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TOURiBOOST

REORIENTING TOURISM EDUCATION
WITH DIGITAL, SOCIAL AND
INTERCULTURAL COMPETENCES TO
SUPPORT LOCAL STAKEHOLDERS
TACKLE STRATEGIC INNOVATION IN
HERITAGE TOURISM

KA2 - COOPERATION FOR INNOVATION
AND THE EXCHANGE OF GOOD
PRACTICES
KA203 - STRATEGIC PARTNERSHIPS FOR
HIGHER EDUCATION

**PP5 (INEUROPA)
LOCAL ATTRACTION PLAN (LAP)
Geolocation 02: TRIC TRAC**

The 2018-10TR01-KA203-058344 Project TOURiBOOST is co-financed by the European Commission. It includes partners from 5 countries: Turkey, Hungary, Holland, Italy and Greece. It is funded by the ERASMUS+ Programme 2014-2020. The overall project budget is 239.980,00 €.

TOURiBOOST is dedicated to the development and promotion of heritage tourism standards with new professional profiles in higher educations. The Transnational Project will be implemented in 24 months and be finalized by August 2020.

This document does not necessarily reflect the opinion of the members of the European Commission and the Turkish National Agency.

Information on the Project TOURiBOOST PROJECT and projects can be found at <http://tourisboost.eu/>. The web site provides the possibility to download and examine the most recent information produced.

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1 INTRODUCTION

TOURiBOOST establishes long lasting partnerships in 6 EU/TR regions (TR52/TR100/HU101/NL321/ITD55/EL41), to upgrade heritage based offers for new investment opportunities in heritage tourism adhering to the rising force of the Cultural and Creative Industries (CCI). The Transnational Partnership fosters tourism entrepreneurship exploiting the rising powers of the CCI to communicate heritage places to the connected consumer market. Challenges, the tourism sector faces with existing services, are matched with new skills for new jobs by addressing the new world order of Audiovisual Media Services (EU AVMSD/2016). 30 small/micro enterprises in tourism are mentored that they grow in the regional/national/international context and enhance their competitiveness through the rise of 136 skilled workers.

Art and culture have not only a key cultural and social value, but also an undeniable economic impact. Indeed, it is a fact that the cultural sector represents a productive branch that is growing in importance. The cultural factor, strongly associated with heritage tourism, is frequently used as a key element for regional and/or economic development. However in the new globalized economy cultural values are resource inherent and often hidden or ignored. They directly depend on the capacity of people to interpret and use them for public benefit. It is urgently needed to cope supply (cultural values) and demand (cultural consumption) via novel skills.

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2 THE PILOT PROJECT

2.1 The Summary

The Pilot Project is as result of the TOURiBOOST Stakeholder Survey and some kind of field research, conducted in March 2019 in Modena – Italy. It incorporates an attempt, via a multimedia storytelling to emerge the past through a new digital heritage storytelling very compelling and promising. In regards to the components of the tourism experience as a whole, the five assets are well connected to the cultural and industrial heritage around Modena.

The 5 Italian assets are all placed in the city of Modena, but it is important to underline that they have to be considered as relevant locations in the framework of the **VILLAGGIO ARTIGIANO (Craftsman Village)**, that is very important to explain in order to understand the importance of the single assets in relation to the history and cultural development of the city of Modena.

The Craftsman Village is located in the western part of Modena, in an area that until recently could be considered "first suburb", but which today is almost central to the structure of the city that has gradually expanded. The Village has an illustrious history. It was born in 1953 following the post-war economic crisis and the massive redundancies that ensued: the mayor Corassori and the architect Mario Pucci carried out a real public intervention of social innovation "ante-litteram", buying and urbanizing agricultural land and reselling it at low prices to many unemployed skilled workers, giving them the opportunity to become entrepreneurs. The workshop houses, emblem of an inseparable link between work and life, reflected the initiative of the inhabitants and the community bond of the village, constituted as a true and proper production chain.

In fact, it is the first model of a craft village in Italy.

The mayor Corassori believed a lot in this bet on the future, to the point of organizing meetings with the unemployed workers to convince them to take the risk, to accept the economic and personal sacrifice necessary to start a company. The physical union of medium, small and very small companies made their strength: the new artisan quarters began to function as productive systems, materials and semi-finished products

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travelled, productive and service relationships intertwined, trade union and professional associations developed. Next to the productive sector, a community of residents was born, which in the following decades became consolidated, experimenting with new forms of participation and sharing.

The project far exceeded the initial expectations of the Administration: the Village was extended to an area of 800,000 square meters, to then reach the current size, with about 200 activities established.

2.2 Partner Profile

InEuropa Srl is an Italian Ltd founded in January 2006 by experts that for more than 20 years have been working on Community projects and subjects aimed at supporting public and private bodies, companies, associations (being them profit or not) in the access to Community financial opportunities. InEuropa has been developing an innovative approach identifying any project as a process of change. For 10 years and more InEuropa has been the Italian Antenna of the Global Action Plan international promoting and implementing international projects on behaviour change for sustainability.

Its main activities has always been providing information, training and technical assistance to any organization in Italy and abroad on EU policies and European action programmes, carrying out research and evaluation works in the field of European policies, territorial cooperation, behaviour change and culture.

For this, InEuropa team is composed by facilitators and catalysts able to introduce strategic planning in any organization, being it public or private, fostering networking and avoid defragmentation in any field, with special regards to local development actions, culture and environment and social issues. InEuropa fosters innovative smart approaches and helps for positive change with special regards to environmental behaviour changes. InEuropa actively participates in the international network GLOBAL ACTION PLAN INTERNATIONAL (<http://www.globalactionplan.com/>) committed to training for environmental behaviours change within local communities, working environments, schools etc. The GAP approach is mainly based on non-formal and informal training experiences, but it is useful to integrate sector professional competences. The heart of the approach is the attempt to

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drive individuals to live and work in way that is increasingly sustainable starting from actions that each of us do every day even in non-conscious way. Therefore, they could contribute to shape a comprehensive approach to enrich professionals standard formal training with an approach of respect for the environment and the landscape. Now InEuropa is running the Waterexplorer.org project to support schools in an international campaign to save water and Goals4Good research project, addressed to young workers, a goal setting course aiming at finding out the best approach to sensitize under30s to a less materialistic life.

InEuropa has a wide experience in managing EU projects (ie. CMC, TOURBAN, ANHER) & training on EU funding in the valorization & protection of cultural & artistic heritage.

