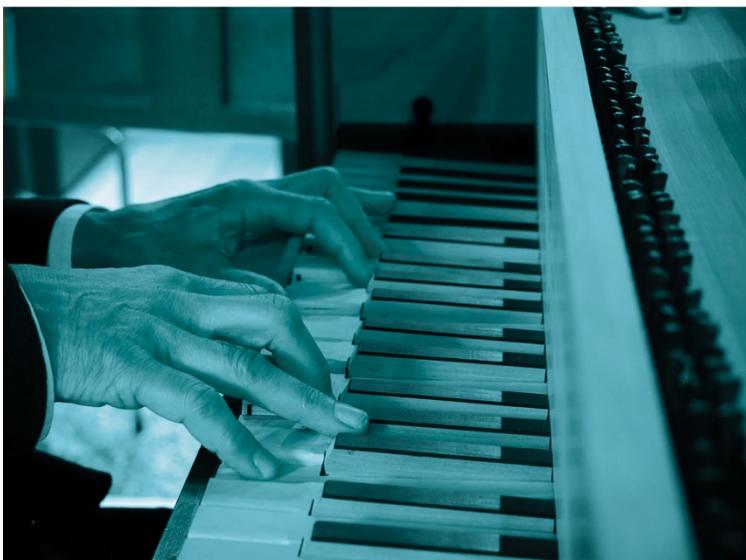


ACTION PLAN FOR VENETO REGION



www.interregeurope.eu/cult-create

Cultural and Creative Industries (CCIs)
contribution to Cultural and Creative Tourism (CCT)
in Europe

Cult-CreaTE
Interreg Europe

Disclaimer

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May 25, 2021

Interreg Europe Programme

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By building on its forerunner, INTERREG IVC (2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.

To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

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Cult-CreaTE Project

The potential of Cultural & Creative Industries (CCIs) in developing new Cultural & Creative Tourism (CCT) products and services for Growth & Jobs, is being advanced by the Cult-CreaTE project with policy change in 8 regions. Cult-CreaTE deploys Cultural and Creative Industries (CCIs) for the development and promotion of Cultural and Creative Tourism (CCT) strategies, towards enhancing the Competitiveness of SMEs CCIs

Common challenges are:

- The contribution of CCIs to CCT has not been given the attention it deserves to date. Cultural tourism needs CCIs to partially reinvent itself and attract the new generations. CCIs are also an indispensable source of innovation for other types of sustainable tourism, typically 'Creative Tourism'.
- Creative Tourism is considered a new generation of cultural tourism by involving the tourists themselves and the locals in the creation of the tourist products (co-creation).
- CCIs are in a strategic position to promote smart, sustainable and inclusive growth in all EU regions and cities, and thus contribute fully to the Europe 2020 Strategy and beyond, through their deployment for CCT.
- While some EU regions have been very good at tapping into this extraordinary potential as a way to promote socio-economic development, it however, appears that many others have not been making most of this potential.
- Synergies between sustainable tourism and CCIs can enhance the visibility and promotion of CCT. These synergies can contribute to the promotion of sustainable tourism destinations, an attraction of new investment and creation of new employment opportunities, particularly for youth and in lagging regions.

The overall objective is to redeploy CCIs for the development and promotion of CCT strategies, with sustainability, innovations, capitalisation, policy learning, policy implementation and capacity building.

Main outputs are action plans, with implementation and monitoring of improved policy instruments in 8 destination regions, communication and dissemination tools for policy learning and capacity building, contribution to EU policies and EU2020 targets. The beneficiaries are public authorities and their stakeholders.

Cult-CreaTE Project Partnership

Cult-CreaTE
Interreg Europe

Cultural and Creative Industries contribution to Cultural and Creative Tourism in Europe

European Union
European Regional Development Fund

VIDZEME TOURISM ASSOCIATION
Lead Partner

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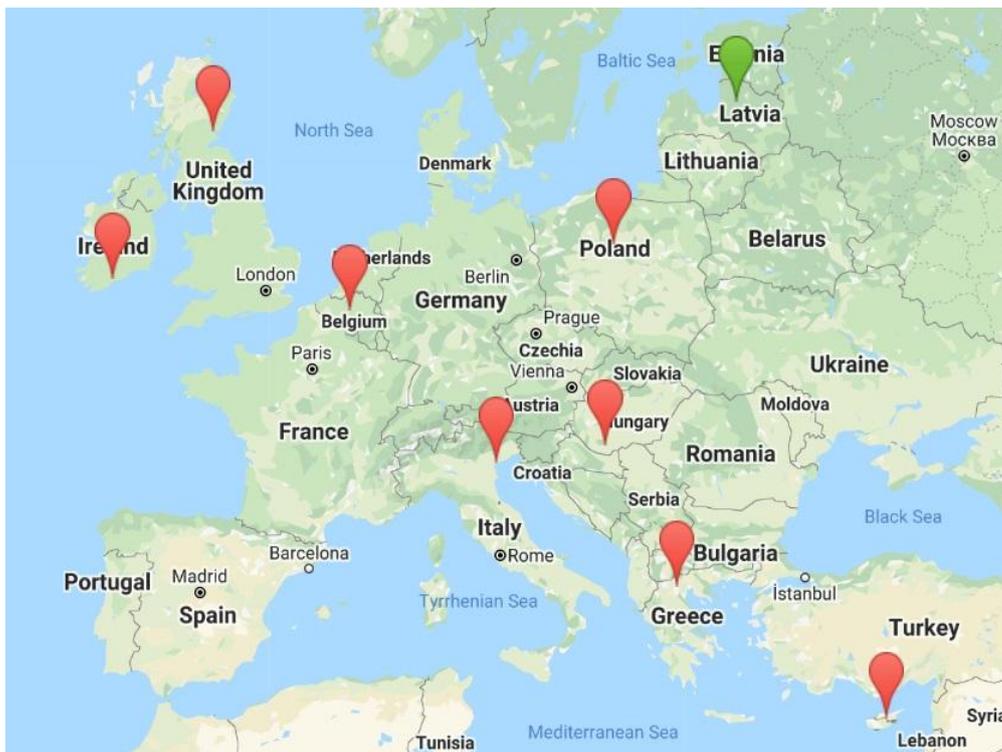
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Foreword

Message from Michela Valentini, Destination Manager, DMO Padova

Parlare di Padova come “città della cultura”, e per estensione del suo territorio come di una destinazione turistica a motivazione culturale, contiene certamente elementi di verità, ma anche imprecisioni. Perché il termine “cultura” è talmente vasto che non riesce a dare concretezza alle tante anime che lo compongono. E quella musicale è un’anima davvero importante, uno degli elementi di identità più veri perché più sentiti dai padovani stessi. E siccome l’identità e la cultura di un luogo sono fatte dall’insieme dei modi di vita della Comunità che lo abita, dalle tracce che questi modi di vita hanno lasciato nel passato, nel come vengono reinterpretati al presente, ecco che la musica diventa un elemento rilevante della crescita turistica futura.

Padova ha una forte connessione con il mondo della musica. La città ha dato i natali all’inventore del pianoforte Bartolomeo Cristofori, che progettò lo strumento nel lontano 1702 ne costruì molti per il mercato nazionale ed internazionale. Alcuni di questi si trovano oggi nei musei di Roma, Lipsia e New York. Padovano è anche Claudio Scimone, apprezzato direttore d’orchestra con oltre 5.000 concerti in ogni parte del mondo. Il ricco binomio Padova-musica comprende d’obbligo il soprano Mara Zampieri; è morto nella Città del Santo il compositore Giuseppe Tartini.

A Padova risiedono anche importanti istituzioni che operano nel settore della musica classica, del jazz, del pop, altrettante associazioni e realtà imprenditoriali. Tutti insieme generano un “cartellone” di eventi che animano la città in ogni momento dell’anno. Ed è anche per questo motivo che si sta lavorando ad ampliare i luoghi che possono ospitare orchestre e musicisti, in particolare con l’imponente progetto “Arena della Musica” un gioiello che impreziosisce il volto della città e ne illumina l’immagine: per i nostri ospiti di oggi e di domani.

Michela Valentini

Destination Manager, DMO Padova

Message from Resy Bettin, President, DMO Terme and Colli Euganei

In today’s tourism, it is strictly necessary to transition from a traditional touristic offer, mostly made up of visits to the main attractions of a destination, to the creation of innovative experiences centred on creativity, community and local traditions. Such a systemic shift not only serves the purpose of differentiation, but also helps in overcoming the crisis the industry is going through. The tourism and culture industries have been treated separately up until now, while today it is extremely important to create a synergic collaboration between actors from both sectors. This is the reason why projects like Cult-CreaTE are of fundamental importance for the territories that are just starting with the creation of this kind of experiences. Thanks to Cult-CreaTE, our operators have the possibility to grow professionally, acquire new skills and create viable touristic products.

Resy Bettin

President, DMO Terme and Colli Euganei

Acknowledgements

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The guides from Padova for the organization of the Padova Music Walk and the participants who have accompanied all stages of development of the Action Plan.

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Executive Summary

The Action Plan of the Veneto Region presents two new project actions and an action to improve governance specifically devoted to the themes of music, literary and film-induced tourism in the destinations of Terme and Colli Euganei and Padova, in the Veneto Region, north-eastern Italy.

