

Smart collaborative tourism: Local cooperation and digital eco-systems





27 Aprile 2023
Rocca San Giovanni
Wine Tower of
farmers cooperative
Frentana

The LAG organised a meeting with the 22 local companies that offer tourist experiences: *e-bike, walks, horse riding, canoe, water motorbike, by boat, guided tours, wine and food tastings, cooking*



TUTTE LE PROPOSTE PER VIVERE A 360°

LA COSTA DEI TRABOCCHI SPORT E TEMPO LIBERO



Tour in e-bike da Fossacesia

10€



Passeggiata a cavallo a Punta Aderci

40€

ENOGASTRONOMIA



Degustazione vini in cantina

18€



Show cooking

35€

Every «experience» is foreseen of a description and a link that takes you directly to the purchase/booking platform of the company

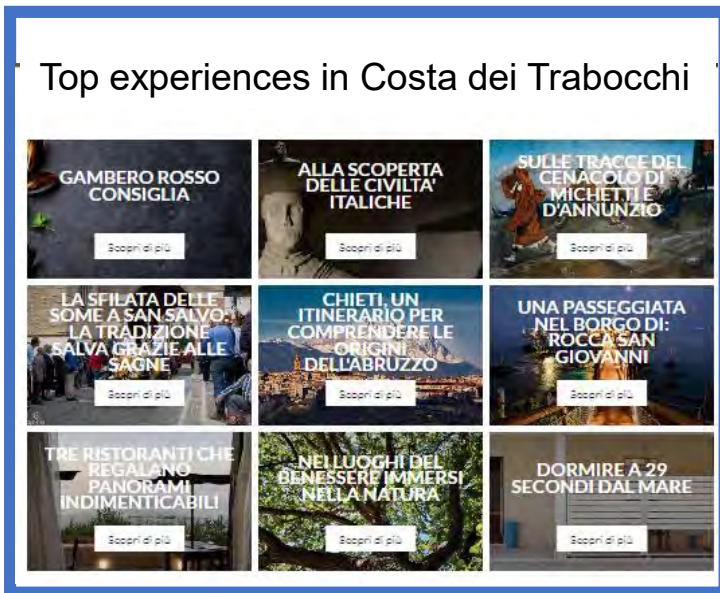
All companies participate in a series of **local events** with public trials and demonstrations.

The LAG developed a **website** «Destination Costa dei trabocchi», incl. an online **catalog** with all tourism activities

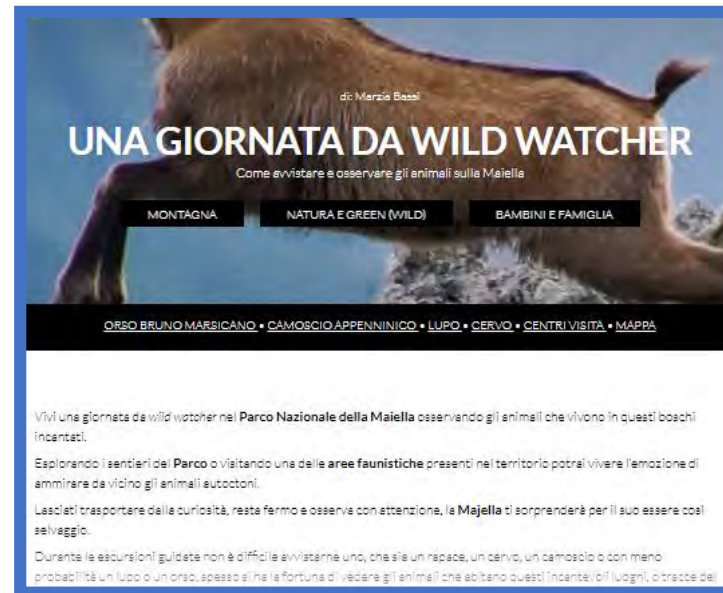
Thanks to the **digital ecosystem** activated at the end of 2021, it is very easy for the Costa dei Trabocchi LAG to create new web pages or even entire portals.

On condition, of course, that you have **adequate/good quality content** (images, texts, videos) and an **editorial plan**.

