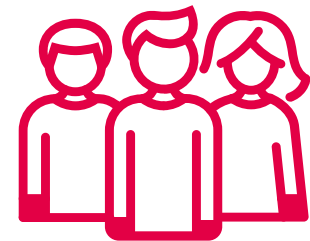


Alternative tourism: optimizing social and economic benefits

Workshop, 20.11.2024

Mart Veliste & Erik Gløersen
Thematic Experts for a more Social Europe
Interreg Europe Policy Learning Platform



SOCIAL

**Interreg
Europe**



Co-funded by
the European Union

Follow us on social media:



Alternative tourism: optimizing social and economic benefits

Welcome!

Welcome!



Mart Veliste

Thematic Expert - Social Europe
Policy Learning Platform



Erik Gløersen

Thematic Expert – Social Europe
Policy Learning Platform



Valentine Dufaye

Events and Social Media Expert



Elena Ferrario

Senior Thematic Manager

Agenda

09.00-09.25 Welcome & Introduction

09.00-09.25 The Case of Vittorio Veneto

Jumana El Tabch, Municipality of Vittorio Veneto and Alberto Ferri, project consultant on Local Flavours

09.45-10.25 Keynote presentations

- Prof. Elena dell'Agnesse, Professor at Università degli Studi di Milano-Bicocca
 - Prof. Greg Richards, Professor of Placemaking and Events at Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg in The Netherlands
-

10.45-12.20 Group Work I: 'Alternative' and 'creative tourism' as levers of economic and social development

12.20-13.00 Exploring co-creation methodologies

Good Practice presentations by Eva Koljera, Head of Āraiši Ezerpils Archaeological Park and Tourism Department, Latvia (Cult-CreaTE) and Zília Tovar, Officer at Economic Development Unit, CIM-Region de Coimbra, Portugal (Tourism4SDG)

14.20-15.00 Group work II: Exploring co-creation methodologies

15.00-15.30 Food and sports: promising testing grounds for alternative tourism approaches

Good Practice presentations by Dorian Lungu, The Gastro Local Association, Romania (TIB project) and Ivan Arpaš and Igor Vapenski, Tour the Fruska, Serbia (DEPART)

15.30-16.00 Wrap up & Conclusions



Agenda

09.00-09.25 Welcome & Introduction

09.00-09.25 The Case of Veneto

Jumana El Tabch, M... Alberto Ferri, project consultant on Local Flavours

09.45-10.25 10.25-10.45 Sessions

- Prof. Elena de... degli Studi di Milano-Bicocca
- Prof. G... and Events at Breda University of Applied Sciences and Professor of Leisure Studies at the Univers... ands

10.45-12.20 Workshop I: 'Alternative' and 'Slow tourism' as levers of economic and social development

12.20-13.00 Exploring co-creation

Good Practice presentations by Eva Koljera, Head of Arts and Tourism Department, Latvia (Cult-CreaTE) and " Zília Tovar, Officer at Economic De... ra, Portugal (Tourism4SDG)

13.00-14.20
Lunch

14.20-15.00 Group work II: Exploring methodologies

15.00-15.30 Food and sports: promising testing grounds for alternative tourism approaches

Good Practice presentations by Dorian Lungu, The Gastro Local Association, Romania... Vapenski, Tour the Fruska, Serbia (DEPART)

16.00-16.15
Coffee break

15.30-16.00 Wrap up & Conclusions

Agenda: Study visits and networking cocktail

16.15-20.00

- A guided tour of the Museo del Baco da Seta, where you'll learn about the history of silk production in the region and its lasting impact on the local economy and culture.
- A cooking class where you'll learn to prepare traditional dishes like radicchio e fagioli and pinza, celebrating the flavors of the local area.
- A light, informal dinner featuring cheese tasting led by the ONAF (National Organization of Cheese Tasters), paired with traditional meat skewers prepared by the local restaurant "Bepo al Larin." The evening will be rounded off with a selection of local wines from nearby wineries.

Transportation: A bus will take us at 16:15 in front of museum and bring us all back around 20:30 after the cocktail.

