PROJECT'S DURABILITY & SUSTAINABILITY

PROJECT:	NAUTICAL TOURISM DEVELOPMENT AND PROMOTION OF REGIONAL PORTS with acronym "REGLPORTS", which is funded by the transnational cooperation Programme "Interreg IPA CBC Italy–Albania–Montenegro Programme" of the 2014-2020 Program Period»
CONTRACT:	PROJECT'S DURABILITY & SUSTAINABILITY A detailed report with a thorough analysis in issues related with Project durability, sustainability, implementation of activities, failures, and suggestions for further evolvement.
ACTIVITY:	A.T3.4 " Project's durability & sustainability"
DELIVERABLE:	D.T3.4.1 "Project's durability and sustainability report"
DATE:	30/11/2021

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Introduction

The Interreg IPA CBC Italy-Albania-Montenegro Programme

The Interreg IPA CBC Italy-Albania-Montenegro Programme, co-funded by the European Union through the Instrument for Pre-Accession (IPA II), has a total budget of 92.707.558,00 euro (including 15% national co-financing). The Programme is managed by Puglia Region, which participates together with another Italian Region, Molise; Albania and Montenegro participate with the entire territory. The objective is to promote economic growth and to intensify cooperation in the low Adriatic area, by implementing joint actions between national and regional institutional and non-profit actors and by fostering smart, inclusive and sustainable development.

The overall Programme budget is EUR 92.707.555, with a Union Support of EUR 78.801.422. The financial allocation to the chosen thematic objectives reflects the estimated financial size of actions foreseen in each priority axis, the coherence with the funding priorities as in the EC Country Position Paper and in the EC Indicative Strategy Papers, the strategic choices of the Programme stakeholders, as well as the inputs provided by relevant partners within consultations. Additionally, not less than 50% of total amount of the financial resources shall be reserved for thematic calls and strategic projects.

The Program Priority Axis are:

➢ **PRIORITY AXIS 1. Strengthening the cross-border cooperation and competitiveness of SMEs.**

➢ **PRIORITY AXIS 2. Smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness.**

➢ **PRIORITY AXIS 3. Environment protection, risk management and low carbon strategy**

➢ **PRIORITY AXIS 4. Increasing cross border accessibility, promoting sustainable transport service and facilities and improving public infrastructures.**

➢ **PRIORITY AXIS 5. Technical Assistance.**

The REGLPORTS Project

The Adriatic Sea is characterized by a unique coastal environment with significant potential for tourism development. However, this potential is not fully exploited, while tourist activities are mainly focused on a seasonal "sun, sea and sand" approach. Nevertheless, there are alternative forms of tourism which could prolong the tourist season, tap new markets and overall, provide the essential conditions for regional economic growth.

Nautical Tourism (NT) is a dynamically expanded form of tourism, consisting an industry of high added value with strong clientele growth tendencies in the Adriatic Sea. In general, NT is seasonal, however, if combined properly with other mild tourism activities it may be prolonged with profound positive impact to local economies. Despite its high potential, NT is not sufficiently developed in the intervention area and its connection with the assets of the hinterland is insufficient.

Hence, the overall objective of the REGLPORTS Project is to develop a common model for the smart and sustainable NT management through integrated development plans. More specifically, the Project aims to provide a holistic approach by (a) connecting the coastal areas with the rich inland's assets, (b) emerging and promoting the interconnected areas (Area Brand, Thematic Routes), and (c) upgrading tourism supporting services and products.

The envisaged plan will constitute an innovative approach in tourism industry, and increase tourism population, regional economic growth and therefore contribute significantly to the accomplishment of Program's result indicators. The anticipated impact will substantially benefit stakeholders in the intervention area, including local communities, national and/or regional organizations and tourism related businesses.

The Partners participating in the Project are:

- ➢ **National Coastline Agency (LP) - AL**
- ➢ **Municipality of Molfetta – IT**
- ➢ **Union of the Provinces of Puglia - IT**
- ➢ **Ministry of Tourism and Environment of Albania – AL**
- ➢ **Agency for the management of the town harbor Herceg Novi Ltd. – ME**

The Associated Partners of the Project are:

- ➢ **Municipality of Vlora – AL**
- ➢ **Region of Molise – IT**
- ➢ **Municipality of Herceg Novi –ME**
- ➢ **Tourism Agency of Manfredonia – IT.**

Methodological Framework

Dal punto di vista metodologico, lo studio è stato realizzato nel seguente modo. Il Report prende avvio dall'analisi degli output del progetto REGLPORTS, che si sono dimostrati perfettamente in linea con le strategie prefissate dalla UE per la prossima programmazione. Questo è stato il secondo tema affrontato nel Report, analizzando la transizione verso un turismo sostenibile e responsabile. Si sono tenuti in considerazione gli Obiettivi dello Sviluppo Sostenibile previsti dal UNTWO per il 2030 (SDSGs 2030) applicati al settore turistico e gli Itinerari Culturali del Consiglio d'Europa come strumenti utili per la valorizzazione e lo sviluppo territoriale anche attraverso il turismo responsabile e sostenibile. Indicazioni su Smart Destination Marketing e Comunicazione e Marketing Planning precedono considerazioni sulla programmazione delle politiche comunitarie per la programmazione 2021 – 2027. Infine, a seguito di queste considerazioni, il Report si conclude con la proposta di organizzazione e management del Network fra i REGLPORTS Centers, dopo aver analizzato le forme di governante top down e bottom up.

Theoretical Framework

Under the changing social, economic and technological conditions of our era, the contemporary touristic sector offers more than merely leisure activities, but rather "experiences" that become the core of touristic consumption and engagement. In fact, the modern way of travelling demands exceptional services characterized by authenticity and quality, cultural sensitivity, and valued experiences that set one place apart from all others (Hargrove, 2017).

That being said, new types of tourism occur as a response to the changing incentives of tourists with an emphasis on those related to culture, ecology and the environment. Those alternative forms of tourism are characterized by the existence of a specific and dominant incentive in demand and by the development of a respective specific infrastructure in the tourist areas, designed to serve the tourists of any special form.

Both Nautical and Cultural Tourism, regard features of the concept of "alternative tourism", that are beneficial for the Puglia Region and fit in the context of the Reglports Project.

Nautical Tourism

One of the most important maritime economic activities is the coastal and marine subsector of tourism, which represents the 33% of the total European Blue Economy. The relative European strategy is characterized by three main actions: island connectivity, tourism diversification strategies and innovative strategies for nautical tourism.

Nautical tourism, is a sector of coastal and marine tourism. In Europe, it actively involves about 36 million people whom practice boating regularly, with 6 million boats and circa 4,500 marinas employing approximately 40,000–70,000 individuals. One of the most popular destinations is the Mediterranean Sea, thus providing significant economic impact for coastal cities. Italy, with a coastal extension of about 7.500 km, is one of the main destinations for nautical tourism in the Mediterranean Sea.

Nautical tourism is a rapidly growing sector both internationally and nationally and is an opportunity to be seized for the socio-economic growth of Italy and the Puglia region.

In 2005 the Framework Program Agreement on Local Development (II supplementary act) between the Ministry of Economy and Finance, the Ministry of Productive Activities and the Puglia Region entrusted Sviluppo Italia (now the National Agency for the attraction of investments and business development), the preparation of the "Feasibility study of the regional tourism port system", as the implementing body of the "National Tourist Port Network Program - First three-year plan for the regions of Southern Italy" pursuant to CIPE Resolution 83 / 2003. In this context, in January 2008 the Convention entitled: "Implementation of certain activities to create the regional system of tourist ports" was signed.

Nautical tourism represents an intersection between sectors related to transport, travel and tourism. The interest of the Project lies within the passenger mobility area which encompasses both travel for business and leisure and tourism.

The table below shows the availability of mooring stations per kilometer of coast per region of the south Italy.

Mooring stations per kilometer of coast per region (2019)			
REGIONS	*Availability of mooring stations per km of coast for each region (NBKr)*	*% of mooring stations per km of coast in south Italy*	*% of mooring stations per km of coast relative to the regions coastline*
Basilicata	16.56	1.04	0.48
Campania	31.38	1.97	0.91
Calabria	6.47	0.41	0.19
Puglia	**14.34**	**0.90**	**0.42**
Molise	16.58	1.04	0.48
Abruzzo	21.45	1.35	0.62
Sardinia	10.15	0.64	0.29
Sicily	10.57	0.66	0.31

Table 1 Availability of moorring posts

Accordingly, the following table shows the demand per kilometer of coast per region of the south Italy.

Demand: boats per kilometer of coast (2019)			
REGIONS	Boats per km of coast	% of nautical boats per km of coast in south	% of boats per km of coast with

		Italy with respect to average values (Italy)	respect to average values
Basilicata	1.62	0.24	0.08
Campania	32.22	4.80	1.66
Calabria	1.37	0.20	0.07
Puglia	3.60	0.54	0.19
Molise	1.78	0.26	0.09
Abruzzo	6.99	1.04	0.36
Sardinia	2.78	0.41	0.14
Sicily	3.38	0.50	0.17

Table 2 Boats Posts Demand per Km of coast

The occupancy rate of mooring stations in the three summer months in the region of Puglia is already close to 100%. Therefore, it is of fundamental importance to enhance the offer both from a qualitative and quantitative point of view of the Apulian ports and to implement adequate interventions to create a virtuous synergy between the various ports and landings.

This can be achieved by creating a network, organized in areas in which crucial ports are identified (of great appeal and size, well equipped with a wealth of services and functions), which attract transit pleasure craft, especially Adriatic, and connect the sea to the territory by also enhancing the offer of the Apulian Tourist Routes (cultural, religious, and food and wine). Furthermore, all this must be done without neglecting the local and regional pleasure demand.

Such nautical data, weighted for coastal data and relative indicators, could be useful in transportation planning processes aiming to promote nautical tourism and its potential for surrounding port areas. This process can aim to increase especially the competitiveness of the southern regions.

Cultural Tourism

The cultural heritage experiences enhance a destination's overall brand and market appeal. Taking this into account, cultural heritage tourism provides meaningful experiences and a "sense of place" that is valued and cherished.

The notion of cultural heritage was first introduced in Italy by the Commission of Inquiry for the Protection and Enhancement of the Historical, Archaeological, Artistic and Landscape Heritage, established by the Ministry of Education's Law No. 310 of 26 April 1964. The Commission defined cultural heritage as the set of all-important assets, tangible or intangible, that represent civilization, history, culture, artistic value, as well as aesthetic education and they belong to the community. For this reason, such objects are considered worthy of enhancement and protection (Pacelli & SicaJul, 2020).

The economic dimension of cultural tourism is also important. The most recent data of CISET[1] showcase that 2017 demonstrated the highest average expenditure per cultural tourist:

Type of destination	Average expenditure per tourist (€)	% of total holiday expenditure
Seaside	89.00	20.5
Alpine	96.50	4.8
Lacustrine	77.60	9.3
Cultural	133.00	57.7
Cultural landscape	117.00	7.7
TOTAL (on holiday)	112.00	100

Table 3 Average expenditures of Tourist at national level

According to early definitions (WTO, 1985), cultural tourism is described as "the movement of persons who satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters". Cultural tourism is very often associated with education, some even describing it more narrowly as educational cultural tourism.

The search for the cultural identity of a place through direct contact with the traces of antiquity, the traditions of a population, its food and wine culture and craftsmanship, place the traveler/visitor in the conditions of touching the experience of a community and they

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[1] CISET 2018

create in him an inner gratification due to the immediate perception of enrichment of his own self. Cultural tourism practically stands on the assumption that discovering new places is in effect a way to give further impetus to one's personal growth.

