



CITTA' DI NARNI

DRAFT PROJECT

Applicant	City Council of Narni (ITALY)
European Programme	COSME
Call for proposals	Call for proposals 2014 COS-TFLOWS-2014-3-15 - Facilitating EU transnational tourism flows for seniors and young people in the low and medium seasons – STRAND B “Young people”
Deadline for submission	15/01/2015 time 5 p.m.
Name of the project	“ROUTE OF INDUSTRIAL HISTORY FOR NEW GENERATIONS” (R.I.H.N.G)
Key-words	Tourism, itinerary, youth, European partnership, low-medium seasons, local development, competitiveness, SMEs, small and medium sized enterprises, industrial Heritage, industrial history, industrial archaeology, memory places, educational travels, employment, knowledge, European citizenship, portability of model, trans-nationality.
Area	EU 28 - Austria, Belgium, Bulgaria, Cyprus, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Holland, Poland, Portugal, United Kingdom, Czech Republic, Slovakia, Romania, Slovenia, Spain, Sweden, Hungary.
Target groups	Youth from 15 to 29 years
Description of the project	Europe is first tourist destination all over the world, with highest density and differences of attractions. As a consequence, inside the Europe 2020 strategy, Industry of tourism is the key sector of European economy that produces more than 10% of European GNP, it employs 9,7 million of people and it involves 1,8 million of enterprises. The tourism increases employment and regional development, it supports sustainable development, it creates a greater natural

and cultural Heritage, it builds a European identity.

In this context, the Europe 2020 strategy follows these objectives:

- 1) Territorial cohesion;
- 2) Safeguarding and enhancement of natural and cultural Heritages;
- 3) Capability to defy at impact of climatic changes and to lessen structural modifies that tourism could entail;
- 4) To strengthen sentiment of European citizenship;
- 5) Knowledge of rights and laws that European citizens could use when they move inside and out of European Union.

To achieve these objectives, actions to do can be to reunite around 4 main strands:

- 1) To encourage competitiveness of European tourist sector;
- 2) To promote development of tourism sustainable, responsible and high-quality;
- 3) To reinforce the image of Europe like collection of sustainable and high quality destinations;
- 4) To maximize potential of financial policies of EU for development of tourism.

About COSME programme, this project answers to these general objectives:

- 1) To reinforce competitiveness and sustainability of European Enterprises, above all SMEs;
- 2) To promote entrepreneurial culture and a growth of SMEs.

The proposal especially aims to young tourism with ambition to become a “model” and to answer to main needs and obstacles that youth has. These obstacles can be a barrier for transnational mobility. The “model” could be repeated and posted in other contexts.

In this outlook, the project wants to analyse, plan and verify, thanks to implementation of Pilot Project, a new tourist and transnational itinerary reserved to students and youngsters (formal and not-formal). The itinerary will be built following concepts of “active tourism” and “experience travel”. A travel to “places of memory” linked to industrial European history and to archaeological and industrial routes connected to knowledge of Industrial and Creative Heritage of Europe, to acquisition of more competences from youth, to a better awareness of European citizenship and, also, to promotion of entrepreneurial culture.

On this basis, travel become an important opportunity of growth and personal and professional training for young people. An interesting experience not only for visit of sites and territories involved, but an experience enriched of possibilities and other experiences of which: thematic workshop, meetings with entrepreneurs, technicians and workers, exhibition of operation of equipment and productive cycles, photographic exhibitions, etc. (list not complete).