The actions and activities proposed in the action plan aim to influence the ERDF programming period for 2021-2027 to support the competitiveness of cultural creative industries in cultural and creative tourism, and likewise, for Destination Management Organizations to support cultural and creative industries.

Recent trends, including changes in market demands, increased technological support, a growing search for creative experiences, have provided new opportunities for CCIs to become involved in new tourism opportunities. These two destinations are close to each other, yet differ from the perspective of travel motivation, target guest, length of overnight stays and cycle of life of the destination. However, both destinations can benefit their CCIs/SMEs from renewing and differentiating their tourism products to include cultural and creative offers in the themes identified above.

1. INTRODUCTION

The interregional cooperation exchange of experience on the contribution of Cultural and Creative Industries (CCIs) to Cultural and Creative Tourism (CCT), supported the identification of three actions proposed in the present Action Plan.

Alongside the exchange of experiences, the participatory approach developed through Phase 1 of Cult-CreaTE has enabled the Veneto Region (PP2) to identify three themes through which to strengthen the competitiveness of CCIs in cultural and creative tourism in the Action Plan Implementation phase, namely, **music tourism**, **literary tourism** and **film-induced tourism**.

It has also identified two target destinations: the **city of Padova** and the neighbouring **Terme and Colli Euganei** (Abano and the Euganean Hills). Even though the two destinations are close to each other, they differ from the perspective of travel motivation, target guest, length of overnight stays and cycle of life of the destination. Padova has been consistently growing into a consolidated tourism destination, with overnight stays doubling over the past 10 years, and asserting itself with its core products as City of Frescos (Giotto) and City of Science (Galileo Galilei and the University). Terme and Colli Euganei is a more mature destination, mostly known for its thermal waters since Roman times. However, overnight stays have decreased, challenging the cities of Abano and Montegrotto which depend on thermal tourism, and the destination is at risk of stagnation unless integration with other tourism products is sought.

These trends have different impacts on the Cultural Creative Industries (CCIs/SMEs) of the destinations. However, both destinations can benefit their CCIs/SMEs from renewing and differentiating their tourism products to include cultural and creative offers in the themes identified above.

1.1 Objectives of the action plan

Through the Action Plan, PP2 has two key objectives:

- Influence the ERDF regional operational programme (ROP), to specifically support the competitiveness of CCI in CCT;
- support innovation and help diversify the offer of two destinations in the themes of music tourism, film-induced tourism, and literary tourism.

1.2 Stakeholder Group Meetings

The stakeholder engagement process of Cult-CreaTE was developed over a period of nine months and involved parallel discussions with stakeholders from three different themes in cultural creative tourism, including music, literature and film-induced tourism. Specifically, meetings were held with experts and local CCIs active in the cultural and creative sector.

In music tourism, these included: local guides, storytellers, musicians of the Padova and Veneto Orchestra, the Festival Bartolomeo Cristofori; with SMEs in the tourism sector such as hotel owners and local tour operators; with public institutions, i.e., the music conservatory and museums; and with the tourism management system, including the Padova Destination Management Organisation and the Padova Visitors and Convention Bureau (Figure 1).



Figure 1. Participatory meeting to develop the Cult-CreaTE Action Plan (September 2020)

In literary tourism, meetings were held with experts in literary tourism, guides, the Francesco Petrarca literary park manager, literary coffee shops and bookstores. In film-induced tourism, meetings were held with experts from the University of Padova who have been involved in the research of this sector for a long time, as well as with associations involved in the organisation of film festival events.

Four Cult-CreaTE Stakeholder Group Meetings were carried out between April and September (Figure 2). The meetings addressed: 1. A SWOT analysis of the three different sectors in Padova and Terme and Colli Euganei and their potential for the development of new tourism experiences, 2. Brainstorming of ideas for new experiences and events in Padova and Colli Euganei based on a preliminary questionnaire; 3. A first review of the proposed experiences and events with invited stakeholders; and 4. an (in-person) Action Plan meeting which identified the steps for developing the experiences into a tourism product in both destinations.

All events were publicly disseminated through the following page, enabling participants to register ahead of the event, download the presentations or summary of the results: <https://www.etifor.com/it/eventi/cultcreate-2020/>. The results of the SWOT analysis are online at the above page.

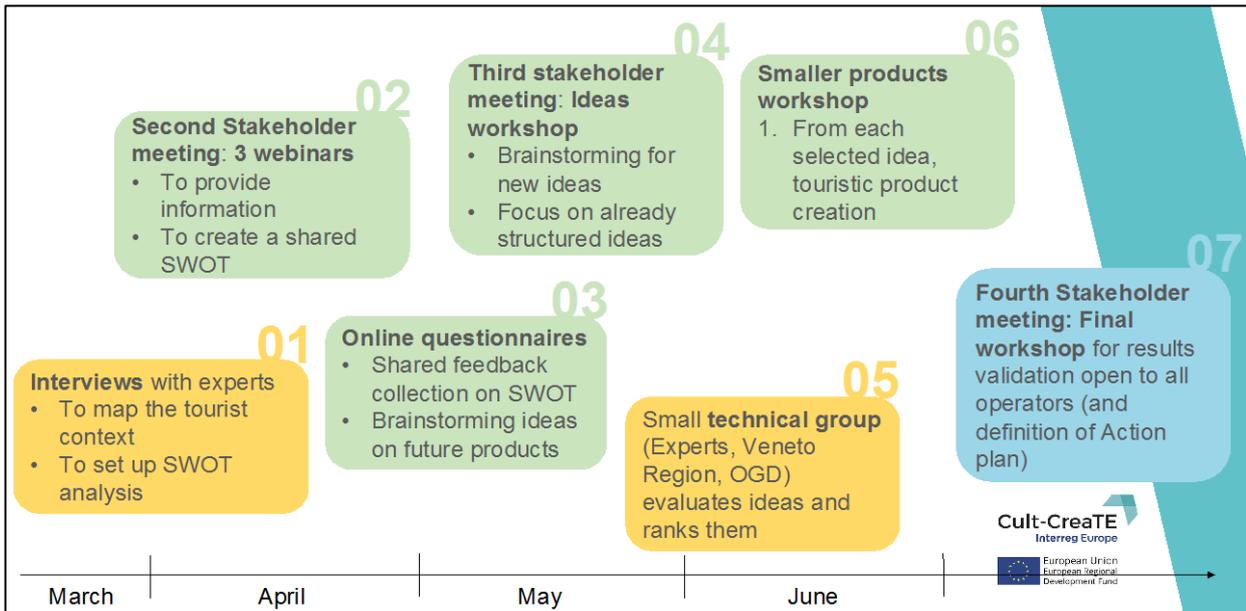


Figure 2. Cult-CreaTE Phase 1 Participatory process for the development of the Action Plan and the identification of the Pilot Action

The Cult-CreaTE participatory meetings enabled the Veneto Region team (PP2) to identify key actions for the development of new tourism experiences, which could in turn be developed into new theme-based tourism products and lead to the increased engagement of the local CCIs in the DMO of the destinations.

1.3 CCIs current status, general description and requirements

Veneto Region is among the most successful tourist destinations in Europe, as shown by the data on tourist arrivals (17.5 million/year). The challenge is **to reduce the large spatial concentration of tourist flows**, with the risk for some destinations, like Venice, to exceed their “carrying capacity”. Veneto Region aims at diversifying the regional tourism industry, giving new job opportunities and opening up space for new professions in tourism, particularly for youth in lagging regional areas.

The territory of the Veneto is divided into 7 provinces. 80% of the tourist flows are concentrated only in 2 provinces out of 7 (Venice, Verona), but cultural heritage is spread throughout the regional territory. Priority should be given to the valorisation of the less known cultural assets with a great potential. The priority is to target those destinations with lower concentration of tourist flows, experimenting an innovative model of tourism development, involving local CCIs and the local DMOs.

The province of Padua receives only around 9% of regional leisure tourists which is by far lower than its actual potential. However, the city of Padua is well organized in terms of local services and a larger share of visitors due to business and congress activities could likewise benefit from the new and innovative products.

On the tourist level, the city is famous mainly due to the figure of Sant’Antonio, in spite of its huge cultural and natural heritage to be exploited, which includes but is not limited to, Giotto Masterpieces, Palladio’s Villas, an old university where Galileo Galilei taught, a botanical Garden recognized as UNESCO world heritage. **The development of new CCT products linked to local CCIs aims to strengthen the attractiveness of lesser-known destinations with high potential in terms of cultural & natural heritage, as well ensure their competitiveness.**

The tourism sector has been profoundly affected by the Covid-19 emergency and as a result it is difficult to provide a proper baseline on the situation of CCIs. However, some important trends had started to influence the relation between CCIs and CCT and are likely to remain and be accentuated even in the post-Covid-19 time. For example, **cultural products have evolved**: whereas before the sector was characterised by the promotion of heritage sites with the mediation of tour guides, the **evolution of digital technologies, new tourism demands, and contamination of different sectors** have led to the **opening of cultural operators to the world of tourism** and thus to innovation. The themes of sustainability and security (health security) accentuated by the Covid-19 sanitary emergency are in line with these trends and are not likely to hamper the development of CCIs in both destinations – once restrictions imposed by the pandemic are lifted.

