

Vittorio Veneto

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

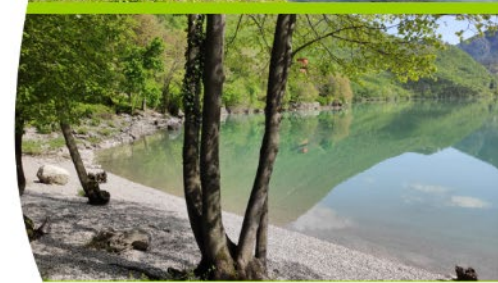


Alternative Tourism

Vittorio Veneto, November the 20th and 21st, 2022



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Presentation on the social and economic benefits of a sustainable tourism strategy: the case of Vittorio Veneto



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Municipality of Vittorio Veneto – Sport, Tourism,
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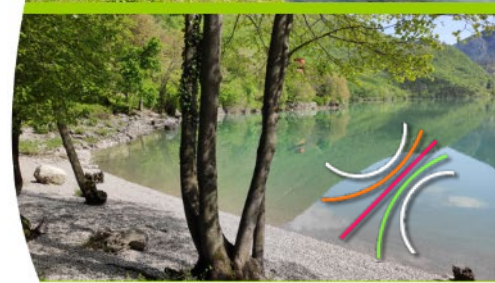


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Introduction

Vittorio Veneto and its surroundings



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The Municipality of Vittorio Veneto and its surroundings



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The town hall of Vittorio Veneto



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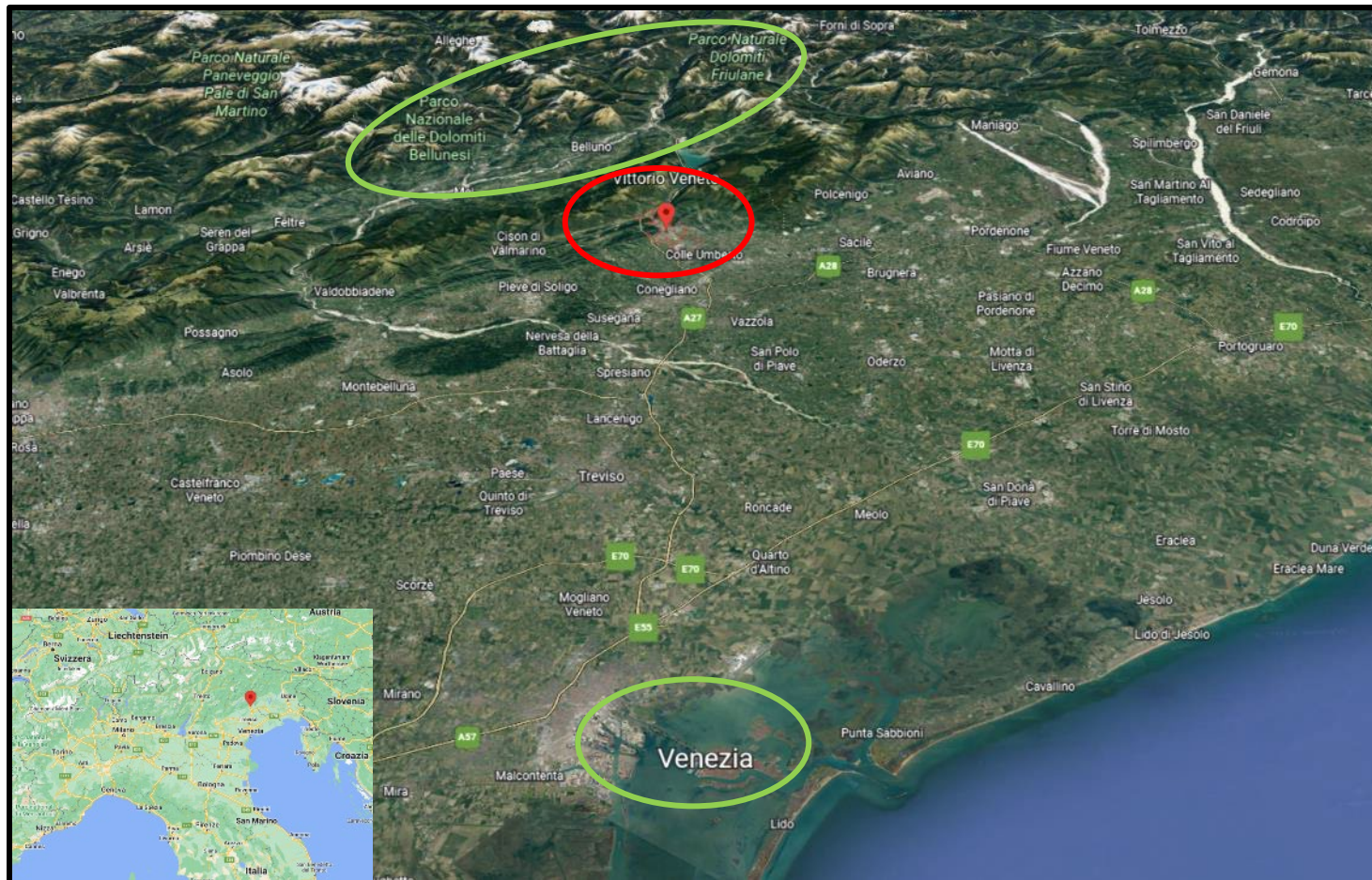


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Introduction

The Municipality of Vittorio Veneto and its surroundings



Where we are: a nice location among top destinations!

