

Listen to the News

Newsletter for partners of the project
“Listen to the Voice of Villages”

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Tesino-Vanoi

Editorial

Dear readers,

Welcome to the fifth issue of the “Listen to the Voice of Villages” project newsletter. We hope our information will be of interest to you.

We would like to familiarise you with the new activities which have taken place within our project team over the course of the last six months and with new tourism products created by pilot projects by all project partners.

Now come and see how we are progressing in achieving this goal.

Editorial board

Lead Partner – Autonomous Province of Trento and Project Partner 2 – University of Trento – e-Tourism Research Group

■ Pilot Projects in Trentino territories:

Chiese, Tesino-Vanoi and Mocheni

Chiese

In May 2011 the new experiential workshop “Histories of wood” was ready and included in the summer event calendar of the valley. In the meantime,

a company specialized in marketing and communication worked with the local staff to install an innovative touch-screen at the tourist information centre. The device displays the valley’s attractions, highlights and hospitality and allows guests to get in touch with an emotional virtual trip before

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Didactical laboratories in valle del Chiese

starting their actual holiday. The "Rural Experience" pilot project tourism product concept is well represented on the touch screen. In July and August the pilot project will be presented with a special event, where the rural atmosphere of Rio Caino will be enlivened by workshops for families and children, laboratories and interactive animation. The Rural Experience holiday packages will also be available on www.visitchieze.it, the website of the destination.

■ Tesino-Vanoi

In the first semester of 2011, the implementation of pilot project activities were carried out with the help of experts and members of the Local Guide Group. At the end of June, the hiking guide "La Montagna Racconta" will be ready and will be distributed to the offices of the local DMO and accommodation premises in order to distribute them to tourists. In the meantime, the signposting is under realization, the executive projects have been approved, and they will be implemented on the trails in the next month.

In order to effectively promote the new tourism products, two events will be realized (one in Tesino and one in Vanoi) at the end of July. This will consist of a didactical and interactive lesson, structured as an exhibition on a story based on the events of World War I in the two regions, to be performed on the trails and engaging

visitors in the performance. It will be also possible to take part in guided excursions on the trails under the guidance of Alpine guides and an expert of World War I events; the local DMOs have also developed special holiday packages, including the excursions, starting from this summer season.

■ Môcheni

Over the past semester, we put lots of efforts into the implementation of the VISION H²O pilot project. On June 25th, we opened the season with the "NOTTE BIANCA" a non-stop event lasting 12 hours, from afternoon to early in the morning, in which visitors had the possibility to test all the experiences created within the project. In this way we showed the valley to the tourists after creating a plan of "micro-experiences", activities and laboratories opened to the public consisting of families, children and lasting into the night, young people and "evergreens". Laboratories, tasting, book presentations, an award to craftsman for making the traditional fountains in a new way from a wooden trunk, exhibitions in the museums open all night long, women teaching how to make bread and old recipes, trekking, and visits were chosen as the best way to provide the feeling of a valley whose main value is its territory and its culture. It was a great experience, and we are sure this will attract new visitors to the region and provide them with new experiences.



Traditional wooden fountain in valle dei Möcheni

Project Partner 3 – Development Centre Litija



Strawberries and Asparagus Day, May 2011

■ During the project we managed to establish new tourist products in our pilot areas.

In **Jablaniška valley**, together with local associations, the community and other interest groups, we organized the event "Strawberries and Asparagus Day". This event was supported through the Listen to the voice of Villages project for the second year and is a result of concrete project activities. The event was this year very successful, with more than 3000 visitors from all over Slovenia. Strawberries and Asparagus Day on the third Sunday in May will become an annual traditional event. "Open Door Days" on local family farms is also the result of the Listen project in Jablaniška valley. We tested this new tourist product for the first time in September 2010. This time we repeat it with more visitors in May, June and July 2011.

In the **Velika planina** pilot area we prepared and printed the brochure "Along the Herdsman's Trails" for visitors of Slovenia's largest highland pasture. To improve the tourism infrastructure on the plateau, we set up