With Italy being one of the leading countries in cultural and art tourism the results are reflected on tourist demand which was the main travel motivation, exceeding half of the arrivals. More specifically, in 2017, cultural tourism has amounted to 51,7% of the total, while visitors for seaside resorts amounted to 21%. That is attributed mostly to two main reasons. Firstly, the fact that "cultural" visitors lend themselves more to a short break holiday, thus tending to spent more and secondly to the more even distribution throughout the year. Furthermore, according to data from the region of Puglia, the expenses for the cultural holiday are growing in 2017. Every cultural tourist has spent on average € 133 per day, while an average seaside tourist spent € 89.
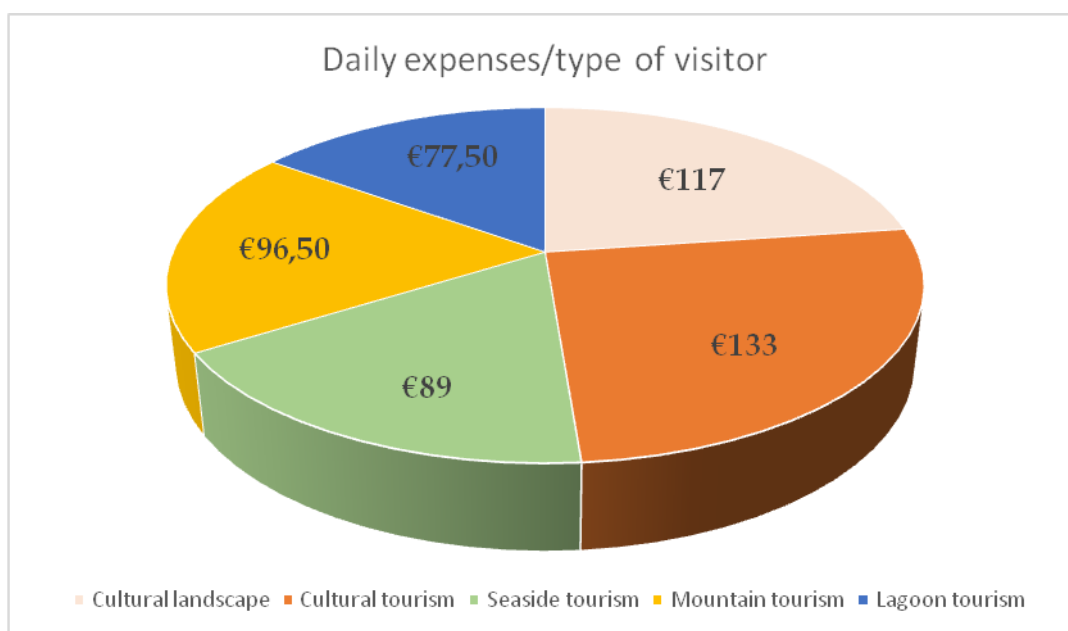

Figure 1: Daily expenses/person/tourism type

In Puglia, visitors can find enchanting landscapes surround the historic villages and cities of art. From Romanesque to Baroque, cathedrals and monuments frame the squares, in the shadow of imposing castles and noble palaces.

From the Gargano to Salento, Puglia is a treasure trove of priceless treasures and architectural wonders, such as the UNESCO sites, the museums, realms of art and archeology, where craftsmanship and the sea are also reflected.

The region has been known in past years mostly as s seaside destination. However, in recent years the focus has been shifting towards its cultural heritage. Puglia is a region of great history and as such it offers a variety of fortresses and palaces watchtowers along the coast to visit. Moreover, the UNESCO World Heritage Site, **Castel del Monte,** a majestic fort of Frederick II of Swabia, stands as a crucial attraction supplemented by the Sanctuary of San Michele Arcangelo the trulli of Alberobello, the characteristic conical drystone constructions of prehistoric times. UNESCO heritage also includes the Old Beech Woods of the Umbra Forest, a Natural World Heritage Site and the Art of dry-stone walls, recently named Intangible Heritage of Humanity.

In addition, the region is famous for its popular Italian folk dance, originally from the Salento area, the **Pizzica.** In that regard, visitors can explore cultural events across the region, being part of the local life and experience first-hand the traditions of the area.

The following chart highlights the most prevalent cultural attractions, through the results provided by visitors' questionnaires.
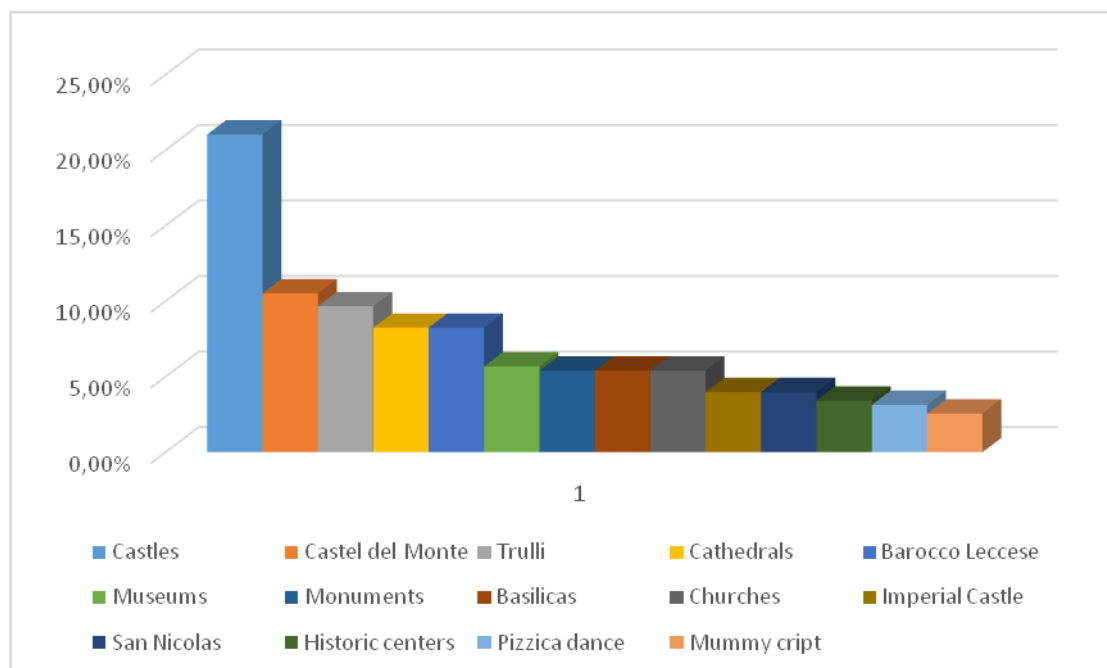

Figure 2 Regional Attractions according to visitors' preferences

Recently, due to the shift of attention towards cultural tourism the region of Puglia developed the **Strategic plan for the culture**. The most important projects and developments that will arise as part of the strategy are:

- **ECCLESIASTICAL GOODS**: For the enhancement and the expansion of the use of the assets of ecclesiastical property as an Apulian cultural asset,

- *WORKSHOPS OF DEVELOPMENT AND CREATIVITY / HISTORICAL THEATERS:* To enhance the knowledge and expand the use of the places of Apulian culture, supporting an innovative idea of museum and theater through interactive and multimedia modalities,

- *MURGIA EMBRACES MATERA:* For the enhancement and promotion of the Murgian culture and landscape heritage following the event "Matera Capitale European Culture 2019,

- *MONTI DAUNI:* For the enhancement and expansion of the use of the cultural heritage owned by the Municipalities included in the "Monti Dauni" internal area,

- *GRANDI ATTRATTORI* (cultural and natural)*:* For the identification, enhancement and valorization of a limited number of natural and cultural attractions at regional and national level.

The Puglia Region

The region of Puglia covers an area of 19,540.9 km², located in the most southeastern part of the Italian peninsula. The population is 4,063.88 with a density per square kilometer among the highest on a national scale, (209.8 inhabitants per square kilometer). The territory is mainly flat and hilly. The highest hills are found in the Dauno sub-Apennines, in the Foggia area: Monte Cornacchia (1,152 m), Monte Saraceno (1,145 m), Monte Crispignano (1,105 m). The remaining mountainous presence is concentrated in the Gargano massif with the Calvo (1,056 m) and Sprigno (1,008 m) mountains. The coastal area, with a length of 834 km, is the longest in the country's mainland.

The region includes the metropolitan city of Bari (region capital) and the provinces of Foggia, Barletta-Andria-Trani, Taranto, Brindisi and Lecce.

The history of Puglia dates back to at least 250,000 years ago when the first settlements started to appear, as evidenced by the fossil remains of man from Altamura, an archaic form of Homo neanderthalensis. Around the first millennium BC, the populations of the Dauni, Peucezi and Messapi settled on the territory, and later, in the Hellenic period, there were numerous Greek colonies especially in the southern part of the region, such as the Spartan colonial city of Taranto (Taras).

With the fall of the Roman Empire the area became a domain of the Byzantine Empire. Bari became the capital of a territory extended up to today's Basilicata and subjected to the authority of a captain, the name of the Byzantine governor from which the term Capitanata derives. With the advent of the Normans (11th century), Taranto became the capital of the homonymous principality, spread over the entire Terra d' Otranto.

With the spread of Freemasonry and Carbonari liberal movements were formed throughout the region in 1820. With the Kingdom of Italy established in 1861, Puglia was administratively divided into the provinces of Foggia, Bari and Lecce. Later during the twentieth century were added the provinces of Brindisi and Taranto.

With the progressive decline of the large estates, the ancient Apulian farms, properties of medium agricultural extension, also decayed. During Fascism, Puglia was affected by numerous land reclamations in large areas and, following the post-World War II agrarian

reform, the region enjoyed a strong agricultural development. In the seventies and eighties, the economy of the region passed from the primary to the tertiary sector, with the considerable development deriving from the tourism sector.

1. Introduction: REGLPORTS project outputs

Nautical tourism can be included in all respects in experiential tourism, since it allows the user to live an experience in an aquatic environment (marine, river or lake) beyond the multiple reasons that the user himself may have (relax, passion for the sea, search for adventure, get away from everyday life, hedonism, status symbol etc.).

The choice of destination is characterized by many factors, some attributable to the possibilities of the user, others to the offer of coastal services (not only storage, but also tourism, cultural / naturalistic visits and leisure) present in the destination locations. Certainly important is the creation of an integrated "land - sea" offer and the system of the various services useful for providing the nautical tourist with a stay that meets their expectations.

The REGLPORTS project has framed in its outputs the contents suitable for providing an interregional proposal suitable for the enhancement of the indicated places, expanding the offer through the creation of cultural and naturalistic itineraries which, starting from the main ports in the project areas, develop not only along the coast, but also in the hinterland, involving stakeholders apparently unrelated to the nautical tourism target, but, in reality, linked to it because they are bearers of economic interest linked, for example, to the culture of places (Cultural Heritage), to the *Genius Loci*, to the production and transformation of typical food and wine products and artistic handicrafts, to the services to the "nautical" tourist who can "experience a place" through directly related experiences (slow use through kayaks, sailboats, typical boats, etc.) and indirectly (various types of workshops, knowledge of local places and cultures) to the marine environment.

In addition to the creation of local itineraries in the various areas involved in the project, it has made proposals in the ICT sector (IDS, PMS, i-tourist guide, web GIS) aimed at knowledge and dissemination and promotion of the territories involved.

Finally, the creation of REGLPORTS Centers that can manage the activities of promotion, knowledge and enhancement of the services created by the project, implemented with the

involvement of local stakeholders (administrations, local operators of various economic sectors, associations) will represent the fulcrum for the continuation of the activities foreseen by the project. The activities are well detailed in the Action Plan of REGLPORTS Centers. In Puglia the Centers are located in Molfetta and Bari.

The project proposals are perfectly in line with the forthcoming community programs illustrated below. The key words on which the next EU funding will move can be summarized as follows:

1. Slowness;

2. Experience;

3. Sustainability;

4. Inclusion;

5. ICT and Artificial Intelligence (AI);

6. Network and "to make system".

Following the recommendations, guidelines and suggestions proposed by the EU, the transition towards sustainable, responsible and smart tourism needs to be strengthened. Sustainable tourism should take into account current and future economic, social and environmental impacts, responding to the needs of visitors, the industry, the environment and local communities; as the tourism and travel sector generates an ecological footprint to global level, it is necessary to find sustainable and flexible solutions for multimodal transport and to develop policies to protect the natural heritage and biodiversity, respecting the socio-cultural authenticity of the host communities, guaranteeing sustainability and bringing socio-economic benefits to all stakeholders. Through the funds of the Next Generation EU, action plans for the transition in the tourism sector could be financed and the partnership could be strengthened by adopting a quality label. Since the EU intends to promote digital literacy of SMEs and digitalization and online promotion, a possible medium and long-term offer related to the activities promoted by REGLPORTS Centers could be linked to Augmented Reality (AR) to innovate and modernize the tourist offer and promotion of territories and activities. An important consideration is given to social inclusion, that is the

possibility that the widest segment of the population can benefit from the goods, itineraries and services offered.