TRAINING PROGRAMMES: InEuropa facilitates processes of changes using innovative approaches to train different users, like cultural & tourism stakeholders, cultural & religious heritage operators. InEuropa organizes training sessions on EU programs, EU policies, how to apply & report, how to overcome most common problems & skills needed, research & prototyping results. Several courses, seminars and info days have been organized targeting cultural&tourism operators:

- on EU funds in the creative & cultural sector by Paolo Grassi Drama school in Milan;
- on the Creative Europe programme -Parma, Modena, Perugia;
- workshop "Tools and techniques for EU project planning and research methodologies of EU funding for institutions operating in the cultural sector" for no profit organizations in the creative & cultural sector - Bologna, Rome, Turin, Florence, Verona;
- modules in the framework of the master degree in Cultural Management in Ferrara;
- seminar on "Tourism marketing and enhancement of typical territorial productions" hold in Liguria region;
- workshops for to cultural operators of the Emilia-Romagna dioceses (10 dioceses participating) on EU funding for the valorization & protection of religious & cultural heritage;
- "The European funding for religious organizations" organized by Rete Sicomoro in Rome, Milan and Verona (<http://www.retesicomoro.it/Objects/Home1.asp>), involving ca. 50 religious organizations each

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SERVICES IN THE CULTURAL SECTOR: Support to the Culture & Creativity Desk of Emilia Romagna Region, offering consultancy about "Creative Europe" programme.

INFORMATION SERVICE provided to RETE SICOMORO network (<http://www.retesicomoro.it/Objects/Home1.asp>) about EU funding in the religious & cultural sector. The newsletter provided reaches more than 100.000 cultural & religious organizations all over Italy.

2.3 Objectives

New digital publishing diversifies tourism offers in peripheral destinations with heritage-based products and services, addressing stakeholder alliances and improving professional skills to internationalize locally operating micro-enterprises, achieve excellence and facilitate their uptake by the global market.

The PP5 Pilot Project in Modena – Italy, builds a composite tourism product created around 5 selected cultural assets based in a very relevant industrial area in Modena that is called Villaggio Artigiano (Craftsman Village). The final product constitutes a cultural-driven multisensory experience for both onsite and dislocated audiences, incorporating the technology intense experience and onsite authenticity into heritage education.

The Pilot Project in the Villaggio Artigiano (Craftsman Village) in Modena is exploiting both the technology intense experience and the onsite condition in the territory. It is seamlessly connected with tourism consumption points at place level, facilitating authentic and multicultural experiences along with needed tourism services, accessible in real time, such as accommodation, facilities, transport, catering, souvenirs and traditional products, open, indoor and artistic activities. The product builds an unprecedented opportunity to terminate the vicious circle of generating and distributing low quality tourism commodities exchangeable by price.

2.4 Methodology

To receiving the exact and original findings, information and knowledge, some methodological approaches have been tried. First part of the study, based on the historical writings, descriptions of assets were evaluated. Then, on site observations were realized with experts group, included cultural operators and history and local experts, including some local

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inhabitants. During observations, focus group discussions were organized to find out useful information. All steps of these actions were recorded by video and hand notes by experts. Video records were also used for evaluating the scenery and visual attractions of the destinations. Reports of experts, discussion notes and video records were used to enhance the data about the assets. People living and studying this area are very attached to the cultural and immaterial values of the heritage, so the discussions and meetings have been very fruitful and interesting. Moreover, a joint discussion and round table about the have been set up many years ago, thus experts and operators have a wide knowledge about Villaggio Artigiano and are able to give their contribution to the discussion.

After field research to get main data on tourism planning for Villaggio Artigiano, the complexity of territorial transformation and the extension of local/global relationships require a revision of planning methodologies and instruments. The cultural heritage sector is facing a new reality: consumers share their experiences in the social networks, whether positive or negative, influencing the decisions of others and thus regulating supply and demand. Based on these theoretical and field research results, it will be developed a program, integrating with both and technological approaches.

2.4.1. Heritage Assessment

Heritage assessment in the Project Area supports asset identity and communicate asset values to different audiences at *spatial* (global, national, regional, local), *scientific* (research, technical), *historic*, *aesthetic*, *social* (national, community, group, family personal), and *spiritual* (tradition, religion, rites and beliefs, lifestyles) level. A multi-criteria Significance Assessment Tool (SAT) was developed to facilitate the selection of 5 cultural heritage assets with interpretive potential in the Pilot Project Area: Ovestlab. 32 principles have been developed and tested in situ to guide the development of interpretive presentations including context and graphic design for onsite and virtual environments. 5 heritage assets, evenly spread in 5 countries, are classified according to natural, man-made and spiritual heritage classes. The asset body forms an interactive Heritage Registry, accessible to the general public online.

NATURAL HERITAGE ASSETS

- Wildlife
- Man-nature interaction (parks, cultural landscapes, theme parks, battlefields etc.)

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MAN-MADE HERITAGE ASSETS	
•	Built Heritage (Heritage sites, historic, religious, vernacular monuments and built structures)
•	Movable Cultural Heritage (Objects and Collections)
•	Material Cultural Heritage (Serial and Hand-made objects)
SPIRITUAL CULTURAL HERITAGE	
•	Religion, Values, Beliefs, Traditions, Customs, Lifestyles

Table 2. Heritage Classes

The SAT documents exactly why assets are significant using a multi-criteria assessment process. Asset-use is evaluated by usability modifiers. The SAT is not an absolute measure of timely bound value: some heritage values are not negotiable, others are. The SAT documents all cultural values of an asset and clearly demonstrates its significance for society suggesting the means to utilize it for development; it demonstrates needs in protection, conservation and interpretation, and motivates to entrepreneurial activities. 5 Statements of Significance are produced in Tric Trac – Modena on the basis of 6 intrinsic qualities: inherent values, visibility in the landscape, spatial importance, social recognition, physical accessibility and interpretive potential,- carrying and service capacity included.

	1	PROVENANCE	1.1 Authenticity; 1.2 Originality; 1.3 Designation	
	2	INTEGRITY	2.1 Completeness; 2.2 Exemplarity; 2.3 Bio- and Cultural Diversity	
	3	DISTINCTIVENESS	3.1 Novelty; 3.2 Familiarity	
	4	ACCESSIBILITY	4.1 Availability; 4.2 Carrying Capacity; 4.2 Condition; 4.4 Facilities; 4.5 Service Capacity	
Table	5	INTERPRETIVE POTENTIAL	5.1 Legal Status; 5.2 Intervention Possibilities; 5.3 Asset Knowledge; 5.4 Knowledge of the Audience; 5.6 Media Selection; 5.5 . Experience Opportunities	2.

Tourism Modifiers

2.4.2. Field Research and Stakeholder Survey

The field research includes the investigation of supply and demand with emphasis on the connected consumer market. It was implemented between December 2018 and May 2019, through some desk researches aimed at investigating Villaggio Artigiano main stakeholders, audiences and the planning process.

The Pilot Project in Modena – Italy, includes 4 different target groups: cultural operators and organizations, local stakeholders, public authorities and cultural audience. The stakeholder sample consists of 15 individuals. The stakeholders of the sites were aware of the selected monuments before the project, only 1 doesn't know the assets chosen, but not all the

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assents are well-known from the people interviewed. The source of knowledge is mainly local knowledge and from work environment. In the second section of the questionnaire, the relevance and the distinctive identity of the overall theme selected for the Pilot Projects were assessed, as well as the significance of each asset representing the theme.

The fourth question referred to the place identity and image (Could you define the relevance of the Pilot Project Theme as related). Almost everyone, or most stakeholders agreed that the relevance of the pilot project theme related entirely to both the image and the identity of the monuments. In Modena, we can say again that most respondents saw the selected assets as relevant to the place identity.

