

H.O.S.T. - The Heritage of Olive Tree for Sustainable Tourism

Ref. 666179



FONDAZIONE CAMPUS

H.O.S.T. - The Heritage of Olive Tree for Sustainable Tourism

- **Involved countries and consortium members**
- **Target areas**
- **Objectives**
- **Work plan and Implementation strategy**
- **Main deliverables**

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6 PARTNERS FROM 4 COUNTRIES

ITALY

Fondazione Campus - Studi del Mediterraneo (Coordinator)

Non-profit private HEI based in Lucca since 2003. In partnership with Pisa, Pavia and Lugano Universities delivers BA and MA diplomas on Tourist Management and Tourism Sciences. 82% post graduate students placement rate on a 6-months base.

Montepisano DMC

Destination Management Company established in 2014 in Pisa with the aim of coordinating tourism operators of Monte Pisano area to build a unique tourism product. Hold by **Timesis srl**, with 25 years of experience in environment related consultancies.

MALTA

5Senses LTD

Established in 2006 providing tourism related products and services. The company mission is to promote Malta's participation in EU programs for tourism enhancement and heritage preservation.

SLOVENIA

MESTNA OBCINA KOPER – Municipality of Koper

Koper is the main urban center of the Slovenian Istria with a population of about 53,037. It is very active in promotion and development tourism offer in cooperation with local stakeholders.

REGIONALNI RAZVOJNI CENTER KOPER RRC Koper – Regional Development Center Koper

acts at regional level as an institution promoting business and economic development in Obalno-Kraška region. RRC cooperates with Slovenian Ministries, state organizations, Chambers of Commerce, Municipalities, SMEs and other relevant actors.

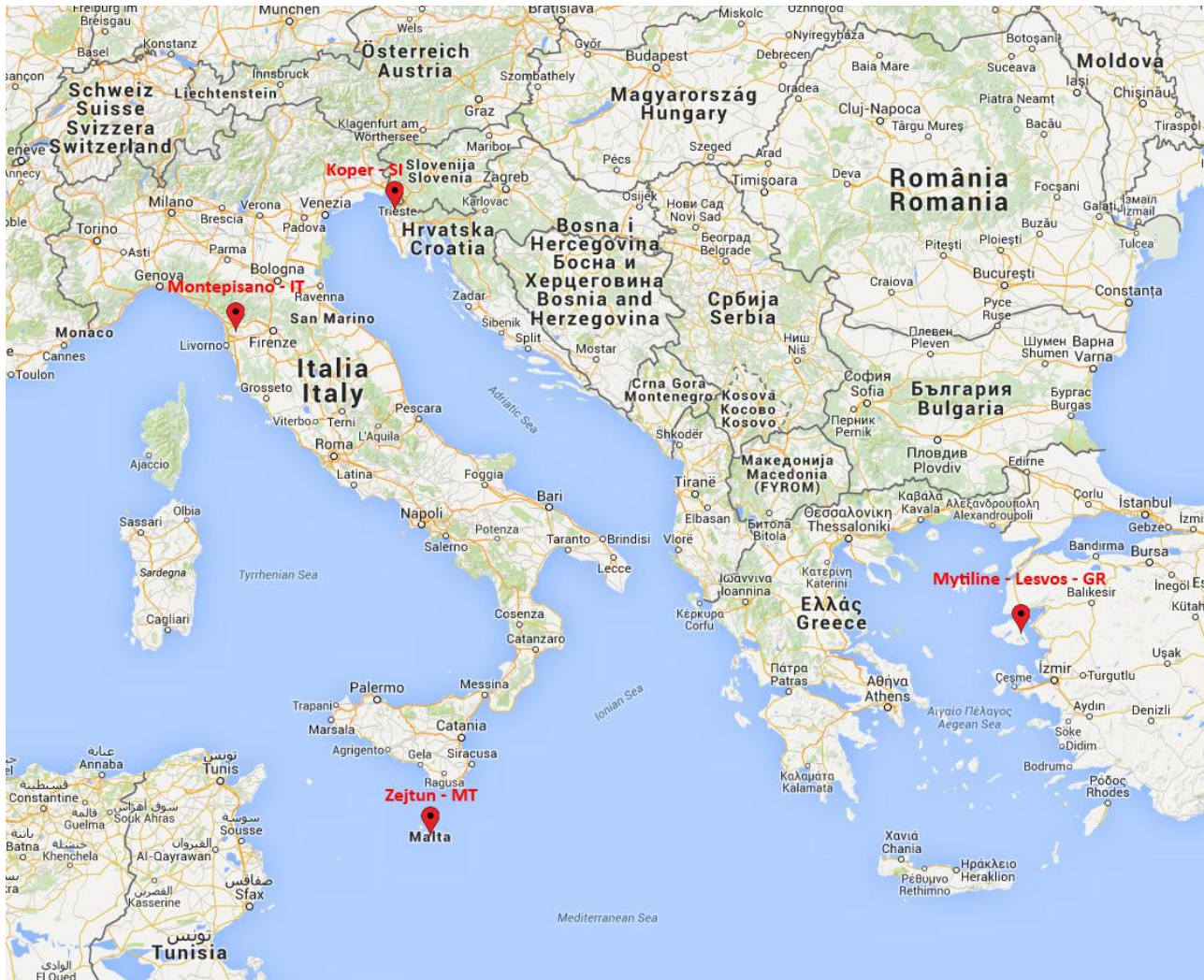
GREECE

ETAIREIA TOPIKIS ANAPTIXIS LESVOU Lesvos Local Development Company S.A. - ETAL S.A.

