

# Contributions and Innovations of the Advisory Partner

## SHARE project

*Andres Coca-Stefaniak*

*Tina Segota & Ray Powell*

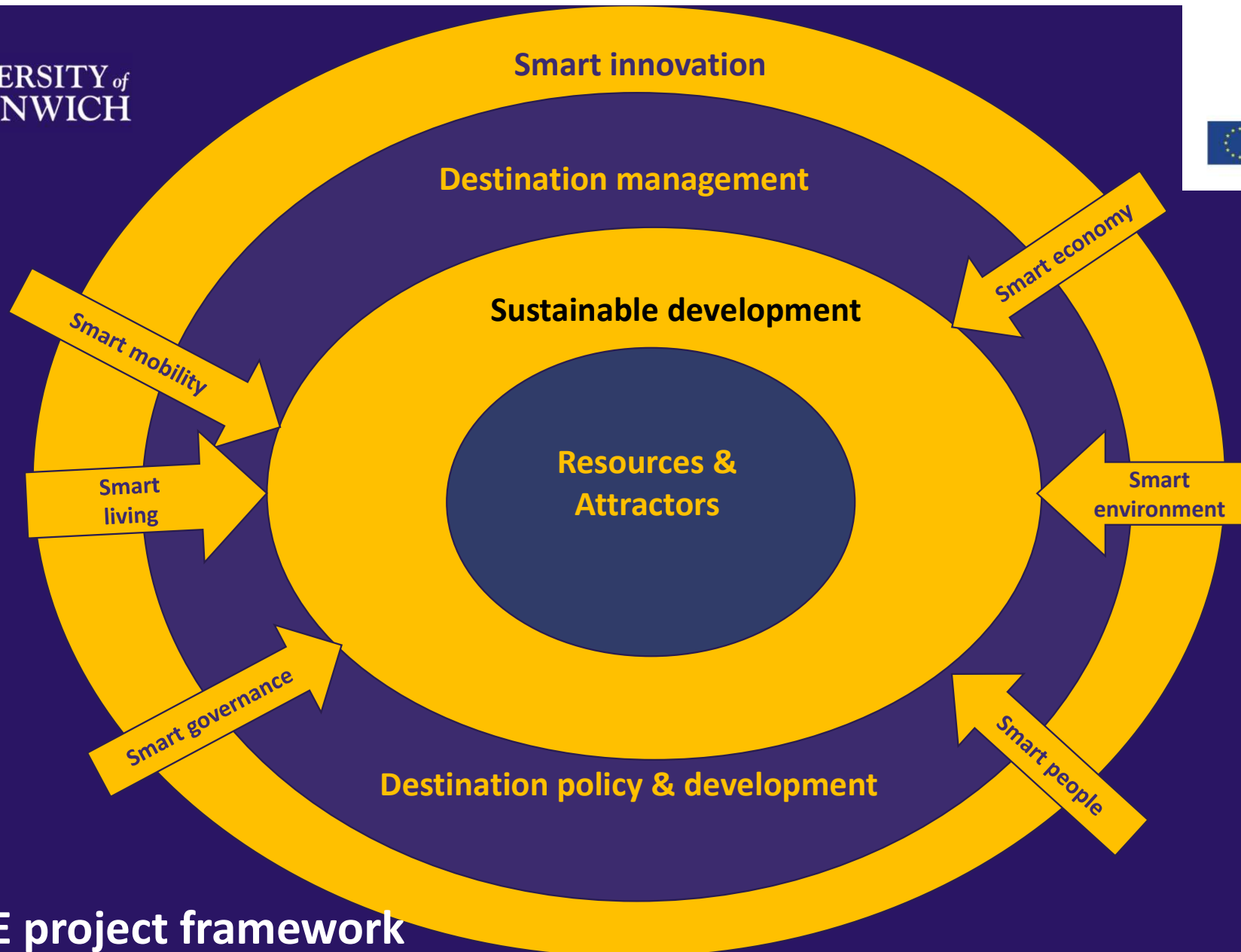
University of Greenwich

Perugia (Italy), 15<sup>th</sup> September 2020

