



- Ente accreditato dalla Regione Piemonte  
 Macrotipologie MB – MC – taD - IFAD  
 Certificato di Accreditamento N°081/001 -  
 - Ente abilitato dalla Regione Piemonte ai sensi del D.Lgs. 81/08 N° 124/2013 -

<b>COSME Programme 2014</b> <b>Call for proposals COS-WP2014-3-15.03</b> <b>Diversifying the EU Tourism Offer and Products</b> <b>Sustainable Transnational Tourism Products 2014</b>	
<b>Project acronym:</b>	<b>Karol's Way: a new Model of Sustainable Tourism</b>
<b>Project duration (months):</b>	<b>16 months</b>
<b>Start date:</b>	<b>April 2015</b>
<b>Coordinating organisation:</b>	<b>CS Aziendale Soc. Cons. A r.l.</b>
<b>Number of partners:</b>	<b>8</b>

## Project Summary

<b>Transnational Tourism Product name: Karol's Way: a new Model of Sustainable Tourism</b>	
<p>Main characteristics of the tourism product:</p> <ul style="list-style-type: none"> <li>- Type of tourism on which it is based (sport or wellness activity tourism)</li> <li>- Related to: coastal or maritime or mountain or rural tourism</li> </ul>	<p>“Karol's Way” is an international project aiming at developing tourism in rural reality, through the development of a new model of sustainable tourism, based on the establishment of Local Communities Offer (LCO), able to foster a sustainable growth of tourism.</p> <p>The LCO is constituted by all the local subjects able to offer touristic products or services; moreover it has a double value, it is both the source and the destination of the touristic flow. On the one hand it promotes other touristic destinations; while on the other hand, it is the destination itself where touristic demand can be satisfied.</p> <p>In this scenario rural realities will be an input for cultural activities, concerning its architectural, artistic and religious heritage, as well as naturalistic activities based on the observation of nature and traditional rural cultures.</p> <p>The tourist curiosity will be, then, satisfied by a tourist service able to improve quality of life. Tourists will benefit from the cultural baggage and will be empathically restored by the rural and natural environment, provided, then, with a cultural and spiritual wellness. While local communities' quality of life will be enriched both economically and socially.</p>



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<p>Countries where the tourism product/offer is/ has been developed (minimum 4).</p>	<p>Poland, Slovakia, Austria, Slovenia, Italy</p>
<p>Short description of a transnational tourism product and its potential for tourism development</p> <p><i>(including description on how the product and proposed actions in the project will contribute to enhancing sustainable tourism development (economic/environmental and socio-cultural aspects –maximum 1 page-).</i></p>	<p>The creation of a new model of sustainable tourism will be achieved through the development of a tourist itinerary; it will go from Wadowice, the birthplace of Pope John Paul II, whose birth name was Karol Wojtyła, to Rome, the city of his papacy and where he ended his life, and vice versa. On this itinerary rural realities stand, with an artistic, architectural, religious and naturalistic heritage of significant interest; it includes Italy, Poland, Slovakia, Austria, and Slovenia.</p> <p>Therefore, the objective is to promote tourism in the areas crossed by this itinerary, filled with houses of worship, as well as the rural communities, the natural landscape, the religious and historical-cultural heritage, the traditions, and the local products.</p> <p>By involving local authorities and stakeholders it will be possible to establish a common strategy for the promotion of a cultural itinerary, built through the aggregation and networking of the LCO. Each LCO, well connected to the others, will, then, foster other destinations by using, at the same time, the network of the LCO to exploit its own local touristic offer, proposing it to the flow of tourism.</p> <p>Through this action little communities will work as a kind of incoming and outgoing touristic boxes. The latter will even have the chance to gain an international relevance, from a touristic point of view, and, at the same time, to promote international itineraries through a sustainable interchange.</p> <p>Therefore the new model will have a sustainable mark as far as environmental, economic and socio-cultural aspects are concerned:</p> <ul style="list-style-type: none"> <li>- It will be environmentally friendly, because it will safeguard its peculiarity, by taking into account the environmental impact of activities.</li> <li>- It will be economically sustainable, by encouraging local economic fallout and thanks to the innovative method used: the “tourism connection”.</li> <li>- It will be respectful of socio-cultural aspects; as a matter of fact all actions will preserve the social and cultural integrity of the communities.</li> </ul> <p>The tourist product is, therefore, shaped by sustainability and by the sublimation of the peculiarities of local identities.</p>



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## Objectives of the Action and Implementation Strategy

### Specific objective(s) of the Action

- *The project aims at developing a new model of sustainable tourism, thus supporting tourism along “Karol’s Way” by promoting the rural, natural, religious, artistic and architectonic patrimony of the territories; it will also foster the growth of the geographical areas, included in the itinerary, of the local structures involved in the tourist activities, as Hotels, local traders shops, artisan shops, traditional local restaurants, and tour operators, through the networking of The Local Community Offer (LCO), place of incoming and outgoing flow of tourism.*

