NEST – NETWORKING FOR SMART TOURISM DEVELOPMENT

Smart Destination Management pilot paths (O.T3.1)

https://nest.italy-albania-montenegro.eu/

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1   INTRODUCTION

As a final project output, NEST produced two cross-border itineraries across the three countries in the Programme area. This output was the result of all the capacity-building initiatives that were carried out in the project. Specifically, the capacity-building program was aimed to offer strategic and operational tools to tourism professionals and SMEs, thus enhancing knowledge and digital skills in communication and marketing and developing new skills in managing smart destinations and businesses. These new skills are crucial to face the changing tourism demand, which is deeply affected by the digitalization process and the availability of new technologies. In this 40-h program carried out in all three countries, participants dug deeper into these topics to better understand how to build a smart tourism destination, what makes a tourism destination smart, and what is needed for this goal.

As part of the capacity-building initiatives, a selection of ideas was launched to support the definition of Smart Destination management: it addressed the participants to the capacity-building path and other companies and stakeholders from the tourism sector, who contributed to building smart destinations across the Programme Area.

All these elements ultimately led to the design of these itineraries, intended to bring Italy (with Apulia and Molise), Albania, and Montenegro closer together through physical and thematic experiential paths shared among the three countries.

2   OUTPUT DESCRIPTION

The itineraries have been developed along with two thematic contexts:

- Cultural Heritage & Agri-food
- Sports & Nature

and have been designed and tailored for different tourist profiles, particularly for youth and silver tourism.

The Cultural Heritage and Agri-food itinerary was developed along with the Roman and pre-Roman times theme, which emerged as one common trait shared across the three countries. The itinerary proposes an experience of the common historical roots (the Romans) through archeological sites, handicrafts, and traditional products.

The itinerary comprises 31 stops across the three countries. They recommend recipes, typical restaurants or farms to taste local products, traditional recipes, and handicraft workshops.

The Sports and Nature itinerary has been developed along the Wetlands and Biodiversity theme, which emerged as one common trait shared across the three countries. Wetlands are considered the most biologically diverse ecosystem, serving as home to a wide range of plant and animal life. For this reason, this itinerary is for true nature lovers. It does not include "experiences" as it is an experience by itself, guiding the tourists through different areas, each with its specificities and history behind it.

The itinerary comprises 47 stops across the three countries. Some have been designated as Wetlands of International Importance (Ramsar Sites) and included in the Ramsar Convention (https://www.ramsar.org/).

3 ACTIONS

ACTION N. 1	
OBJECTIVE	
SPECIFIC OBJECTIVE	2.1 Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development
DESCRIPTION	The selection of ideas was part of the capacity-building initiatives launched by the NEST project in all three countries. It was intended as a preliminary step towards the design of innovative experiential itineraries for a smart destination, fostering the participation of key stakeholders in the areas of natural and cultural tourism. Applicants included local authorities, entrepreneurs, guides, and operators from the tourist and cultural sectors. The proposals submitted in the three countries resulted in a catalog of 66 ideas of new experiential tours that included innovative services and tools for the valorization of less-known destinations while promoting distinctive elements from each area. They became a basis for constructing more comprehensive cross-border itineraries, as detailed below.
ACTIVITIES	Capacity building initiatives for entrepreneurs and related assessment (A.T3.4) − Selection of ideas and companies to support the definition of smart destination management (D.T3.4.3)

ACTION N. 2	
OBJECTIVE	
SPECIFIC OBJECTIVE	2.1 Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development
DESCRIPTION	Project partners cooperated to design cross-border tourist itineraries, including a set of services and experiences to savor the authenticity of less-known destinations. Inspired by the principles of integrating natural, sports, cultural, and agrifood assets in the Programme area, they promoted the smart destination management approach. The previous capacity-building actions and related initiatives favored a participatory process that ensured a broad involvement of critical stakeholders from the main target groups. The paths covered two thematic contexts: agrifood & cultural heritage, and sports & nature. Besides the shared context, they have been customized to each country with the following goals: to foster innovative entrepreneurship in the area based on its business vocation and tradition, enhancing the attractiveness of all regions, valorizing less-known destinations, and promoting peculiarities of each pilot area.
ACTIVITIES	Implementation and experimentation of new itineraries, customized to each country (A.T3.5) − New paths for smart tourist destination management in the IPA area (D.T3.5.1)