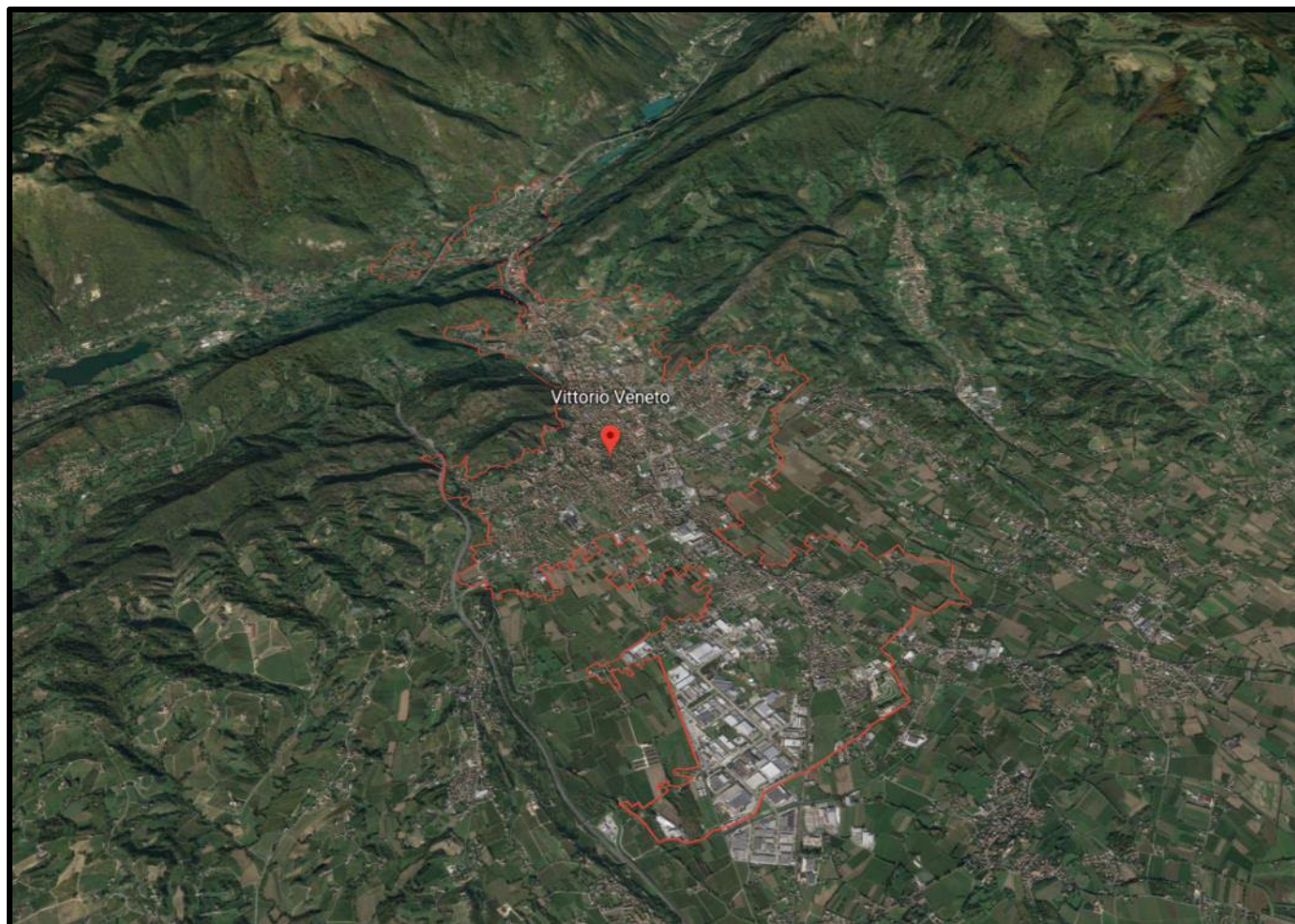


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The area of the Municipality of Vittorio Veneto



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A flying view of Vittorio Veneto (northern part)



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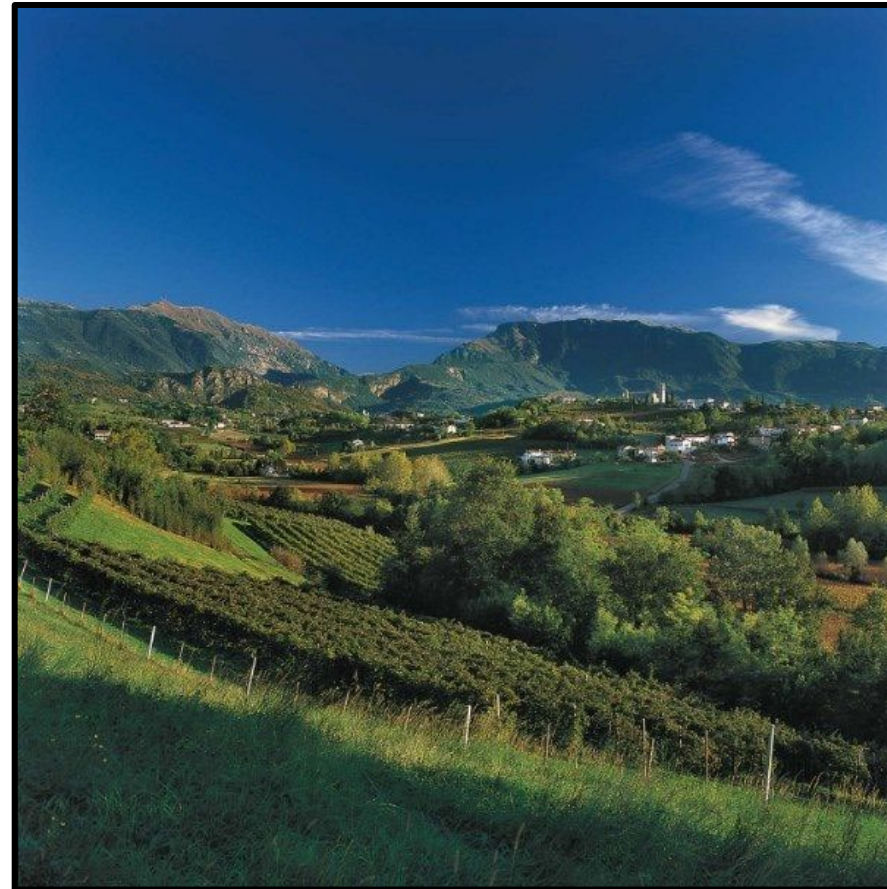


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Introduction

The Municipality of Vittorio Veneto and its surroundings



Vittorio Veneto is situated in the heart of the Prosecco UNESCO World Heritage area



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A view of Piazza Flaminio in Serravalle