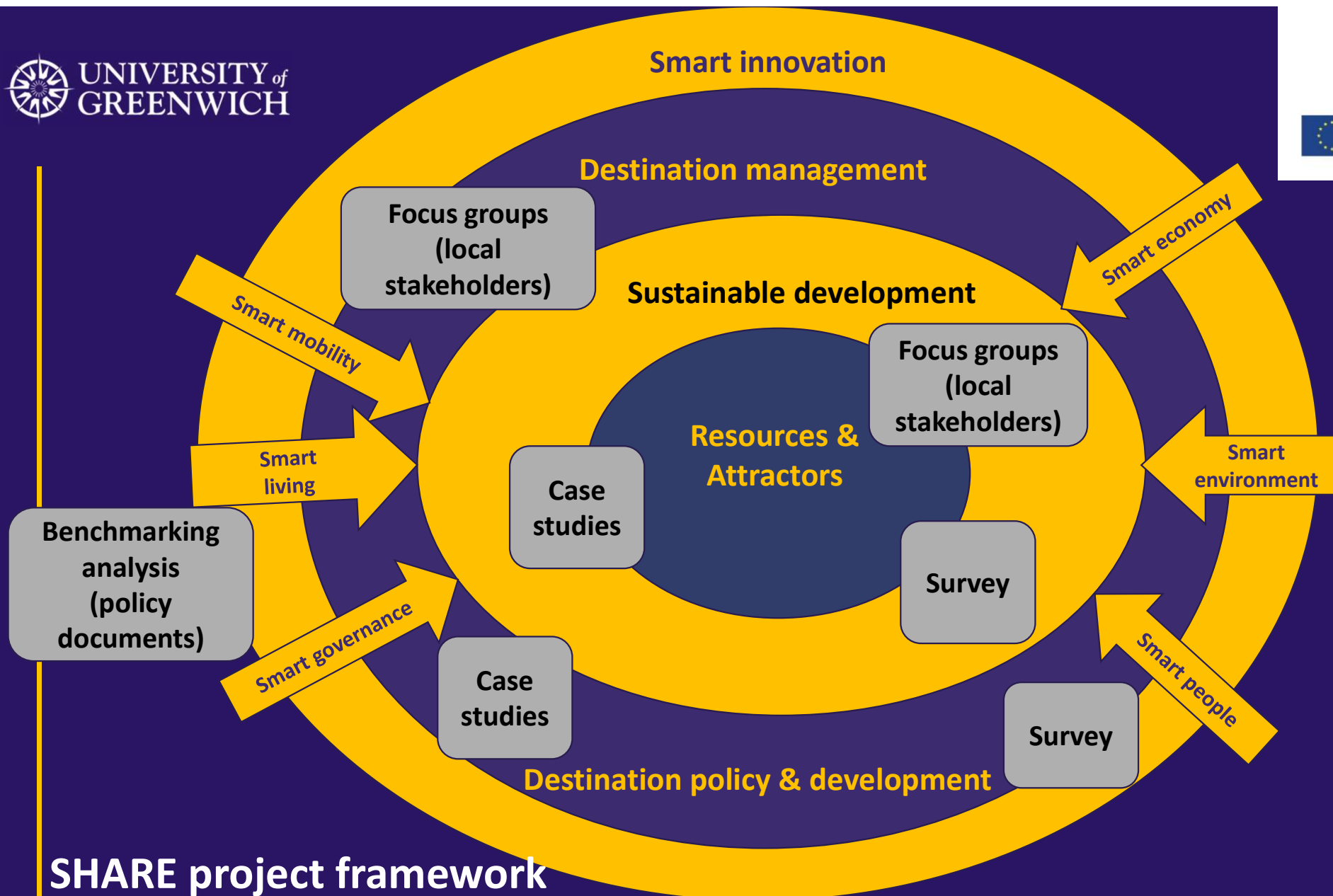
## Key contributions

- **Expertise** – research & framework for collection of evidence
- **Knowledge management** – **impartial** assessment and discussion
- **Processes** – best practice for **impact** evaluation

