D.T1.4.3

Evaluation and Validation Report

T1 – Open Tourism Cross-Border Model for sustainable tourism
Activity T1.4- Evaluation and Validation of the Open Tourism cross-border model
• *D.T1.4.1 Evaluation and Validation Plan*
• *D.T1.4.2 Intermediate Report*
• ***D.T1.4.3 Evaluation and Validation Report***

Index

I PART – THE PROCESSES

1. The evaluation and validation process of the Open Tourism Service

1.1. The aim of the evaluation and validation

The purpose of the Report is to illustrate the evaluation and validation processes used for the construction of the new Open Tourism Service. The specific objective is to allow and facilitate the transfer of these processes used in other areas not affected by the project.

The Open Tourism project has made it possible to design and implement a new information and welcome service for tourist based on a new **innovative strategy** aimed at integrating four principles:

(i) **Cross-border cooperation**. The new service is activated in all three countries involved in the cross-border area: Italy, Albania, Montenegro;

(ii) **Public-Private relationship**. The new service is based on a close relationship between public and private entities;

(iii) **Community focused**. The new service promotes the strong leadership of the local community;

(iv) **Digital oriented**. The new service provides new and effective digital tools for promotion and information.

This innovative strategy would have the purpose of applying to the territories involved a new concept of tourism aimed at conceiving the tourist (in the logic of Matera European Capital of Culture 2019) as a 'temporary citizen', an active subject and an integral part of the community territory.

To achieve this goal, the project has created a widespread, open and innovative reception system, a system of information points distributed throughout the territory that allows tourists to create "real" relationships with the community and feel part of it. It also makes it possible to support the economic, social and cultural operators who make up the network of information points with adequate information, capacity-building and promotion tools.

The purpose of the evaluation and validation is therefore to account for and describe the processes and tools that allow us to pursue these principles, following the path followed during the project which saw three phases:

- in the first phase (T1), it is intended to create the model for managing the Circuit and promoting the tourism innovation policies of the area;

- in the second phase (T2), it is intended to create the new OT products to be made available to the information points (a brand, thematic itineraries, a promotional kit, a platform, an APP, a Contest for visitors);

- in the third phase (T3), finally you want to create and activate the Circuit of information points.

The realization of the project activities allows to create synergies between the territories, to maximize the efforts of each one in the search for solutions to common problems; to network resources, skills and ideas to create synergies and support each other; to develop more complete and effective strategies, products and thanks to the activation of economies of scale.

The main beneficiaries of the project are the local communities involved, but also the public and private operators active in the territories, the visitors / tourists. The project intends to favor the development of public-private interests, the diffusion of a new idea of tourism and the provision of a qualified tourist offer.

1.2. The phases of the evaluation and validation process

As saw in the evaluation and validation plan, aims to describe the objectives, methodologies, participatory processes, information sources and tools used to monitor, evaluate and validate the "realization quality" of the project, bearing in mind that:

The monitoring activities allows to verify and identify what has been achieved with respect to what was planned, capturing the level of feasibility of the objectives identified in the initial planning phase. Monitoring, in particular, makes it possible to detect the activity implemented, the products produced and the results in relation to what was originally planned. This activity makes it possible to understand the reasons for any deviations (of content and time), suggesting possible changes. The ongoing monitoring also allows an initial analysis of the impact of the project on the beneficiaries identified;

- The evaluation activity makes it possible to verify the effectiveness, efficiency, impact and possibility of the actions implemented, expressing an opinion on the strategic objectives pursued, the sustainability implications and the possible replicability of the results ascertained[1]. The evaluation is a process through which it is established, through data and indicators, that the performances and conditions proposed in the object of validation have been achieved and are adequate to their premises.

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[1] L. Leone, M. Prezza, *Costruire e valutare i progetti nel sociale*, Franco Angeli, Milano, 2012

- The Validation concerns the acknowledgment of the functionality of the service and the results produced made available. It translates into a narrative intervention, a consequence of the evaluation, in which the functionalities and processes activated are explained in order to make them more understandable and visible. Above all, it must favor the dissemination of the results achieved by the System within the entire Environment (N. Luhmann)[2].

1.3. The information basis of the evaluation and validation process

From a technical point of view, the Evaluation and Validation Report is a development of the interim report. In particular, it presents the complete monitoring data and illustrates in more detail the processes used. The Report is based on the information collected:

- during the coordination meetings where the partners were focus in recording and sharing the degree of implementation of the new tourist information and welcome service with particular reference to the governance model, products and tools for joining the service itself;

- during the Open Tourism Boards in which the institutional representatives discussed the quality of the service offered, also with the comparison and support of the relative technicians;

- through the administration of the _Open Tourism Monitoring Sheet n. 2_ provided for in the Evaluation and Validation Plan – distributed in the period 29-30 June 2021 – relating to the interest shown by the operators and stakeholders of the territorial systems involved in the project with respect to the proposal of the new Information and welcome to the tourist.

1.4. The structure of the Report

In addition to this first chapter, the Report includes further 5 chapters as well as providing an important series of attachments containing the products made.

The second chapter intends to provide an account of the design phase of the service, which finds its full activation with the convening of its main governing body: the Open Tourism Board. This chapter indicates the salient aspects of the service starting from the beneficiaries and the territorial areas of reference of the new service.

The third chapter illustrates the path taken to arrive at the definition of the governance model. We want to acknowledge the fact that the Open Tourism model develops at a territorial and cross-

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[2] Cfr. "System" in Baraldi C., Corsi G., Esposito E., _Luhmann In Glossario_, Franco Angeli, Milano, 2007

border level and starts from an integrated and complex participatory path aimed at ideally comparing, in the first place, the public and private subjects involved in the theme of tourism at local level and, secondly, the territories involved in the project which insist on the three countries involved in the program: Italy, Albania and Montenegro.

The fourth chapter aims to illustrate the state of the art of the products and information, promotion, capacity-building and marketing tools that the new Open Tourism service will make available to the territories and operators and which will make up the Open Tourism Kit. In fact, the Kit provides operators with a series of products aimed at raising awareness and informing tourists about the cultural, environmental and food and wine potential of all the territories involved in the project.

The fifth chapter presents the development strategy of the Open Tourism Circuit and therefore the main actions undertaken to identify and invite the cultural, economic, environmental and tourist operators of the territories concerned to join the Circuit. The chapter also illustrates the workshops activated by the project for operators to transfer them the skills necessary to perform the function of information and reception point for tourists. Finally, the chapter takes up the possible methods to be activated to collect feed-backs from operators and tourists in order to improve the Open Tourism Service.

The sixth chapter shows the communication strategy of the project. The initial communication plan serves as the starting point for a communication action that was very pervasive and that saw its strengths in the project's website and Facebook page.

The report also presents a second part in which the methodologies and working tools used to design the Open Tourism Service are presented. This second part is aimed in particular at supporting the diffusion of the Open Tourism model by favoring the acquisition and use of the methodologies necessary for its implementation.

2. The activation of the new Open Tourism Service

2.1. The establishment of the OT Board

The 5th of May 2021, the first Open Tourism Board was convened, thus formalizing the birth and the institution of the new Open Tourism Service. The Board represents the tool with which to guarantee an effective and efficient management, at a transnational level, of the new Service.