A view of The Meschio river





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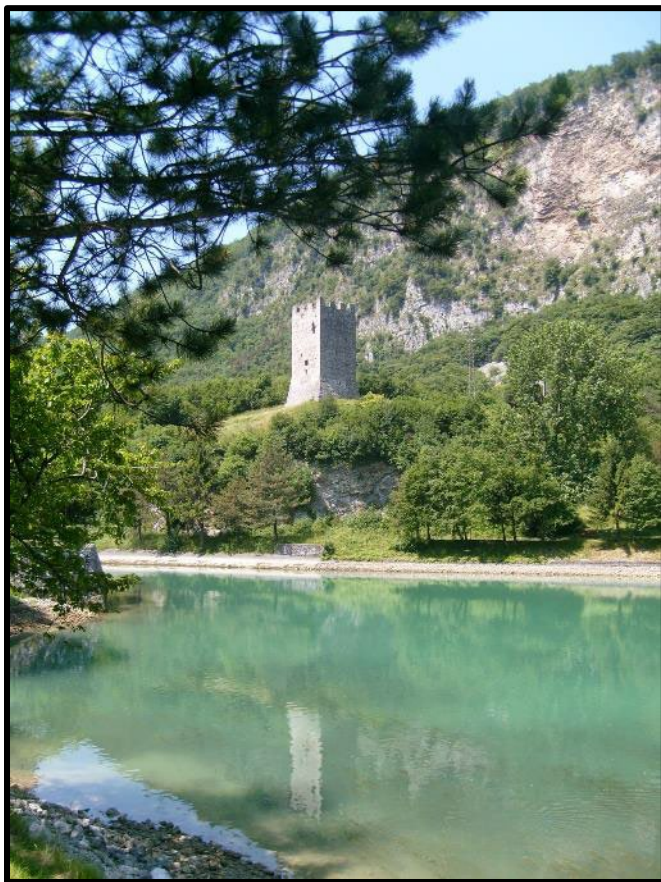


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*Vittorio V.to, San Floriano
medieval tower*



Vittorio Veneto, the Ridges itinerary



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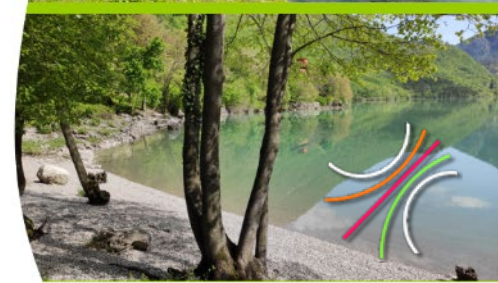
VITTORIO VENETO TOURISM APP

AN APP DEDICATED TO THE TOURISM OF VITTORIO VENETO. ITINERARIES, SIGHTS AND COMMERCIAL ACTIVITIES. EVERYTHING AT YOUR FINGERTIPS!

The APP for visiting Vittorio veneto



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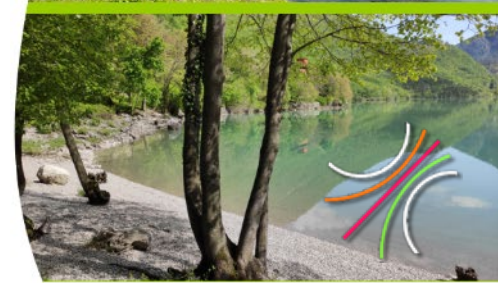


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Some data about tourism:

Have we recovered from the pandemic?



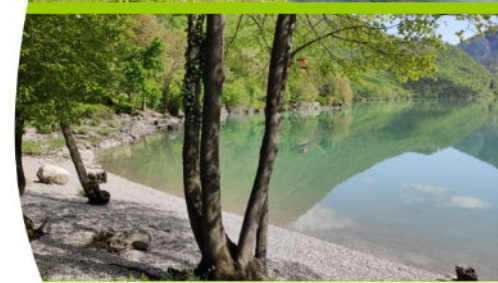
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Vittorio Veneto, November the 20th and 21st, 2022

Presentation on the social and economic benefits of a sustainable tourism strategy:
the case of Vittorio Veneto



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SOME DATA FIRST: 2023 vs 2019 (pre-pandemic)

451 millions of nights (+2,3% vs 2019), 52,4% of which international: 3rd in EU after France and Spain (2023)

2,97 millions of jobs (2,8 millions in 2019)

18% of the GDP generated (13% of GDP in 2019);

71,7 millions of nights in 2023 (+0,9% vs 2019): Veneto region is the 1^o italian destination: both in terms of overall presence (21,1%) and in terms of presences of «foreign tourists» (69,3% of the overall presences).

Best performers vs 2019: seaside (+9,2), lakes (+8,5%), mountains (+11,7%) = *outdoor / countryside!*



What about Vittorio Veneto?



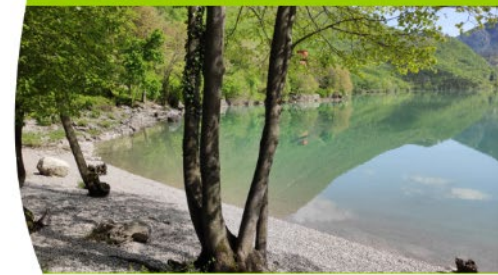
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Presentation on the social and economic benefits of a sustainable tourism strategy: **the case of Vittorio Veneto**



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SOME DATA FIRST (pre-pandemic, 2019)

482.222 presences in 2023 (vs 435.442 presences in 2019). In the 28 municipalities of the **Prosecco UNESCO Heritage** *touristic area* (core + buffer + commitment zones)

167.798 presence in 2023 (vs 160.000 presences in 2019) In the 11 municipalities of the **Vittorio Veneto area**, which represent the *traditional tourist district (IAT Vittorio Veneto)*

67117 presences in 2023 (vs 62.197 presences in 2019) the 7th city in Treviso province in terms of presences, with *very few significant variations from summer to winter* (mainly business tourism).



UNESCO Colline del Prosecco Heritage Site



11 municipalities of the VVEN Touristic area (IAT)



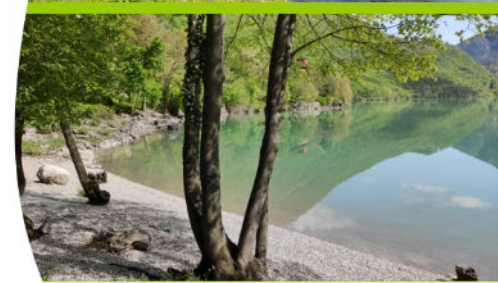


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Local Flavours and its impact:

What we did in the project and after



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Local Flavours and its impact: What we did in the project and after

Local Stakeholders
Group (actual
«Tourism
Commission»)



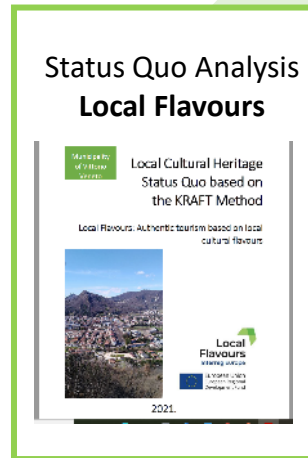
Local Flavours
Good Practices
Analysis



Experts
contributions



Cooperation with
other EU and non
EU projects
(cultural sector)