However, the general rule remains that of "creating a system", that is, relating the activities of nautical and recreational tourism to the experiential ones linked to urban and rural routes.

2. The transition to sustainable, responsible and smart tourism in coherence with the EU strategy for sustainable tourism.

EU policy aims to maintain Europe's standing as a leading destination while maximizing the industry's contribution to growth and employment and promoting cooperation between EU countries, particularly through the exchange of good practice. The EU's competence in the tourism is one of support and coordination to supplement the actions of member countries.

2.1 Challenges for the European tourism industry.

The main challenges are:

- **security and safety**: environmental, political, and social security; safety of food and accommodation; and socio-cultural sustainability threats

- **economic competitiveness**: seasonality, regulatory and administrative burdens; tourism related taxation; difficulty of finding and keeping skilled staff

- **technological**: keeping up to date with IT developments caused by the globalization of information and advances in technology (IT tools for booking holidays, social media providing advice on tourism services, etc.)

- **markets and competition**: growing demand for customized experiences, new products, growing competition from other EU destinations.

2.2 Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe.

In June 2010, the European Commission adopted the Communication, "Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe". This communication set out a new strategy and action plan for EU tourism.

Four priorities for action were identified:

1. To stimulate competitiveness in the European tourism sector
2. To promote the development of sustainable, responsible, and high-quality tourism
3. To consolidate Europe's image as a collection of sustainable, high-quality destinations

4.   To maximize the potential of EU financial policies for developing tourism.

A regularly updated implementation rolling plan has been developed that outlines the major initiatives to be implemented as part of the strategy, in collaboration with public authorities, tourism associations and other public/private tourism stakeholders.

To date, the Commission has successfully implemented the majority of the actions set out in the Communication, focusing on the following priorities:

- increasing tourism demand, from within the EU and beyond
- improving the range of tourism products and services on offer
- enhancing tourism quality, sustainability, accessibility, skills, and ICT use
- enhancing the socio-economic knowledge base of the sector
- promoting Europe as a unique destination
- mainstreaming tourism in other EU policies.

2.3 New dispositions UE: Tourism and transport in 2020 and beyond

In 2020 the European Union approved a resolution on Tourism and Transport which takes into consideration both the positive effects related to the tourism economy and the negative effects and environmental and social impact that this economy can generate if not adequately addressed according to the three principles cornerstone of sustainability: economic, social and environmental. The resolution also takes into consideration the negative causal effects of the first pandemic linked to Covid Sars 19 and tries to outline guidelines to overcome the crisis.

Indeed, tourism is a cross-cutting activity that has a wide impact on the environment, climate and economy of the EU as a whole and, in particular, on economic growth, employment and the social and sustainable development of the regions. and directly employs 27 million people, equal to 11.2% of total EU employment, and generated 10.3% of the EU's gross domestic product (GDP) in 2019. The tourism sector will help promote a balanced regional structure, have a positive impact on regional development and should contribute to the conservation of biodiversity, social well-being and economic security of local communities.

It should be considered that the tourism value chain represents one of the main European industrial ecosystems identified by the Commission and that it is a complex chain of the four interconnecting vectors of transport and the experience of accommodation, intermediation; the success of the tourism industry lies in the degree of influence between these four vectors and affects climate change by contributing to 8% of world CO_2 emissions. Furthermore, the tourism sector comprises a wide variety of professions and services and is dominated mainly by small and medium-sized enterprises (SMEs) whose activity generates employment and wealth in regions that strongly derive from this sector;

In 2018, 51.7% of tourist accommodations were located in coastal and marine areas, which are particularly vulnerable to the effects of climate change, while .9% of these structures go to rural areas; the outermost regions are important due to their remoteness, insularity and strong economic and social dependence on the tourism and transport sectors, which make them even more vulnerable to the effects of the COVID-19 pandemic.

Precisely in relation to COVID 19, the tourism and transport sectors have been among the most affected by COVID-19: at least 6 million jobs are at risk in the EU, especially among seasonal workers and those in vulnerable situations. and the global pandemic to global travel reported a decline in international arrivals in response to the tourism pandemic harshly data from the United Nations World and European Tourism Organization (UNWTO) show a decline in tourist arrivals uncertainty among industry players. In the framework of Next Generation EU, the Commission has identified a basic investment need for the tourism ecosystem of EUR 161 billion, or 22% of the total investment in the EU; that the COVID-19 crisis has had a serious impact on all modes of transport, in particular on air connectivity, and has generated a reduction in air services which in some cases has led to the elimination of routes: the latter effect has affected especially on the most prominent and island regions of the EU, for which accessibility and connectivity are essential. The crisis of the COVID-19 pandemic has left millions of passengers and consumers in a situation of uncertainty about their rights, with requests for reimbursement and often unanswered; whereas restoring consumer confidence is essential for the future of the sector. The EU considers that Article 195 TFEU notes that the Union should coordinate and complement the action of Member States in the tourism sector, in particular by promoting the competitiveness of Union enterprises in the sector and that Member States face challenges and opportunities common in

the tourism sector, such as, for example, crisis prevention and management, advancement towards the digital and green transition, socio-economic and environmental sustainability, creation of quality jobs, further training and vocational training of workers and support for SMEs; also considers that measures for the benefit of the tourism and travel sector are most effective when they are adopted as part of a strategy coordinated by the EU itself, while taking into account national and regional needs and specificities.

The adoption of the Resolution by the EU is also due to the fact that the tourism sector is committed to accelerating and implementing measures and actions aimed at making it more sustainable and resilient and contributing to the achievement of the ecological footprint reduction objectives and objectives. the European Green Deal, in particular climate neutrality, by 2050; the tourist trend is moving towards soft mobility and the development of itineraries (for example the Cultural Routes of the Council of Europe), as a response to the desire of European consumers for more ecological and closer to nature tourism opportunities; furthermore, considering an efficient, safe, multimodal and sustainable collective transport system would positively contribute to the economy related to tourism, leisure travel and hospitality, as it enables sustainable and flexible mobility solutions across the EU, helping to preserve natural ecosystems and local urban and natural environments. The development of the trans-European transport network (TEN-T) and its links with urban, local and coastal areas will play a crucial role in providing sustainable, alternative and flexible transport solutions for travel and tourism. Slow and sustainable tourism promotes new trends that emerge mainly thanks to digitization, such as alternative forms of tourism such as ecotourism, agritourism, rural and experiential tourism. In this perspective, nautical tourism can play an interesting role in particular if contextualized in the Mediterranean.

Following the crisis due to the COVID 19 pandemic, one of the EU's proposed keywords is "Rebuild": the response plans to the impact of COVID-19: EU calls for Member States to put in place common and coordinated criteria for safe travel, as adopted by the Council in its Recommendation on a coordinated approach to restricting freedom of movement, while facilitating the use of the EU passenger tracking module , where possible in digital format, in full

compliance with data protection rules; stresses the importance of optional, interoperable and anonymous tracking, location and alerting apps, using the Commission's interoperability gateway, which do not use the collected data for other purposes, such as for commercial or law enforcement purposes, and to set common hygiene criteria in the main transport hubs. The Resolution calls for the European Center for Disease Prevention and Control (ECDC) to monitor and continue to publish in a timely manner a color-coded map of the countries and regions of the Union, with a view to offering travelers and a coordinated and efficient response to businesses. Calls on the Member States to adopt protective measures that allow the resumption of travel, through rules defined and coordinated by the EU itself. Calls on the Commission to launch an ad hoc EU communication campaign on travel and tourism through an "EU Tourism Label", aimed at promoting EU travel and restoring citizens' confidence in travel and tourism during the pandemic of COVID-19.

It also urges Member States and regional authorities to include tourism as a horizontal priority of their operational programs, their smart specialization strategies and their partnership agreements for the period 2021-2027, in order to subsidize tourism projects and calls on the Commission to implement the preparatory action already taken, called 'A European crisis management mechanism for tourism', jointly with Parliament, in order to be ready to tackle future crises by helping tourist destinations to establish crisis prevention plans, emergency measures as well as preparedness plans and actions.

An interesting proposal of the approved **Resolution is to reorient governance policy within the framework of the Union**.

In fact, a new governance model is requested between the EU institutions, strengthening the organizational, financial and human resources structure through the creation of a directorate specifically dedicated to tourism, supported with adequate funding, in order to adopt an integrated approach. and efficient to tourism, foster the revitalization of tourism in European regions and help businesses to implement the necessary measures to achieve key objectives in terms of sustainability and innovation, as well as increase their competitiveness and attractiveness; furthermore, in consideration of the transversal nature of tourism, the Commission is urged to take into account any synergies between the various directorates-general in sectors

such as agriculture, transport, culture, maritime affairs, regional development, employment and climate. The Resolution also regrets that, in the Multiannual Financial Framework (MFF) 2021-2027, there is no budget line dedicated to sustainable tourism, which would constitute a commitment to implement the European tourism policy approved by Parliament in its resolution on tourism and transport in 2020 and beyond; notes that this budget line would not overlap the financial support available to the travel and tourism sector through existing EU funds, nor would it replace it; regrets that tourism has not yet been included as a stand-alone objective in the regulations on the European Structural and Investment Funds or in the Single Market Program.

Tourism, being a global sector, is key to promoting dialogue and cooperation with the UNWTO on the basis of the memorandum of understanding signed by the Parliament and the UNWTO in 2018; The Resolution therefore calls on the Commission to update the EU guidelines on financial support and to include a link to a national contact point that facilitates access to information for micro enterprises and SMEs through a one-stop shop or an online tool, where necessary with the assistance and guidance of Member States; urges the Commission to bring these guidelines to the attention of companies and SMEs in the tourism sector; further calls for the establishment of a European Tourism Agency under the next MFF and for a short-term solution through the creation of a tourism department within one of the existing executive agencies, in particular the Executive Agency for small and medium-sized enterprises (EASME) or the future Executive Agency for Health and Digital.

The EU will implement initiatives for nautical and coastal tourism in relation to the recognition of skipper qualifications and VAT rules for boats, marinas and anchorages, to address the problem of seasonality and to promote cross-border routes, such as for example a network of routes for nautical tourism, as well as to make public the progress of the pilot project called "Charter of good practices for sustainable cruise tourism"; and to integrate local subjects operating in rural and coastal areas in income diversification initiatives through the creation of tourism products, services or experiences, in the conception of new initiatives and in the search for synergies between existing ones; encourages producers of the primary sector (agriculture, livestock and fishing) to be involved in these initiatives and to verify whether they can be used as a means for the marketing of their products and the dissemination of their cultural or gastronomic traditions.

2.4 Re-thinking: planning the future of the tourism sector

The EU insists on the need to support the tourism sector in implementing the principles of the circular economy, for example by encouraging the supply of climate-neutral products, using clean energy, reducing the use of harmful chemicals and single-use plastics, improving the '' energy efficiency of buildings thanks to incentives for the restructuring of the tourist building heritage, implementing processes for the recycling of rainwater and domestic wastewater, facilitating recycling and preventing waste. It also focuses on the digital literacy of SMEs.

