – 11:45 – Discussion on the topic of the meeting</p> <ul style="list-style-type: none"> • Analysis of the current state of gastro tourism in Zadar County • Identification of key gastro destinations • Identification of local products • Identification of needs for further education of stakeholders • Potential for connecting gastro tourism and sustainable development • Planning of gastronomic events <p>11:45 – 12:00 – Conclusions and next steps</p>	

MINUTES OF THE MEETING

- The Working Meeting of the Task Force of the GUSTI Project was organized by the Zadar County Development Agency ZADRA NOVA and was held on March 18, 2025 in the premises of ZADRA NOVA, Put Murvice 14, Zadar.
- The topic of the meeting was the development of gastro tourism as a driver of sustainable development and promotion of local destinations.
- The working meeting began at 10 am. The Director of ZADRA NOVA, Ms. Marina Dujmović Vuković, welcomed all those present and briefly introduced the topic of the meeting.
- Project Manager Marija Podrug Kasalo presented the project and project activities and started a discussion on the topic of gastro tourism in Zadar County.
- The Director of the Zadar County Tourist Board defined the current situation of gastro tourism in the county and emphasized that the county is recognizable for its Mediterranean cuisine, indigenous products such as lamb, wine, fish, olive oil and cheese.
- All attendees actively participated in the meeting. The weak promotion of the gastronomic offer on a global level and the lack of connection of tourist offers with local food producers were cited as shortcomings. An example of good practice that was cited is *the Pag on the Menu* project, which aims to promote the indigenous products of the island of Pag. The involvement of the Lika-Senj County as a leading partner was also emphasized, since the island of Pag is administratively divided between the Zadar and Lika-Senj counties. It was also suggested that it would be good to brand products based on the example of the Lika-Senj County, which has a comprehensive regional quality system for food, beverages and souvenirs called *Lika Quality*. The need to organize training for local producers and caterers was discussed in order to improve their services and knowledge of international trends in gastronomy. It is necessary to educate bartenders and sommeliers about local varieties and products and ways of presenting products. Also, training on making local desserts such as Molatska torta would be useful.
- The meeting showed that Zadar County has significant potential in gastrotourism, but that steps need to be taken for better promotion, connecting local producers with the tourism sector and educating key stakeholders. The development of regional products and the implementation of educational programs can improve the competitiveness and recognition of the gastro offer on a global level.



