

Transferring project for  
**E**mblematic **M**editerranean **M**ountains  
as **C**oastal destinations of excellence  
(**EMbleMatiC PLUS**)

Project Ref:Project Ref:8139 | 10MED21\_3.1\_M3\_009

## **D3.2.3. PP5 transferability diagnostic relying on Transfer Guide**



### **Deliverable D3.2.3**

#### **Activity 3. Transferring process**

#### **A3.2 Conducting receivers diagnostic (cross analysis) relying on the transfer guide**

## Executive summary

This document summarises the whole coaching process with PP5 towards the creation of an own Eco-itinerary (as a physical route) to be promoted as an Ecojourney. This tourist product is expected to align with the EMM values, approach and previous experience, according to the [EMM Transfer Guide](#) from the EMbleMatiC project. The aim of this document is to convey a picture of the state of things in PP5 Eco-itinerary, portraying strengths and weaknesses, and projecting potentialities and future possible threats. Contents from this document should feed the last step foreseen in A3, that is PP5's Local Implementation Action Plan (LIAP).

After an introduction about the context of the project and a brief description of the selected area, the process of coaching PP5 alongside the EMbleMatiC Plus project is described, together with a short note about the assessment field visit. The core of this document are chapters 4 and 5, which offer a thorough analysis of the PP5 proposal for an Eco-itinerary, including a SWOT analysis (chapter 4) as well as a detailed description of the different characteristics according to the 30 attributes of the Terms of Reference (ToR) of the Transfer Guide. The description contains a series of recommendations that PP5 might take into consideration when developing its LIAP. Two templates for this deliverable are provided as an appendix and a separate document.

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## 1. Contextual introduction

This document summarises the whole coaching process with PP5 towards the creation of an own Eco-itinerary (as a physical route) to be promoted as an Ecojourney. This tourist product is expected to align with the EMM values, approach and previous experience, according to the [EMM Transfer Guide](#) from the EMbleMatiC project.

This document therefore follows a comprehensive approach through the entire activity A3 (“Transferring”), starting with the webinars previous to the TNM1 and continuing with the Activity 3.2 about a follow-up of the common criteria assessment. Authors of this document coordinated the coaching process. LP1, PP1 and PP2 (the so-called “Givers”) also actively participated in this process, particularly in the preparation, execution and outcome of the assessment field visit.

The **aim** of this document is two-fold: (i) to convey a picture of the state of things in PP5 Eco-itinerary, portraying strengths and weaknesses, and projecting potentialities and future possible threats; (ii) to “translate” the results of the diagnosis into specific recommendations towards the last step foreseen in A3, that is PP5’s Local Implementation Action Plan (LIAP).

### 1.1.A transferring project: *EMbleMatiC Plus*

**EMbleMatiC Plus** is the follow-up project of the EMbleMatiC project. Being funded by the Interreg MED program, both projects are just one part of the activities that the **Emblematic Mediterranean Mountains (EMM) Network** undertakes. The Network was born in 2013 thanks to the LEADER funds. Being 4 initial members, the Network has grown across successive projects.

EMbleMatiC Plus involves 3 givers’ partners from the previous EMbleMatiC project, 4 new receivers’ partners and 7 associated partners. These partners are members of the **EMM network**. They wish to adopt a more responsible and sustainable tourism development model located in their hinterland coastal areas with strong rural and island characteristics.

Thus, EMbleMatiC PLUS project aims to deepen and extend the first project results by transferring to new territories the “Transferability guide for the implementation of an eco-itinerary”. These previously created eco-itineraries contribute to geographically rebalancing the visitors flows, to extend the seasonality, to reduce environmental impact whilst generating economical return for these low-density areas.

More specifically, this project aims to:

1. Maximise the impact of what was accomplished & worked with the EMbleMatiC project to new territories.
2. Work together in adjusting the initially produced Transfer Guide to fit receivers’ local context and to obtain their best Eco-itinerary local implementation plan.
3. Reinforce the Emblematic Mediterranean Mountains network by gathering key local stakeholders & managing authorities sharing same values, visions & know-how.

In addition to the 3 “Givers” and 4 “Receivers”, the project includes seven associated partners, six of them representing mountains territories (Vidova Gora in Croatia, Ida/Psiloritis in Greece, Gran Sasso and Monte Grappa in Italy, Kapela Vrh in Slovenia, and Pico del Torreón in Spain). They could not be retained as receivers for this project but benefit from following its progress closely .



### **1.2. A Receiver territory: the Stromboli island represented by GAL Tirreno-Eolie**

**GAL Tirreno-Eolie** was selected by LP1, PP1 and PP2 (so-called “Givers”) to participate in the EMbleMatiC Plus as a “Receiver”. This LAG selected the island of **Stromboli** ([38°47'38"N 15°12'40"E](#)) as territory for the transferring of the methodology previously used to create an Eco-itinerary. Stromboli is one of the seven Aeolian island archipelago in the Tyrrhenian Sea. Administratively speaking, the island is part of the municipality of Lipari, in the region of Sicily. It is named after the worldwide famous active volcano, which acts as an “emblematic mountain” in the context of the Network. In 2000, Stromboli was included in the [UNESCO World Heritage List](#) together with the rest of the archipelago.

Being shaped by a succession of eruptions and earthquakes along History, the island turned into a tourist hotspot during post-WWII, mostly due to the 1949 shooting of the movie “Stromboli, Land of God”, by the Italian film director and producer R. Rossellini and starring Ingrid Bergman. This fact represented a revolution for the island inhabitants, who were traditionally dedicated to fishing and agriculture (capers and wine growing - the latter until the phylloxera arrived in 1860). Since then, the 21-km<sup>2</sup> island receives thousands of visitors every year, especially between April and October. The island is an important spot for Volcanology and archaeology.

