

Output Factsheet

Output title:

Output 4.2. Transnational INSiGHTS workshops <2nd Master Class, as a part of the 2nd multilateral workshop>

Summary of the output (max. 2500 characters)

The 4th Transnational knowledge and experience exchange event was the 2nd multilateral workshop, containing a Study Visit, a Master Class, and a Critical Classroom. The event took place in Croatia, Central Istria, Motovun between 17-20 October 2017. The organizer and the host partner was LAG Central Istria, the participants were the representatives of INSiGHTS Partners and local and regional stakeholders from Croatia.

The workshop was connected to the 2nd thematic pillar – Coordinated Tourism Product Development Linked to Greenways. The 2nd element of the workshop was the 2nd Master Class organised on 18 October from 11:00 to 14:30.

There were 2 elements of the Master Class:

The 1st was presented by Martin Čotar from the Istrian Tourism Development Agency. Mr Čotar focused on the current situation in the Istrian region regarding the development of the Istra outdoor programme with a special emphasis on the cyclotourism in the area.

Before the presentation partners were introduced to the projects and unique features of Parenzana by Davor Dobrila and afterwards had the opportunity to experience a short bike ride through Parenzana road. Mr Čotar started the lecture with a promotional video, which included all important aspects be fulfilled to attract cycling visitors. Mr Čotar presented the on-going process of cyclotourism development in Istria: the layout and division of existing trails including the EuroVelo routes that are leading through Istria, the complete visual identity and the web page that contains all important information for different visitors interested in cycling in Istria. Partners were also presented with the final result – the unified signalization in Istria today. It was stated that it is crucial that the signalization is simple, clear and at the same time small and appropriate in relation to the surrounding nature.

Additionally, Mr Čotar mentioned the Istra Bike& Bed project. After a presentation a fruitful discussion started among partners about an effective cyclotourism.

As a 2nd element of the workshop Michael Meyer from CEEweb gave a presentation on sustainable tourism product development. Mr Meyer stated that it is crucial that the INSiGHTS, as well as any other project, establishes products that can outlive the project's duration and further develop after its ending. The components of a usual tourism chain, the components of tourism product in general and of a sustainable tourism product were also presented to the partners. Basic steps in product development were also discussed. Mr Meyer pointed out the importance of the product monitoring process, which is often neglected by tourism stakeholders, but is actually crucial in maintaining high quality of existing products as well as proper planning of new ones.

Contribution to the project and Programme objectives (max. 1500 characters)

The overall objective of the project, fully in line with the Programme Specific Objective (Foster sustainable use of natural and cultural heritage and resources), is to foster sustainable utilisation of natural and cultural heritage of the involved areas in the Danube region in order to preserve and upgrade the intact local resources providing an outstanding potential to make these areas attractive destinations for healthy and slow tourism, thus serve as foundation for a flourishing responsible green tourism sector.

The three specific objectives of INSiGHTS are:

- Establishing integrated sustainable tourism management schemes;
- Promoting coordinated and smart tourism products linked to greenways;
- Stimulating eco-conscious and healthy lifestyle through green tourism.

The main objectives of the Master Class were:

- to provide theoretical background for piloting partners about coordinated tourism product development in order to use this knowledge for developing tourism products in their region.
- To learn about coordinated tourism product development linked to greenways, (especially cycling) through an existing good practice from the host partner's region.
- For partners to meet an expert of cycling tourism from the host partner's region and to discuss topic-related issues. (Cycling tourism is quite important for most of the piloting partners; that is why this element of slow, green and healthy tourism product development was chosen for a deeper discussion)

All these aspects are in line with the project's objectives, especially with the 2nd one, because with the help of the gained knowledge the partners will be able to create new sustainable products in their region based on their natural and cultural heritage in order to develop a green tourism sector.

Transnational impact (max. 1500 characters)

Thanks to the Master Class partners from 9 different countries got a change to exchange expertise, good practices and creative ideas related to sustainable tourism development in an international environment. They could also meet foreign experts, learn new methods and theories and build such a knowledge pool that otherwise would not be available. The main lessons learned were:

- For an efficient cycling tourism product several aspects are needed beside the cycling trails, including: easy-to-use, tourists-friendly maps about the existing cycling routes, entrepreneurs from the supply side
- A vision and a good management plan is just as crucial for developing new cycling tourism products, as is the knowledge of how to receive financial resources for the maintenance of the cycling routes
- For the later stages in the process of cycling tourism development it is also important to set sustainable criteria for the accommodation providers
- When a tourism product is developed, it is crucial that the product outlives the project's duration and is being developed further after its ending, since most products need a lot more time to be fully functioning

- The most important steps in product development are: detecting the local potentials, considering potential target groups and their lifestyle preferences, developing products and marketing them.