It was asked also about the overall accessibility of the pilot project area and its assets. Accessibility, in a generic sense, is invoked as initial prerequisite for anyone to be able to reach and appreciate sites and activities of collective interest; culture as a good, situation and activity imbued with symbolic value; and heritage as the percolation of past cultural elements into a particular era's distinctive legacy. Accessibility to culture and heritage thus involves a physical element of material access to infrastructures and sites, a perceptual element involving an understanding of the symbolic meanings inherent in heritage products and activities, and a culminant appropriational moment when such meanings are consciously accepted or re-presented and re-worked by those in contact with them.

The survey answers indicate that about 80% of the sites are financially affordable for a wide range of (potential) customers. Major issues were mainly indicated in the physical accessibility of the sites. Storytelling was considered as very important for the cultural consumption from the stakeholders.

2.4.3. Planning Process

The object of study of industrial archaeology is the industrial Heritage, the archaeological – industrial heritage, that is the set of artefacts (primarily the machine and the factory) that contributed to the creation of the industrial urban landscape that emerged from the eighteenth century and which are evidence of the transformation process of the environment and society following the industrial revolution. Therefore, industrial areas abandoned or dismissed or used for other types of production, railway

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stations, workshops, depots, road networks, canals, bridges, tunnels, quarries and mines, workers' villages can be included in this definition.

However, this definition doesn't concern only the tangible heritage, but also a set of intangible elements such as written and oral memory, traditions, forms of technical knowledge and production methods: "a set, therefore, composed of all that derives from the intertwining of industrial activity, the territorial environment, human groups".

The protection and conservation of these witnesses are fundamental for passing on memories and traditions so that the latter are not "overlooked" only as belonging to a recent past. Industrial tourism can be defined as a **set of activities aimed at the knowledge and discovery of places, artefacts, structures, processes and people who identify the lifestyle and production of a specific territory, also referring to the actions that have the purpose to promote initiatives for the visit of regions hosting production plants, museums and company archives, villages and working-class cities, business districts.**

Industrial tourism can be a fundamental tool for promoting territorial enhancement. It is able to guarantee the visitor an experience that is different from the traditional forms of tourism, that are often lacking any innovative elements. **On the contrary, the modern tourist is increasingly inclined to seek emotions and involvement:** the explanation of how work was marked in the past, told by the words of those who first experienced it; or the possibility of seeing the places of industrialization up close, which have marked and continue to change the connotations of the territory over time.

Industrial tourism is configured as an instrument of fundamental importance for transmitting knowledge of the territory, in its many aspects, even those that have been neglected in the past, such as those of knowledge and industrial culture. A territory must be known and recognized not only for its artistic cultural heritage in the strict sense, but also for the ways of production, the trades and buildings associated with them. Industrial tourism should therefore be able to stimulate the visitor's curiosity towards these aspects.

The visit of industrial monuments, should be absolutely combined with the active engagement of the entire territory through itineraries that can represent it as completely as possible. The importance of these considerations has also been recognized at the European level, through the creation of The International Committee For the Conservation of Industrial Heritage. This world recognized organization for industrial heritage was created in Follet Stock in England in 1999 and is responsible

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for promoting international cooperation with the objectives of preserving, conserving, researching, documenting, interpreting and educating on industrial heritage. This recognized is also recognized by ICOMOS (International Council on Monuments and Sites) and UNESCO.

For all these reasons, the planning process for promoting the tourism in the Villaggio Artigiano is very challenging and is made by several important steps:

CULTURAL/HERITAGE PRODUCT DEVELOPMENT AND ENHANCEMENT

- determine significance and distinctiveness (how unique from others)
- emphasize quality of the product (both real and perceived; understandable and enjoyable)
- arrange physical clustering of activities
- enable enhancement and renovation of industrial buildings, factories, archaeological and historical places
- develop cultural events and festivals (theatre, music, performing arts, etc.)
- develop small and medium sized handicrafts businesses that focus on locally themed and made items
- make all sites accessible for all people including those with physical handicaps;
- arrange multi-lingual signage and programs also through innovative solutions such as totems describing the asset and containing QR codes or by using the augmented reality in some special events, in order to let the visitors imagine how was the life and industrial activities in such places.
- tailor opening hours of sites to meet the needs of tourists
- to conceive all the assents of the Villaggio Artigiano as a unique itinerary in which all the relevant assets make a network sot o become more attractive for the visitors. It would be essential to analyse the territory within which they are inserted, the characteristics, the infrastructures and the services, so that the route can be truly usable by the potential visitor. These itineraries could also become a destination for specific target groups such as school groups (as an additional educational tool to understand the last years of our history and the development of society) or specific groups dealing with the tourism of abandoned sites.

SUPPORT SERVICES AND QUALITY

- enhance mediating services such as tourist offices, tour operators, internet services
- arrange inter-city transportation services – direct air links to key cities

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- arrange intra-city transportation – taxi, bus, rail services
- support and enhance the opening of restaurants, hotels, souvenirs and typical food shops
- tailor opening hours of support services (including tourist offices) to meet the needs of tourists

PUBLIC WORKS

- analyse and support airport, rail and bus service facilities, both from outside and inside the city of Modena
- enable enhancement and renovation of industrial buildings, factories, archaeological and historical places
- make all sites accessible for all people including those with physical handicaps
- arrange multi-lingual signage and programs also through innovative solutions such as totems describing the asset and containing QR codes or by using the augmented reality in some special events, in order to let the visitors imagine how was the life and industrial activities in such places.

EDUCATION AND TRAINING

- support education and training of local population in service quality and customer service
- develop special training programs for the private owners of abandoned factories and other industrial assets, as well as local businesses
- build community support and involvement: for the success of most of the initiatives proposed here, the involvement of the local population is a prerequisite. Information meetings will therefore have to be scheduled to make the initiatives known to both the population and operators in the areas concerned. During these meetings, the benefits and positive spill-over effects for the area will also be analysed and the proposals of the different stakeholders already active in the tourism sector will be heard. Equally important will be the planning of training meetings to help the population to learn the principles of the philosophy of hospitality and industrial tourism, as well as the improvements to be undertaken to make the tourist offer even more attractive.
- create special education and training programs to involve older people in the delivery of services
- assist individual organizations in developing grant applications for outside Support

MARKETING

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- branding and promoting the city, its cultural/heritage sites and events as well as related tourism services
- package arrangements – with other cultural and non-cultural activities
- work with private tour companies to establish guided tours
- develop a profitable and competitive pricing policy
- develop/enhance electronic media – ministry and local tourism websites with photos; creation of a website and social media channels related to the location; private tour operator websites – an App could be also created for providing itineraries and information
- develop/enhance print media – souvenirs and brochures on the location, including each site and program; tourism materials for tour operators, investors, tourists and ministries abroad; commissioned books
- promote through elite and government official involvement – educational campaigns by President, mayor and other government officials traveling abroad
- target professional associations and meetings to add cultural dimension to these events
- market internationally
- provide more information in more languages of main groups of tourists (English, German, Russian); audio guides; more information should be free
- equip the assets with onsite totems so to highlight the importance and the history of the assets
- establishing contacts and networks with specific target groups such as groups visiting or photographing abandoned places all over the world

