

**Digital Transformation Lab in Tourism**

# **Tourism Hub: A path to developing the tourism of a rural region**

**Student Driven Project by Sara Alcaraz Belda (UV)**

**Academic advisor profesor Rosa Roig (UV)**

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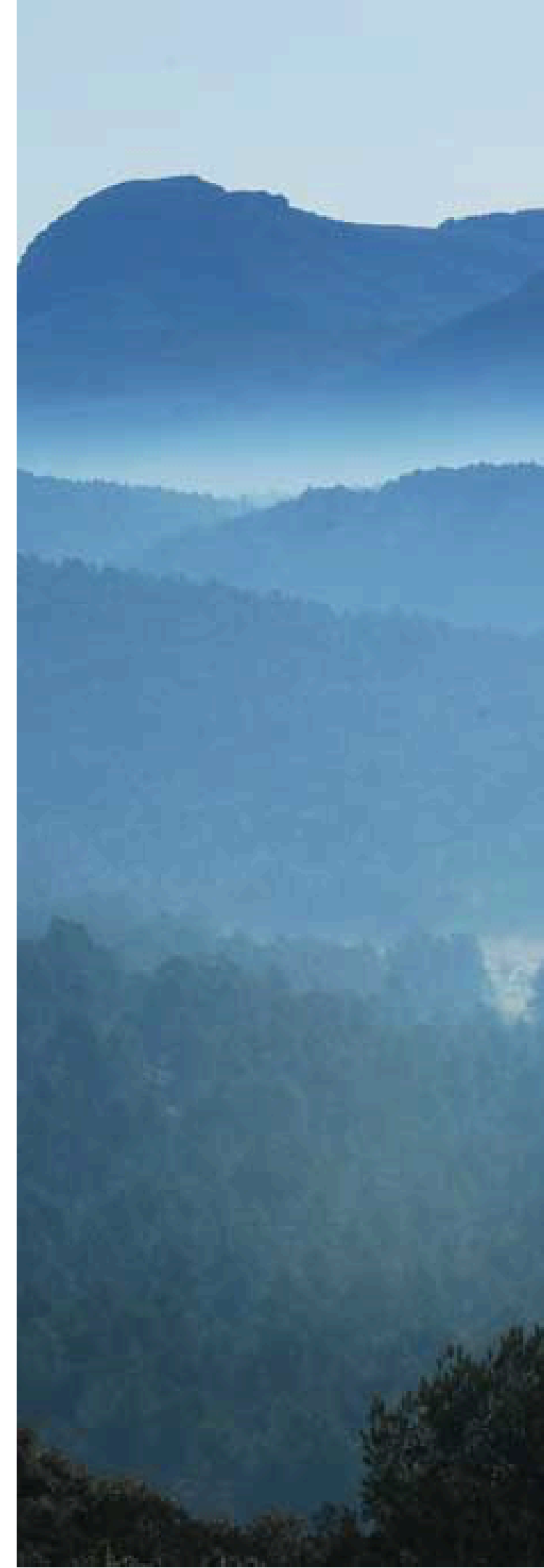


# Introduction

This project is based in my final project about Mariola Natural Park Hub/Product Club, in master of Destination Management (UV). This Student Driven Project aims to reproduce this project in other european rural regions with the same problem.

The present project constitutes an initiative aimed at revitalizing tourism and fostering economic development in the european regions studied:

- **Mariola Natural Park (Alicante - Valencia):** Alcoi, Alfafara, Agres, Banyeres de Mariola, Bocairent, Cocentaina and Muro d'Alcoi (Spain).
- **Opole:** Turawa and Osowiec (Opole, Poland).
- **Burgundy:** Pernard - Vergelesses, Vougeot, Pommard and Buxy (France).
- **Montreale and sourroundings:** Monreale, Palermo, Cefalú, Taormina, Agrigento, Ragusa, Siracursa and Noto (Italy).



# About the project

## Description of the project

The tourism-related challenge observed in the mentioned regions is that it exists tourism potential but it has not been developed correctly, perhaps due to the lack of collaboration and coordination among the municipalities, companies and public entities. Private businesses and public entities do not work together, resulting in low visibility of these regions as a tourist destination in the market. Experiences are fragmented across the localities, leading to difficulties in developing innovative tourism products. As evident, there is a need to enhance the territory and its local economy by defining specific products and segmenting them toward specific markets. This will contribute to creating a unique tourist destination that optimizes all existing resources.



## THE MAIN GOAL

*To provide a solution to the identified issue by creating an eco-tourism product club in the studied region with its main tourist resource.*





# About the project

## Description of the project

Therefore, the project would serve as a solution to the outlined problem. My proposal is to establish a Hub composed of tourism-related businesses, non-profit entities, and Public Administrations from the seven localities. The objective is to design, create, and develop eco-tourism products or activities where the main attraction (or one closely linked to it) is the main tourist resource of each region. These initiatives will always be carried out under joint management and planning based on data analysis and tools promoting the digitization of the Hub, thereby driving the Smart Destination model.

This will be an association that encourages participation from both public and private actors. Through this participatory model, a broader understanding of reality is achieved, making decision-making more democratic. Collaborative efforts can foster empathy and constructive attitudes, thus forming a governance team.

In conclusion, this project aims to enhance public-private collaboration and coordination to increase the region's competitiveness in the tourism sector. It will also serve as a tool for destination visibility and the marketing of products or activities created within the Hub. This is achieved by operating under a shared brand, providing assurance for customers through a regulated quality system.

We deem it advantageous to undertake the development of this project due to its potential manifold benefits. The Valencian Community stands as a frontrunner in the evolution towards intelligent tourism, demonstrating pioneering initiatives in Spain and Europe, exemplified by projects such as the 'Network of Smart Destinations DTI-CV' led by Invattur.





# About the project

## Method/Approach

In Mariola Natural Park project I have used the following methodology. The students from the other regions have tried reproduce this methodology in their respective regions.

1. Study of the following factors:

- **Analysis of the territory:** demography, economy, and physical environment
- **Analysis of tourism supply and demand**
- **Analysis of tourism resources**
- **Analysis of tourism policies**

2. **Qualitative analysis** (interviews to stakeholders related with tourism region) and **quantitative analysis** (surveys to stakeholders related with tourism region).

3. With all the all the information found above, creation of a **SWOT analysis**, to have a global vision of the strengths, weaknesses, threats and opportunities of the tourist destination.

With the SWOT analysis already created, you can proceed to create a Tourism Hub appropriate to the needs of the tourist destination.





