

# Listen to the News

Newsletter for partners of project  
Listen to the Voice of Villages

**Published by:**

České Švýcarsko, o.p.s.  
Křínické nám. 1169/10  
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Czech Republic  
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This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF



## Editorial

■ Dear project partners,

Welcome to the third issue of the Listen to the Voice of Villages newsletter.

In this edition we would like to familiarise you with the new project activities – primarily the first workshop and study visit in Trento, Italy.

We wish you a pleasant reading.

*Your editorial team*

## Study Visits – June 9<sup>th</sup> and 10<sup>th</sup> 2010 in Trento, Italy

■ On June 9<sup>th</sup> and 10<sup>th</sup>, the Autonomous Province of Trento (LP) together with the University of Trento – eTourism research Group, hosted the first study visit of the “Listen to the Voice of Villages” project. During these two days, the partners of the project were invited to discover the three pilot areas of Trentino – Valle dei Mòcheni, Valle del Chiese and Tesino-Vanoi – and

the pilot projects that will be created in these areas.

Participants from five different European project partners attended the Study Visit: from the Litija Development Centre, the Bohemian Switzerland Public Benefit Organisation, the Regional Authority of the Ústí Region, the District Office of Forchheim and from the University of Natural



## Study Visits – June 9<sup>th</sup> and 10<sup>th</sup> 2010 in Trento, Italy



Passo del Brocon in Tesino Vanoi

> Resources and Applied Life Sciences, Boku. The visits provided a good opportunity for interaction between the international hosts and the local guide group members (LGG) and stakeholders. In particular it was a great occasion for the LGG to present the local tourism offer and the selected pilot projects in front of an international target group.

On the first day the participants visited Valle del Chiese and the ethnographic path of Rio Caino, an open-air museum of popular traditions composed of some artefacts connected to traditional trades, such as a forge used to work iron as well as an old mill. The visit also included some participatory activities such as a bread laboratory, which allowed the participants not just to discover but also to experiment and familiarise themselves with the local tourism offer.

The visit to Valle del Chiese also provided an opportunity to discover an old farmhouse known as “Casa Marascalchi”, where the participants tasted fresh goat’s milk and were transported back to the way of life of farmers from 100 years ago, as the museum offers a huge quantity of authentic materials, from farming implements to kitchenware.

All of these activities were closely connected with the pilot project that will be implemented in these areas: the aim is to place emphasis on rural environments and the peculiarities of the pilot area through the development of experience-based tourism products. With this new approach tourists will become protagonist of real

territorial experiences through learning experiences. On the second day, the project partners spent the morning in Passo del Brocon in the Tesino-Vanoi (another pilot territory) for a trek linked to the events of World War I: the “Trodo dei Fiori” path is a route of particular value and historical significance due to location of this area on the border of the Italian territory and the Austro-Hungarian Empire. The trek provided an opportunity to discover some trenches and remainders of military structures.

In fact, at the time of World War I, Trentino was part of Tyrol Province (Austro-Hungarian Empire) and as soon as the war started in 1914 the local young men were conscripted. As a result the Trentino territory was severely marked by the war and, in addition to the



Tesino Vanoi: Looking for the remainders of World War I

memorial and the historical heritage of each family and village, the signs of war are still clearly visible in the Trentino territory, such as the imposition of military structures, fortifications, trenches, etc. These important elements form the basis of the pilot project in Tesino-Vanoi, where the aim is to create a network for tourism related to the theme of the World War I. The Local Guide Group, together with some experts have designated trekking trails related to these features, and the tracks will be marked and integrated into the network over the course of the upcoming months.

The participants also went to Valle dei Mòcheni (the third pilot area) where the pilot project is linked to the water cycle. In the town of Sant’Orsola, they visited the museum of Pietra Viva, a museum about minerals, the water cycle and traditions. At the end of the visit, an expert introduced the participants to the peculiarities of the Mòcheni Culture, with the specificity of its language and its history. The participants also had the opportunity to search for gold in the river, an activity usually proposed to schools and children in order to increase their awareness of water and minerals.