A first observation relates to a shift in the destination. Whereas in the past visitors privileged specific locations, the ‘vital space’ of a destination has enlarged with visitors requiring larger numbers of attractions and more diverse experiences within a shorter holiday time. At the same time, this trend has provided **more space for existing CCIs to propose new experiences, for new CCIs to emerge**, but also **for CCIs to understand more directly the tourism dynamics and to enlarge their tourism competences**. CCIs have in some cases faced these trends by creating **new business networks** and by **creating new product clubs** around new tourism products.

A second observation is that for small businesses working in the cultural sphere, new CCT opportunities have opened the doors for **new professional figures** but have also shown the need to fill in gaps in **training and professional development**. Together with this, questions on the economic sustainability of new CCIs, exacerbated by months of forced stalling, have also emerged.

The Veneto Region proposed a good practice that exemplifies the change that CCIs have faced over the past ten years. **Villa Roberti** is a CCI located in a historical building that has seen different stages of development. Ten years ago, the fifteenth century villa was opened by local guides as a cultural heritage. Then the owner started to organise the visits to the villa and personally welcoming visitors. The villa started to become a cultural hub, with the organisation of theatre and cinema events, concert performances, workshops as well as a local weekly market. This way, the villa became not only the aim of a single visit, but a place where people could come back to. Additional opportunities to contaminate different sectors opened up, with new cultural and recreational activities organised in different parts of the premise, and spaces for business meetings and weddings actively pursued. More recently, other parts of the villa have been restored for accommodating a B&B. As a small CCI, the association Vivere Villa Roberti has opened up new business venues, created new partnerships, restructured new parts of the premise and also become part of the larger territory, through the organisation of events, by having a bike point, ut more importantly, by more actively pursuing the creation of a tourism board including both public and private partners. (<https://www.interregeurope.eu/policylearning/good-practices/item/3155/villa-roberti-as-a-cultural-hub/>).

In the cities of art, such as Padova, a similar pattern has developed: CCIs have evolved from supporting mainly a museum cultural offer, to **connecting sectors** as diverse as artisanal, commercial activities (see historical stores), museum visits, events at parks and gardens. Also, **their target has changed**, from large tour groups to smaller ones. Large events have also seen the development of connected itineraries. Depending on the Marketing Plan, CCIs have the opportunity to connect fields as diverse as enogastronomy, artisanry, handicraft and industry.

These trends are exemplified by the INTERREG good practices of the **Ibiza Creativa Programme**, led by the Ibiza Island Council with the aim of diversifying its offer on the low season, by creating a training process through which more than 35 creative experiences were co-designed by the local stakeholders (<https://www.interregeurope.eu/policylearning/good-practices/item/4533/creative-ecosystem-in-ibiza-for-creative-tourism-development/>).

They are also well exemplified by efforts in Dundee, through the **UNESCO Creative Cities Network** (<https://www.interregeurope.eu/policylearning/good-practices/item/4877/creative-cities-network-of-unesco-dundee-city-of-design/>) and the Obidos, UNESCO City of Literature (<https://www.interregeurope.eu/policylearning/good-practices/item/4875/obidos-unesco-city-of-literature-stimulating-local-economy-and-the-smes/>)

Technologies have also greatly enhanced the trend towards increasing the connections between CCI and tourism through experiences as diverse as virtual reality, itineraries provided in different languages, and access to videos of local artisans. They have also allowed CCIs to open up to new markets, thanks to the wide reach that is possible through social media as well as access to the regional Destination Management System, allowing visibility previously unavailable. Yes, as the participatory process of Cult-CreaTE showed, access is best guided and the interaction structured, so that these experiences can dialogue correctly and in synergy with the tourism world (See the DiViT Good practice: <https://www.interregeurope.eu/policylearning/good-practices/item/4250/divit-digital-experience-solution-for-museums-galleries-and-exhibitions/>).

Within this context, the Veneto Region has aimed at influencing the measures of the European Fund for Regional Development to ensure that support for enhancing the competitiveness of CCIs in CCT is provided through the Axis for the Competitiveness of the productive systems:

- Action 3.3.4: Support for the competitiveness of businesses in tourist destinations, through offer qualification and product / service, strategic and organizational innovation.

The goal is to ensure that this support remains and is strengthened in the upcoming programming period.

1.4 Vision and Goals

The Action Plan will influence the ERDF 2021-2027 programme in the following directions:

- continue to include specific support for cultural creative industries in cultural creative tourism - as was already done in the last call of the PI mentioned above.
- Propose that a co-design methodology be specifically applied to support business competitiveness (i.e., through the use of the business model canvas, business plan and other tools) (see Action 1).
- Ensure that DMOs actively support the promotion of cultural and creative tourism in coordination with CCIs (Action 2).
- Include specific reference to support collaboration and synergies among businesses and with the DMO that can lead to the creation of new product clubs in cultural and creative tourism, and to enable collaboration across themes and destinations (Action 3).

1.5 Proposed Actions

The proposed actions are described in table 1.

Table 1. Summary of actions proposed

<i>Action Title</i>	<i>Type</i>	<i>Source/ Good Practice transfer</i>	<i>Partner</i>	<i>CCIs involved</i>	<i>CCT Product</i>
1. Co-creating your musical itinerary in Padova, the city of composer Tartini and piano inventor Cristofori: a pilot action to support CCIs competitiveness and the development of CCT	New Project	Creative ecosystem in Ibiza for Creative Tourism development; The place, a Creative Tourism SME; Research results of CCT based on CCIs for transfer into policy making	Regione del Veneto	Festival Bartolomeo Cristofori, Liuteria Veneta, Guide di Padova	Music tourism
Action 2 – Co-creating the “Euganea Film Tour”, a new tourism experience in Terme and Colli Euganei	New Project	UNESCO Creative Cities Network; Scotland on Screen	Regione del Veneto	Euganea Movie Movement	Film-induced tourism
Action 3 – Improving governance in the development of a new literary tourism product club	Improved governance	Óbidos, UNESCO City of Literature: stimulating local economy and the SMEs	Regione del Veneto	Parco Letterario Francesco Petrarca	Literary Tourism

The actions will support CCIs competitiveness through new projects and improved governance, namely achieved through better interaction among CCIs and public institutions such as the DMO and the regional Tourism Unit. It is expected that the new projects will also support the new ERDF by supporting better cooperation and integration in funding measures. However, it is not expected that they will lead to structural change. The relationship between the Cult-CreaTE Actions' expected impact is described in Figure 3.

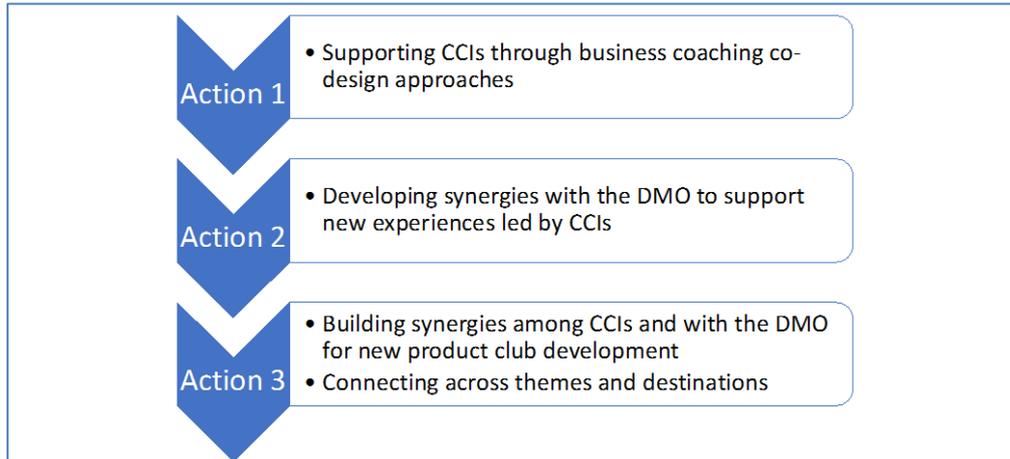


Figure 3. Actions' expected impacts on the policy instrument ERDF (2021-2027)

1.6 Monitoring process

The Veneto Region has established there will be a % increase in new cultural and creative products. As a result of the Covid emergency, it is not currently possible to establish how many cultural and creative products have been left standing. The monitoring process of the three action will focus on tangible and measurable outputs of the Action Plan:

1. number of participating SMEs at the proposed meetings;
2. number of new products and services created by the participating SMEs;
3. number of businesses participating in new agreements (i.e. Service Charter in the Action 3).

Table 2. Summary of the main tangible and measurable outputs of the Action Plan.