# About the project

## Project team



**Sara Alcaraz - Project leader**

**Master in Tourism Destination  
Management - UV**

Tourism and Business degree



**Rosa Roig - Academic advisor**

**Professor in Tourism, Political  
Sciences and Economics - UV**





# About the project

## Project team



**Carmen Hervás**

**Marketing doctoral -**  
UV

Tourism and  
Business degree

Member of Climate &  
Resources Lab



**Tarik Raza**

**Master in Tourism  
Systems and  
Hospitality  
Management -**  
UNIPA

Experience as a  
Business Analyst



**Xiaoying Lian**

**Master in Projects  
in International and  
European Cultural  
Engineering - UB**

Branding marketer in  
Tourism/Digital  
Techn/Lifetsyle



**Yana Leus**

**Master in Projects  
in International and  
European Cultural  
Engineering - UB**



**Julia Chudecka**

**Law degree - UO**

Specialized in  
international law and  
economics

Work experience in  
marketing





# About the project

## Partners and stakeholders

The **academic partners** of this Student Driven Project are:

- The Lab leading the project: Digital Transformation Lab.
- University of Opole, Palermo and Burgundy as a FORTHEM collaborating universities.
- Lab Climate & Resources from University of Valencia.

The **external stakeholders from Mariola Natural Park** are:

- Mancomunitat Alcoià - Comtat (Public Entity)
- Serra Mariola High School (Public Entity)
- Town halls of the municipalities: Alcoi, Agres, Alfafara, Banyeres de Mariola, Bocairent, Cocentaina and Muro (Public Entities)
- Quality Tours Mariola (Private Entity)
- TOTGLOBO (Private Entity)
- Camping Mariola (Private Entity)
- Ull de Canals (Private Entity)





# About the project

## Partners and stakeholders

The **external stakeholders from Burgundy** are:

- Town halls of the municipalities
- La Bourgogne, Coralie Moisson, Marie-Hélène Vernerey (Heritage Sector)
- Tourism Office of Dijon Metropole Area
- Veronique Parisot, Lawyer
- Martin Lhuillier, Atout-France

The **external stakeholders from Monreale and surroundings** are:

- Circolo di Cultura Italia
- Town halls of the municipalities
- Management of Palermo Cathedral
- Bar Mito
- Le Barrique Restaurant





# About the project

## Timeline

This is the initial schedule that has been followed. Most objectives have been met, although others will be carried out and improved in the Ambitious Project.

Monthly online meetings have been held, with the presence of the team leader, the Forthem coordinator, the advisor professor and the rest of the project team.

TASKS	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	31st OCTOBER
STARTING							
FIND POTENTIAL REGIONS							
TASK 1. ANALYSIS OF THE TERRITORY							
TASK 2. QUALITATIVE ANALYSIS							
TASK 2. QUANTITATIVE ANALYSIS							
TASK 3. SWOT ANALYSIS							
TASK 4. HUB PROPOSAL							
PRESENT FINAL REPORT							





# About the project

## Co-creation

In this project, co-creation is understood as a strategy for open and collaborative innovation. The diversity of experiences and knowledge brought by the participants enriches the planning and implementation of the project. They can also contribute more creative solutions tailored to the actual needs of the target audience and uncover crucial aspects that might have been overlooked in a more traditional approach.

Also, the co-creation is incorporated in the project in terms of co-creation knowledge. This concept is known as the process of the joint production of innovation between industry, research, and possibility other stakeholders, notably civil society.

Co-creation should be regarded as an opportunity to make the project viable. This involves recognizing the strength and potential that arise from open and participatory collaboration. This approach not only strengthens the project's quality but also contributes to building strong relationships with the community and other stakeholders, laying the foundation for successful and sustainable development.

Co-creation will come to fruition when the stakeholders of the tourism hub create, design, and sell the tourism products or services that have been collectively developed. These could be tour packages or new products. The co-creation knowledge mentioned earlier will play a role in this process. The goal of the project is for partners to benefit from this co-creation. This collective effort will solidify the territory as a tourist destination. Because to better design the future of society, we must build it together.





## About the project

### FORTHM values

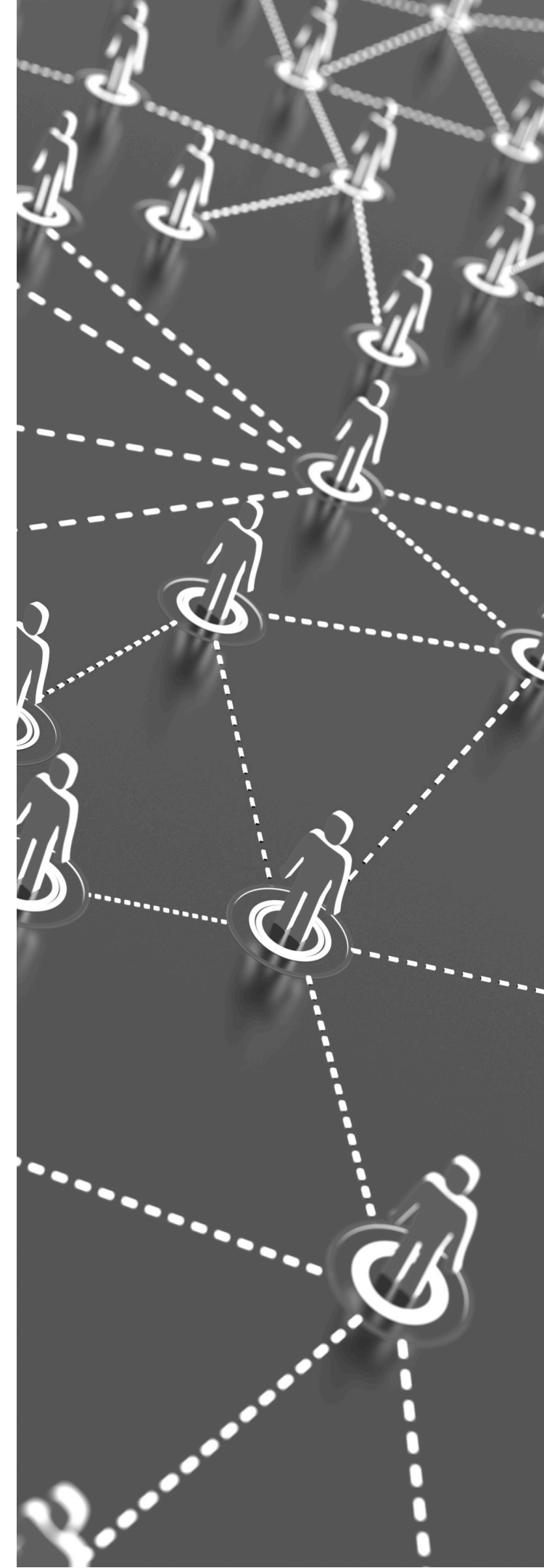
This project is connected to the mission and values of FORTHM, as presenting this idea could lead to opportunities to learn and collaborate with other projects or Labs. It could even give rise to a new project composed of different ideas.