Welcoming words

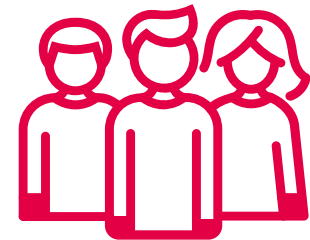
Mirella Balliana, Mayor of Vittorio Veneto

Magdalini Anagnostou, Interreg Europe Secretariat,
Coordinator of the Policy Learning Platform

Alternative tourism: optimizing social and economic benefits

Workshop, 20.11.2024

Mart Veliste & Erik Gløersen
Thematic Experts for a more Social Europe
Interreg Europe Policy Learning Platform



SOCIAL

**Interreg
Europe**



Co-funded by
the European Union

Follow us on social media:



**Interreg
Europe**



Co-funded by
the European Union

Interreg Europe in a nutshell

Magdalini Anagnostou
*Coordinator – Policy Learning Platform
Interreg Europe Secretariat*

20 November 2024

Alternative tourism – Platform workshop



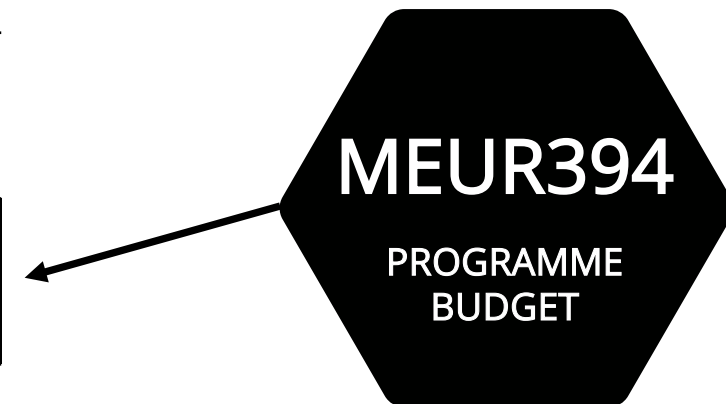
Follow us on social media:



Cohesion policy & Interreg programmes

- 4 strands, each strand with its own scope and objectives
- 86 programmes, 10 billion euros ERDF

A	Cross-border	64 programmes EUR 6.7 billion	
B	Transnational	13 programmes EUR 2.3 billion	
C	Interregional	4 programmes EUR 560 million	Interreg Europe Urbact, Interact, Espon
D	Outermost regions	5 areas EUR 330 million	



Interreg Europe **objective**

To improve **regional development policies** through the identification and transfer of good practices among EU regions

Helps policymakers to find new solutions to their challenges

- Primarily dedicated to **policymakers**
- Focus on **exchange of experience**



Different from cross-border or transnational cooperation

Programme area

36 Partner States

All EU + Norway & Switzerland

7 new countries joined in 2024

- Albania
- Bosnia and Herzegovina
- Moldova
- Montenegro
- North Macedonia
- Serbia
- Ukraine



The designations employed and the presentation of material on this map do not imply the expression of any opinion whatsoever on the part of the European Union concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.
Kosovo: This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

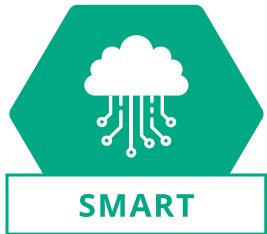
The designations employed and the presentation of material on this map do not imply the expression of any opinion whatsoever on the part of the European Union concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.
Kosovo: This designation is without prejudice to positions on status and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

Programme scope

1 priority on capacity building



All topics of Cohesion policy eligible



Two actions



Projects

Limited number of regions exchanging and transferring experience on a shared regional development issue