UE underlines the importance of the accessibility of tourism and travel services for all, including minors, the elderly and people with disabilities, regardless of their economic conditions or potential vulnerabilities; Emphasizes that tourism accessible to all can only be achieved with the right combination of legal rules implemented by Member States, innovation and technological developments, staff training, awareness raising, promotion and communication across the entire tourism supply chain; insists, in this regard, on the importance of European networks in which public and private stakeholders can cooperate and exchange best practices; further calls on the Commission and the Member States to actively lead the ongoing development of the International Organization for Standardization Standard on Accessible Travel Services, as well as to ensure that it is implemented swiftly and correctly once adopted, while also ensuring that that service providers comply with the relevant accessibility standards already in place or under implementation and provide information on the accessibility of their services. Calls on the Commission to propose a standardized methodology for collecting interactive feedback on the accessibility of destinations by businesses and tourists and to promote its use for the tourism sector as a whole

3. UNTWO Sustainable Development Goals (SDSGs)

The 2030 Agenda for Sustainable Development is an action program for people, the planet and prosperity signed in September 2015 by the governments of the 193 UN member countries. It incorporates 17 Sustainable Development Goals (SDGs) into a large action program for a total of 169 "targets" or milestones. The official launch of the Sustainable Development Goals coincided with the beginning of 2016, leading the world on the way to go over the next 15 years: the countries, in fact, are committed to achieving them by 2030.

The Development Goals follow up on the results of the Millennium Development Goals that preceded them, and represent common goals on a set of important development issues: the fight against poverty, the eradication of hunger and the fight against climate change. "Common goals" means that they concern all countries and all individuals: no one is excluded, nor should they be left behind on the path necessary to lead the world on the path of sustainability.

A challenging Agenda with ambitious goals that includes Tourism in Goal 8, as a tool for inclusive and sustainable economic growth, in Goal 12 as an example of sustainable consumption and production, and in Goal 14 for a sustainable use of oceans and marine resources .

Recent studies by the World Tourism Organization (UNWTO) underline, however, how tourism can contribute, directly and indirectly, to the achievement of all 17 objectives, if managed in a sustainable way and practiced responsibly.

GOAL1 - DEFEAT POVERTY

"**End all forms of poverty in the world**"

Tourism is the sector that is growing faster than the others, all over the world. It allows economic development at all levels, generates wealth through the creation of jobs. Developing tourism in a sustainable way can have a great impact on communities and be functional to national objectives aimed at reducing poverty, promoting entrepreneurship, supporting small businesses and encouraging the weakest categories, such as young people and women.

GOAL 2 - OVERCOMING HUNGER

"**End hunger, achieve food security, improve nutrition and promote sustainable agriculture**"

Tourism can stimulate sustainable agriculture by promoting the production, supply and sale of local products in hotels, restaurants and shops in tourist destinations, integrating them into the tourism value chain. The farm can generate additional income for local producers, fostering more resilient agriculture, while improving the tourist experience.

GOAL 3 - HEALTH AND WELLNESS

"**Ensuring health and well-being for all and for all ages**"

Tourism's contribution to economic growth and development can have a ripple effect on health and well-being. Foreign currency and tourism tax revenues can be reinvested in health care and services, which should be targeted to improve maternal health, reduce infant mortality and prevent.

GOAL 4 - QUALITY EDUCATION

"To ensure quality, equitable and inclusive education, and to promote lifelong learning opportunities for all"

Tourism has the potential to promote inclusion. A competent workforce is critical for tourism to thrive. The tourism sector offers direct and indirect employment opportunities for young people, women and people with special needs, who should benefit from educational means.

GOAL 5 - GENDER EQUALITY

"Achieving gender equality and empowerment (greater strength, self-esteem and awareness) of all women and girls"

Tourism can empower women, in particular through direct job creation and income generation by tourism and hospitality-related SMEs. Tourism can be a tool for women to be active protagonists in every aspect of society.

GOAL 6 - CLEAN WATER AND SANITARY SERVICES

"Ensuring the availability and sustainable management of water and sanitation facilities for all"

The investments of the tourism sector for the provision of public utilities can be fundamental to guarantee access to water and better hygiene conditions for all. The efficient use of water by tourism activities, through pollution control and the use of technological innovations can be the key to safeguarding our most precious resource.

GOAL 7 - CLEAN AND ACCESSIBLE ENERGY

"Ensure access to affordable, reliable, sustainable and modern energy systems for all "

As an energy-intensive sector, tourism can accelerate the move towards increasing the share of renewable energy in the global energy mix. By promoting investment in clean energy sources, tourism can help reduce greenhouse gases, mitigate climate change and improve access to energy for all.

GOAL 8 - DECENT WORK AND ECONOMIC GROWTH

"Encourage lasting, inclusive and sustainable economic growth, full and productive employment and decent work for all"

Tourism, as a commercial service activity, represents an important economic sector worldwide and produces one job in ten. The decent work opportunities that tourism offers, in particular to young people and women, and the policies that favor its diversification, contribute to significantly improving the socio-economic impact it produces on the territory.

GOAL 9 - ENTERPRISES, INNOVATION AND INFRASTRUCTURE

"**Building a resilient infrastructure and promoting innovation and fair, responsible and sustainable industrialization**"

Tourism development is based on good public and private infrastructure. The sector can influence public policies regarding their modernization, making them more sustainable, innovative and efficient in the use of resources. Tourism, moving towards low-carbon growth, can attract more tourists and foreign investment.

GOAL 10 - REDUCE INEQUALITIES

"**Reduce inequality within and between nations**"

Tourism can be a powerful tool for reducing inequalities if it involves local populations and all key players in its development. Tourism contributes to urban regeneration and rural development, allows people the opportunity to thrive in their place of origin and reduces depopulation. Tourism is an effective means of economic integration and diversification.

GOAL 11 - SUSTAINABLE CITIES AND COMMUNITIES

"**Making cities and human settlements inclusive, safe, long-lasting and sustainable**"

Tourism can stimulate the development of urban infrastructure and accessibility. It contributes to the enhancement and protection of the cultural and natural heritage of a destination. Investments aimed at energy efficiency of infrastructures and sustainable mobility should result in smarter and greener cities, not only for residents, but also for tourists.

GOAL 12 - RESPONSIBLE CONSUMPTION AND PRODUCTION

"**Ensuring sustainable production and consumption models**"

The tourism sector must adopt sustainable modes of consumption and production (SCP), accelerating the transition to sustainability. Tools to monitor the impacts of sustainable development for tourism, including energy, water, waste, biodiversity and job creation will result in better economic, social and environmental outcomes.

OBJECTIVE 13 - FIGHT AGAINST CLIMATE CHANGE

"Take urgent measures to combat climate change and its consequences"

Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing the carbon footprint of transport and hospitality, tourism can generate a major reduction in carbon emissions and help address one of the most pressing challenges of our time.

GOAL 14 - LIFE UNDER WATER

"Conserve and sustainably use the oceans, seas and marine resources for sustainable development"

Coastal and maritime tourism is based on healthy marine ecosystems. Tourism development must be part of integrated coastal zone management in order to contribute to the conservation of the most fragile marine ecosystems. It must promote the blue economy and contribute to the sustainable use of marine resources.

GOAL 15 - LIFE ON EARTH

"Protect, restore and promote sustainable use of the terrestrial ecosystem, sustainably manage forests, combat desertification, halt land degradation and stop the loss of biological diversity"

Rich biodiversity and natural heritage are often the main reasons tourists visit a destination. Tourism can play an important role if managed sustainably in fragile areas, not only for the conservation of biodiversity, but also for the generation of income as an alternative means of livelihood for local communities.

GOAL 16 - PEACE, JUSTICE AND SOLID INSTITUTIONS

"Promote peaceful and more inclusive societies for sustainable development; offer access to justice for all and create efficient, responsible and inclusive bodies at all levels"

Since tourism bases its activity on encounters between people from different cultural backgrounds, the sector can promote tolerance and understanding between peoples. By fostering multicultural and interreligious relations, it helps

lay the foundations for more peaceful societies. Tourism that supports and involves local communities helps to consolidate peace in post-war societies.

GOAL 17 - PARTNERSHIP FOR THE OBJECTIVES

"Strengthen the means of implementation and renew the global partnership for sustainable development"

Due to its cross-sector nature, tourism has the ability to strengthen public-private partnerships and engage multiple stakeholders - international, national, regional and local - to work together to achieve the SDGs and other common goals. Public policies and innovative financing are at the heart of the implementation of the 2030 Agenda.

4. Experiential tourism and slow tourism as new forms of tourism.

In 2012 the European Federation of Nautical Tourism Destinations adopted the European Manifest for Sustainable Nautical Tourism.

Tourism, in fact, is a driver of social and economic development and contributes to progress, peace and harmony amongst the peoples of the World. The international community, through numerous initiatives such as the Manila and The Hague Tourism declarations, has given recognition to this fact. The Charter for Sustainable Tourism has also highlighted the profound dependence of Tourism on natural heritage and biodiversity, as well as its effectiveness as a tool to promote environmental awareness.

Coastal and maritime tourism has become one of the main areas of growth of Tourism. However an excessive occupation of the coastline and an over-exploitation of its natural resources are threatening the viability of the sector in many markets. Environmental degradation is compromising the prosperity of many coastal towns and villages, impacting their wealth, authenticity and cultural traditions and putting their appeal as tourist destinations at risk. It is therefore urgent to address the environmental health of our tourism spaces together with the products that they offer, making a bold statement for sustainability as a key factor in the differentiation and competitiveness of our destinations.

In this context, nautical tourism comes forward as a strategic ally of society in highlighting the value of natural and cultural resources of coastal areas. Sailing, surfing, kayaking, scuba diving or snorkeling to cite a few examples, are highly dependent on well-kept landscapes and healthy marine ecosystems. These activities contribute to a sound tourism and strengthen such destinations. Nautical tourism is a strategic vehicle to convey values that connect people to nature and sports and has a very positive educational impact on both visitors and local communities.

Nautical tourism does not come free of environmental impact and its ecological footprint must be managed and reduced. But it is precisely its condition as a generator of both environmental assets and liabilities which grants it a privileged position to lead the path towards sustainability, bringing

together public administrations, business and civil society in a shared commitment to the sustainable development of coastal communities. It can improve the quality of tourism and contribute to preserving the integrity of the coastline while seizing the opportunities of the so-called "green economy".

It is for this reason that the European Federation of Nautical Tourism Destinations, as a public-private collaborative platform for promoting nautical destinations in Europe, calls on its associates, but also on governments and public administrations, public and private institutions connected to nautical tourism, NGOs and the business sector to endorse the objectives set forth in this Manifest.

The signatories of this Manifest wish to make a public commitment to promoting a nautical tourism that integrates the principles of sustainable development. This commitment must be instrumental to better position nautical activities as a means to preserve natural heritage and biodiversity, and to contribute to the progress and social cohesion of tourist destinations.

With the endorsement of this Manifest we wish to trigger collective action in which public administrations, businesses and social agents participate in a common effort to boost the economic, environmental and social sustainability of nautical destinations and the coastline, creating better quality conditions and development opportunities for citizens.

Guided by:
• The principles set forth in the Rio Declaration on the Environment and Development, as well as in other United Nations conventions and declarations regarding tourism, sustainable development, environment, biodiversity, landscape and cultural heritage.

• The "Blue Growth" initiative led by the European Union to develop the marine dimension of the Europe Strategy 2020.

• The European Union Communication (2010) "Europe, nº 1 Tourist Destination in the World: A new political framework for tourism in Europe".

• The European Strategy for Coastal and Maritime Tourism.

• The "Long-Term Strategy for Sports and the Environment" of the United Nations Program for the Environment (also known as the "Michezo Strategy").

The European Manifest suggests to adopting specific actions to achieve the following objectives:

1 - To preserve the natural values of the territory and the functionality of coastal ecosystems;

2 - To contribute to maintaining the singularities of natural protected areas and the conservation of vulnerable species, applying good environmental practices when carrying out nautical activities;

3 - To reduce the consumption of natural resources, the generation of waste and emissions to the soil, water and atmosphere during nautical activities, applying measures to mitigate such impacts;

4 - To improve the wealth of local communities by creating development and employment opportunities, facilitating access to and professional engagement in nautical activities;

5 - To use nautical activities as a vehicle to convey positive values and to promote education, healthy sporting habits and environmental awareness;

6 - To innovate in the marketing of products and services that differentiate themselves by their environmental attributes, leading citizens towards recreational activities that are more respectful of the environment and increasing their commitment to environmental conservation;

7 - To promote the existence of a proper framework for supporting innovation in tourism, creating incentives for businesses that deliver sustainable nautical activities and introducing relevant green procurement practices in public administrations;

8 -To make nautical tourism sites compatible with other tourist uses, scaling occupation levels of nautical activities to the carrying capacity of the territory and real tourist demand;

9 - To support the construction of an open and participative society, keeping a positive disposition towards dialogue with stakeholders and facilitating their engagement in decision-making processes that affect the coastline;

10 - To contribute to the progressive advance of sustainability in nautical destinations, actively participating in the debates facilitated by the European Federation of Nautical Destinations and in the working groups articulated to that end.