The Board is made up of:

- ALFREDO LONGO (President of the Unione dei Comuni Terre del Mare e del Sole)
- CARLETTO DI PAOLA (President of the Unione dei Comuni Sorgenti del Biferno)
- REMÌ CALASSO (President of Area Marina Protetta Porto Cesareo)
- ARMANDO SUBASHI (Major of the Municipality Comune di Fier)
- ALEKSANDAR KAŠĆELAN (Major of the Municipality Cetinje)
- FLORIAN BILALI (President of Cedir)

Were present at the I BOARD:

- ALFREDO LONGO (President of the Unione dei Comuni Terre del Mare e del Sole)
- CARLETTO DI PAOLA (President of the Unione dei Comuni Sorgenti del Biferno)
- PASQUALE COPPOLA, Counselor of the Porto Cesareo Marine Protected Area, delegated by the President REMÌ CALASSO
- ALEKSANDAR KAŠĆELAN (Major of the Municipality Cetinje)
- FLORIAN BILALI (President of Cedir)

2.2. The area of the Open Tourism Service

In this phase, the Open Tourism Circuit concerns the 18 Italian, Montenegrin and Albanian municipalities belonging to the partner institutions of the project, in particular:

- Unione dei Comuni Terre del Mare e del Sole: Avetrana, Fragagnano, Leporano, Lizzano, Maruggio, Pulsano, Torricella.
- Unione Comuni Sorgenti del Biferno: Bojano, San Massimo, Spinete, Campochiaro, Colle d'Anchise, Guardiaregia e San Polo Matese.
- Area Marina Protetta Porto Cesareo: Comuni di Porto Cesareo, Nardò e la Provincia di Lecce
- Municipality of Cetinje (Montenegro).
- Municipality of Fier (Albania).

The Open Tourism Circuit will be open to other entities and territories of Italy, Montenegro and Albania.

2.3. Services offered to Open Tourism members

The operators member of Open Tourism Circuit will receive information, promotion, capacity-building and marketing services developed by the project and in particular:

1) They will receive the **OPEN TOURISM KIT** containing:
   - Maps and itineraries of the territories involved in the Circuit
   - Promotional videos of the territories involved in the Circuit
   - USB pen drive
   - Sticker to be applied on the operators' window
   - Purchase of gadgets
   - Promotional brochures of the territories

2) They will be able to promote their business on the **OPEN TOURISM APP** by uploading:
   - their logo
   - Photos of their business
   - Opening time
   - Description of their business
   - Geo-referencing of their business

3) They will be able to participate in the **OT WORKSHOP** and have operational information on:
   - Funding opportunities
   - New markets
   - New ways of relating to tourists
   - Safe management of tourists
   - Sustainability

4) They will be able to participate in the **OPEN TOURISM MARKETING** actions and get information on:
   - New requests from tourists
   - New proposals and new ideas
   - How to improve your services
   - How to improve your image
   - Marketing and communication actions (site, app and social channels Open Tourism)

2.4. Technical data sheet of the Open Tourism Service

THE OPEN TOURISM PROJECT	The Open Tourism project is coordinated by the Union of Municipalities Terre del Mare e del Sole (Italy) and funded by the Interreg IPA CBC Italy-Albania-Montenegro program. Partners of the project are: Union of Municipalities Sorgenti del Biferno (Italy), Porto Cesareo Marine Protected Area (Italy), Municipality of Fier (Albania), Municipality of Cetinje (Montenegro), Cedir (Albania). The aim of the project is to create a cross-border circuit that is configured as a service to support tourist, cultural, environmental and economic operators committed to enhancing the natural and cultural beauties of the program area, promoting the hospitality and hospitality opportunities they have.
THE OBJECTIVES OF THE OPEN TOURISM SERVICE	The Open Tourism Circuit is a network of tourist information and reception points made up of operators from the territories involved in the Open Tourism project. The Open Tourism Circuit offers a new vision of the tourist, who sees him more and more as a temporary citizen of our communities, looking for experiences to live and relationships to build. The Open Tourism Circuit offers a new information and hospitality system for tourists, where local operators - becoming Open Tourism Ambassadors - are enabled to provide timely and accurate information on the opportunities of our lands. The Open Tourism Circuit offers new communication, capacity-building and promotion tools, increasingly digital and interactive, contained in the Open Tourism Kit, the Open Tourism APP and the Open Tourism Site that the project makes available to the territories and operators who want to join to the Circuit.
THE MANAGEMENT OF THE OPEN TOURISM SERVICE	The Circuit is managed by the Open Tourism Board composed of: – ALFREDO LONGO (President Unione dei Comuni Terre del Mare e del Sole) – CARLETTO DI PAOLA (President Unione dei Comuni Sorgenti del Biferno) – REMÌ CALASSO (President Area Marina Protetta Porto Cesareo) – ARMANDO SUBASHI (Major Comune di Fier) – ALEKSANDAR KAŠĆELAN (Major Comune di Cetinje) – FLORIAN BILALI (President Cedir)
TARGET	The Circuit Open Tourism is open to: – Cultural operators, e.g. Museums, Cultural centers, Places of attraction, ... – Environmental operators, e.g.: Protected areas, Parks, Green spaces, ... – Commercial and hospitality operators, for example: Shops, Pharmacies, Restaurants, Bars, B & Bs, Hotels, ... – Tour operators, e.g.: Iat, public bodies, associations, volunteers, ...
THE TOOLS	The Circuit Open Tourism provides: – Information tools: e.g. Kit containing videos, maps, brochures, ... – Capacity-building tools: e.g. Study workshop for circuit operators – Digital marketing tools: e.g. a dedicated platform and app – Innovation tools: e.g.: data and analysis tools
THE TERRITORIES	The Open Tourism Circuit is founded by 18 municipalities in Italy, Montenegro and Albania belonging to the following territories and entities: – Union of the Municipalities Terre del Mare and del Sole: Avetrana, Fragagnano, Leporano, Lizzano, Maruggio, Pulsano, Torricella.

	- Union of Biferno Springs Municipalities: Bojano, San Massimo, Spinete, Campochiaro, Colle d'Anchise, Guardiaregia and San Polo Matese. - Marine Protected Area of Porto Cesareo: Municipalities of Porto Cesareo, Nardò and the Province of Lecce - Municipality of Cetinje (historical capital of Montenegro). - Municipality of Fier (Albania). The Open Tourism Circuit will be open to other entities and territories of Italy, Montenegro and Albania.

3. The definition of the cross-border governance model

3.1. The public-private cross-border governance model

The activities related to the planning and testing the governance model have been carried out.

In particular, focus groups were carried out, for 14 meetings, the Round tables (8 meetings, one of which in presence in Albania) and 4 territorial reports were produced.

The governance model of the Open Tourism Service was launched with the establishment and calling of the three meetings of the Open Tourism Board (05/05/2021; 14/05/2021; 11/06/2021).

The Campaign for joining the Open Tourism Circuit has made it possible to create a network of public and private operators in the territories by promoting synergies and collaborations between their communities. The detection tools were also administered that allowed the evaluation and validation of the model.

Tab. 1 – Open Tourism – Products State of art

T1 – OT Model	LP	PP2	PP7	PP4	PP5	PP6
D.T1.1.1 - Local Focus Group	4 meetings	4 meetings		2 meetings	4 meetings	
D.T1.1.2 – Local Analysis Report	1 Report	1 Report		1 Report	1 Report	
D.T1.2.1 – Round table	5 meetings	5 meetings	5 meetings	2 meetings	5 meetings	5 meetings
D.T1.2.2 – OT Statue and Sett.	Done	Done	Done	Done	Done	Done
D.T1.3.1 – Open Tourism Board	5 may 2021		14 may 2021		11 june 2021	
D.T1.3.2 – Minutes	Done		Done		Done	
D.T1.4.1 – Evaluation plan	Done					
D.T1.4.2 – Intermediate reporting	Done					
D.T1.4.3 – Evaluation and V. Rep.	Done					

Legend Done Startup To do

3.2. The Local Focus Group and territorial analysis

Each territory has organized Focus groups with relevant stakeholders to collect needs / suggestions

about an effective, smart and sustainable tourism management and promotion.