Also, FORTHM community users can learn about the strategies, processes, and initiatives in tourism that we implement in the Valencian Community, as is the case with this idea. Tourism is a global social and economic phenomenon that can always be related to other subjects or sectors, and therefore, with other projects or Labs.

It is also linked to the Climate and Resources Lab since this project focuses on sustainable tourism, environmental respect, and local community involvement. Additionally, it could be related to the Resilience, Life Quality, and Demographic Change Lab because this project aims to develop the economy of a specific region, thereby improving the quality of life for locals.

As for the Cultural Heritage Lab, which explores the cultural identity of regions, it is also connected to my project. The Serra Mariola Hub aims to preserve and showcase the identity and culture of the region, intertwined with nature and the Serra de Mariola, contributing to the preservation of live cultural heritage.

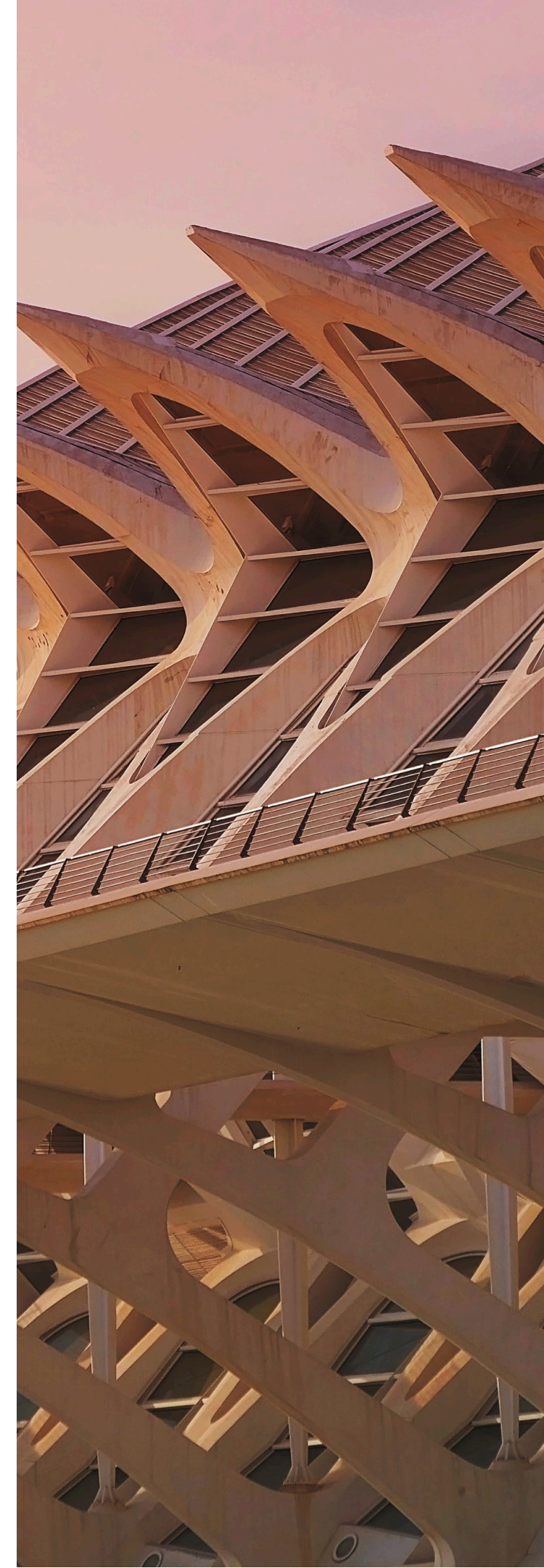
In conclusion, presenting this project to the FORTHM community can only bring positive outcomes and benefits for everyone. We can build solutions, or at least improvements, for the future of communities and the world.





## Dissemination and results

Presentation of the project in Tourism Digitalization and Smart Tourism Destinations Week by FORTHEM at UV - April 2024



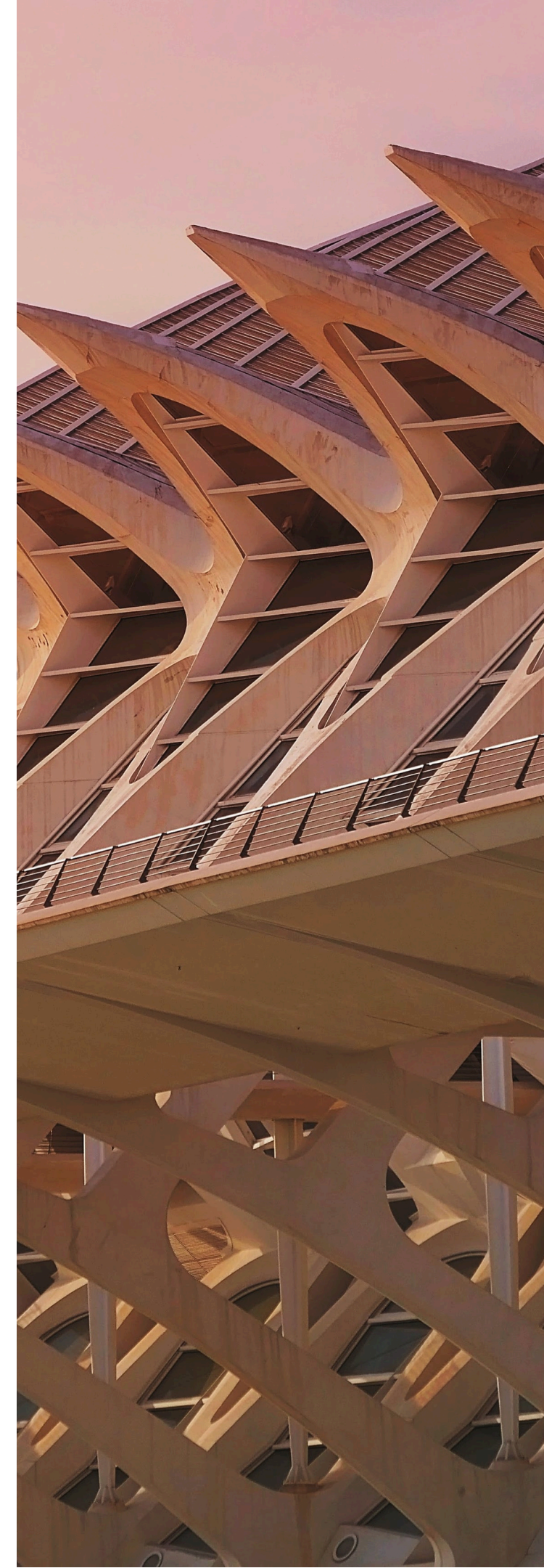


## Dissemination and results

### Presential and online meetings with the team



Dijon, France





## After ended project

### Results and outputs - **ESTIMARIOLA Hub (Alicante - Valencia, Spain)**

This region is made up of seven municipalities surrounding the Serra de Mariola Natural Park (Alcoi, Alfafara, Agres, Banyeres de Mariola, Bocairent, Cocentaina, Muro d'Alcoi). This natural enclave, which covers 17,000 hectares, is located inland between the provinces of Valencia and Alicante, renowned for its rich fauna and botanical diversity. It is noteworthy that the Serra de Mariola stands out as one of the natural spaces deeply rooted in Valencian culture and gastronomy, making it a valuable and appreciated asset.