Afterwards, a member of the LGG hosted the participants for a Mòcheni afternoon snack in her traditional house, renovated as a B&B. The participants enjoyed the opportunity to discuss with local stakeholders about traditions, tourism and agriculture and their personal experience.

The study visit ended with hike in the Valley and a dinner in a mountain dwelling; the hike provided an opportunity to discover some waterfalls and an old mine situated in the mountain. During the return hike by torchlight,

the participants enjoyed the suggestive landscape, the starry sky and the beautiful traditional songs.

In conclusion, these two days of excursions provided a good opportunity for the European partners to discover the pilot territories of the Autonomous Province of Trento and the University of Trento and to share some constructive impressions of pilot projects with the local guide groups. Moreover, during the Study Visit all participants were asked to fill in a questionnaire about the strengths and weaknesses of the territories visited and the pilot projects, so that these outputs can be used during the next meeting with the LGG in order to better adapt all the activities to the requirements of the European target group.

The study visit created not only a pleasant atmosphere between the partners but produced a lot of suggestions for the organizers of the next study visits, which will be held in October and hosted by the District Office of Forchheim (PP8).



Tesino Vanoi: The participants showed to an impressive athletic condition

## First International Workshop in Trento, Italy

■ On June 11th 2010 Trento hosted the International Workshop “Sustainable Tourism practice for the development of marginal regions” within the framework of the European project “Listen to the Voice of Villages”. The project’s goal is to invent and experiment with new governance strategies in marginal areas for the

development of sustainable tourism products. Paolo Collini, the dean of the Faculty of Economics of the University of Trento opened the morning session and then Sergio Bettotti, director general of the Department of Innovation, Research and Technology of the Autonomous Province of Trento, presented the Listen

## First International Workshop in Trento, Italy



Mario Pallaoro, one of the twins managing the Museum Pietra Viva (Valle dei Mòcheni), searching for gold

to the Voice of Villages project, highlighting the multiplying effect of European cooperation projects. The conference, attended by over 160 people including project partners from several European countries (Poland, Germany, Slovenia, Austria, the Czech Republic and Italy), pointed out once more the important connection that exists between residents and tourists. Paolo Nicoletti, general director of the Department of Tourism, Trade, Promotion and Internationalization of the Autonomous Province of Trento talked about the role of sustainability in the development process of territories and stressed the importance of finding a balance between stakeholders' interests towards a better use of natural resources and infrastructure. This concept was then discussed by Prof. John Hull, associate director of the New Zealand Tourism Research Institute, who explained the idea of creative tourism as a way of generating interaction between residents and tourists. Referring to cases and innovative practices from his work experience in New Zealand, Australia, Ireland, Canada and other North European countries, he discussed the importance of building a relationship between hosts and guests that allows tourists to enjoy unique experiences by participating in traditional activities and learning typical aspects of the local culture. This is becoming a great opportunity for tourism devel-

opment in rural areas, where the local culture and its traditional aspects are still alive. Another key aspect is related to the communication of the values linked to sustainable tourism. It is clear that tourists do not want to feel guilty when they are on holiday, and as Xavier Font of the International Centre for Responsible Tourism of Leeds Metropolitan University pointed out, it is necessary to communicate adequately the values of responsible tourism products by combining marketing and promotional strategies with the emerging trends in tourism demand. Moreover, this can be even more effective if it permits the management and optimising of costs for companies and destinations. As Xavier stated, "Sustainability is not about doing business differently but doing business even better."

The main goal of the Listen to the Voice of Villages project is to design and implement an innovative governance model for rural areas that is able to connect all the actors directly or indirectly involved in the creation of tourism products. The project also provides an opportunity to experience synergic collaboration among several important public institutions such as Public Administrations, Universities, Destination Management Organizations and private entrepreneurs as pointed out by Paolo Grigolli, director of the School of Tourism Management of Trentino School of Management, which is the institution involved in vocational training in the pilot territories. The new governance model was discussed by Umberto Martini from the eTourism Research Group of the University of Trento, emphasizing the fact that the management of development processes in territories with several stakeholders implies a constant redefinition of the territorial governance. It is necessary to be able to combine commercial goals – as for example an increase in the number of tourists – together with objectives linked to the welfare of communities, such as the promotion of local culture, the preservation of natural and historical heritage