SIGNATURE LIST

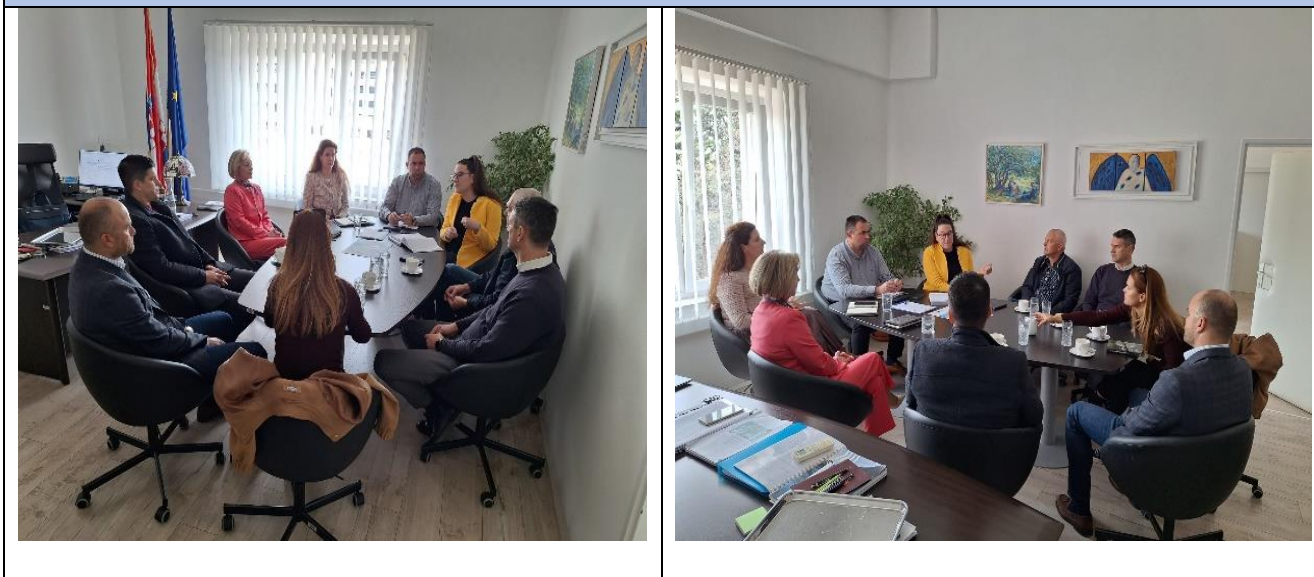
Zadar, 17. ožujka 2025. godine

Radni sastanak Task force- projekt GUSTI

	Ime i prezime	Institucija	Kontakt	Potpis	Privola za korištenje i dijeljenje podataka*		
					1) Kontaktiranje (✓/✗)	2) Snimanje (✓/✗)	3) Izvještavanje (✓/✗)
1.	Renata Krnjević	HTV5-ZADAR	091 508 2915		✓	✓	✗
2.	IVE SURIC	ZADRA NOVA	099 277 5288		✓	✓	✓
3.	MARIJA KASALO	ZADRA NOVA	023 432 885		✓	✓	✓
4.	Nana Brljan	HTV5-ZADAR	091/568-0893		✓	✓	✓
5.	MARIO PALCIC	TZ ZADAR	098 475 036				
6.	DRIPA ŠKLABRIN	HTV5-ZADAR	091/726 3778		✓	✓	✓
7.	HRVATSKA AKCIJA	TZ ZADAR	091/211 06 19		✓	✓	✓
8.	MARINA DIMITIĆ VUKOVIĆ	ZADRA NOVA	023 492 880		✓	✓	✓

* Sukladno Općoj uredbi o zaštiti podataka, stavljanjem kvačice dajete svoju suglasnost za:
 (1) Primanje obavijesti o aktivnostima i na rednim događajima projekta Gastro UpScaled Tourist Itinerary in rural regions of Croatia and Italy putem e-pošte.
 (2) Snimanje fotografija i/ili videa za potrebe izvještavanja o događaju na webu.
 (3) Korištenje i dijeljenje vaših podataka za potrebe slanja izvještaja o provedbi projekta Gastro UpScaled Tourist Itinerary in rural regions of Croatia and Italy. Potpisne liste, na temelju projektnog ugovora, služe kao dokaz odrađenih aktivnosti i pomažu nam da dokažemo da se aktivnost sufinancirana od strane Europske unije navedenog projekta održala.
 U svakome trenutku možete povući svoj pristanak za sve navedene svrhe upotrebe Vaših osobnih podataka, kao i njihovo brisanje ili izmjenu.
 Za dodatne informacije o Vašim pravima na privatnost, posjetite <http://www.zadra.hr/dokumenti>.
 Za povlačenje pristanka korištenja Vaših osobnih podataka, obratite maria.kasalo@zadra.hr.

PICTURES OF THE MEETING



2.8. Spin Life S.r.l.

GENERAL INFORMATION	
Project Partner	Spin Life Srl – PP8
Date of the meeting	27/02/2025 (plus a make-up session on 04/03/2025)
Place of the meeting	MS Teams (make-up session via phone call)
PARTICIPATING TASK FORCE MEMBERS	
Municipality of Ariano nel Polesine: Sandro Vidali – City Councilor	
Legambiente Veneto APS: Francesco Tosato – Responsible for volunteer campaigns	
Hotelturist S.p.A. (TH Resorts): Alessandra Pallaro – Sustainability Committee Member	
Municipality of Abano Terme: Sandra Zanellato – Officer in Third Sector	
AGENDA	
<p>Describe the current state and the desired state of sustainable gastro-tourism in the territory</p> <p>Describe the main public and private stakeholders in the territory</p> <p>Describe any best practices and exemplary cases of sustainable gastro-tourism lead within the territory, relevant funded projects or past/future events to facilitate cross-border participation</p> <p>Detail any environmental impact issues related to sustainable gastro-tourism (current or potential)</p> <p>Evaluate the current level of involvement of local communities</p> <p>Measure the incidence of quality and/or environmental certifications for gastronomic products and tourist services or accommodations.</p>	



MINUTES OF THE MEETING

The meeting has covered and concluded on following topics and subjects:

- **Hotelturist S.p.A. (TH Resorts)**

Management of both buildings/resorts and beaches.

