



General Assembly 2023

11-12 MAY 2023
Cervia



COMUNE
DI CERVIA

***LOCAL GREEN DEALS
SUSTAINABILITY IN TOURISM***

**Contribution of EU Funded projects
to sustainable tourism**

**Simona Melchiorri
Municipality of Cervia**

Strategic political address of the Municipality with regard tourism

Tourism in all its forms is the **engine** for the development of an integrated economy and widespread **well-being**

- is the primary economic sector, which acts as economic driving force, professionalism and supply of goods and services
 - It involves our entire territory, generating employment and widespread well-being
 - enhancement of the beauties, environmental and cultural heritage of our city
- systematic work of maintenance, regeneration of urban spaces aimed at making our city more attractive for tourists and interesting for those who want to invest and live in ours territory

LGD – local communities contribution to develop sustainable tourism



UP- & REskilling Sustainable Tourism in a new digital era



Prepared in the frame of
ICC Initiative
Involves Vänersborg (LP),
SERN, Cervia, Kvarner
Region TB, Höskolan
Väst + Ravenna,
Trollhättan, DELTA 2000,
VISIT TROLLHÄTTAN-
VÄNERSBORG

WWW.UPREST.E

U



Erasmus+
Enriching lives, opening minds.

**KA 2
VOCATIONAL EDUCATION
TRAINING**



Both **digital experiences** and **sustainability** are key issues for many tourists today when deciding which cities and countries they want to visit, and so we believe that these two issues hold a great potential for development in the respective **partners' local ecosystems**. To take advantage of such a potential, it is necessary for **local officials together with tourist organizations and professionals** in tourist sector to get upskilled through innovative continuing education and training

Objectives

To increase the **digital skills** of the actors in the field of sustainable tourism while promoting **new learning pathways** in order to contribute to the recovery of the sector

- To identify **gaps in the skills** of the local business actors and develop training solutions accordingly
- To **develop re-scalable training solutions** for business actors in the field of tourism related to new digital solutions to be applied locally
- To **improve cooperation** between the local authority and the business actors by developing a learning ecosystem focused on sustainable tourism



Project Results

1. MAP OF LOCAL TRAINING NEEDS



1. Survey (The use of data; Learning through devices ; Artificial intelligence and automatization in the field of sustainable tourism; The use of virtual reality



2. Best practices

2. TRAINING PACKAGE FOSTERING DIGITAL SKILLS IN SUSTAINABLE TOURISM



A package addressing the topic of sustainable tourism from different perspectives, starting with a comprehensive theoretical understanding of the changes that have brought sustainable development to the agenda and deepening different areas such as sustainable tourism management, the post-pandemic approach and the role and use of digital tools and solutions



3. GUIDELINES FOR CONTINUING FOLLOW-UP ACTIVITIES ON SUSTAINABLE TOURISM



A set of practical indications aimed at ensuring a successful long-term process of upskilling for a larger number of actors of the ecosystem and an upscaling of the process locally and regionally



CULTRECOVERY deals with **Immaterial Cultural Heritage** as result of interrelation between populations and territories



*ICH is an important part of cultural richness and, besides material cultural heritage, is the basis of the **identity** and “**local distinctiveness**”.
 It is often not sought as “minor resource” with the risk to loose it*

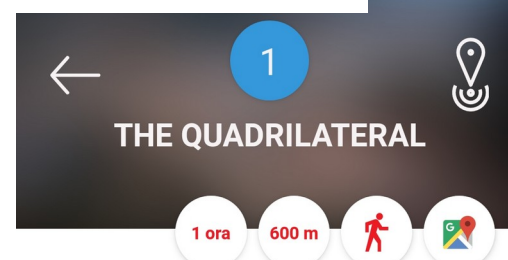
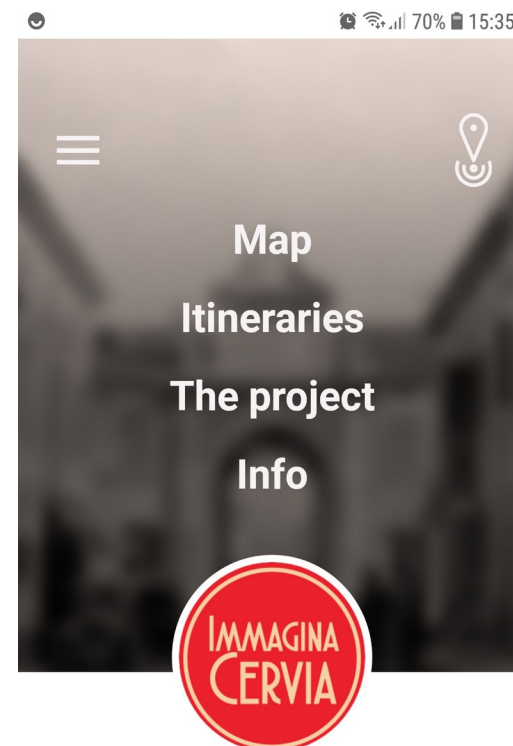