Action	Activity	Output
Action 1: Co-creating your musical itinerary in Padova, the city of composer Tartini and piano inventor Cristofori: a pilot action to support CCIs competitiveness and the development of CCT	Activity 1.1: Organise a first meeting with SMEs/CCIs to introduce the context of the pilot action	One online meeting with all potential stakeholders
	Activity 1.2: Organise a one-day study visit to Cremona, capital city of the violin	One-day study visit to Cremona
	Activity 1.3: Organise four co-design operative workshops	Three co-design operative workshops a business model canvas and a business plan Storytelling videos
	Activity 1.4: Test the new products and services.	List of SMEs interested in developing musical touristic businesses
	Activity 1.5: Evaluate and report on the results of the pilot action.	Final report

	Activity 1.6: Upscale and roll-out of the results of the pilot action to the Terme and Colli Euganei destination and improve synergies that will influence the ERDF in 2021-2027	Definition of actions needed to improve the inclusion of measures for supporting CCI in CCT in the ERDF measures for 2021-2027
Action 2 – Co-creating the “Euganea Film Tour”, a new tourism experience in Terme and Colli Euganei	Activity 2.1 – Mapping places and collection of film materials	A map with places of interest
	Activity 2.2 – Film tourism routes and bike points	A new bike point
	Activity 2.3 – Brand, image and creation of an interactive web app	An interactive web app
	Activity 2.4 – Production of a dedicated tear-off paper map	A tear-off paper map
	Activity 2.5 – Involvement of guides, Info points and tour operators to study the competitiveness of the film-induced product	List of SMEs interested in developing film-induced touristic businesses
	Activity 2.6 – Launch event and definition of connections to complementary products (music and literature and synergies with the neighbouring destination in Padova)	One launch event
Action 3 – Improving governance in the development of a new literary tourism product club	Activity 3.1 - Mapping of literary sites and existing paths	A map with places of interest
	Activity 3.2 - Creation of a literary path between Arquà Petrarca and Este, connection to other destinations and with diverse cultural creative tourism themes (i.e. music)	Creation of a new touristic path
	Activity 3.3 – Involvement of guides, operators from hospitality, catering and promotion operating in the destination and connections with diverse cultural creative tourism themes	List of SMEs interested in developing literary touristic businesses
	Activity 3.4 - Creation of a Service Charter with common rules and connection to the DMOs Terme and Colli Euganei and Padova	Creation of a Service Charter with common rules Launch event

2. ACTION PLAN

Part I – General information

Project: Interreg Europe Cultural & Creative Industries (CCIs) in developing new Cultural & Creative Tourism in Europe (Cult-CreaTE)

Partner organisation(s) concerned: Veneto Region

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Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument(s) addressed:

- ERDF regional operational programme 2021-2027

With Cult-CreaTE, the Veneto Region has the objective of influencing the ERDF regional operational programme (ROP), to specifically support the competitiveness of CCI in CCT. Thanks to the participatory approach adopted in Cult-CreaTE and the engagement of both public and private stakeholders in the development of the Action Plan, Veneto Region influenced one of the final calls for proposals of the ERDF 2014-2020 which was just released. Specifically, Action 3.3.4d, open between November 5 and February 25 2021, was focused on coordinated promotion on national and international markets, giving priority to tourism products that connect the tourism offer with the cultural and creative offer at a regional level. The deadline has been postponed to May 27, 2021 and in the destination Terme e Colli Euganei, local stakeholders have used the consultation period to propose the inclusion of activities related to the upscaling of Action 1 and the promotion of activities in Action 3.

However, the Veneto Region seeks to continue to support policy development in favour of the competitiveness of CCIs in CCT also in the upcoming programme period, in 2021-2027.

The Action Plan will influence the ERDF 2021-2027 programme in the following directions:

- continue to include specific support for cultural creative industries in cultural creative tourism- as was already done in the last call of the PI mentioned above (all Actions).
- Propose that a co-design methodology be specifically applied to support business competitiveness (i.e., through the use of the business model canvas, business plan and other tools) (Action 1).
- Ensure that DMOs actively support new networks around tourism products in cultural and creative tourism and promote them in coordination with CCIs (Action 2).
- Specifically call for collaboration and synergies among businesses and with the DMO that can lead to the creation of new product clubs in cultural and creative tourism (Action 3).

These changes can be included in the specific measures of the ERDF and the way in which they are declined into funding opportunities at the regional level.

Part III – Details of the actions envisaged

Action 1: Co-creating your musical itinerary in Padova, the city of composer Tartini and piano inventor Cristofori: a pilot action to support CCIs competitiveness and the development of CCT

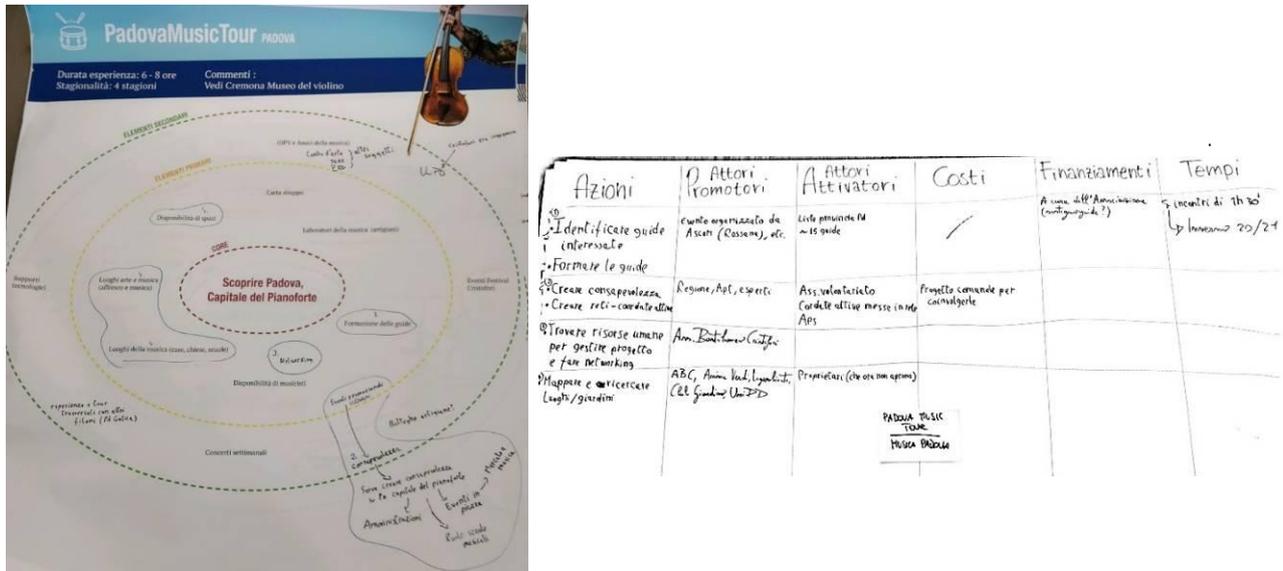


Figure 4. Ideas for the development of music tourism and participatory action planning

Six activities are envisaged for supporting CCIs and developing new tourism experiences in music. The first five were proposed as part of a pilot action funded through Interreg Europe while action 1.6 aims to upscale the Action Plan (Table 3).

Table 3. Supporting cultural and creative industries through the development of new tourism experiences in music.

Action	Activity
Co-creating your musical itinerary in Padova, the city of composer Tartini and piano inventor Cristofori: a pilot action to support CCIs competitiveness and the development of CCT	Activity 1.1: Organise a first meeting with SMEs/CCIs to introduce the context of the pilot action.
	Activity 1.2: Organise a one-day study visit to Cremona, capital city of the violin
	Activity 1.3: Organise four co-design operative workshops
	Activity 1.4: Test the new products and services.
	Activity 1.5: Evaluate and report on the results of the pilot action.
	Activity 1.6: Upscale and roll-out of the results of the pilot action to the Terme and Colli Euganei destination and improve synergies that will influence the ERDF in 2021-2027.

ACTION 1: Co-creating your musical itinerary in Padova, the city of composer Tartini and piano inventor Cristofori: a pilot action to support CCI competitiveness and the development of CCT

1. Relevance to the project

Unlike Salzburg, a city where the music tradition is a core tourism product, Padova can aim to diversify its rich artistic and cultural offer through the development of music as a complementary tourism product. The city has a rich musical tradition and a rich musical heritage. Its name is associated to two key figures: Bartolomeo Cristofori, who was born in Padova and was the inventor of the piano instrument, and Giuseppe Tartini, composer and violinist, who lived for many years and whose remains are located in the St. Catherine Church of Padova. A claim has already been proposed for “Padova, the city of the piano”. Currently, Padova houses the Orchestra of Padova and Veneto, and has several well-established musical groups in chamber music, lyrics, jazz, together with a well renowned organisers of events, ZedLive. A rich calendar of events was available year-round until the Covid-19 emergency in public and private locations. Yet, the music scene and the many businesses and associations which promote cultural and creative workshops and activities lack coordination, planning and connection among themselves and with the destination. In addition, the tourism destination does not identify music as a key area to attract tourism and therefore does not support the competitiveness of the CCIs in this sector. As a result, music fruition is mostly local or regional rather than targeted at national and international music lovers. In addition, music is almost only connected to the organisation of events and there is little possibility for visitors to explore the musical places of the city, including musicians’ homes, auditoriums, churches, libraries with access to original music sheets, music shops and music gardens, to experience first-hand creative workshops connected to music and immerse themselves in a musical atmosphere that can only be created through the concerted synergies and interactions of local for profit and not-for-profit businesses and public institutions. Access to music iconography, for example, well connects to the core cultural products of the city (i.e., frescos).