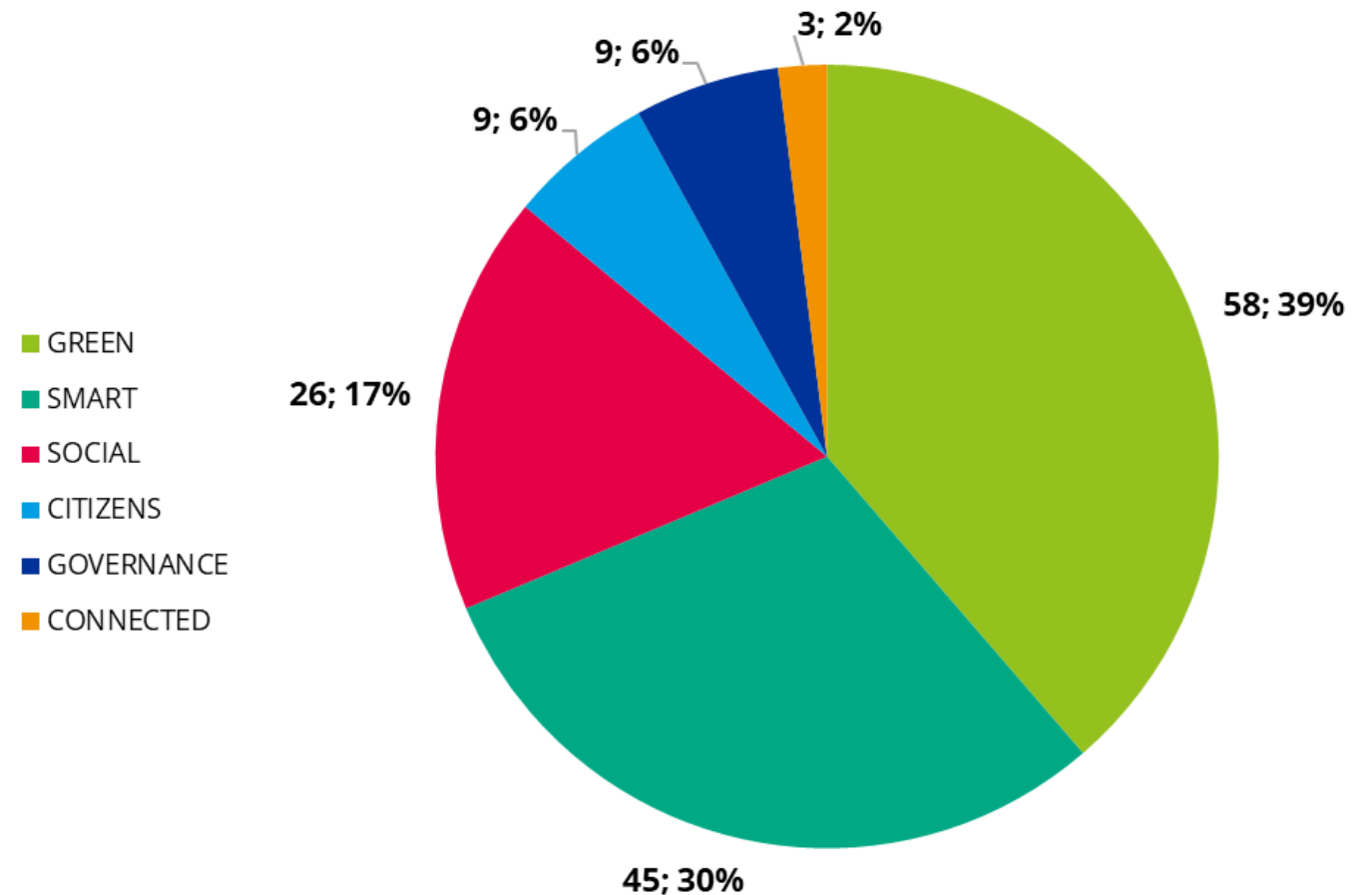
Policy Learning Platform

Further exploiting projects' achievements and opening up the programme benefits to all

Overview of projects approved so far

150 running projects

- 1,297 partners
- 35 countries represented



Calls for proposals – state of play

First call (5 April – 31 May 2022)		Second call (15 March - 9 June 2023)	
134	project proposals	146	project proposals
72	approved projects	78	approved projects
54%	success rate	53%	success rate
EUR 102 million	Interreg funds allocated	EUR 112 million	Interreg funds allocated

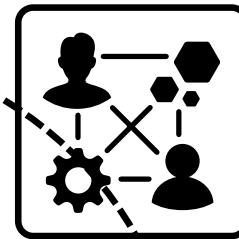
More than 60% of projects' budget already allocated.
Third call closed on 7 June 2024 – evaluation ongoing

Platform in a nutshell

Policy-learning services through access to:

Knowledge

Find policy solutions
*(good practice database,
thematic publications)*



People

Meet our community
(thematic events, webinars)