# Expertise



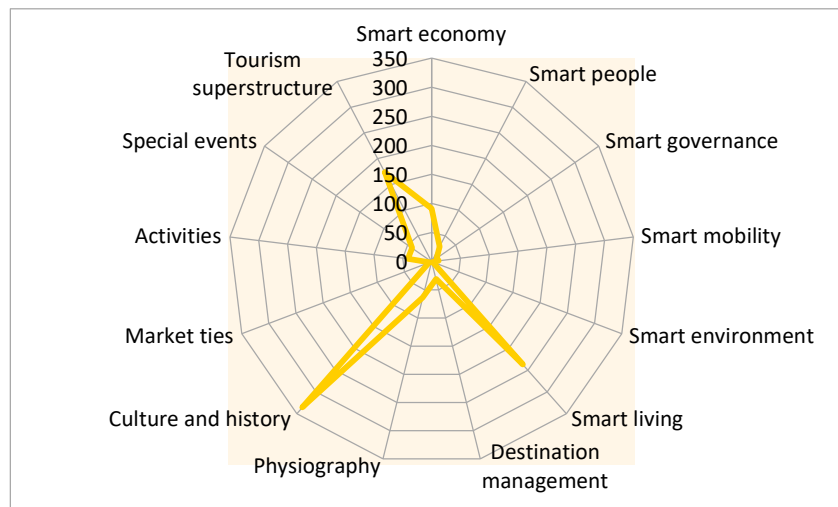
**SHARE project framework**



SHARE project framework

# Benchmarking analysis of policy documents – Pecs (Hungary)

## Overall analysis of World Heritage Site (Early Christian Necropolis) management plan

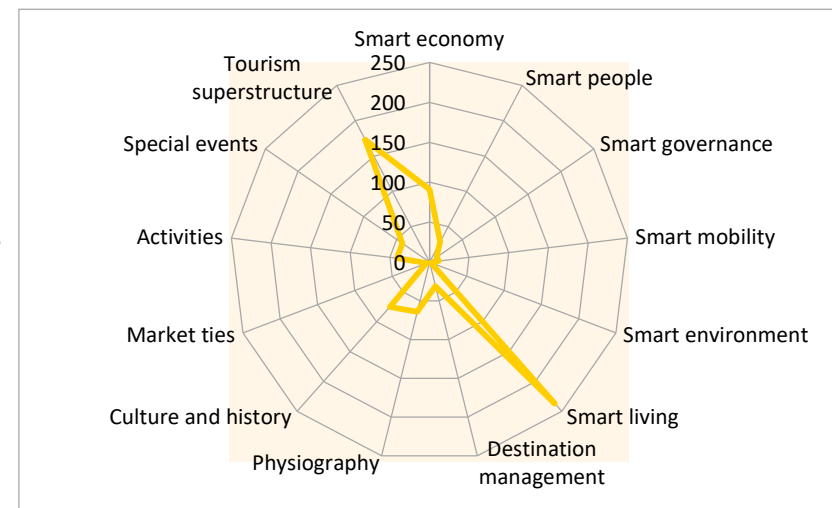


... but the “heritage” represents 77% of the overall count for the “culture and history” category



***Remove word “heritage” from analysis:***

... and now “smart living” becomes the dominant category followed by “tourism superstructure”.