TH users are especially families, from Italy (summer in particular) and from abroad (especially in winter)

TH offers entertainment services, equipment for children, promotion and serving of local products.

The “Commis Gourmet”, in mountain areas, selects suppliers in the nearby and promotes them in the facility and accompanies guests to suppliers for purchases.

Specialization of staff with ad-hoc training is always useful.

Actual collaboration with municipalities for shuttles to take tourists around.

From 2024, support of Life Turtles Protocol with Legambiente → training for beach operators, light reduction measures, in order to protect turtles and eggs.

Opportunities: FrecciaLink (bus managed by Trenitalia) to reach remote places in a sustainable way is excellent but it works only in some periods of the year or on some days → need to optimize local public transport

Certifications such as Ecolabel can enhance reputation, but ESG practices can be implemented even without certifications → the importance is good communication

For example, TH publish its sustainability strategy (e.g. donation of surplus to the food bank, use of clean energy, waste reduction) through its Sustainability Report, considered a good mean of communication

- **Municipality of Ariano nel Polesine**

Municipality in the Po Delta.

Tourists: families or couples, occasionally groups of bikers who don't know each other, mainly Italians, but also foreigners in summer (in the nearby, Rosolina and other well-known areas welcome Germans and Austrians, although this seaside tourism has a little renewal) → there are relationships among Delta municipalities.

Bike-tourism is spread thanks to the fact that the area is flat and E-bikes makes it easy for everyone.

Best practice: various routes mapped in <https://deltadelpo.eu/it/159-la-mappa-dei-cammini> to enhance independent in cycle tourism. E-bike services, guides and other private individuals are considered sufficient also for the future.

Main attractor: nature. Fish tourism, agritourism, hiking and cycling are growing very quickly and promote a sense of belonging for inhabitants too.

Training, insufficient: Rosolina tour operators are not competent on the delta park or on the botanical garden → this area it is not recommended enough by restaurateurs and hoteliers.



Local Consortium are aware of it, as well as other stakeholders: park authority, Rovigo/Ferrara provinces, Veneto/Emilia Romagna regions, associations. Nowadays, politics does not believe in operators and vice versa.

There is only a diesel railway that reaches Adria, obsolete and with scarce vehicles, therefore it does not meet the demands of cycle tourists. Two regions and two provinces in the delta: TPL does not integrate!

Delta region is included in the National Strategy for Internal Areas → public funds may be a leverage.

Whoever gets environmental certifications does it to attract foreigners, but surely the basis is the conscience of the operator beyond the certification.

There is a general lack of communication, there was a communication project financed by the region in the past, but now the situation is not good enough.

In Veneto there is a territorial fragmentation and a “I can do everything” mentality that does not help.

Park Authority would be the key stakeholder, but it is difficult. Very few cycle paths (made by the Municipalities over the years just to be able to have a cemetery) – let's hope for PNRR projects and a north-south cycle path in a national project.

- **Legambiente Veneto APS**

In Veneto, especially urban centers attract tourists, and this causes environmental problems.

Turtle reception facilities → training of beach managers, hoteliers, lifeguards, citizens + volunteer camps in places far from large centers to create knowledge of the territories.

Delta is divided in two parts, Emilia-Romagna and Veneto. There is an enormous potential at a tourist level but operators are not aware (e.g. “Goletta Verde”, for water sampling, encounters difficulty in collaborating with stakeholders).