From 16 Notes for the Planning	
NPP 1	Old and cristallized image of the City
NPP 2	Significant industrial heritage (past and present)
NPP 3	Lack of coordination and small dimension of CC actors
NPP 4	Need to boost the existing talents (heritage, initiatives)
NPP 5	Very hi-level secondary school scarcely exploited
NPP 6	Tourism flows passing by without stopping
NPP 7	Lack of skills of tourist operators, especially for foreing tourism
NPP 8	Several «micro accomodations», lack of big accomodations
NPP 9	Existence of touristically marginalized area in the city
NPP 10	Need for a city re-branding (speaking with a single voice)
NPP 11	Importance of the natural heritage (not only architectural)
NPP 12	Involvement of the business/industrial sector (co-development)
NPP 13	Need to increase the quality of the services for tourists
NPP 14	Presence of several «urban voids» to be regenerated
NPP 15	Participation of the Municipality in high level decision making
NPP 16	Need for a cohesive development linked to tourism

To 6 key themes (TOPICS)

TC1 = a new storytelling for the City of Vittorio Veneto (moving away from stereotypes)

TC2 = empowerment of the CC sectors in terms of touristic potential

TC3 = valorization of the urban, industrial and natural heritage as attractors

TC4 = moving towards a cohesive development able to consider marginalized area

TC5 = imorovement of the services to tourists (informations, skills, accomodations, facilities)

TC6 = boosting the cooperation with the educational system



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Local Flavours and its impact: What we did in the project and after

Local Stakeholders Group (actual «Tourism Commission»)



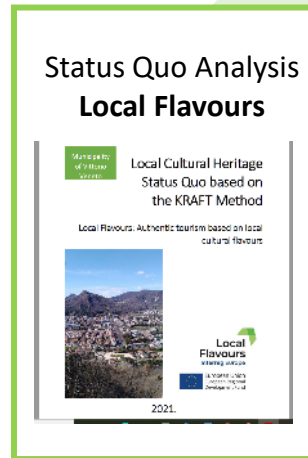
Local Flavours Good Practices Analysis



Experts contributions



Cooperation with other EU and non EU projects (cultural sector)



	From 16 Notes for the Planning
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Vittorio Veneto Municipality decided to focus the Local Flavours Action Plan on these 3 Topics

To 6 key themes (TOPICS)

TC1 = a new storytelling for the City of Vittorio Veneto (moving away from stereotypes)

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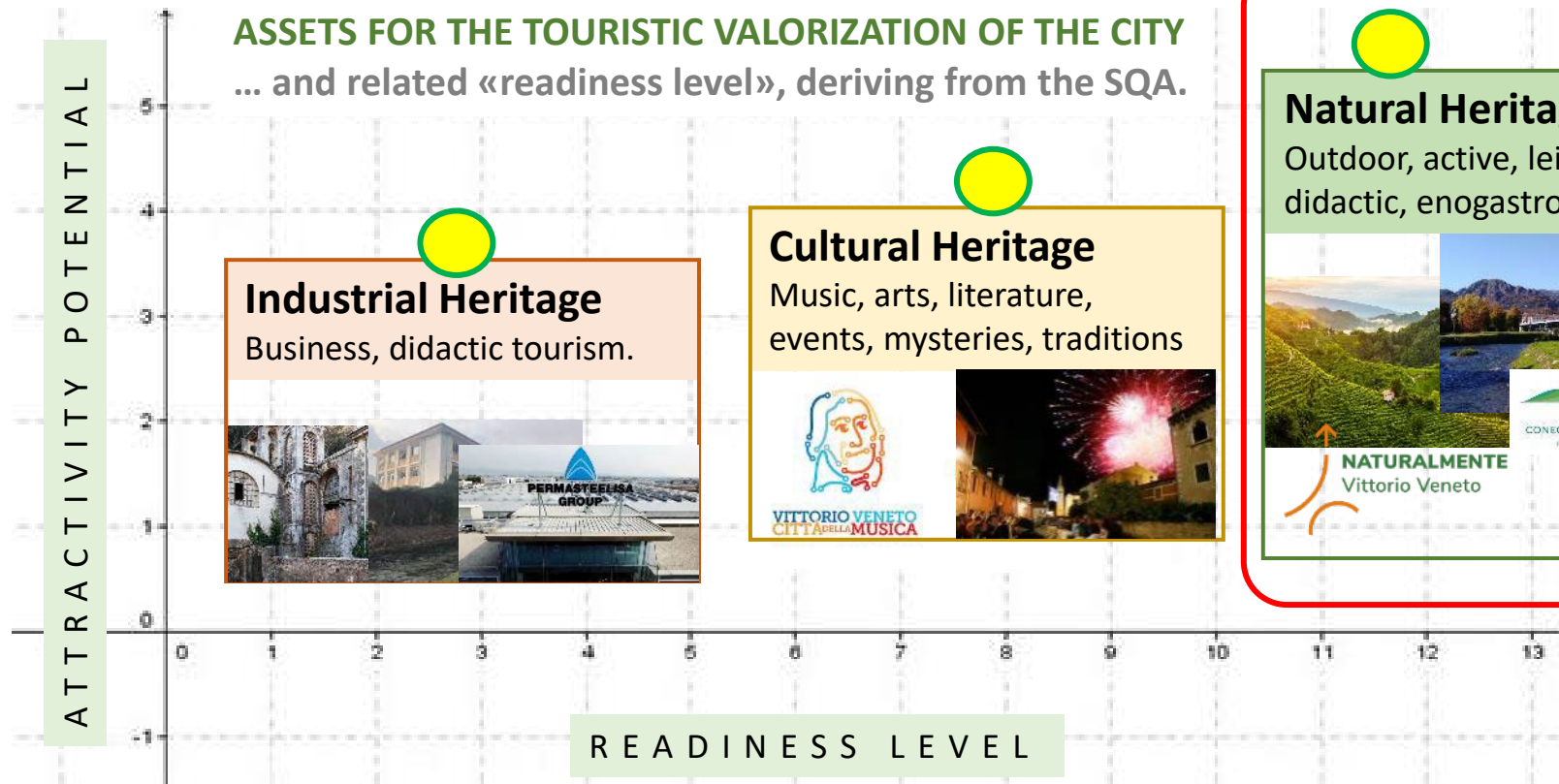
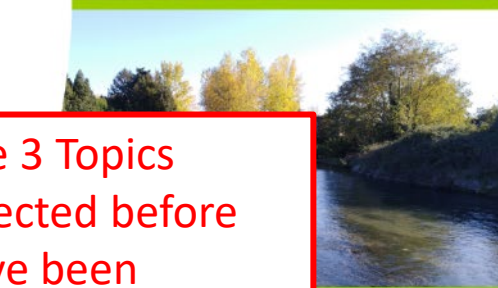
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Local Flavours and its impact: What we did in the project and after