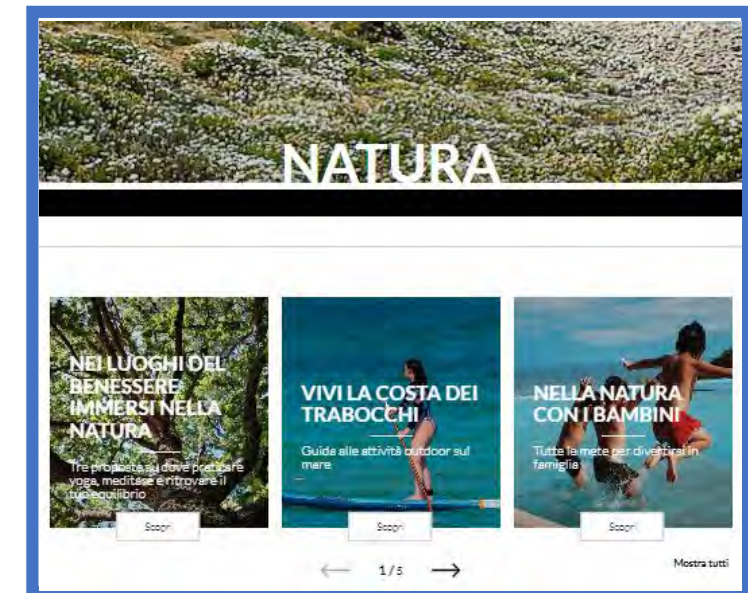
Predefined editable templates with common lay-out are essential for creating a joint multimedia platform.



Mosaic (under cover cover)



location/itinerary/article/experience



Hub page/connector

*But, before we go any further, let me explain
where we started 3,5 years ago...*

(Video 55")



- **Bike-bus lines:** bus lines equipped with bike racks to reach the towns on the hills.
- **Bike stations:** Train stations where, if you have a train ticket, you can rent a bike to go to the beach at reduced price.
- **Info-mobility map:** digital and paper information to explain how to move in the area without using the car.
- **Bike routes:** 263 km of cycling routes.
- **Trabocchi watchers:** a team of students monitoring mobility and providing info



Partnership Agreement



- The Chamber of Commerce (public) made the printing and distribution of maps and purchased 100 bikes for the bike stations.
- Lega Ambiente (NGO environmentalist) took care of the management of 5 bike-stations
- Di Fonzo spa (company) has tested two bike bus lines
- The Polo Inoltra (mobility consortium) has recruited the *Trabocchi Watchers* and integrated all the schedules of the different bus lines operating in the area
- The LAG Costa dei Trabocchi designed the paper and digital information materials, trained the *Trabocchi Watchers*, identified the cycling routes, found the sponsor for the realization of the signage and coordinated the whole project



The concept of this network is “natural cycling routes” that use country or low vehicle traffic roads



- 263 km of trails in 7 different rings (between 30 and 50 km each)
- 90% on country roads
- connection with railway stations
- a hybrid orientation system that combines road signs and digital tracks