Best practice: “Goletta Cattolica”, in co-management with Cariparo, Unipd, Parco Delta del Po, Legambiente, as a sustainability laboratory, especially for school groups.

Young people especially ask for knowledge of local excellence: food/territorial excellence, nature, experiences of visiting natural environments for exploration, interest in small villages (opportunity: scattered villages in central Italy could also be good in Veneto).

Bike tourism is one of the most growing modes of slow travel.

Main threat: mass tourism on the rise, given the super ease of reaching places with low-cost flights → priority to guarantee protection of residents in those territories

AirBnB has lights and shadows: to be explored further.

Lack of public transport, to be strengthened.

Individualistic social context → actions are fragmented among economic categories → we should learn to work as network

Opportunity: Make cards to pay for everything in an integrated way, even for residents.



- **Municipality of Abano Terme**

Abano promotes the territory by focusing on environmental sustainability and soft mobility (bike)

Not a great presence of food and wine within the municipality but outside yes, for example in Parco Colli

Main attractions: large spa hotels, which also offer wellness programs and organization of trips to wineries, wine shops, agritourism outside Abano

Abano is increasing cycle-pedestrian routes to reach places of interest (with great difficulty in collaborating with neighbouring municipalities)

15/20 years ago tourists were mainly elderly and foreigners but now are young people and Italians (nowadays Italians are more than foreigners!). The trend continues since Covid.

De-seasonalization underway: no longer just spring and autumn (ideal for spa treatments) → now hotels are also open in winter or closed only in December/January for maintenance, thanks to the fact that the hotels offer complete wellness packages.

The municipality is pushing for cycle paths precisely because growing young tourism is attracted by cycling
The municipality uses the website and social media, both for tourists and citizens. Repost of initiatives made by other platforms.

A lot of work on mobility: Anello dei colli – connections with the city of Padua – etc.

Political-economic situation can reduce foreign tourists or how much they can spend, due to conflicts (e.g. Russian tourists).

Park Authority could be a great stakeholder but is evanescent. Abano is involved in tourism tables with Province and Region, but these meetings are more political than practical.

Training is ok, they are working to make the territory known, sensitivity that started from the hoteliers themselves, if you work as a team you can do something great!

Every hotelier is taking action to have rental bikes, Municipality is putting charging stations for e-bikes.

Big problems with hotel waste (bad and incorrect differentiation) – a lot of staff turnover, training costs a lot

Hotels are doing energy requalification to reduce electricity consumption (thermal energy is connected to thermal water)

Municipality is further behind on the energy side, but has limited consumption

It seems that there are no accommodation certified (Leonardo, a hotel in Teolo, is GSTC certified).

Conclusions

The insights gathered from the experiences of TH Resorts, the Municipalities of Ariano nel Polesine and Abano Terme, and Legambiente Veneto APS paint a rich and diverse picture of sustainable tourism across different territories, highlighting both promising practices and ongoing challenges. A common thread emerges in the increasing attention to environmental sustainability, soft mobility, and the enhancement of local identity through nature, food, and cultural experiences. Efforts to promote de-seasonalization, diversify tourist profiles, and support local products—such as TH Resorts' promotion of regional suppliers





or Abano Terme’s investment in wellness and cycling—demonstrate a shift toward more responsible and engaging tourism models.

Bike tourism stands out as a shared opportunity across contexts, supported by flat landscapes, growing infrastructure, and the appeal to younger, more sustainability-conscious travelers. However, infrastructure gaps persist, particularly in terms of integrated public transport and inter-municipal collaboration, as seen in the Po Delta area where territorial fragmentation and outdated railway lines limit accessibility. Initiatives like those of Legambiente—through environmental education, training for tourism operators, and youth engagement—help bridge knowledge gaps and foster a culture of stewardship, yet the full potential of the Delta remains underutilized due to poor coordination among stakeholders and weak communication strategies.

Across all contexts, the importance of training, collaboration, and communication emerges as a critical success factor. While some actors are proactively investing in staff specialization, communication tools, and environmental certifications, others face challenges related to high staff turnover, lack of shared vision, and limited resources. Public-private cooperation, such as the involvement of TH Resorts with local authorities and Legambiente’s partnerships with educational and institutional actors, shows the value of coordinated action.