Established in 1992, its mission is supporting local development process. ETAS shareholders are the Union of Local Authorities of Lesvos, the Chamber of Commerce of Lesvos, the Lesvos Union of Agricultural Cooperatives.

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LOCALISATION



- 4 areas common features:
- Mediterranean landscape
 - olive tree heritage
 - declining rural economies
 - strong tourism potential
 - family business resulting in scattered offer but also “authenticity”

and also holding well established sport events or interested in starting up new ones

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THE IDEA

The project develops a transnational tourism product based on sport activities (marathon, trails) declined in a rural Mediterranean environment. The product make reference to a virtual transnational route of olive tree, having the olive tree as common brand.

OBJECTIVES

To contribute to the sustainable revitalization of partners areas economies with positive impact on population resilience and on natural and cultural heritage conservation.

HOST intends to contribute to the sector profitability and sustainability by supporting SMEs competitiveness, coordinate actors, build capacities and promote destinations by territorial branding.

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WORK PLAN and IMPLEMENTATION STRATEGY

WP1 Project Management	to guarantee a sound management of the project
1.1 project start up	<ul style="list-style-type: none">- Project Steering Committee- PSC regulation- Partnership Agreement,- Kick off meeting in Malta 8-11 july
1.2 on-going project coordination and monitoring	<ul style="list-style-type: none">- contact with partner coordinators- periodical internal monitoring reports- help desk service- supervision of visibility actions- PSC meetings (2°, 8°, 12°, 18° months).
1.3 reporting to the Contracting Authority	3 technical and financial reports

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WORK PLAN and IMPLEMENTATION STRATEGY

WP2 Marketing and territorial branding	- support SMEs competitiveness - promote a frame of cooperation
2.1 Situation analysis and marketing strategy	- a marketing strategy including situation analysis and territorial branding study to orient partners areas tourism promotion
2.2 Development of a web site and a web portal	- a web site promoting the transnational route - a web portal for Monte Pisano applying digital PR and social media marketing
2.3 Promotion of cooperation between actors	- establishment of a SME tourism network in the Monte Pisano area (IT) - feasibility study for a DMO in the Obalno-Kraška region (SI)

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WORK PLAN and IMPLEMENTATION STRATEGY

WP3 Training Program	build capacities by a formal training programme
3.1 participant selection and need assessment	<ul style="list-style-type: none">- open call for expression of interest- NA based on agreed common procedure and criteria
3.2 training planning and implementation	<ul style="list-style-type: none">- Campus develops the training program and establish common quality criteria- Training implemented by local experts in the 4 areas- personalized enterprise check up
3.3 Ex post evaluation	<ul style="list-style-type: none">- report on training impact, as assessed by open discussion and questionnaires

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WORK PLAN and IMPLEMENTATION STRATEGY

WP4 International sport events	promote partner territories as suitable destinations for open air sport activities and for accompanying persons
4.1 sport events	<ul style="list-style-type: none">- Monte Pisano trail (2nd edition) and Istra Marathon (3rd)- support to 1st edition of Lesvos trail and Malta marathon by direct commitment of organising sport associations
4.2 developing tourism packages	<ul style="list-style-type: none">- tourism packages to promote the territories beside the sports events targeting a diversified audience
4.3 sport events implementation and related communication activities	<ul style="list-style-type: none">- spring in IT and SI, autumn in MT and EL- a communication campaign built on the transnational route specialised and generalist press, TV and radio

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WORK PLAN and IMPLEMENTATION STRATEGY

WP5 Project Communication and Dissemination	<ul style="list-style-type: none">-communicate project existence, rationale, objective, implementation structure- EU co financing visibility-disseminate project output and results to enhance multiplier effects
5.1 communication related activities	<ul style="list-style-type: none">- visual identity and communication plan- off-line and on-line media
5.2 dissemination related activities	<ul style="list-style-type: none">-scientific symposia and conferences- final technical conference- drafting of Destination Management Guidelines- educational game on sustainable tourism

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SUPPORTING ACTORS

Route of Olive Tree of the Council of Europe (EL)

Committee of the Route of Olive Oil of Monti Pisani (IT)

Chamber of Commerce of Lesvos (EL)

Chamber of Commerce of Pisa and Lucca (IT)

Chamber of Commerce of Primoska (SI)

Municipalities of Zejtun (MT)

Municipalities of Lesvos Island (EL)

Foundation Gal Xlokk (thirteen Maltese Municipalities)

Pisa Road Runner Club (IT)

Oil Musc and Kunsill Malti ghal lis (MT)

Association “Istrski marathon-društvo za promocijo športa in turizma” (SI)

Molivos Entepreneurs Association (EL)

Tuscany Region (IT)

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MAIN DELIVERABLES

WP2	<ul style="list-style-type: none">• Situation analysis and marketing strategy report• Transnational Route web site• MontePisano portal• SME network for the MontePisano areas statute and contract• Feasibility study for a DMO in Obalno-Kraška region
WP3	<ul style="list-style-type: none">• Training didactic material
WP4	<ul style="list-style-type: none">• Press review• Tourism packages
WP5	<ul style="list-style-type: none">• Project visual identity and communication plan• Educational game on sustainable tourism• Guidelines for destination management

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DURATION AND BUDGET

18 months

Total eligible costs 239.990 euro

Total Grant 179.995 euro

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THANK YOU