



EUSAIR Pillar 4: Navigating the green and digital transition – creating a sustainable future for the Adriatic-Ionian Region

The project “SITE – Shaping Inclusive Tourist Experiences”: common actions promoted at local level aimed at fostering a sustainable and inclusive tourism within EUSAIR

Davide Frulla – Municipality of Fano (Marche Region, Italy)

15th of May 2024, Šibenik



STARTING POINT/ASSUMPTION OF THIS PRESENTATION

Why a representative of a local public authority in this EUSAIR Pillar 4 Session

- Because local public and/or private stakeholders are actively engaged in topics and actions aimed at fostering a green, digital, and resilient future for tourism;
- Because a comprehensive discussion among national, regional and local authorities on the policy challenges involved in shifting towards sustainable tourism models, can help us to work towards a more sustainable future for tourism.
- Because regional, local public authorities and private organizations are the main final beneficiaries/actors of the European Territorial Cooperation Programmes (i.e. ADRIION, Italy-Croatia, etc.)



A right combination of various and integrated factors:

- Motivated municipalities: small/medium size cities and towns could be the right context where fostering
- new and innovative, sustainable, resilient services and products in the tourism sector;
- An active collaboration among different stakeholders in the whole context of new partnership
- and/or consolidated official networks: in addition to the EU project's partnership, official networks of
- the main stakeholders of the Adriatic and Ionian Area have been established and from many years they
- still are actively engaged in promoting collaboration among regions, cities, chamber of commerce and
- economy, research centres and universities (AIE, FAIC, Forum AIC, UNIADRION);
- A proper use of EU funds: municipalities as well as the other local stakeholders must consider the EU
- co-funded projects as a priority for their innovation, for the sustainable and social development
- of the territories.



WE ARE TRYING TO DO IT !!

Tourist brand

The case of the Municipality of Fano (Province of Pesaro e Urbino, Marche Region, Italy)



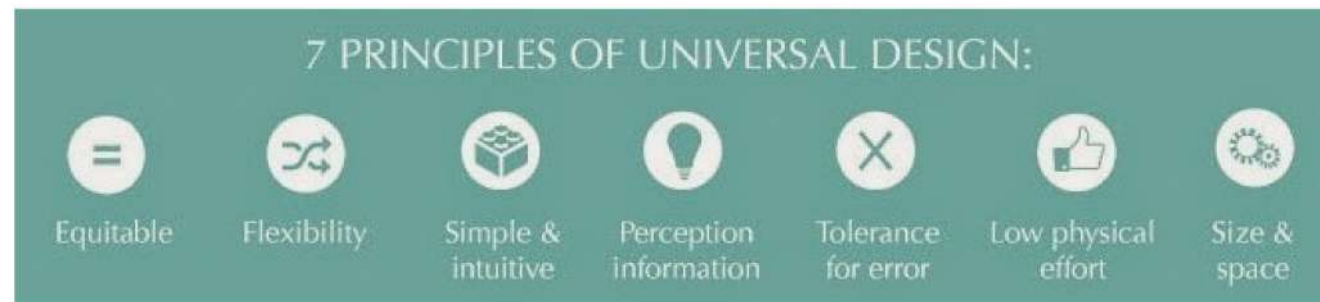
Institutional brand

- Fano is a medium size city with about 60.000,00 inhabitants, along the Adriatic Sea. Its own Tourism Department has
- approved a multi annual Touristic Strategic Plan (2020-2024) that focus the local policies and related promotion activities
- on the valorization and protection of tangible and intangible cultural heritage linked to the main local identity elements.
- Among these, sustainable tourism (i.e. an “Outdoor/well being” touristic cluster has been launched; Fano is a
- “Child Friendly City since 1991” so a new brand “Fano Family Tourism Destination” has been created; etc..).
- The city of Fano is one member of the FAIC (Forum of the Adriatic and Ionian Cities) since 2016 and currently it holds the
- Presidency since 2022. Fano is also official member of the Phoenicians’s Route – Cultural Routes of the Council of Europe
- Since 2015 the Municipality of Fano has established an internal Unit in charge for EU project management. Since that
- time Fano has managed different EU co-funded projects as lead partner or project partner, some of them focused on the promotion of innovative models, and new methodological approaches to boost sustainable tourism in the Adriatic-Ionian area as well as to develop the ADRION branding.