## 2. The coaching of the transferring process with PP5

### 2.1. The coaching of the transferring process:

**The transferring strategy unfolds in three phases** to adapt the steps described within the “transfer guide” into a “transfer process” applied by each receiver and adjusted according to its own context or transferability potential. The chore know-how to transfer is the compliance of the 30 attributes from the previously applied TOR for the creation of eco-itineraries.

This document can be found in appendix 6.1

#### ***Phase 1 A 3.1 Givers’ dissemination to receivers of transfer guide & pasts achievements:***

During a first stage, the Coaching Team (CT; external experts Ramon Serrat and Alexis Sancho) presented to receivers the contents of the guide and related past achievements from givers through two webinars: the first one held on the 14/9/21 “Welcome to EMM network”, the second one held on the 21/09/21 “Getting to know the transfer guide”

The thematic workshop held during the first transnational meeting in October, provided receivers with the opportunity to have their own visiting experience of two existing eco-itineraries and to provide their own feedback relying on the 30 attributes that eco-itinerary must comply with.

#### ***Phase 2 A3.2 Receivers’ transferability diagnostic relying on transfer guide:***

##### *Step 1: Receivers worked with CT on attribute compliance process*

During TNM1 (October 5-7, 2022), the CT presented the coaching process along A3.2.0. The aim of this process was to assist Receivers during the conception phase of their Eco-itineraries, which had to comply with the Terms of Reference (ToR) of the Transfer Guide (TG). In preparation for the TNM1, all receivers answered a self-assessment online questionnaire in order to rate the degree of difficulty that Receivers presumably will experience while dealing with ToR 30 attributes. On this outcome, the CT established a time schedule in order to enable a gradual complying process of the attributes. According to this proposal, Receivers completed three (3) reports between October and the end of 2022. In each report, Receivers were asked to provide evidence proving each attribute compliance. The completion process of each report (with their corresponding delivery date) was scheduled in parallel with a series of bilateral meetings between the CT and all Receivers. The whole process was conceived as an iterative exercise where both actors (the CT and each Receiver) were expected to communicate continuously in order to address all attributes as much as reliably as possible.

##### *Step 2: Assessing team visited receiver for an on-site assessment visit*

This on-site assessment visit constitutes the base of the project output: “Receiver’s transferability diagnostic relying on transfer guide”. It consists of an on-site cross-analysis & peer review (3 givers & 1 assessor) on the first attempt of the receiver to propose their initial proposal of potential eco-itinerary by applying the transfer process to their own local receiver context.

#### ***Phase 3: A3.3 Receiver’ local implementation action plan for their eco-itinerary:***

For the third and final stage of the transferring process, the receiver will be asked to use the insights and personalised recommendations from this diagnosis, to elaborate and write an individualised local implementation action plan for the future creation of their eco-itinerary beyond the duration of this current project. This should

ultimately provide the receiver with a roadmap to create a new and alternative tourism product offer for its visitors.

## **2.2. PP5 engagement:**

From the very beginning of the process, it became clear that PP5 was spending all necessary efforts and energy to go through the entire coaching process. PP5 brilliantly completed each one of the three Reports with manifold information of written, graphic and cartographic character. All Reports were timely delivered and were improved in successive versions. All documents are available in the corresponding project Dropbox folder. In addition, two (2) bilateral online meetings took place to discuss all related issues to each attribute. The minutes of these meetings are available in the corresponding project Dropbox folder, too.

As of March 2022, PP5 has celebrated five (5) stakeholder meetings in the context of EMbleMatiC Plus. This is more than the minimum of three (3) meetings that the CT suggested to all Receivers to be celebrated during the coaching process until the assessment field visits. All meetings were reported via written minutes, which are available at the corresponding project Dropbox folder.

### 3. On-site assessment field visit to Stromboli

During three months, each receiver worked at bringing local stakeholders together and at exploring all aspects of their future eco-itinerary whilst periodically reporting on gathered evidence to check with the coaching team that suggested choices were complying with the 30 attributes from the TOR.

To welcome the assessing team, receivers were asked to put together a proposal of a two-day on-site assessment field visit that will reflect the main assets (choices of locations, activities, stakeholders and services) identified at that stage for the creation of their future eco-itinerary.

They were asked to provide a title and brief description of their eco-itinerary, and to indicate for each spot included on their visit:

-List of the attributes covered by this spot/activity: the numbers showing under each spot corresponds to the attributes detailed on the appendix 6.1 TOR.

-List of the emblematic dimension pre-set criteria covered by this spot/activity:

The numbers showing under each spot refers to:

1. Proud local people - 2. Institutional recognition - 3. Reputation - 4. Legends and myths - 5. Power of inspiration - 6. Picturesquelandscape - 7. Particularecosystem - 8. Mediterranean cultural identity - 9. Sustainability and anthropogenic environment - 10. Historic places

The following minutes were written by the receiver and summarise the chronological unfolding of the on-site assessment. As such they are a practical and factual account of what took place and was experienced and assessed by the assessing team.

#### 3.1. Minutes from on site-visit carried out based on receiver partner proposal

**Proposed title of future eco-itinerary:** "The Fire routes"

##### **Brief summary of future eco-itinerary:**

The future eco-itinerary will include three itineraries that will give tourists a complete overview of the whole island. The brown route is a tour of the villages including historic places, aeolian architecture, local handicraft and food and wine tasting.

The green route starts from the village of S. Vincenzo, walking through typical Mediterranean bush reaching up to 290mt where you can admire the Sciara del Fuoco, the persistent Strombolian activity and the sunset.

The blue route starts reaching Ginostra by boat. The itinerary is shaped along a circular route that offers visitors a great variety of landscapes involving geological, anthropological, natural and historical aspects of the area, reaching a panoramic point overlooking the Sciara del Fuoco and the active craters of the volcano.