As emerges from the tab. 2 - Focus groups have been activated in all 4 territories of the partnership as foreseen by the project. A total of 14 meetings were held, of which: 4 by UCTMS; n. 4 of the Biferno; n. 4 from Cetinje; n. 2 of Fier. Overall, around 130 attendees were counted for around 40 stakeholders involved.

Tab. 2 – Open Tourism – Focus Group Meeting

PARTNER	I meeting	II meeting	III meeting	IV meeting
LP	– 07/10/2019 – N. people: 8	– 29/10/2019 – N. people: 10	– 25/05/2019 – N. people: 9	– 26/05/2019 – N. people: 9
PP2	– 14/10/2019 – N. people: 5	– 27/04/2020 – N. people: 5	– 24/05/2020 – N. people: 5	– 13/07/2020 – N. people: 4
PP4	– 25/06/2019 – N. people: 16	– 15/06/2019 – N. people: 6		
PP6	– 05/09/2019 – N. people: 8	– 10/10/2019 – N. people: 12	– 24/10/2019 – N. people: 12	– 15/11/2019 – N. people: 12

All 4 territories have produced the Territorial Report which describes the public-private relations active at the local level in the management of tourism. The Reports, in particular, have identified the key points on which to intervene to promote a more effective management of tourism.

3.3. The Round table

Round tables are meetings organized at cross-border level to discuss and develop the Open Tourism Cross-Border Model to manage the OT Service.

8 Round Table meetings were held, of which 1 in presence (in Tirana) and the other 7 digitally due to Covid-19. The meetings made it possible to share the philosophy, structure and tools of the Open Tourism Service also in relation to the considerations that emerged during the Focus groups.

Tab. 3 – Open Tourism – Round Table meeting

Round Table	Date and place
1 – SWOT analysis of the promotion of local tourism	13/06/2019 – Tirana
2 – Sharing of the indications emerged from the focus groups	22/11/2019 – Skype
3 – Comparison on the Focus state of the art: contents and perspectives	08/04/2020 – Skype
4 – The OT cooperation model: Product and Circuit development	24/04/2020 – Skype
5 – The OT cooperation model: focus, report and operational proposal	29/05/2020 – Skype
6 – The Open Tourism Cooperation Model (OT Board)	31/07/2020 – Skype
7 – The Open Tourism Cooperation Model (OT Board)	25/09/2020 – Skype
8 – The Open Tourism Cooperation Model (OT Board)	23/12/2020 – Skype

3.4. The Open Tourism Board

The path created through the Focus Groups and Round Tables made it possible to define the governance structure of the OT Service. a document entitled Statue and Settlement was created in which the operating bodies of the model, the participants, the roles and more were indicated. The document also presents the

basic procedures related to participants in the Service. The basic decision-making body is identified in the OT Board, which is composed of a representative

for PPs. the participation of external local stakeholders is also envisaged. During the project, the PPs appointed their representatives and defined the main roles.

The Open Tourism Board was activated on May 5th, 2021.

It was called a second time on May 14th, 2021.

It was called a third time on June 11th, 2021.

The legal representatives or their delegates from UCTMS, Unione Biferno, Cetinje, AMPPC and Cedir attended the first two meetings. The legal representative of the Municipality of Fier was absent. The legal representatives or their delegates of all partners attended the third meeting.

3.5. The Open Tourism Evaluation & validation strategy

The evaluation and validation strategy of the OT Model and Service was to verify the quality of the planned actions, the achievement of the planned objectives, the impacts and effects produced on the territories. The strategy aimed in particular to validate the processes and tools used, thus providing indications and opportunities to develop and replicate the model in the territories involved and outside them.

The strategy focuses in particular on: (i) better use and optimization of resources (*performance*); (ii) implementation of actions and products (*result*); (iii) gap between planned solutions and implemented solutions and relationship between proposed actions and collected needs (*coherence*); (iv) dissemination of the effect and impacts of the interventions that emerged evaluation to stimulate public reflection and debate on the issue.

From an operational point of view, we proceeded to:

- Implement the evaluation and validation plan, which also contains the monitoring tools;

- administer the intermediate monitoring tools (*Open Tourism Monitoring Sheet n. 1*);

- Produce the Interim Report, which constitutes the content and methodological premise of this Evaluation and Validation Report.

- Manage the final monitoring tools (_Open Tourism Monitoring Sheet n. 2_);

- Carry out the evaluation and validation report.

4. The Open Tourism products

4.1. Tools for information, capacity-building, marketing and innovation

As shown in tab. 4, most of the products connected to the Open Tourism Service have been created or are in the process of being completed.

In particular, the products connected to the promotional strategy (marketing and brand) and those relating to the Kit were created (see table 5). The Open Tourism APP was created and presented and will be populated with data starting from 14th May.

Tab. 4 – Open Tourism – State of the art of the products

T2 – OT Product	LP	PP2	PP7	PP4	PP5	PP6
2.1.1 Mapping of resources	Done	Done	Done	Done	Done	Done
2.2.1 Marketing study	Done					
2.2.2 Brand promotion strat.	Done					
2.2.3 Brand monitoring strat.	Done					
2.3.1 Maps and itineraries	3 itineraries	3 itineraries	2 itineraries	3 itineraries	3 itineraries	3 itineraries
2.4.1 OT Promotional KIT	Ok	Ok	Ok	Ok	Ok	Ok
2.5.1 OT APP	Contact P.	Contact P.	Contact P.	Contact P.	Done	Contact P.
2.5.2 OT Platform	Contact P.	Contact P.	Contact P.	Done	Contact P.	Contact P.

Legend   Done   Startup   To do

The materials that will be loaded into the USB key that will be part of the Kit have been produced.

The data is entered into a google drive.

There is no information on what is produced by the Municipality of Fier.

Tab. 5 – Open Tourism – State of the art of materials to be inserted in the USB stick

	LP	PP2	PP7	PP4	PP5	PP6
USB-Brochure	Yes	Yes	Yes	Yes	Yes	
USB-Long Video	Yes	Yes	Yes	Yes	Yes	Yes
USB-Short Video	Yes	Yes	Yes	Yes	Yes	Yes
USB-50 photos	Yes	Yes	Yes	Yes	Yes	Yes
USB- Itineraries	Yes	Yes	Yes	Yes	Yes	Yes

Legend   Done   Startup   To do

4.2. Mapping of the existing resources

The PPs have carried out the mapping of their tourism resources and potential, highlighting the existing products and services to promote their natural and cultural heritage.

Other tourist elements were also analyzed such as culinary traditions, agri-food products, existing itineraries, apps and active websites. Tourist information tools, brochures, marketing strategies and tourist packages were also identified.

The work was carried out following the logic of the SWOT analysis in order to identify above all the strengths of the territories. This activity made it possible to enhance local excellences by inserting them in a sort of brochure called *Mapping of existing resources* (one for each partner territory of the project) which constitutes the 'identity card' of the territory and which represents the main tool for the cross-border dissemination of local opportunities.

The brochures were included in the Kit.