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The 3 Topics selected before have been declined along this asset



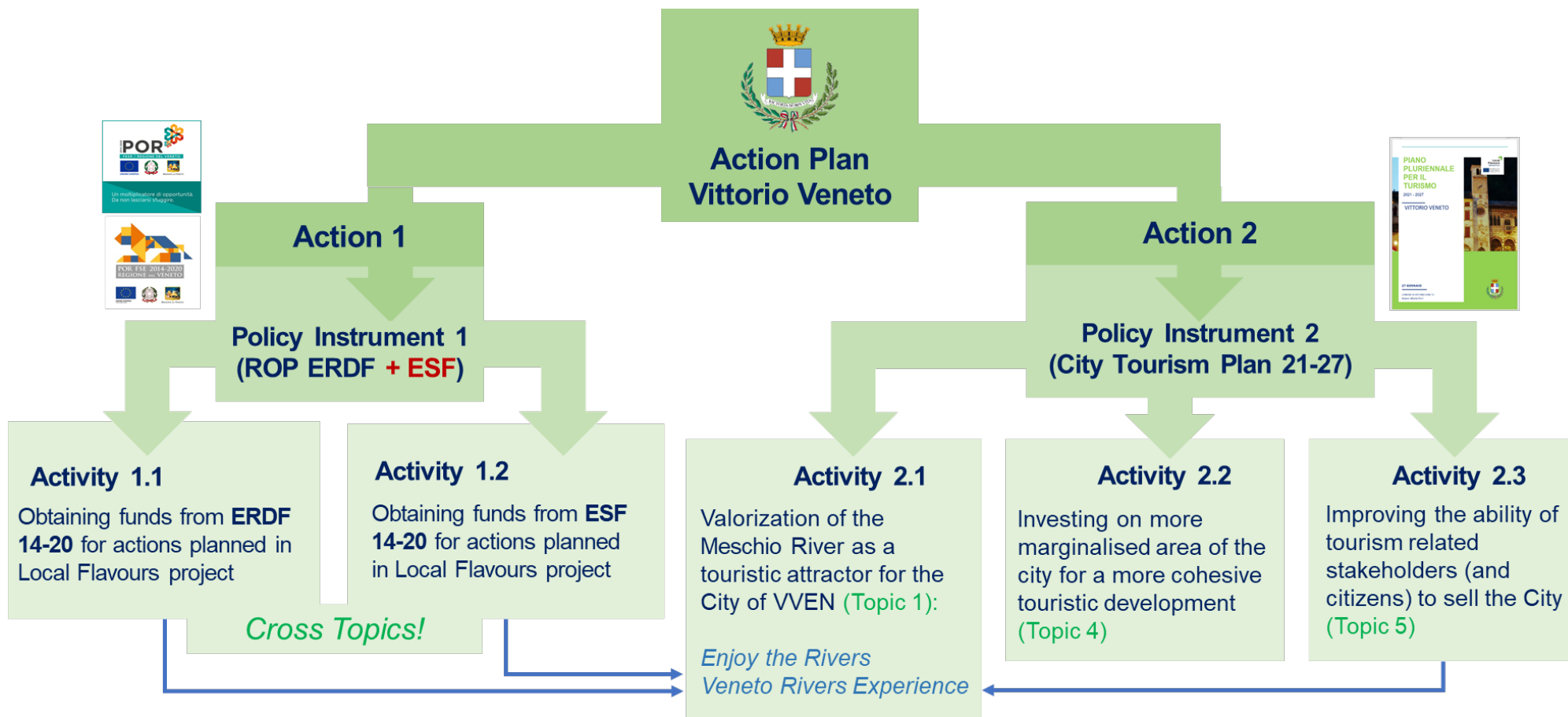
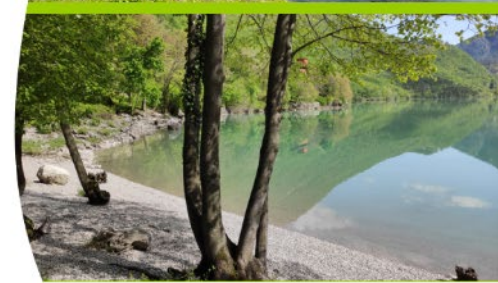
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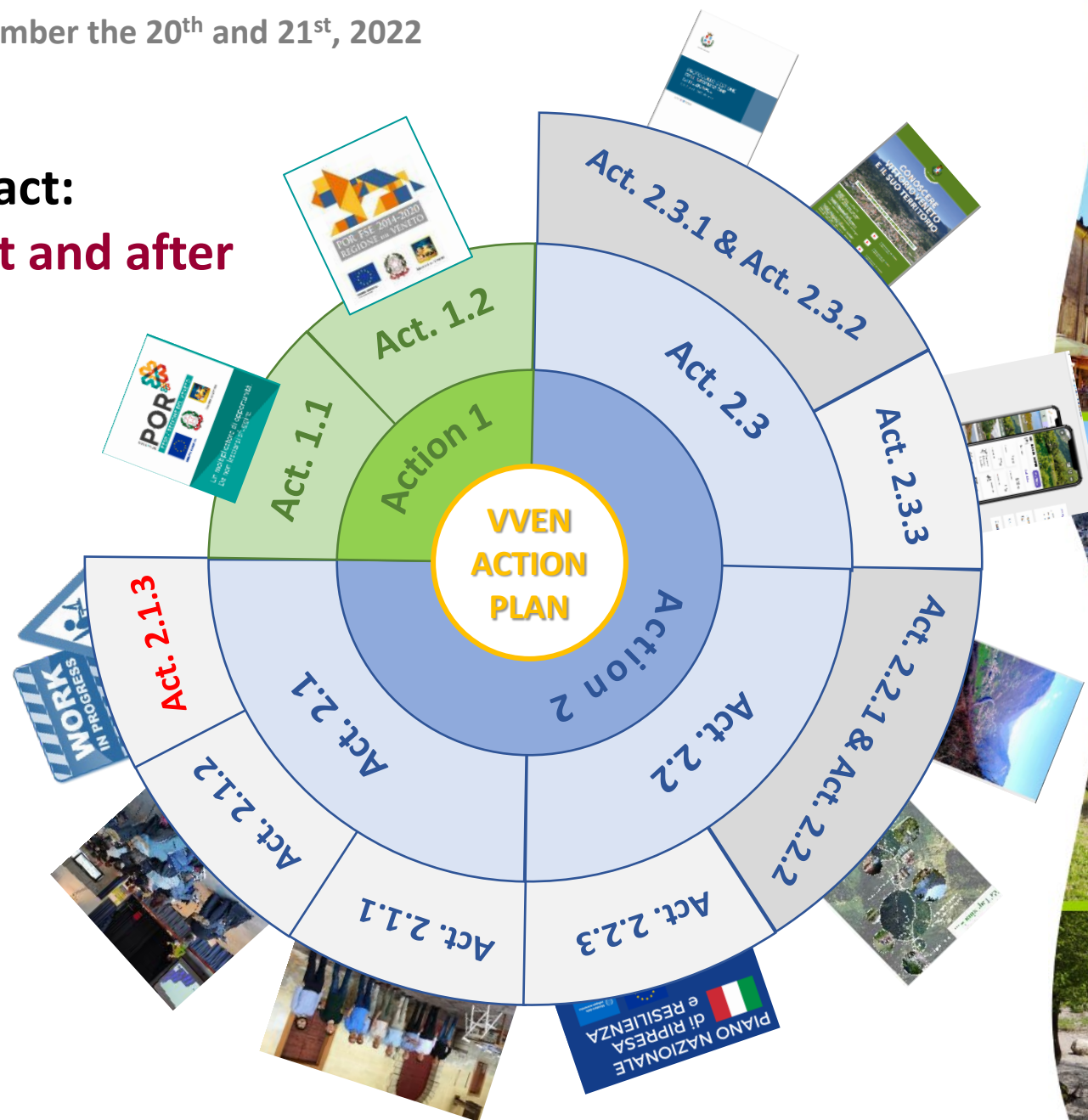
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Local Flavours and its impact: What we did in the project and after