The three KEY POINTS/MAIN OBJECTIVES of the SITE project

- Diversifying tourism flows by promoting a more inclusive tourism ecosystem;
- Enhancing the active role of local public authorities for policy challenges based on sustainable and inclusive tourism models
- Enhancing the appeal of tourist destinations in the Programme area, by promoting social inclusion, participation and sharing through the culture and a common methodology based on the Universal Design:



“Disability is the result of the interaction between people and the behavioral and environmental barriers that



PROGRAMME	Interreg V-A Italy-Croatia, 2021-2027
PROGRAMME PRIORITY	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
PROJECT DURATION	01/03/2024 – 31/08/2026, 30 months
TOTAL BUDGET	2.076.608,68 EUR

Interreg



Co-funded by
the European Union

Italy – Croatia





SITE Partnership

Partners overview

Number	Status	Name of the organisation in english	Country	Organisation abbreviation	Partner role	Associated organisations
1	Active	University of Trieste	Italia (IT)	UNITS	LP	
2	Active	City of Sibenik	Hrvatska (HR)	CoS	PP	Turistička zajednica grada Šibenika
3	Active	DUBROVNIK DEVELOPMENT AGENCY	Hrvatska (HR)	DURA	PP	
4	Active	DUBROVNIK AIRPORT LTD	Hrvatska (HR)	DBV	PP	Zajednica saveza osoba s invaliditetom Hrvatske
5	Active	Central Marketing Intelligence - Arcadya Srl	Italia (IT)	CMI	PP	
6	Active	VEASYT srl	Italia (IT)	VEASYT	PP	
7	Active	Municipality of Fano	Italia (IT)	MOF	PP	Forum delle città dell'Adriatico e dello Ionio
8	Active	University of Rijeka, Faculty of Tourism and Hospitality Management	Hrvatska (HR)	FTHM	PP	



SITE - Motivations

1. Almost everyone will experience difficulties related to disabilities, temporary situations, or circumstances that may exclude them from full participation in society and travel due to the lack of accessible information, services, and facilities. **It is important to ensure that information, services, and facilities are accessible to all, regardless of their situation or disability.**
2. **The demand for accessible tourism is increasing, creating a significant business opportunity.**
3. Inclusive tourist destinations can attract a more diverse customer base, including families, children, the elderly, and people with disabilities, **helping to overcome seasonal fluctuations in tourist flows.**



SITE Work-breakdown structure

Five major steps are considered:

WP1, Setting the context and defining a common methodology for more inclusive tourism ecosystem (UNITS)

WP2, Planning the trip (Veasyt)

WP3, Wayfinding (Dubrovnik airport)

WP4, Enjoying the destination (Municipality of Fano)

WP 5, Promoting capacity building, sustainability and future transferability of project results (FTHM)



Pilot sites and investments

The project will investigate four different aspects to make certain tourist destinations more accessible and inclusive according to the **UD paradigm**. According to activity A3.3, the SITE project expects to develop and implement the following PILOT ACTIONS:

- City of Šibenik: completing accessibility to historical monuments with signage “for all” for historical hamlets;
- City of Dubrovnik: museums orientation boards and digitalisation of visual signage in Dubrovnik museums;
- Dubrovnik airport: improved airport usability through new signage and larger Flight Information Display to support elderly people + Information totems about Dubrovnik museums in the airport;
- City of Fano: waterfront redevelopment with new signage “for all” and multisensorial paths in the public seashore;



THE PILOT in the City of Fano

The Municipality of Fano will carry out a specific pilot action at local level, developing **new solutions target on the digitalization of path and services, multisensorial storytelling, equipped public beaches facilities for children, disables, elders** to improve the usability of identified public areas in the seaside.

Different stakeholders have been directly involved during the SITE project designing in order to discuss and identify the best suitable solutions to upgrade the wayfinding and welcoming system, in Fano **specifically on the front sea side (beaches, waterfront, port area, etc.).**

This participatory approach has been developed in the whole context of the consultation the Municipality managed also for the preparation of the **PEBA (Plan for the Elimination of Architectural Barriers).**



Currently the City of Fano is interested by a public works for the renovation of the south waterfront beach in Fano.



It consist of a standard renovation in line with the new Plan for Elimination of Architectural Barriers (PEBA), as recently officially adopted the last 15th of February 2024.





SITE project will let the Municipality of Fano able to **innovate this basic public works with a specific pilot action aimed at developing new solutions targeted on UD approach, providing the digitalization of path and services, multisensorial storytelling, equipped public beaches facilities for children, disables, elders.**

The SITE investments is really appropriate and fitting the **social environment of the City as well as the main target of visitors.**

In fact the one-third of the Fano's inhabitants consist of 15-64 age and over 65. It means that the SITE investment could have positive effects/impacts by using some identified public areas in the seaside. The positive effects for citizens will be the same also for visitors.