4.3. The Open Tourism brand and marketing strategy

A specific brand and a dedicated marketing strategy have been developed to make the Destinations, the Service and the OT Circuit stronger and more identifiable. PPs can better cooperate with a common identity which can improve their relationship.

Furthermore, the brand could be linked to specific themes or cultural / natural assets, thus enhancing the resources present in the area. The brand it is very important because it must enhance all destinations to communicate the shared approach and common values of Open Tourism regarding a new idea of tourism linked to the concept of 'temporary citizen'.

It was decided to confirm the name of the project (Open Tourism) as Brand of the Circuit and Service, changing only the part linked to the graphic image. In fact, it is believed that this is the best strategy to promote the brand at local, regional, national and transnational level, through social networks, in marketing campaigns, in presentations at events and tourist fairs, to promote collaborations with tour operators, etc. …

Through branding, the project will promote integration and the tourist offer shared in different geographical areas united by a single cooperative model of information and hospitality for tourists.

From an operational point of view:

- The brand promotion strategy was developed.

- The brand promotion strategy was developed.

- The brand monitoring strategy was developed.

4.4. The Open Tourism itineraries

One of the main results achieved by the Open Tourism project is the creation of 17 new itineraries.

Represented in paper and digital maps, in English and in the languages of the three countries, they aim to enhance the culture, natural beauty and traditions of the partner territories of the Open Tourism project.

These are the 17 Open Tourism itineraries:

1. LP – Culture itinerary
2. LP – Nature itinerary
3. LP – Gastronomy itinerary
4. PP2 – River
5. PP2– Archeology
6. PP2– Environment
7. PP7 – Sport and Sea
8. PP7 – Architecture, Nature and History
9. PP6 – Cetinje: The biggest little town
10. PP6: Tastes and flavors of Cetinje and Old Montenegro
11. PP6– Mountain Lovcen and Lake Skadar: our heritage your inspiration
12. PP5 – Cultural Tour of Central Albania
13. PP5 – Culinary Tour Albania
14. PP5 – Tirana Outdoors Hidden gems of Tirana
15. PP4 – Fier Region: Lands of Gods and festival
16. PP4 – Gourmet Fier: cuisine festival
17. PP4 – Fier nature: a breathtaking experience

The destinations described in these itineraries are proposed to tourists in a new, open logic.

It is the local community which, thanks to Open Tourism products and services, acts as an interlocutor for tourists. The thematic paths make it possible to enhance the existing local heritage and promote it in a combined and integrated way across borders.

4.5. The Open Tourism Promotional Kit

Open Tourism provides operators with information, promotion, capacity-building and marketing services, concrete tools with which to enhance the development capacity of the territories of the cooperation area.

Among the various tools developed, the OT promotional KIT is particularly useful and practical. The OT promotional kit was delivered to all the operators of the project partner territories who joined the OT Circuit. These are therefore the operators of the 17 Italian Municipalities, of the 2 Albanian territorial contexts and of Montenegro.

The Kit provides operators with a series of products aimed at raising awareness and informing tourists about the cultural, environmental and food and wine potential of all the territories involved in the project.

The idea is to encourage mutual promotion at a cross-border level and to support the movement of tourists in the cooperation area Italy, Albania and Montenegro.

Each operator who has received the Kit finds inside:

- the **Sticker** of the Open Tourism Circuit to be applied outside your shop or facility as a sign of membership in the Circuit and of recognition for tourists;

- the **Thematic itineraries**, with which to promote the gastronomy, culture and natural themes of one's territory;

- a **USB key** that presents videos, photos and itineraries of the Italian, Albanian and Montenegrin territories that are partners of the project. Inside the key there are in particular: 17 itineraries of which 6 in Italy (Union of the Municipalities Terre del Mare and del Sole, Union of the Municipalities Sorgenti del Biferno and AMP Porto Cesareo), 6 in Albania (Fier and Tirana) and 3 in Montenegro (Cetinje). The key also contains 12 videos (2 for each of the 6 project partners involved), hundreds of photographs of the territories and other promotional tools; 6 brochures presenting the partner territories of the project.

- a **Gadget** with the QR code of the Open Tourism App, where you can enter your data and promote your business.

The Kit also contains the Open Tourism flyer, which contains information on the objectives, aims and tools, as well as the Open Tourism Modules with which it is possible to integrate with the Open Tourism Circuit and the Open Tourism App.

With the Open Tourism project, the following products have been created for the Open Tourism Kit only:

- Created 17 new itineraries on Culture, Nature and Food

- Created 6 new promotional videos of the territories

- 12,000 itineraries printed in English and in the languages of the 3 countries

- 5,000 promotional flyers printed

- 200 stickers printed for joining the project

- 400 posters printed

- Made 200 USB sticks with videos, images, itineraries, flyers and more inside

- 200 shoppers with the project logo produced

- 12 videos of Open Tourism (6 Italians, 6 Albanians, 3 Montenegrins) for approximately 30 minutes last.

4.6. The Open Tourism APP and Platform

An APP and an OT Platform were created to disseminate information on the territories on the web and promote them digitally. The information contained in the App and in the Platform concerns the natural and cultural heritage, tourist information points, territorial characteristics, tourist itineraries and more.

The APP and the OT Platform have been designed, tested, shared and validated and can be continuously fed over time with the insertion of further information. The characteristics of the Platform and the OT APP were defined with the help of experts and through joint discussions, benchmarking and formulation of strategic and operational plans and active and continuous collaboration and consultation with all interested parties stakeholders.

These tools do not overlap with those existing at local / regional level but are strategically integrated with them where present. The choice to develop a platform and a APP was born from the decision to work on new, complete, intuitive, easy to use and increasingly important tools to attract and support tourists.

5. The Open Tourism Circuit

5.1. The Open Tourism Circuit

As shown in tab. 6, all the activities relating to the design and activation of the OT Circuit have been completed. It should be noted that the activities culminated in the organization of the OT Workshops, held in May and June, which made it possible to train operators and transfer and share the tools and concepts relating to the Open Tourism model.

Tab. 6 – Open Tourism – State of the art of the OT Circuit

T3 – OT Circuit	LP	PP2	PP7	PP4	PP5	PP6
3.1.1 Report on the OT Circuit	Done	Done	Done	Done	Done	Done
3.1.3 OT Circuit sticker	Done	Done	Done	Done	Done	Done
3.1.4 List operators workshop	Done	Done	Done	Done	Done	Done
3.2.1 Database local operators	Done	Done	Done	Done	Done	Done
3.4.1 Workshop	Done	Done	Done	Done	Done	Done
3.5.1 Questionnaire Operators	Done	Done	Done	Done	Done	Done
3.5.2 Questionnaire Visitors	Done	Done	Done	Done	Done	Done
3.5.3 Database	Done	Done	Done	Done	Done	Done
3.5.4 Report	Done	Done	Done	Done	Done	Done

Legend | Done | Startup | To do

5.2. Open Tourism Workshops

16 Workshops were organized for tourist and economic operators adhering to the OT Circuit which made it possible to connect and activate a network between public and private operators at the local level. In particular:

- Unione Comuni Terre del Mare e del Sole: n. 3 Workshop Open Tourism

- Area Marina Protetta Porto Cesareo: n. 2 Workshop Open Tourism

- Unione Comuni del Biferno: n. 2 Workshop Open Tourism

- Municipality of Cetinje: n. 3 Workshop Open Tourism

- Municipality of Fier: n. 3 Workshop Open Tourism

- CEDIR: n. 3 Workshop Open Tourism

List of Open Tourism Workshops carried out in the territories involved in the project:

1. 08/10/2020 – Workshop n. 1 of PP6

2. 09/10/2020 – Workshop n. 2 of PP6

3. 28/05/2021 – Workshop n. 1 of PP2

4. 01/06/2021 – Workshop n. 1 of PP5

5. 04/06/2021 – Workshop n. 1 of LP

6. 10/06/2021 – Workshop n. 1 of PP7

7. 11/06/2021 – Workshop n. 2 of LP

8. 11/06/2021 – Workshop n. 3 of PP6

9. 17/06/2021 – Workshop n. 2 of PP7

10. 18/06/2021 – Workshop n. 2 of PP5

11. 21/06/2021 – Workshop n. 1 of PP4

12. 22/06/2021 – Workshop n. 2 of PP4

13. 23/06/2021 – Workshop n. 3 of PP4

14. 25/06/2021 – Workshop n. 3 of LP

15. 25/06/2021 – Workshop n. 2 of PP2

16. 02/07/2021 – Workshop n. 3 of PP5

You can see below, as an example, the flyers of the three Workshops organized by the Union of Municipalities Terre del Mare and del Sole.