##### **Spot 1: Day 1 - 2<sup>nd</sup> March - 5:00 pm - Ingrid's House – Stromboli (S. Vincenzo)**

We arrived by boat to the port of Stromboli, met Beatrice and Manuel (our guides), and reached Ingrid's house. Among the Aeolian Islands, Stromboli was the first to be discovered by tourism in the early '1950s, becoming famous after Rossellini's movie. In 1949 Roberto Rossellini shot "Stromboli, God's land", with Ingrid Bergman. The movie was very successful, creating the myth of the Aeolians called the "Wild Islands". The film, entirely set on the Stromboli, left a strong print on the islander's culture. Stromboli was an island used to solitude, but this film, thanks to its success, changed the cultural dimension of the place.

During the visit, our host Michele spoke with us about the house and its history.

-List of the attributes covered by this spot/activity: 1-2-3-6-7-9-10-11-16-17-18-23

-List of the emblematic criteria covered by this spot/activity: 1-2-5-8-10



### Spot 2: Day 1 - 2<sup>nd</sup> March - from 5:30 pm to 7:00 pm Salvatore's House – Stromboli (S. Vincenzo)

After the visit we walked to Salvatore's house. Salvatore is a strombolian sculptor who welcomed us in his house for a welcome aperitif offered by two local producers. Informal meeting with all stakeholders of the project including the mayor, his assessor, tourist office representatives, hotel's association president, local producers, guides and of course all representatives for the LAG and external experts. The two local producers were Annamaria Famularo from Sole & Mare Farm and Antonio Caravaglio from Caravaglio's vineyard.

The first one gave us a taste of several local products like capers, *cucunci*, under oil eggplants and courgettes, dried tomatoes, different types of pates and jams. Caravaglio offered his wines.

-List of the attributes covered by this spot/activity: [1-2-3-6-7-11-13-14-16-18-19-23](#)



-List of the emblematic criteria covered by this spot/activity: [1-5-8](#)

### Spot 3: Day 1 - 2<sup>nd</sup> March - 7:00 pm 10:00 pm Gabbiano Residence – Stromboli (S. Vincenzo)

During the whole visit we were hosted for accommodation and meals from Federica Masin and her husband Vito, owners of the Gabbiano Residence. Gabbiano residence is a privately owned location that offers very nice accommodation together with spectacular local gastronomy. The owners together with their whole team made us feel home for the whole period.

-List of the attributes covered by this spot/activity: [1-3-6-13-14-16-18-19](#)

-List of the emblematic criteria covered by this spot/activity: [1-8](#)





#### Spot 4: Day 2- 3<sup>rd</sup> March - 9:00 am - 1:00 pm Tour of San Vincenzo – Stromboli

We met Beatrice (our guide) at the hotel and made a half day tour of San Vincenzo, trying to see the best spots of the brown itinerary that usually takes a full day tour. We started the tour from the beach, where Vito and Beatrice gave us explanations of the origin of Strombolicchio. They also told us that in ancient times the steam boats dropped anchor in the deep sea in front of the beach and strombolic people picked up the visitors from the boats to the beach through the “rollo” (a small, wooden boat). Between 1860 and 1930 the majority of *Strombolans* migrated abroad (in particular to Australia) from this beach due to eruptions and earthquakes that exterminated the last vines already damaged by the attack of phylloxera in 1860.

Then we went to see Caravaggio's vineyard, a wine maker from Salina that reintroduced wine production on the island with MALVASIA native grapes. We stopped by the Pro loco office where the visitors are welcomed and introduced to all services that the island offers and possible eco-journeys that can be made. We also went to the Cinema Museum carried out by volunteers where visitors can watch short movies or exhibitions and we also went to the new cemetery, stopping by San Vincenzo's square and Church. The visitors were surprised to realise the absence of cars, in fact mobility in the island is mainly based on electric vehicles.

-List of the attributes covered by this spot/activity: 1-2-3-6-7-8-9-10-11-12-17-18-23-26-27

-List of the emblematic criteria covered by this spot/activity: 1-4-6-8-9-10



#### Spot 5: Day 2- 3<sup>rd</sup> March - 3:15 pm – 7:30 pm Naturalistic Path – Stromboli (Strombolicchio, *Sciara del fuoco*)

We met Manuel (our guide) at the Magma Trek office for a briefing before the tour where Manuel provided visitors with many insight into the history of the volcano activity and made them watch a video. The tour started from the village of S. Vincenzo, walking through typical Mediterranean bush reaching up to 290 m, where we admired the *Sciara del Fuoco* which is the trace of lava from crater to sea, the persistent Strombolic activity and the sunset. Since 2019 after a strong and dangerous strombolic activity, for safety reasons people are not allowed to go up to 900 m in order to look at the crater from the top, so the tour ends at 290 m.

These stops were completed by many on site observations and special attention paid also to the rich flora. The return route was along an ancient mule track to the village of Piscità.

- List of the attributes covered by this spot/activity: 2-3-4-5-6-7-8-9-11-20-23-26

-List of the emblematic criteria covered by this spot/activity: 2-3-4-5-6-7-8-9-10



### Spot 6: Day 3 – 4<sup>th</sup> March - 9:00 am – 3:30 pm Ginostra – Stromboli

We took a boat to reach the port of Ginostra. We started the itinerary from the church of S. Vincenzo and followed a circular route. This route offers visitors a great variety of landscapes involving geological, anthropological, natural and historical aspects of the area among which the old cemetery. The village of Ginostra is very typical for the presence of old houses with outside ovens, cereal mills and structures to collect rain water under the houses. After a long walk we reached a panoramic viewpoint overlooking the *Sciara del Fuoco* (lava trace from the crater down to the sea) and

the active craters of the volcano. We had a picnic take-away lunch, then we descended to the town and took the boat back to Stromboli. The village of Ginostra can be reached only by boat (both public or private). In the village there is only one local shop.