PLANNING, MANAGEMENT, AND ASSESSMENT/EVALUATION

- empowering the local organization Amigdala that is leading the activities in the Villaggio Artigiano at the cultural level and could also be responsible for the cultural and heritage tourism
- identify key organizations and individuals in the community, region and state
- assess all resources (sites, events and supporting services)
- conduct market research
- develop a tourism master plan (airport, hotel complex, roads, sports and leisure facilities and development of cultural activities to encourage medium-stay tourism),
- establish tourism guidelines
- coordinate and cooperate with others to create strategic partnerships (governments, nonprofit organization, private firms), thus providing support for small organizations with small budgets, achieving some economies of

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scale, and broadening the programs considered to be a part of the cultural and heritage tourism activities

- negotiate packaging arrangements (itineraries, support services, regional focus) with a variety of arrangements (cultural products of the same type, cultural products of different types such as festivals and art districts, cultural and noncultural products (hotels, resorts, retail areas, sports and outdoor recreation, bus tours, amusement attractions).
- conduct impact assessments, monitoring and tourism impact surveys (use accreditation and certification standards where possible and obtain feedback from tourists) to assure product quality

PUBLIC POLICY RESPONSIBILITIES

- review food and drink quality regulations to be sure that they are pragmatic to allow samples of local cuisine and local beverages
- develop an investment policy to support investments in cultural and heritage tourism
- fund public works enhancements and improvements and also the opening of new business (especially in the hospitality sector)
- create financial instruments and tax policies that stimulate the development of cultural tourism, such as abolishing real estate tax for a period of time if a building is preserved, renovated and restored, and if it's considered a monument of national significance with local cultural, historical and architectural interest; motivate owners to add value and keep building/monuments in good technical condition; local government loans; VAT refund for foreign tourists for purchases; quid pro quo for public access to at least a part of a building and appropriate times of access
- review, adopt and implement laws to protect cultural heritage from other pressures
- establish rules for sustainable cultural heritage and tourism development
- apply for grants and loans from other level governments and organizations
- introduce design rules for new construction so that new buildings harmonize with their surroundings

2.5 Media Choice

An **iBook tells** the story of each asset of the Artisan Village by representing all the historical periods. Another media tool is gamification.

Each game is linked to Social Media (Facebook, Pinterest, Instagram) with the aim to virally disseminate the local identity. By mastering all relevant tasks winners are awarded. Tangible benefits, ensured by the local stakeholder map, include diplomas, winner photo-galleries, souvenir

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baskets with traditional products, free meals and drinks, gifts, free access to tourism products and cultural services etc. In this way a triple task, economic, educational and social, is accomplished simultaneously:

- by offering a diversity of cognitive-emotional experiences the Book helps mitigate conflicts occurring among publics who expect various outcomes from using heritage and culture, as they may opt for products and services close to their consumption motives;
- by offering cognitive-emotional experiences for both located and dislocated audiences promotes cultural heritage settings as democratic, participatory places for self-directed learning;
- by facilitating project-driven local stakeholder synergies from the wider public, private and third sector, the Pilot Project (all components) is contributing to closing the gap between supply and demand in the cultural heritage sector.

2.6 Innovation

Digital publishing is an exciting opportunity for the development of knowledge connected to heritage places, site museums and collections, as it is the only process that can support values and meanings. We define as *digital publishing* specific to cultural content, the value-driven, artistic multi-media narrative that impacts the mental process to create abstractions, leading to the cognitive reconstruction of an appropriate context: only then digital publishing becomes a carrier of creative ideas and a platform to exercise participatory culture. The articulation of complex semantic languages is a condition sine qua non for the creation of cultural contents: thus the creation of cultural contents that cannot be self-driven.

The pilot test area is an industrial place, so meaning of the study mainly is intangible. However, there are some attractive visual elements in the area as tangible tourist attractions. To provide the double affect, both tangible and intangible, some innovative plans can be applicable to the area. Here the goal is about transforming the intangible attractions to tangible attractions. Another goal is to supply innovative technologies for making understandable the intangible importance of the area. Some innovative product can be evaluated as below:

- Tablet or mobile phone application can be developed. Application will show real-time scenery and historical features of the land to the visitors. It will be kind of animation for different age groups.

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- Another innovative idea for the Villaggio Artigiano, 3D constructions can be developed inside parts. When the visitors come to inside the Villaggio Artigiano, it can be reproduced including all the activities that took place there, also thanks to the augmented reality that could very attractive for the audience.
- 360° photographing technology can be designed for the Villaggio Artigiano. This technic operates both for on-line visit by internet connection and some platforms for public areas.
- For the marketing strategies, alive billboard technology can be useful. The technology provides the alive direct connection with people in public areas for example train station. On screen, a staff will call the people and at the same time will send the
 - Digital information kiosk systems can be placed in the various assets inside the Villaggio Artigiano, giving detailed information on the screen. Similar with the tablet or mobile phone applications, visitor can take a picture of the site and then get all the info and some kind of visual documents.
 - Urban geo-explorations are one of the core activity that are really attracting audience in the Villaggio Artigiano. Usually they are conducted by architects, urban planners, cultural operators or simply by inhabitants, priests and active citizens of the area that set up a sort of guided tour among all the industrial sites and heritage in Villaggio Artigiano, by enriching it with storytelling, exploring facts of the recent history and traditions.

2.7 Envisaged Experience

VISITOR EXPERIENCE TYPOLOGY TRIC TRAC										
SPACE UNIT	Physical	Digital	Visual	Auditory	Haptic	Senso-motoric	Cognitive	Emotional	Spiritual	
Landscape										
History										
Relevance										
Industrial assets										
Factories										
Industrial archaeology										
Storytelling										
Archive										
Spaces										
Significance										

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2.8 Learning Outcomes

LEARNING OUTCOMES TRIC TRAC							
SPACE UNIT	Geographic	Historic {When; Why;Who; What; How}	Cultural	Artistic	Cognition/ Knowlegde /Skills	Creativity	Attidues/Values/ Behaviour
Landscape							
History							
Relevance							
Industrial assets							
Factories							
Industrial archaeology							
Storytelling							
Archive							
Spaces							
Significance							

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to support local stakeholders tackle strategic innovation in heritage tourism

2018-1-TR01-KA203-058344

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2.9 Sustainability and Community Development

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3

REGIONAL ANALYSIS

LOCATION



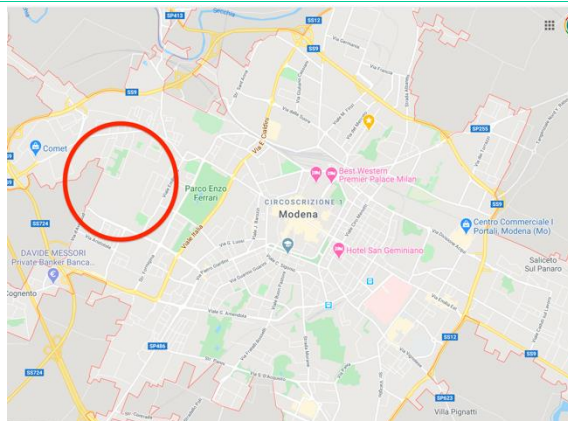
● Country [IT]

● Region [Emilia-Romagna]

● Prefecture/County – Modena

● Municipality [Modena]

● Locality [Villaggio Artigiano
Modena Ovest]



HISTORY

The province of Modena has a high level of population and production density, both in the manufacturing sector and in the transformation of agricultural products. Thanks to its plain position, at the foot of the Apennine ridge, the area stands along one of the main connecting axes between the central-southern regions and the Adriatic coast, crossed by the via Emilia, the A1 and A14 motorways, the railway line Piacenza-Rimini and the high-speed Milan-Bologna-Rome connection. Indeed, the via Emilia represents, historically, one of the most popular exchange corridors in northern Europe, with an intense and constant traffic of people, goods and information.

