



CMC PROJECT

CLUSTERS MEET CULTURE: AN OPPORTUNITY FOR DEVELOPMENT

Results Achieved Regional Actions

PP2 Province of Rimini

FINAL CONFERENCE 9th September 2014



PILOT EXPERIMENTATION of ITINERARIES IN PROVINCE OF RIMINI TERRITORY

Objectives: To define new itineraries within the Rimini territory, based on CMC approach to be promoted on the ICT platform and by other means. To make the tourists/customers staying on the coast of the Province of Rimini go and visit the hinterland.

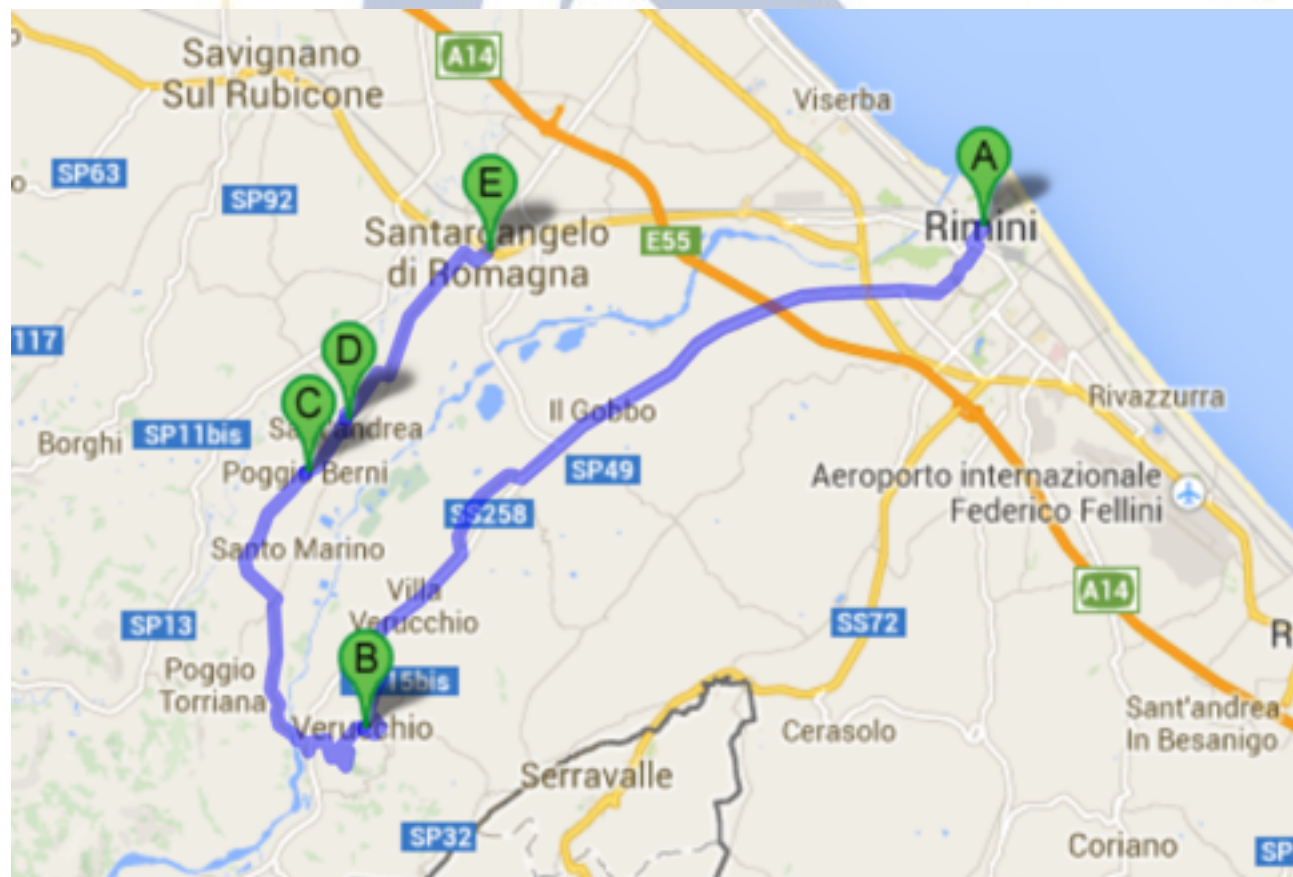
Beneficiaries: Tourists, customers, main stakeholders of industrial sectors, cultural sector and tourism sector.