-List of the attributes covered by this spot/activity: 1-2-3-5-6-10-11-15-16-17-18

-List of the emblematic criteria covered by this spot/activity: 3-5-6-7-8-9-10



### Spot 7: Day 3 – 4<sup>th</sup> March - 3:30 pm - 4:15 pm - Stromboli

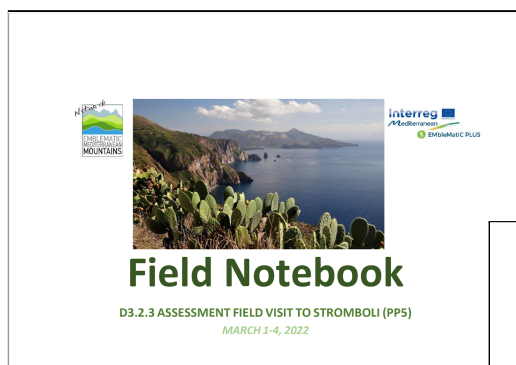
Coming back from Ginostra looking at some signposts, the LAG Director Luigi Amato explained to the visitors about the certifications of the island. After that the whole group took some time for the debrief.



### 3.2. Assessment process carried out during the field visit

The assessment field visit to Stromboli took place on March 1-4, 2022. Representatives from LP1 (Alain Gensane), PP1 (Kostas Zapounidis), PP2 (Rosa Colomer) as well as external experts Ramon Serrat and Alexis Sancho participated in the field visit. Host PP5 was represented by Luigi Amato (director of the GAL Tirreno-Eolie) as well as Claudia Bruno (GAL Tirreno-Eolie) and Giacomina Brancato (subcontracted expert).





During the field visit, the CT and the Givers worked with two support documents that were tailor-made for this visit.

On the one hand, a Field Notebook where all ToR attributes were on-site assessed on the basis of the visit schedule that was previously provided by PP5 (see attached image- the schedule finally carried out on site is the one described on previous section 3.1. On site-visit programme proposed by receiver partner).

D3.2.3 Assessment Field Visit PPS

**PP5 Assessment Visit Schedule**

No.	Date	Name	Activity	Attribute(s)
1	02/03	Transfer to Milazzo	Transfer from hotel to Milazzo	16
2	02/03	Transfer to Stromboli	Transfer from Milazzo to Stromboli	16
3	02/03	First itinerary	Tour along the first part of the brown itinerary in S. Vincenzo Village, including visit to NIGV point, archaeological site, Ingrid house and local producers. The tour will be illustrated by local guides	1-2-3-6-7-8-9-10-11-14-15-17-18-23-26
4	02/03	Welcome aperitif	Aperitive and local products tasting together with the local stakeholders	9-11-18-23-26
5	02/03	Hotel Pedra and Gabbiano	Local accommodation in Stromboli	19
6	03/03	Second itinerary	Tour from S. Vincenzo village to Piscità, along the second part of brown itinerary, tasting of local food and visit to museum of cinema, Documentaries and videos projection, spare time to enjoy the island	1-2-3-6-7-8-9-10-11-12-14-15-17-18-23-26
7	03/03	Restaurant Pedra/Ingrid	Restaurant	13-15
8	03/03	Third itinerary	Tour along the green itinerary, starting from S. Vincenzo village, reaches an altitude of 290 mt. (view point) suitable for lovers of trekking and nature	1-2-3-5-6-7-8-11-23-26
9	03/03	Hotel Pedra and Gabbiano	Local accommodation in Stromboli	19
10	04/03	Fourth itinerary	Tour along the blue itinerary. Nature trail that involves the village of Ginostra suitable for lovers of trekking and nature, including packed lunch	1-2-3-5-6-7-8-9-11-16-17-18-23-26
11	04/03	S.Vincenzo village	Sometime to have an exchange	14-17-18

On the other hand, an Attribute Check booklet was used immediately after the fieldwork, i.e. either during the field visit or immediately after the visit in order to translate all notes linked to each visit spot into a more structured document where information was organised around the ToR attributes and its topics (see attached image).

Upscaling strictly spatially-tied first impressions from the field (Field Notebook) into arguments showing the degree of compliance of each attribute (Attribute Check) was key to develop this diagnostic exercise.





## 4. Diagnosis of the Eco-itinerary proposal

This section consists of two parts. In the first one (4.1), the outcome from the assessment field visit is summarised in a series of bullets pointing out the main topics that will be resumed in section 5. The order of appearance of the topics is not indicative of any kind of hierarchy. In the second part of this section, a SWOT analysis (stands for Strengths, Weaknesses, Opportunities, and Threads) is provided in order to orient PP5 in the next steps towards the creation of its eco-itinerary. The SWOT analysis was developed bearing in mind that the main issue is the eco-itinerary as a future tourist product; however, important aspects related to the itinerary's physical territory were included for self-explanatory reasons. Not least the routes are inserted in a given area and the ultimate reason for their creation is this area's development and its local population well-being.