In the post-war years, the province of Modena experienced an impetuous economic development which, between 1951 and 1991, allowed it to increase its per capita income seven times. In the ranking of the Italian provinces by per capita income, in a few years, in 1980, it reached the first place, (until 1982). However, in the following years it never fell below tenth place. This result was made possible by a rapid industrialization process that started in the middle of the 20th century. The growth of industrial activities took place in five main sectors: ceramics in Sassuolo, textiles and clothing in Carpi, biomedical in Mirandola, metalworking in Modena and in other municipalities of the province, and the food industry spread almost everywhere on the territory. At the beginning of the 1940s, some very important companies such as FIAT, Maserati and Ferrari were already present in Modena. But in the years following the Second World War many of the businesses that grew during Fascism went into crisis.

Dealing with the difficulties facing their businesses, the majority of those entrepreneurs reacted by unleashing a violent offensive against the working class. As a reaction process, starting in 1945, some small metalworking companies arose in Modena, founded mainly by former factory workers of the city and, in some cases, also by blacksmiths, tinsmiths, carpenters and even peasants: many dismissed workers decided, in fact, in turn to start their own business. Is in this context that Alfeo Corassori, the first Mayor after the Liberation, and Mario Alberto Pucci, the urban planner who wanted him at his side, become the protagonists of an attempt that will prove, over time, a fundamental turning point in the development of the city. Thanks to an audacious political intuition, the first model of industrial area in Italy was created: an area that sits in-between the city and the countryside, and that ties together life and work, know-how and industry,

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production chain and local community.

The first Villaggio Artigiano (Craftsman Village) was built in 1953 in the Madonnina neighbourhood.

The Village has an illustrious history: the mayor Corassori and the architect Mario Pucci carried out a real public ante-litteram social innovation intervention, determined to focus on the size of the small artisan entrepreneur for the economic revitalization of Modena (and not on the large company), they opted for the construction of an equipped artisan district.

Mayor Corassori believed very much in this bet on the future, to the point of organizing meetings with unemployed workers to convince them to take the risk, to accept the economic and personal sacrifice necessary to start a company.

The Villaggio Artigiano was built on an area of fifteen hectares, from which 74 lots were obtained, in which as many businesses took up residence within three or four years. Initially, 74 craftsmen began their activity here, especially workers laid off by the large company, workers with specific professionalism and a great desire for redemption. In a few years, the Village counted 200 new activities started. This operation set the preparation of areas equipped for artisan and industrial settlements as the most important intervention tool of the Modena local authorities in support of the development of the local economy, from the 50s onwards. A fundamental role in the development of the Craftsman Villages of the province of Modena was played by small and medium-sized enterprises which thus gave rise to particular production systems, which economists call 'industrial districts'. Villaggio Artigiano of Modena Ovest is the first Italian example of this historical production model.

The area under study is located in the western sector of the city, in an area that until recently could be considered 'first suburbs', but which today is central to the structure and city life. But time has run its course, economy has changed, and the Village gradually lost its productive importance: many activities shut down and inhabitants began to abandon the site. Nowadays the Village still emanates a strong emotional appeal and is part of city's collective identity, but it certainly needs a restyling to return to be an active part of city life

Tric Trac is a recycling and creative reuse laboratory for the sustainable city, promoted by the NGO "Insieme nel Quartiere per la Città (Together in the Neighborhood for the City)" with the support and collaboration of Municipality of Modena.

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It is an environmental and social project that aims at being a collection center for materials and objects still useful; a laboratory and a convenience store, where the materials and objects collected are made available to all to be transformed or exchanged; a place to carry out manual projects and realize ideas, open to all; a center for the promotion of cultural initiatives on reuse and respect for the environment; a place to give new life to objects. The project was created with the aim of prolonging the life of objects that are too often still "good" but are out of fashion or that have tired us and at the same time promote more conscious and sustainable forms of consumption and creative reuse. The objects can be exchanged with others.

DEMOGRAPHICS

- Population: 186.307 inhabitants in the Municipality of Modena (2019)
- Education: 7 prestigious public Gymnasium and Vocational schools (upper secondary school) founded in XIX century and many other public schools in the municipality area; Università degli Studi di Modena e Reggio Emilia (founded in 1175), Accademia di Scienze, Lettere ed Arti (founded in 1680); Biblioteca Estense, important public archive where masterpieces of Renaissance and Middle Age are preserved
- Workforce: 338.000 (2019 – province of Modena)

ECONOMY

GDP per capita: 26.389 € (2017)

BUSINESSES: 73.016 (2018)

TOURISM Arrivals: 680.216 (2018)

Occupancy: 69 %

Museum & sites admissions: 337.365

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ACCESSIBILITY

● Physical: YES

● Digital: YES

● Cognitive: NO

● Emotional: YES

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4

ASSET RECORD FORM

Name: Tric e Trac

Category: environmental and social project

Type: recycling and creative reuse workshop

Website: <http://www.tricetrac.it/>

Social media: <https://www.facebook.com/tricetracmodena/>

Country: IT

Region: Emilia-Romagna

Locality (town, village): MODENA

Address (street, number): via Nobili 380/a, next to the Ecological Island "LEONARDO" in the Villaggio Giardino area

Telephone number: + 39 338 8206208 (active only during opening hours)

Geographic location (coordinates, altitude, relief, waters):

Longitude: 44°38'57.1"N

Latitude: 10°53'15.8"E

Altitude: 34 mt. a.s.l.



Climate: sub-continental, with strong seasonal differences. Hot summers and long, cold winters. High humidity in summer and frequent persistent fog banks in winter.

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Relief: plain, at the foot of the Apennine ridge.

Access: based on the opening and closing times of the site

Special Note: closures according to the school calendar, for Christmas, Easter and holidays from the last week of July to the end of August.

Opening Hours To bring items: from Monday to Saturday from 9.00 to 12.30 For purchases and exchanges: Tuesday, Thursday and Saturday from 9.30 to 12.30

Ticket: free

Owner/administrator: promoted by the non-profit association “Insieme in Quartiere per la Città (Together in the neighborhood for the city)”, with the support and collaboration of the Municipality of Modena Environment Sector, ‘Hera’ Company and District 4.