*Little local realities will be unusually given an international relevance. As a matter of fact, it will be created an international network among the different LCO; each LCO will promote the international itinerary (outgoing) to which it is related, but in doing so it will also promote the local touristic offer (incoming), integral and functional part of the itinerary.*

*The main objective is to stimulate the competitiveness of the tourism industry taking advantage of the local sources. This way small and medium-sized enterprises, local authorities, as well as Hotels, local trader shops, artisan shops, traditional local restaurants, tour operators and so on, will be involved to cooperate, stimulate competitiveness, and offer sustainable tourism.*

*In order to reach standards of sustainability it will be endorsed a sustainable economic development through local resources exploitation, it will be done a responsible use of natural resources, and cultural integrity of destinations will be preserved.*

*Using local sources means that the local public and private actors will be involved and will contribute to a sustainable economic growth of each rural reality along with the local employment in the touristic sector.*

*The low environmental impact of the activities will be managed through the use of clean energy for transports, which will have a “conceptual way” along the itinerary. The touristic infrastructures will have a sustainable management (i.e. waste and water management) and will be based on agritourism (traditional local restaurants, room and board) promoting the use and sales of local products, fostering local handicraft.*

*Cultural integrity will be preserved through a mutual interchange among the LCO, collaborating in the respect of the different cultures, conceived as parts of the same amalgam.*

*The mentioned sustainable approach will imply economic, environmental, and cultural, benefits, as well as spiritual wellness for both tourists and local communities.*



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## Target group/audience

- *Tourists (religious tourists in particular) are the main targets of the project, but also all the actors involved in the LCO, traders, tour operators, and cultural operators, able to contribute to the promotion of a cultural and sustainable tourism.*

## Description of work methodology and tools

- *From a methodological point of view, in order to promote the development of a new model of sustainable tourism, LCO, located along the itinerary, will be used as a strategic tool.*

*First the touristic territories of each country included in the itinerary will be chosen according to certain criteria (i.e. sustainability, presence of houses of worship, rural areas enriched by natural, artistic, architectural and cultural heritage) and it will be established the network of the LCO.*

*Secondly the new model will be developed. The local operators will be identified: private and public stakeholders to be involved in LCOs, local facilities owners (i.e.: handicrafts & traders, tour operators, cultural workers, hotels, traditional local restaurants), legal subject referring for each country, the coordinator of each LCO, that we will call “animator”, who will be trained. It will be defined the logistics concerning the itinerary timeline and duration and transports. It will be, then, planned the holiday packages of each LCO, able to self-finance the necessary activities for its existence, as well as to promote the international itinerary (outgoing), and to manage the local touristic reality (incoming), being part of the touristic network.*

*Implementing “Karol’s Way” model is the best way to set up the local touristic offer in the network. It will be done through a pilot model that will be then reviewed.*

*Best practice resulting from this review will be finally introduced in the dissemination plan to encourage the birth of new LCO.*



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## Work plan

### Work Package 1. Management

*Task 1.1: Scope validation and control*

*Task 1.2: Project Plan management. Schedule costs and quality control*

*Task 1.3: Steering committee management*

*Task 1.4: Risk management*

### Work Package 2. Tourist Requirements and Analysis of the geographical areas involved

*Task 2.1: Territorial Requirements definition*

*Task 2.2: Mapping the geographical area from Wadowice to Rome*

*Task 2.3: Definition of the territories to be included in the itinerary*

### Work Package 3. “Karol’s Way” Model development

*Task 3.1: LCO’s Functional Requirements definition*

*Task 3.2: Local Operators definition:*

*Local facilities (handicrafts & traders, tour operator, cultural workers, hotels, traditional local restaurants)*

*Private and Public stakeholders*

*LCO Coordinator subject*

*Task 3.3: Logistics activities definition:*

*Itinerary timeline and duration*

*transports logistics*

*Task 3.4: Defining the competences of the educational path, based on CLO functioning, to be supplied to LCOs subjects*



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## Work Package 4. “Karol’s Way” Model implementation

*Task 4.1: Plan on “Karol’s Way” Pilot Model*

*Task 4.2: Implementation of “Karol’s Way” Model on 5 LCO identified on WP2*

*Task 4.3: E-learning supply of the educational path to the 5 LCO identified*

*Task 4.4: Feedback of implementation results*

*Task 4.5: Analysis of the implementation results*

*Task 4.6: Review of the Model Implementation*

## Work Package 5. Dissemination & Exploitation Activities

*Task 5.1: Communication Plan*

*Task 5.2: Preparation communication materials & “Karol’s Way” Handbook guide (to be included in web site, brochures, newsletter, and social network)*

*Task 5.3: Dissemination communication materials*

*Task 5.4 Exploitation of Project Results, to encourage the birth of new LCOs*



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