Expertise

Get policy advice
*(peer reviews, matchmakings,
policy helpdesk)*

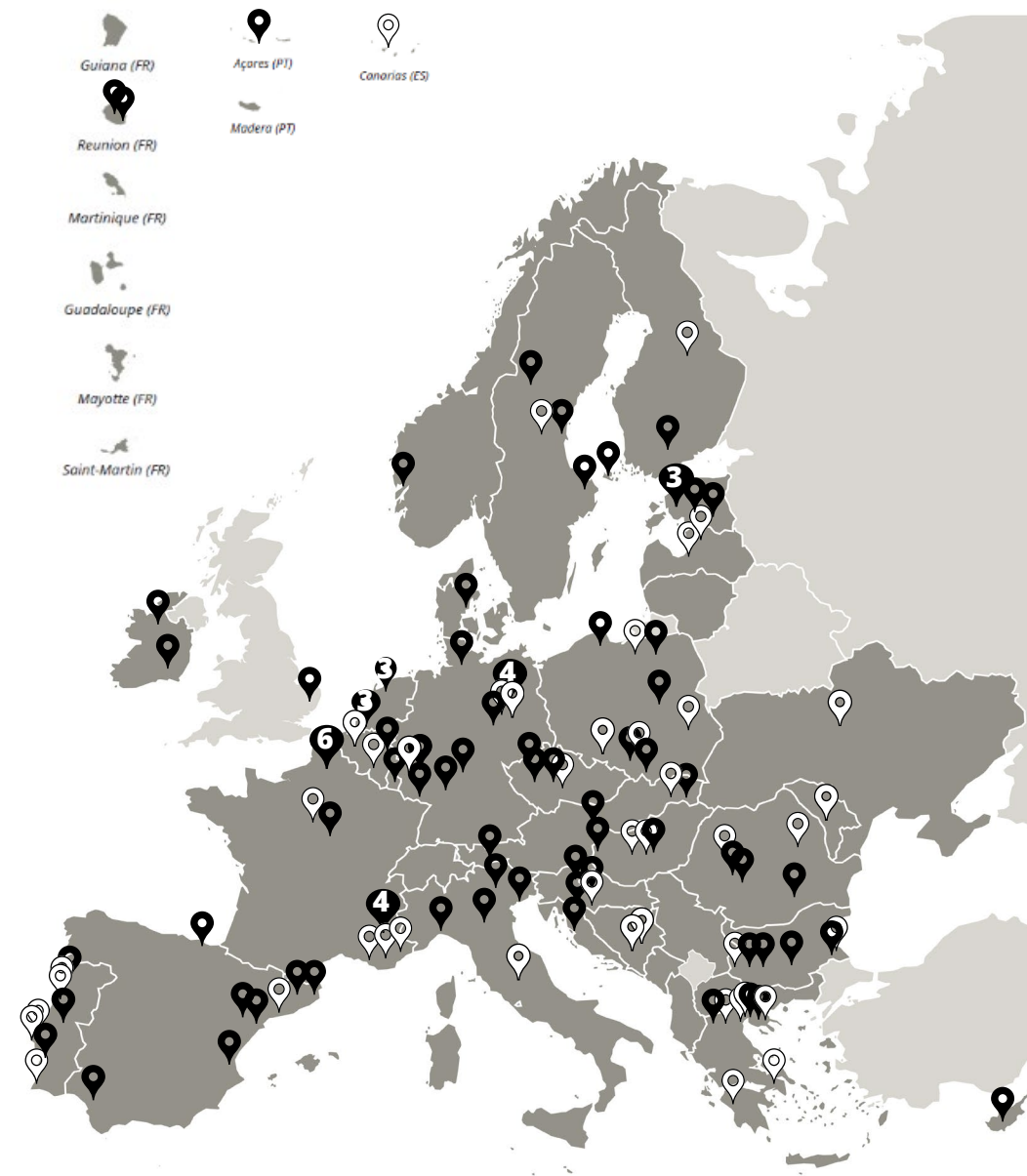
Peer learning in practice

📍 89 peer reviews implemented since 2019
15 peer reviews in the pipeline

📍 51 matchmaking sessions

Apply to benefit from expert support any time

<https://www.interregeurope.eu/get-policy-advice>



The platform team



Marc Pattinson



Arnault Morisson



Luc Schmerber



Erik Gløersen



Katharina Krell



Simon Hunkin



Rene Tönnisson



Laura Varisco



Mart Veliste



Astrid Severin



Magda Michalíková



Thorsten Kohlisch



Elena Ferrario



Karine Gevorgyan



Mario Vade pied



Valentine Dufaye



Lotte van Meijel



Vladimir Sestovic



Antoine Duquennoy



**Interreg
Europe**



Co-funded by
the European Union

Thank you!