Present function/ since when:

Tric e Trac is an environmental and social project with the following functions:

- a centre for the collection of materials and objects that are still useful.
- a laboratory and an emporium, where the materials and objects collected are made available to everyone to be transformed or exchanged
- a place where manual projects and ideas can be implemented, open to everyone
- a centre for the promotion of cultural initiatives on reuse and respect for the environment.
- a place to give new life to objects
- support for educational activities for the school

In addition to managing the Tric e Trac centre, the association “Insieme nel Quartiere per la Città” also organises some initiatives in collaboration with other associations of the Modena territory, like “RiCircolo virtuoso” that was born in 2016 in collaboration with Porta Aperta association, with the partnership of Coldiretti Modena, and then repeated until 2018 for several times. The project aims to combine the theme of reuse with that of healthy eating and the direct production-consumption relationship, creating a virtuous circuit both ecological and economic. The two associations have decided to give recognition to the many donors: from April 22 to June 5, 2016, those who brought their objects to their respective locations, provided they are in good condition and still reusable, at Porta Aperta and at Tric and Trac, will receive a "shopping voucher" of 5 euros that they could use at one of the markets of "Campagna Amica", organized weekly by the farmers of Coldiretti.

The Artisan Village of Modena Ovest (West) is a place of strong identity for the whole city: for the history it represents, and for the importance it has had, and still

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has, in the growth and development of the city.

In January 2010, with the approval by the City Council of an address document, a process was formally started for the transformation of this portion of the city, following the now near-dismissal of the historic railway line of the Milan / Bologna line.

The project therefore became an opportunity to take stock of the analyses and proposals relating to topics of great interest for the entire city: the reuse of the historic Bologna-Milan railway line, which is soon to be discontinued, the redevelopment of the cemetery areas, the reopening of the via Emilia and the transformation of the Madonnina overpass. It is a very important sequence of themes and public interventions which, over time, can profoundly change the face of this part of the city, and restore the possibility of reunification and deeper integration with the city, that lays east of the railway.

The village itself, the beating heart of the redevelopment of the western quadrant of the city, is the subject of specific study. In fact, the main regulatory lines that will guide future transformations have been illustrated. Great importance has been attributed to the public space system, which will internalize the entire transformation, increasing the urban character, and therefore the liveability, of the western area, that will be dedicated to entertainment and sociality. The will is to 'preserve' some ancient workshops; renovate historic sheds. But also, to build meeting places, meeting rooms, parks and creative artisan shops.

The Municipality of Modena has also promoted an informal tender for the design and implementation of an integrated communication plan relating to the Artisan Village of Modena West which was finalized with the publication of the web platform www.villaggioartigianomodena.it where all the project documents and participation phase report.

Previous functions/ period (start date-end date for each):

1953_ The Mayor Corassori and his council build an equipped artisan district, the first model of industrial and artisan urbanization in Italy. An uncultivated land of 15 hectares is identified between the railway and the Via Emilia, an area that at the time was located in the far western suburbs of the city, in the Madonnina district. Within six years, all 74 plots of the new village are productively occupied. As stated in the resolution of the City Council of 1953, the sale of the land was conditioned by the obligation on the part of the buyer to build a shed or building on the bought area to be used as a workshop. A maximum of two apartments could be built for each shed, one on the ground floor and one on the first floor.

In recent years, the Artisan Village has been the subject of meetings, events and initiatives aimed at involving the local community and the neighbourhood to promote and

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discuss the area's transformation processes. The municipality of Modena has launched a 'laboratory of the city' to question citizens of Modena on the possibilities of reuse and transformation of the craftsman village, on the latent potential and vocation of the area, on the old and new meanings of public spaces.

2009_ 2 public meetings:

- a first appointment, curated by the Civic Library of Art Poletti, reconstructed the history of the artisan village and its role in the economic life of the city through historical studies, architectural and photographic research, direct testimonies
- second and last appointment, by the 'city laboratory': illustration of the preliminary research projects carried out by the administration and in a first overview of the programmatic lines of action by the competent offices.

2010_ The 'city laboratory' of the municipality of Modena has proposed a series of meetings, aimed at involving all those subjects - residents, operators, designers, property owners etc. - who in various capacities are stakeholders in the evolution of the area of the village itself. The goal was to build a shared scenario, which would allow to face the redevelopment of the Artisan Village as a complex process of urban regeneration and to reaffirm in new forms the strategic role of this Modena area in building the identity and economy of the city. at the same time, the 'laboratory of the city met with residents and operators from the western area, gathering about 50 direct interviews, carried out on the basis of a preliminary questionnaire prepared in advance. Furthermore, a collaboration was started on the educational path on the decommissioning of the railway organized by the Cavour middle schools and the Modena SPI and an attempt was made to present the project for the redevelopment of the village on the occasion of exhibitions, conventions, conferences, local events and informal meetings so that a increasingly large audience were involved in the process.

Present time_ Tric e trac is an active centre and the association manages many events and initiatives linked with circular economy and recycle in Modena city, cooperating with public administration and other subjects like Coldiretti, Hera Company, Emilia Romagna Region, Porta Aperta Association, and others.

Landscape – elements (buildings, heritage, farming, vegetation, fauna, waters):

The village has a specific morphological structure that makes it easily identifiable, but also closed compared to the rest of the city. Delimited externally by the railway and by fast-moving road axes, inside it has an orthogonal lattice with lots difficult to identify due to a disordered building. There are no squares or central gathering places and the only

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public spaces are the internal streets which have a very small section, are anonymous and not suitable for non-vehicular mobility. The buildings, which on average do not exceed a height of 9 meters, are in a medium-good state of conservation, with the exception of a dozen dilapidated and difficult to reuse warehouses. Inside the neighbourhood the open spaces are practically non-existent except for the private green belonging to the residences towards the Ferrari park and along the axis of Viale Po.

The main green areas inside the compartment are instead located near the entrances and private courtyards of the artisan sheds.

the area is characterized by the presence of industrial buildings, with few services to citizens and public areas made up of streets and a small lot on Viale Po, a sort of 'island of artisan production', surrounded mainly by residential districts and tangentially touched from an important auction to services.

Next to the ecological island Leonardo, in via Nobili 380, it is an area of 310 square meters, fenced and paved, which is managed by volunteers in the same hours of the island. Here Tric e Trac opened its centre transferring there the Association activities in 2005. This is really to be considered its "natural" headquarter, given its proximity to the ecological island.

Dating/ Period:

1953 Villaggio Artigiano Modena Ovest was founded by Major Alfeo Corassori, on a project of the urbanist Mario Alberto Pucci

1953 - 2009 The Village contributes to the post-war reconstruction of Modena, but in recent decades it starts a decadence process of the area, gradually abandoned

2009-2010 Public Administration starts a process of re-design of the industrial area, shared with local community and stakeholders

2016 Amigdala Association and Archivio Architetto Cesare Leonardi were given permission to manage the "OvestLab" spaces, in agreement with the Consortium for Productive Areas and Services of the Province of Modena.