IMPLEMENTATION

This is the whole structure of the **VVEN Action Plan**, as approved and signed by the Mayor in December 2021.

Let's go through the most relevant ones!



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European Union
European Regional
Development Fund



POLICY INSTRUMENT 1 – REGIONAL PROGRAMMES

Action 1.2 - submission of a "LF oriented" project under the ESF 14-20 call.

Objective: to elaborate and to submit a "Local Flavours oriented" project able to support touristic related SMEs to overcome the negative impact of COVID_19 and to increase the quality of their services to tourists. VVEN municipality planned to mobilize **at least 140 K Euros** (30% for the VVEN Area).

Result: in October 2020, **ENJOY THE RIVERS** project was funded by the ESF 2014-2020, with a **budget of 144.000 euros** and 26 SMEs involved, 6 of which located along the Meschio River.

Website: <http://www.forcoop.eu/enjoytherivers/>



A capacity building / training project with 7 tourism companies from VVEN involved



The 16, 17 e 18 May 2022, *a delegation of the Enjoy the Rivers SMEs visited Den Bosh* (study visit), in cooperation with the local Municipality and together with Savonlinna (Local Flavours partners)!



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European Union
European Regional
Development Fund

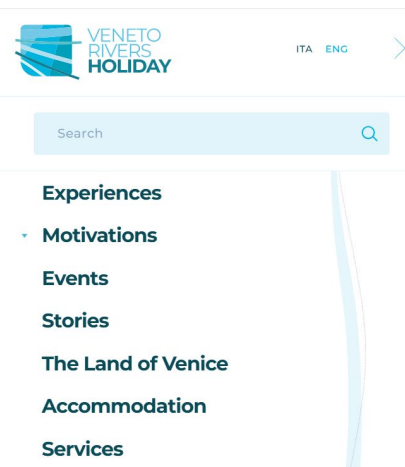
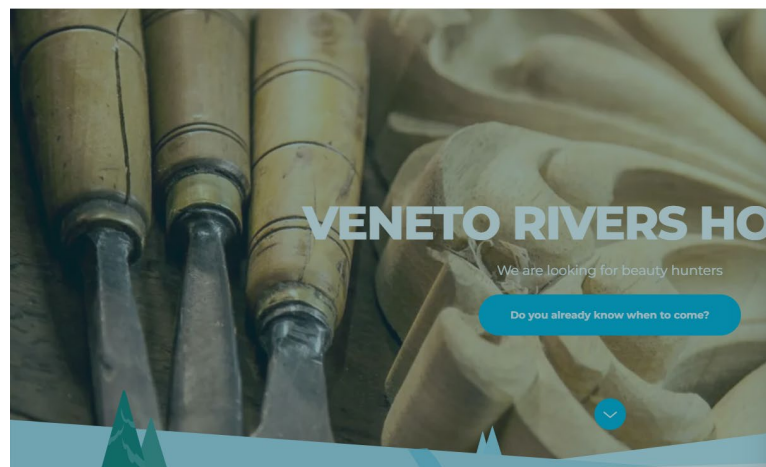
POLICY INSTRUMENT 1 – REGIONAL PROGRAMMES

Action 1.1 - Submission of a "LF oriented" project in the ERDF 14-20

Objective: to elaborate and to submit a “Local Flavours oriented” project in order to reach the objective of mobilizing **at least 450 K Euros** (30% for the VVEN Area).

Result: in May 2021, **VENETO RIVERS EXPERIENCE** project was officially funded by Veneto Region (385.966,91 euros of ERDF Funding plus 104.684,54 euros of private investments), for a **total amount of 490.651,45 euros**.

Website: <https://www.veneto-rivers-holiday.com/>



A promo-commercialization project formalizing a network of 26 tourism companies involved, 6 from VVEN (selling river-based tourism offer)



Un moltiplicatore di opportunità.
Da non lasciarsi sfuggire.