5.3. Feedback e analysis

A monitoring activity was carried out on the implementation of the OT Service in order to understand the reactions of the various interlocutors with respect to the proposal and the tools designed and made available.

For this reason, two questionnaires were designed for operators and potential visitors / participants in the process. Feed-backs were also collected from the participants in the Workshops, from virtual visitors active within the Facebook page.

The questionnaires were administered within the project partner territories and made it possible to build a database containing information that over time can compose an informative archive aimed at capturing the evolution of tourism at the local and cross-border level.

At the same time, the information made it possible to produce a Report containing first interesting information and indications functional to the development of the OT Service both locally and cross-border.

6. The Open Tourism Communication

6.1. The communication strategy

The communication activities made it possible to disseminate information on the project outside the partnership organizations at local, regional, national and transnational level. This has allowed a wider public to know and benefit from the results obtained and the efforts made for achieve the expected goals.

The communication has allowed to increase the awareness of participants and other stakeholders, to promote involvement and participation, to disseminate what has been achieved by promoting its transferability. Through an integrated communication strategy, various tools were put in place in order to reach the main target groups of the project in a targeted manner in order to promote the cultural and natural heritage of the territory and the new OT model.

The communication strategy started from a Communication and Dissemination Plan that was implemented using the website, social networks, press releases, events and countless promotional tools. For the design and implementation of the communication strategy, external expertise will be involved for the development and implementation of more effective strategies and for specific products.

Tab. 7 – Open Tourism State of the art of the communication product

C – Communcation	LP	PP2	PP7	PP4	PP5	PP6
C.1.1. Communication Plan	Done					
C.1.2 Branding image	Done					
C.1.2.1 Website	Data P.	Data P.	Data P.	Data P.	Data P.	Data P.
C.2.2 Social media camp.	Done					
C.2.3 Facebook page	Done	Done	Done	Done	Done	Done
C.3.1 Press releases	Done	Done	Done	Done	Done	Done
C.3.2 Press conferences	Done	Done	Done	Done	Done	Done
C.3.3 Interview	Done	Done	Done	Done	Done	Done
C.4.1 Kick-Off Conference	Done	Done	Done	Done	Done	Done
C.4.2 OT infodays	Done			Done	Done	Done
C.4.3 Final Event	Done	Done	Done	Done	Done	Done
C.5.1 Project flyer	Done	Done	Done	Done	Done	Done
C.5.2 Poster and rollup	Done	Done	Done	Done	Done	Done
C.5.3 Infographics	Done	Done	Done	Done	Done	Done
C.5.4 Gadgets						

Legend   Done   Startup   To do

6.2. Digital activities

The partnership decided to enhance the website made available to the program and, at the same time, to activate a Facebook page as a hub for the communication process. These two communication channels were used above all in the launch and implementation phase of the Service in order to support its impact and dissemination.

On the website you can find all the information about the project. In the Output category, all the maps and itineraries produced (on the three paths Culture, Nature and Food) and the descriptive brochures of the territories and their potential have been loaded. Furthermore, in the Multimedia category, hundreds of photographs of the project territories are available in the Photo gallery category and the promotional videos produced in the Video Gallery category. The site also presents numerous news relating above all to the implementation phase of the Service.

OT website address: https://opentourism.italy-albania-montenegro.eu/

A Social strategy has been activated to further disseminate the information and tools connected to the service. The central point of the Social strategy is the Facebook page 'Open Tourism 2021'.

The use of social media has made it possible to inform and involve stakeholders, promoting the exchange of ideas and collecting suggestions and feedback. .The streaming of the main promoted events (especially the final event) connected to the promotional campaign made it possible to intercept stakeholders and effectively promote the OT Service by favoring the use of products.

In fact, social media have also been activated with the intention of encouraging the development of an online community of interested parties.

Facebook page: https://www.facebook.com/opentourism21

The Website	The Facebook page

6.3. Media relations

Numerous press releases have been prepared and have been positively received by the press to provide information on the most important activities implemented. These made it possible to reach interested stakeholders: experts in tourism, experts in the promotion and protection of cultural and natural heritage, public administrations, local operators, universities and research institutes, but also a wider and more general public.

Press release N.1 OPEN TOURISM 11.5.21 – Press review

NEWSPAPERS
- Quotidiano di Puglia 12.5.21
- La Gazzetta el Mezzogiorno 12.5.21- edizione regionale
- Taranto Buonasera del 12.5.21

ONLINE INFORMATION SITES AND ONLINE MAGAZINE
- https://www.affaritaliani.it/costume/puglia-si-promuove-turismo-di-qualita-sostenibile-sicuro-739376.html
- https://www.blunote.it/news/381657976326/open-tourism-puglia-campagna-per-turismo-di-qualit-agrave-sostenibile-e-sicuro
- https://www.corriereditaranto.it/2021/05/11/open-tourism-per-lunione-dei-comuni-terre-del-mare-e-del-sole/
- http://www.cronachetarantine.it/index.php/eventi/item/20113-la-puglia-protagonista-di-open-tourism-2021-riparte-la-campagna-d-iscrizione
- https://www.giornaleditaranto.com/cms/index.php?option=com_k2&view=item&id=8628:ripartenze-con-open-tourism-una-risposta-alla-crisi-del-comparto-al-via-la-campagna-di-adesione&Itemid=133
- https://www.informazione.it/a/B69174D3-3D6E-4D12-93FC-5994D8D4DBC9/Con-open-tourism-una-risposta-alla-crisi-del-comparto
- https://www.ilgiornaledelsud.com/con-open-tourism-una-risposta-alla-crisi-del-comparto/
- https://www.jotv.it/2021/05/11/open-tourism-puglia-campagna-per-turismo-di-qualita-sostenibile-e-sicuro/
- https://www.lavocedimaruggio.it/wp/puglia-open-tourism-2021-parte-la-campagna-per-turismo-di-qualita.html
- http://www.le-ultime-notizie.eu/articulo/la-puglia-rilancia-il-turismo-e-punta-su-qualita-e-sostenibilita/6801882
- https://www.leucaweb.it/it/news/notizie-salento/open-tourism-puglia-campagna-per-turismo-di-qualita-sostenibile-e-

sicuro/81364/#:~:text=Il%20progetto%20riparte%20con%20una,di%20Taranto%20e%20del%20Salento