Persons, Events and Organisations Associated with the History of the

Building/Site/Area/ Period (start date, end date for each):

"Insieme nel quartiere per la città" Association

"Hera" Company

Municipality of Modena

Coldiretti

Emilia-Romagna Region

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Porta Aperta Association

Description (history, features etc.):

Tric and Trac is promoted by the association "Insieme in Quartiere per la Città" (Together in the Neighbourhood for the City); it manages a centre for the collection of materials and objects still useful, to transform or swap them. **The aim of the project is to extend the life of the objects, promote forms of conscious and sustainable consumption and creative reuse.** It comes to life in 2000, based in the premises of the Polisportiva Madonnina, on an area of about 60 square meters that serves as a warehouse and laboratory, open only two days a week. It moved to its current location in Via Nobili 380/a in 2005 to see its size expanded in 2011. The area on which the Tric and Trac extends has an extension of 400 square meters. It consists of a covered exhibition area of about 300 square meters and a laboratory warehouse of 44 square meters. The objects brought by the citizens, can be exchanged or given to the Association that can give them to other citizens in exchange for a suitable offer. The sums collected will contribute to financing initiatives with social purposes.

It is run by volunteers in collaboration with two employees of social cooperatives. The project, promoted by the Municipality of Modena and Hera Modena, was born with the aim of prolonging the life of objects that are too often still "good" just because they have gone out of fashion, for reasons of space or new needs, and at the same time promoting more conscious and sustainable forms of consumption. Any object deposited in an ecological island is to all intents and purposes a waste and for this reason cannot be taken by private citizens to be reused. With this center a new opportunity is realized: objects, small appliances, books, clothes and everything can be collected and reused by new owners, with its original function, but also with new ways of imagination and creativity.

Thanks to the recent legislation on municipal centres for reuse, developed by the Emilia Romagna Region, in Tric and Trac and other similar initiatives in other municipalities, the fundamental role played in improving the economy and quality of life in their cities is recognised. In fact, in addition to recovering and putting objects back into circulation, associations of this type are also created with the aim of contributing to sociality and aggregation, as explained by Eugenio Ronchetti, founder, together with Leonarda

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Leonardi, of “Insieme nel Quartiere per la Città”.

In 2017 the Councillor for the Environment Giulio Guerzoni, responding to the City Council, took the opportunity to take stock of the Municipal Reuse Centres which, "with their action and thanks to the contribution of volunteers, contribute to preventing the production of waste, thus fully falling within the logic of the circular economy". **The reuse centres are provided for by Regional Law 16/2015** which, for the first time, defines them as municipal and identifies their characteristics and functions. The law establishes that it is the municipalities that regulate the functioning of public reuse centres. The Region has requested a mapping of the existing one, to which Modena has responded in due time by accrediting the Tric and Trac and Edy centres.

Statement of Significance:

Tric and Trac is a concrete example of commitment to the transition to a circular economy, an increasingly widespread trend that promotes the recycling and reuse of many things that we must stop considering simple waste. Circular economy means making waste a resource, focusing on a new management system that is increasingly sustainable from an environmental, social and economic point of view, in order to give future generations a cleaner, healthier and economically stable territory.

Eugenio Ronchetti and Leonarda Leonardi of Tric and Trac say: "Reuse, recycling, environmental sustainability, are the elements that contribute to raising the level of quality of life, of the individual as well as of the community. This is why we have decided to commit ourselves, with our own resources, to this initiative". The principles of circular economy contrast with the traditional linear economic model, based instead on the typical "extract, produce, use and throw" scheme. The Tric e Trac project, without claiming to want to solve the contradictions of the world economy, wants to try to educate to a smarter consumption, starting from the ability to give new life to objects that too soon become waste, through an intelligent rediscovery of manual skills and with the help of intelligent creativity. It should still be remembered that we are children of the so-called peasant culture, which until 50 years ago lived in sobriety and in a system where nothing was lost and everything returned to nature without pollution and useless consumption. The memory of this way of life still exists among us and many elderly people would be able to reactivate it.

Perfectly aligned with the EU priorities, Tric e Trac is a virtuous example both Italy and in Emilia Romagna region to promote the transition to a circular economy as an alternative to the current linear economic model. In fact, **more than 2.5 billion tonnes of waste are produced every year in the European Union and the transition to a circular economy is necessary.**

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The European Parliament also calls for measures to be taken against the planned obsolescence of products, a strategy specific to the linear economic model. Through measures such as waste prevention, eco-design and re-use of materials, European companies would achieve net savings of €600 billion or 8% of annual turnover, while reducing total annual greenhouse gas emissions by 2-4%. This transition is also in Europe's priorities in terms of investment in the Community fund and monitoring of the reforms approved in this regard by the Member States, for the next seven years.

Also among the objectives set by the UN Agency for 2030 there are some that are linked to the fight against waste, in particular with regard to food such as point 12 and 13. The transition to a circular economy is also in Europe's priorities

According to the Report on circular economy in Italy 2019 drawn up by Confindustria, the trade association of Italian industries, **Italy has a virtuous behaviour in Europe in terms of circular economy**, and it is in pole position in the European rankings on the overall circularity index. The report highlights, however, that it is not necessary to lie down because it is precisely by looking at the progress of the circularity index that Italy is slowing down. The other countries are instead "gaining momentum" also thanks to the new package of EU directives: in 2018 Italy gained only one point more than the previous year, while for example France increased 7 and Spain 13.

Analyzing this scenario, it is clear how important it is to enhance and implement initiatives such as the Tric e Trac reuse centre in Modena.

The Emilia Romagna Region has taken the first steps in this direction. **With the regional law n.16 of 5 October 2015 Emilia-Romagna has adopted the principles of the circular economy**: the focus is therefore shifted to the upstream part of the supply chain and no longer to the terminal part, through the progressive reduction of waste not sent for recycling and the industrialization of recycling. The regional standard sets the achievement of important objectives by 2020, in some cases more ambitious than those proposed by the European Community; reduction of 20-25% of the per capita production of municipal waste, separate collection at 73%, recycling of material at 70%.

Prevention is the challenge of the future and is one of the issues on which we will need to invest in the coming years by promoting measures to contain production "at source". This involves, on the one hand, finding solutions to extend the lifespan of products and encourage production processes with less waste and, on the other hand, directing consumer choices towards products and services that generate less waste. For this reason, Regional Law 16/15 provides for some instruments such as the activation of a permanent coordination for by-products and the issuing of guidelines for municipal reuse centres.

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A great step forward would be a desirable cooperation between stakeholders and the public administration in order to collect and analyse data about reuse municipal centres, like Tric e Trac, so to better bring out the evidence of the impact of these activities on the territory.

