

**PROJECT IDEA ON RURAL TOURISM:
 TOURISM PROMOTION FOR THE ECONOMIC BASE DIVERSIFICATION AND SUSTAINABLE
 GROWTH OF AGRICULTURE IN CADSES AREA
 PROMO.RURAL.TOUR**

ANALYTICAL DESCRIPTION

Lack of local environmental, landscape, and cultural resources promotion, difficult access to rural areas, scarcity of qualified tourist accommodation infrastructures, are among the main reasons why rural areas are missing the benefits of tourism-related revenues that others achieve. On the other hand, successful rural tourism initiatives requires both financial and environmental sustainability in the long term. Financial sustainability can be achieved if, after an initial investment is made, a rural tourism initiative is able to generate a positive cash flow thus ensuring the long term success of the initiative itself. Environmental sustainability is the ability to leverage the economical value of the natural and cultural environment surrounding a tourist initiative without causing damages to it. Higher returns could be achieved by both driving more tourists in the area and by extending their stay period besides the high seasons. These goals could be achieved by set forth a sustainable rural tourism marketing plan and guidelines to be implemented for the participating areas in pilot locations. In addition, it should be created a recognizable brand to clearly identify sustainable rural tourism initiatives which shares the same set of rules for the mark attribution and certification process. The bottom line is the whole rural area will benefit from an increased visitor flow since it is the area itself that will be part of the tourist offering rather than a single location or initiative. Partnerships with local entities are essential both to gather and organize the knowledge about area landscape remarkable spots, cultural heritage and characteristics, eno-gastronomical products, and to select and properly educate local participating operators. The partners will jointly promoting on the Internet the participating areas and initiatives, and use remote learning techniques as well as shared maintenance of the web presence to keep it current. An increased and extended tourist presence in the area is expected after the end of the project. In addition, increased revenues are expected for local economic activities, including artisans, tourist guides, food shops, restaurants, lodging, etc. Project deliverables are: a sustainable rural tourism marketing guidelines and a plan to be applied to each participating area; the institution of a rural tourism brand, certification procedures, and its Internet promotion; educational material, and remote and local education to the participating entities (local institutions, local economic operators). For each zone will be prepared a set of branded marketing collaterals (brochures, maps, etc.), road signals, panels, etc., and a coherent and easily updateable web presence (brand web site).

WorkPackage No	WorkPackage title
WP1	Project administration and technical coordination
WP2	Marketing plan and branding strategy for a rural tourism network
WP3	Rural area and network members identification and description
WP4	Sustainable rural tourism pilot project
WP5	Project Feedback and follow up
WP6	Project results evaluation and diffusion

Work-package No	Description of activities, components, means	Expected output / deliverables
WP1	<p>Project coordination: For the whole duration of the project, all the partners will carry out a continuous technical-financial coordination of the planned activities. These coordination activities will include the drawing up of progress reports (every 3 months) monitoring the technical and financial aspects of the project's progress and providing a rendering of account of the expenses sustained. The latter must be certified by the delegated certifying bodies in order to be reimbursed. The LP is the sole interlocutor for the CADSES programme structures (MA, PA and JTS) and will therefore have the task of drawing up the additional documentation, i.e. compiling the six-monthly reports (progress reports, financial reports and activity reports), drawing up the reimbursement applications (reimbursements to be made periodically), attentively monitoring and checking the progress of the project, making sure that the deadlines, the assigned budgets and activities foreseen by the this action plan are respected.</p>	<p>A) no. 4 progress reports (technical-financial) drawn up by the LP.</p> <p>B) no. 8 activity reports (technical) drawn up by each individual partner.</p> <p>C) Rendering of account of the expenses sustained by each individual partner in order to obtain certification of expenses (1st level check).</p> <p>D) Payment claims for expenses sustained by all the project's partners (not quantifiable) including the LP.</p>
	<p>Kick-off meeting di presentazione e avvio del progetto: The SICILY Region will act as the LP and will therefore organise the project's kick-off meeting. This meeting will be held over 2 days. During the first day there will be a conference for the project partners during which the partners will first of all be presented, together with the activities foreseen, the deadlines and the procedures to be respected throughout the project. The PP2 will illustrate the work and the actions to be carried out in order to realize the WP2. Furthermore, during this first day the members of the advisory board (technical-scientific committee) will be selected. During the second day there will be a conference open to the public during which the project will be presented together with the partners involved and with the participation of the local political, social and economical parties.</p>	no. 1 Kick-off meeting – 2 days
	<p>Workshops This action foresees the organisation and implementation of n° n workshops, to be held every four months. During these workshops the PPs in charge of the concluded WPs will present the results obtained together with any problems that may have arisen during the Work Package. At the same time, the PPs in charge of the successive WPs will present the actions to be carried out. Apart from exchanging technical information and experiences regarding the project, during these workshops the partners will have the opportunity to exchange information on topics of a trans-national nature, keeping the level of cooperation envisaged by the project, high.</p>	no. 1, one-day workshop
	<p>Final meeting: Organisation of the final meeting during which the results obtained by the "project" will be presented.</p>	no.1 Final meeting (one-day)
	<p>Participation in transnational workshops and other events foreseen by the authorities managing the CADSES programme.</p>	no. of participations in the planned meetings.