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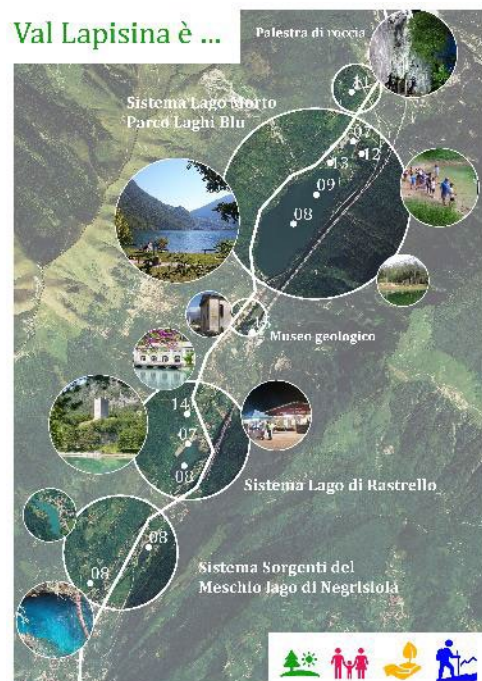


POLICY INSTRUMENT 2 – STRATEGIC RECOMMENDATIONS

Actions 2.2.1 and 2.2.2 - Elaboration of a Touristic Development Plan for a marginalized area of Vittorio V.to (Val Lapisina) and attraction of additional resources



Val Lapisina è ...



Objective: to produce an operative plan for the touristic development (but also social and economic) of the most marginalized area of Vittorio Veneto municipality, Lapisina Valley.

Results: VVEN worked with external providers elaborating a strategic document entitled "Project for the Relaunch of the Lapisina Valley".

The municipality **invested 18.950 euros, more than the 17.700 planned.**



News:

<https://www.qdpnews.it/comuni/vittoriese/local-flavours-il-progetto-europeo-a-vittorio-veneto-indagale-eccellenze-caratterizzanti-la-cultura-locale-sotto-alla-lente-anche-la-val-lapisina/>





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POLICY INSTRUMENT 2 – STRATEGIC RECOMMENDATIONS

Action 2.2.3 - Allocation of resources for the valorization of the “key elements” of the Val Lapisina Plan



Vittorio Veneto, in arrivo dai fondi Pnrr 5 milioni per l'ex caserma Gotti e la Val Lapisina. Miatto: “Si parla di vero e proprio degrado”

di CLAUDIA BORSI - VENERDI' 28 GENNAIO 2022



Results: the *City of Vittorio Veneto, using also the previous plan, successfully participated a Call for Proposal for Urban Regeneration 2021* (link: <https://www.interno.gov.it/it/notizie/contributi-comuni-rigenerazione-urbana-e-decoro-definite-modalita>). The project combined interventions of recovery of former military site (Caserma Gotti) and intervention for the development of marginalized areas (Val Lapisina).

This project was **finally funded by the National Recovery and Resilience Plan (PNRR) in 2022**, with a total amount of 5 million euros.

This amount was divided as follow:

- Around 3.5 mln euros for the recovering of Caserma Gotti
- Around **1.5 mln euros for the development of Val Lapisina**

Planned investment: 300.000 euros = effective investment: 1.500.000 euros!

News: <https://www.qdpnews.it/comuni/vittoriese/vittorio-veneto-in-arrivo-dai-fondi-pnrr-5-milioni-per-lex-caserma-gotti-e-la-val-lapisina-miatto-si-parla-di-vero-e-proprio-degrado/>





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POLICY INSTRUMENT 2 – STRATEGIC RECOMMENDATIONS

The 27/01/2022 the Vittorio Veneto Municipality adopted officially the Strategic Recommendations as a “local policy instrument” for planning tourism development in the city.




This document was **deeply influenced by Local Flavours results and inputs.**

In fact, 4 “Local Flavours” documents have been attached to it:

- Status Quo Analysis
- Internal Protocol for Corporate Image for tourism city marketing
- Local Action Plan Local Flavours 2021-2022
- Val Lapisina touristic development plan

N. 14 del 27/01/2022 reg. Delib.



CITTÀ DI VITTORIO VENETO
MEDAGLIA D'ORO AL V.M.
(PROVINCIA DI TREVISO)

Verbale di Deliberazione della Giunta Comunale

Oggetto: LOCAL FLAVOURS - ADOZIONE DELLE "RACCOMANDAZIONI STRATEGICHE PER LO SVILUPPO TURISTICO DELLA CITTA' DI VITTORIO VENETO 2021/2027" - DOCUMENTO REDATTO A CONCLUSIONE DEL PROGETTO CURATO DAL PROJECT MANAGER ALBERTO FERRI.

Il giorno 27/01/2022 alle ore 18.00, nella sede comunale di VITTORIO VENETO. Convocata dal Sindaco, si è riunita la Giunta Comunale.

Fatto l'appello nominale dei Componenti:

	Presenti	Assenti
1 Miatto Antonio	X	
2 Posocco Gianluca	X	
3 Antiga Ennio		X
4 Caldari Antonella	X	
5 Fasan Bruno	X	
6 Uliana Antonella	X	
	5	1

Partecipa il Segretario Generale del Comune Napolitano Mariarita.
Assume la presidenza il Sindaco Miatto Antonio il quale, riconosciuta la legalità dell'adunanza, dichiara aperta la seduta e pone in trattazione quanto all'oggetto.

Con voti favorevoli unanimi resi nei modi di legge,

DELIBERA

- di stabilire che tutto quanto esposto in narrativa fa parte integrante e sostanziale del presente atto;
- di adottare quale strumento di policy del Comune di Vittorio Veneto, approvandone il contenuto, in coerenza con gli obiettivi del DUP il documento denominato "Raccomandazioni Strategiche per lo sviluppo turistico della Città di Vittorio Veneto 2021 - 2027" e i seguenti allegati che lo compongono:
Allegato 1 – Status quo Analysis: lo stato dell'arte del turismo a Vittorio Veneto;
Allegato 2 – Protocollo Gestione della Comunicazione Istituzionale;
Allegato 3 – Piano di Azione Local Flavours 21-22 per il Comune di Vittorio Veneto;
Allegato 4 – Progetto di Sviluppo Turistico della Val Lapisina;
- di dare atto che la presente deliberazione è soggetta a comunicazione ai Capigruppo Consiliari,

quindi, con separata unanime votazione, palesemente espressa,

DELIBERA

di dichiarare il presente atto, stante l'urgenza di rispettare la scadenza del 31 gennaio 2022, immediatamente eseguibile ai sensi dell'art. 134, comma 4, del D.Lgs. n. 267/2000 (Testo Unico Enti Locali).