Timetable: September 2014

PILOT EXPERIMENTATION of ITINERARIES IN PROVINCE OF RIMINI TERRITORY **VALMARECCHIA**



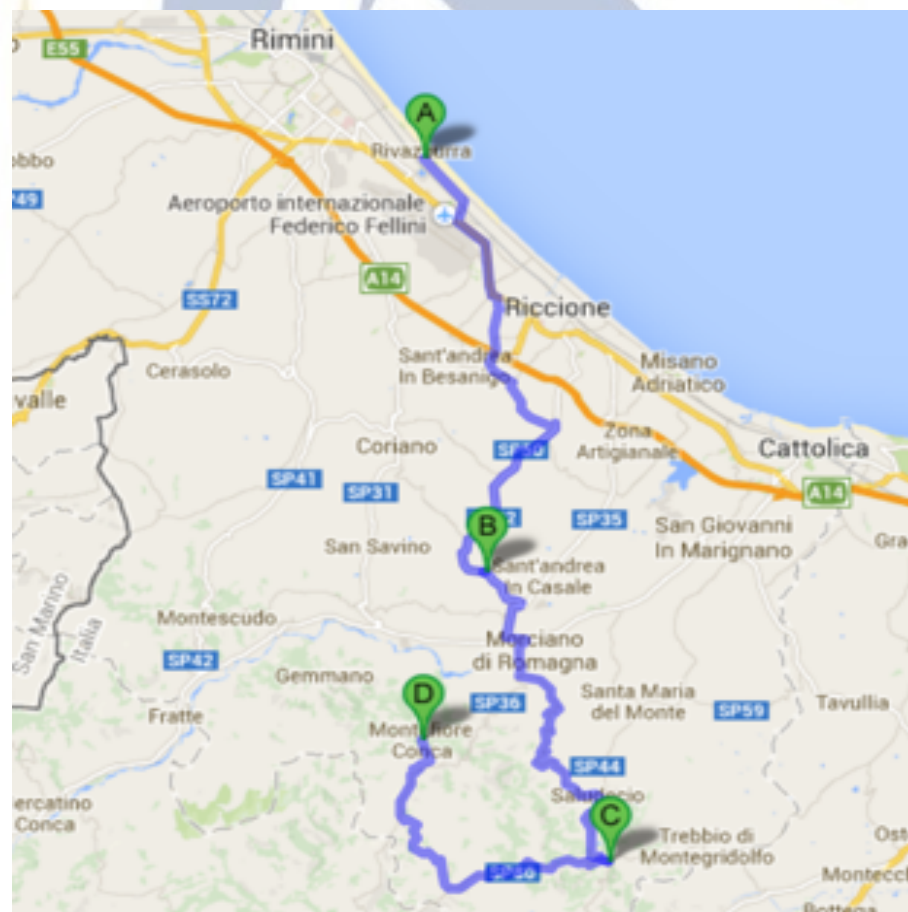
PILOT EXPERIMENTATION of ITINERARIES IN PROVINCE OF RIMINI TERRITORY **VALMARECCHIA**



PILOT EXPERIMENTATION of ITINERARIES IN PROVINCE OF RIMINI TERRITORY **VALCONCA**



PILOT EXPERIMENTATION of ITINERARIES IN PROVINCE OF RIMINI TERRITORY **VALCONCA**



PILOT EXPERIMENTATION of ITINERARIES IN PROVINCE OF RIMINI TERRITORY

Both visits were anticipated by a **survey** within the tourists (which was their perception of the hinterland and typical products of this area) and followed by a **satisfaction survey**.

The visits were based on the routes enhancing **food & wine excellences** of the territory. Destinations:

- Valmarecchia – 50 tourists
- Valconca – 50 tourists

Tourists were collected from the hotels/accommodation places on the coast and taken by bus to the 2 hinterland destinations; tasting as gadget.

In cooperation with the Consortium “Alberghi Tipici Rimini”, Hotels in Riccione, Associations in Valconca, “Strada dei vini e dei sapori”.

PILOT EXPERIMENTATION of ITINERARIES IN PROVINCE OF RIMINI TERRITORY

SOUTH EAST EUROPE - CLUSTERS MEET CULTURE QUESTIONNAIRE ON CUSTOMER SATISFACTION



PART 1: BEFORE THE TOUR

What is your age?	<18	18-25	26-40	41-60	>60
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If your nationality is Italian, what region are you from?	
If your nationality is not Italian, what country are you from?	