Follow us on social media:



Alternative tourism: optimizing social and economic benefits

Workshop, 20.11.2024

Mart Veliste & Erik Gløersen
Thematic Experts for a more Social Europe
Interreg Europe Policy Learning Platform



SOCIAL

**Interreg
Europe**



Co-funded by
the European Union

Follow us on social media:



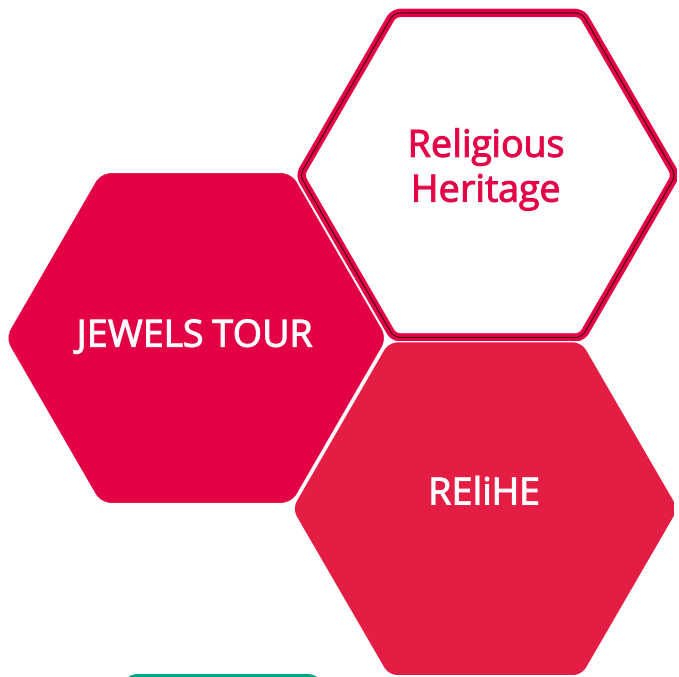
Thematic intro

Mart & Erik

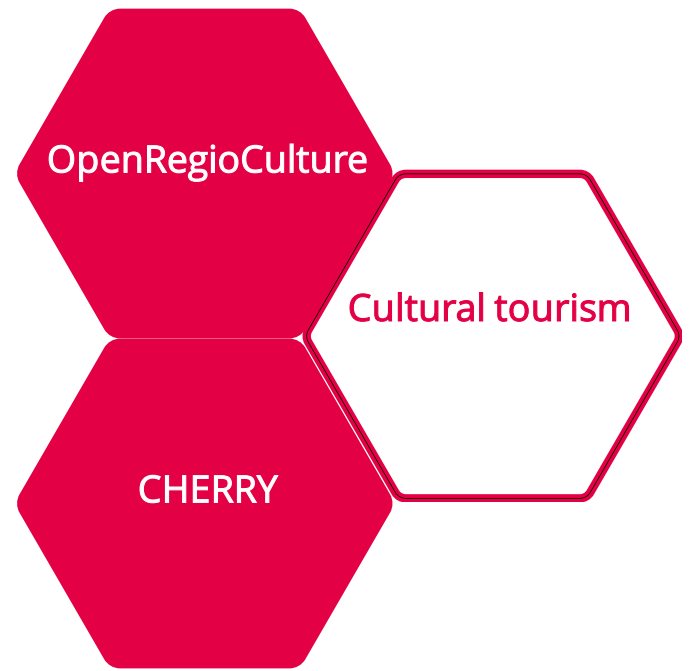
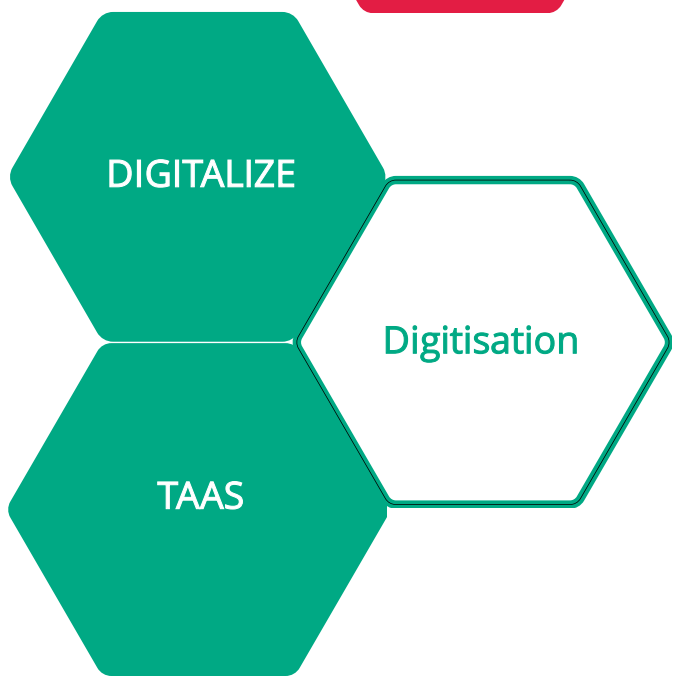