In this ESTIMARIOLA Hub project, a comprehensive analysis of the destination has been carried out. A study of the territory (physical environment, sociodemographic and socioeconomic environment) has been carried out, as well as an analysis of the tourist offer, tourist demand, tourist resources and current policies. With all this information, the SWOT analysis has been created, which reflects the needs and potential of the destination, in order to create a Hub in line with the needs and potential of tourism.

There are tourist service companies, offering services related to gastronomy, festivities and nature. There are associations and policies that promote tourism and protect the natural park.





# After ended project

## Results and outputs - ESTIMARIOLA Hub (Alicante - Valencia, Spain)

### STRENGTHS

- Geographic location
- Strong cultural identity
- Biodiversity of great value
- Richness of tourist resources
- Important educational centres
- Conditioning for active tourism

### WEAKNESSES

- Lack of communication and coordination
- Limited infrastructure
- Problems between legislations
- High aging rate
- Poor image of the territory

### OPPORTUNITIES

- Increase in national tourism, tourist typologies and healthy living habits
- New governance models
- Artificial intelligence
- Promote gastronomy
- Local trade on the rise

### THREATS

- Fragmented visibility
- Developed competence
- Economic and political uncertainty
- Vulnerability to climate changes
- Risk of overexploitation





## After ended project

### Results and outputs - **ESTIMARIOLA Hub (Alicante - Valencia, Spain)**

**Mission:** Promote sustainable development and environmental conservation through the promotion and management of responsible tourism experiences in the Serra de Mariola Natural Park, foster the connection between visitors and nature, while contributing to the well-being of local communities and respect for biodiversity.

**Vision:** To transform the Serra de Mariola region into nationally and internationally recognized leaders in the promotion and management of ecotourism, being a benchmark of excellence in environmental conservation, sustainable development and the creation of tourist experiences in harmony with nature. We seek to inspire other destinations and organizations to adopt responsible practices and preserve natural resources for future generations.

#### **Goals:**

- Participatory governance. Promotion of public-private collaboration • Articulate ecotourism and tourism activities with the gastronomic and cultural offerings of the Serra de Mariola region based on our product criteria.
- Improve the competitiveness of the entrepreneurs who join the club (training, personalized technical assistance).
- Create the image of the municipalities of the Serra de Mariola as a tourist destination together that works in favor of sustainability, where institutional cooperation translates into the availability of tourist modalities that provide experiences.
- Professionalization of the sector.





## After ended project

### Results and outputs - **ESTIMARIOLA Hub (Alicante - Valencia, Spain)**

**Hub management:** There will be a technical secretariat, a participation table made up of hub partners, and a Smart Office, a cloud platform where information, data and statistics about the destination can be shared, which will improve the process of making smart decisions based on data.

#### **Hub actions:**

- Activities in the creation of tourist offers: jointly design and develop ESTIMARIOLA products
- Awareness and adhesion activities for potential partners
- Implementation and service activities for hub partners: Training workshops, technical visits, benchmarking trips, newsletters, and evaluations
- Marketing actions





## After ended project

### Results and outputs - **ESTIMARIOLA Hub** (Alicante - Valencia, Spain)

Brand proposal for this tourism product hub or club:



The word ESTIMARIOLA is born from the combination of the words Estimar (to love) and Mariola. The word Estimate has been chosen for two main reasons: firstly, the word Estimate in this context represents the love of nature, and therefore the respect and care that must be taken towards it, which is one of the pillars of ecotourism. Secondly, the word has been chosen in Valencian because the Serra de Mariola region is Valencian-speaking, it is part of the cultural identity of the territory, just like Mariola.

The logo has 4 key elements that are representative of the Serra de Mariola Natural Park, such as: The Montcabrer peak, which is the highest peak in the park; the vulture, one of the most common birds in the area; the holm oak, a native shrub of the territory; the Caves de Agres, as a representation of the ethnological heritage of the territory.





## After ended project

### Results and outputs - **LAKE LIFE Hub (Opole, Poland)**

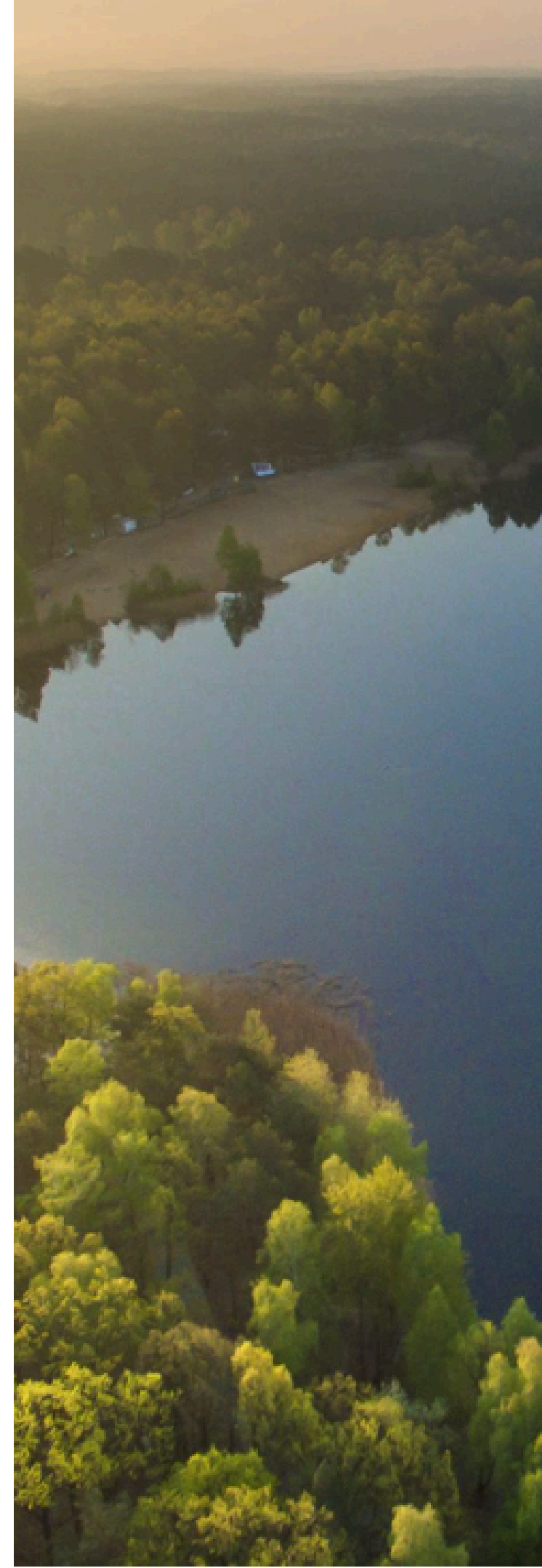
Turawa and Osowiec (Opole region, Poland), are places with the largest tourist resources in the area, including the largest catering and tourism facilities, so it will be easiest to develop them for tourism as they are already popular. The main features of this place are the lakes that attract tourists, the clean water, the pollution-free air, the many dining establishments, the numerous activities and the old buildings that attract history fans.