- https://www.laringhiera.net/open-tourism-il-comparto-dellaccoglienza-si-prepara-a-ripartire/
- https://www.lsdmagazine.com/2021/05/15/con-open-tourism-una-risposta-alla-crisi-del-comparto/
- https://www.manduriaoggi.it/?news=51112
- https://www.mondosalento.com/con-open-tourism-una-risposta-alla-crisi-del-comparto/
- https://www.noinotizie.it/12-05-2021/open-tourism-puglia/
- https://oraquadra.info/2021/05/11/con-open-tourism-una-risposta-alla-crisi-del-comparto/
- http://puglialive.net/home/news_det.php?nid=151251
- https://www.pugliaplanet.com/2021/05/11/open-tourism-puglia-campagna-per-turismo-di-qualita-sostenibile-e-sicuro/
- https://www.tarantinitime.it/2021/05/11/con-open-tourism-una-risposta-alla-crisi-del-comparto/
- https://www.tarantoblog.it/2021/05/11/open-tourism-puglia-campagna-per-turismo-di-qualita-sostenibile-e-sicuro/
- https://www.tarantobuonasera.it/news/116252/open-tourism-2021-un-progetto-contro-la-crisi-del-turismo/
- https://www.trmtv.it/attualita/2021_05_11/276957.htm
- http://www.vivavoceweb.com/2021/05/11/provincia-unione-dei-comuni-terre-del-mare-e-del-sole-con-open-tourism-una-risposta-alla-crisi-del-comparto/

TV
- https://www.youtube.com/watch?v=ODDvidSPhH4 Antenna Sud Canale 85
- https://www.youtube.com/watch?v=D1nCtHjQJeM Trm Network

Press release N.1 OPEN TOURISM 03.06.21 – Press review

NEWSPAPERS
- Lo Jonio 4.6.21
- Tarantosera 4.6.21
- Quotidiano di Puglia 4.6.21

ONLINE INFORMATION SITES AND ONLINE MAGAZINE
- https://www.blunote.it/news/371725864454/operatori-a-confronto-sulle-nuove-strategie-per-il-turismo
- https://www.corriereditaranto.it/2021/06/03/operatori-a-confronto-sulle-nuove-strategie-per-il-turismo/

- https://www.noinotizie.it/04-06-2021/open-tourism-2021-oggi-workshop-per-operatori-del-tarantino-e-del-salento/
- https://oraquadra.info/2021/06/03/domani-4-giugno-workshop-sulla-valorizzazione-digitale-del-territorio/
- https://www.oltrefreepress.com/operatori-a-confronto-sulle-nuove-strategie-per-il-turismo-oggi-workshop-sulla-valorizzazione-digitale-del-territorio/
- http://puglialive.net/home/news_det.php?nid=152088
- https://www.pugliaplanet.com/2021/06/03/domani-4-giugno-workshop-sulla-valorizzazione-digitale-del-territorio/
- https://www.tarantobuonasera.it/news/118005/strategie-per-il-turismo-operatori-a-confronto/

Press release N.1 OPEN TOURISM 10.06.21 – Press review

NEWSPAPER
- Quotidiano di Puglia 11.6.21
- Taranto Sera 11.6.21

ONLINE INFORMATION SITES AND ONLINE MAGAZINE
- https://agorablog.it/eventi/puglia-terra-di-vacanze-per-le-famiglie/
- https://www.corriereditaranto.it/2021/06/10/il-turismo-esperienziale-dedicato-alle-famiglie-con-bambini/
- https://www.blunote.it/news/373873348102/puglia-per-famiglie-confronto-su-turismo-sostenibile-e-di-qualit-agrave
- https://www.jotv.it/2021/06/10/puglia-terra-di-vacanze-per-le-famiglie/
- https://www.manduriaoggi.it/?news=51403
- https://www.oltrefreepress.com/nuovo-workshop-digitale-del-circuito-open-tourism/
- https://oraquadra.info/2021/06/11/oggi-si-ritorna-a-parlare-di-turismo-sulla-piattaforma-zoom-puglia-terra-di-vacanze-per-le-famiglie/
- https://www.puglianews24.eu/puglia-workshop-digitale-open-tourism-54472.html
- https://www.pugliaplanet.com/2021/06/10/domani-11-giugno-nuovo-workshop-digitale-del-circuito-open-tourism/
- https://www.tarantobuonasera.it/news/118548/open-tourism-nuovo-workshop/
- http://www.vivavoceweb.com/2021/06/11/puglia-terra-di-vacanze-per-le-famiglie/

Press release N.1 OPEN TOURISM 24.06.21 – Press review

NEWSPAPERS
- Quotidiano di Puglia 25.6.21

- TarantoSera 25.6.21

ONLINE INFORMATION SITES AND ONLINE MAGAZINE
- https://www.blunote.it/news/370215915014/puglia-anche-il-turismo-nel-recovery-plan
- https://www.jotv.it/2021/06/25/il-turismo-nel-recovery-plan-confronto-su-opportunita-e-strumenti-di-rilancio/
- https://www.noinotizie.it/25-06-2021/open-tourism-si-chiude-il-ciclo/
- https://oraquadra.info/2021/06/24/anche-il-turismo-nel-recovery-plan/
- http://www.passalaparola.net/anche-il-turismo-nel-recovery-plan/
- http://puglialive.net/home/news_det.php?nid=152722
- https://www.virgilio.it/italia/taranto/notizielocali/taranto_anche_il_turismo_nel_recovery_plan-66184021.html

Press release N.1 OPEN TOURISM 01.07.21 – Press review

NEWSPAPER
- Quotidiano di Puglia 2.07.21
- Taranto sera 2.07.21

ONLINE INFORMATION SITES AND ONLINE MAGAZINE
- https://www.blunote.it/news/205933415942/puglia-nuovi-servizi-per-turisti-da-italia-albania-e-montenegro
- https://www.controculturaweb.it/2021/07/01/in-puglia-nuovi-servizi-per-turisti-da-italia-albania-e-montenegro/
- https://www.cosmopolismedia.it/ambiente-page/puglia-nuovi-servizi-per-turisti-da-italia-albania-e-montenegro.html
- https://www.corrhereditaranto.it/2021/07/01/open-tourism-servizio-di-informazione-e-accoglienza/
- https://www.gazzettadaltacco.it/2021/07/01/progetto-open-tourism-un-nuovo-modo-di-intendere-laccoglienza-interreg-italia-albania-montenegro/
- https://www.giornaledipuglia.com/2021/07/in-puglia-nuovi-servizi-per-turisti-da.html
- https://www.jotv.it/2021/07/01/nuovi-servizi-per-i-turisti-che-arrivano-in-puglia-e-rilancio-del-comparto/
- https://iltaccodibacco.it/puglia/eventi/234402.html
- https://www.informazione.it/a/58EE480D-013F-4E8F-B0F7-DE3B10709A22/Puglia-Nuovi-servizi-per-turisti-da-Italia-Albania-e-Montenegro
- https://www.manduriaoggi.it/?news=51601
- https://www.noinotizie.it/02-07-2021/open-tourism-oggi-convegno-finale/
- https://www.oltrefreepress.com/in-puglia-nuovi-servizi-per-turisti-da-italia-albania-e-montenegro/

- https://oraquadra.info/2021/07/01/in-puglia-nuovi-servizi-per-turisti-in-italia-albania-e-montenegro/
- https://www.salentopocket.it/cronaca/21704-in-puglia-nuovi-servizi-per-turisti-da-italia,-albania-e-montenegro.html
- https://www.tarantobuonasera.it/news/120106/nuovi-servizi-per-i-turisti-nellarea-jonica/
- http://www.vivavoceweb.com/2021/07/02/in-puglia-nuovi-servizi-per-turisti-da-italia-albania-e-montenegro/

6.4. Promotional materials

II PART – THE METHODOLOGY TOOLS

1. The Focus group methodology

The objective

The definition and development of the cross-border cooperation model foreseen by the project took place on the basis of the analysis of the public-private territorial models carried out through Focus groups. The analysis was conducted following what is indicated in the Open Tourism project relating to the Action Analysis of institutional and public-private relationship models at the local level (A.T1.1) and Design of the Open Tourism Cross-border Model (A.T1.2). This analysis, in particular, was conducted following the guidelines drawn up by the Union of Municipalities of the Sea and the Sun and presented to the partnership at SCOM held in Albania on 13-14 June 2019.