	<p>Website: The creation of the internet website (CMS-based technology). The creation of an area reserved for the partners where these will be able to interact and exchange information and experiences on-line. The setting up of a public domain area which will be implemented during the course of the project's activities.</p>	no. 1 Site – Technical area reserved for the partners -
WP2	<p>Rural tourism marketing plan: existing knowledge acquisition and strategic guidelines definition</p> <p>A sustainable rural tourism marketing plan will be drafted based on existing expertise and literature on the subject.</p> <p>The drafting process as well as the following actions: Action: 2.3 Action: 2.4 will be supported by an advisory board, which will be composed by highly regarded professionals and scientists in the tourism marketing field, and 2 selected partner representatives. (for each partner).</p> <p>The aim of the plan is to define strategic actions to create and promote a network of businesses, both farm and tourism-related, integrated with the rural areas they belong to.</p> <p>The first part of the plan will deal with the criteria for identification and classification of environmental, landscape, cultural, historical, architectural, and eno-gastronomical hot spots (rural tourist resources).</p> <p>The second part of the plan is related to the ways of accessing the sites and tourist resources previously identified: roads, railroads, paths, trails, airports, rivers, etc.</p> <p>An handbook (see following action) will also be published to provide practical guidelines for the plan implementation to each partner.</p> <p>Once completed, the rural tourism marketing plan will be implemented by each partner, assisted by the rural tourism marketing handbook, (see the following section) for all participating rural areas. Each partner will identify a rural area suitable for tourism development and implement the plan to it.</p> <p>The advisory board will held three plenary on-line meetings (tele-conference), supported by multi-media communication tools, to exchange the knowledge among its members and come to common guidelines for the master plan.</p>	no. 1 “Sustainable Rural Tourism Guidelines” no. 3 teleconferences (Advisory Board)

	<p>Rural tourism marketing plan: implementation handbook</p> <p>Based on the previously developed sustainable rural tourism marketing plan, the plan implementation process will be detailed in an handbook to assist the partners in the plan implementation phase.</p> <p>The first part of the handbook, similarly to the marketing plan structure, will assist the partners in a step-by-step identification and classification process of rural tourist resources (environmental, landscape, cultural, historical, architectonical, and eno-gastronomical) of a certain area.</p> <p>The second part of the handbook will provide practical user-friendly guidelines to the partners about the plan implementation with regard to the ways of facilitating the access to and discovery of tourist resources located in a given area.</p>	<p>n.1 Sustainable Rural Tourism Marketing Plan Implementation Guide” (handbook)</p>
	<p>Branding and network joining procedures: brand design</p> <p>A strong coordinated branding strategy inspired by the marketing plan will be developed, including a logo and image for marketing collaterals, a web site, and site and road panels.</p> <p>The branding activity will identify all activities, locations, and businesses participating to the sustainable rural tourism network.</p> <p>The developed brand will be attributed, based on a set requirements to be met by all qualifying businesses who will apply to join the network.</p> <p>The branding activity will also clearly identify the elements and the structure of marketing collaterals (brochures, maps, event flyers, windows stickers, business cards, web sites, etc.) as well as all suitable channels (both traditional media based and Internet based) for the brand promotion.</p> <p>The benefits for the joining businesses will be the acquisition of a combination of the brand itself, know-how, technical and marketing assistance, as well as the opportunity to be part of the network.</p> <p>After the end of this project the brand and its related joining procedures will be available for new qualifying businesses to join the network.</p> <p>The advisory board will held one plenary on-line meeting, supported by multi-media communication tools, to exchange the knowledge among its members and come to a shared branding strategy.</p>	<p>n.1 Branding Guidelines” and mark no. 1 Teleconference (Advisory Board)</p>

