



Output factsheet: Sustainable tourism and territorial marketing

| | |
|---|---|
| Project index number and acronym | A_A.1.2_0234 / MedArtSal - sustainable management model for Mediterranean Artisanal Salinas |
| Lead partner | CUEIM Consorzio Universitario di Economia Industriale e Manageriale (ITALY) |
| Output number and title | OT 5.3 Sustainable tourism and territorial marketing |
| Responsible partner (PP name and number) | CUEIM - LB |
| Project website | https://www.enicbcmec.eu/projects/medartsal |
| Delivery date | 04/08/2023 |

Summary description of the implemented activity(s), explaining the specific goal(s) and target groups

The sustainable tourism and territorial marketing strategy is one of the core outputs for the development of the value chains related to salinas in each project territory (Italy, Spain, Tunisia and Lebanon).

The territorial marketing aimed to:

- foster collaborations effectively competing on B2C (residents and tourists) and B2B (GDO and HO.RE.CA) markets, by means the involvement of local network or supporting the development of local SME clusters;
- contribute to the awareness raising about the importance of the salinas in the local economy, by means tailored campaigns for the schools and Ho.RE.CA;
- explore the interest in the preferred types of salt-related tourism activities and experiences that salinas might implement to diversify their business by entering the tourism and hospitality sector (Italian case study, for transferability of the results);
- build a network among local producers and tourism businesses to develop thematic tourism experiences.

All partners actively contributed to the realisation of the several tasks, from the SME clusters to the awareness raising in the schools, implementing the territorial strategy.

EU/MPC region(s) where activity(s) have been conducted

Italy (coordinator), Tunisia, Lebanon and Spain,

Full description of the output

The activities were developed in 3 main directions:

- Definition of the SME cluster and visual identity needs and opportunities (Strategy);
- Campaigns for the contribution to the awareness raising of the Ho.RE.CA sector (interviews), school sector (questionnaire and a toolkit for students)
- Active co-operation with target groups (with the contribution of activities in WP3-WP4)

The strategy was based on the Italian survey and study, because this country has been selected from the benchmarking of WP3. This study was therefore carried out on a convenience sample of 947 Italians to investigate their views and attitudes towards salt tourism and, more precisely, the most preferred tourism-related activities and experiences they would be interested in undertaking/living when in salinas. Our findings provide useful information to salinas manager, policymakers, destination marketers and tourism stakeholders being somehow interested in boosting their positioning in the salt-related tourism market, a market that seems to be still in its quite early stage in Italy (as shown by the huge number of respondents that have never visited salinas).

In terms of ecotourism activities, salinas managers should plan tours to the natural attractions of the salt sites such as salt-water lakes and waterfalls-if they own this kind of resources-or organise walking, hiking or cycling tours in the salt pan to allow tourists to be immersed in the aesthetic beauty of the landscape and of its biodiversity thus also contributing to the environmental sustainability of the tourism development in salinas. In addition, environmental-related workshops aimed to educate participants meanwhile entertaining them (i.e. edutainment) should be organised.

The collected knowledge and information were then shared with artisanal salinas in the project countries during workshops, to inspire them on how to innovate their offer by selecting from the wide array of tourism experiences we identified.

The brand strategy towards SMEs cluster definition has been developed in all the 4 project countries:

1. UCA, as part of the new local ecotourism cluster (LEC) signed in the framework of MedArtSal, promoted the recently developed tourist package based on the MEET methodology among the touristic companies of Cádiz for them to start commercializing it.
2. CUEIM is the promoter of the Italian SME Cluster, including 8 different organization in 2 Italian regions (Sardinia and Emilia Romagna Region), named *Nature, culture and sustainability* for the enhancement and promotion of the Italian salt heritage
3. ADR and FTL coordinated the groups of 6 salt producers in Anfeh (Lebanon) which are still working together without a formal agreement, but in a very inclusive way, for the local market and heritage promotion.
4. CTICI monitored and supported the pilot action in Kerkennah salina where the site owner is working with 2 local organizations for creating a new governance of the site. The territorial marketing of the Tunisian salinas and their nearby territories has been supported with the development of a Tunisia Catalogue, in which the story and the beauty of the territories is described, filmed, and monitored for the biodiversity resources.

