

Cultural & traditional heritage in the Adriatic and Ionian area as a key driver for sustainable tourism

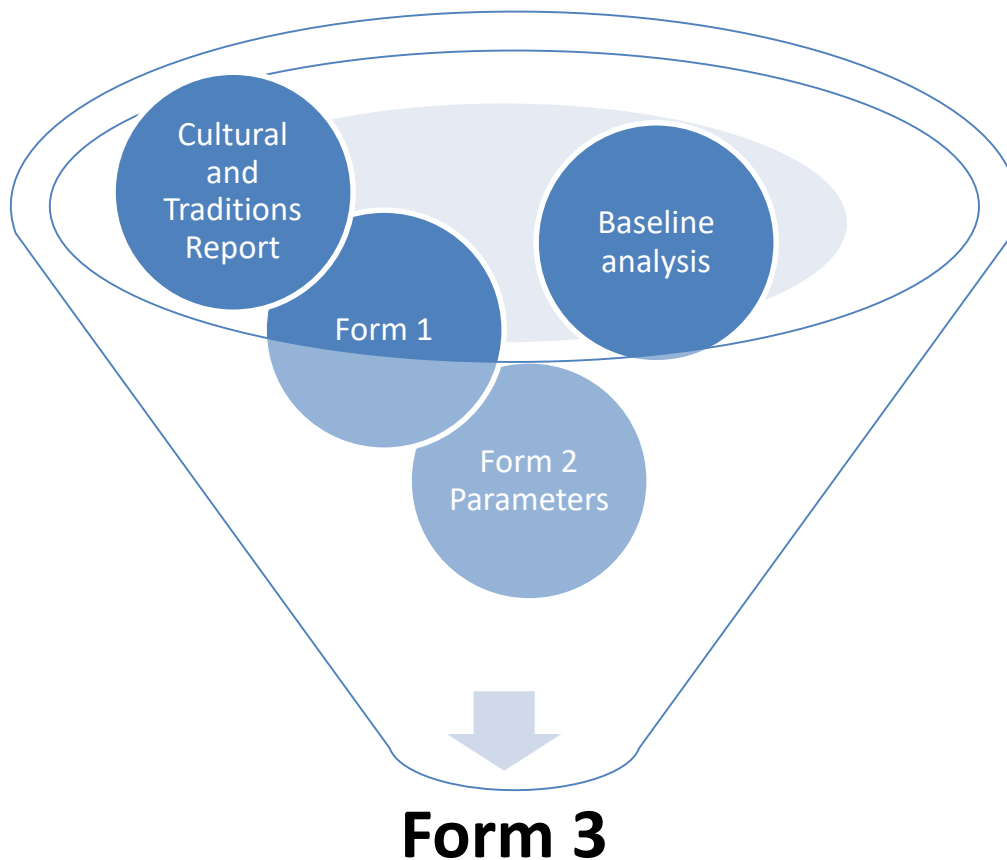
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Summary

- Form 3: Instrument to obtain the “QNeST Brand”
- Form 3.0 private data and typology of stakeholders
- Form 3.1 stakeholders in Cultural Heritage and Traditions’ sector