etc. By achieving such a combination it is possible to create unique experiences for the visitors, whilst at the same time improving the quality of life for local communities. The adoption of sustainability indicators, suitable for helping the management of development processes, was discussed by Alexandra Jiricka and Arne Arnberger, researchers at the University of Natural Resources and Applied Sciences in Vienna, who are currently working on these issues within the project. In fact the use of sets of criteria for the measurement of sustainability indicators designed for the characteristics of each

territory is recognized as one of the goals of the Listen to the Voice of Villages project. The last speaker of the morning session, Maurizio Rossini, marketing director of Trentino Marketing, presented the philosophy behind the marketing strategy of Trentino, showing how it is possible to communicate local values through tourism products. He confirmed that alongside traditional tourism products, it is also possible to promote tourism in marginal areas by building an offer closely linked to its distinctive elements.

Short video from the Workshop is available on <http://www.listentothevoiceofvillages.org/Download.aspx>

## Experiences of project partners from the Study visit and Workshop in Trento PP3 – Center za razvoj Litija, Slovenia

■ PP3 was very impressed by the study visit in Trento. We saw three marginal areas which are not so affected by mass tourism. This is not a „typical“ tourist part of Trentino region, which caters for a total of more than 30 million overnights per year. The pilot areas have great opportunities to develop pure sustainable tourism based on local products and to provide attractive tourism products for domestic and international markets. It is also very important to establish a representative

governance system, with strong support from regional DMO. The workshop featuring international speakers was a good opportunity to learn about new trends in tourism with a focus on sustainable tourism products. Dr. Xavier Font gave us excellent starting points to think about what sustainable tourism really means and represents. We learned a lot in three days, and we are now looking forward full of energy and experiences to implementing our own pilot projects.



The Museum Pietra Viva (Valle dei Mòcheni): section dedicated to the tools of an old shoemaker



The old farmhouse known as "Casa Marascalchi" where a woman in traditional clothes with her goats gave the participants fresh goat's milk



Valle del Chiese - the ethnographic path of Rio Caino, an open-air museum of popular traditions with the old forge and mill

## > PP4 – Bohemian Switzerland Public Benefit Organization, Czech Republic

■ The study visit to the surrounding area of the Italian town of Trento was highly beneficial thanks to the opportunity to visit the individual localities and to draw inspiration in a real environment for how it is possible to attract tourism also to peripheral areas. Great emphasis was also placed on the promotion of these localities, in particular the provision of practical advice and ideas, which can be applied also in the region of Bohemian Switzerland within the framework of the Listen to the Voice of Villages project.

The subsequent workshop, in connection with the conference which took place at the University of Tren-

to, focused heavily on the permanent sustainability of tourism. The example of the above-mentioned study visit was frequently used here as an example, by which the entire educational block again obtained not only a theoretical approach, but individual examples were also described, with the launch of possibilities into practice. A workshop took place in the afternoon, at which participants in the Study visit had the opportunity to ask leading experts questions relating to the Listen to the Voice of Villages project.

## PP5 – Marshal's Office of Opolskie Voivodeship, Poland

■ For Polish partners, participation in the international workshops was a real source of inspiration bringing the new perspective of the sustainability as a competitive advantage tool on the tourism market. The participants particularly appreciated the idea of the integration of a sustainable concept into a tourism offer which combines the values of "difficult" sustainability and "simple" tourist requirements.

The workshops have presented different marketing tools in a new light. It showed us how a simple clear message such as "100% Pure New Zealand" is carried across all different communication media, encouraging visitors from the target market to come to New Zealand now, do more while they are here, come back and recommend the country to others.

Polish representatives responsible for regional rural development paid particular attention to the indicators within the context of the social, economic and environmental conditions for the growth of new tourism. They obtain knowledge about how indicators relate to sustainability, how to identify good sustainability indicators, and how indicators can be used to measure progress toward building sustainable tourism.