The overall approach of the awareness raising is based on the elaboration of tailored questionnaires to be delivered to chef, restaurant, and teachers of middle-high-schools. For the school, the questionnaires have been built to be also informative, creating a condition of “thinking in the theme” approach. For the awareness campaign in school, CUEIM have conducted sixteen in-depth interviews with Italian teachers of

hotel/hospitality schools (at high school or college level) to understand their attitude to promote artisanal salt usage to their students and to evaluate their interest to participate in educational tourism in salinas. The same approach was tested by FTL and ADR in Lebanon, collecting 10 interviews.

The collection of the answers allowed the realization of tools and the final toolkit for school.

Indeed, a multilingual toolkit was carried out together with the realization of didactic workshops (lab show and the show cooking in Tunisia, chocolate experience in Lebanon, academic tour in Spain and cooking seminars in Italy).

For the Territorial Ho.re.ca strategy, in order to facilitate networking among local producers and tourism businesses to co-create and to identify tourism intermediaries interested in selling salt-based thematic tourism experience, three studies have been conducted:

1) A series of in-depth interviews with Italian chefs or restaurateurs was conducted to uncover their views, attitudes, and interest toward the idea of buying/using salinas' products for their business usage and to develop salt-related activities and co-marketing actions with artisanal salinas.

2) Online survey targeting accommodation facilities and accommodation-related restaurants to investigate their interest in promoting salt-related products as souvenirs and salt-related tourism activities to their guests and which type of co-marketing activities they would be mostly willing to undertake with Salinas.

1) A series of in-depth interviews with 13 Lebanese chefs was conducted to scout the opinions on the importance of artisanal salt in culinary art, food safety and food processing.

Target group involved:

Salinas manager, policymakers, destination marketers and tourism stakeholders being somehow interested in boosting their positioning in the salt-related tourism market

1- Salt Producers (Salinas Owners and Employee)

2- Stakeholders related to the production value chain (Restaurants, Chef, and Tourist Agents)

3- Stakeholders related to the decision making

Expected impacts and benefits of the results achieved

- Deepening the understanding about demand attitude and behaviour toward artisanal salt (B2C and B2B perspectives).
- Exploiting the preferred salt-based tourism-related experiences by tourists achieved by quantitative study via survey in Italy;
- Exploiting the results on the attitude and intention of teachers to promote artisanal salt usage in hotel/hospitality schools (at high school or college level);
- Exploiting the results on the attitude and intention to buy/use artisanal salt by chef and restaurateurs in the HO.RE.CA sector;

- Active long-term collaborations among the members of the local SME cluster or informal partnership in the 4 territories for a sustainable tourism and business-oriented activities

Sustainability of the output and developed activity(s) and their transferability to other territories and stakeholders

The establishment of local SME clusters should generate a new approach of cooperation, leading to a sustainability of this output, as well as the capability of transfer the approach to similar situation. Concerning the awareness raising for schools, the kits done for the students should be self-sustainable thanks the connection already created with the schools:

- schools in Tunis and Carthage
- high school of Monastir
- primary school of Beirut
- high school of Cagliari

Lessons learned from the development and implementation of output and added value of transnational cooperation

All the project territories are ready to new market strategy, both traditional and digital, for the creation of several related tourism activities and experiences that salinas might implement to diversify their business by entering the tourism and hospitality sector.

The establishment of SME cluster and informal cooperation stimulated an effective dialogue among the enterprises, association and territorial BSO, which speed up the process of awareness raising.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

A 5.3.1 Cluster brand strategy

A 5.3.2. MedArtSal - SMEs cluster, supported by Visual identity test

A 5.3.3 Awareness campaign toolkit for school in EN version - FR version - ES version

A5.3.1 Tourism and territorial marketing in Tunisia = <https://innovation.accessapp.tn/Salines-Tunisie/catalogue/>