

Output Factsheet

Output title: Output 3.2: Regional Stakeholder Empowering Workshops of PP4 - DCHS

Summary of the output (max. 2500 characters)

The 3rd RSG workshop of DCHS stakeholders was held with the aim of work overview of the project INSiGHTS and to implement the capacity building seminar. The representatives of both pilot action municipalities and local tourism coordinators were present at the meeting together with some local SMEs.

The first point on the agenda was to review the final version of Regional Visions. Igor Košir presented the final version of the document.

With the 3rd period of the project approaching – the DCHS team started to work on the elaboration of the Pilot Action plan. A draft was prepared and presented to the stakeholders who commented on the actions. The idea was to start with the implementation of the pilot actions as soon as possible – especially the route/hiking map of the local area since the seasonality is an issue here (summer tourism).

Zarja B. Mavec joined us at the meeting with a professional presentation on the tourism development. She is an expert on the area of alternative accommodation development and possibilities, and since the accommodation capacity is a big issue in the local tourism this was a perfect way to find new possibilities.

The workshop concluded with a discussion and a review of the upcoming tasks on the development of the tourism strategy of the area.

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 3 specific objectives of INSiGHTS are:

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

The workshop contributes to project and Programme objectives with the promotion of sustainable accommodation solutions in order to become an attractive destination for slow, green and healthy tourism. Through the workshop, municipal representatives and local tourist providers were informed and educated on the topic of renting existing real estate on online platforms and were also familiarized with the concept of scattered hotels. Both topics promote the preservation of diverse natural resources in the area by preventing their destruction in order to build new accommodation capacities. It provides an opportunity to repurpose and reuse old and abandoned buildings thus preserving cultural heritage in the

area.

Transnational impact (max. 1500 characters)

The impact of the output was local since it was designed specifically for the needs of the pilot action municipalities.

The attendees from municipal level were able to meet local SME owners and other tourist providers and exchange creative ideas. Thanks to the professional presentation held by Zarja B. Mavec, participants could learn about good practices and alternative solutions, for accommodating tourists, from other regions in Slovenia.

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

The EU Strategy for the Danube Region tries to enhance sustainable development across the partner countries. The process within INSiGHTS contributes to sustainable product development in tourism and it increases the awareness of the respective indicators and criteria. The output contributes to the development of the slow, green and healthy tourism destination focused on preservation of the diversity of natural and cultural assets by educating and encouraging local authorities and tourist providers on alternative, more sustainable ways of accommodating tourists in the area.

The knowledge gained at the workshop can be implemented in designing new municipal strategies and policies.

Performed testing, if applicable (max. 1000 characters)

Not applicable

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

The knowledge gained by municipal representatives will be shared with other staff members at both municipalities by reporting back to their departments and by briefing decision makers (institutional learning). They can implement the ideas and knowledge gained during this workshop into their new strategies and frameworks. Local tourism coordinators and local SMEs used the knowledge and the ideas gained at the workshop to develop a concept draft for the scattered hotel designed specifically to the needs and possibilities of the area.

Geographical coverage and transferability (max. 1500 characters)

The workshop was designed for the tourist providers, municipal representatives and all interested inhabitants of two municipalities (Litija and Šmartno pri Litiji) in Slovenia. The combined area coverage of the municipalities is roughly 316 km². The workshop was designed as an educational opportunity for tourist providers and other interested citizens on renting real estate on online platforms such as Airbnb and Booking.com and the concept of scattered hotels. It was organised in the form of a lecture by an external expert on the topic.

The relevancy of the topic and the design of the workshop make it easily transferable for everyone interested, especially areas with lack of traditional tourist accommodations (hotels, hostels and B&Bs) that are in need of some alternative accommodation options.

Durability (max. 1500 characters)

The workshop is durable because it will be of direct benefit for the participating individuals

and municipal representatives (individual learning). The knowledge gained will be shared with other staff members at both municipalities (Litija and Šmartno pri Litiji) by reporting back to their departments and by briefing decision makers (institutional learning). Owners of local SMEs will use the gained knowledge to further improve their business.

By participating in the workshop the attendees will also gain knowledge on alternative options in tourism. This provides them with a new outlook on tourism development in the region. Since seasonality (summer tourism) plays an important role in tourism in the destination Litija and Šmartno pri Litiji utilizing existing real estate is a better, more durable option than building new accommodation capacities. Not building new accommodation also contributes to the preservation of natural resources such as forest and waters.

The concept of the workshop can be tailor-made to the respective destination and its specific requirements. Therefore it can be used in the coming decade to improve the sustainability of the destination.

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

Not applicable

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

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

Some of the stakeholders participating in this workshop are municipal representatives. They can implement the ideas and knowledge gained during this workshop into their new strategies and frameworks.