### 4.1. PP5 proposal highlights

- PP5 has been thoroughly working on the definition of the itinerary in the island. The field visit allowed the Givers and Coaching team to check most of the required attributes that could be experienced on site.
- There is room for improvement on several issues, especially in the creation of an attractive product using all the available resources of the destination. Some tangibles and intangibles seem to have more potential than is currently exploited, that is for example volcanism, gastronomy, the underwater environment of the island, the film "Stromboli, Land of God" and its main character Ingrid Bergman, migration processes or "extreme insularity" (the island is the most remote one within a small archipelago).
- Under the name of "The fire routes" the future eco-itinerary will include three itineraries that have been created along the island: the brown, the green and the blue. The first is mainly inside San Vincenzo village, the second goes from the village up to the volcano panoramic viewpoint, and the third is around the village of Ginostra after taking a boat from San Vincenzo. It was not possible to make all the planned visits because of different reasons, there was no visit to the office of the National Institute of Volcanology and Geophysics (NIGV) or to the archaeological site.
- The involvement of local stakeholders seemed crystal clear, besides several meetings already celebrated, their active participation and systematic presence in our field visit showed their implication. The aperitif in the sculptor's house museum (Salvatore Russo) on the first day with many of them was a good example of their involvement and allowed us to have close contact with most of them.
- Mobility inside the island is an interesting issue, with the absence of cars and only "Apes" as a mobility main system. Some of them are already using electricity instead of gasoline.
- Being wintertime, it was not easy to perceive if we were visiting saturated spots, in fact seasonality was clearly one of the main issues of tourism in the island as it happens in most Mediterranean destinations. Actually, seasonality was the main reason why several facilities were closed.
- There was an effort to include cultural and heritage spots in the itinerary, not being an easy challenge in such a small and remote island. Visits to Ingrid house, the cinema museum and public library or to a tiny vineyard recovering the production of local wine variety (*Malvasia*) showed the effort and the involvement of local stakeholders. However, there is much room for improvement in this respect, as locals stated during the final debriefing with PP5.
- The imposing presence of the volcano is obviously the main attraction of the island, the constant and periodic eruptions, allowing anyone visiting the island to enjoy them from a relatively close panoramic viewpoint is a

clear value to exploit and above all to communicate. This fact belongs to the uniqueness of the island, the only place in Europe where a volcano is permanently and regularly experiencing explosions.

- In order to promote tourism in the island and to avoid seasonality a good option could be focusing on specific target groups like people affectionate to volcanology (students, professionals or simply amateurs), cinema lovers (the film “Stromboli, Land of God” by Roberto Rossellini and with Ingrid Bergman is still a reference and an inflection point of tourism in the island) or snorkelling and scuba diving practitioners. Visitors particularly sensitive to sustainability might be also a target, since the island has a recent history of voluntarily renouncing basic issues such as street lighting or cars (although energy supply is still an issue - *see below*).
- Being Stromboli (Aeolian Islands) a UNESCO World Heritage Site since 2000 is an important asset for the promotion of the island as for its recognition as a tourism destination.

#### 4.2. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• The previous existence of the three proposed itineraries</li> <li>• The presence of the emblematic Stromboli volcano.</li> <li>• The well-known film “Stromboli, Land of God” as a classic film shot on the island</li> <li>• Stromboli is mentioned in Jules Verne “A Journey to the Centre of the Earth” as the last spot of the journey.</li> <li>• Strong involvement, motivation and interest of local stakeholders.</li> <li>• Human scale of the island and its friendly atmosphere.</li> <li>• Modest cultural resources creating an interesting network to be properly explained together with intangible heritage of the island.</li> <li>• Good and professional guiding services.</li> <li>• High quality of local gastronomy.</li> <li>• Aeolian Islands as UNESCO “Tangible heritage” since 2000.</li> </ul>	<ul style="list-style-type: none"> <li>• The difficulty of access due to its insularity</li> <li>• Majority of non-registered private accommodation</li> <li>• Access forbidden to the crater of the volcano after the 2019 paroxysm</li> <li>• High seasonality of tourism flows</li> <li>• Paths not properly signposted</li> <li>• Low maintenance of paths and viewpoints</li> <li>• Lack of well-defined communication strategy among local producers</li> <li>• Proloco office is poorly financed, with employees partially lacking the ability to speak english.</li> <li>• Need to import many products from the mainland.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Growing interest in volcanic destinations.</li> <li>• Growing interest of tourists in film destinations.</li> <li>• Growing interest of tourists in literary tourism.</li> <li>• Growing interest in underwater activities.</li> <li>• Potential to create a UNESCO “Geopark”</li> <li>• Become a worldwide showcase example of “slow/sustainable” tourism due to its insularity (understood as a constraining factor to be proud of</li> </ul>	<ul style="list-style-type: none"> <li>• Being generally considered a dangerous destination for its volcanic activity.</li> <li>• A possible big eruption that might negatively affect the island and its tourism resources.</li> <li>• Massification in the summer season</li> <li>• Global warming with rising temperatures and droughts with particular impact in the Mediterranean.</li> <li>• Difficulty in the supply of basic products under the current general bottlenecks.</li> <li>• General political and social instability.</li> <li>• Global health crisis affecting tourism industry.</li> </ul>

## 5. Recommendations for the local implementation Action Plan (LIAP)

The aim of this section is to inspire PP5 when developing its Local Implementation Action Plan (LIAP), which (according to the Application Form in its Deliverable no. A3.3) should become the main outcome of the EMbleMatic Plus project. To do so, this section summarises the most relevant aspects of this Diagnostic by following the Terms of Reference (ToR) inserted in the EMM Transfer Guide, i.e. the 30 attributes related to the following five topics:

- Itinerary basic characteristics
- Associated services
- Ethics and sustainability
- Management and Governance
- Marketing

The contents of this section are structured according to these topics and systematically linked to the 30 attributes composing the ToR. In order to make such linkages visible, mentions to the attributes (in brackets) are highlighted in **bold** letters. In the same way, specific recommendations to be incorporated into the LIAP are highlighted in **bold green** text.

A last, but not least, issue is that it corresponds to PP5 exclusively to decide whether and in which way this section's contents will be incorporated to the LIAP and eventually implemented on-site.

### 5.1. Basic characteristics of the eco-itinerary

The eco-itinerary is composed of three routes. All of them are located in the foothills of the mountain, since the maximum altitude reached is 290 m.a.s.l. (Stromboli is 924m high) (**Att. 1**). The summit (volcano crater) is not accessible since the 2019 paroxysm for security reasons and there is no expected reopening date (as of March 22). This fact might certainly have consequences for the entire island, and thus, for tourism. Although one of the EMM main pillars is avoiding bringing tourists to the top of the mountain, some (potential) visitors might lose interest in visiting the island when they realise that it's not possible to climb up to the summit to observe emerging lava from a close distance.