The place is visited not only by ornithologists wanting to see protected bird species that were first seen there. To Turawa and Osowiec arrives also cyclists to the surrounding forestes, which local roads, which built in the 60s just for the great cycling race. In addition to these, the villages also attract fans of water sports, as it is possible to swim in the lakes, use water bikes, and fishing.

Turawskie Lake is part from Natura 2000, being a protected area and home for 24 bird species and migratory species, being 22,000 individuals reside there during spring and autumn.

The main tourist attractions are the lakes in Turawa and Osowiec - Lake Turawskie and Silver Lake. Currently, Turawa and Osowiec have a tourism policy promoted by the Opole Regional Tourist Organisation. It involves the promotion of Opole's hiking trails around the lake.

About the tourist demand, mainly retired older people visit the region, looking for a break in nature. Secondly, many families arrive, looking to spend a vacation enjoying the activities that can be done in the lakes and forests.





# After ended project

## Results and outputs - **LAKE LIFE Hub (Opole, Poland)**

### STRENGTHS

- Emergence of new restaurants, hotels and campsites.
- Different sports and activities in the same place.
- Good public transport connection.
- Turawskie Lake is part of Natura 2000 (protected area).

### WEAKNESSES

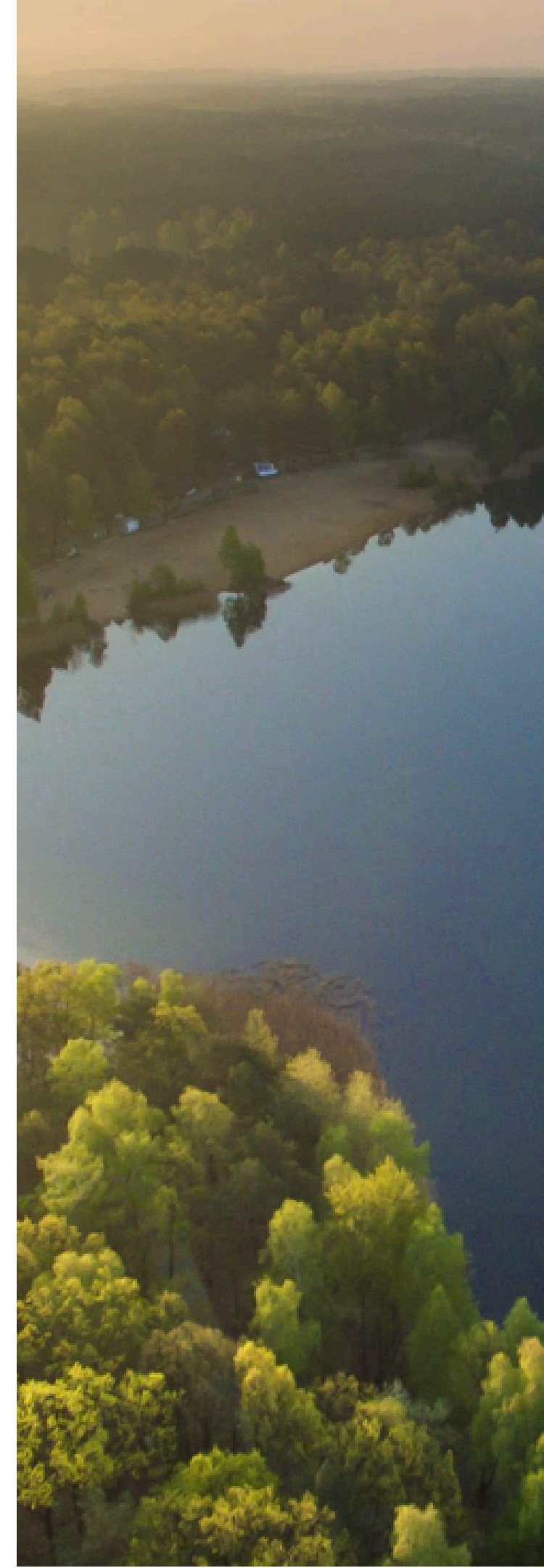
- Lack of parking spaces, quality accommodation and entertainment.
- People break into the palace to take pictures and tour it, but at the same time they damage it.

### OPPORTUNITIES

- 82% of its land is fields and forests, which shows how much space remains for development.
- There are still many people willing to discover the charms of these places.
- Promotion water sports and activities.

### THREATS

- Many local people left due to factory closure.
- No tourism policies.
- Forgotten region if action is not taken now.