4 TIME SCHEDULE

| ACTIVITY	A.T3.4/D.T3.4.3	A.T3.5/D.T3.5.1
MONTH	Dec 2020-Mar 2021	Feb-Apr 2021

5 ANNEXES

The designed itineraries have been described in detail in two volumes (one for each thematic context). The pdf documents are available upon request at the following e-mail address: progetti@tno.it.

Also, both itineraries have been implemented using Google My Maps to make them accessible to any users who can import them into their own Google account for further customization, based on their interests and preferences.

The cultural heritage and agrifood itinerary is available at the following link:

https://www.google.com/maps/d/edit?mid=1NlzB7ZMbuKTW_UZHEOVgEy3FlEtCZad8&usp=sharing

Some screenshots from browsing through the map are reported below:
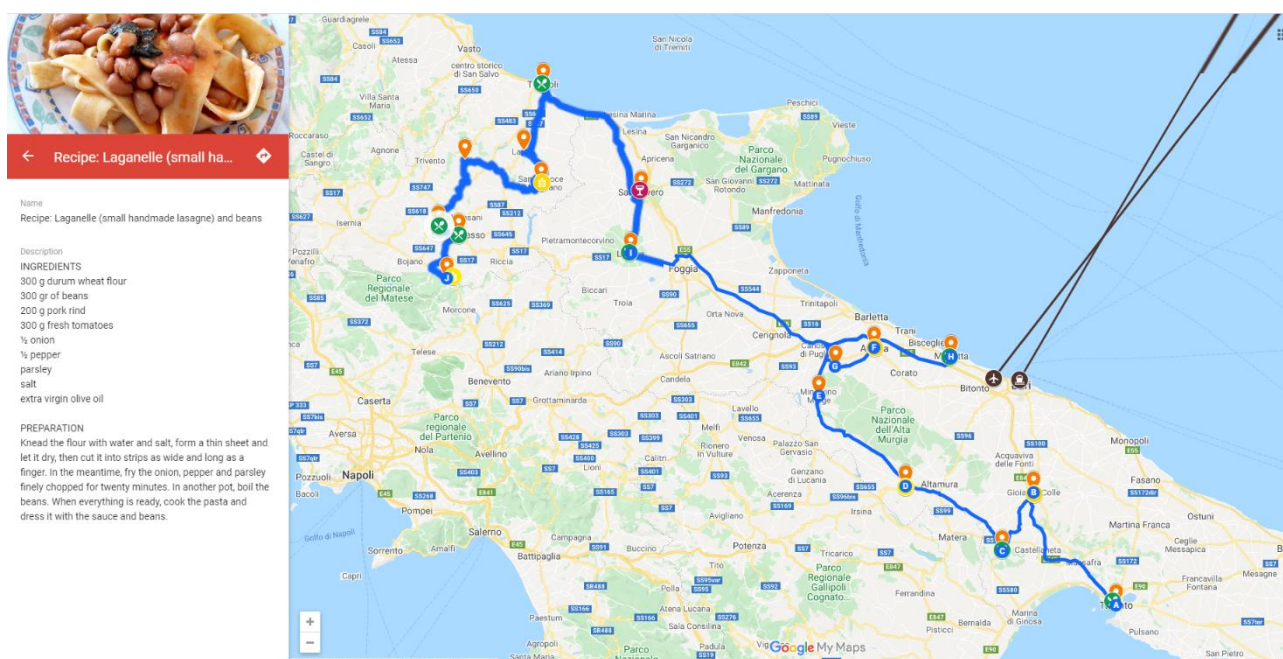
*A traditional recipe from Molise, Italy.*

Gioia del Colle

Name
Gioia del Colle

Description
The present town of Gioia del Colle grew up around a castle of Byzantine origin. The ancient centre of the Castle, corresponding to the north wing, dates back to the Byzantine era, to the 9th century AD. The main function of the Castle was to provide shelter for the population during raids by enemy forces. Between the 11th and 12th centuries, the Castle was enlarged by the Normans.