We can consider the paths of low to medium difficulty (**Att.2**). Besides the eco-journey name "The fire routes", maybe **finding a more adequate name for the itineraries** (not just the colour) could be convenient (ex: Ingrid's trail) so it could make it more attractive and lead to some kind of storytelling around the island life depicted in the movie "Stromboli" and the creation of this path. Also Making **a tourism package to buy the three routes at a time** (eg: 4 days-3 nights)

Regarding accessibility, the paths are accessible all year round (**Att.3**) but certainly in summer and without shadows it might represent some difficulties. Some of the attractions were not open (winter season). Obviously strong eruptions of the volcano could condition the visit. **We recommend adding aspects of inclusivity (people with disabilities) to the present offer to enlarge the target audience and present a quality proposal.**

The itineraries are not properly signposted (**Att.4**), which is clearly needed especially in self-guided tours. **No need for over-signing but information about the itinerary**, allowed trail for non-accompanied tours (with local guide) or security advice are recommended.

There are many viewpoints, but not properly indicated or equipped/furnished, not even the last allowed viewpoint (290 mt.). An **effort should be made** in this sense even for security reasons and also for proposing better landscape interpretation data to visitors (**Att.5**)

Being such a small island and accommodation and attractions concentrated in San Vincenzo, Ginostra and the volcano itself, saturation seems to happen during summertime but not at all during the rest of the year. In this sense it seems difficult to favour non-saturated spots (**Att.6**). In fact, the three itineraries try to take visitors from the village/coast to other parts of the island, which is a step in the right direction. **Nevertheless, analysing the carrying capacity (both physical and psychological) of the island and possible ways to control the number of visitors is highly recommended.**

The use of the existing paths clearly optimises the existing infrastructure (**Att.7**), **better maintenance** is recommended in some spots to make them more attractive, safer and clearer.

## **5.2. Associated services**

The field visit included environmental and landscape interpretation services with local guides (**att. 8**), there is a project to inform about them in panels. There was very little information about them in the “proloco” office, **this information should be available** since it is the place where visitors usually look for information.

Visits on cultural and heritage sites and monuments are offered (**Att.9**), Ingrid’s house, Museum of cinema or the churches and cemeteries are small resources but have potential if **better explained in the context of storytelling of the island** regarding its history and traditions, volcanology, archaeology, geology, etc. Interpretation materials, activities calendar or opening hours should be available for visitors. The archaeological site and the NIGV point should **extend their opening season as** a way to avoid seasonality.

The guides can provide contents related to intangible heritage (**Att.10**) but there is a **need to better structure and transmit** those contents involving all stakeholders of the island. Not much information about local music, festivals or traditions is provided and it is advisable if we want to give a good service to the visitors and to fill their agenda with activities.

Local guidance is available and easy to find in the island (**Att. 11**). The presence and knowledge of local guides acting as authentic ambassadors of the island and transmitting enthusiasm is a clear strength of a satisfactory visit.

Regarding eco-friendly and leisure activities (**Att.12**), hiking is clearly available but in wintertime it seems difficult to find other complementary offers. **More information on the availability** of this kind of services is recommended, especially those related with landscape interpretation, local producers or water activities in the sea.

Local gastronomy (**Att. 13**) is offered in many restaurants and hotels, high quality of the products, mostly local and some coming from outside the island (we have to understand that such a small island cannot produce everything needed). This **local cuisine should be better promoted** as it is an important asset of any destination. No certifications have been noticed although they could be a good tool for the promotion.

There are certainly local producers (**Att.14**), though not many products seem ready to be bought. Local products like capers, lemon marmalade or malvasia wine are not easy to find and buy, particularly during the low season. **Local producers should be made more visible.**

Picnic service is offered in some accommodations (**Att.15**) "In picnic take-away, fresh and quality food is crucial; however, **avoiding disposable envelopes of plastic and/or aluminium is also important** to deal with sustainability issues".

### 5.3. Ethics and sustainability

To reach the island public transport is used (regular ferry line) where no encouragement for carbon offsetting is done at present, so here there is room for improvement (the boat could be a good place to inform about it) (Att.16).

Mobility inside the island is done mainly on foot and the urban transport is the so-called *ape*. Most Apes use gasoline, being only a few already electric (Att.17). **Increasing the vehicles powered by electricity** must be a goal and serve as an example of the commitment of the island towards sustainability.

On the other hand, most of the energy in the island comes from oil (there is just a small solar plant in Ginostra, which was damaged during the 2019 paroxysm and has not been repaired yet), so **transition to sustainable energy production** should be a goal for the future development of the island. Only in this way electromobility would make full sense.

The human scale of the island and its friendly atmosphere facilitate contact with locals, option to meet with them could be facilitated by listing and **informing visitors** about local stakeholders offering services or products and when and where they are available (Att. 18)

Regular accommodation is locally owned (Att.19) but its **performance could be improved** regarding sustainability like not changing towels every day, adjusting the number of towels to the number of hosts, or offering soap in dispensers (instead of individual packages). On the other hand, the island faces a huge problem with private accommodation, which constitute the majority of available beds, and which is out of the legalised circuit (not paying taxes). There should be **better control** of this illegal offer.

PP5 has produced a poster on responsible tourism best practices (Att.20/21) that is to be distributed among local stakeholders. There is also a system of selective waste collection on the island. Some panels (only in Italian) inform visitors about correct behaviour in the trail to the volcano viewpoint but there was no control, so visitors without guide were trespassing the established limit. A **better control** is recommended to avoid misunderstandings and to ensure fairness.