ECOMUSEUMS represent a great potential, focusing on the identity of a place, largely based on local participation

“A dynamic way in which communities preserve, interpret and manage their heritage for sustainable development”

[Video CULTURECOVERY](#)

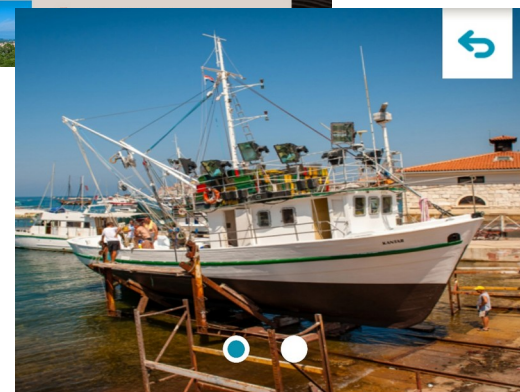
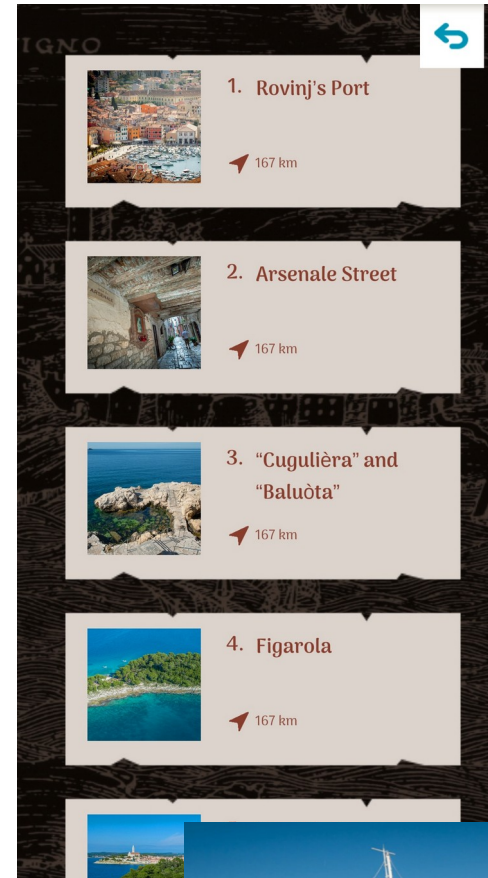




Map of itinerary



A tour of the old town, the Quadrilateral, the first settlement built here starting in 1697, when the town was moved from the salt pan to its current location. The houses of the salt pan workers and life



The Old Shipyard

Due to the urban expansion around Saint Nicholas Cape, the last two remaining shipyards (Benussi and Buranello-Deterni) were transferred in 1927 to the area near Preimi tarenì (First Terrains) or today's area located between the shipyard and the Grand Park Hotel, next to a building that once was the town's slaughterhouse and is today's seat of the Maestral Sailing Club. This is where the Deternis continued to build boats, schooners, motorsailers and batanas until 1947.

Story telling applications Beacon technology + GPS

CERVIA and BATANA

Recordings of stories, memories, videos, photos

Gemeinde Puch bei Weiz » *Krepppapierblumen*

Krepppapierblumen herstellen: "Wias frihra amol woar..."

Krepppapierblumen wurden bereits vor vielen Jahrzehnten als günstiger Schmuck für verschiedenste Anlässe hergestellt.

Bereits bei der Firmung wurden dem Firmling und Paten kleine Krepppapierblumen angesteckt. Bei der Hochzeit dem Brautpaar, den Beiständen, Eltern und kleinere Blumen allen Hochzeitsgästen zur Verfügung gestellt. Beim Hauseingang der Braut wurde der Schwiebogen (Kranz aus Buchsbaum) mit weißen Krepppapierblumen geschmückt.

Auch bei vielen Festen, Geburtstagen und ähnlichen Anlässen wurden der Tanzplatz, die Bühne oder die Festwagen mit bunten Krepppapierblumen geschmückt.