The music experience developed as part of the pilot action will offer the opportunity to visitors from all around the world, to get a hands-on experience of Padova’s music places and of the services promoted by local CCIs. **This pilot action is based on exchange of good practices with partners from Cyprus, as well as from the Interreg Good Practices from Ibiza.** In addition, the European Cultural Tourism Network expert Caroline Couret supported the identification of good practices specific to music workshops.

“The place, a Creative Tourism SME” which allows to discover the hidden Cyprus for arts, handicrafts & traditional products at the Place, in the old town of Pafos, shows how to connect the visitor with the products of the city and the island. In addition, the cultural creative district of Nicosia in Cyprus presents the opportunity to experience theme-related tours, i.e., local crafts, as well as witness high level events, for example in music and performance. These experiences show how it is possible to create an ‘atmosphere’ that is welcoming to visitors and which could be replicated in Padova in the context of music and the other cultural creative tourism experiences identified. <https://www.interregeurope.eu/policylearning/good-practices/item/3198/creative-tourism-in-discovering-hidden-cyprus-for-arts-handicrafts-traditional-products-pafos/>

The “**Creative ecosystem in Ibiza for Creative Tourism development**” shows how a co-design approach can be applied to the co-creation by CCIs and residents of the island of Creative Tourism experiences reflecting local identity, heritage and culture, towards competitiveness of local SMEs CCIs. In Padova, the pilot would test the co-design approach, supporting engagement

and participation of stakeholders, many of whom have already contributed to the initial stakeholder consultation process carried out in 2020.

<https://www.interregeurope.eu/policylearning/good-practices/item/4533/creative-ecosystem-in-ibiza-for-creative-tourism-development/>

In addition, in Ibiza there are two experiences relevant to the creation of musical itineraries: Digital music workshop, which shows the organisation of digital music courses, including the tools and apps for producing different genres of digital music from intensive one- or two-week courses, to individual classes and extensive courses. The website provides information on when and how the courses are held. <http://ibizacreativa.com/?actividad=digital-music-and-dj-courses&lang=en>

In **Ibiza a treasure hunt** is regularly organised as a fun way to discover the city. In Padova, this approach could be adapted by local guides or other not-for-profit businesses to enhance the participation of families in musical activities. <http://ibizacreativa.com/?actividad=treasure-hunt-ibiza&lang=en>

Finally, in the **Region L'Islet, the destination has a page dedicated to the art of guitar making**. The page includes information on the material provided, what the visitor should bring, provides some prerequisites and indications on target. In addition, it indicates the dates, the duration and the limit. The page summarises the kind of information that could be developed as part of organising the logistics of these workshops in the Padova workshop experience with the luthier. <https://destinationislet.chaudiereappalaches.com/en/saint-jean-port-joli-creative-village/workshops/art-of-guitar-making/>

2. Nature of the action

The pilot will facilitate the implementation of new business ideas drawn from the results of Phase 1 of Cult-CreaTE, through the facilitated use of the business canvas model and business plan, testing and evaluation of the results. The organisation of a dedicated music tour by local guides was tested internally in 2020 but has not yet been developed into a specific new business service. The development of creative workshops with local luthiers and piano makers was also identified as an opportunity for developing a new service that enhances the active participation of visitors.

One of the stakeholders was also interested in providing digital classical music entertainment reflective of Tartini's compositions in hotels. Other ideas that have emerged through the Cult-CreaTE exchange of best practices are the creation of master classes for visiting or amatorial musicians; creation of theme-based menus by restaurant and hotel owners; development of self-tours on bikes; and creation of specific literature and games.

The actions are described below and summarised in Figure 5 and summarised below.

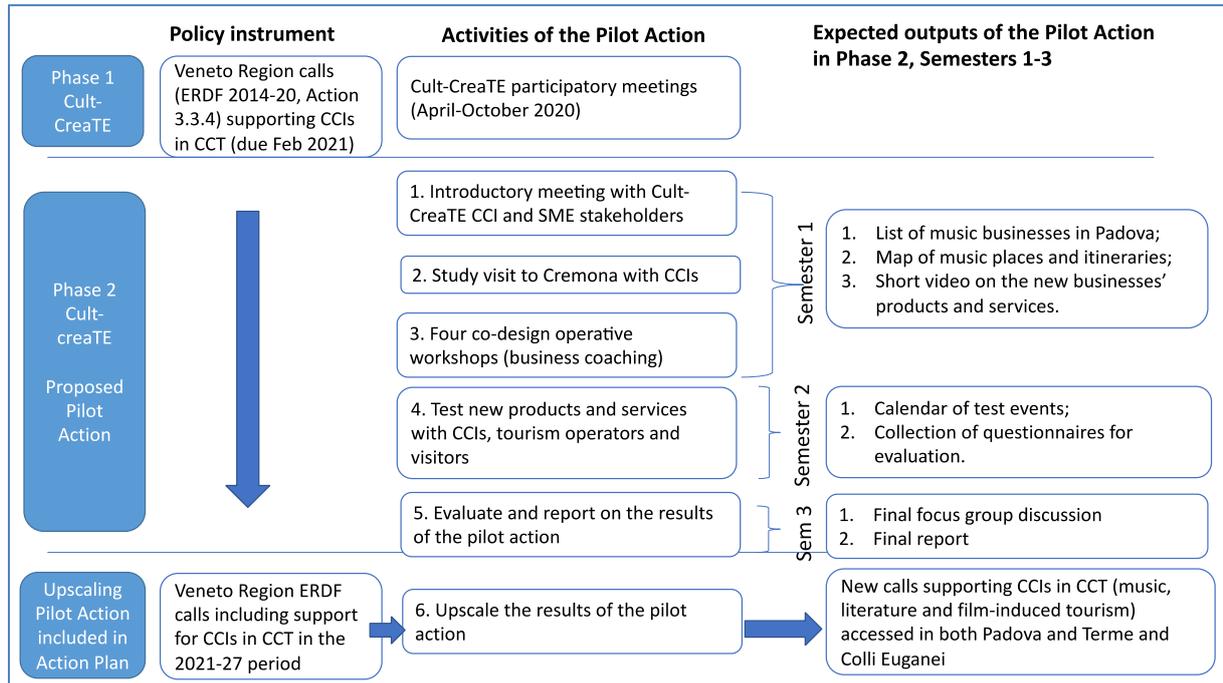


Figure 5. Summary of the Pilot Action and upscaling (Activities 1.1-1-5)

Activity 1.1

Organise a first meeting with SMEs/CCTs to present the highlights of the city for the development of music tourism, how music tourism can help diversify and increase the quality of the offer of local businesses, and vice versa, how for-profit and not-for-profit businesses can support the sector. The second part of the meeting will provide the opportunity to verify in a participatory way the music places of the city, and to list the businesses which provide products and services that support music tourism experiences in Padova. **The music locations of the city** will include musicians' homes, music locations, churches, libraries with access to original music sheets, music iconography, music shops, luthiers and music gardens. It will also include publishers and bookstores that promote original content on music and that organise workshop events for both adults and children.

Activity 1.2

A one-day study visit by bus will be organised for all stakeholders to **Cremona, capital city of the violin and host of the Violin Museum**. The study will include a meeting with the local DMO, and a visit to local CCTs involved in musical CCT. The study will serve to (1) **understand how local SMEs relate to the development of cultural creative tourism in music**, as well as (2) bring together all stakeholders interested in creating a Padova music district, connecting them to the DMO. It is expected that at least 15 people from Padova will participate.

Activity 1.3

Four co-design workshops will be organised to co-design new products and services connected to the development of music creative experiences. All workshops will be **facilitated** by trained professionals and business coaches. **In the first operative meeting**, stakeholders will be invited to **brainstorm and share ideas on creative experiences connected to music** that can be proposed to different targets: **music lover, music practitioner and families**. Based on experiences identified as part of the Cult-CreaTE engagement process, these could include creative experiences such as:

1. Developing the Padova Music Tour; 2. developing a workshop for making your own instrument/part of an instrument with a luthier or participating in a restoration lab (music lovers); 2. organising the space for masterclasses, chamber orchestra and solo performances in private heritage buildings with local musicians (professional musicians); 3. developing workshops and games connected to the music locations of Padova, i.e., story-telling, a treasure hunt for families and children. Hotels and tour operators interested in diversifying their offer may participate to the workshops, as well as bike rentals interested in differentiating their offer by suggesting music-related self-tours. The meeting will adopt the **pro-action café participatory technique** to ensure different perspectives can be gathered and a final selection of more viable ones is made.

The **second meeting** will use the **business model canvas** to explore in detail the logistics of organising the selected cultural and creative experiences: customers, length of the itinerary or workshop proposed, material output to be created, costs of material and professional support, scheduling, communication and marketing modes. Different groups will be created based on the ideas selected and will be followed on an individual basis by a team of specialised business coaches.

The **third meeting will focus on the business plan**, and each business will be asked to indicate their expected revenue flow, and how the new product or service would impact on their current revenue flow.

The fourth meeting will focus on storytelling. Each business will be asked to describe in simple words and visuals their new product or service. A video of each presentation will be made, to provide a basis for creating a video that summarises the Padova music tour. The video will be housed in the DMO Padova website, on a page dedicated to presenting innovative businesses and new ideas that promote cultural and creative tourism in music. The page will locate the businesses/experiences created on a map and connect them to the music locations of the city so they can easily be identified and connected to the music theme. The target is to have at least 45 participants reached, at least 15 per workshop (it is expected that some business will involve more than one person over the course of the workshops).