Metodology

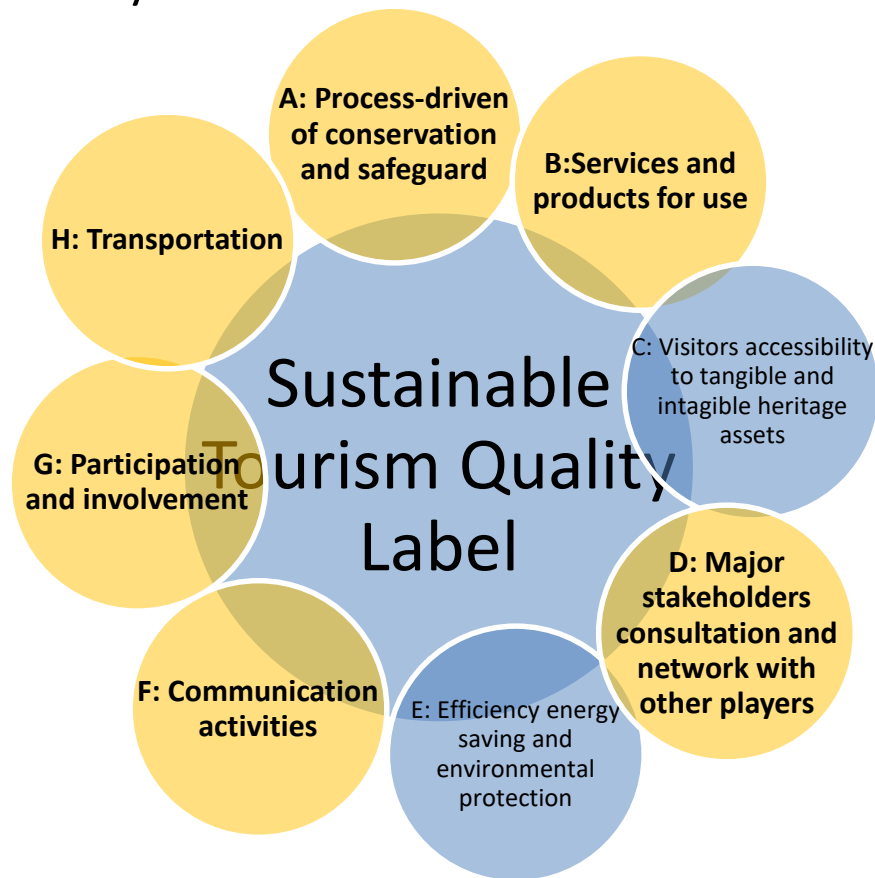


Metodology:

from analysis of Form2 and Baselines studies

We can have 8 areas with connected parameters and indicators.

Questionnaire is organized in easy questions to agevolate stakeholders to fill in it



Metodology



A: Process-driven of conservation and safeguard



Which type belongs to the Cultural Heritage?

Is the Cultural significance of the heritage officially recognized?

Respect for the Authenticity of the heritage?

Appropriate cultural use of Heritage?

Triviality of Cultural Heritage or its image?

**A) TANGIBLE
B) INTANGIBLE**

Document or label

Changing in significance

Sustainable use

Negative impact

Metodology

B: Services and products for use

Clearness of opening time

Clearness of ticket's price

Multilanguage used at infopoint

Availability of informations

Workshops or experiential activities for all

Typology of services



Metodology

D: Major stakeholders consultation and network with other players

Are you in formalized network?

Which Network

There's a plan to involve communities?

Schools
 Universities
 Trade associations
 Cultural associations
 Other (specify)

Would you like to operate in sustainable tourism according to a "district logic"?

- Payng attention to Heritage
- Territory as exchange of skills
- Center of regional dynamics (creating shared strategies)
- Promoter of sustainable tourism

F: Communication activities

Facility to find information

Clearness in information content?

Connection with other touristic attractions or services?

Metodology

G: Participation and involvement

Satisfaction form for tourist

Suggestion form to offer

Involvement of local communities

In management and services of site

H: Transportation

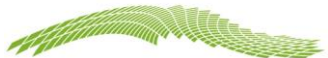
Possibility to rent vehicles

Organization of slow tour in the area over the site

Arrive to site by public transport?

Activity

- Synthesis form between parameters (Form 2) proposed by Partner;
- Formulation of questionnaire to involve operators in Cultural & Traditional Heritage sector (Form 3.1)



Results

- Questionnaire (Form 3.1) to involve Cultural Heritage & Traditions presents 47 questions;
- Answers are generally close;
- Answers are sometimes open;
- Sometimes is asked the Upload of labels in poses and images to make an objective evaluation.





Final Remarks and Conclusions

- The Form 3.1 insists on the Predisposition of new operator to work in Network;
- To offer High Quality services;
- To pay attention on Authenticity of Heritage