The analysis strategy indicated in the guidelines envisaged the organization of local Focus groups in the 4 territories involved in the project. Each Focus Group - which saw the organization of a series of meetings - involved local stakeholders interested in tourism issues, such as public bodies, local development agencies, local tourism organizations, museums, public, private and non-profit stakeholders, associations, local tour operators, and others.

The Focus groups analyzed the different local situations, but also the possible synergies for the development of cross-border relations. This made it possible to construct the contents to promote cross-border moments of confrontation that took place within the Round Tables.

The implemented path then allowed to produce:

- the territorial reports relating to the analysis of local public-private cooperation models of the cross-border cooperation area;
- the materials produced by 4 Focus groups made by the territories (Work Agendas, Minutes, Slides, Photos, etc.);
- databases that contain information, data and suggestions relating to the development of cooperative processes aimed at promoting a new to inform and welcome tourists.

The analysis of the local public-private models was designed to collect reflections and indications to identify methods, tools and ideas to improve the information and hospitality system for tourists.

To this end, the guidelines have precisely defined the specific objectives, the expected results, the outputs, the times and methods of collecting and processing the information.

The Guidelines were based on the typical methodologies of social research and, in particular, the Focus group. The Guideline have provided both the analysis strategy and all the tools to detect the information necessary for the analysis and preparation of the related reports.

The Focus Group is a qualitative and quantitative survey technique used mainly in the field of social research and marketing. It was born in the 1940s, in America, thanks to a series of experiments conducted by Paul Felix Lazarsfeld, an American sociologist of Austrian origin, Kurt Lewin, a German psychologist pioneer of social psychology and Robert Merton, an American sociologist belonging to the current of functionalist thought and creator of focused interviews.

The Focus Group methodology is based on the comparison and exchange of ideas on a specific topic among a group of people considered "experts" of the subject of discussion. The term 'expert', in this context, takes on a methodological meaning and refers to the fact that the selected people must be able to bring to the comparison with the other participants not so much a "theoretical knowledge" as rather a "specific experience" compared to the scope of discussion

The main advantages of the Focus Group are as follows:

- the participatory process of knowledge construction allows participants to develop new and additional points of reflection thanks to listening and confronting others' opinions;
- the comparison between the participants favors the possibility of presenting one's own ideas with greater information wealth and greater clarity;
- the spontaneity and interactivity of the meeting, the possibility of expressing one's own point of view and setting oneself against what was affirmed by others in questioning and non-opposition terms favors self-reflection and relationality;
- the construction of a collaborative group climate makes it possible to bring out and focus on the strongest and most interesting ideas.

The main actors

The territories engaged in the organization of the Focus group were:

- Unione dei Comuni Terre del Sole e del Mare
- Unione dei Comuni Sorgenti del Biferno,
- Municipality of Fier
- Municipality of Cetinje.
- Cedir

The content

The content of the Focus groups planned within the Open Tourism project was to gather information and assessments on the strategies activated by the project partner territories to enhance the cultural and natural heritage in a tourism perspective.

The focus groups, in particular, focused on two aspects:

- the first one, to gather information on the policies and projects implemented in the territories regarding the tourism connected with the cultural and natural heritage;
- the second, is to identify the public and private actors involved in this sector and reflect on their way of working and their relationship.

The Open Tourist Focus Groups made it possible to gather information, ideas and considerations that will be compared at cross-border level and that will become the basis for defining the Open Tourism cross-border public-private cooperation model.

The target

The Focus Groups were aimed at Administrators, Executives and Officials involved and active at various levels within the local authorities on the theme of tourism promotion. At the same time, it addressed to Presidents, Directors and Operators active within private organizations or private companies engaged in the same sector.

The objective of the selective process was to compose in each territory a heterogeneous group of 'experts' which allows to provide interesting information and assessments on the subject in question, bringing as many points of view (representations) as possible.

At the macro level, the points of view that were represented within the group of experts were four: (i) the Technical one (fundamental criterion), (ii) the Territorial, (iii) the Institutional and the (iv) Functional one.

The selection guaranteed the presence of people with technical skills in the sector (Criterion I), that is people who worked in different ways and with different levels of intensity on the theme of tourism promotion.

The selection paid attention to the involvement of people with territorial competence (criterion II), that is people able to best represent the different areas and / or districts of the area.

It was considered appropriate to encourage the participation in the Focus of representatives of both local authorities and private organizations or private companies, thus pursuing the principle o f the institutional competence (III criterion).

Finally, it was decided to represent within the Focus both Directors, Employees, Chairmen, Operators, to follow the functional dimension (criterion IV).

At the same time, the importance of paying attention in the composition of the group also to the balance between genders (balanced presence of males / females) and generations (balanced presence of young people / adults) was emphasized.

Summarizing, the Focus groups involved representative of local interested stakeholders such as:

- public bodies,
- local development agencies,
- local tourism organizations,
- museums,
- public, private and no-profit stakeholders dealing with tourist, natural and cultural sectors
- their associations, local tourism operators, etc.

2. The OT Board strategy

The objective

OT is a circuit of public, private and non-profit cross-border operators aimed at creating and implementing a new model of information and welcome services for tourists. This idea is based on a new vision and new operational tools to offer tourists the opportunity to live an open, sustainable and safe life within the territories visited.

The Open Tourism Circuit is the result of the European project funded by the Interreg CBC Italy-Albania-Montenegro program and coordinated by Unione dei Comuni Terre del Mare e del Sole. It has seen the collaboration of the City of Cetinje (Montenegro), the Municipality of Fier and the NGO Cedir (Albania) and Unione dei Comuni Sorgenti del Biferno and Area Marina Protetta Porto Cesareo (Italy).

The target

The newly established Open Tourism Circuit sees the involvment of 18 local communities from 3 countries and 5 regions. The Circuit has already aroused interest and curiosity in various public and private interlocutors, probably responding to the need that arose and strengthened by the sad story of Covid-19 to network and aggregate skills to face the difficult challenge of quickly relaunching tourism to restart the territories that depend mainly or exclusively on this type of economy.

The member

The Open Tourism Circuit is managed by the Open Tourism Board composed of: Alfredo Longo, President of Unione dei Comuni Terre del Mare e del Sole (coordinator of the Board); Carletto Di Paola, President of Unione dei Comuni Sorgenti del Biferno; Remì Calasso, President dell'Area Marina Protetta Porto Cesareo; Armando Subashi, Mayor of the Municipality of Fier; Aleksandar Kašćelan, Mayor of the Municipality of Cetinje; Florian Bilali, President of the NGO Cedir.

The pillars

The main result achieved by the Open Tourism Circuit is that of having designed and found a new information and reception service for tourists, a service aimed at promoting the natural and cultural heritage of the territories involved in the project.