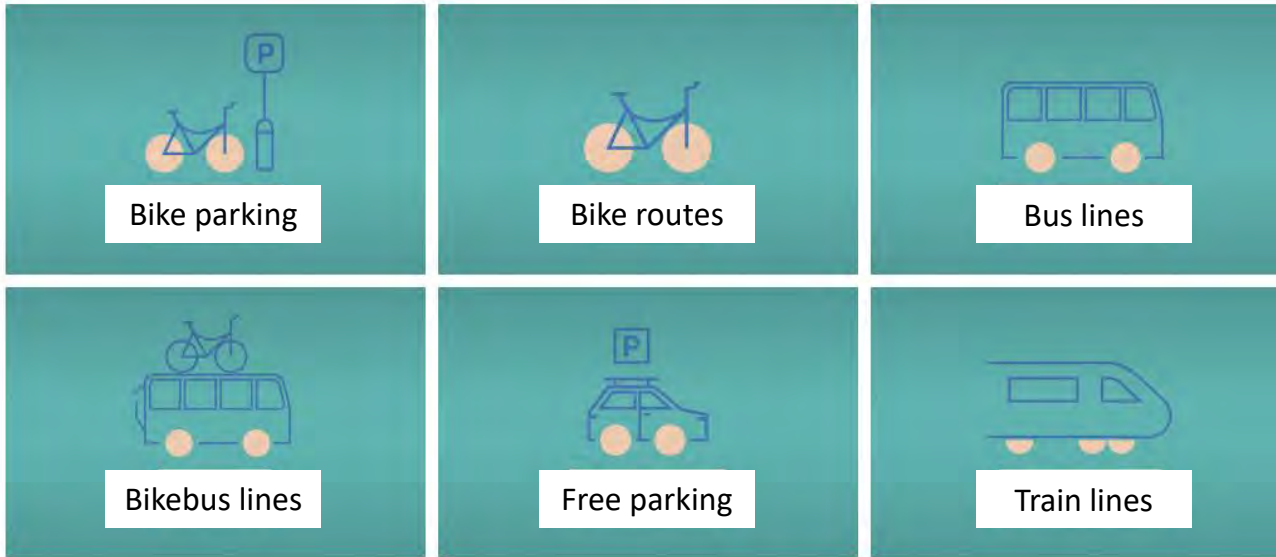


Natural cycling routes



INFO-MOBILITY

How to get around by bike and public transport in the Costa dei Trabocchi



Web info on mobility services



Bike tourist web portal:

Provides all tourist info for bike tourist

Bike tourist hybrid orientation system:

Two QR codes on road signs allow to access narrative description of the route and digital tracks that transforms your smartphone into an audio and video navigator



ECOSISTEMA DIGITALE

The LAG provides free use of the digital ecosystem infrastructure and training to build tourist information portals

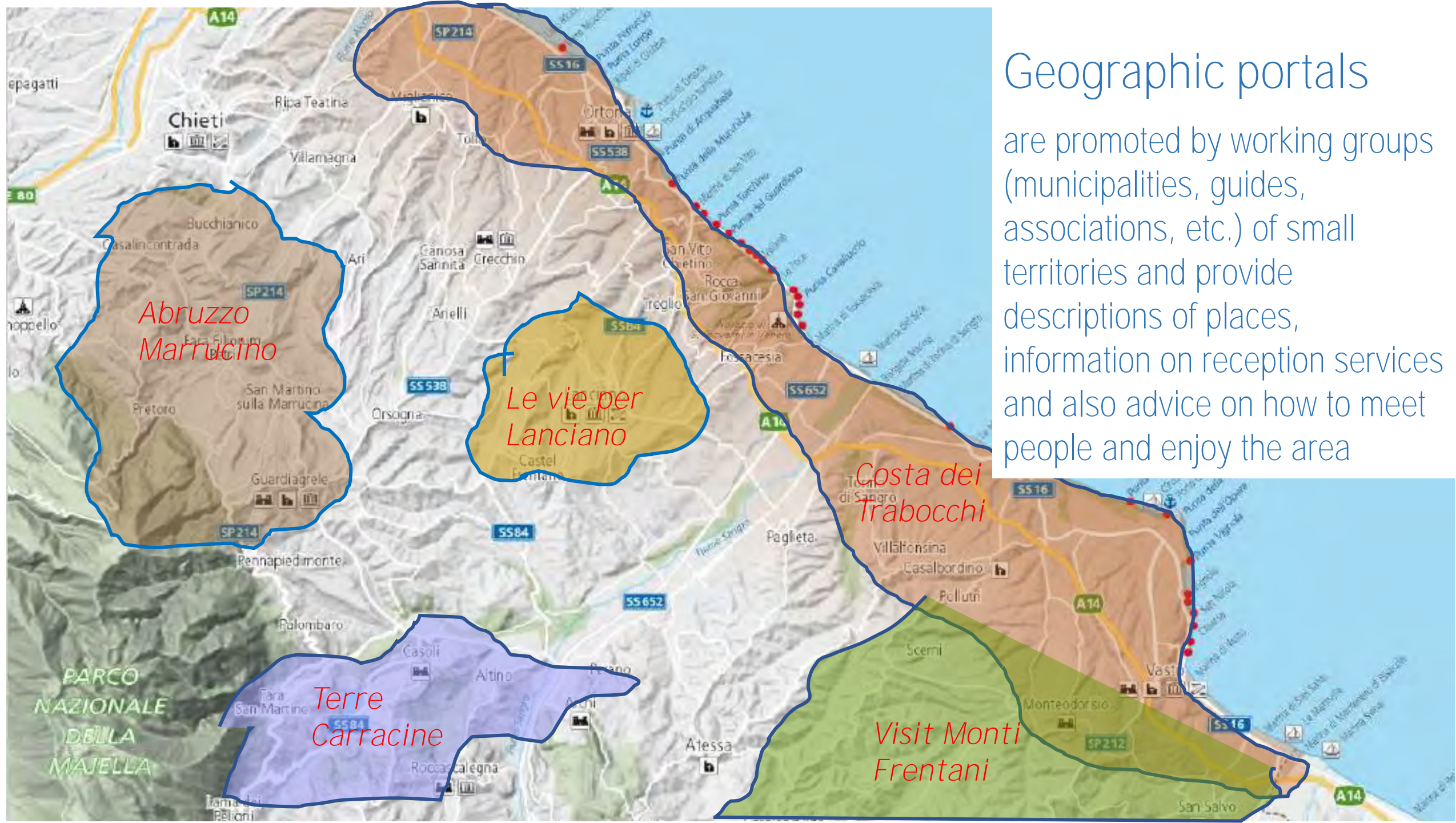
There are two types of portals:

- Geographic portals (provide information about a specific territory)
- Thematic portals (concerning a specific theme of tourist use)



Geographic portals

are promoted by working groups (municipalities, guides, associations, etc.) of small territories and provide descriptions of places, information on reception services and also advice on how to meet people and enjoy the area



Thematic portals

They concern specific tourist themes:



Saperi **d'Abruzzo**

All about food and wine tourism is a cooperation between the 8 Abruzzo LAGs

Art Bike & Run + Wine

It's the portal of a local festivals & active tourism



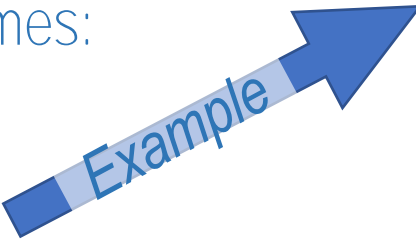
Cucina Popolare Frentana

Network of country inns offering traditional cuisine

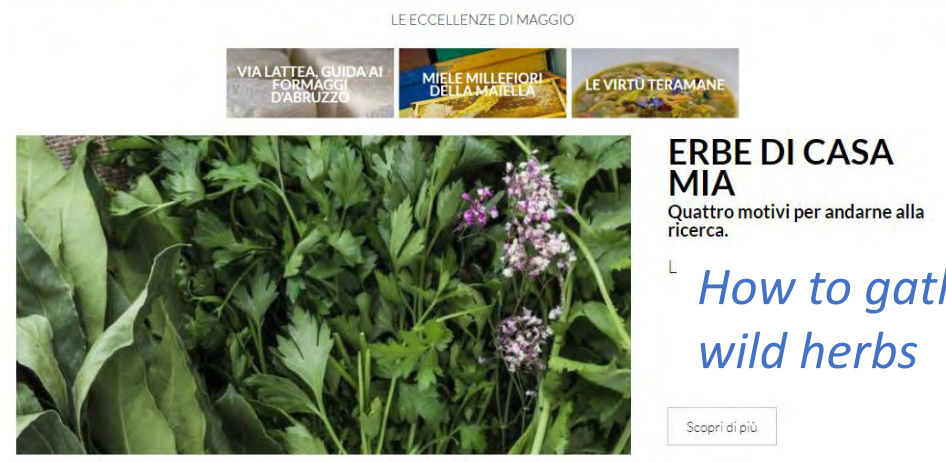


Rocciapolitana

It's a bike and walking route among 11 villages for 120 km



Cosy wineries on the Costa dei trabocchi



How to gather and cook wild herbs



Traditional cooking recipes



Farmers to meet

trabocchi game

- Register the crew
- Get the path and puzzles
- Discover your route with the help of Captain K
- Bike and enjoy the beauty of the area
- Meet a producer and taste its flavors



COME
FUNZIONA

Registra la ciurma, inforca
la bici e inizia ad esplorare!