The summary of the Master Class will be published on the INSiGHTS website, thus will be available for downloading and the information could be used by anyone even outside of the Danube region.

The knowledge gained in the Master Class, will also be transferred to local level staff members of partners and to regional stakeholders, thus ensuring institutional and stakeholder learning in several countries of Europe.

Contribution to EUSDR actions and/or targets (max. 1500 characters)

For building synergies, capitalise on other similar projects and initiatives and disseminate the results beyond the partnership, PPs participate in at least 4 external thematic external events incl. conferences, workshops or seminars organised by the EUSDR bodies and by other relevant networks and projects. They will present this brand new method (Walkshop, including Master Class) and the main project outputs (Integrated Sustainable Tourism Strategies, Model on slow, green & healthy tourism development) that are based on the knowledge gained through the workshops, including the Master Class.

The final output, the Transnational Policy recommendations (Output 4.3.) will be elaborated based on the knowledge gained in workshops, including the Master Class for national level decision-makers all across the Danube region for meeting the standards and targets set by the EU and particularly the EUSDR policy frameworks. It will also include a review of the EU and national level funding schemes and concrete suggestions for exploiting these sources, as well as an outlook on future capitalisation on the project results in the frame of the PA3 of EUSDR.

Performed testing, if applicable (max. 1000 characters)

Not relevant

Integration and use of the output by the target group (max. 2000 characters)

The representatives of Partners attending the Master Class learned interesting facts about tourism product development in theory and learned about cycling tourism through an existing good practice.

Moreover, they had an opportunity to meet experts from other countries (e.g. Martin Čotar and Davor Dobrila from Croatia, Michael Meyer etc.). These newly built international relationships could be useful for their future work.

The knowledge gained during the Master Class can also be shared with other staff members of the PPs and of the stakeholder organisations by reporting back to their departments and by briefing decision-makers (institutional learning). Regional stakeholders of Piloting Partners' regions will be also informed about the main findings of the Master Class because of the media coverage of the event (press releases, information on institutional websites, media presence etc.) and via regional stakeholders workshops organised by the Piloting Partners.

The summary of the Master Class will be available on project (and partners) website, so not only the regional stakeholders, but also the wider audience will be able to learn from this event. There will be also a summary about the workshop in the next INSiGHTS newsletter, what will be translated to the national languages of partners, so the stakeholders will be able to use the knowledge gained during this workshop even if they do not understand English.

Stakeholders (especially tourism developers) can implement the knowledge gained for their own region, as the theory of product development and the good practice about cycling tourism presented in the Master Class are completely adaptable by other regions.

Geographical coverage and transferability (max. 1500 characters)

The Master Class took place in Croatia, Central Istria region. Participants were stakeholders from Croatia, regional/local institutions and from partner countries (Slovakia, Austria, Croatia, Hungary, Slovenia, Romania, Bulgaria, Serbia).

The participants of the Master Class learned about good practices and solutions related to project development in tourism via the Central Istrian good practice (Parenzana cycling road). The discussion among participants will have a positive impact not only on their home countries, but also on other European countries, because of the transferability of the knowledge gained at this event.

The knowledge gained thanks to this Master Class, and the upcoming strategies based on the knowledge (e.g. outputs like the Guidelines (Output and the Comprehensive Model) can also be implemented by other countries and regions in Europe.

Durability (max. 1500 characters)

All workshops, including the Master Class in Central Istria are durable, because will be of direct benefit of partners. The knowledge gained will be shared with other staff members of the PP organisations by reporting back to the concerned departments and by briefing decision-makers. The regional stakeholders of the partner counties will also be informed about the main findings of the Master Class. The information of this Master Class will be available on the project website free of charge, the method and the context of this workshop can be used by other organisations and other projects not only now, but even after few years.

Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)

Not relevant

Output integration in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework (max. 2000 characters)

The output cannot be directly integrated in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework, but there are some ways for its indirect integration.

Some of the project partners of the INSiGHTS project and the stakeholders participating in this workshop are in contact with local decision-makers of their countries. They can implement the ideas and the knowledge gained during this workshop into their new strategies and frameworks.

The Comprehensive Model (Output 4.1) that is one of the main outputs of the INSiGHTS project will be co-created via a set of innovative exchange sessions, including this workshop related to the 2nd thematic pillar of the project (coordinated tourism supply development linked to greenways; promotion of healthy & eco-conscious lifestyle). The Comprehensive model will be tested and cross-checked by pairs of partners through pilot actions centred around the key thematic issues. Finally, for maximising the policy impact of the project, Transnational Policy Recommendations (Output 4.3) will be put on the table of decision-makers. It will include a review of the EU and national level funding schemes and concrete suggestions for exploiting these sources.