### 5.4. Management and Governance

PP5 has already presented a first draft of its Plan of action (Att.22) likely to be the basis of the future Local Implementation Action Plan (LIAP) together with a list of indicators (Att.24)..

The involvement of local stakeholders (Att. 23) is clear and certainly is one of the strengths of this project, the challenge is maintaining this enthusiasm in the future. Several meetings have already taken place and there was another planned to give them the feedback of our assessment visit. **Putting all the actors together to share their potential and create a rich offer** in the island through the creation of an imaginary transmitted in common and in the long term should be a goal for the future.

PP5 has shared experiences with other partners (like AP1 from Gran Sasso) and gives (Att.25). **Cooperation with other Aeolian islands** like Vulcano seems a good option, also working with **other nearby territories with volcanic activity** (Etna or Vesubio) to develop similar routes (7 volcanoes) or **territories with Geoparks** (Psilorit) to explore its possible implementation on the island.

Information provided in Proloco (tourism office) was poor; they don't seem to have any kind of support from the municipality, **better financing** is recommended. Informers could hardly speak English, which is a clear handicap, although it might be different in the high season (Att. 26).

### 5.5. Marketing

A list of local services will be produced and distributed by the Proloco office in the future (**Att.27**) which it is considered of great importance.

Several **target groups should be identified** in accordance with the general goal on positioning (**Att. 30**), which is an open issue (slow vs. mass tourism). The product will adapt to this decision and will comply with the EMM philosophy depending on this decision (**Att. 29**).

Some suggestions for possible or potential products:

- "The fire routes" (as designed)
- "Stromboli under the water"
- "Rossellini and Ingrid's Island"
- "Stromboli living-volcano, a unique European experience"
- "Stromboli, sustainability within limits"
- "Strombolian gastronomy, a volcanic pleasure"
- .....

**Suggested target:** families with grown-up children; individuals or couples between 40 and 55, cinema and literature lovers, volcanology lovers, water sports lovers.

**Promoting Stromboli** as part of the Aeolian Islands, which are **UNESCO** World Heritage since 2000, is a must and promoting the island or part of it as a UNESCO **Geopark** could also be an interesting bet for the future.

Nevertheless, the **promotion of** the island must be done **according to its attractive and specific products** that can be commercialised to selected target groups.



## 6. Appendix:

### 6.1. Terms of Reference (ToR) for the creation of an EmbleMatiC Eco-itinerary and its 30 attributes.

Topic	#	Attribute
Basics	1	Located in the foothills
	2	Low to medium difficulty
	3	Accessible all year around (excepting extreme weather episodes)
	4	Properly signposted (either with posts or digital tools)
	5	Including properly indicated panoramic viewpoints
	6	Favouring non-saturated spots
	7	Optimising existing infrastructure
Associated Services	8	Including environmental & landscape interpretation services/facilities
	9	Including visits on cultural heritage sites & monuments
	10	Including contents related with intangible heritage
	11	Offering local guidance services
	12	Providing eco-friendly leisure activities (sport, health & wellness...)
	13	Offering local gastronomy
	14	Offering the possibility to meet local producers with option to buy their products in the area
Ethics & Sustainability	15	When offering picnic take-away, promote sustainable and eco-friendly services
	16	Option to reach the destination with public transport and encouraging visitors in voluntary carbon offsetting
	17	Promoting eco-friendly mobility within the eco-itinerary
	18	Promoting interaction between visitors and local people
	19	Prioritising locally owned accommodation (e.g. through local quality agreements)
	20	Providing visual & clear information about visitors' correct behaviour in the area
	21	Raise awareness among stakeholders about responsible tourism best practices
Management & Governance	22	Implementing monitoring tools to improve the sustainable performance of the destination
	23	Involving local stakeholders in the design of the itinerary
	24	Using indicators to monitor and manage the impact of the itinerary
	25	Sharing experiences with other partners of the network periodically
Marketing	26	Providing interpretation material in at least local languages & English
	27	Informing about local available services
	28	Oriented both to local and coastal visitors as an alternative complementary activity
	29	Oriented to a common target group
	30	Promoting the common brand & marketing strategy

## 6.2. Local Implementation Action Plan (LIAP) template

**Preliminary indication:** One of the attributes from the Terms of Reference (ToR) included in the Transfer Guide (TG) is no. 22, entitled “Implementing monitoring tools to improve the sustainable performance of the destination”. A template of a plan of action was provided as evidence for this attribute fulfilment. Below, you can see the Attribute 22 template.

<b>Attribute 22:</b> Implementing monitoring tools to improve the sustainable performance of the destination							
Suggested evidence: Plan of action							
<b>Template for a Plan of Action</b> (contents are just an example of possible ones)							
OBJECTIVE	PRIORITY	RESPONSIBLE	COST	ACTION	FOLLOW UP/DEADLINE	INDICATOR	ACHIEVEMENT Y/N
Have at least one eco-friendly means of transport in 2020	Low	Local administration	Local administration budget	Contact local administration to show its necessity and the benefits for the project and the community	Meetings with the responsible administration / December 2020	Number of eco-friendly transport units	
Obtain carbon offsets from visitors	middle	Project Partners	100 €	Raise awareness among stakeholders	Collect data from stakeholders / October 2020	Number of visitors who have used any carbon offsetting tool	
		Stakeholders		Communicate carbon offsetting tools to visitors	Collect data from visitors / October 2020		
Increase the number of restaurants with any kind of food certification	High	Project Partners	Partner budget	Stimulate and assess stakeholders about obtaining a certification	Follow actively the certification process / December 2021	Number of new certifications obtained	
		Restaurants	Certification cost	Applying and obtaining a certification	Meet the scheduled certification requirements and deadlines / December 2021		

### What is the LIAP?

For the third and final stage of the transferring process, the receivers are asked to use the insights and personalised recommendations from this diagnosis, to design an individualised local implementation action plan for the future creation of their eco-itinerary beyond the duration of this current project. This should ultimately provide the receiver with a roadmap to create a new and alternative tourism product offer for its visitors.