DIGITAL ARCHIVE TO DOCUMENT CULTURAL HERITAGE

Rural Dev. Agency of Styria



A tour of the old town, the Quadrilateral, the first settlement built here starting in 1697, when the town was moved from the salt pan to its current location. The houses of the salt pan workers and life

Need → to recover and enhance ICH and widen the opportunities of knowledge, in order not to loose it, to preserve it, and increase the attractiveness of the city by working on peculiarities of the local identity/city soul

How → collect interesting information and witnesses valuable for the scope → involve citizens through the Ecomuseum, Cultural Associations and participatory activities to collect anecdotes, rites, traditions, stories of daily life of the local population, interview, images, and creation of a set of stories, to recover ICH and to be promoted and enjoyed through ICT tools → widen the qualitative and quantitative opportunity to enjoy it → outdoor story telling itinerary aimed at unveiling the hidden Cervia beyond the walls, beyond the visible, leading people to discover “Cervia souls” made of rites, stories, noises, habits and life of the citizens

Benefits

- recovery and enhancement of Cervia immaterial and material cultural heritage through ICT as means of conservation and diffusion
- creation of new quality experiential visit opportunities for tourists and citizens

Protection, promotion and touristic valorisation of Adriatic maritime heritage

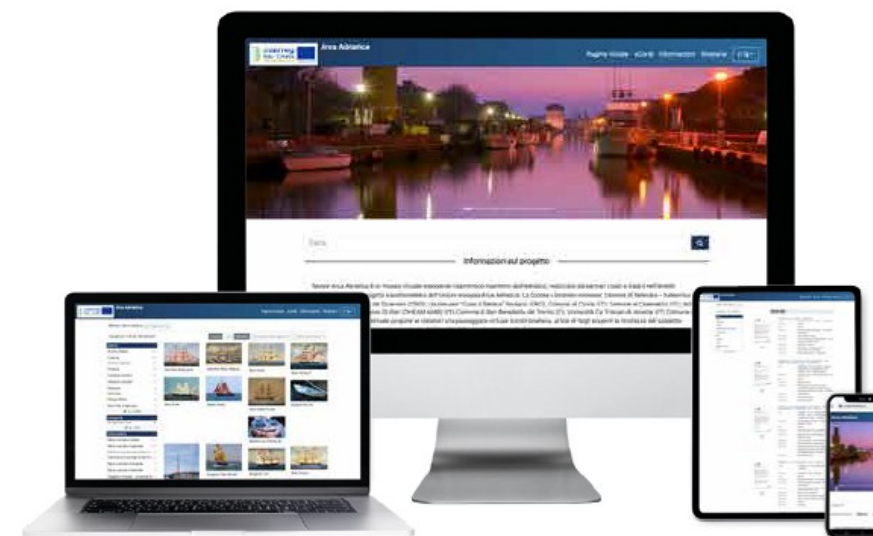
The main aim of the project is the development of a common tourism product, based on the principles of social and ecological sustainability which, at the same time, valorises, preserves, protects and promotes the rich maritime heritage of the border area present in small-medium cities with local ports. In the entire coastal part of the included border area, the project will maximally protect the existing material and intangible maritime heritage (research and cataloguing of the maritime heritage and elaboration of the virtual museum) and systematically exploit it through a series of measures (adaptation of interpretation centres, organisation of educational-demonstrative manifestations, promotional campaign, etc.), in order to develop and revive a common tourism product.



Many activities were carried out to enhance maritime heritage for tourism and conservation purpose:

- Action plan for Cervia destination: involvement of tourism stakeholders, management, public infrastructure, events, promotion
- Promotional Center of maritime heritage
- Organisation of feast on maritime heritage
- Collection and registration of material and immaterial evidences of cultural heritage in the project DB to implement the virtual museum of small Adriatic ports

arcaadriatica.eu



The establishment of the **Center of Excellence** was fundamental to implement the project activities, with great support of our Ecomuseum of Salt and Sea.

More than 20 enthusiasts (citizens, associations, fishermen, institutions, tourism promotion operators, etc.) are officially involved in the center with common goal to enhance, promote and protect maritime heritage

30 signs out of them 20 containing beacons – Application Immagina Cervia – more than 50 audio/video stories, photoanimation, photogallery



Valorisation of Adriatic cultural and natural heritage through strengthening of visibility and tourist promotion

The aim of the project is to valorize the results of relevant Standard+ and Standard projects in order to develop and promote common cross-border identity and heritage. The valorization is based on sustainable promotion of rich natural and cultural heritage of the border area through development of sustainable thematic cultural routes to contribute to the distribution of tourism flows in a wider geographical area.