This investment will raise awareness among citizenships, local administrator but most of all for tourist. It is going to enhance the already achieved results thanks to recent minor investments together with private beaches managers supporting them with a supply of goods for people with disabilities.

SITE project will consist of a fully aware investment coordinated with a general renovation of the seaside promenade and public/free beaches.

**Equipped public
south seaside area**



Different solutions also for the location of the new solutions target on the digitalization of path and services for people with special needs, multisensorial storytelling, etc.





Sustainable and inclusive tourism for all: some other recent and relevant experiences carried out by the Municipality of Fano at local and international level



The iconic **Blue Flag** is one of the world's most recognised voluntary awards for beaches, marinas, and sustainable tourism boats.



Marche

Civitanova Marche (Macerata) 2012; **Cupra Marittima** (Ascoli Piceno) 2020; **Fano-Nord-Sassonia-Torrette/Marotta** (Pesaro-Urbino) 2016; **Gabicce mare** (Pesaro-Urbino) 2015; **Grottammare** (Ascoli Piceno) 2016; **Mondolfo-Marotta** (Pesaro-Urbino) 2016; **Numana-Alta-Bassa Marcelli Nord** (Ancona) 2015; **Pesaro** (Pesaro-Urbino) 2016; **Porto Recanati** (Macerata) 2012; **Porto San Giorgio** (Fermo) 2010; **San Benedetto del Tronto** (Ascoli Piceno) 2008; **Senigallia** (Ancona) 2012; **Sirolo** (Ancona) 2016.

“Green Flag Award” is granted by Italian paediatricians and is based on a clear set of criteria that identifies the best beaches for families with children. To be eligible for the Green Flag, beaches must: have clean, shallow waters, a safe shoreline, fine sand, a lifeguard service, areas for children to play, and a large beach with parasols and convenient facilities and services to meet family needs.



Sustainable and inclusive tourism for all: some other recent and relevant experiences carried out by the Municipality of Fano at local and international level



THE UNDERLYING RATIONALE of the WONDER project

FROM the Child Friendly Cities initiative in Italy



To a Child-friendly Tourism Destinations
at Macroregional level

SUB-CLUSTER ON INNOVATION THROUGH NEW
METHODOLOGICAL APPROACHES AND ADRIAN
BRANDING

This Thematic Cluster focuses on the promotion of innovative models, and new methodological approaches to boost sustainable tourism in the Adriatic-Ionian area as well as to develop the ADRIAN branding.



WONDER project pilot action implemented: SLOVENIA

PP2 Municipality of Velenje: as part of a pilot campaign the Pozoj children's playground has been renovated





WONDER project pilot action implemented: SLOVENIA

PP7 Novo Mesto Development Centre: a new playground for children opened with features various play equipment to encourage children to move around and develop their skills.





WONDER project pilot action implemented: ALBANIA

PP5 Observatory for Children and Youth Rights: “Indoor Children Playgrounds” in partnership with restaurants in Elbasan and Kolonja city have been carried out for introducing Child- Friendly spaces.



Moreover «Child friendly tourist guides» have been produced and distributed in the same towns





WONDER project pilot action implemented: CROATIA

PP6 City of Novigrad: a new Educational Park has been created and it will contribute to the education of children and enrich the old town.





WONDER project pilot action implemented: CROATIA

PP9 City of Dubrovnik development agency: educational exhibits of the “Science Park” were placed at two locations in the park of Lujo Šoletić in Gruž and in the park of the Innocent Victims of War in Batala. The goal of setting up the exhibits is to improve the already existing offer and content for children and families. A total of 6 educational exhibits were set up: Striped Mirror, Cartoon Kindergarten, Liquid Pythagoras, Music Fence, Living Chimney and Sound Mirrors.





QNeST PLUS



Sustainable Tourism and Cultural Routes in the Ionian and Adriatic Regions

QNeST promotes the development of an innovative concept of sustainable tourism in the Adriatic-Ionian Region by creating synergies and transnational cooperation networks in order to share and make the most of good practices;

From this collaborative effort, four routes were identified and promoted through the QNeST project platform, app and mapping tools.

Family emotions route

Nature routes: *emotions with no barriers*

Experience the territory

Gira-Sole – together in the Territory



Thank you for your attention!

Contact:

Municipality of Fano

Davide Frulla: project manager

davide.frulla@comune.fano.pu.it



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