## After ended project

### Results and outputs - **LAKE LIFE Hub (Opole, Poland)**

#### TOURISM DEVELOPMENT PLANS

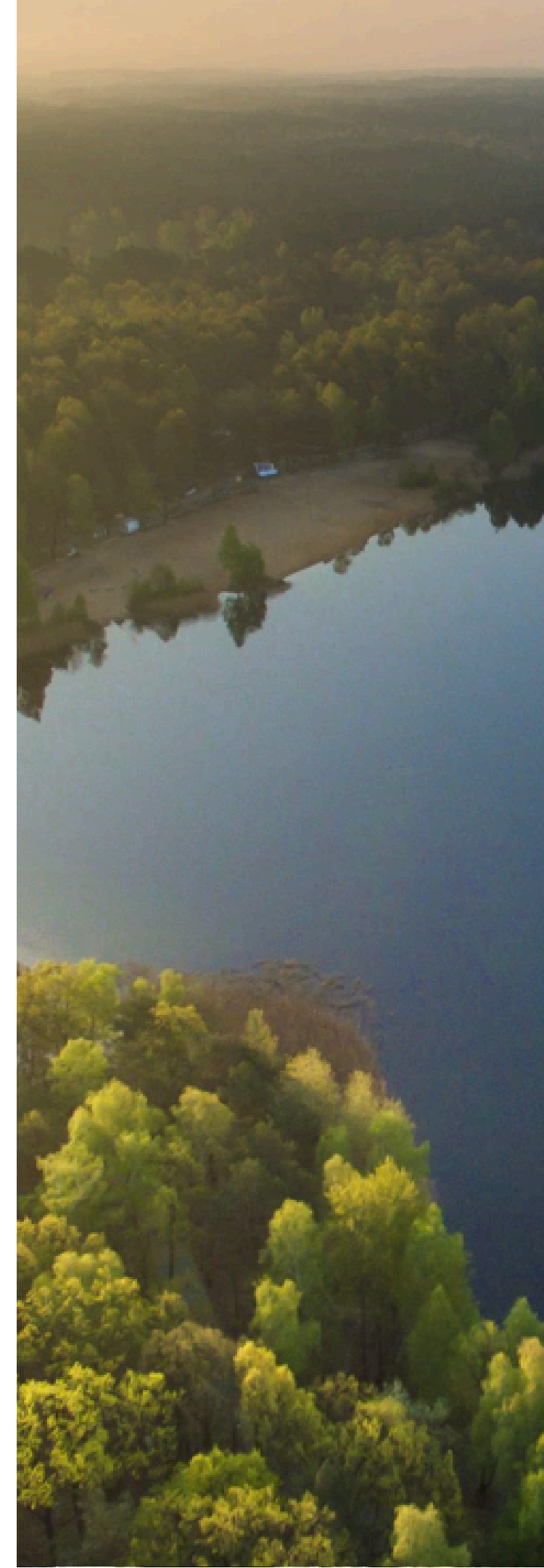
- Creation of a Tourism Hub with public and private stakeholders. Create a brand and a logo of this Hub: LAKE LIFE
- Renovation of the palace (turn it into a hotel, museum, or events venue)
- Bicycle rental shop
- Turning a disused part of the factory into a museum
- Opening a swimming school
- Investment and support to build new small summer houses

Brand proposal for this tourism product hub or club:

# **LAKE LIFE**



## **Tourism Hub Turawa & Osowiec**





## After ended project

### Results and outputs - 5SENSES Hub (Burgundy, France)

The study of this region is based on the following municipalities, where the Tourism Hub would be established:

- **Pernand-Vergelesses.** Rich winemaking tradition, accessible (not far from Dijon), with cultural heritage and scenic beauty (surrounded by vineyards and hills).
- **Vougeot.** The Château du Clos de Vougeot, built by Cistercian monks, is both a historical site and a symbol of the region's long wine-growing tradition. Vougeot's appeal as a destination stems from its wine heritage, gastronomy, and cultural events. The prestigious Livres en Vignes festival, which integrates literature, wine, and food, underscores its strong connection to the art of living, attracting both wine lovers and culture enthusiasts.
- **Pommard.** Potential destination from its rich historical significance, cultural attractions, natural resources, and tourism appeal. The village likely offers a mix of small hotels, guesthouses, and vacation rentals, given its rural, wine-focused character. The presence of wineries suggests that some may offer on-site dining experiences. The "Route des Grands Crus" passes through Pommard, indicating good road access for tourists traveling by car, and cycling infrastructure is well-developed.
- **Buxy,** charming medieval village, offering visitors a glimpse into France's rich history. Buxy's maze-like streets are lined with ancient buildings, creating an authentic and immersive experience for tourists. The surrounding vineyards contribute significantly to the area's economy and tourism appeal.





# After ended project

## Results and outputs - 5SENSES Hub (Burgundy, France)

### STRENGTHS

- World-renowned wine production (Pinot Noir)
- Rich viticultural heritage and picturesque vineyard landscapes
- Part of the prestigious Route des Grands Crus, attracting wine enthusiasts.
- Well-developed cycling infrastructure for wine tourism.

### WEAKNESSES

- Limited information on high-end accommodations within Pommard itself.
- Possible seasonality issues, with peak tourist seasons during harvest and summer months.
- Potential over-reliance on wine tourism, which may limit visitor diversity.

### OPPORTUNITIES

- Develop more diverse tourism offerings beyond wine, such as culinary experiences or wellness retreats.
- Enhance sustainability practices in tourism to appeal to eco-conscious travelers.
- Leverage digital marketing to reach a broader international audience.
- Create packages combining Pommard experiences with those in nearby towns.

### THREATS

- Seasonality in the summer months.
- Competition from more prominent wine regions like Beaune or Nuits-Saint-Georges.
- The pressure on natural landscapes and vineyards may lead to environmental degradation.
- Rural depopulation





## After ended project

### Results and outputs - 5SENSES Hub (Burgundy, France)

#### STRATEGIES TO IMPROVE COMPETITIVENESS

**Diversification of Experiences:** While maintaining focus on wine, introduce complementary activities like cooking classes, truffle hunting, or artisanal craft workshops to broaden appeal.

**Sustainable Tourism Development:** Implement and promote eco-friendly practices in wineries and tourism services to attract environmentally conscious visitors.

**Digital Presence Enhancement:** Improve online visibility and booking capabilities for local accommodations, restaurants, and experiences.

**Collaborative Marketing:** Partner with nearby towns and attractions to create comprehensive Burgundy wine route experiences, positioning Pommard as a key stop.

**Off-Season Attractions:** Develop events and experiences to attract visitors during quieter months, such as winter wine festivals or spring blossom tours.

**Educational Tourism:** Expand wine education programs, potentially partnering with international wine education bodies to offer courses and certifications.





## After ended project

### Results and outputs - 5SENSES Hub (Burgundy, France)

#### TOURISM DEVELOPMENT PLANS

**Promotion of Burgundy's Wine Heritage:** Regional and local tourism development plans for Burgundy, including Pernand-Vergelesses, emphasize promoting the area's renowned wine heritage. These plans include marketing campaigns, both domestically and internationally, to highlight Burgundy's prestigious wines, such as those from the Grand Cru vineyards of Corton Hill.

**Cultural Sites and Natural Beauty:** Development plans also focus on promoting cultural sites like Maison Jacques-Copeau and the picturesque landscapes that characterize Pernand-Vergelesses. Efforts are made to integrate these cultural and natural elements into the broader tourism experience, encouraging longer stays and greater engagement with local history and traditions.