Points of interest

MONTE SANNACE ARCHAEOLOGICAL PARK
The Monte Sannace Archaeological Park stands on a terraced plateau 382 metres above sea level between the Apulian towns of Sammichele di Bari, Turi and Gioia del Colle, in ancient Peucetia. The site has been the subject of numerous excavation campaigns and has yielded one of the best preserved examples of a city in pre-Roman Apulia. The routes allow visitors to discover the site from an archaeological and naturalistic point of view. The archaeological route allows visitors to discover the history of the settlement from the Iron Age to the pre-Roman period: from the archaic walls surrounding the remains of the so-called lower town (remains of dwellings, roads and burials), the itinerary continues on to the acropolis, where multi-functional public buildings and monumental aristocratic tombs were erected in the classical period. The nature trail
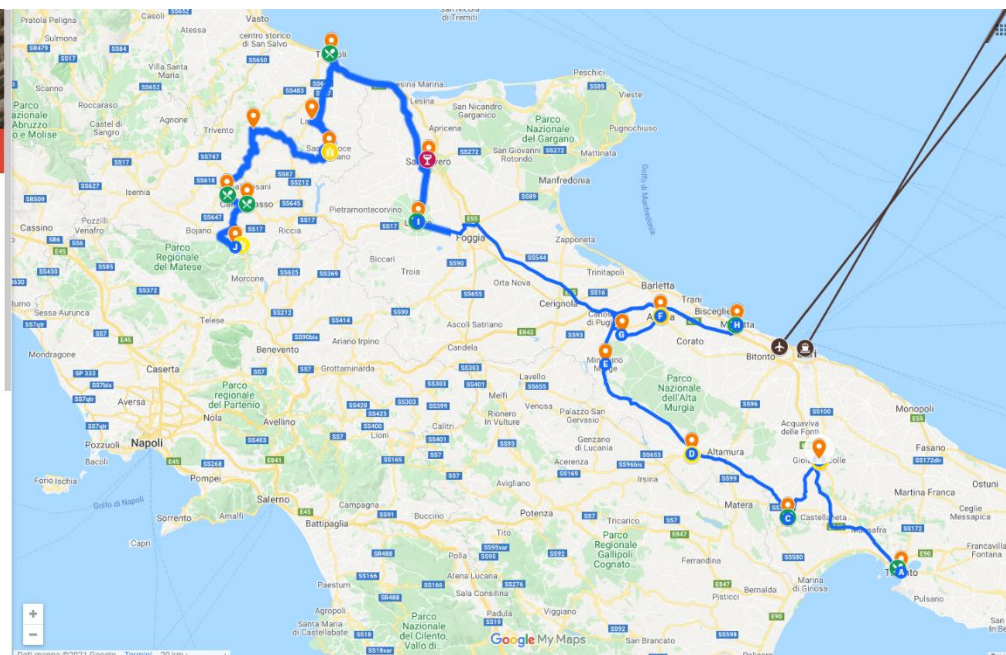
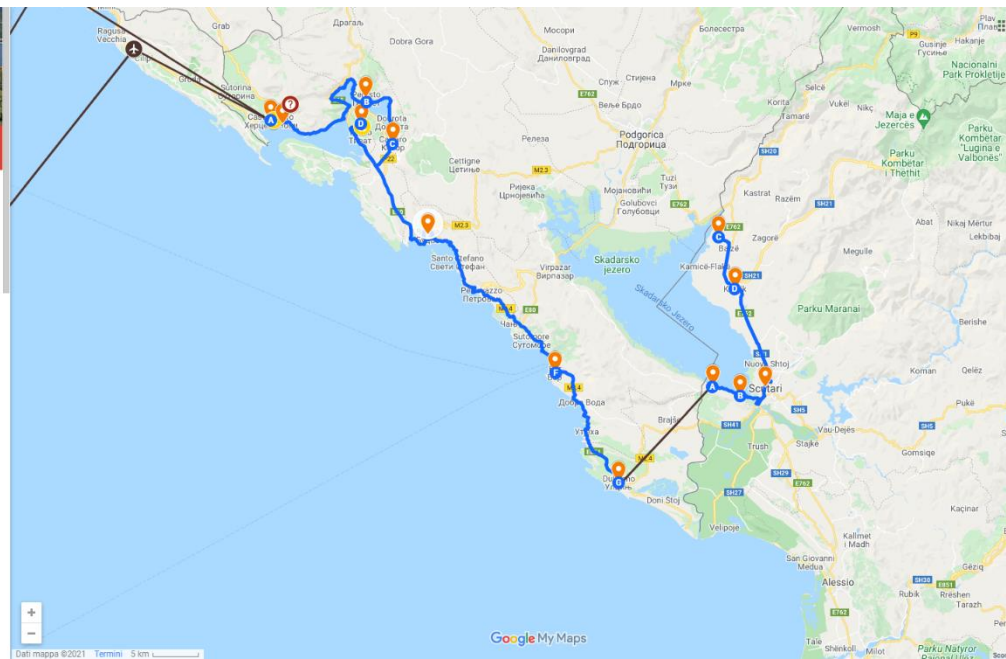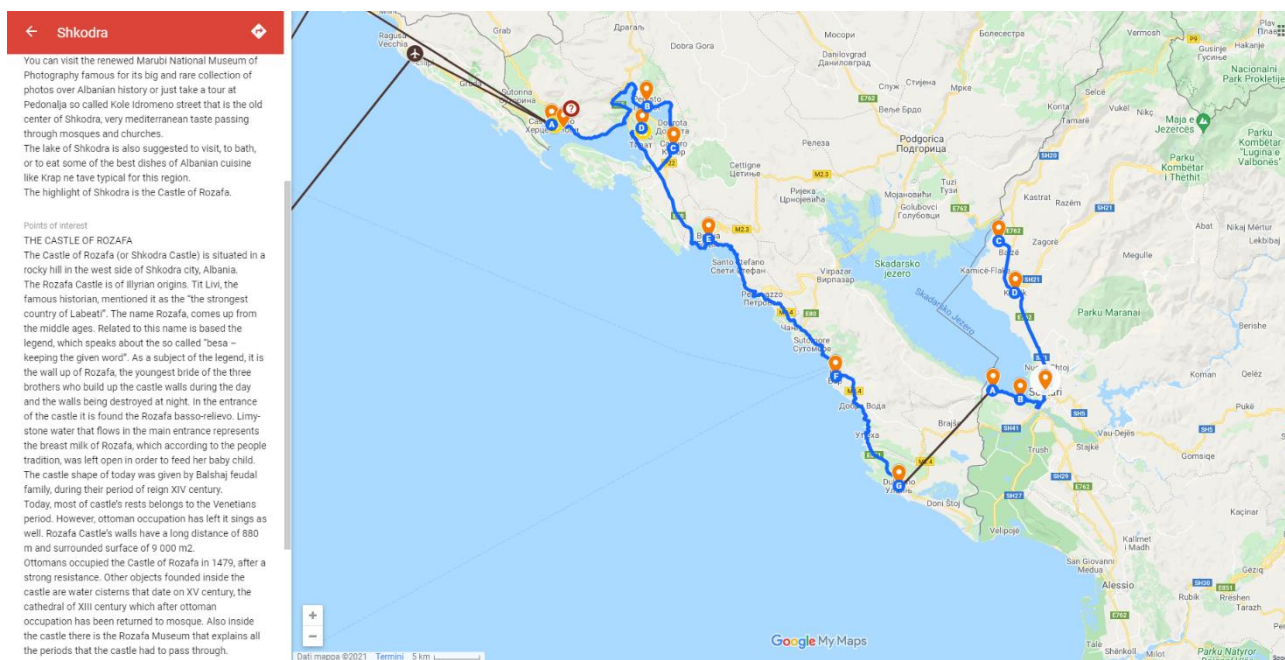*Historical notes and points of interest in Gioia del Colle, Italy.*

