



OSI Consultation Process

Priority 4. Culture and tourism for sustainable development

Specific Objective 4.1. Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

ITEM 2 - Brief presentation of the chosen OSI theme, its objective and types of activities



Preserved and safeguarded cultural heritage for a more sustainable tourism

Key issue:

- The Adriatic sea is the main driver for regional tourism development leading to strong seasonality pressing local resources

Need for:

- diversification of touristic offer
- delocalisation of touristic flows





Objectives

1. To delocalise and diversify traditional tourist flows aiming at environmental sustainability and positive socio-economic impact on local communities through valorisation and preservation of natural and cultural (tangible and intangible) heritage with a special focus on accessibility for diverse visitors (elders, people with disabilities, children and youth).
2. To improve and modernize policies for valorisation of the natural and cultural heritage and development of sustainable cultural tourism focusing on participation and multi-stakeholdership.





Objectives

3. To promote new and innovative integrated offers based on the valorisation, preservation and capitalisation of natural and cultural (tangible and intangible) heritage with the aim to deseasonalise tourism and maintain the competitiveness of the sector.
4. To promote inclusive education and training focused on a smarter strategic management of sustainable cultural tourism destinations as well as on enhancing the quality of hospitality services, in order to boost the competitiveness of the sector.





Type of activities - I

1. Establishing or **creating the basis for new Cultural Routes** capitalising on research and investments done (e.g. established interpretation and visitor centres, restored heritage sites...) through previous Calls and Programmes. Based on joint topics and activities, the project should put in network different stakeholders such as cultural institutions, hospitality and recreation services (heritage hotels/ accommodation, local gastronomy experiences, sport clubs such as scuba diving or sailing clubs etc.) to develop joint activities and promote them (also digitally) as a cross-border Cultural Route in order to delocalise tourism flows (also on a cross-border level) and deseasonalise tourism.





Type of activities - II

2. **Strengthening and promoting existing Cultural Routes** present within the Programme territory:
- by establishing and putting in network visitor centres emphasizing the need for cross-border promotion and activities, including educational trips for schools
 - by developing joint strategies, management and sustainable use plan for the route(s)
 - through digitisation of natural and cultural heritage as means of preservation and promotion targeting young travellers and entrepreneurs
 - organizing trainings to build and strengthen professional capacities for the effective design, implementation and sustainable management of Cultural Routes, including hospitality and accessibility.





Type of activities - III

3. **Establishing cross-border cultural tourism hub(s)** envisioned as (digital) network(s) of professionals based on multistakeholdership and intersectoral collaborations with the **view to develop a joint strategy** for the development of cultural tourism destinations, with specific regards to Cultural Routes as cross-border cultural tourism destination as well as **participative governance models and policies** addressing the impacts of mass tourism on cultural and natural heritage and hosting communities, including the institutional support and knowledge required for development, testing and promoting new joint concepts and products in cultural tourism and share them between interested stakeholders.





Type of activities - IV

4. **Developing and testing training materials and methodologies for vocational schools and SMEs** within existing or newly established Cultural Routes, in order to improve their capacities and better promote the Programme area as a sustainable cultural tourist destination. The training should increase their knowledge on cultural and natural heritage (e.g. training in heritage interpretation), the concept of sustainable tourism, as well as knowledge of hospitality services, focusing on the concept of *services for all*, cultural tourism management and marketing. The training is targeting, among others, the creative, cultural, food, lodging, recreation and travel industry.





Type of activities - V

5. **Developing and testing interdisciplinary (heritage and tourism sector) training materials and methods** addressing cross-border cultural destinations, with particular attention towards Cultural Routes, for their strategic planning and management with a view to **improve the relationship between education and job market** as well as to tackle the possibilities in reducing the impact of mass tourism through planning and site management and contribute to sustainable tourism development (e.g. following the UNWTO guide for sustainable tourism, introducing the European Tourism Indicators System etc.). **The materials are intended for students (humanistic, tourism, cultural tourism) and professionals** and involve practical fieldwork in collaboration with public organisations, SMEs and/or heritage sites.



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- Cross border dimension
- Synergies with EUSAIR and other European policies
- Contribution to horizontal principles



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Questions

- ...



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