Is it the first time you spend your holiday in Riviera di Rimini?	NO	YES
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How many days will you spend during this holiday?	1-2 days	3-4 days	5-7 days	>7 days
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Please organize from 1 (most interesting) to 8 (less interesting) the different aspects of your holiday on Riviera di Rimini	CONVENTIONS	SPAS AND HEALTH	SPORTS	
	WINE AND FOOD	SEA	SHOPPING	CULTURE

During past holidays in Riviera di Rimini, have you ever had the chance to visit inland territories as you are going to do today?	YES	NO
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Do you already know the traditional products of this touristic destination?	YES	NO
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If yes, could you mention any?	
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How is the grade of your expectations about this tour?		
HIGH	MEDIUM	LOW

PART 2: AFTER THE TOUR

Which part of the tour was the most interesting?		
Visit of Castello di Verucchio	Visit of Mulino Sapioli in Poggio Torriana	Visit of Stamperia Marchi in Santarcangelo
Visit and tasting at Case Marconiani in Poggio Torriana	Dinner at restaurant La Saggiolata a Santarcangelo	

How much the tour of today has helped you to increase the knowledge of traditional productions of this touristic destination?	HIGH	MEDIUM	LOW	NOT AT ALL
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Have you bought anything?	YES	NO
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Would you suggest to friends and/or relatives a tour in the same places that you have visited today?	YES	NO
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Would you suggest to friends and/or relatives to buy traditional products that you have known today?	YES	NO
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Could you write three adjectives that best describe wine and food products that you have tasted today?

What is the grade of your satisfaction about the tour of today?	HIGH	MEDIUM	LOW	NOTHING
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Do you want to add any comment?



REALIZATION OF PROMOTIONAL VIDEOS ON THE 2 ITINERARIES IN PROVINCE OF RIMINI TERRITORY

Objective: To provide videos in support to ICT platform content for the promotion of the territory within the Province of Rimini

Beneficiaries: Tourists, customers, main stakeholders of industrial sectors, cultural sector and tourism sector.

Timetable: September 2014

REALIZATION OF PROMOTIONAL VIDEOS ON THE 2 ITINERARIES IN PROVINCE OF RIMINI TERRITORY

During the 2 visits in the itineraries of Valmarecchia and Valconca, 4 videos (2 per visit) have been realized:

- on the visit experience
- as evidence of the connection between culture and economic sector (cultural and production excellences attracting tourism).

The duration of the videos was 3 min

TPM -Realization of a 3 days training

Beneficiaries: clusters (food & wine stakeholders), tourism destination management companies (public or private, i.e. hotels' owners, tourist operators, reservation companies, etc.), cultural sector (public or private).

The 3 training days has been organized according to a participative and shared approach in order to start immediately synergies between the different sectors represented.

The training focused on the main excellence products of the Rimini Province territory: food & wine. The 3 training sessions concerned:

- Food & wine: the main products of excellence (which they are, the purchase fluxes, etc.)
- Food & wine and the territory: history, cultural issues linked to the products, etc.
- Food & wine and marketing strategies: the use of social networks, tourism strategies for promotion and attraction, etc.

Timetable: May July 2014 Training has been held at Province of Rimini premises.



TPM1 Realization of a 3 days training

Progetto SEE-CMC - Clusters Meet Culture
Programma di Cooperazione Territoriale Sud Est Europa 2007-2013

CORSO DI FORMAZIONE PER
PROMOTORE TERRITORIALE

PRESSO:
Provincia di Rimini
Via Dario Campana 64
Rimini



TPM1 Realization of a 3 days training

Programma dei Lavori

Giovedì 17 aprile 2014 – 9.00-13.00

Enogastronomia: i prodotti di eccellenza del territorio della Provincia di Rimini

Dott. Stefano Cerni

Martedì 13 maggio 2014 – 9.00-13.00

Paesaggi rurali fra cultura e memoria contadina

Prof. Mario Turci

Giovedì 29 maggio 2014

9.30-13.30 Strategie di marketing per valorizzare l'entroterra attraverso i prodotti agroalimentari

Dott. Pietro Campalini

14.30-18.30

Ing. Enzo Finocchiaro

Dott. Stefano Cerni

Per informazioni e adesioni

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**THANK YOU
FOR YOUR ATTENTION!**

*Eng. Enzo Finocchiaro
Head of Community Policies Department*

