

Output Factsheet

Output title:

Output 4.1. Transnational INSiGHTS workshops <4th Study Visit, as a part of the 2nd Multilateral workshop>

Summary of the output (max. 2500 characters)

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

The workshop was connected to the 2nd thematic pillar – Coordinated Tourism Product Development Linked to Greenways.

The 1st element of the workshop was the Study Visit organised during 17-19 June.

The main purpose of the Study Visit was to show the visiting partners the different kinds of good practices related to slow, green and healthy tourism of Lag Central Istria's piloting region (Towns of Motovun and Pazin), in order to give the visiting piloting partners an overall impression of the region.

On 17 June at the beginning of the workshop Davor Šišović – a local journalist gave presentation to the partners about the historical, cultural and most of all touristic specifics of the wider area they were visiting. The presentation continued with a guided tour around the old city of Motovun, where partners had the chance to see some of the famous sites. Afterwards, partners returned to Hotel Kaštel to have dinner based on local specialities and ended the night with a visit to a local family winery named Tomaz where they were presented with the long tradition of winemaking in central Istria and the importance of this tradition in the current tourist offer in central Istria.

On 18 June partners were taken to Agrotourism Ograde -one of the oldest oldest registered agrotourism family farms in Istria that spreads over 13.000 m² and is dealing with agriculture, cultivation of domestic animals and works as a restaurant. In addition, the family offers accommodation facilities for an overall rural experience in the natural environment. Partners had a traditional Istrian dinner and were asked to prepare their own desert to test their skills in pastry making in a traditional Istrian pastry making workshop. The initiative itself has brought a growing interest for this pastry and it has proved to be a good way to promote traditional products. This kind of workshops, which include pastry, pasta or jam making are part of the offer of the Agrotourism Ograde. This way the guests can experience the local culture and gastronomy in a more involving and active way. During the dinner traditional folklore music was played by a local folklore group and partners were presented additional information on the traditional music, clothes and dances.

The next day partners visited Pazin, where they had the chance to decide which of the two most important tourist attractions in Pazin to visit: the ZipLine Pazinska jama, which is an adrenaline experience or the Pazin Castle. The Pazin Castle is the biggest and the best-preserved medieval fortress in Istria. Currently the Ethnographic Museum of Istria and the Museum of Pazin are located there, and it is the place of many exhibitions. The museums offer a possibility for the partners to experience the local history and culture in an interactive way. Zip line Pazinska jama - an unforgettable adrenaline attraction under the walls of the Castle, in the hatch of the Cave of Pazin divided in four parts.

The last stop of the study visit was at the cemetery church of St. Mary of the Rocks, situated in the vicinity of Beram. The Tavern „Vela Vrata” situated in Beram, was chosen for the lunch. The partners were served dishes made from black and white truffles together with homemade Istrian pasta.

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

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

The three specific objectives of INSiGHTS are:

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

During the Study Visit partners visited 11 sites and saw 11 good practices from the Central Istrian region related to tourism products.

These activities were in line with the overall objective, and especially with the 2nd specific objective of INSiGHTS. Thanks to the Study Visit, partners got an overall impression about the region. These impressions were the basis of the fruitful discussion during the other two elements (Master Class, Critical Classroom) of the workshop in Croatia. Based on the knowledge gained on the Study Visit, Master Class and Critical Classroom the main project outputs will be elaborated in order to reach the objectives of INSiGHTS.

Transnational impact (max. 1500 characters)

The Study Visit as a learning method containing site visits and presentations about the region ensures that partners from different countries can interact with each other in an innovative way.

The visited sites were chosen before the meeting by the host partner and their mentor. The visited sites are in the host partner's piloting region and good examples of slow, green and health tourism development. The 4th Study Visit was important for Lag "Central Istria", because they got direct feedback from experienced tourism actors from 8 other countries. It was also important for visiting partners, because they learned through experience good

examples of tourism development. These could be implemented for their own region, as most of the good practices selected by the host partner and experienced by the visitors are completely or partly adaptable by partners. The good practices are inspiration for their tourism development. They also were able to meet stakeholders from Croatia, so they could exchange creative ideas.

The summary of the walkshop will be published on the project website, thus it can inspire experts, tourism developers and other kind of stakeholders not only in the Danube region, but also in the other parts of Europe.

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

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

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

Performed testing, if applicable (max. 1000 characters)

Not relevant

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

The representatives of partners participating at the Study Visit were part of the international knowledge exchange and learning activity. The workshop offered direct benefits for staff members of the PPs (Individual learning).

They had the chance to experience 11 good practices from Central Istria. This fresh view on the host partner's region can give extra inspiration for the visiting partners for their own tourism development. Moreover, they had an opportunity to meet local people and stakeholders. These newly built international relationships can be useful for their future work.

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

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

Stakeholders (especially tourism developers) can use the knowledge gained for their own region. They can get an inspiration from these good practices.

Geographical coverage and transferability (max. 1500 characters)

The Workshop took place in Croatia, Central Istria. Participants were stakeholders from Croatia and from partner countries (Serbia, Slovakia, Austria, Hungary, Slovenia, Romania, Bulgaria, Germany).

The visited sites are in the host partner's piloting region and good examples of slow, green and healthy tourism development. The most of the good practices selected by the host partner and experienced by the visitors are completely or partly adaptable by partners from different countries. The good practices are an inspiration for their tourism development.

As the summary of the Study Visit will be available on project (and partners) website the good practices from the Central Istrian region can inspire not only the INSiGHTS partners, but also other stakeholders from different countries, even outside of the Danube region.

The knowledge gained thanks to this workshop (which 1st element was the Study Visit), and the upcoming strategies based on the knowledge, e.g. outputs like the Guidelines (Output and the Comprehensive Model) can also be implemented by other countries and regions in Europe.

Durability (max. 1500 characters)

All workshops, including this one in Croatia are durable, because will be of direct benefit of partners and the stakeholders' participating staff members (individual learning). The knowledge gained will be shared with other staff members of the partners' organisations by reporting back to their departments and by briefing decision-makers (institutional learning).

Stakeholders of Piloting Partners will be also informed about the main findings at stakeholder workshops.

The information of this Study Visit will be available on the project website free of charge, the method and the context of this workshop can be also used by other organisations and other projects not only now, but even after few years.

The smart solutions within the Comprehensive Model (Output 4.1) that is based on the knowledge gained during the workshops will be fed into the regional strategies (Outputs 3.3) customized to specific territorial contexts, to be integrated into strategic development documents of the PP regions (in Act. 3.2). 8 PPs will implement a set of interrelated tools and methods within their pilot action in WP5, whilst some of them will feed follow up projects to be financed from mainstream ERDF funds or other (national/ regional/ local/ own) resources.

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

Not relevant

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

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

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

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