	<p>Branding and network joining procedures: network joining procedures</p> <p>Branding guidelines will be drafted to provide important information about how joining the network, and the correct use of the ratings.</p> <p>The advisory board will held one plenary on-line meeting, supported by multi-media communication tools, to exchange the knowledge among its members and come to a shared branding strategy.</p>	<p>n.1 "Network Operating Manual" no. 1 Teleconference (Advisory Board)</p>
	<p>Partner education workshop</p> <p>Each partner will be trained on how implement the marketing plan and the branding strategy in the areas which will be selected.</p> <p>The training session will be organized in two days:</p> <ul style="list-style-type: none"> • Day one: <ul style="list-style-type: none"> ○ marketing plan background ○ marketing plan implementation • Day two: <ul style="list-style-type: none"> ○ Branding strategy background ○ Branding strategy implementation 	<p>no. 1, two-day training workshop</p>
<p>WP 3</p>	<p>Pilot activity setup and study</p> <p>Before the marketing plan and branding strategy implementation, each partner will identify:</p> <ol style="list-style-type: none"> 1. a pilot area suitable for rural tourism development; 2. within that area the partner organization will identify a suitable number of businesses, both farms and tourist related (small restaurants, wineries, small hotels, bed & breakfast, camping sites, etc.) to join the network as pilot members. <p>The criteria to select such areas could be derived by the marketing plan but, initially, are not bounding for the partner.</p>	<p>no. 1, two-day training workshop</p>
	<p>Pilot areas and members description</p> <p>Once the area and the members will be identified, each partner will describe, according to precise guidelines set forth in the marketing plan, both the area and the businesses.</p> <p>In particular, for each given area, all tourist resources and access paths, will be described:</p> <ol style="list-style-type: none"> 1. existing tourist accommodation and promotion resources 2. environmental, landscape, cultural, historical, architectural, eno-gastronomical resources, etc. 3. roads, railroads, paths, trails, airports, rivers, etc. <p>These descriptions will be entered in two languages, the local one and in English, into an online system in order to be used at a later time both to feed the network web site content and produce part of marketing collaterals.</p>	<p>n.1 "Area and members description" (network). During this phase we foresee the implementation of data in the web site</p>

	<p>Marketing collaterals compilation</p> <p>Each partner will compile the online area and business description template available on the project web site (internal service web pages).</p> <p>From the entered and revised texts, available both in the area local language and in English, several marketing collaterals will be published:</p> <ol style="list-style-type: none"> 1. area tourist resources data sheet 2. area access and itinerary map 3. participating business data sheet 4. project brochure (see also following actions) 	<p>n.1000 area tourist resources data sheet (for each area) n.1000 area access and itinerary map (for each area) n. 100 participating business data sheet (for each member) n. 1000 project brochure</p> <p>Area specific data entered into the web site</p>
	<p>Member kickoff workshop</p> <p>Each partner will held a one day kickoff workshop to all members designated to assist them in joining the pilot in the participating area.</p> <p>This <i>kickoff</i> workshop will be organized over two days with the following program:</p> <ol style="list-style-type: none"> 1. Memberships background 2. how to join the network 3. how to keep the membership 	<p>n.1 training workshop–2 days.</p>
<p>WP4</p>	<p>Pilot Action: members training</p> <p>The pilot actions will be carried on by both the project partners and the members of the network.</p> <p>The partners will provide specialized rural tourism training to the members, while the members have to attend the training courses.</p> <p>In particular the training will be related, but not limited, to the following broad subjects:</p> <ol style="list-style-type: none"> 1. hospitality 2. language 3. cooking 4. accounting 5. quality control 6. laws and regulations <p>Rural tourism training courses will be held in convenient locations of the area and will be scheduled one in a month.</p>	<p>Training and permanent monitoring activities during the pilot action n. xx one day lessons.</p>
	<p>Pilot action: itinerary marking</p> <p>The partners will provide and install basic panels and signals for visitors to mark on the ground a suitable number of itineraries, as documented in the area description (see previous action), to be accessed by car, walking, horse, bike, etc.</p>	<p>Realisation of promotional material for identifying members of the circuit. We envisage the creation of:</p> <ul style="list-style-type: none"> - xx Informative placards - xx Panels - xx Signposts to be placed on the road indicating access to the establishments -xx Signposts indicating the itineraries