Activity 1.4

The new products and services (output of the co-design workshops) will be tested and evaluated. It is expected that the business coaching support will generate several ideas. **The pilot action will ensure that at least 3 experiences are piloted** (beyond the presentation in the video) and that the businesses that participated in the co-design workshops have a chance to experience them directly. Local hotels and tour operators will be encouraged to participate in these test tours since they will then be able to promote these new products and services on their website and personally to their visitors. Between 2 and 3 days will be scheduled to ensure that a visit to the different businesses (and experiencing of the related new products and services) is carried out by the group of participating businesses and sufficient time is allocated to the experience and to providing feedback to the new proposed experience. Based on interest in the first phase of Cult-creaTE, it is expected that among the different ideas generated, at least two new products and services will be developed: a guided tour developed by local guides connecting the music places of the city, and a creative workshop with a luthier. To ensure that the visits are productive both for the proponent business and the other participants, **an in-place participatory evaluation will be carried out to assess potential interest in the activity, and economic feasibility with all participants**. Emphasis will be given to a discussion of points of strengths and limitation of the new experiences, as products or services, at the end of each visit, as well as to the identification of

potential areas of collaboration among the different businesses. An online questionnaire will also be sent after the visit for further comments. A second evaluation moment will be carried out with visitors. The International Piano Festival Bartolomeo Cristofori has been identified as a suitable occasion. It will fall in the autumn of 2021, during the second semester; it will allow to promote the new business experiences to visitors that are sensitive to music (but not necessarily experts); and the costs of promoting the visits to the new experiences will be carried out by the festival itself. The experiences that will be evaluated could include the three products and services already tested in the summer, as well as new ones. They will be evaluated through questionnaires provided in loco.

During semester 2, the pilot action will be evaluated based on the criteria identified in section 2.2.2 above and will rely on questionnaires. The questionnaire will be provided to three target groups:

- Operators from cultural creative industries (satisfaction, feasibility, opportunity to collaborate) - at least 15 people reached
- Tourism operators (satisfaction, feasibility, opportunity to collaborate) - at least 15 people reached
- Visitors who participate in the guided tour (satisfaction, utility of the material and willingness to pay) - at least 40 people reached

Activity 1.5

In semester 3, a final focus group will be organised with key CCIs and tourism operators to assess the results of the pilot action on their business and on their opportunity to collaborate. The businesses that participated in the co-design workshops will be asked about the usefulness of the business support activities carried out in Semester 1, the ways in which testing in semester 2 supported the further development of their ideas, and finally, how they plan to move forward. During the workshop, CCIs will be invited to complete a timeline on how they intend to move forward as a business and in cooperation with the other businesses and local institutions.

The results of the pilot action evaluation will be reported in the final report and will include an analysis of the pilot action, recommendations for the future development of a facilitated business coaching process that supports new and innovative business models, and a proposal on how CCIs may cooperate to ensure financial sustainability. If successfully implemented and feasible, the new experiences will also be included in the Destination Management System.

It is expected that the participating businesses will be able to participate in the new 2021-2027 ERDF

Veneto Region POR calls to support/finance the continuation and generalization of the pilot action in case of success. It is also expected that the Veneto Region and the Padova DMO will support the promotion of the new experiences online and offline.

Activity 1.6

After the pilot action is finalised, the results will be used to upscale and roll-out the results to improve synergies and influence the ERDF in 2021-2027, specifically by defining actions needed to improve the inclusion of measures for supporting CCIs in CCT. To ensure its upscaling, a meeting with the Brussels Office of the Veneto Region (PP2), the Direzione Turismo, DMOs Padova and Terme e Colli Euganei will be organised to report on the results of the action. The points of strength and weaknesses of the co-design methodology and addressed in the evaluation will be reported and suggestions for inclusion of specific requirements for supporting CCIs in CCT will be defined for the new ERDF measures. The results will be reported in summary form.

In addition, thanks to the postponing of the Action 3.3.4 (ERDF 20214-2020), a group of local stakeholders from Terme and Colli Euganei are proposing an action to strengthen both musical tourism and literary tourism in the neighbouring destination.

3. Stakeholders involved

A first draft list of key stakeholders has already been created during the project Cult-CreaTE. The DMO Padova, the DMO Terme e Colli and the Direzione Turismo of the Veneto Region will be involved throughout.

In the **cultural creative industries sector**, the beneficiaries will include:

Businesses connected to the development of music-themed creative workshops:

- Liuteria Veneta (luthier)
- Meccanica tempesta (piano makers)
- Elindro (bow maker)
- Art restauration ateliers
- Book stores/publishers promoting music performances, creative workshops and specialised literature for adults and children (i.e., Bas Blau Illustration).

Businesses which are connected to music production, delivery and marketing:

- Gabbia music shop (vinyl and records)
- Ventitre (vinyl and records)
- ZedLive (concert organiser).

Within the **tourism destination**, beneficiaries will include:

- Cultural tour guides from Padova, a Cult-CreaTE stakeholder group
- Tour operators specialised in niche tourism offers connected to cultural, creative and music tourism
- Not-for-profit and for-profit small businesses organising activities and workshops in heritage gardens, as well as entertainment for children (i.e., Libreria Limerick)
- Family-owned hotels and B&Bs interested in differentiating their offer, i.e., Eden Hotel, a Cult-CreaTE stakeholder group, Hotel M14 and others.

Other stakeholders will benefit indirectly through the creation of new offers which support music tourism. These include:

Associations connected to the organisation of concerts and musical theatre performances:

- "Pollini" Music Conservatory
- The Orchestra of Padova and Veneto
- International Piano Festival Bartolomeo Cristofori
- Association Amici della Musica
- Padova Jazz Festival
- I Solisti Veneti
- Nova Symphonia Patavina
- The Veneto Youth Orchestra, well known for its numerous international exchanges.

Museums and Churches:

- the Civic Museum of Padova
- the National Monument of the Abbazia di Santa Giustina
- Museo Diocesano.

Tour operators and hotels interested in diversifying their offer will be invited to participate to the workshops, as they will be able to actively promote the new offers.

4. Timeframe

February 2021-April 2022

5. Costs

External costs: €20.300

6. Funding sources

Funding for the Pilot Action has been approved through the Interreg Europe Programme. The pilot action will be carried out by directly involving the DMO Padova, the DMO Terme e Colli and the Direzione Turismo of the Veneto Region, so that the results can be used directly to support influence of the new ERDF measures towards continued support for CCI's competitiveness in CCT.

In addition, the deadline for the submission of proposal to the Action 3.3.4 of the ERDF (2014-2020) has been postponed to May 27, 2021 and in the destination Terme e Colli Euganei, local stakeholders have agreed to use the consultation period (until end of March) to propose the inclusion of activities related to the upscaling of Action 1 (1.6) and the promotion of activities in Action 3, in synergy.

Action 2: Co-creating the «Euganea Film Tour», a new tourism experience in Terme e Colli Euganei

The “Euganea Film Tour” is a product of the Cult-CreaTE Stakeholder Group meetings and action planning. This action proposes a series of concrete activities aimed at raising awareness on this niche cultural and creative sector because it is often disconnected from cultural and creative tourism. However, also this activity has the possibility to differentiate and innovate the tourism offer, and at the same time bring forward new CCI which are rarely connected to the DMO and to CCT. The action, therefore, uses concrete activities to connect CCIs from the movie industry to the DMO Terme and Colli Euganei. This action can therefore influence the ERDF by supporting the development of synergies with the DMO as a way to support new experiences led by CCIs. At the same time, the action uses a public event to spur synergies with other cultural and creative themes and with the neighbouring destination of Padova. It is expected that these synergies will also be part of the approach adopted in the ERDF measures.

Specifically, the action involves the Veneto Region, the DMO Terme and Colli, the University of Padua, Etifor srl, and the organizations of the Euganean territory with the aim of creating new products and tourist experiences in Padua and the Euganean Hills, and specifically aims at the development of a path through the collaboration and coordination of the Euganea Movie Movement. Euganea Film Tour will contribute to providing useful information for the strengthening of the regional programming linked to the 2021-2027 Cohesion Policies linked to culture and tourism. The Euganea Film Tour focuses on the actions and tools necessary to favor the promotion and discovery of the Euganean Hills as a park that offers natural and artistic beauties and specifically stimulates knowledge and visits to the places of cinema: villas, castles, gardens, woods and palaces that have hosted important film productions, visionary directors and extraordinary actors.

The path for the development of the project starts from Monselice, which aims to become the “film tourism capital” of the Euganean Hills, using the spaces of Villa Pisani as a reference point for tourist information, the starting point for cine-tourist itineraries and a space dedicated to the study of the TV series shot in our territory. The role of Villa Pisani is strategic both for its position (next to the train station, on the bicycle E2 ring route of the Euganean Hills, in front of the Bisatto canal) and for having become an Info Point promoted by the OGD Terme e Colli Euganei, a service that supports and integrates the work of the IAT of Monselice. The activities envisaged for supporting cultural and creative industries and the development of new tourism experiences in film-induced tourism in the Euganean territory are summarised in Table 4.

