

A brief description of the project as a whole:

Major tourism attractions are emerging as internationally acclaimed hubs of visits and services, leading to oversight of other cultural sites and to non-sustainability of most-visited destinations. At the same time tourists are upgrading authentic cultural heritage, offering specific experience rooted in local history and the preserved cultural legacy of communities, adding unique flavours and excitement to their adventure.

Small and medium sized towns with rich but undervalued cultural heritage possess the potential to offer new, unique and authentic experiences, but suffer from either the dominance of major attractions in their vicinity, or from their relatively remote locations. Positioning them as authentic destinations can simultaneously sustain local cultural heritage and create better prospects for locals. The attraction of tourists to less recognized places can create a more even distribution of tourism and more cohesive regional economies.

Local Flavours' objective is to improve policies supporting places unable to fully exploit their cultural legacies due to less-advantaged locations. The project will help partners to meet the challenge of identifying the most effective ways to support unique local sites with an innovative analysis toolkit, extensive knowledge sharing and with assisted interaction with local public and private stakeholders. This way the specific local and regional potentials and bottlenecks can be properly explored and used to elaborate the right policy frameworks elevating and positioning new authentic destinations.

As a result of the cooperation of the international partnership, 8 Action Plans will be produced as main outcomes, targeting various policy instruments (ERDF Operational Programmes, development and marketing strategies) supporting the addressed locations in their pursuit to become more integrated and integral players in regional tourism, based on their recognized and properly used authentic cultural assets.

What is the role of the Department of Cultural Heritage in the project, Alma Mater Studiorum - University of Bologna?

One of the main research fields of DBC concerns designing methods for evaluating cultural and natural heritage jointly, reconciling hard and soft approaches to the questions at stake. Besides, such methods are meant not just for preservation aims but also for the enhancement of cultural and natural heritage as a whole. The typical interdisciplinary structure of DBC and its network of external experts will provide vital methodological and academic support to the Local Flavour partnership.

As Advisory Partner, UNIBO-DBC undertakes the overall coordinator's role of the thematic activities of Local Flavours, as well as coordinating the activities of Main Activity 2 (Joint learning and knowledge exchange). Thematic activities of DBC consist of 4 main elements:

1. Developing methodologies and training syllabuses on stakeholder engagement; knowledge sharing; and action planning (including formulating aspirations, local/regional status quo analysis building also on the KRAFT methodology, defining feasible goals, preparing draft and detailed action plans);
2. Knowledge sharing in the form of internal trainings provided through personal and interregional meetings (also acting as the host of online meetings);
3. Advisory visits to support each partner in the action planning process, focusing on transforming aspirations and analysis results into feasible policy improvement actions;

4. Provision of expert help desk, continuous thematic coordination and quality control of the action planning process.

Project duration: August 2019 – July 2022 (36 months)

Total project budget: 1,777,873.00 €

Total ERDF contribution: 1,511,192.05 €

Total UNIBO-DBC budget: 166,342.00 €

Project Partners:

- Institute of Advanced Studies (HU) – Lead Partner
- Savonlinna Development Services Ltd. (FI)
- Institute for Tourism (HR)
- Waterford City and County Council (IE)
- Municipality of Vittorio Veneto (IT)
- Department of Cultural Heritage, Alma Mater Studiorum - University of Bologna (IT)
- Riga Planning Region (LV)
- Municipality of 's-Hertogenbosch (NL)
- Harghita County Council (RO)