5. *Cultural Routes of the Council of Europe as tools for territorial enhancement.*

According to Marcel Proust "The real travel of discovery does not consist in seeking new lands, but in having new eyes", an absolutely true aphorism for the "allocentric", curious, adventurous and extroverted tourist, who appreciates the flavor of discovery and new experiences. It is the tourist eager for novelty, increasingly tired of the serial reproduction of culture and looking for alternatives to the traditional cultural offer. The tourist interested in learning about the cultural capital of the community visited through experiential learning, active participation, involvement, immersion in the territory visited, establishing an empathic relationship with the local community. It is also the tourist attentive to safeguarding the natural capital, compromised by economic growth in general and tourism in particular. It is the traveler who practices ecologically sensitive activities and who admires the landscape, increasingly oriented towards sustainability. A topic, the latter, recently taken up with the inclusion of tourism in national and international programs aimed at promoting the so-called green economy (UNEP, 2015) and the conservation / enhancement of the rural landscape heritage (see the EAFRD regulations of the Common Agricultural Policy 2014-2020).

The rural and coastal landscape are considered a resource, which expresses vast potential for the local communities themselves and performs a function of safeguarding historical and cultural testimonies, making the anthropization process more sustainable over time. It is precisely on the centrality of sustainability "in the broader meaning of a key idea around which to build the evolutionary strategies of tourism in Italy" that the Final Document of the General States of Tourism insists, which attributes to tourism a "transversal role" and "of connection and integration between different production activities ", which therefore requires the management of incoming tourist flows and, above all, the adoption of a" model of tourist development that leads to growth compatible with the fragility of our system, made up of cities of art and internal areas rich in a little known heritage and to be protected in order to maintain its beauty and authenticity ". The document captures "an all-round vision of sustainable tourism, not only environmental but also related to mobility, economic sustainability, accessibility, usability, the method of creating the tourist product, which establishes territory and authenticity" (States Generali del Turismo -

Pietrarsa Final Document, 2015). It is a tourism that respects the environment and the culture of the host community, to which it attributes a central role and the right to be the protagonist of the sustainable and responsible development of its territory: it is guaranteed its presence in the "participation" and "co -design ", but also and above all the right to cultural heritage, or to the conservation and sustainable use of patrimonial resources to which it recognizes an identity value.

The cultural route and itinerary are the main tools to ensure respect for the historical and cultural heritage of the local community and its full involvement in a process of territorial protection and enhancement. Proceeding along already existing paths or building new ones, the paths / itineraries unfold in a linear, or sometimes reticular or spiral way, along a road made up of patrimonial elements that reflect relationships, influences shared for a long time by different cultural groups. Analyzing the development of the path / itinerary and of the network that is woven around it means referring to the capacity to safeguard and enhance the milieu, or to the sets of specific non-reproducible resources (economic, social, cultural, environmental in a broad sense) that in they insist, it also means understanding the relationships between the actors (public and private, companies and institutional and scientific bodies) who interact in it in order to pursue tourism development. The cultural itinerary is not just a geographical journey, it is a mental process structured on existing elements and the result of a design from scratch. Following a well-defined thematic area, the itinerary crosses heritage resources located in a point and / or in an area (nodes) or aligned along an axis (lines), in a systemic interaction of cultural and economic elements and actors. , political and social. The itinerary fully satisfies the needs of those who wish to "create an experience" that ensures authenticity, produces real emotions and allows the discovery of little-known places; that allows you to taste, assimilate those places, to experience the local culture and nature at a less frenetic pace of life than the usual one. The itinerary allows you to develop the visitor's creative potential, involving him in educational activities and experiences built in local cultural environments. In the cultural itinerary, UNESCO recognizes the important role of treasurer and guarantor of strong identity values and exchanges, capable of facilitating and promoting integration between peoples. Its value lies in the ability to aggregate, in particular in backward and peripheral regions, various attractive factors which, considered individually, would seem insignificant, of little interest and unable to induce tourists to invest time

and money in the place visited and, above all, to ensure respect for cultural integrity and sustainable development of the territory.

Among the first to recognize their value was ICOMOS which, in the Charter of Cultural Routes, highlighted their ability to "build a culture of peace inspired not only by common bonds, but also by the spirit of tolerance, respect and esteem for cultural diversity of the various human communities that have contributed to its existence, indicating them as a useful tool for understanding and communication between peoples, considering them a valid subject for cooperation in the conservation of heritage and an important "resource for lasting social and economic development". The Council of Europe has identified in them a useful means of dialogue, intercultural cooperation and consolidation of the European identity and in 1987 activated the Cultural Routes program of the Council of Europe aimed at respect and enhancement (also for tourism purposes) of the European cultural heritage, linking together seventy nations spread over four continents (Africa, America, Asia and Europe). The recognized cultural itineraries are linked to a historical path, a cultural concept, a character or a phenomenon with a transnational and essential significance and importance for the understanding and respect of common European values, the promotion of intercultural dialogue and understanding of peoples. To be successful, the itinerary must not only be supported by historical reasons that justify it, rich in cultural phenomena and aimed at the construction of a common European identity, but must possibly produce tourism development by soliciting economic interests. Exemplary cases are the Camino de Santiago de Compostela and the Via Francigena, the oldest and longest medieval pilgrimage route along the Roman consular or military roads. An important route, the Francigena, not only from a historical-cultural point of view but also as an economic resource and for the tourist promotion of the inland areas.

As far as the REGELPORTS project is concerned, the Cultural Route of the Council of Europe "The Phoenicians' Route" which, starting from the history of the ancient Mediterranean trade routes, promotes the enhancement of the territories and forms of sustainable tourism in the coastal areas may be interesting, interconnected with the internal ones, of the Mediterranean. It wants to develop itineraries and Green Ways from the coast to the hinterland too.

Slow tourism and experiential tourism, directly connected to the agri-food sector, are growing movements that lead the tourist / visitor / hiker to "experience" the places and interact with the people, history and traditions of the place (community tourism).

The traveler is no longer satisfied with remembering their trip simply by taking photos but they want authentic life experiences that they can share and tell others.

Storytelling and **story-living** are the narrative techniques that are best suited to narrating experiential tourism

Among the examples of experiential tourism we can include:

Food and Wine

In this sector, activities involving all the senses are carried out:

- **Cooking Class:** The tourist cooks and prepares traditional local dishes. This phase, sometimes, is preceded by the research and collection in first person of the ingredients, such

as vegetables, spices, fruit, milk etc. The realization of a food and wine product in the first person, concerns for example the production of dairy products, (ricotta, mozzarella, etc)

▪ **Tasting of wines and typical products:** in recent years visits to cellars and vineyards have grown exponentially. Surely a wine tasting led by an expert sommelier is an experience that does not only affect the taste buds. Another experience, always linked to the world of oenology, is the involvement of the visitor himself in the wine production procedure (manual grape harvesting, intonation of folk songs, pressing with the feet) as it once was.

Naturalistic Tourism (Green or Blue)

In this context, many activities and experiences can be identified, including:

▪ **Trekking and walking:** walks immersed in nature or in the countryside. The so-called urban trekking is spreading a lot, that is walking in the historic centers or in neighborhoods rich in history and tradition.

- **Cycle tourism:** bike excursions through woods, rural areas and cities of art and historic centers. In any case, the bicycle is the protagonist of this activity.

- **Boat excursions to admire naturalistic beauties such as caves, sea beds and the sea in general.**

- **Fishing tourism:** usually we mean the experience of spending one or more days in special boats together with fishermen and working with them or, better still, following their directions. You can therefore live the experience of a true fisherman, admiring the enchanted places and perhaps enjoying fresh fish.

- **Nautical Tourism** located between sea tourism and pleasure boating tourism, can be defined as the set of activities carried out on the sea or on the coast (even in navigable inland waters) with the help of a pleasure craft that can be used both for travel and for the stay.

In general, experiential tourism can also concern other areas such as religious, archaeological, cultural in general: the important thing is to organize and offer a service that makes you feel emotions and live a unique experience.

In connection with the coastal areas, reviving inland areas, ancient transport routes, paths traced by shepherds and farmers, mountain trails is a joint development and protection strategy. Memories, history, heritage of knowledge and craftsmanship, natural beauties that make each territory and therefore our country unique and which must therefore be valued.

A priceless opportunity for the areas involved to create an identity and offer a proposal entirely based on uniqueness and authenticity but at the same time attentive to the needs of tourists, which in many cases implies investments that can benefit an entire territory. We think of commercial and food and wine activities, such as the sale of typical products at km 0: investing in slow tourism means investing in your own territory.

"Slowness" is the key word from which the values underlying slow tourism unfold:

- **Authenticity:** far from the mass tourist circuits, the slow tourism itineraries allow you to discover authentic territorial realities, with their own peculiarities and characteristics.
- **Cultural exchange:** Not only nature, landscapes and food and wine excellences. Traveling slowly also means meeting the people who live in a territory and dealing with their customs, knowledge and cultures.

- **Sustainability:** Slow tourism is synonymous with sustainable tourism. The impact on the environment that a walk or a ride on horseback has is very minimal, as well as economically convenient and respectful of local communities.

- **Space for emotions:** Walking along a path traced along the ancient Roman roads, for example, or kayaking or sailing along the coast is an exciting experience. Deciding to get away from the hectic pace of everyday life is therapeutic and rewarding and a priceless moment of personal reflection. Even tackling a long journey with only the help of your own legs can be a challenge with yourself, in short, slow tourism can make us change.

Slow tourism follows the trend that sees an increasing number of Italians practicing tourism that is attentive to the territory and the environment. This is what emerges from the report "Italians, sustainable tourism and ecotourism" created by the UniVerde Foundation, in collaboration with IPR Marketing

6. Smart Destination Management

Never as before the introduction of new technologies in tourism has been able to radically change the user experience from a cognitive and emotional point of view. Augmented reality, together with Artificial Intelligence (AI), can take the tourist into a new dimension without abandoning contact with reality. The spatial contextualization of static or dynamic 3D elements, which can range from historical reconstructions of pre-existing architectures to the interaction with intelligent 3D avatars free to move in space, are some of the examples that will revolutionize this sector. At the same time, the Blockchain, with a view to a global spread of these platforms, resolves two aspects: one related to the payment of services and one related to the management of experiential spaces.

Therefore, thanks to the adoption of new ways of digital interaction, the experience starts a new era in all its aspects. From the marketing phases, in which the visitor is the object and not the subject of the experience, to the selection, booking and purchase phase, up to the fruition phase, these new languages of interaction will not only facilitate the processes, but will upset them, transforming the tourist experience in something different than what we are used until today. Data will increasingly be the fuel of our tourist experience, but AI algorithms will represent the real engine capable of transforming them into value and the use of blockchain technology will allow us to change some business models for an increasingly personalized and engaging experience. Nonetheless, the new digital alphabets (ABC - Artificial Intelligence + Blockchain + Crypto) will allow the spread of small businesses on a global scale, decentralizing all the main value chains, starting with the tourism sector. This scenario is of the utmost interest, because it represents a strategic asset that is still little used, particularly in Italy, in all its potential and which today is exposed to two major "emergencies". On the one hand, the protraction of the pandemic, which has generated a dramatic reduction in tourist flows, undermining the sustainability of businesses and operators; on the other hand, the digital business, which is destined to evolve into "algorithmic" in the coming years. This means that the real advantage will increasingly depend on knowing how to govern and process data focused on the needs of users and potential customers through the use of AI. The tourism sector, made up largely of "traditional" companies from the point of view of data and digital culture, is seriously faced with a gap that is even more strategic than technological. The tourism and hospitality sector is, in fact, subject to a very rapid evolution process. Before the Covid-19 emergency, it was estimated that the induced digital tourism for 2020 would have amounted to about 300 billion € with an estimated growth of 320 billion already in 2022. The health crisis will lead to downsizing these estimates and, more generally, the tourist presences, at least for the current season. It will also require tour operators to redesign the offer taking into account both the contrast

measures directly attributable to the pandemic and the changes in consumer behavior that may result. In this context, the territories are faced not only with pitfalls, but also with opportunities thanks to the possibility of creating customized packages, calibrated on the specificities of the individual user: the development of a new local tourism, the reduction of the density of tourists in the localities and more popular activities in favor of a "scattered" rather than concentrated tourism and, finally, the enhancement of the territory made accessible and intelligible also through its businesses, its activities, its agricultural productions, etc.