The new service takes the form of the activation of a circuit of public and private operators committed to giving life to a new idea of welcoming tourists in which the operators themselves become protagonists of the information activity.

The Open Tourism Circuit is already well established because it sees as founding realities 18 local communities belonging to the 3 countries of the program and to 5 Regions. The ultimate purpose of the project and the Circuit is to allow local communities and operators in the area to become increasingly competitive, fully exploiting the attractive and extraordinary potential of the territories. During the day, the products and tools made available to the operators who have joined and will join the Open Tourism Circuit will be told and described.

1) **DECISIONS**. Among the main decisions taken by the Board were: the launch of the campaign to join the Open Tourism Circuit; the approval of the strategies and tools of the Circuit; the validation of the Open Tourism model; the development of a sustainability plan which finds its main point of guarantee, work and continuity in the periodic convocation of the Board, even after the end of the project.

2) **OBJECTIVES.** The Board is the heart of the new Open Tourism Service. Its role is to guarantee the sustainability reaching important objectives such as: (i) the increasing involvement of local operators in local development and tourism promotion policies; (ii) the movement of tourists within the program area in a cross-border logic; (iii) the development of differentiated and innovative tourism products and services which consent to increasingly focus on de-seasoning; (iv) the development of digital marketing strategies.

3. The Form for the joining the Circuit

Joining the Open Tourism Circuit is completely free.

Operators who have committed: they undertake a

a. Use the materials that will be provided
b. Provide information to tourists
c. Participate in the proposed activities
d. Promote open, sustainable and safe tourism

Undersigned	
Type of operator	☐ **Cultural** ☐ **Environmental** ☐ **Commercial** ☐ **Touristic** ☐ **Other** ....
Name	
Mail	
Phone Number	
Ask	☐ **to join the Open Tourism Circuit**
Ask	☐ **to receive for free the Open Tourism Kit**
Ask	☐ **to be included in the Open Tourism APP** **In this case, I undertake to provide the information request and contained in the** **Form App: Be present in the Open Tourism App**
Ask	☐ **to be informed about capacity-building opportunities (OPEN TOURISM WORKSHOP)**
Ask	☐ **to be informed about the MARKETING actions that will be activated**

Date e venue ....   **Sign**..

I authorize the use of the aforementioned information exclusively for the purposes of the objectives of the Circuit.

4. The Form for joining the APP

The presence in the OT APP requires the provision of the data and information indicated here.

Undersigned	
Photos	*Provide 5 photos (at least 1)*
Logo	*Provide the Operator's logo*
Slogan	
Typology	☐ **Cultural** ☐ **Nature** ☐ **Food** ☐ **Tourism** ☐ **Other**
City	
Social Media Link	*Facebook* *Instagram* *Web site*
Working hours	Monday *open .... / closed ....* Tuesday *open .... / closed ....* Wednesday *open .... / closed ....* Thursday *open .... / closed ....* Friday *open .... / closed ....* Saturday *open .... / closed ....* Sunday *open .... / closed ....*
Phone number *(*)*	
Mail *(*)*	
Description *(*)*	
Target	*Indicate with a X the type of users/clients you mainly work with* ☐ **Families** ☐ **Elderly people** ☐ **Couples** ☐ **Disable people** ☐ **People with animals** **Other**..
Video	*Provide a video*

(*) Information mandatory

5. The OT Workshop Methodology

Objective

Following the methodology presented by CEDIR (Florian), the Workshops aim to present the Open Tourism Circuit (both the purposes and the tools) to bring out the cross-border dimension of the Open Tourism Circuit, giving value to opportunities and addressing issues of interest to the territories.

Time

Each partner (Unione Comuni Terre del Mare e del Sole, Unione del Biferno, Porto Cesareo protected area, Municipality of Fier, Municipality of Cetinje) will organize 2 or 3 workshops lasting about 90 minutes each longer duration).

Structure

During each Workshop the Open Tourism tools will be presented on the basis of a format prepared by Cedir.

It would be advisable to involve National, Regional and Local Institutions in the Workshops.

It would be advisable to involve partners and experiences from the various Program Countries (Italy, Albania, Montenegro) in the Workshops.

If possible, and deemed useful, the professional schools of the area active in the field of tourism can be involved.

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6. The OT Sticker

7. The OT Thematic Itineraries
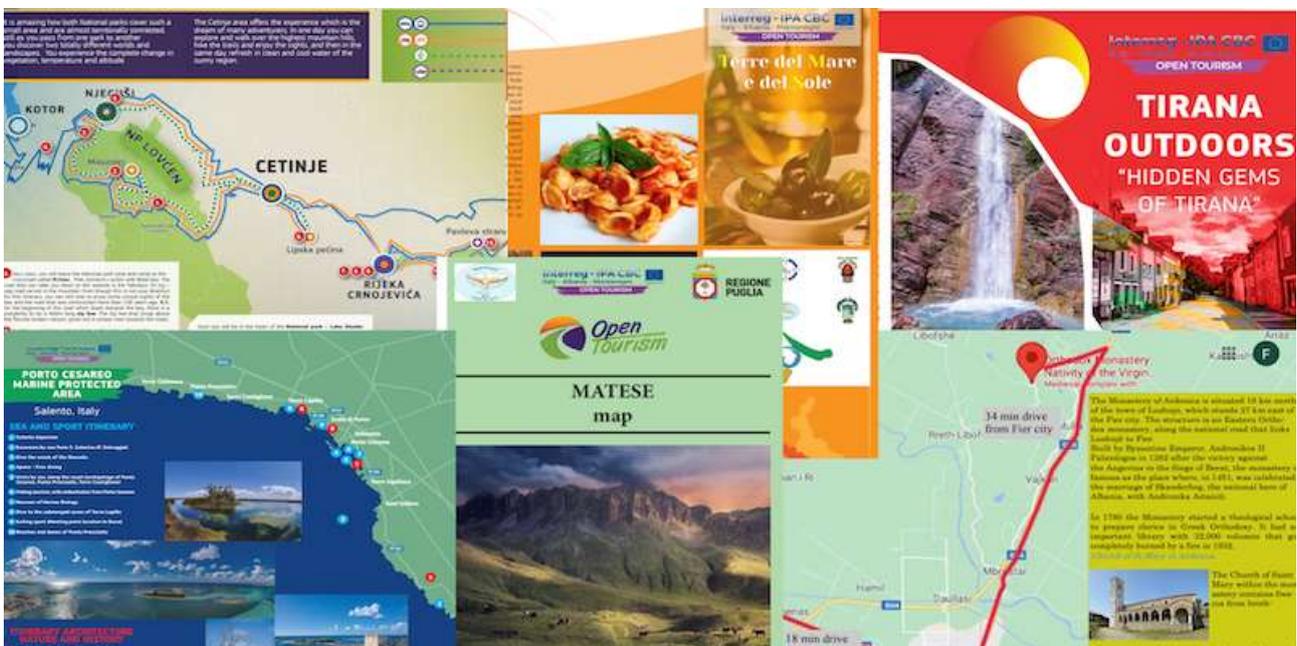
8. The OT Video

All videos are uploaded to the project website:

https://opentourism.italy-albania-montenegro.eu/multimedia

and on YouTube channel:

https://www.youtube.com/channel/UCKSZlYauIGd6DDFGcKd7h-A/videos

9. The OT Photos

The photos are present on the USB key and are published on the project website at the following link:

https://opentourism.italy-albania-montenegro.eu/unione-dei-comuni-terre-del-sole-e-del-mare

Some examples:

10. To summarize: the infographic