# SHARE – International research survey

**Over 6,000 respondents** – largest international survey of this type in Europe



Tourists



Residents



Local businesses

# Survey – Vadstena (Sweden)



	Most important factors	Least important factors
<b>Tourists</b>	Local heritage and history (M = 8.47)	A thriving sharing economy (e.g. Airbnb offers) (M = 4.45)
<b>Residents</b>	Safety and security (M = 8.82)	A thriving sharing economy (e.g. Airbnb offers) (M = 5.17)
<b>Local businesses</b>	Friendliness of local people (M = 8.95)	A thriving sharing economy (e.g. Airbnb offers) (M = 6.04)

## Common goal of smaller tourism destinations: encourage day-trippers to stay longer



# Survey – Šibenik (Croatia)

Choosing this town as a place to visit –  
most important

	mean	sd	med
Local heritage and history	8,3	2,0	9
The weather	8,2	2,4	9
The geography of the wider region	8,1	2,2	9
The geography of this area	8,1	2,3	9
Safety and security	7,7	2,7	9
The authenticity of experiences offered to visitors	7,9	2,2	8
Friendliness of local people	7,8	2,4	8
Access to this town	7,8	2,3	8
Visitor information	7,7	2,4	8
Quality of visitor service in this town	7,6	2,5	8
The value for money offered by this town	7,5	2,7	8
Moving around	7,5	2,5	8
The overall quality of life in this town	7,2	2,4	8
Local businesses	7,2	2,6	8
Car parking	7,2	3,0	8



# Knowledge management

**SHARE project brief  
no. 5 – Focus Group  
no. 2 (testing survey  
questionnaire)**

**SHARE project brief  
no. 7 – Creating your  
Local Action Plan**

**SHARE project brief  
no. 3 – transnational  
benchmarking**

**SHARE project brief  
no. 1 – SHARE  
framework and  
recruitment of experts**

**SHARE project brief  
no. 6 – field survey  
methodology**

**SHARE project brief  
no. 9 – Peer review of  
Local Action Plans**



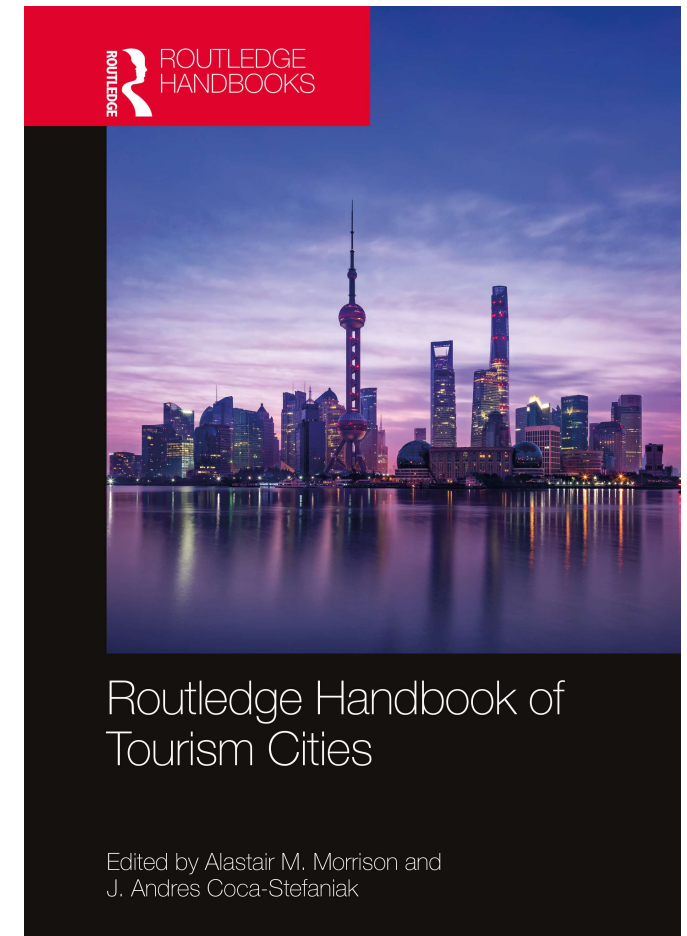
## SHARE lessons creating impact beyond the project