Table 4. Supporting cultural and creative industries through the development of new tourism experiences in film-induced tourism

Action	Activity
Action 2 - Co-creating “Euganea Film Tour”, a new tourism experience in Terme and Colli Euganei	Activity 2.1 – Mapping places and collection of film materials
	Activity 2.2 – Film tourism routes and bike points
	Activity 2.3 – Brand, image and creation of an interactive web app
	Activity 2.4 – Production of dedicated tear-off paper map
	Activity 2.5 – Involvement of guides, Info points and tour operators in the area to study the competitiveness of the film-induced product
	Activity 2.6 – Launch event and definition of connections to complementary products (music and literature) and synergies with the neighbouring destination in Padova

These activities aim to support the development of this theme through the active creation of new material that will support the promotion of this tourism product, as well as the active involvement of the guides and the operators (SMEs) that operate in the area.

ACTION 2: Co-creating “Euganea Film Tour”, a new tourism experience in Terme and Colli Euganei**1. Relevance to the project**

Action 2 aims to promote film-induced tourism in Padova and especially in the area of the Terme and Colli Euganei. These good practices emerged from the exchange with the partners from Dundee. Efforts in this direction are also well exemplified by efforts in **Dundee, through the UNESCO Creative Cities Network**.

<https://www.interregeurope.eu/policylearning/good-practices/item/4877/creative-cities-network-of-unesco-dundee-city-of-design/>

In addition, **Visit Scotland promotes “Scotland on screen”**, a website that supports visiting filming locations used in film and TV franchises such as James Bond, Outlander and Harry Potter. The website allows to book the visit and provides detailed information on how to organise the tour. The good practice was suggested by the partners in Dundee.

<https://www.visitscotland.com/info/tours/scotland-on-screen-84d5e207>

2. Nature of the action

Six specific activities are foreseen to carry out the action and summarised in Figure 6:

2.1. Mapping places and collections of materials

2.2. Film tourism routes and bike points

2.3. Brand, image and creation of an interactive web app

2.4. Production of dedicated tear-off paper map

2.5 Involvement of guides, Info points and tour operators in the area to study the competitiveness of the film-induced product

2.6 Launch event and definition of connections to complementary products (music and literature) and synergies with the DMO in the neighbouring destination in Padova

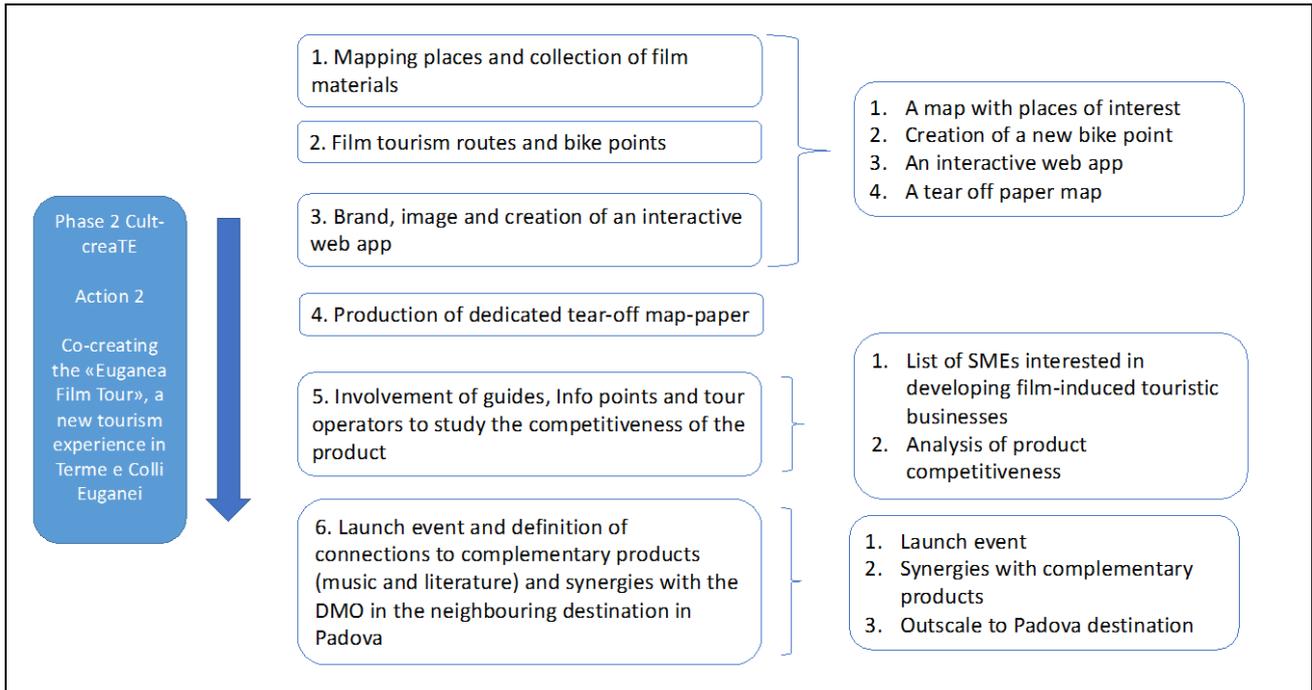


Figure 6. Summary of proposed activities in Action 2

Activity 2.1

In this first phase, a census of all the places used as backdrops for films and TV series will take place, and the sites that are accessible and of greatest tourism interest will be selected. Original materials, photos, interviews, insights and videos of these sites will be collected, and will constitute the main contents to be conveyed to tourists through specific and diversified tools (digital, paper, audio, etc.). The mapping and data collection work will take place in collaboration with Giulia Lavarone and Farah Polato, professors at the University of Padua, and directly by a master’s student engaged in studying the relationship between cinema and tourism.

Activity 2.2

Two bike itineraries will be initially defined, with departure and arrival at Villa Pisani and of different durations and difficulties. The main reference for the route is the E2 of Colli ring, from which you can detour to other places of historical-artistic-touristic interest.

A bike rental point where e-bikes are also available, will be activated in Villa Pisani in collaboration with operators and agencies in the area that deal with cycle tourism. The service, currently unique for Monselice, will take care not only of the rental and mechanical assistance but also of the custody of the bicycles of tourists coming from the Thermal Baths and the Hills, and visiting Monselice.

Activity 2.3

The web app is the most suitable tool for using the contents of the project and is better suited to the needs of the tourist. Within the web app there will be an interactive map to show the stages of the tour and the links to the text and visual materials previously collected and defined. The coordinated image of the project will be defined, from the creation of the logo to the visual and graphic aspects.

The points of interest will therefore contain a mix of touristic and film information and media materials (trailers, backstage, frames and more) to enrich the user experience.

All the places along the route will be geolocated. This will allow to use Google Maps or Apple Maps to physically lead the user to the point of interest. The map may contain further proposals for places of interest and tourism, not necessarily related to the cinema, but adjacent to the defined cine-tourist route. By taking advantage of geolocation, it is possible to offer the user a personalized route other than the cine tour. Subsequently, the contents will be conveyed in a dedicated YouTube channel. All information and contents of the web app will be translated into multiple languages.

Activity 2.4

An easy to use paper guide to the places of cinema will be printed in 15.000 copies and distributed among the IATs, the most significant tourist sites of the Hills, hotels, and specific and selected commercial activities. The map will contain the references and tools necessary for the web use of the linked contents (QR code, web app).

Activity 2.5

A participative consultation for sharing knowledge and materials and for training on the contents of the cine-tourism proposal will be activated for local guides, IAT staff and operators in the sector both in Terme and Colli Euganei and in Padova. The involved stakeholders will be asked to discuss which elements related to the new product could increase the level of competitiveness compared to the surrounding realities. These elements will be integrated or emphasized during the construction of the tourism product.

At the same time, based on the ongoing co-design workshops of the pilot action, training activities will be organized with the support of DMO Terme e Colli and the University of Padua.

Activity 2.6

Attention will be paid to connections with movie events in the Terme and Colli Euganei and in the Padova destinations. The promotion of the film tours is entrusted to the DMO, operators in the sector, local authorities and IATs. Euganea Movie Movement will use its web and social channels to convey information about the project and will schedule a launch event during the twentieth edition of Euganea Film Festival, which will take place from 17 to 27 June 2021 in Monselice and in the Euganean Hills.

It is expected that this event will support building connections also across destinations to the neighbouring destination in Padova.

3. Stakeholders involved

Giulia Lavarone and Farah Polato, professors at the University of Padua will lead the identification and collection of materials. Euganea Movie Movement, DMO Terme e Colli and the University of Padova will coordinate. Local guides, IAT staff and operators in the sector will be involved in training.

4. **Timeframe**

Activity 2.1: March 2021

Activity 2.2: April 2021; bike points activation within June 2021

Activity 2.3: April 2021

Activity 2.4: April and May 2021

Activity 2.5: From February to June 2021

Activity 2.6: Promotion from April to June 2021; the launch event will take place during the Euganea Film Festival (17-27 June)

5. **Costs**

€10.000 + inkind

6. **Funding sources**

Funding for this action has been granted from the Municipality of Monselice, part of the DMO Terme e Colli. In addition, the University of Padova is providing in-kind support by enlisting the help of a Master student. The Tourism Unit of the Regione Veneto will support with the printing costs of the paper guide. Promotional activities will be carried out by local authorities and tourism offices. The Euganea Movie Movement will also support through the promotion of the Euganea Film Festival (June 2021).