Finally, although certifications like Ecolabel or GSTC can enhance credibility, they are not the only path to responsible tourism. Many positive actions are being taken independently, driven by local awareness and commitment. To fully realize the potential of these areas, a collective and networked approach—backed by improved communication, integrated mobility, and shared strategic planning—is essential for transforming tourism into a true driver of sustainable territorial development.

SIGNATURE LIST



GUSTI_ Stakeholder meeting

Attendance List

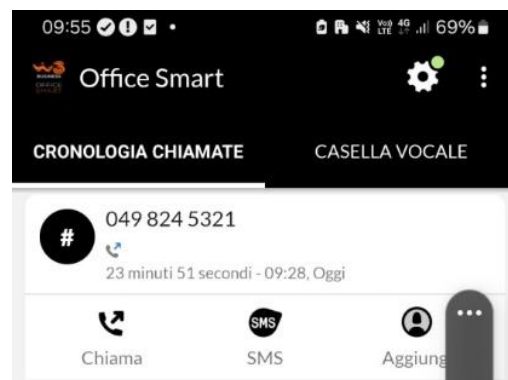
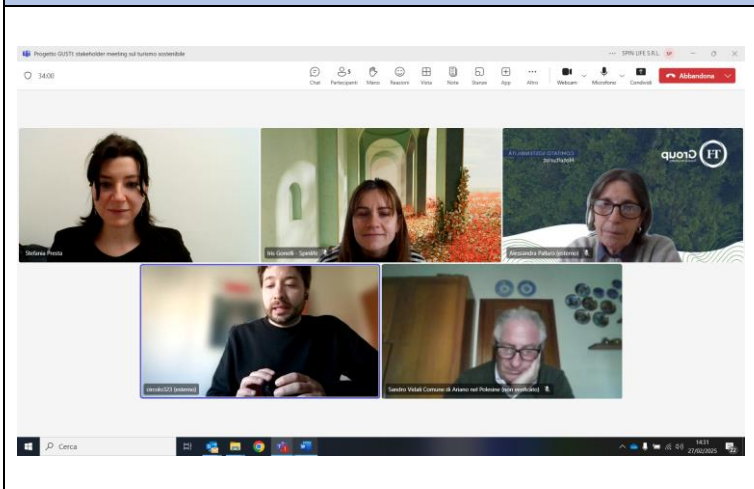
Date: 27/02/2025
 Opening time: 14.00
 Closing time: 15.30
 Venue: MS Teams

Stakeholder:	Participant:	Check:
Municipality of Arieno nel Polesine	Mr. Sandro Vidali	Present
Municipality of Abeno Terme	Mrs. Sandra Zanellato	Absent <i>Resort at the makeup season 4/25</i>
Municipality of San Michele al Tagliamento - Polo Turistico di Bibione	Mr. Orlando Mason	Absent
Municipality of Teolo	Mrs. Raffaella Cosentino	Absent
Legambiente Veneto APS	Mr. Francesco Tosato	Present
Hoteiturist S.p.A. (TH Resorts)	Mrs. Alessandra Pallaro	Present
Deltapoolservice Consortium	Mr. Fabio Biotcati	Absent

Moderator for Spin Life: Stefania Presta



PICTURES OF THE MEETING



2.9. CE.S.CO.T VENETO

GENERAL INFORMATION	
Project Partner	CE.S.CO.T. VENETO – Development Centre of Commerce, Tourism and Services
Date of the meeting	10/07/2025
Place of the meeting	online
PARTICIPANTS	
Alberto Mulinari, Go & Start	
Fabio Fucile, Go & Start	
Federica Fusaro, Go & Start	
Raffaella Cosentino, Councillor of the Municipality of Teolo	
Elena Bonaldo, Historia Travel	
Davide Disarò, Association Este in Centro	
Sonia Cugno, Association Este in Centro	
Alessandra Trivellato, Deputy Director Confesercenti of Central Veneto	
Simonetta Spigolon, Deputy Mayor of the Municipality of Este	
AGENDA	