Despite the large online companies holding 69% of the world market and investing over 4 billion € each in marketing, they have not yet reached a real transformation of the tourism product, which remains an essentially static product whose profitability depends on the large ones. volumes sold. Although most tourists have become accustomed in recent years to buying packages online, the latter are largely still created manually according to a top-down logic which, starting from the different destinations, aggregates the experiences (events, itineraries, etc.), related services (hospitality, logistics, etc.) and local products (agri-food, handicraft, etc.), providing defined and timely guidelines and settings to users and service providers who are involved. Once created, the packages are offered on the online marketplace, as a simple digital showcase.

The real innovation, at least for Italy, will consist in considering "the destination as an algorithm", with a bottom-up approach that aims to make available, accessible and usable packages (vacation, business, etc.) customized by the algorithms of artificial intelligence on the needs of the individual user (tourist, visitor, citizen) based on the traces and data made available by the digital and business ecosystem. In two words, truly tailor-made.

This is how Smart Destinations are born, ecosystems in which different actors, both internal and external, are connected and integrated with objectives both for tourists and for the residents themselves, through solutions linked to blockchain technology that already see some pilot projects in phase of experimentation: from the creation of a digital passport, in the future associated with the creation of smart gates to ensure a more efficient and secure management of access, to business automation through smart contracts, up to the electronic medical record, which increases the safety of travelers while improving the protection of privacy.

For tourist destinations, the creation of a digital ecosystem implies the collaboration of different stakeholders: tourists, service providers, government, local authorities, associations but, above all, local inhabitants who should collaborate to enrich the travel experience both in the world physical and digital. Only through a wide and diversified "data confederation", in fact, will it really be possible to make algorithms efficient and thus generate value propositions. In particular, the

involvement of the local community will represent a fundamental engine for the development of an enhanced travel experience. From this moment on, the focus should no longer be centered on the tourist, but on the "tourist around the local community".

In the development of the Smart Tourism Ecosystem (STE), local communities are at the center of a system in which every action taken by all the stakeholders involved should aim to improve their environment and their society.

7. *Communication and Marketing Planning*

A communication plan is a process that illustrates the strategies, activities, times and resources that will be used to achieve the goals set by a company. It is a useful tool that allows us to plan, manage and monitor communication strategies and planned actions, aimed at achieving specific objectives. The concrete objective is the planning of the message and its mode of transmission, coordinated and coherent in every aspect. We distinguish, especially in the business environment, between:

- preliminary communication plan, when we identify a first strategic approach;
- operational communication plan, when planning is more technical and logistical in the activities and tools used.

Create a communication plan: what to consider.

To structure an effective communication plan for a company that needs to convey a certain message to its consumers / service users, it is necessary to think about the main aspects of which it is composed, in order to facilitate subsequent planning. Here are some points to consider, at least briefly:

• the categories of recipients of the message (users);

• the message to be transmitted to the public;

• the means of communication to be used to convey this message;

• planning of the necessary communication activities;

• the budget to implement the planned activities;

• monitoring of the activities carried out to measure the effectiveness of the interventions.

Any corporate communication plan cannot ignore the aforementioned aspects. In essence, therefore, we start with a general analysis and medium-term planning of the objectives set. We then move on to practical implementation which includes regular checks on the results obtained. Where necessary, corrections are applied to the goals achieved and therefore also to the budgets to be used in the future.

Communication and marketing plan for a brand.

Again, the entire process is tailor-made for the customer or consumer to whom it is addressed. Especially when a corporate communication plan and a marketing campaign by a company are combined, the consumer's needs and perceptions of the reference brand are investigated. They are determined by:

- Product quality;
- Price of the product;
- Product image;
- Brand as such;
- Relationship with the customer;
- Customer loyalty;
- Product positioning.

Consequently, the following factors are considered:

- Analysis of the perception of one's brand;
- General situation of one's own competences;
- Strengths and weaknesses;
- Resources available;
- General analysis of the various competitors;
- Highlighting one's own identity and image problems;
- Place the basic constraints and choices that characterize the communication strategy.

It should always be borne in mind that, in promoting a brand, it is strongly recommended to integrate the communication plan with relevant marketing strategies and often the two processes coincide. The resulting result is a complete and efficient communication style.

The macro phases of a communication plan.

The 5 fundamental macro-steps to follow to successfully design and execute a marketing communication are:

1. Define effective communication objectives:

In this first phase it is advisable to understand what you want to achieve and what the objectives are. As already mentioned, a communication plan and a marketing plan often overlap with each other. However, it is useful to distinguish between the two: while a marketing objective essentially aims to increase sales, a communication objective focuses on the perception of the product in a typical customer.

The first phase of a communication project basically consists of a set of micro-objectives that must lead us to reach the final goal in our 5-phase process. When our main objective is to sell or promote, the micro objectives will concern all those actions that, when implemented, favor the sale and / or promotion of the brand. Furthermore, these objectives must be S.M.A.R.T., namely:

Specific: the objectives set must always be well defined and never generic. Having clear ideas about what you want to do, how you want to do it and who you want to involve is always the best starting point.

Measurable: it is necessary to check whether these are quantitatively measurable objectives. Only in this way will it be possible to assess whether they have been achieved or not. The more well defined they have been, the more measurable they will be.

Accessible: the objectives must always be considered according to the tools, skills and economic resources available. It is perfectly understandable that, without these assumptions, a business communication plan will fail.

Realistic: the goals must be concrete, with plausible goals to be achieved. Especially in the beginning, it is wrong to aim too high without considering contextual factors.

Timing: setting sensible goals also means delimiting them within a pre-established time frame. This will help to focus on the first results to be achieved.

2. Identify the buyer personas:

An effective business communication plan must be able to accurately identify potential customers for a company. The communication target differs from a classic marketing target since it aims to add psycho-sociological / cultural characteristics in the user profiling that you want to reach. A pertinent example of a communication target could be: "young people aged 25 to 35, with university education, wealthy and passionate about technology and the digital world".

Thus we come to describe the "buyer personas", ie the recipients of the message in a communication campaign. The aim is to segment shopping habits more and more, also considering a socio-cultural point of view. Identifying the personas, in essence, means accurately defining groups of users on the basis of common characteristics, providing them with what they want or are looking for, through ad hoc content. Once the buyer personas have been identified, we know clearly what we can propose and to whom.

3. Choose the means of communication:

Today we have numerous means of communication to promote any product, business or service. In this regard, it should be emphasized that the famous Communication Mix model, taken individually, is no longer sufficient to give an exhaustive picture of the power of existing means.

The first real news, compared to 10 years ago, is that now the privileged means of communication is the web with all its digital reference channels. There is no doubt that today's companies (especially multinationals) still choose a combined approach of various media, both online and offline. However, it is the online media that are most successful. A modern communication plan will therefore have to focus on the latter to be truly effective. Even the marketing mix model on the strategic 4Ps of communication now appears to be at least incomplete. The Communication Mix in the digital era consists of:

Sales promotion, i.e. the set of promotional activities for a product or service. Until a few decades ago it was focused on offline media (posters, TV commercials, flyers, etc.). Now it mainly focuses on web marketing activities including DEM, SEM, SEO, Social Media Marketing, etc.

Personal selling, i.e. the sale of a product or service carried out directly by people. In essence, it defines a person (at that time a representative of the company) in the act of selling something, communicating the values and characteristics of the brand. This practice is slowly evolving into that of Digital Personal Selling, a similar approach but with modern digital communication channels as protagonists.

Public relations. Large companies have often made use of Public Relations, a series of communication actions designed for an external audience. The term PR has now evolved into Digital PR. This is because PR activities are also developed mainly through modern digital tools (for example Skype, WebEx or Adobe connect).

Commercial break. It is the form of communication par excellence for companies, which allows the dissemination of a message on various media. Today there are various types of advertising, online and offline. Online advertising, especially on social networks, is the most used. The best example is advertising on Facebook or YouTube.

4. Set up a winning media strategy:

It is important to choose exactly the means that will be used in our corporate communication plan. The media strategy must obviously be set according to the budget available. The actual vehicle plan will therefore be a real operational document, the result of strategies and objectives defined upstream.

The advertising campaign of a communication plan, be it online or offline, represents the specific activities through which a message is spread, in terms of content, on different media. It is always

planned in advance, often considering specific seasonal events. By way of example, there are the communication and marketing plans that are created ad hoc before the Christmas and Easter holidays or for the tourist seasons.

Before the advent of the internet and digital, companies carried out a real search for "physical" advertising spaces to buy for the campaigns to be organized (offline advertising). Today the scenario has definitely changed: companies, but also individuals, invest much more in online advertising spaces, organizing advertising campaigns on social networks such as Facebook, Instagram, Linkedin, or using sponsored ads on Google.

5. Develop a winning content strategy:

Finally, there is the content marketing phase of a communication plan. Content activities aim to develop effective and quality content. These contents will serve to promote a given product / service or, more simply, to attract visitors to your site, increase qualified contacts, generate turnover, retain customers and perhaps transform them into spontaneous promoters of your brand.

In a corporate communication plan there are some guidelines, which must then be adapted to the means of communication used. The 3 most useful tips for setting up quality content are:

- always define the who, the what and the how, when you want to communicate;
- content strategies must be customer-oriented. The main goal is to offer that added value that other users are looking for;
- it is necessary to establish, within a company (or an activity), who will produce and publish the content.

It will therefore be the content expert, now called SEO copywriter, who will produce materially effective content, capable of hitting the target defined at the outset and achieving the objectives consistent with the chosen medium.

Social media strategy: an added value in the communication plan.

Social media today have an increasingly important role in digital marketing, in communication strategy and, consequently, also in a self-respecting communication plan.

The social media strategy allows you to highlight the content created and optimized for use on social networks. Also in this case there are small steps to follow step by step to use these new digital channels to the fullest, thus allowing your company to grow economically.

They are:

1. Preventive analysis

2. Definition of objectives

3. Choice of channels

4. Choice of contents

5. Measurement of the results obtained

Obviously each project must necessarily be calibrated on the budget and on the means available and on the objectives to be achieved. However, following the basic directions of how to make a communication plan can prove useful, as well as knowing well the fundamental steps that we have outlined.

It is also necessary to take into account the enormous importance that the web and online media now have. A corporate communication plan cannot ignore these precious tools. This does not mean completely forgetting "traditional communication". However, it means giving due weight to the new digital channels that have revolutionized the way of transmitting information and which therefore appear to be indispensable for conveying messages effectively.