**Infrastructure Improvement:** These plans often involve investments in infrastructure to enhance accessibility and visitor comfort. For example, improved road networks and signage to guide tourists to key sites, and the development of visitor centers that provide information about local attractions, wine tours, and cultural events.

**Support for Local Businesses:** Tourism development initiatives include financial support and training programs for local businesses to help them capitalize on tourism opportunities. This support can take the form of grants, low-interest loans, and marketing assistance to help local wineries, restaurants, and artisanal shops attract and serve tourists effectively.





## After ended project

### Results and outputs - **5SENSES Hub (Burgundy, France)**

Brand proposal for this tourism product hub or club:

5 SENSES



ECOTOURISM HUB

The name 5 SENSES represents that you can live a complete experience in this region: taste and smell (gastronomy and wine), hearing (the peace of nature and its people), touch (being in contact with nature), and the view (the impressive landscapes).

The brand represents tourism that goes beyond food and wine tourism. It is about creating a Hub where experiences related to slow-life, sport, awareness and respect for the region are developed.





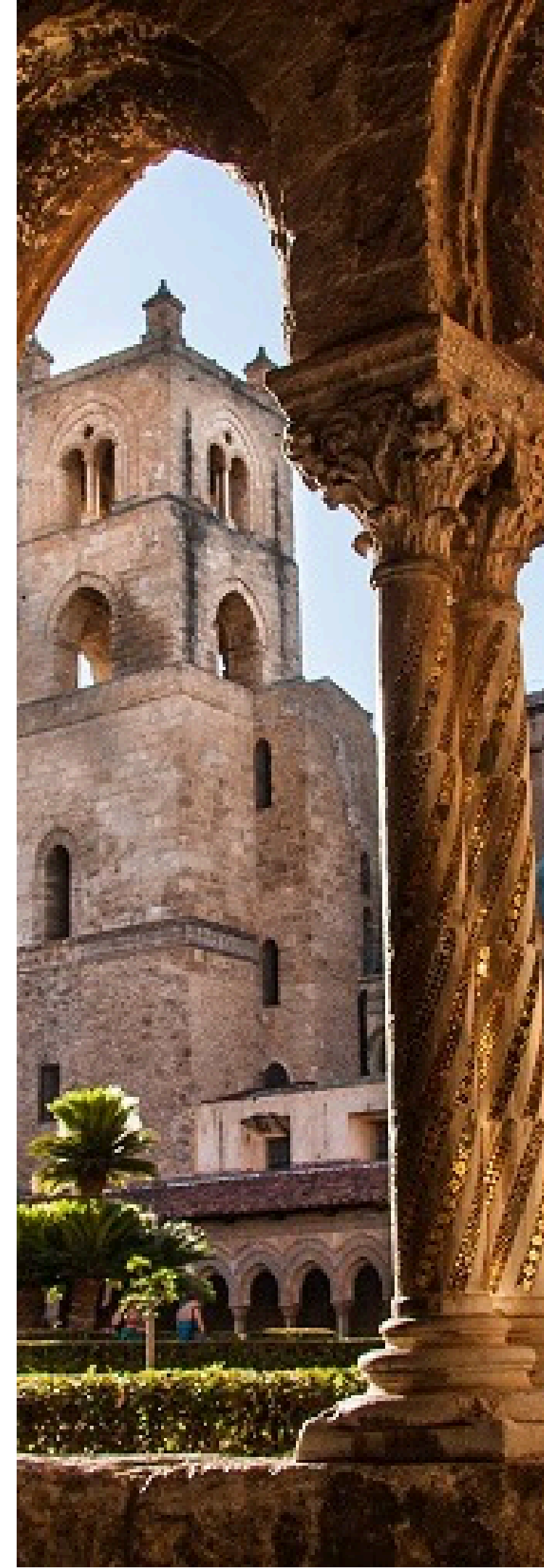
## After ended project

### Results and outputs - Monreale (Sicily, Italy)

Monreale is part of the larger island of Sicily, which lies off the southern coast of mainland Italy. The town's strategic position offers a blend of urban and rural experiences, combining access to Palermo with a more relaxed, historic setting. It is situated on a hill overlooking Palermo, just about 10 kilometers (6 miles) southwest of Palermo's city center. Its location provides stunning views of the Conca d'Oro (Golden Shell) valley, a historic agricultural region known for citrus groves. Monreale is primarily known for its magnificent cathedral, Panoramic views and scenic beauty, Artisanship and local craftsmanship & Religious and cultural festivals etc.

Monreale is a destination with potential, where a Tourism Hub can be implemented, for different reasons:

- **Rich Cultural and Historical Heritage:** The Monreale Cathedral and its inclusion in the Arab-Norman Palermo and the Cathedral Churches of Cefalù and Monreale UNESCO designation elevate Monreale to international importance. About local cuisine, Sicilian culinary traditions are strong in Monreale, featuring dishes like arancini, cannoli, and locally sourced seafood, emphasizing the town's agricultural heritage.
- **Strong natural resources:** fertile soil, citrus groves, Monte Caputo, olive and almond trees, and Mediterranean climate.





# After ended project

## Results and outputs - Monreale (Sicily, Italy)

### STRENGTHS

- Cultural Heritage: UNESCO World Heritage Site.
- Proximity to Palermo.
- Rich Tradition and History: Strong historical significance tied to Norman Sicily.
- Local Gastronomy and Handicrafts
- Scenic Landscapes: Beautiful surrounding landscapes offer opportunities for eco-tourism and outdoor activities.

