

CMC PROJECT- KEY FEATURES

- CULTURE is an added value for the valorisation of local products and is a good marketing tool for clusters to promote their products on market abroad.
- Local production and sales potentials can be enhanced if closely linked to the promotion of whole local territories.
- Synergies between culture, industry and tourism support the promotion of integrated local territories actions.

OVERALL OBJECTIVE OF THE PROJECT:

CMC Project wants to enhance local clusters production and their capacity to attract tourist flows, through specific actions addressed to improve their awareness and capacity to combine tourism, production and culture. In particular, the project aims at attracting new tourist flows in less known touristic areas where clusters are located thanks to promoting new integrated itineraries able to propose a multiple/integrated offer of cultural attractions, touristic attractions and local products. Facilitate connections between art, culture, tourism and industry allows to promote a unique and integrated tourism offer valorising the overall identity of a determinate territory.

SPECIFIC OBJECTIVES OF THE PROJECT:

- to dilute tourism streams currently concentrated on major cities and distribute them on the hinterlands, which often also offer extraordinary opportunities both in cultural and economic terms;
- to create strategic partnerships between cultural and industrial production aiming at obtaining mutual advantages, setting up a common methodology for identifying most suitable matching profiles between industry, culture and tourism;
- to attract tourism flows by enhancing new forms of thematic tourism (as for example industrial tourism, thematic museums) thus strengthening local production visibility and increasing direct selling;
- to promote Private/Public synergies for the valorisation of local involved territories;
- to define transnational common criteria and a Transnational Protocol for effective PPPs;
- to create new professional profiles (Shopping Trainer and Territorial Product Manager) able to boost shopping in the hinterland area and explain clearly to the tourist the cultural identity/value of the presented products.

EXPECTED RESULTS:

- an on-line innovative web platform for promoting alternative tourism itineraries allowing tourists to learn about local know how, traditional local production and identity of territories through story telling;
- open dialogue between clusters and tourism destination management created in order to boost promotion of products of excellence;
- new tourism itineraries built thanks to a large consensus process between different stakeholders coming from tourism, cultural and industrial sector;
- publication of a Handbook "How to develop Public-Private Partnership between cultural and industrial production in SEE Area" and implementation of pilot actions: at least 5 PPPs Agreement signed;
- On line digital repository of all useful information collected before, during and after the project life about synergies between Culture/Tourism/Industry;
- Improved skills and capacities to promote a twinning tourist offer able to link culture and industry thanks to the creation of two professional figure: the shopping trainer and the territorial product manager.



ClustersMeetCulture

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Priložnost
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Krepitev proizvodne odličnosti
turistično-kulturnih destinacij

Valorising productive excellences in
tourism-cultural destinations



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CMC PROJEKT – KLJUČNE ZNAČILNOSTI

- KULTURA je dodana vrednost pri vrednotenju lokalnih izdelkov in dobro marketinško orodje za promocijo grozdov in njihovih izdelkov na tujih trgih;
- Lokalna proizvodnja in potenciali za prodajo se lahko povečajo, če so tesno povezani s promocijo lokalnih območij;
- Povezovanje umetnosti, kulture in industrije omogoča promocijo turistične ponudbe ter dodajanje vrednosti skupni identiteti določenega območja.

SPLOŠNI CILJI PROJEKTA:

Cilj projekta CMC je povečati proizvodnjo lokalnih grozdov in njihovo sposobnost privabljanja turistov s pomočjo posebnih ukrepov, namenjenih izboljšanju promocije in združevanju turizma, proizvodnje in kulture. Namen projekta je pritegniti nove turistične tokove v manj znana turistična območja, kjer se nahajajo grozdi, s pomočjo novih načrtov potovanj, ki bodo vključevali ponudbo kulturnih in turističnih znamenitosti ter lokalnih proizvodov.

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POSEBNI CILJI PROJEKTA:

- Prenesti turistične tokove, ki so trenutno osredotočeni na večja mesta v zaledja mest, ki pogosto ponujajo izredne priložnosti, tako v kulturnem kot gospodarskem smislu;
- Oblikovati strateška partnerstva med kulturno in industrijsko proizvodnjo s ciljem doseganja vzajemnih koristi, vzpostaviti skupne metodologije za ugotavljanje najustreznejših ujemanj profilov med industrijo, kulturo in turizmom;
- Pritegniti turistične tokove z izboljšanjem novih oblik tematskega turizma (kot je na primer industrijski turizem, tematski muzeji) in tako krepiti lokalno prepoznavnost proizvodnje in povečanje neposredne prodaje;
- Spodbuditi zasebno-javne sinergije s povečevanjem vrednosti vključenih lokalnih območij;
- Definirati nadnacionalna skupna merila in nadnacionalni protokol za učinkovita javno-zasebna partnerstva;
- Ustvariti nove poklicne profile (prodajni menedžer in teritorialni produktni menedžer), ki lahko povečajo prodajo na območju zaledja mest in jasno razložijo turistu kulturno identiteto/vrednost predstavljenih izdelkov.

