

# ClustersMeetCulture

## NEWSLETTER

august 2014



editorial

### Towards the CMC project final conference

The CMC project partners are now working on the definition of new innovative itineraries able to propose tourism offers matching industrial, handcrafts, cultural and territorial attractiveness. In the cross road period elapsing between the two programming phases (2007-2013 and 2014-2020) diversification of productive sectors and promotion of industrial tourism still represent one of the key actions of the European strategy for economic growth.

Summer is ending and still cultural tourism actually registered high percentage of incomes and presences in all the main European capitals. Tourists however are more and more interested in experienced tourism and connection with local territories also in terms of shopping chances.

Thanks to the meeting held on the concerned territories through the CMC workshops the enterprises themselves expressed their interest and innovative approach towards this new target (shopping tourists). And the openness towards new synergies is becoming more and more concrete.

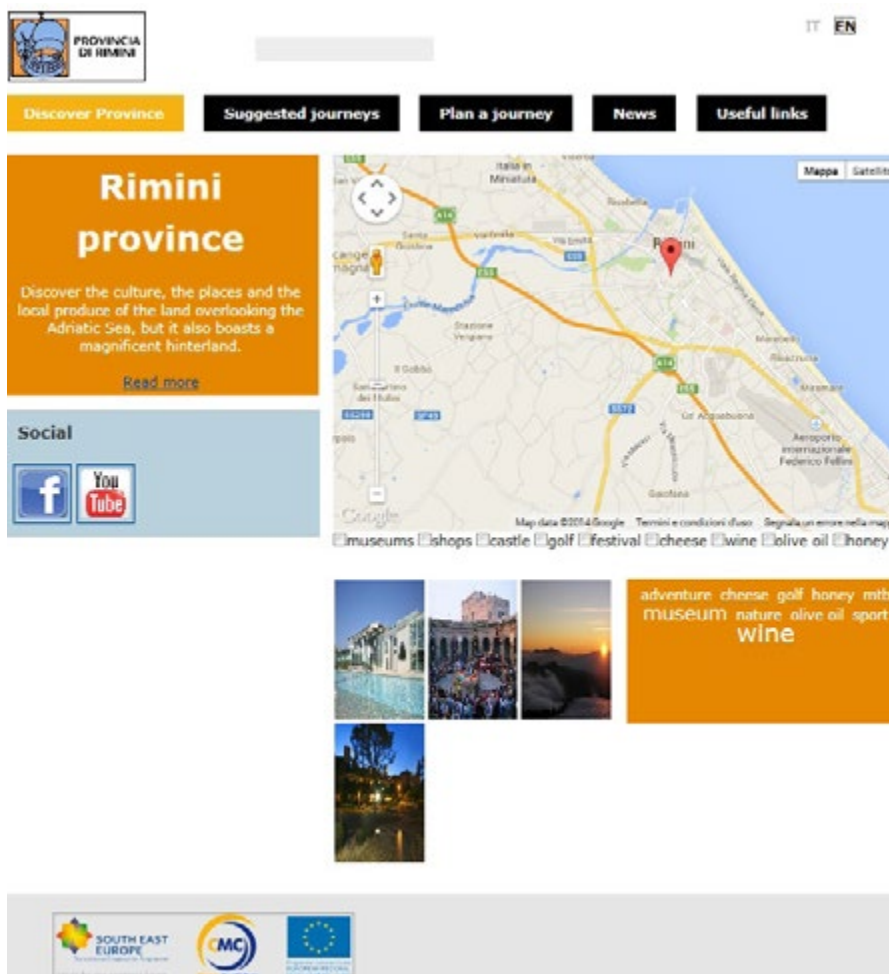
The project final conference organised in Rimini on September the 10th will be a good chance to discuss about this topics also in terms of future perspectives and visions linked to the promotion of new innovative way to promote local excellences and products through tourism.

Witnesses provided from the involved territories: Italy, Hungary, Romania, Slovenia, Slovak Republic, will also try to stimulate the debate on possible networking actions among the concerned territories for the next programming period.

European strategy on tourism can be actually better moved forward if considered as a macro regional strategy in the South European area. For more information about the CMC project final conference please visit the project website.