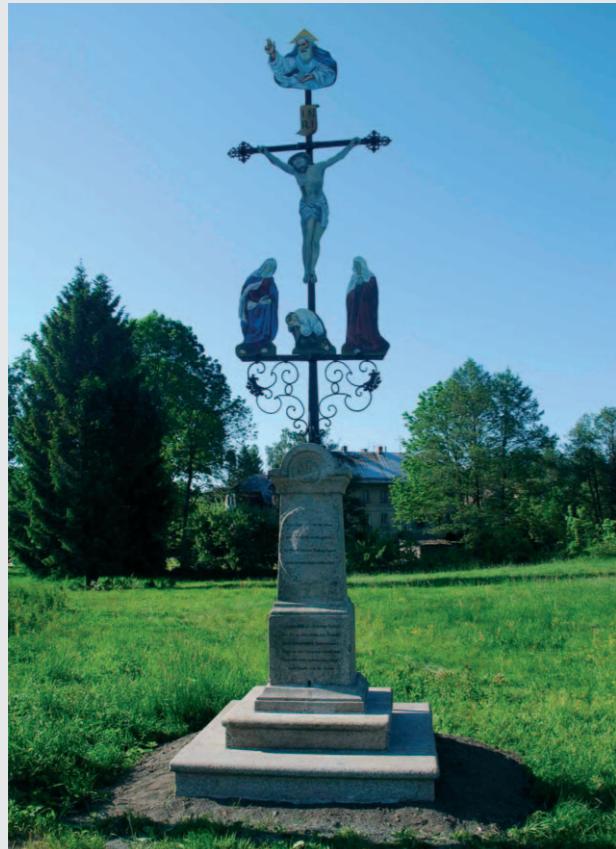


5 tourism information tables and 300 common marking signs. We are also working with several experts to prepare documentation for the protection of local cheese "Trnč". As part of this activity, a special box has already been designed and prepared for the cheese, which will be available as a souvenir for tourists.

In the **Oglarska dežela (Charcoal Land)** pilot area we decided to carry out activities which will improve the visibility of Charcoal Land. We created a new manual design and new web site (www.dole.si) for Charcoal Land. We also decided to make a new web site for tourists with all basic information about the pilot area. We are supporting the production of marking tables and tourism information tables.

The Listen to the Voice of Villages project gives opportunities to remote areas to develop their tourist products and to improve the quality of living in pilot areas. Through the project, we have developed several tourist products and events. Our aim is to give the people's creativity a chance and to push their ideas into reality.

Project Partner 4 – Bohemian Switzerland NGO



Repaired cross in Bohemian Switzerland

■ In the past semester, we put lots of efforts into implementing the pilot project of repairing minor sacral monuments on the territory of the Bohemian Switzerland National Park. Sixteen objects have been repaired from the planned number of 27, and the remaining ones will be repaired by the end of the project.

The pilot project is now continuing with another tourist product – geocaching. Geocaches that contain information about the respective object, project and region have been placed in the proximity of some selected repaired monuments. The project is linked with the NGO Bohemian Switzerland website, where we have gathered all available information about the monuments. We are also planning a related service – the purchase and rental of GPS locators for visitors to the region. In our information centers, where we also operate an internet café, tourists will be able to plan a hiking route with geocaches and rent a GPS device necessary to find them.

We believe that this service will attract new visitors to the region and provide them with new experiences.

The product is intended particularly for young people and families with children.

Project Partner 5 - Marshal's Office of Opolskie Voivodeship

■ Over the last semester in **Dinosaur Land**, inhabitants and service suppliers managed to convert packageconcepts into real tourism offers. The idea of the offers is to promote the tourism attractions located in the Jurassic Park area in Krasiejów that could make the tourists stay longer in the area and to experience the attractions offered by inhabitants such as traditional food presentations, play, games and sport activities (canoeing, bicycling etc). The offers are tailored to the various target groups: youth, students, sport amateurs as well as families who are looking for a relaxing holiday in close contact with nature.

The packages combine fun and learning and propose a wide variety of rural attractions like a visit to farms, traditional museums and beautiful historic buildings. In the **Milk and Honey Land** local society, work continued on thematic village concepts according to jointly developed ideas. This semester, the workshops and development of the village single specialisation were held in the villages of Chudoba, Pawłowice and Polanowice where inhabitants managed to create the village offer for visitors using the existing development factors while discovering new ones. The village of Chudoba thus became a “village of roof makers” where

everybody can easily get experience regarding roof constructions, tiles and a roofer’s profession. The village of Pawłowice is known for a beautiful palace and gardens that will definitely attract young tourists with the offer of nature lessons. Moreover, the village of Polanowice offers visitors a Vegetable Festival.

The most important added value of the pilot activities in these areas is the activation of the rural society which became more conscious of the abundance of resources on this territory and more open to the new possibilities of using them in favor of common tourism and economic development.



Souvenir from the village of Chudoba



Workshop in the Milk and Honey Land

Project Partner 6 - Ústí Region

■ The pilot project entitled “Traces of Mines” in the Ústí Region is near completion. The tourist product has been created, and promotional material is presently designed for printing and distribution among the cooperating municipalities. Two designed study routes cross the area impacted by mining; the Bílina study route provides an impressive view of the open pit of Bílina Mine together with the sightseeing of recultivated and revitalised areas – the path crosses the Radovesice dump area; the Tušimice study route is more focused on knowledge-based tourism, gaining experience and is complemented by sport activities. A visit to the Podkrušnohorské Technical Museum is included in both routes. This product is integrated into the offer of the “Krušnohoří” destination and will be promoted as part of the „Gate to Bohemia“ tourist package. The product supports the development of tourism in the Ústí Region and contributes to the change

of the region’s image. The product was created thanks to the close cooperation of the regional administration, cooperating municipalities, Severočeské doly a.s. and the Czech Women’s Association.