	<p>The new tourist product will aim to satisfy needs of specific target testing a strategy of approach to market and of launch of the product (marketing mix strategy). This strategy is characterized with specific price policies, distribution and promotion, keeping an high level of added value thanks to the choice of specific structures, transportations, services and collateral experiences.</p> <p>The new technologies of information and the use of new generation channels and applications will allow managing the project by all partner in the best way, to launch and promote the new product on the tourist market, to arrive at the target group quickly and directly, to guarantee free access and easy usability.</p> <p>Therefore, the result will be a transnational “model”, oriented to tourist market of law and medium season and characterized by: innovation, usability, socio-cultural and economical sustainability, quality and high level of portability.</p>
<p>Objectives</p>	<p><u>Strategic objectives:</u></p> <ol style="list-style-type: none"> 1. To sustain the increase of tourist seasons, enhancing competitiveness of SMEs and growth of employment; 2. To reinforce transnational cooperation between tourist operators that work along all chain of value; 3. To simplify relationship between public and private sectors all over Europe; 4. To reinforce the sense of European citizenship in young people increasing mobility inside EU. <p><u>Specific objectives:</u></p> <ul style="list-style-type: none"> • To answer to main needs of young people that, often, are like limits for transnational mobility; • To plan and launch a transnational tourist product that can increase tourist flows in law and medium season; • To realize a duplicable “model” that in future will be posted in other contexts; • To realize a Pilot Project characterized by: innovation, usability, socio-cultural and economical sustainability, quality; • To provide to young people possibility of “active” travel with which live an experience, increase own knowledge and competences and, in the same time, enjoy themselves, find services, structures and skilled staff; • To value and promote the European industrial Heritage and possibility to transform disused industrial areas in a sustainable and accessible way; • To promote entrepreneurial culture; • To promote the use of new technologies of information to discover, to know and to value history, tradition, past values and to win future challenges.
<p>Work Plan</p>	<p><u>WP.1: Coordination and management of the project.</u></p> <p>Outputs/Deliverables:</p>

- 1.1. Opening workshop;
- 1.2. Intermediate conferences and meetings of update and check of the state of the project;
- 1.3. Management of internal communication and informative flows and archiving of documents;
- 1.4. Coordination and management of partnership;
- 1.5. Update, check and monitoring of the project;
- 1.6. Management of risks and hitches;
- 1.7. Final workshop.

Coordinator/Responsible of the WP1: City Council of Narni

WP.2: Elaboration of Tourist Marketing Plan (analysis of market, analysis of demand and supply, analysis of competitiveness, elaboration of strategy and of “marketing mix”)

Outputs/Deliverables:

- 2.1. Research and selection of sources, elements and information from analysis;
- 2.2. Analysis of reference market;
- 2.3. Identification and analysis of present and potential demand;
- 2.4. Identification and analysis of present and potential supply;
- 2.5. SWOT Analysis;
- 2.6. Identification of strategy and elaboration of possible itinerary;
- 2.7. Analysis and planning of “marketing mix” strategy;
- 2.8. Writing, sharing and spreading of Marketing Tourist Plan.

Coordinator/Responsible of the WP2: Research Institute/University/SME of tourist sector.

WP.3: Feasibility study of economical-financial situation (Business Plan) to launch Pilot Project.

Outputs/Deliverables:

- 3.1. Identification of strategic and economic objectives;
- 3.2. Analysis of economic resources in start-up phase (costs/benefits);
- 3.3. Analysis of financial resources (cost centres) in start-up phase (revenues/outflows);
- 3.4. Identification of new subjects to include in the project (stakeholders, target groups, sponsors);
- 3.5. Elaboration of Management Plan in start-up phase;
- 3.6. Elaboration of indicators of result, of product and of tools of evaluation and supervision;
- 3.7. Writing, sharing, diffusion, of Feasibility Study and of Launch Plan.

Coordinator/Responsible of the WP3: Research Institute/University/SME of tourist sector.

WP.4: Design of the project, development and launch (test) of the Transnational Pilot Project in law and medium season.