Budva

Name
Budva

Description
Once a small and quiet coastal town, today, Budva is a metropolis of Montenegrin tourism and one of the loudest and most packed towns at the Montenegrin coast during the summer. Its life began on the headland two and a half millennia ago and has poured out of the ramparts towards luxurious yachts, new buildings, restaurants, bars, and nightclubs where amazing fun awaits. Budva has its own Hawaii – an island opposite the city with beautiful beaches, ice cold refreshments and seafood specialties.Budva seems to lead a double life – one in the old, and the other in the new part of the city. Bordered by the high ramparts and decorated with the architecture, dominantly Venetian, the Old Town guards historical and cultural treasures. It contains the open and boiling stage of the "Theater City"; literature evenings and concerts at the Poet's Square, and exhibitions in the city gallery take place every summer. Outside the old town, the new city is expanding and the number of inhabitants is rising.
The Budva Riviera has sandy, stone and pebbly beaches, and those that once belonged to the royal family.
The old town is Budva's trademark. It is raised on the island, which used to be connected with the land by a sandy covering and so it grew into a peninsula. The Old Budva's town is a unique architectural and urban entity which is mentioned as a lodgment even in the antique period. According to those sources, Budva is one of the oldest urban centers in the Adriatic - it is more than
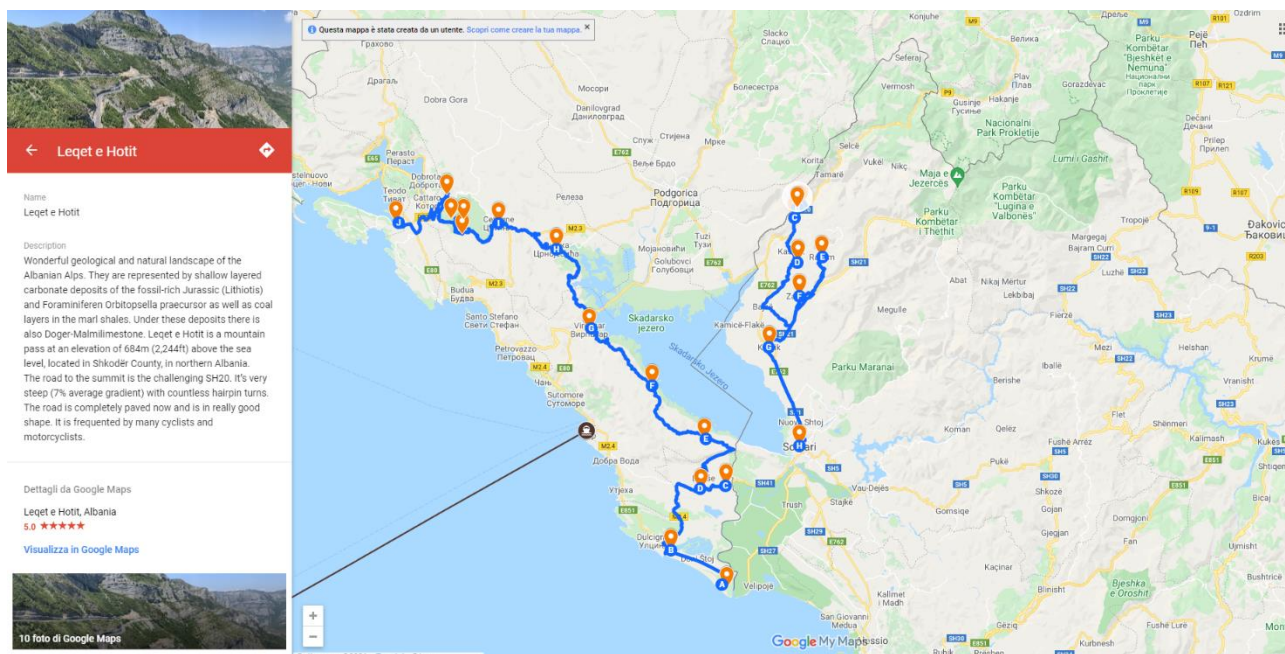
Historical notes on Budva, Montenegro.