On focus

### The CMC Web Platform!



The aim of the Tourist Friendly Multilingual ICT Platform is to exhaustively inform and attract tourists by giving them all necessary information to organise their trip with great detail and reliability, and make it a truly enriching experience from all points of view. Being a GIS platform, there are punctual features (points), such as hotspots, things not to miss, etc. which are context sensitive; points are connected by a system of thematic routes (lines) within the city and towards the hinterland.

# Sustainable Virtual Travel

Sometimes we discover that our travel destinations are closer than we expect. In a first phase we try to discover far places and locations that we have already found by virtual means. In Europe we are striving to remain competitive and assure environmental sustainability by planning and developing new relationships among stakeholders who are in fact the vivid piles of Public Private Partnerships and Co-operations. Tourism is one of the most creative industry with a high level of integrating added value. The development of new touristic destinations is based upon a more practical approach that makes use of local brands, creative jobs and services and last and not least makes best use of the IT features. The partnership between "hard"

and "soft" components generates a more fluid and efficient communication of images, information and feelings that quickly brings us to the desired destination...and we become customers. Of course, behind these, the intelligent management is active and present. CMC project has made us aware of the unique advantages of our territories that are now linked by a virtual platform including itineraries, traditional and classic products, art galleries and museums, historic and natural heritage. This platform network is the result of our public private cooperation and sustainable vision. In the spirit of Lisbon Strategy, hospitality industry can and will create new jobs due to its highly dynamic

character, contributing to generating new and diverse jobs dedicated to women, young people, part-time occupations for retired persons, fulfilling social inclusion demands and giving the chance for making a better living for locals and their families.

Coordination, dialogue and Public Private Partnerships and Public Private Co-operations among stakeholders, public entities, civil society and private actors are essential activities for building up a new sustainable concept on tourism and itineraries. One of the most useful and efficient tools is ICT and its steady intuitive improvement to make digital communication accessible to all of us.

## FINAL CONFERENCE

## AGENDA

RIMINI 09/10 SEPTEMBER 2014

### Sala Consiglio Provinciale, Rimini (ITALY) 9 SEPTEMBER 2014

#### AFTERNOON

#### Project final meeting

#### Brief introduction from LP

**14.30.** Presentation of project results and outputs by each country/territory (10-15 minutes, 6 interventions)

**16.00:** Coffee Break

**16.15:** WP 6 leader – brief conclusions on implemented activities and presentation of cross comparison study on current regulations in CSR and PPP

**16:30 :** WP 7 leader – brief conclusion on data collected on business models implemented and memorandum of understanding

**17.00:** Project final steps: final reporting, timing and procedures - LP

**17.30:** Questions and answers

**18.00:** End of final meeting

### Sala Consiglio Provinciale, Rimini (ITALY) 10 SEPTEMBER 2014

#### PUBLIC AND PRIVATE PARTNERSHIPS BETWEEN CULTURE, TOURISM AND INDUSTRY: PROPOSED STRATEGIES AND ACTIONS

#### MORNING

**09.00 - 09:30:** Participants subscription

**09.30:** Welcome by Mr. Stefano Vitali, President of the Province of Rimini ; Welcome by Veneto Region, CMC lead partner

**09.45:** CHAIRMAN - Conference and CMC project introduction

by the Province of Rimini

**10.00:** Presentation of CMC results and outputs

General presentation by LP Veneto Region

Pilot projects and results in each territory (5-10 minutes each territory)

**11.15:** Coffee Break

**11:30:** Cultural/creative innovation and industrial tourism – the future perspective and opportunities

FOCUS ON NEW PROGRAMMING PHASE TERRITORIAL COOPERATION:

- SEE programme manager of Joint Technical Secretariat
- Emilia-Romagna Region - SEE Italian National Contact point
- European Commission - DG Enterprise

**12.15:** CMC at the EXPO2015

**12.30:** Buffet Lunch

#### AFTERNOON

**14.00:** Projection of videos

**14:30:** Organisation of 2 roundtables on the following topics: Presentation of best practices cases studies will be made at the beginning of the workshop to open the debate:

- PPP for integrated promotion of territories
- Industrial tourism and creative journeys

**16.30:** Plenary session – future perspectives

**17.00:** Closure of the meeting