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5

AUDIENCE FORM

Following the TOURiBOOST Stakeholder Survey, the market segment adopted is the group of the Heritage Experience Seekers, which is found among all age groups, income levels, and geographic locations. Within this segment there are commonalities in attitude to cultural consumption and heritage tourism as a means of personal development that exist across countries. For this particular audience, travelling is part of life and education. As experienced travellers they are often interested in travel for travels sake and see it as an important aspect of their lifestyle and wellbeing. Compared to the average long haul traveller, Heritage experience seekers want to get off the beaten track and interact with local people to make friends, develop personal relationships and engage in the lifestyles. This market segment longs for self-discovery and education when travelling and wishes to personally experience cultures and lifestyles different from their own. Exposure to such experiences results in a deep sense of personal fulfilment meeting their desire to grow as an individual.

Heritage experience seekers look to challenge themselves physically, emotionally and/or mentally. By learning about different cultures and challenging themselves, the opportunity for self-discovery is enhanced. This particular audience is drawn to heritage places that are ‘yet to be discovered’ or are away from the standard tourist trail. To be able to experience the true natural and cultural surroundings they have a preference for locations that are un-touched rather than stylized tourist heritage places. Research has shown that heritage experience seekers have a number of key wishes to satisfy their cultural heritage experience:

- Authentic personal experiences;
- Social interactions;
- Meeting and interacting with the locals;
- Experiencing something different from their normal day-to-day life;
- Understanding and learning about different lifestyles and cultures;
- Participating in the lifestyle and experiencing it, rather than observing it;
- Challenging themselves – physically, emotionally and/or mentally;
- Visiting authentic heritage places that are not necessarily part of the tourist route; and Exposure to unique and compelling experiences.

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Target Audience

Classified according to	current significance	aspired future significance	to increase ↗ top priority ①
	0 = none, 1 = low, 2 = high, 3 = very high		only 1 item can be top priority!
AGE			
● < 6 years (e.g. families with children)			
● 6 -13 years			
● 14 - 21 years	●	●	●
● 22 - 65 years	●	●	●
● > 65 years	●	●	●
● Groups size	●	●	●

● single persons, small groups (≤ 5)	●	●	●
● medium groups (6 - 12)	●	●	●
● big groups (≥ 13; e.g. bus group)	●	●	●
● Activities	●	●	●
● visiting attractions (by car or bus, on foot)	●	●	●
● Short guided tour (1 hour)	●	●	●
● Extended guided tour (3-4 hours)	●	●	●
● Other	●	●	●
● Disabilities	●	●	●
● With pram	●	●	●

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● Wheel-chair			
● Places of origin	●	●	●
● locals	●	●	●
● day trippers from the region	●	●	●
● domestic tourists	●	●	●
● foreign tourists	●	●	●
● Prior knowledge in the topic			
● interested and informed laymen	●	●	●
● professional experts			
● Intellectual preferences	●	●	●

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● cliché, simplifying			
● interested in local / regional heritage	●	●	●
● critical reflecting	●	●	●
● aesthetically sophisticated	●	●	●

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6

STAKEHOLDER FORM

Please see STAKEHOLDER SURVEY



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7

ASSET PLANNING FORM

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**NAME OF THE
ASSET**

**02 NUMBER OF THE ASSET IN THE LOCAL
ATTRACTION PLAN**

1 Brief Description

Tric Trac is a recycling and creative reuse laboratory for the sustainable city, promoted by the NGO "Together in the Neighbourhood for the City" with the support and collaboration of Municipality of Modena.

It is an environmental and social project that aims at being a collection center for materials and objects still useful; a laboratory and a convenience store, where the materials and objects collected are made available to all to be transformed or exchanged; a place to carry out manual projects and realize ideas, open to all; a center for the promotion of cultural initiatives on reuse and respect for the environment; a place to give new life to objects. The project was created with the aim of prolonging the life of objects that are too often still "good" but are out of fashion or that have tired us and at the same time promote more conscious and sustainable forms of

consumption and creative reuse. The objects can be exchanged with others.

2 Asset Condition

- Integrity: yes
- Accessibility: yes
- Interpretive potential: high
- Communication: medium

3 What are the distinctive features of the asset?

● **visibility in the landscape: yes**

● **natural values: yes**

● **cultural values: social gathering, values of the peasant world, environment protection, improving life quality, extend the life of objects, contrast the consumer model, creativity, enhancing the development of local agriculture and the consume of local**

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products, education on active citizenship/sustainability

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- **spiritual values: saving natural resources, improvement of life quality, save economies**

- **What are the inherent values of the asset?**
circular economy, recycle, reuse, environment protection and safeguard, reducing waste, saving raw materials, social cohesion, improvement of local economy

4 What is significant and visible?

The Artisanal Village itself is visible in the landscape as a urban complex, with its specific industrial architecture, in the West part of Modena. Tric and Trac is well visible in the territory being a large and fenced area with various boxes and structures with inside the objects for sale and / or exchange. In addition there are two tent structures (white gazebos) clearly visible. The outside of the site is decorated with signs and objects that adorn the fence.

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● **Link tangible –intangible meanings with everyday practice**

N/a

5 Ideas for illustrating drawings / photographs

See AV record TRIC TRAC

6 PILOT PROJECT AV RECORD



10005915_142521
1531071...51_o.jpg



10173676_142630
018096...32_n.jpg



10178044_142521
160773...09_n.jpg



10252015_142520
8701071...12_n.jpg



10527307_154120
537613...48_n.jpg



15578027_180985
498260...14_o.jpg



16797962_183917
267634...96_o.jpg



16826178_183917
919967...85_o.jpg



17505169
940828...!



17547132_185460
029813...81_o.jpg



20150703PHT739
51_original.jpg



32170058_20382
152431...04_o.jpg



35665653_20592
580209...40_o.jpg



61822132_22929
346276...00_o.jpg



86694938_2503
217039...60_o.jpg

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VIDEOS:

<https://www.europarl.europa.eu/news/it/headlines/economy/20151201STO05603/economia-circolare-definizione-importanza-e-vantaggi> European Parliament informative video on circular economy

<https://www.youtube.com/watch?v=q7qU-4vvnvs> Tric e Trac video presentation

<http://ovestlab.it/afor/>

7 Encourage active involvement of the visitors (g = guided; s = self-guided e.g. interactives)

The TOURiBOOST iBOOK

8 Develop the asset's central message (the interpretive unit's central message)//

The project was created with the aim of prolonging the life of objects that are too often still "good" but are out of fashion or that have tired us and at the same time promote more conscious and sustainable forms of consumption and creative reuse. The objects can be exchanged with others. The values of the past can be recovered and transmitted through storytelling.

9 Maximum carrying capacity for the stop

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n/a

10 Define leisure time possibilities

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- **Places to rest**
- **Catering facilities, gastronomy, refreshments**
- **Activities for visitors**
- **Place Calendar and Events**

11 Accessibility (accessing assets from all aspects)

- **Physical (signage, transport, communications, facilities, pricing)**
- **Mental (cognitive accessible presentations)**
- **Emotional**

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● other

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12 Visitor Facilities (accessibility, visitation schedule, parking, toilets/rest rooms, places to rest, playgrounds; facilities for people with disabilities; catering facilities; digital services and interactives)

13 Conservation issues and possibly affected local people: (nature / culture / owners or other local users):

14 Story Plot(s)

15 Open questions: need for experts knowledge

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