SKUPNI REZULTATI:

- On-line inovativna spletna platforma za promocijo alternativnih turističnih poti, ki omogočajo turistom, da se učijo o lokalnem know-howu, tradicionalnih lokalnih proizvodih in območjih s pripovedovanjem zgodb;
- Odprt dialog med grozdi in upravljanje turističnih destinacij, ustvarjenih z namenom promocije izdelkov;
- Nove turistične poti, zgrajene med procesom doseganja soglasja med različnimi interesnimi skupinami, ki prihajajo iz turizma, kulture in industrijskega sektorja;
- Objava priročnika "Kako razviti javno-zasebno partnerstvo med kulturno in industrijsko proizvodnjo na področju JV Evrope" in implementacija pilotnih aktivnosti: minimalno 5 podpisanih sporazumov o javno-zasebnem partnerstvu;
- On-line digitalni arhiv vseh koristnih informacij o sinergijah med kulturo, turizmom in industrijo, zbranih pred in med projektom ter po njem;
- Izboljšane spretnosti in sposobnosti za promocijo združene turistične ponudbe, ki bo povezala kulturo in industrijo z oblikovanjem dveh strokovnih figur: prodajni manager in območni produktni prodaja.



GLAVNE AKTIVNOSTI PROJEKTA:

- Oblikovanje spletne platforme z inovativnimi IKT orodji za povezovanje turistov, kulturne produkcije in grozdov ter okoliških območij;
- Raziskava o mehanizmih združevanja "mestnega turizma" s kulturnimi grozdi v JV Evropi;
- Pregled obstoječih primerov dobrih praks povezav med kulturo in proizvodnim sektorjem;
- Analiza grozdov in organizacijski vzorci na področju izvajanja projekta;
- Identifikacija najprimernejših ujemanj profilov med industrijskimi grozdi ter kulturnimi in turističnimi agencijami;
- Razvoj mednarodnega sistema za spodbujanje javno-zasebnih partnerstev med kulturnim turizmom in industrijo;
- Priprava priročnika "Kako razviti partnerstvo med kulturnimi in proizvodnimi grozdi na področju JV Evrope";
- Oblikovanje nove poslovne figure, katere cilj je ustvarjanje priložnosti za povečevanje turizma v okoliških proizvodnih območjih: "prodajni manager" in "območni produktni vodja".

Trajnost projekta:

- Ustvarjanje zaupanja javnih regionalnih organov z namenom vključiti CMC pristop v operativne načrte na regionalnem nivoju v vseh regijah projekta;

- Spodbujanje nastajanja novih proizvodnih grozdov, ustrezno organiziranih za sprejemanje turistov in spreminjanje le-teh v kupce.

Upravičenci projekta:

Turisti/stranke:

- Turisti bodo imeli priložnost kupiti odlične izdelke grozdov v bližini glavnih kulturnih mest;
- Turisti bodo dobili priložnost bolje spoznati ta območja, ne samo z obiski predlaganih destinacij, ampak tudi od doma, s pomočjo ustvarjene IKT platforme;
- Turisti bodo dobili priložnost spoznati tradicijo in identiteto območij preko povezav z lokalno proizvodnjo.

Predstavniki grozdov bodo imeli naslednje koristi:

- Možnosti usposabljanja za razvoj novih strokovnih figur, katerih cilj je povečanje povezav med turizmom in industrijo ter povečanje turističnega multiplikativnega učinka;
- Priložnosti neposredne promocije turističnih poti, ki dajejo dodano vrednost proizvodom preko razvoja IKT spletne platforme;
- Promocija grozdov in njihovih proizvodov preko aktivnosti projekta CMC.

Turistični ponudniki iz zasebnega in javnega sektorja:

- Ustvarjanje novih stimulativnih možnosti za učinkovito upravljanje kulturne dediščine in proizvodnje;
- Dialog med lokalnimi odločevalci in zasebnimi deležniki z namenom zagotavljanja celostne promocije turizma.

MAIN PROJECT ACTIVITIES:

- Definition of a web platform with innovative ICT tools for connecting tourists, cultural production and surrounding cluster and territories;
- Investigation about mechanism for twinning "in city tourism" with productive clusters in SEE area;
- Review of existing best practices of virtuous combination between culture and productive sector;
- Analysis of clusters, layouts and organizational patterns within the project area;
- Identification of most suitable matching profiles between Industrial Clusters and Cultural and tourism agencies;
- Developing transnational scheme for promoting Private-Public Partnership between culture-tourism and industry;
- Finalising of the Handbook "How to develop public-private partnership between cultural and production clusters in SEE Area";
- Creation of a new professional figure aimed at creating opportunity to enlarge tourism from cities to surrounding productive areas: the "Shopping Trainer" and "Territorial Product Manager".

Project Sustainability:

- Create trust in public regional bodies in order to mainstream CMC approach in operational plans at regional level in all the regions involved in the project;

- Stimulating the birth of new productive clusters appropriately organized to welcome the tourists and turn them in buyers.

Project Beneficiaries:

Tourists/clients

- Tourists will have the chance to easily find excellence products made by clusters closed to main cultural cities;
- Tourists will have the chance to better know the concerned territories not only by visiting the proposed destinations but also at home through the created ICT Platform;
- Tourists get the opportunity to learn about traditional know how and identity of territories through connection with local production.

Clusters representatives will benefit from:

- Training opportunities for development of new professional figures aiming to increase linkages between tourism and industry and boost the tourism multiplier effect;
- Opportunities of direct promotion of tourism itineraries giving a value added to their products through the development of the ICT web platform;
- Clusters products promoted thanks to the CMC project action.

Tourism operators from the private and public sector

- Creation of new and stimulating opportunities for the effective management of cultural heritage and production;
- Dialogue among local decision makers and private stakeholders will be improved, especially to ensure an integrated tourism promotion.