The action is not directly funded through the ERDF because funding was granted internally and thus, partners of CCI involved in Cult-CreaTE decided to include two actions (Action 1.6 and the promotion of activities in action 3) in the final call for proposals of the ERFD 2014-2020. However, the action is led together with the DMOs and with the Veneto Region and aims to ensure that DMOs actively support new networks around tourism experiences in cultural and creative tourism and promote them in coordination with CCIs.

In addition, Euganea Film Movement is submitting a proposal to the Fondazione Cariplo (private funded) to upscale the Action in three directions and over a period of two years (June 2021- May 2023). First, the action includes the creation of interactive gaming to be used both online and along the proposed cine routes. Second, the Associations plans to consolidate its business strategy through the development of their business model and business plan by adopting the tools that will be tested in Action 1 of the current Action Plan (the pilot action). Third, in year two, the content of the webapp will be upscaled to the Padova destination where work on mapping has already been carried out by the University of Padova.

ACTION 3: Improving governance in the development of a new literary tourism product club

1. Relevance to the project

Action 3 aims to increase the competitiveness of SMEs CCI connected to literary tourism. This action was developed from communication and exchange with the European Cultural Tourism Network. The Óbidos Literary City is an exemplary case of how CCIs contribute to the development of CCT, in this case with literature as the articulating and integrating axis of other disciplines. These actions aim to make Portugal a global reference in various creative fields, to enhance partnerships with the academic community in seeking funding for joint projects. For Terme and Colli Euganei the literary path aims to diversify the tourism offer of the area (currently more focused on thermal waters and its natural assets) and help develop a complementary product. However, this case shows many of the activities that can be further developed from this theme. For example, the case of Óbidos is an example of the alliance between the public and private sectors to generate local development through literature, in this case as an articulating and dynamic axis.

<https://www.interregeurope.eu/policylearning/good-practices/item/4875/obidos-unesco-city-of-literature-stimulating-local-economy-and-the-smes/>

2. Nature of the action

Four specific activities are foreseen to carry out the action and summarised in Figure 8:

- 3.1. Mapping of existing literary sites and paths
- 3.2. Creation of a literary path between Arquà Petrarca and Este and connection to other destinations and with diverse cultural creative tourism themes (i.e. music)
- 3.3. Involvement of guides, operators from hospitality, catering and promotion operating in the destination and connections with diverse cultural creative tourism themes
- 3.4. Creation of a Service Charter with common rules and creation of synergies with the DMOs Terme and Colli Euganei and Padova

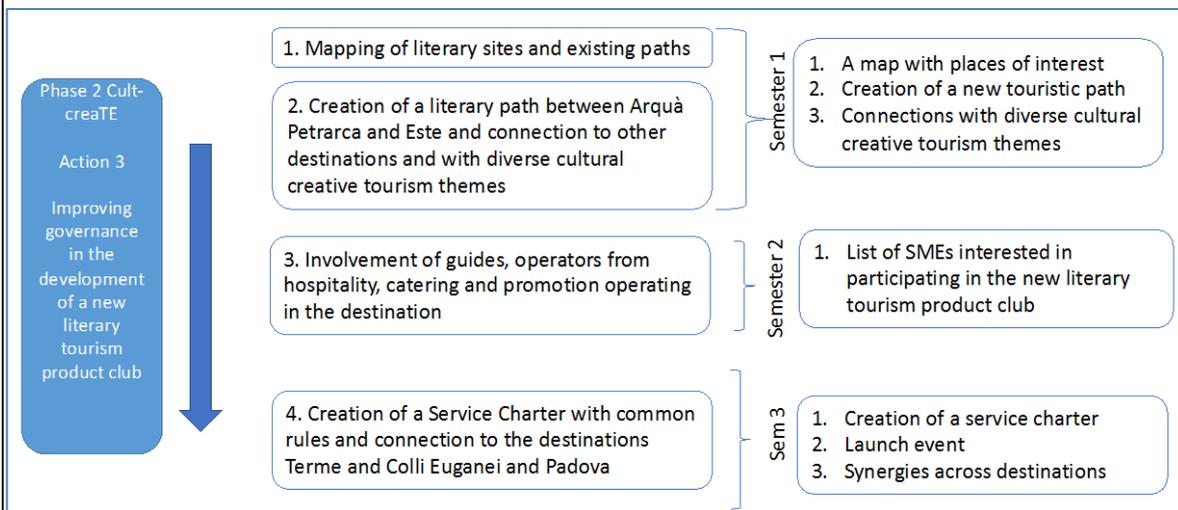


Figure 8. Summary of the activities planned for Action 3

Activity 3.1

The Francesco Petrarca Literary Park CCI has already mapped the main literary sites of interest in the area. The first activity therefore involves the computerization of information in a database and sharing between partners and the creation of a QR code.

Activity 3.2

A small group of key stakeholders (the Francesco Petrarca Literacy Park, the DMO Terme e Colli) will identify a route that can be proposed to both Italian and foreign tourists in a day on foot and for which information is available in different languages. The opening hours of the sites included in the route will be checked in order to guarantee the usability of the tourist product all year round, the maps and brochures to be left in the IATs and accommodation facilities will be printed.

In addition, possible connections with other territories will be made. For example, with the Abbazia di Santa Giustina in Padova, where the literature and musical peculiarities of the Abbey can support exploration of churches, specialized bookstores, libraries with manuscripts and original music scores, in addition to the musical iconography in the same city of Padua. Likewise, with the guided literary paths, the Abbey is a starting point for the rediscovery of paths not only of religious or devotional pilgrimage (there is the tomb of the evangelist San Luca), but also of creating symbolic, historical connections / literary and narrative / historical evocation with the city and the Veneto Region. These paths can extend to other areas of the city where authors such as Dante (in the Dante's year) stayed there. The State Library of the National Monument of Santa Giustina is an institute of the MIBACT and offers qualified staff from the historical and cultural point of view of the Abbey and the city. In addition, it will be possible to connect literary references to music thanks to connections with Action 1.

Activity 3.3

The crucial part is to create an agreement between the tourist guides on the management and use of the literary product. A participatory meeting will be proposed to refine communication techniques, update mutual knowledge, and identify interest in creating a shared charter of services.

In order to carry out this activity, the DMO will have to play an important part in ensuring that the CCIs and the tourism operators in the area are reached and included in this process, and that the process leading to the Service Charter receives broad adherence.

Activity 3.4

The DMO will support the Literary Park drafting of the service charter, agreement among all participants and final endorsement. An event to launch the product club will be created together with the DMO Padova. All the local operators from hospitality and catering will be invited and will be asked to support the promotion of the new literary product.

3. Stakeholders involved

The main actors will be the Francesco Petrarca Literacy Park, the DMO Terme e Colli and the Local Action Group. All the local touristic guides will be invited to attend the process for the

Charter of Services. Local hospitality operators will be asked to promote the product.

4. Timeframe)

June 2021 – June 2022

5. Costs

15.000 + in-kind

6. Funding sources

This action aims to Improve Governance arrangements by ensuring that the DMO actively supports a new network around the development of a tourism product club in cultural and creative tourism and helps to promote the literary product in coordination with CCIs. For this reason, the action is being carried out with the direct involvement of the DMO Terme and Colli Euganei, which will raise funding from all ten municipalities to address Activity 3.1 (mapping) and will provide staff resources for the coordination of the new product club and the relative service charter as well as to support promotional activities. The Tourism Unit of the Regione Veneto will support with the printing costs of the paper guide. Promotional activities will be carried out by local authorities and tourism offices.

In addition, local stakeholders involved with the Francesco Petrarca Literary Park and the music event "Sound Trails" have agreed to use the consultation period (until end of March) to propose the inclusion of activities related to the upscaling of Action 1 (1.6) and the promotion of activities in Action 3, in synergy.

Date: 26 May 2021

Name of the organisation(s) :
Regione del Veneto, Italy

Signatures of the relevant organisation(s): _____

IL DIRETTORE
Dr. Marco Paolo Mantile



CULT-CREATE PROJECT DEPLOYS CULTURAL AND CREATIVE INDUSTRIES (CCIS) FOR THE DEVELOPMENT AND PROMOTION OF CULTURAL AND CREATIVE TOURISM (CCT) STRATEGIES

The Action Plan of the Veneto Region aims to develop music, literary and film-induced tourism in the destinations of Padova and Terme and Colli Euganei in the Veneto Region, north-eastern Italy. The actions proposed aim to influence the ERDF programming period for 2021-2027 to support the competitiveness of cultural creative industries in cultural and creative tourism, and likewise, for Destination Management Organizations to support cultural and creative industries.

The three actions are:



Action 1

Co-creating your musical itinerary in Padova, the city of composer Tartini and piano inventor Cristofori: a pilot action to support CCI's competitiveness and the development of CCT



Action 2

Co-creating the "Euganea Film Tour", a new tourism experience in Terme and Colli Euganei



Action 3

Improving governance in the development of a new literary tourism product club

www.interregeurope.eu/cult-create

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