Ricevi l'**itinerario** prescelto completo di informazioni ed enigmi da risolvere con il resto della tua ciurma



Conquista le tappe **esplorando il territorio**, con gli aiuti su Whatsapp del Capitano K



Goditi le **bellezze della nostra terra**, tra arte, cultura e natura



Spazio alle eccellenze! Ad ogni itinerario è abbinato un **spuntino** a base di tipicità locali

Experience-based cycling tourism

Choose where to base and plan your routes



Discover places where to taste the products on the



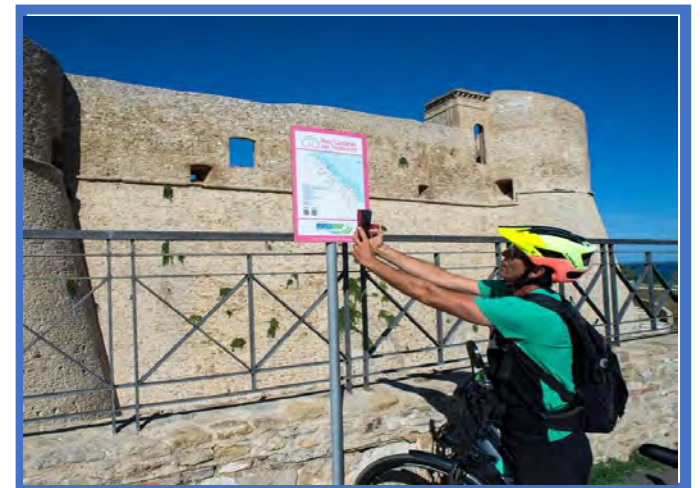
Find free time and leisure services



Explore area food identity



Cycling using the downloadable tracks



Explore the area walking or by bike




FIRST RESULTS

- Number of users - August 2022 11.158
- Nr of views 31.780
- Most viewed topic area: Events
- Origin of users:
 - Roma 20%
 - Milano 17%
 - Pescara-Chieti 13%
 - Bari 3%
 - Napoli 2%
 - Altri (Emilia-Romagna ecc.) 43%
- Connection technology:
 - Mobile 71%
 - Desktop 28%
 - Tablet 1%

Trabocchi Game artbikeandrun.it


Preparati PER una pedalata avventurosa

SULLA COSTA DEI TRABOCCHI



Fino al 30 settembre, per tutti i weekend, partecipa **alla caccia al tesoro in bici!** Alla ricerca delle risorse del nostro territorio, tra indizi e degustazioni, tra panorami mozzafiato e cultura.

ISCRIVITI QUI
www.trabocchigame.it



VACANZE ATTIVE: AL MARE O IN MONTAGNA

COMPAGNIA EDITORIALE/PERIODICI



MENSILE UFFICIALE
DEI PRATICANTI
LUGLIO 2021
€ 5,00 (in Italia)

7

ESTATE

Va' dove ti porta la bicicletta



Trabocchi e ciclabili tra il cielo e il mare

Spiagge, borghi medievali, castelli, abbazie
E poi l'affascinante Costa dei Trabocchi
Avete mai pensato di andare a pedalare
in questo spicchio di Adriatico? Adesso
potete, con dieci itinerari e una "Via Verde"
la pista ciclopedonale che scorre parallela
al lungomare, sul tracciato della vecchia
ferrovia: Fatevi rapire da questo territorio
tra arte, sapori e antiche tradizioni



Attività cofinanziate dal PSR 2014-2020 Regione Abruzzo - M 19
Sostegno allo Sviluppo locale LEADER di tipo partecipativo



ABRUZZO
Abruzzen



*Greetings from
Costa dei Trabocchi*
Grüße von der Trabocchi Küste



Thematic discussion tables

1. Extending the tourist season
2. Tourism in protected areas
3. Supporting tourism start-ups
4. Resisting mass tourism/maintaining local identity
5. Experience based tourism
6. Getting local fish products in the tourist offer
7. WestMed initiative - Networking tourism stakeholders (ES)





5 potential questions

- What **results** you want to achieve, and how would you quantify them?
- Which **skills** do you need in your area to achieve the expected results and to guarantee 'good quality projects'?
- Which **stakeholders** do you need to involve for achieving the expected results? And what is the most effective way for doing this (how does it work in practice?)
- Which elements are most **critical** to project implementation?
- How can **cooperation** help local communities face challenges related to tourism?



Cooperation tables

Cooperation project – **Wetlands (BG)**



Cooperation project – **Climate change (DE)**

Cooperation project – **Pesca-tourism (GR)**



Cooperation tables

1. Extending the tourist season
2. Tourism in protected areas
3. Supporting tourism start-ups
4. Resisting mass tourism/maintaining local identity
5. Experience based tourism
6. Reducing the ecological footprint of tourism
7. Getting local fish products in the tourist offer