Tourism
&
IR-E



Tourism & IR-E





Three discussion points

- **Defining alternative and creative tourism** – what meaning can we give to these terms, are we aligned in our understandings, what are the social and economic benefits of fostering such forms of tourism?
- **Exploring co-creation methodologies** – how can we tap into the potential of the communities to create this alternative offer; what kind of formats are best to engage with various stakeholders?
- **Food and sports** – are these promising testing grounds or alternative tourism approaches?

Key note presentations

Prof. **Elena dell'Agnese**, Professor at Università degli Studi di Milano-Bicocca

Prof. **Greg Richards**, Professor of Placemaking and Events at Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg in The Netherlands

Group work I

**'Alternative' and 'creative tourism'
as levers of economic and social development**

Group discussion (1)

Get to know each other

- Show your survey replies,
- Briefly justify the scores you gave ("1 to 5").

Group discussion (2)

Is there a rejection of “mainstream tourism”?

- What issues with current tourism practices are identified?
 - Observed tourism practices in locality/region,
 - Fears of possible future tourism development.
- Typical positioning of different groups of actors in locality/region?
- Recurring patterns, or sets of unique local/regional situations?

Group discussion outputs

- 1.) Alternative as something that supports the mainstream: **seasonality**
- 2.) Alternative as something that brings **quality** to both locals and to the visitors (inc. the need of education)
- 3.) Alternative tourism might also add to the challenges of the mainstream – rather you **need to entice tourists from the mass tourism sector** to make use of the alternative tourism. But **who needs to be in the lead** for this change? // Accessibility – **but is alternative still elite** (co-creation is more expensive than just consuming)?
- 4.) Key element of alternative: **local communities being involved and their happiness**
- 5.) There is not a rejection of mainstream; but rather a **need to differentiate and make the tourism industry more sustainable.**
- 6.) **Alternative means different things** – a.) slow tourism as an alternative to a mainstream tourism that can attract long-term stay from mainstream, b.) something that is able to involve tourist in the surrounding area, c.) offering something different to the main destination and involve communities, d.) need to attract more tourist for longer to the area, e.) alternative means need to balance between empty location and mass tourism by acting on local heritage

Group discussion (3)

Visions of alternative tourism

- What is alternative tourism essentially?
 - Built on individual/group creativity? Placemaking?
 - Designed to meet community needs and aspirations?
 - Driven by a political project, as a complement to market-driven tourism?
 - Other things?

Group discussion outputs

Two emerged discourses:

- Alternative in place/geography – cocreation can work very well to revitalise rural areas and create added benefits to all
- Alternative within hotspots – alternative that offers something different and enriches the experience; but does not disrupt the private large industry processes

Exploring co-creation methodologies

Eva Koljera, Head of Āraiši Ezerpils Archaeological Park and
Tourism Department, Latvia (Cult-CreaTE)

Zília Tovar, Officer at Economic Development Unit, CIM-Region
de Coimbra, Portugal (Tourism4SDG)

Group work II

Exploring co-creation methodologies



Group work II: the task (20min)

Discuss:

- What kind of examples of co-created tourism offers are there in your regions?
- What is needed to get various stakeholders around the table to collaborate?
 - How do we connect food and tourism / culture and tourism / sport and tourism etc
- What kind of methodologies have been or could be used to co-create new tourism offers with the local communities?