8. Programming of EU Policies (2021 – 2027)

The new multi-annual financial framework and recovery plan were adopted in December 2020. While not all the provisions for the sectorial programmes have been finally approved, an overall political agreement on the main points has been already achieved. The next programming period provides the widest ever opportunities for funding and loans for cities in the coming seven years at both national and EU level. It also provides increased opportunities for the network to tap into the new EU funding programmes, reinforcing the work with cities towards our goals. The European Commission published its initial proposals for the funding programmes under the 2021-2027 multiannual between the end of May and mid-June 2018. In response to the pandemic and crisis, the Commission put forward a revised budget proposal, including for Next Generation EU, in April 2020. Over the past three years, were analysed the programme proposals in detail and overall worked to ensure: • a stronger partnership with city authorities empowering them to shape programme priorities based on local development needs • a stronger integrated approach in the programmes to enable cities to better address complex local challenges • simplified procedures and better and more direct access to funding for cities. At programme level, our advocacy activities have led to positive changes for cities, including: • ERDF and ESF+ now have a reinforced urban dimension with a strong partnership principle still applicable. The earmarking of ERDF for sustainable urban development has been increased from 5 to 8%. • The co-financing rates for LIFE+ have been increased, making it easier for local authorities to take part in the programme. • Direct access for cities to support reception and integration of asylum seekers, refugees and migrants under AMIF. • Horizon Europe has been reinforced increasing the funding potential to support innovation in cities. The mission approach also gives priority to a new ambition for climate neutral and smart cities. • A stronger role for cities in the Recovery and Resilience facility, with local authorities now being considered as partners and mandatory consultations. This document provides an overview of the funding programmes relevant for cities. We will update and complete it once all the regulations establishing the funding programmes have been finalised and more information about future calls becomes available. For an overview of the multiannual financial framework and Next Generation EU, more information is available here: 2021-2027 long-term EU budget | European Commission (europa.eu)

Regarding possible funding for the follow-up of the REGLPORTS project, the following possibilities are noted:

CONNECTING EUROPE FACILITY (DIGITAL, ENERGY AND TRANSPORT)

The Connecting Europe Facility (CEF) aims to support the achievement of the EU policy objectives in the transport, energy and digital sector, as regards the trans-European networks, by enabling or accelerating investments into projects of common interest, and to support cross-border cooperation on renewable energy generation. It will aim at maximising synergies among the sectors covered by CEF and with the other EU programmes.	MFF 2021-2027: €28.412 billion
On digital, the digital priorities include providing gigabit connectivity to socioeconomic drivers such as hospitals, schools and research centres, but also wireless connectivity to local communities and very high-capacity networks to households or digital operational platforms associated with energy or transport structures.	(of which €10 billion will be allocated from cohesion funds);
On transport, the new focus will be decarbonization and making transport connected, sustainable, inclusive, safe and secures. Cohesion funds will also be dedicated to transport and channelled through the CEF transport. The completion of the core network corridors will be the main focus of the Programme. CEF technical trialogues are ongoing. Eurocities shall engage its members in advocating towards their national administration (responsible ministry) to ensure a greater transparency. In the transport sector, CEF is dedicated to the implementation of the TEN-T and aims at supporting investments in cross-border connections, missing links as well as promoting sustainability and digitalisation.	Repartition: €21.4 billion for transport (of which €10 billion will be allocated from cohesion funds); €5.2 billion for energy; €1.8 billion for digital
Finally, the energy part of the budget should be dedicated to transition towards clean energy and a more interconnected, smarter and digitalized EU energy system. Most funding should be allocated to cross-border projects. First calls are expected to be published in Spring 2021.	

CREATIVE EUROPE

The new Creative Europe programme will focus on cooperation on cultural diversity, cultural heritage, cultural and creative sector competitiveness, international presence as well as media literacy and social inclusion. The programme will be arranged around the already existing 3 strands: - Culture (including cultural heritage and the European Capitals of Culture) - Media (dedicated to the audiovisual industry) - Cross-sectoral (activities such as international exchange of experience and peer learning across audiovisual and other cultural and creative sectors) It will intensify testing new business models enabling creators to make best use of digital technology for creation and audience development. It will support European actors' and will invest in developing creative capacities of artists and industry professionals by allowing them to collaborate across borders. It will also support initiatives that allow for social inclusion through culture. Co funding rates (in principle): - 80% for the small cooperation projects - 60% co-funding for medium-range cooperation (new category) - 50% for large cooperation projects Creative Europe calls could be out in April (at the earliest), with selection results published in the Autumn, and funding commitments by the end of the 2021.	MFF 2021-2027: €2.4 billion

DIGITAL EUROPE

Digital Europe is the new EU programme focused on building the strategic digital capacities of the EU and facilitating the wide deployment of digital technologies. It will fund investment in technologies but also in their deployment among citizens, businesses and public administration including through developing digital skills.	7.5 EUR billion
Key areas for the Work Programme 2021-2022 include artificial intelligence (AI), cybersecurity, advanced computing, data infrastructure, governance and processing, and their deployment and best use for critical sectors like energy and environment, manufacturing, agriculture and health. The programme also targets upskilling to provide a workforce for these advanced digital technologies. It supports industry, SME's, and public administration in their digital transformation with a reinforced network of European Digital Innovation Hubs.	Co-financing rate: up to 100%

The area most relevant for cities include:
- Artificial intelligence (€ 2.061b): opening up the use of artificial intelligence by businesses and public administrations
- Advanced digital skills (€577m): including by upskilling the existing workforce
- Implementation of European Digital Innovation Hubs network (€750m)
- Ensuring the wide use of digital technologies across the economy and society (€1.072b): supporting high impact development in areas such as health, green deal, smart communities and the cultural sector. It will also support European public administrations to deploy and access state of the art digital technologies and build public trust in the digital transformation.

EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF)	
The ERDF aims to strengthen economic and social cohesion in the European Union by correcting imbalances between its regions. The ERDF will focus its investments on five key policy objective.	MFF 2021-2027:
	€ 200 bn
Five policy objectives 1. A more competitive and smarter Europe 2. A greener, low-carbon transitioning towards a net zero carbon economy and resilient Europe 3. More connected Europe 4. More social and inclusive Europe 5. A Europe closer to citizens	
8% of the funding allocations are reserved for sustainable urban development to be managed by urban authorities. This means that in the next programming period urban authorities will decide over at least EUR 17.4 bn (current prices), compared to a minimum of EUR 10.8 bn (current prices) of the previous programming period. In the same period around 30% of the overall cohesion policy funds was invested in urban areas.	
As in the previous programming period, the partnership principle remains a key stone and it will be fully applicable for the first time already during programming. A political agreement has been achieved on the regulation, and minor discussions over the annexes are about to end, with a final approval expected before the beginning of spring. In the meantime, the roadmap for the development and the approval of operational programmes is ongoing, albeit on an informal level.	
The Commission expects mature drafts in the first quarter of 2021, on which Commission will consult internally and submit feedback to Member States improved documents for smoother adoption process in the formal stage. Formal submissions are expected from the second quarter of 2021.	

ERASMUS+	
In 2021-2027, Erasmus+ will continue to cover school, vocational education and training, higher education and adult learning, youth and sport. The fund will further promote activities which foster knowledge and awareness of the EU and opportunities related to knowledge on forward looking topics like climate change and robotics. Opportunities for students in higher education or vocational education to have an experience outside Europe will be extended. Erasmus+ should also improve the outreach and inclusion through new formats like virtual exchanges and shorter learning periods abroad. The new programme also allows for smaller and grassroots organisations to apply to funding. The administrative burden will also be simplified.	MFF 2021-2027: €26 billion

EUROPEAN ENERGY EFFICIENCY FUND	
The European Energy Efficiency Fund (EEEF) is an innovative public-private partnership dedicated to mitigating climate change, achieving economic sustainability of the Fund and attracting private, and public capital into climate financing.	
The EEEF aims to provide market-based financing for commercially viable public energy efficiency and renewable energy projects within the 28 EU Member States. It contributes with a layered risk/return structure to enhance energy efficiency and foster renewable energy by unlocking the substantial potential in the European public sector in the form of a targeted public private partnership.	

EUROPEAN URBAN INITIATIVE	
The European Urban Initiative combines the Urban Innovative Actions (UIA) and Urban Development Networks into a new initiative. The EUI will seek to better connect cities with relevant initiatives at EU level and will provide a platform to further develop sustainable urban development via cohesion policy and other EU programmes. It is the main tool for urban policies and covers all urban areas and priorities of the Urban Agenda. Under the European Urban Initiative, the Commission plans to establish a secretariat for urban matters to support the activities of post-2020 urban agenda as well as intergovernmental cooperation on urban matters. The European Urban Initiative remains under ERDF and will be implemented in two strands: • Support for innovative actions (previously under UIA) • Support for knowledge, policy development and communication (aiming at having evidence-based demonstration for better policy as well as supporting the urban agenda) The European Urban Initiative will seek a strong link with URBACT IV to further support capacity building activities.	MFF 2021-2027: €400 million

INTERREG – EUROPEAN TERRITORIAL COO	
Interreg will support the following types of actions (referred to as "strands"): • cross-border cooperation between adjacent regions to promote integrated and harmonious regional development between neighbouring land and maritime border regions (Interreg A; (€5.713 billion 72,2% of total resources); • transnational cooperation over larger transnational territories or around sea-basins (Interreg B; (€1.466 billion' 18,2%); • interregional cooperation to reinforce the effectiveness of cohesion policy (Interreg C; €500 million 6,1%); • outermost regions' cooperation to facilitate their integration and harmonious development in their region (Interreg D; (€271 million, 3,5%). A new co-financing rate from ERDF of 80% is being set up with higher rates for cooperation at the EU external borders. Specific provision will also allow for more flexibility for small project funds. • More resources are expected to be spent on climate action and social programmes, including public health; • Increased support for small projects and people-to-people projects: up to 20% within an Interreg programme may be allocated to small project funds; • Pre-financing levels (funds made available to member states following the approval of the Interreg programmes) are set at 1% for the years 2021 and 2022, and at 3% for the years 2023 to 2026, resulting in more liquidity for programmes.	MFF 2021-2027: €7.95 billion

NEIGHBOURHOOD, DEVELOPMENT, AND INTERNATIONAL COOPERATION INSTRUMENT (NDICI)	
The Neighbourhood, Development, and International Cooperation Instrument (NDICI) will contribute to eradicating poverty and promoting sustainable development, prosperity, peace and stability. It is based on three pillars: • Geographic Pillar (€53.6 billion* of which at least €17.2 billion* for neighbourhood and €26 for sub-Saharan Africa): foster dialogue and cooperation with third countries • Thematic Pillar (€5.6 billion*): fund support to human right and democracy, civil society, stability and peace. • Rapid-Response Pillar (€2.8 billion*): allow the EU to rapidly and effectively intervene for conflict prevention and to respond to situations of crisis or instability. An additional flexibility cushion (€8.5 billion*), will allow the EU to account for emerging challenges and priorities. The EU's new financing instrument for international development includes mandatory consultations of towns, regions and their associations in the elaboration of EU development programmes. It also dedicates a minimum of €500 million for towns and regions in partner countries.	MFF 2021-2027: €71.8 billion

9. Organization and management of the Network in the REGLPORTS Centers

For the management of the REGLPORTS follow-up, it is advisable to try to imagine reconciling two types of approach to be used in defining the governance criteria: the top-down approach and the bottom-up one.

By top-down approach we mean a modality that favors a "top-down" vision of a project that originates from a business strategy based on a business case and a feasibility analysis and sets up the planning based on the results of this analysis.

By bottom-up approach, on the other hand, we mean a method that starts from the involvement of the project manager and the resources involved in the project in defining the details and contents of the work to be carried out.

It is important that in defining the estimation criteria in the projects both methods are taken into account in order to compare the results of one and the other to understand how to align the operational aspects with the business requirements.

The top-down approach is essential to ensure the governance of the project portfolio and the contribution to the business by each project.

On the other hand, the importance of a bottom-up approach should not be forgotten for:

• involve people "resources" in helping to define the work that they will then be called upon to carry out;

• obtain consent from stakeholders;

• use the most advanced planning techniques and tools;

• affirm the leadership of the project manager through an authoritative contribution in terms of methodological support for a correct project setting;

• document the reasons behind some choices and settings other than those made at the start of the project.

In practice, it is necessary to carry out a bottom-up analysis for the reasons described above and then compare the results obtained with the business analysis carried out for the project.

This premise summarizes the two lines of governance to be used for the management of REGLPORTS and REGLPORTS Centers.