9:30 - 9:55	Benvenuto, presentazione del Progetto GUSTI: introduzione al progetto e ai benefici trasmessi alla Regione del Veneto
9:55 - 10:30	Ruolo e coinvolgimento degli stakeholder nell'attuazione del progetto GUSTI: <ul style="list-style-type: none"> • Analisi dello stato attuale e prospettico del gastroturismo; • Individuazione delle principali destinazioni gastronomiche; • Identificazione dei prodotti tipici locali; • Potenzialità di sinergia tra gastroturismo e sviluppo sostenibile; • Valutazione del livello di coinvolgimento delle comunità locali; • Frequenza e impatto delle certificazioni di qualità e ambientali (eco-label, DOP, IGP, ecc.).
10:30 - 10:50	Pianificazione congiunta delle prossime attività e definizione delle azioni collaborative
10:50 - 11:00	Conclusioni e sessione di domande e risposte

MINUTES OF THE MEETING

The meeting opened with a welcome greeting from the project manager, **Maria Valentina Vanceo**, who welcomed the participants and invited them to a brief personal presentation.

Following this, President **Flavio Convento** and Director **Gian Angelo Bellati** of **CESCOT VENETO** extended warm thanks to all presents, emphasizing the strategic role of CESCOT VENETO - Development Center for Commerce, Tourism and Services - within the **GUSTI** project. It was highlighted how the entity represents a fundamental pillar for the construction of synergies and innovative paths aimed at the valorization of the territory, sustainable tourism, responsible mobility, local food and wine, and entrepreneurial development.

After a brief introduction of the task force members and CESCOT VENETO representatives present at the meeting, a general overview of the GUSTI project was introduced, with the aim of familiarising participants with the planned activities and framing the main theme of the meeting.

Finally, all participants were invited to actively contribute to the working session.

An initial collection of good practices already present in the Veneto region emerged from the interventions, together with a reflection on their potential contribution within the **GUSTI** project:

Teolo - Call for proposals 'Luoghi (non) Comuni'

The Municipality of Teolo, in cooperation with the Cariparo Foundation, has promoted an innovative call for proposals aimed at **territorial regeneration**. The project aims at enhancing the cultural and environmental heritage in the provinces of Padua and Rovigo, through the recovery and reutilisation of underused spaces. The added value of the initiative lies in the **strong involvement of local communities**, with participatory planning that activates associations, citizens and organisations in the area. This approach promotes inclusive governance models and strengthens the sense of belonging, laying the foundations for lasting and sustainable regeneration. It is an experience highly in line with the logic of



responsible tourism promoted by GUSTI, where the enhancement of local identity passes through dialogue between territory and community.

Este - Mapping the commercial fabric

In the municipality of Este, the initiative coordinated by **Este in Centro** in cooperation with **Confesercenti del Veneto Centrale** led to the creation of a comprehensive mapping of the commercial activities in the urban centre. This action made it possible not only to take a census and learn more about the local economic fabric, but also to create the **basis for an integrated promotion of the offer**, both for residents and visitors. Tools of this kind can be fundamental for constructing thematic commercial and food and wine itineraries, encouraging slow and conscious enjoyment of places, in keeping with the philosophy of the Gastro Itineraries envisaged by GUSTI.

Cittadella - Cittadella Card and valorisation of the historic centre

An interesting initiative shared by **Historia Travel** concerns the creation of the **Cittadella Card**, a tourist card that allows access to all the main cultural and historic sites in the municipality with a single instrument, valid for one year. This is a model for building loyalty and facilitating tourist fruition that encourages **repeated visits and prolonged stays**, overcoming the logic of hit-and-run tourism.

In addition, **Vivi Cittadella**, an association of shopkeepers and traders in the walled city, in cooperation with the **Pro Loco** and the municipal administration, organises events to enhance shopping and city life, with a focus on local trade and tradition. This type of public-private synergy proves effective in building an integrated tourist offer, capable of enhancing local identity, culture and economy.