Report:

- Your ideal recipe to co-create a new alternative tourism offer?

Group discussion outputs

Food and sports: promising testing grounds for alternative tourism approaches

Dorian Lungu, The Gastro Local Association, Romania (TIB project)

Ivan Arpaš and Igor Vapenski, Tour the Fruska, Serbia (DEPART project)

Wrap-up

Mart & Erik



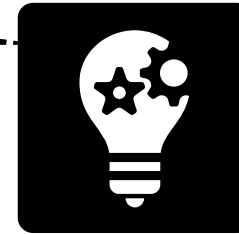
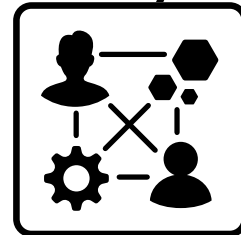
Group discussion outputs

Matchmaking services

The platform in a **NUTSHELL**

Policy-learning opportunities through access to:

People
Meet our community



Knowledge
Find policy solutions



Expertise
Get policy advice

www.interregeurope.eu/policylearning

Peer learning **IN PRACTICE**

📍 **89 peer reviews** implemented since 2019
15 peer reviews in the pipeline

📍 **51 matchmaking** sessions

Apply to benefit from expert support any time

<https://www.interregeurope.eu/get-policy-advice>



Peer review: Early school leaving and integration of NEETS into the labour market



Regional Council of La Réunion, France

Peers from: Belgium, Italy, Lithuania, Malta, Netherlands, Slovenia, Spain

Recommendations:

- Develop a comprehensive strategic plan co-created and shared
- Promote professional education positively and early
- Develop and reinforce the involvement of and collaboration with enterprises
- Better valorise the potential of the island as being an island
- Act more on dropout prevention

More information available [here](#)



8

Peers



28-30 Nov
2023



Matchmaking - Coworking in rural areas in Latvia

▶ University of Latvia

Peers from: Estonia, Sweden, Finland

Recommendations

- Carry out a needs assessment among the primary target group to be certain that the coworking space caters to their needs.
- Define the business model of the co-working space according to the needs.
- Good community managers are key to the success of coworking spaces.

More information available [here](#)



Matchmaking tomorrow: Prespa Region

- „Alternative tourism development in Greek part of the Prespa region“
 - With a special focus on **crafts** (pottery) and **gastronomy**
- Beneficiaries:
 - **Sofia Zouzeli**, municipality of Prespes
 - **Marina Polymeridou**, academic and consultant in the field of creative tourism
- Experts:
 - **Zília Tovar**, Coimbra Region, Portugal (Tourism4SDG)
 - **Anna Sàbat**, Local development and promotion officer, Ajuntament de La Bisbal d'Empordà, Catalonia, Spain
- **+ everyone else is welcome**
- 09.00-11.00 in the same room tomorrow

Next steps today and tomorrow

Valentine Dufaye



Please give us feedback!

- <https://www.surveymonkey.com/r/vittorioveneto>



Today: Study visits and networking coctail

- A guided tour of the Museo del Baco da Seta, where you'll learn about the history of silk production in the region and its lasting impact on the local economy and culture.
- A cooking class where you'll learn to prepare traditional dishes like radicchio e fagioli and pinza, celebrating the flavors of the local area.
- A light, informal dinner featuring cheese tasting led by the ONAF (National Organization of Cheese Tasters), paired with traditional meat skewers prepared by the local restaurant "Bepo al Larin." The evening will be rounded off with a selection of local wines from nearby wineries.

Tomorrow: Study visits and bus back

- A visit to Sarmede, Il Paese della Fiaba (The Land of Fairy Tales).
 - *In parallel: Matchmaking for the Prespa Region (09.00-11.00)*
- A visit to the Torchiato di Fregona
- Back to Vittorio Veneto Museum of the battle around 12:30
- Bus to Venice Marco Polo Airport will depart from the museum at 13:30

**Interreg
Europe**



Co-funded by
the European Union

Thank you!

Follow us on social media:



Title of Event
Location