Historical notes and points of interest in Shkodra, Albania.

While the link to the sports and nature itinerary is as follows:

https://www.google.com/maps/d/edit?mid=1R6NT40s5kkhtB6Ig7UjpV-BAb4FWdQE6&usp=sharing

Some screenshots from browsing through the map are reported below:

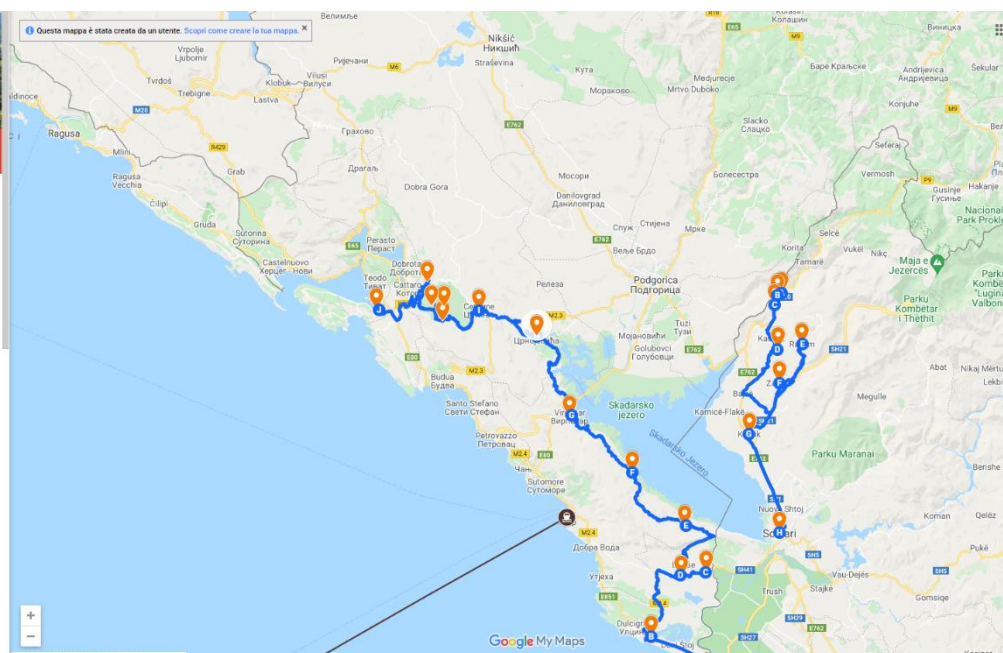*Geographical and natural notes about Leqet e Hotit, Albania.*

← Rijeka Crnojevića

Name
Rijeka Crnojevića

Description
Rijeka Crnojevića is located in one of the most beautiful areas of the Skadar lake. In ancient times, a very important trade route was crossing. The old stone bridge built for a trade route still looks very impressive. The story of this town begins in the middle of the 15th century, when the then ruler of Montenegro, Ivan Crnojević, transferred the seat of the state and the church to this area. Both the river and the place were named after his lineage. Then begins the story of this town. Among the Montenegrins the town is popularly known as Montenegrin Venice. Today, just over 200 citizens live in this town.
On the Obod hill, just above the headwaters of the Crnojević river (near the city of Rijeka Crnojevića), the ruler of Zeta - Ivan Crnojević built a fortress and monastery to avoid the Turkish army. He moved his capital from Žabljak Crnojevića to Obod and Rijeka Crnojevića and this was the beginning of the history of the city. Remains of historical buildings from the time of Ivan Crnojević have been preserved in the place itself, such as the basement of a long-destroyed building, which is connected to the work of the so-called Obodskeštamparije, where the first Cyrillic book "Oktoihprvoglasnik" was printed in 1494. In addition, the first pharmacy in Montenegro was opened in this area, as well as the first weapons workshop. At the beginning of the 20th century, the factory "Marica" produced mother-of-pearl - a pearl made of fish scales. During the

Geographical and natural notes about Rijeka Crnojevica, Montenegro.