Opráv by Mariánské Radčice

Project Partner 7 – LAMORO Development Agency



Study visit

■ On March 4th, the Lamoro development agency organized the first International Festival in the monumental complex of Bosco Marengo, a village included in the pilot project area. During the morning conference, various speakers focused on the importance of rural tourism for the development of the regional economy, especially for European peripheral areas. Interventions were held by various representatives of

other European initiatives promoting the development of rural and sustainable tourism, including the Association for the Advancement of Steirisches Vulkanland in Austria, who spoke about the valorization of intangible cultural heritage (local traditions, popular feasts, handicrafts, etc.) and Regione Toscana, who explained the role and objectives of the network Necstour, an integrated management model for tourism destinations. The Eurogites spoke about the importance of quality in rural tourism, while Jlag (Brussels) introduced the application of PRINCE methodology in project management.

The event also included exhibitions of local producers who presented their products (wine, cheeses, sausages, pastries) belonging to the two "Taste Systems" Monferralo and Valli Unite del Giarolo. The afternoon was devoted to the visit of the villages of Sezzadio and Cassine, both included in the pilot project.

In these months, the pilot project was further developed through the creation of a web portal that will be soon available in the English version at the address www.m-mtours.it, implemented through the training courses organized for local tour operators.

Project Partner 8 – District Office Forchheim

■ The two pilot projects „Half-timbered Houses Route“ and „Supporting Fruit Farmers“ are only a few steps away from being finished. The main target of the **“Half-timbered Houses Route”** was to develop a new field of tourism in the pilot area. Several municipalities have been combined in a biking and hiking tour that explores a very characteristic architectural style in Franconia: half-timbered houses. The product created for this project is a new brochure with 34 half-timbered houses. With this, the gap in this undeveloped field in the tourism of



Fruit farmer during the apple harvest

the rural area in Forchheim has been successfully closed. The brochure is embedded in the tourism marketing of the VGN (Transport Association of Nuremberg) and is thus carried out to a wide tourism target group. It has just been printed and has been available since the end of June 2011.

The project **“Supporting Fruit Farmers”** creates an innovative offer to tourists from urban areas with no or little reference to agriculture. Traditional fruit farming in the Forchheim district has a few highly work-intense phases during the fruit harvest. The interested tourist helps the fruit farmer with the harvest while learning a lot about farming and the further processing of the fruits to regional products. In return for the help, the tourist may enjoy free board and lodging on the fruit farm, participating in the daily life of the family. The main marketing tool is a website which was launched at the beginning of July 2011 and can be found at www.ernteerlebnis-franken.de. This season's marketing advertising is focused on the larger urban

areas in Germany (Berlin, Munich, Hamburg) and will be complemented by special marketing strategies (e.g. offer for stressed managers in major companies).



Cover of the new brochure „Route of half-timbered houses“

Project Partner 9 – University of Natural Resources and Life Sciences, Vienna

■ In June 2011, the University of Natural Resources and Life Sciences Vienna (PP9) realized the pilot project in the pilot territory of the district of Güssing. After a hard month of work developing of the theoretical pedagogic concept, evaluation of a huge amount of necessary product investments, organization and performance of several Workshops in the pilot region as well as defining framework conditions of potential pilot project guides and finally temporarily recruiting, PP9 is happy to confirm the successful realization of the pilot project.

During June, about 30 teenagers from 12-16 years old, referring to one local and one regional public

school, successfully tested the **EnergyCamp** setting in the Naturepark Weinidylle in southern Burgenland. In one day camp and one three-day camp they were able to test the setting from the bottom to the sole. Under the guidance of two special skilled EnergyCamp guides, the experience was unbeatable. All teenagers had a lot of fun and reported only the best of both the EnergyCamps as the concept was developed and the guidance through our EnergyCamp guides. They were in charge of potentially reaching the major pedagogic goal of not only transporting the traditional energy-saving targets, but raising awareness of using energy appropriately in general. The Naturpark Weinidylle is now looking forward to integrating

the project in their experience-oriented product line and is also looking forward to upgrading the existing offer for the first real season in summer 2012.

With the help of Central Europe and the Listen to the Voice of Villages project, it was possible to support a marginal region in identifying its own needs and wants. Also based on the LISTEN developed VV-TOMM

model and the good cooperation with the region, a new USP could be developed. Moreover, awareness was raised for the essential and in VV-TOMM integrated evaluation. In the next step the region, together with PP9, is looking forward to providing know-how and experience to interested communities from all over central Europe.



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