Scholarly  
publications;  
expert  
testimony to UK  
parliamentary  
committee

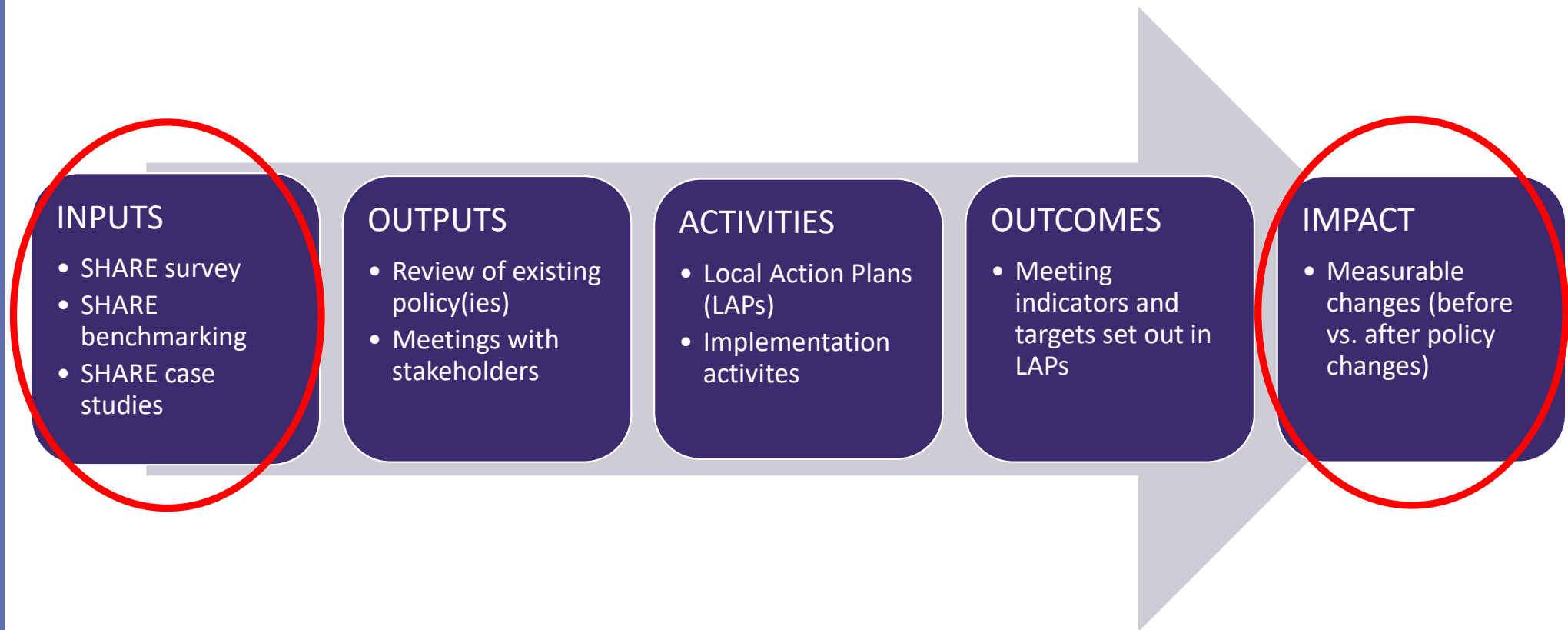


<https://www.interregeurope.eu/share/news/news-article/3975/share-before-uk-parliamentary-committee/>



# Processes

# Roadmap to policy impact



# Thank you



**Dr. Andres Coca-Stefaniak**

**Associate Professor of Tourism and Events**

**[a.coca-stefaniak@gre.ac.uk](mailto:a.coca-stefaniak@gre.ac.uk)**