For those who are responsible for the implementation of the pilot project, the knowledge obtained during the workshop seems to be very useful for the future process of creation of tourism packages. The experiences shared with John Hull will undoubtedly help us to avoid the mistakes commonly committed by providers of new products.



Rifugio "Sette Selle" in the mountains of Valle dei Mòcheni



Valle del Chiese



Workshop at the University of Trento



Workshop at the University of Trento

## PP6 - Ústí Region, Czech Republic

■ Visiting the pilot area of Italian partners from Trento and seeing the provided activities and the cooperation of local stakeholders and their personal involvement was a great experience for all participants coming from Ústí Region. In spite of the fact that the pilot area of the Czech partner differs completely from all other project partner territories, we evaluate the study visit as an important experience, which contributed to the development of new ideas and challenges for all the Czech project team and Core group members. The discussions with local inhabitants and their presenta-

tions and an informal friendly approach, together with the support of the regional administration for the activities implemented in the pilot area, inspired the Czech project team, especially the visit to the local geological museum. The Czech partners are currently discussing the development of a similar institution linked with the mining history of the pilot territory in the premises of a traditional school.

In any case, we will never forget our impressions from the night hiking with torches and guides singing under the stars and the peaks of the Dolomites.

## PP7 – Local Development Agency LaMoRo, Italy

■ The transnational workshop in Trento brought us interesting inputs that will be very useful for the implementation of our pilot project. The first important point is to set up a governance model capable of involving all the relevant stakeholders of the territory concerned, as well as to create a strong sense of identity among the citizens with regard to the territory they belong to.

If this sense of awareness is felt by the local population, it shall be easier to identify our tourists target groups,

and to develop more focused marketing plans for attracting new visitors during the all year, not only in specific periods.

International experts such as Xavier Font and John Hull, presenting successful examples applied in other countries, provided interesting suggestions on how our territories can develop their tourism potential and generate economic income.

The keywords for reaching this goal are creativity and sustainability.

## > PP8 – District Office Forchheim, Germany

■ From PP8's point of view it was a very interesting and stimulating study visit and workshop in Trentino. We attended in a group of three: project leader Dr. Andreas Rösch, our office colleague, tourism representative and "Cherry Queen" Michaela Kupfer as well as Maria Schmitt from the Agricultural Authority of Bamberg, who is the initiator of the PP8 pilot project "Helping fruit farmers".

On the day of arrival we made a stop on the way to visit a farm in the mountains between Bressanone and Trento. This gave us a very good insight into volunteer tourism, which we plan especially for fruit farms. We exchanged experiences and planning and were very impressed by the engagement of people spending their holidays on the farms. After that our PP8 group visited Istituto Agrario di San Michele near Trento, which is a partner institute of the vocational training school in Forchheim and of the Department of Fruit-Growing of PP8, the District Office of Forchheim. We made a tour around the facilities and the work of the institute and exchanged experiences in agricultural production and teaching. In the evening of the first study visit day we joined the whole Listen group in Trento.

On the second day, hiking in the mountains in the Tesino area, where thematic trekking itineraries were related to World War I was very interesting. We found the scenery interesting but think that more destination management in this special area is needed. By the way: some German motorcycle tourists crossed our way. They told us during lunch break that they enjoy the landscape more

than the cultural heritage. So this is a challenge to combine both. In the afternoon at Valle dei Mòcheni we visited a flat which was superbly renovated as a good example of a "bed and breakfast" and visited the local museum with its fascinating mining history. The hike in the evening and the local dinner in the mountain dwelling were very stimulating, and in particular the return by torchlight was an interesting adventure.

During the workshop on Friday Andreas Rösch joined the group of Xavier Font who, in his own way, presented very interesting ideas for marketing our pilot projects and our pilot region. For example the meaning of the customer and her/his needs and the meaning and understanding of "sustainability". Andreas found also interesting to compare the situations of the different pilot projects during the discussion, e.g. he learnt about the Polish pilot projects, which addresses school classes.



Participants at the Study Visit at Rifugio "Sette Selle" - Valle dei Mòcheni