	<p>Pilot action: field survey</p> <p>The network members will submit to visitors at all participating locations a survey about the initiative, their satisfaction with local hospitality, and improvement suggestions.</p> <p>This data will be used to analyze the project outcome in terms of its weaknesses and strengths, both regarding the partners and the member actions.</p>	<p>no. 1 analysis of demand n° 1 questionnaire for each visitor n° 1 questionnaire for each participating location)</p>
WP5	<p>Feedback collection</p> <p>Each partner will provide the data gathered at the participating locations and enter it online in a proper section of the website.</p> <p>The data will be then pulled down the data store through the web site by the partner in charge for its processing and subsequent analysis.</p>	<p>no. 1 analysis of the pilot action's results. Implementation of the website with the data and information obtained</p>
	<p>Result analysis, future strategies, and original document revision</p> <p>Based on the feedbacks gathered in the field both from the partners and the members in the pilot areas, a critical revision of the marketing plan and the related handbook, as well as of the network joining guidelines will be carried on and new versions of the original documents will be drafted. This activity will be assisted by the advisory board.</p> <p>A document outlining the future strategies for the areas and the lessons learned will be drafted by the working team.</p>	<p>no. 1 analysis of the project's results and implementation of the website</p>
WP 6	<p>Web site and software infrastructure</p> <p>The web site will be highly dynamic and used both as a promotion tools by prospective tourists, and as a tool in several phases of the project life by partners.</p> <p>The web site will thus be based on a state-of-the-art open source CMS, Content Management System.</p> <p>Besides presentation of the project and of the participating areas and businesses, it will feature a search engine to allow potential visitors to find member offering accommodation and travel opportunities in an participating area.</p> <p>In addition, it will allow the partners to input and maintain the pilot area and the member descriptions.</p> <p>Finally the web site will allow each partner to enter online the visitor data collected at each member location.</p> <p>A wiki software facility will also be setup for service communications among the advisory board members.</p>	<p>no. 1 Site – Public domain area</p>

	<p>Multi-language publication of the project data sheet</p> <p>The project data sheet brochure represents a relevant way for the participating organizations to present themselves, the project and the results achieved. It will be published in 2.000 copies for each language and will be handed out at public workshops and meetings about the project.</p>	<p>1) no. 1 illustrative brochure presenting the project (partnerships, action areas, objectives, etc.). Total no. of copies: xxx</p> <p>2) no. 1 illustrative brochure presenting the results obtained. Total no. of copies: xxx</p>
	<p>Multi-language publication of the “Guide”, describing all the participating businesses and areas.</p>	<p>No. 1 Guide: containing all the information relative to the companies and organisations joining the circuit. Total no. of copies: xxxxx</p>
	<p>Multi-language CD production containing the project history and results, and the Guide,</p>	<p>no.1 Multimedial CD-ROM containing: -Project description -Activities carried out -Results obtained - Guide Total no. of copies: xxx</p>

Osoba do kontaktu:

Marta Ferrara
Spazio Verde S.r.l.
Riviera Ponti Romani, 22
I - 35121 PADOVA (Italy)
ph. fax 0039.049.8758288
mob. 0039.328.3908871
www.sverde.it