IPA Medio Brenta - Basket of 'Ambassador' Products

The Medio Brenta Area Programming Agreement, with the support of the Coordinamento delle Categorie Economiche del Cittadellese and the **Chamber of Commerce of Padua**, has identified and promoted a basket of **'Ambassador Products'**: a set of food and craft goods that are representative of local culture and identity. This selection is based on criteria of quality, tradition and sustainability and aims to strengthen the recognition of the territory through the narration of its symbolic products. This approach is perfectly coherent with the objectives of the GUSTI project, which aims precisely at **enhancing the gastronomic heritage as a lever for tourism and cultural development**.

Vicenza and Padua - Enhancement of hospitality and food and wine

Finally, Confesercenti del Veneto Centrale shared some projects active in the provinces of Vicenza and Padua, aimed at strengthening the tourism offer through three main lines of action:

- **Enhancement of accommodation facilities**, with actions aimed at improving the quality of service and upgrading widespread hospitality;
- **Promotion of food and wine activities**, through projects financed by Chamber of Commerce and regional authorities, which support visibility and access to typical products and restaurants;



- **Creation of experiential itineraries**, which integrate the historical discovery of cities with the narration of food and local culinary traditions, often led by tour operators and qualified guides.

During the meeting, those present jointly outlined a picture of the main needs of the Veneto region that need to be addressed to promote integrated, sustainable and quality tourism:

1. Lack of communication between municipalities

The absence of an effective collaborative network between local administrations is evident: there is a lack of systematic coordination to join forces, share experiences and build an integrated tourism offer. Territorial fragmentation limits the effectiveness of initiatives and disperses available resources.

2. Shortage of personnel in the catering sector

The catering sector suffers from a significant shortage of qualified personnel. This problem negatively affects the quality of service and the overall tourist experience: the lack of trained staff penalises both the welcome and the enjoyment of the local gastronomic tradition.

3. Lack of effective promotional tools

Local products of excellence and the beauty of the area are often undervalued. There is a need for coordinated and professional communication tools, capable of giving visibility to the food and wine, cultural and landscape specificities of the Veneto on a wider scale.

4. Predominantly daily tourism

The lack of adequate infrastructure and transport services affects the reduction of the average stay of visitors. Hit-and-run tourism limits the economic impact on the area and reduces its development potential.

5. Lack of infrastructure and poor accessibility of local transport

that make extended stays complex. In the absence of efficient connections and a network of welcoming and distributed services, visitors tend to shorten their stay, which impoverishes the tourist experience and potential economic spin-offs.

6. Environmental impact and sustainability

The climate emergency and the commitment to responsible tourism require increasing attention to environmental impact. Seventy-five per cent of tourism enterprises in Veneto have already reported significant climate impacts - such as extreme events, altered seasonality and increased costs.

In conclusion, the CESCOT VENETO team thanked all participants for their active contribution and informed them that a follow-up e-mail containing the slides presented and a summary of the reflections that emerged during the meeting would be sent by 11 July.

All participants were **invited to express their interest in joining the Task Force and to notify CESCOT VENETO by 16 July.**



3. Summary

Deliverable *D.1.1.2 Meetings with relevant stakeholders held (8)*, as part of project activity *A.1.1 Conduct a sustainable gastro-cultural task force and research on the state-of-the-art of the destinations and quality system labels* is the result of eight comprehensive and successfully conducted task force meetings.

These meetings brought together a diverse group of task force members with the shared goal of analyzing and defining the current state-of-the-art in sustainable tourism practices across the involved destinations. The primary objective was to examine how each destination currently implements and promotes sustainable tourism, the one that preserves the environment and respects cultural heritage while supporting social and economic development in the long run. Through focused analysis, collaborative dialogue and the contribution of specialized expertise, the meetings enabled a thorough assessment of key tourism aspects in each cross-border destination.

The insights and findings gained from these sessions form the foundation for the upcoming *D.1.1.3 Cross-border report on state-of-the-art created (1)* and will play a crucial role in shaping the *Joint Cross-border Destination Management Strategy*, the main output of Work Package 1.

