

Workshop in Monza, 21-23 October 2015

OUTLINE OF WORK AND BASE FOR FINAL DOCUMENT

Preamble

The Cultural Itinerary “Longobard Ways across Europe” presents a specific potential for development, based on its exceptional and exclusive characteristics, since:

- 1) It exploits the birth of the first foundation of European Culture, the merit for which is now scientifically attributed to Longobard civilisation
- 2) It assigns an absolute exclusiveness of proposal to the territories involved (Longobard civilisation is the heritage of only a limited number of European Countries and Cultures)
- 3) It favours permanent cultural and tourist-economic cooperation among important territories – known as “Tourism clusters” – along the central European axis (Germany, Czech Republic, Slovakia, Austria, Hungary, Slovenia, Italy, Switzerland)
- 4) It allows the promotion, within the macro-system of the Itinerary, of a wide range of local Itineraries (specialised thematic itineraries; local micro-itineraries; pedestrian and cycle touring itineraries, etc.) and not only with reference to the Longobards
- 5) It favours the direction of flows of tourists towards innovative destinations and tourist routes with a recognisable historical-cultural and economic potential as alternatives to the traditional attractions
- 6) Depending on the system used to promote the Itinerary, it favours a closer connection between the promotion of tourist objectives and the promotion of typical endogenous resources, of quality and excellence in the individual territories (agri-food, wines and gastronomy, handicrafts, hospitality services), thereby also stimulating new opportunities of employment, especially for young people
- 7) It stimulates the targeted use of information technologies, communication and specific training and professional qualification activities for all operators in contact with the tourist public
- 8) It favours new research and study activities both in the cultural field and in productive sectors, for the greater enhancement of typical products
- 9) It allows each territory into which the 4 macro-areas of the Itinerary are divided to enhance their specific and exclusive identity, thus giving **ADDED VALUE** to their products connected to the promotion of the Itinerary brand (a brand customised for every single territory).

General indications

The main tools chosen for increasing the visibility of the artistic and landscape assets of a complex area, such as the Itinerary, are digitalised information and territorial branding. The latter, by positively boosting the national identities, would contribute to the overall competitiveness of each Country on the Itinerary. It is considered that 80% of tourist destinations are chosen over the Internet: consequently an appropriate digital communication is essential for generating activity, which can be considerably strengthened if coupled with territorial branding, creating a strong reference of identification and attraction, in which several activities and services can be proposed and coordinated. These activities, with reference to the urban and territorial context of the town, are powerful elements of funding and qualitative growth.

In order to obtain a general coordination of the territorial system of the Itinerary “Longobard Ways across Europe” it is considered opportune to coordinate the activity of drawing up the Itinerary in the various Countries taking part, proceeding in a coordinated manner and making use of projects that can be financed by EU sources to achieve the:

Development objectives

The aim of the work at the meeting in Monza is to define a first protocol of agreement among the institutional subjects in order to carry out:

- ☐ Exchanges of visits by tourism-economic delegations
- ☐ Systematic agreements for the development of tourism (Tour operators and Associazione Longobardia)
- ☐ Agreement for the participation in a digitalised promotion system connected to the web portal of the Itinerary “Longobard Ways across Europe”
- ☐ Joint participation in targeted projects (with EU tenders)
- ☐ Reciprocal promotion of tourist flows
- ☐ Exchanges in the promotion of the endogenous resources in the Itinerary territories
- ☐ Adoption of a customised territorial brand in the Itinerary
- ☐ Joint participation in training activities on the Itinerary (exchange of instructors)
- ☐ Joint promotion of activities in launching youth enterprises aimed at the development of the Itinerary
- ☐ Promotion of youth exchange activities (territory guides; young entrepreneurs)