Following the keywords (Slowness; Experience; Sustainability; Inclusion; ICT and Artificial Intelligence (AI); Network and system.) emerged during the report and listed in the first introductory chapter, it is possible to define a management of the REGLPORTS Centers.

On the one hand, it is necessary to consider a management of the Network of the various Centers (Albania, Montenegro and Puglia) entrusted to a Control Room composed of a Coordinator for each REGLPORTS Center who follows the follow up and planning through the EU funds of the new 2021 programming - 2027, following the top down model.

At the same time, local management of each REGLPORTS Center is needed, through a bottom up approach, in order to create:

• Strengthening the local network by joining new partners (administrations, associations, private subjects, service and production companies);

• The promotion and dissemination of the project results;

• The promotion and communication of the tourism offer following the project outputs.

If on the one hand it is easier to prepare a Control Room for the coordination of the follow up of the project through the "systematic" between the various REGLPORTS Centers, through the institutional representatives of the Partners involved in the project, it is instead necessary to initiate coordination at local level of the various REGLPORTS Centers, through the activation of a "territorial animation" that first of all disseminates the project outputs and involves the greatest number of local stakeholders for the proper functioning of the Centers themselves.

The Control Room has a "general guide" function, with an overall vision in order to address the general planning of the various partnership areas and must also take into account the EU priorities for the period 2021-2027. For this period, the EU cohesion policy has established a shorter and more modern menu of 5 policy objectives in support of growth for the period 2021-2027.

• 1. a more competitive and smarter Europe

• 2. a greener, low-carbon transition to a net zero-carbon economy

• 3. a more connected Europe by improving mobility

• 4. a more social and inclusive Europe

• 5. A Europe closer to citizens by promoting sustainable and integrated development of all types of territory.

Fund priorities

• The European Regional Development Fund (ERDF) will support investments for all 5 policy objectives, but 1 and 2 are the top priorities

• The main priority of the European Social Fund + is 4

• The Cohesion Fund supports policy objectives 2 and 3

• The Just Transition Fund provides support under specific dedicated objectives (art. 8 of the JTF regulation)

The Interreg programs have at their disposal 2 additional policy objectives (Article 14, Interreg regulation): "Better governance of cooperation" and "A safer Europe"

The Control Room therefore provides a programming address, taking into account the needs that arise at the local level in the REGLPORTS Centers: the various Centers, moreover, can and must interact with each other, creating a tourist offer that goes beyond the territory in which they operate, promoting knowledge, cultural exchanges, know-how among the stakeholders belonging to the networks of the various areas.

The model to be used can be summarized in this diagram.

All the subjects involved represent an important element for the good continuation of the project:

      • the Control Room to coordinate activities and to search for EU funds;

   • the REGLPORTS Centers to coordinate the promotion and tourist use of each area.

REGLPORTS Centers must establish within themselves the thematic areas of interest (for example Marketing, Services, Network Animation - internal communication, Scouting), identify a contact person for each thematic area, organize and coordinate a working group that proposes and follows

the activities of their thematic area. The representatives of the thematic areas will support the Coordinator of the REGLPORTS Center in his management activity, forming the local coordination.

Furthermore, each local Coordination of REGLPORTS Centers must also provide for the economic sustainability of the Center itself and relations with external territorial bodies, associations and private individuals. It must transform the "needs" and proposals of the stakeholders into activity.

Organization of REGLPORTS Center:
Local Management

Composed by 1 coordinator of the Center + 4 Rensponsibles of thematic area
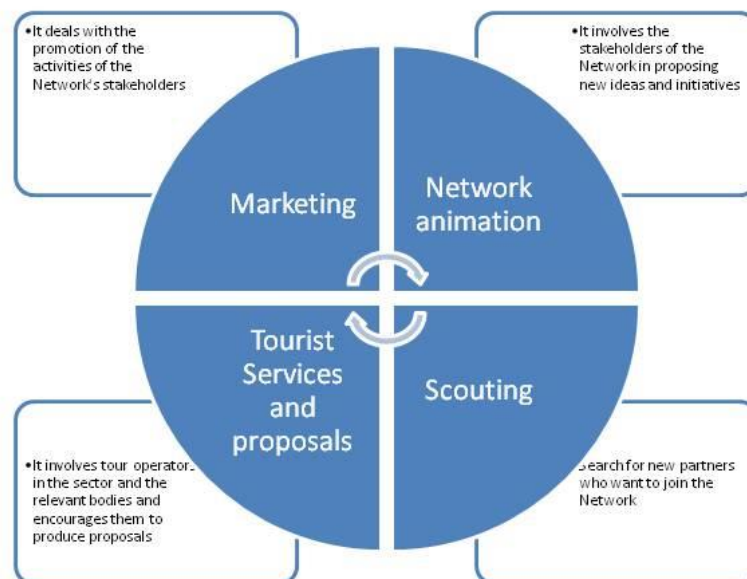
Each thematic area carries out the activities and actions of its own competence. According to local needs, each REGLPORTS Center can add other thematic areas useful for the improvement of future actions and for the development of the Center itself.

The success of the project follow-up depends heavily on the ability, by the Coordination, to involve and motivate the stakeholders who will gradually add to the network created in advancing proposals and projects related to nautical tourism, to sustainable and experiential tourism and to the territory. local: it is very important to stimulate the proactiveness of the stakeholders belonging to the Network in the organization of thematic and tourist proposals, initiatives, events and the connection between coastal areas and hinterland.

CONCLUSIONS

The REGLPORTS project, through the nautical and recreational sector, represents an excellent opportunity for territorial enhancement and interregional tourism development. The general rule that the project follow-up must pursue remains that of "creating a system" or relating the activities of nautical and recreational tourism with the experiential ones linked to the routes for marine, coastal, urban and rural use.

Experiential and slow tourism represents an opportunity for territorial development. In this context, nautical tourism is proposed as a strategic ally of society in highlighting the value of the natural and cultural resources of coastal areas. Sailing, surfing, kayaking, scuba diving or snorkeling, to name just a few, depend heavily on well-maintained landscapes and healthy marine ecosystems. These activities contribute to developing "beneficial" tourism for the territory and local communities and strengthen these destinations. Nautical tourism is a strategic vehicle for transmitting values that bind people to nature and sport and has a very positive educational impact on both visitors and local communities. Nautical tourism is not free from environmental impact and its ecological footprint must be well managed and reduced.

But it is precisely its condition as a generator of benefits and environmental impacts that gives it a privileged position to guide the path towards sustainability, bringing together public administrations, businesses and civil society in a shared commitment for the sustainable development of coastal communities. It can improve the quality of tourism and help preserve the integrity of the coast by seizing the opportunities of the so-called "green economy". Slow tourism and experiential tourism, directly connected to the agri-food sector, are growing movements that lead the tourist / visitor / hiker to "experience" the places and interact with the people, history and traditions of the place (community tourism). The traveler is no longer satisfied with remembering their trip simply by taking photos, but they want authentic life experiences that they can share and tell others. Nautical tourism, which represents a segment of experiential tourism, can obviously contribute to the implementation of the agri-food sector connected to the sea.

Nautical and recreational tourism must set itself some objectives summarized in the following graphic:

Offerta turistica

Tutela/educazione

Experience/Slow

Cooperazione
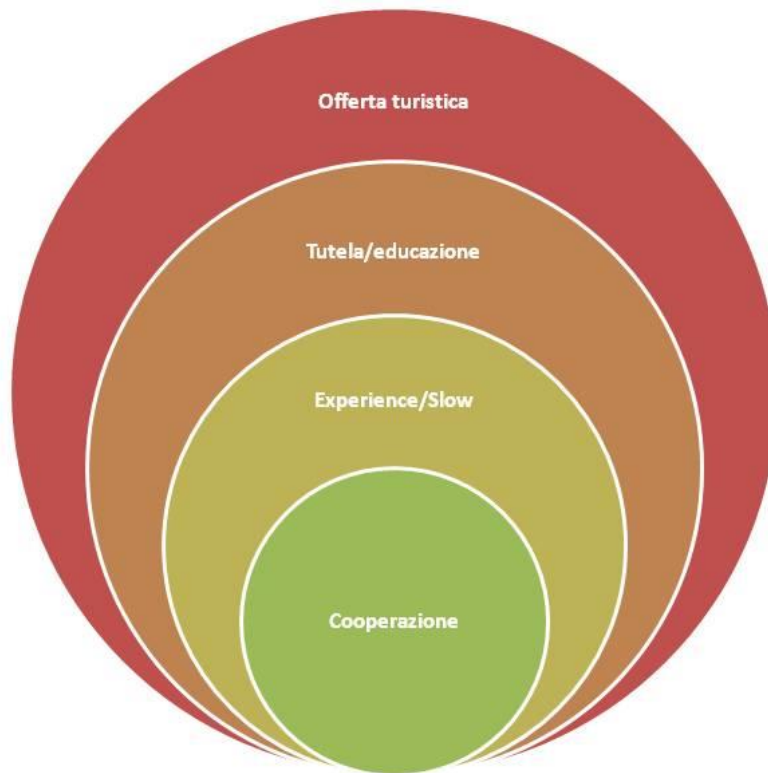
In addition, the Next Generation EU funds can represent an opportunity to finance the action plans for the transition in the tourism sector, for example by strengthening the partnership through the adoption of a quality label for the services present in the areas involved. Since the EU intends to promote digital literacy of SMEs and digitalization and online promotion, a possible medium and long-term offer related to the activities promoted by REGLPORTS Centers could be linked to communication and Augmented Reality (AR) to innovate. and modernize the tourist offer and the promotion of the territories and related activities. An important consideration must be given to social inclusion both in the offer and in the tourist demand, that is to say the possibility that the widest segment of the population can both work in this sector and benefit from the goods, itineraries and services offered: this is a theme to be taken into consideration also by virtue of the fact that the inclusion of vulnerable groups represents an

interesting target also for activities related to "the sea" and nautical tourism: a sector that is certainly expanding also given the indications and considerations of the EU.

A fundamental role is played by the development of a management plan with a long-term and far-reaching vision. The relationship between local authorities, businesses and associations requires a management that regulates the various functions and coordinates their activities. To ensure a project sustainability in economic, social and environmental terms that allows a serious follow-up and triggers a cultural process that can be implemented, broaden the network and contribute to the development of sustainable tourism in the areas involved, it is necessary that the various stakeholders implement a coordination in actions and ensure a project continuity that goes beyond the project itself. The REGLPORTS project must continue its activity by triggering a cultural process that can travel independently. The proposed management, following on the one hand a Top-down Governance model for the search for wide-ranging community and management funds that allows interregional areas to consolidate cooperation, and the Bottom-up one at a local level to update on the needs and 'offer of the territories, allows you to enter a dynamic and continuous context and satisfies the tourist demand. Local stakeholders must "imagine, build and advance proposals for use", local authorities must direct these proposals towards a possible and sustainable realization to trigger a cultural process that allows local realities to be developed, making all the subjects involved participate and active . The following diagram can schematically summarize what is proposed.
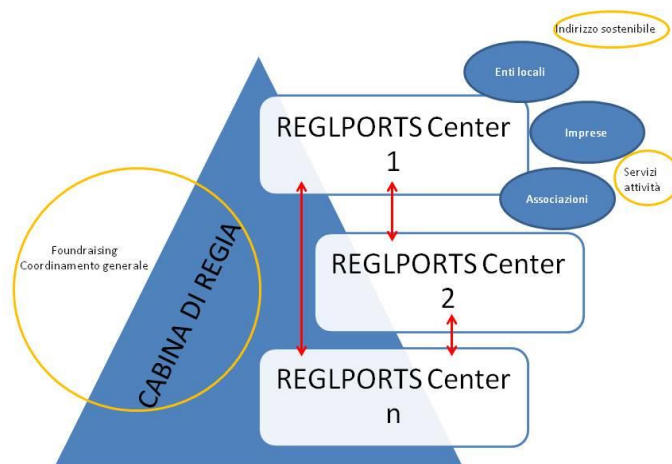
The design Network that will continue the REGLPORTS project through the REGLPORTS Centers and the Antennas, with the respective stakeholders involved and to be implemented, can be illustrated in the following map.