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FINAL CONSIDERATIONS

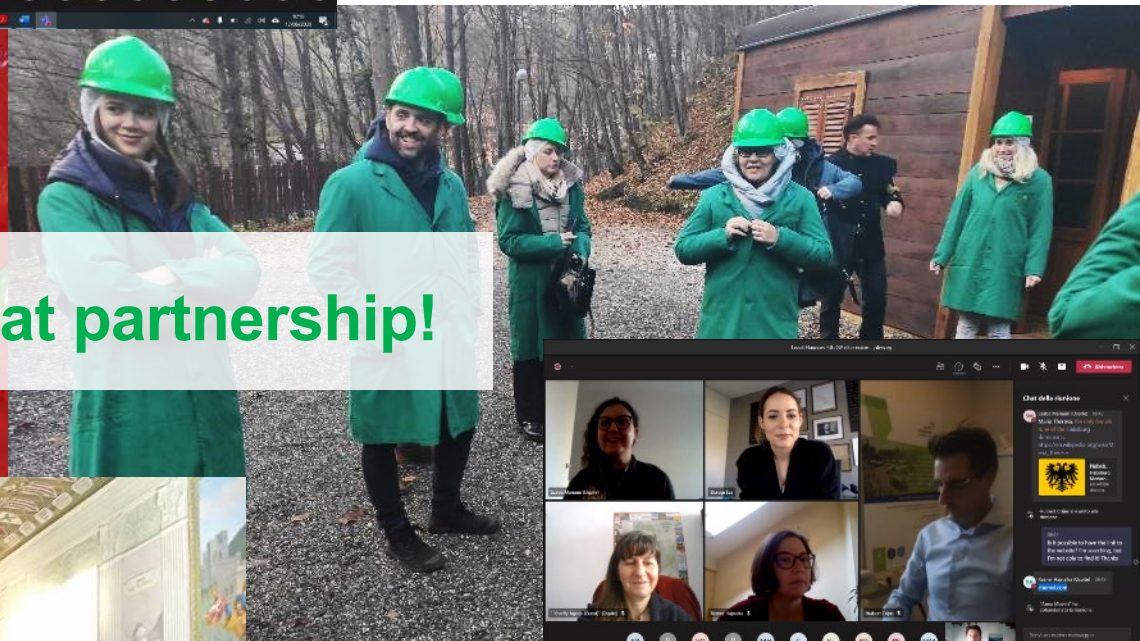
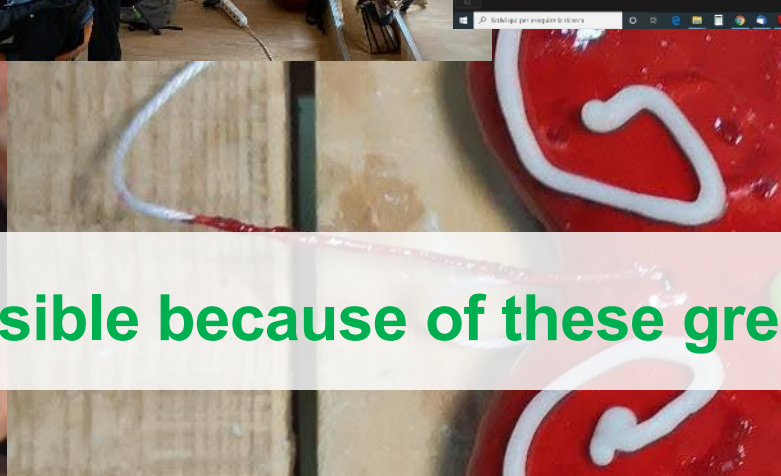
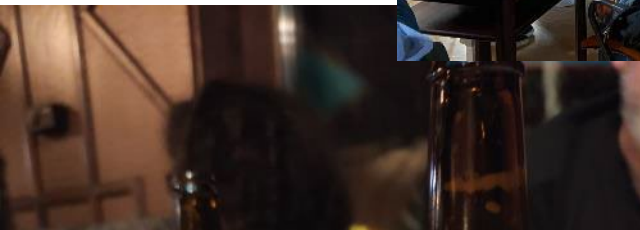
It is possible to find a summary of the actions implemented in this infographic.

As far as Vittorio Veneto municipality is concerned, the Local Flavours project supported the administrators and the staff dealing with tourism and culture in **mobilizing additional 2.278.571,45 euros for the touristic development of the city and its surrounding.**

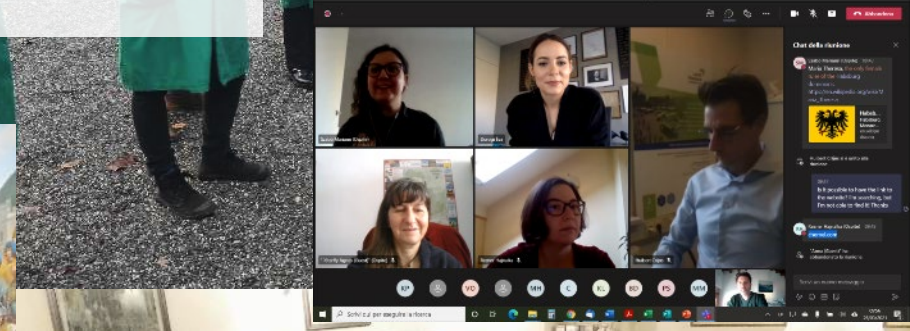
But probably, the **most important results** linked to the participation of VVEN in this project are the following:

- ⇒ **A new approach in decision making on touristic development:** breaking self-made persistent stereotypes, thinking “out of the box” (out of VVEN, out of Italy), activating multi-annual participatory planning;
- ⇒ **A new awareness about the importance of the “quality of the services” to tourists and visitors:** constant analysis of “integrated” data, permanent decision making tables, training, etc...;
- ⇒ **A new perception of the crucial importance of “local flavours”:** that means importance of citizen’s involvement, importance of small local talents, importance of transferring local knowledges to visitors, importance of making tourism a sustainable sector;



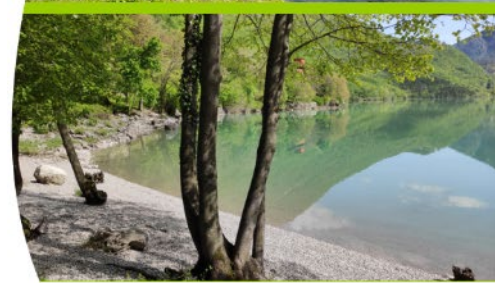


Everything was possible because of these great partnership!





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Thank you very much
for your patience!



Jumana El Tabch

Municipality of Vittorio Veneto – Sport, Tourism,
Culture, Associations office



Alberto Ferri

Alterevo Società Benefit Srl
Local Flavours project manager