← The Primitivo di Manduria ...

Name
The Primitivo di Manduria and the Museum of wine civilization

Description
It was once thought that it arrived on the Apulian coasts with the Phoenicians or the first Greek colonists, the latest ampelographic discoveries have shown that it is a Croatian vine, the son of the migration of the Illyrians. Primitivo di Manduria is one of the main red wines of Puglia, a structured and powerful wine, very fruity, but velvety, which although it has a minimum alcohol content of 14 degrees, always manages to be pleasant and very drinkable.
Everything is in the maturation, which as the name implies is very early, in fact the Primitivo is also harvested already from the second half of August, and despite this the polyphenolic maturation is already perfect and the quantity of sugars in the berries is remarkable.
It is a warm, sumptuous and enveloping wine, with a fruity bouquet of plum and cherries in alcohol, blueberry jam, to which are added withered flowers, spicy notes and unmistakable scents of Mediterranean scrub and salt.
On the palate it is structured, warm, rightly tannic, moderately acidic, soft, slightly salty and well-modulated with depth of sip and good sip drinkability, despite the other alcohol content.
In its youth it is purple in color and markedly fruity, with the passing of the years it tends to a garnet-brick color
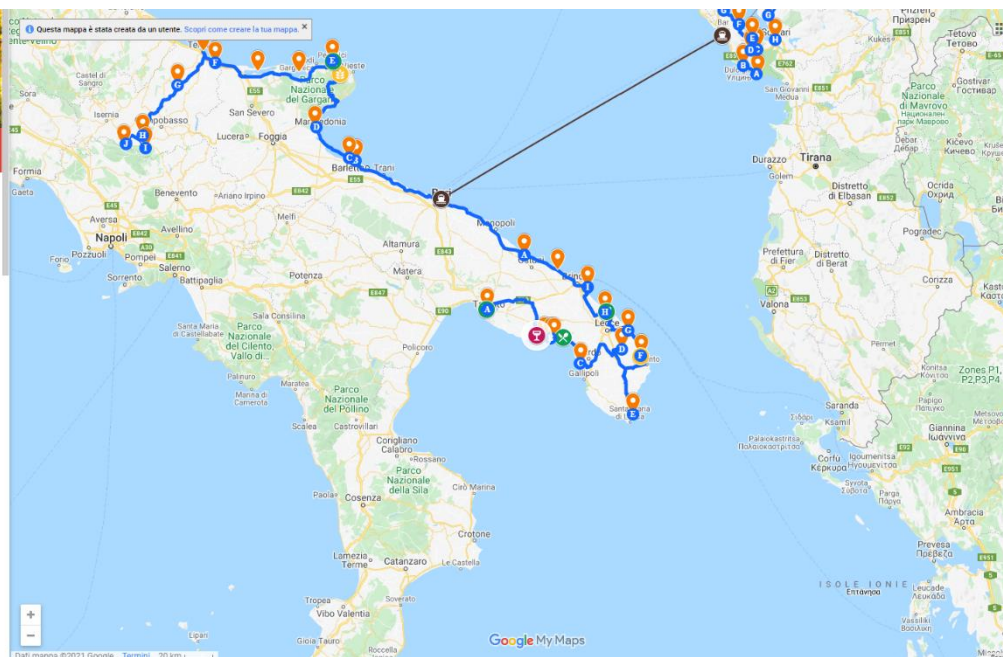
Notes about a local wine, typical from the area of Manduria, Italy.