Outputs/Deliverables:

- 4.1. Selection of cross-section info about target group chosen;

- 4.2. Planning of specific and transnational travel packages for target groups indicated;
- 4.3. Planning and development of tools of promotion and sale (web platform of launch and APP linked);
- 4.4. Involvement of target groups and stakeholders identified;
- 4.5. Start-up of integrate and transnational procedures of distribution and promotion;
- 4.6. Activation of itineraries and of procedures of reception (products, services, activities) inside areas involved;
- 4.7. Collection of evaluations of quality by cross-section target;
- 4.8. Drafting of report about end of activity.

Coordinator/Responsible of the WP4: Public organizations, private organizations like SMEs and no-profit organizations. All organizations active in tourist sector and youth area.

WP.5: Evaluation of results and verify of outputs in function of objectives of the project.

Outputs/Deliverables:

- 5.1. Collection of elements and documents about monitoring, supervision and evaluation;
- 5.2. Explanation of waited results (Desired Outcome Map);
- 5.3. Explanation of indicators of result (about product and process);
- 5.4. Collection of elements of evaluation of results;
- 5.5. Analysis and elaboration of elements grouped;
- 5.6. Matching analysis about portability of product in other contests;
- 5.7. Analysis of follow-up of the project;
- 5.8. Writing and publication of final report of this action;
- 5.9. Workshop for presentation of report about evaluation and follow-up of the project.

Coordinator/Responsible of the WP3: Research Institute/University/SME of tourist sector. Public organizations, private organizations like SMEs and no-profit organizations. All organizations active in tourist sector and youth area.

WP.6: Dissemination, diffusion and promotion of results

Outputs/Deliverables:

- 5.1. Multi-functional and interactive web site of the project;
- 5.2. Meetings with representatives of target groups and stakeholders;
- 5.3. Opportunities of information, dialogue and debate: focus groups, informative sessions, workshops, events, demonstrations;
- 5.4. Printing and distribution of informative material (brochures, invites, posters, fliers, press files, etc.);
- 5.5. Printing and sharing of documents, scientific publications, reports;
- 5.6. Promotion trough web channels and social networks;
- 5.7. Press office;
- 5.8. Realization of audio-video products and photographic services;
- 5.9. Biannual newsletter;

	<p>5.10. Mailing lists and contact with other networks in Europe. Coordinator/Responsible of the WP3: All partners.</p>
Duration	<p>12 Months (Maximum) Forecast starting date: July 2015 Forecast ending date: July 2016</p>
Total Budget	<p>Total cost of the project (eligible costs): € 300.000 EU Grant (75% of total eligible costs): € 225.000 Co-funding rate from each partner (25% of total eligible costs): € 75.000</p>
Type of Partnership	<p>Number of Partners: Min 4 - Max 8 from at least 4 different countries</p> <p>Eligible partners:</p> <ul style="list-style-type: none"> • Public authorities (national, regional or local) and their associations at European, international, national, regional or local level; • International organizations; • Organization/associations/federations of young people; • Universities; • Institutions of research and training; • Research centres; • Organizations active in management of destinations and their associations; • Travel agents and tour operators (and their associations); • No-profit organizations (private or public), NGO, organizations of civil society, foundations, think-tank, umbrella associations, networks/federations of private/public entities active, above all, in the fields of tourism, policies for young people, or others area strictly linked with the themes of the call for proposal; • Chambers of Commerce, Industry and Craft (and their associations); • SMEs active in the tourism and, above all, in: accommodations, tourist information, booking, catering, travel agencies, tour operators, attractions, leisure time (recreational, cultural, sport activities), tourists transports, etc. • Other public/private entities active in the fields of tourism or youth policies. <p>N.B. The partnership must be composed by:</p> <ol style="list-style-type: none"> 1. One public authority at national, regional or local level (or one their association); 2. One association/federation/organization active in youth area; 3. One SME (or association of SMEs) operating in tourism sector.
Deadline expression of interest	<p>24/11/2014</p>
Contacts	<p>Irene Falocco eucalls@mindsrl.it Giulia De Santis giulia@dreavel.com Tel. (+39) 0744 1980233</p>