The LIAP is conceived to become a developed version of Attribute 22. It consists of two documents. The template that is provided below (“Template 1”) is a worksheet containing a series of features associated with an objective of your LIAP. You can reproduce this template for each objective you might establish. You can also adjust the provided template to your needs. For instance, you can add or remove as many features as needed.

Template 2 (screenshot and provided as a separate document) is a spreadsheet (“Excel” file) that reproduces the same structure of the worksheet, i.e. objective no. (rows) and features (columns). You can add all relevant information related to all objectives. The advantage of this spreadsheet is that it provides a main picture of all objectives and features; thus, comparisons are possible. For instance, several objectives might share common actions, responsible people, funding possibilities, involved actors, or time schedule.

Not least: in order to optimise your LIAP, we strongly recommend working in parallel with both templates.



## Step 1: Introducing your LIAP.

### 1- The context

Short description of the context of the LIAP: The EMM Network (values, aim) and the EMbleMatiC Plus project (aim, structure, outcome).

### 2- The Eco-Itinerary

Please insert here a description of your Eco-itinerary consisting in :

(i) The proposed title of the Eco-itinerary.

(ii) A brief description highlighting the main focus, thematic, purpose of your future eco-itinerary (max.600 characters including space)..

(iii) A map including all routes and the basic information.

### 3 -The LIAP

Please synthesise here the main contents of your LIAP, highlighting the overall aim. You might use the following overview table:

No.	Objective	Action 1	Action 2	Action 3	...
1	[introduce here the name of the objective]	[introduce here the name of the Action]			
2					
3					
4					
...					

## Step 2: Developing your LIAP using Templates 1 and 2.

### TEMPLATE 1 - WORKSHEET

We suggest dedicating a **separate worksheet** for **each** of the objectives of the LIAP. In the worksheet, all aspects related to the objective will be presented and described in detail. The worksheet might follow this template:

#### Objective 1: [Name of the objective]

*Please indicate here the objective you pursue. Please try to announce it as simply and clearly as possible. You should explicitly differentiate between the objective and the action or actions that might be necessary to achieve the objective (see section "Action(s)" below).*

#### Context

*In order to understand the importance of your objective(s), you might include a previous section explaining the context, state of things, precedents etc.*

#### Associated Attribute (ToR)

*Specifying what attribute and topic from the ToR lies behind the objective will give more consistency to the LIAP as outcome from the EMbleMatic Plus project. You may just include the name and number of the attribute as well as to which one of the five topics it belongs.*

#### Degree of priority

*How important is it for your organisation to reach this objective? As you might include more than one objective in your LIAP, you will need to establish a temporal hierarchy and, therefore, decide whether each objective has a high, medium, or low priority. You might decide this degree according to the field "deadline" as well as "follow-up" (see below)*

#### Responsible

*Please include the position within the company or institution and the contact (tel, email or postal address) of the person being responsible for the achievement and implementation of this objective. In order to avoid misunderstandings, it is highly recommended to indicate just one person.*

#### Action(s)

*Every one of the activities needed to reach the objective should be detailed described in this section. The number of actions may vary considerably. An objective might be achieved through the implementation of more than one action. You might particularly observe not to confuse an objective with an action, which is a means to reach the goal, i.e. the objective. Usually, an action is something that can be very well defined (both temporary and spatially).*

#### Involved actors

*The degree of execution of the actions very often relies on strong linkages with local/regional actors. You might indicate here which actors are relevant for your objective and actions, and in which way they should be involved.*

#### **Cost**

*You may indicate the total estimated costs of executing the actions. Obviously, this section will be much more informative if the numbers adjust to some realistic scenario, which is usually difficult to achieve. However, we consider that making an effort in this respect is crucial to make the objective feasible. Strong and precise data about cost will ease the following section.*

#### **Funding possibilities**

*Here, you might register what possibilities there exist within the funding landscape in your area. You might detail the different institutions, grants, funds... available, as well as the responsible organisation behind each source of funding (according to their nature -public or private-, range of action -local, regional, national, European,- etc.)*

#### **Time schedule**

*Like cost, time is a “must” if you want to achieve the objective. You might distinguish between the different milestones in a field called “follow-up” from the final deadline.*

#### **Indicators**

*There might be a series of signals showing whether the objective is being achieved, or not. These are indicators and are useful tools as long as they are well defined, e.g. including measurable data and/or signs that are easily identifiable (ideally by an external). When using indicators, you might refer to what you developed in the context of Attribute 24 (“using indicators to monitor and manage the impact of the itinerary”).*

#### **Final check**

*The final step that ensures the actual achievement of the objective should always be to go through this list and, if everything is done, check this final field with a tick (✓) or just writing “achieved”.*

## TEMPLATE 2 - SPREADSHEET

EmbleMatic Plus															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	EmbleMatic Plus														
2	A3.3 Finalizing receivers local implementation action plan for future eco-itinerary relying on transfer guide methodology														
3	<b>D3.3.X - PPX Local Implementation Action Plan (LIAP)</b>														
4															
5															
6	*Please note: Some titles of the fields are simplified. You will find a detailed description in the word processor template.														
7	Some instructions to optimise the use of this spreadsheet: when filling in the cells, try to use the same wording, so that filter can work smoothly.														
8															
9		ToR	Priority	Responsible	Actions	Actors	Cost	Funding	Timeline	Indicator	Check				
10	[put here the name of objective 1]														
11	[put here the name of objective 2]														
12	[put here the name of objective 3]														
13	...														
14															
15															
16															
17															
18															
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24															