### WEAKNESSES

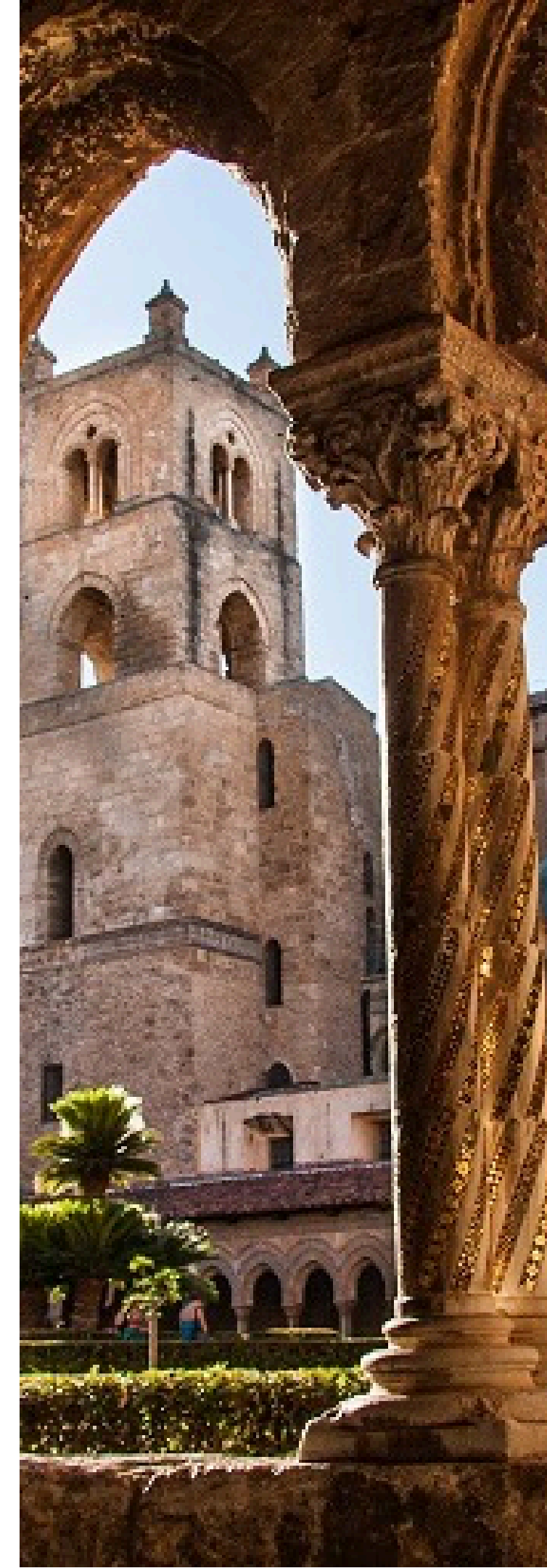
- Lack of Collaboration between public and private sectors.
- Low Visibility.
- Limited Marketing: Poor promotion and digital presence.
- Seasonal tourism.
- Lack of public infrastructure.
- Littler hotel supply.

### OPPORTUNITIES

- Tourist Investment: A well-coordinated strategy with joint planning could attract more investors.
- Sustainable tourism: Emphasizing sustainability and eco-friendly practices.
- Public-Private Collaboration: Forming a network.
- Increased Marketing Efforts: Leveraging digital tools and social media campaigns.

### THREATS

- Competition: Nearby cities like Palermo may overshadow Monreale
- Economic Downturns.
- Environmental Impact
- Overdependence on Cultural Tourism
- Global Travel Trends



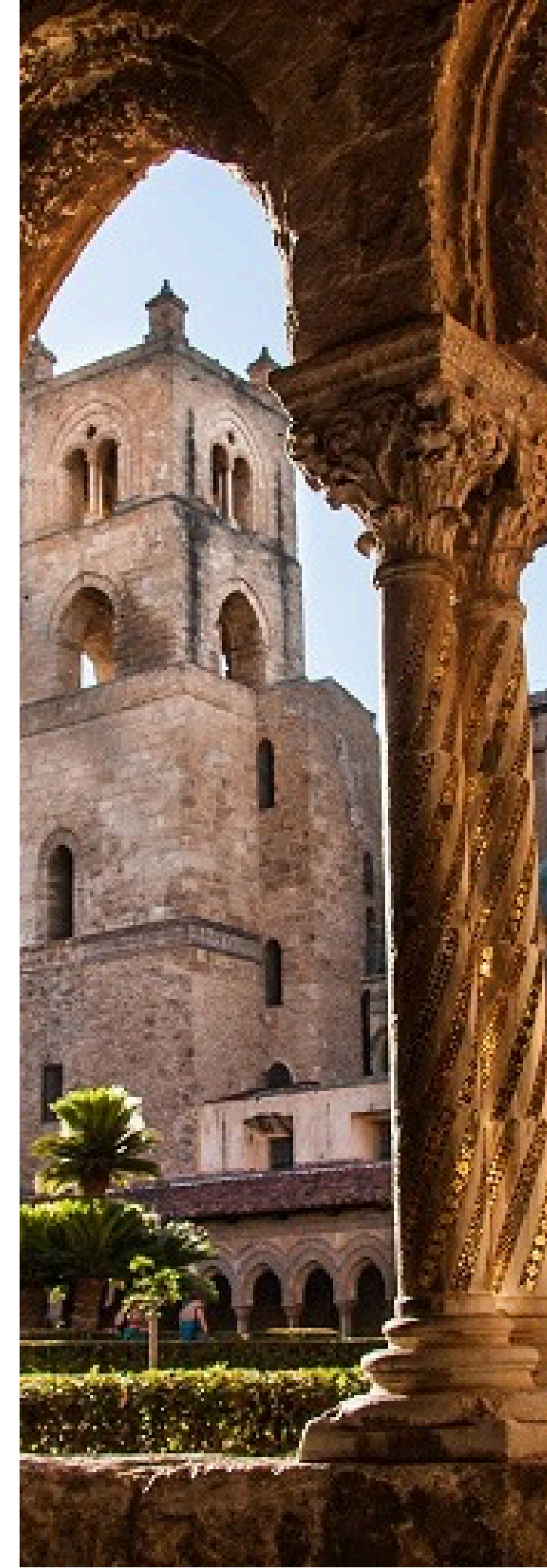


## After ended project

### Results and outputs - Monreale (Sicily, Italy)

The Tourism Hub proposal is to create a network of collaboration between public and private stakeholders with similar places in Sicily known by their cultural and scenic beauty:

- **Cefalù.** Famous for its Norman cathedral and picturesque coastline, Cefalù offers both cultural and beach tourism. Visitors can enjoy historical tours, religious sites, beach activities, and traditional Sicilian cuisine.
- **Taormina.** Known for its ancient Greco-Roman theater, beautiful gardens, and proximity to Mount Etna. Popular activities include visiting the ancient theater, hiking on Mount Etna, and exploring the historic town.
- **Palermo.** Palermo is rich in history, with its blend of Arab-Norman architecture, baroque churches, and bustling markets. Walking tours through historic districts, food tours, and visits to royal palaces and churches.
- **Agrigento.** Known for the Valley of the Temples, Agrigento is one of Sicily's top archaeological destinations. Archaeological tours, visits to museums, and walking through the ancient ruins.
- **Ragusa.** Famous for its Baroque architecture, Ragusa is part of the UNESCO-listed Val di Noto. Baroque architecture tours, cultural festivals, and tasting traditional Sicilian food.
- **Siracusa.** Known for its ancient Greek and Roman history, including the famous Greek Theatre. Archaeological sites, historic buildings, and traditional Sicilian markets.
- **Noto.** A UNESCO World Heritage site, Noto is celebrated for its Baroque architecture. Baroque architecture tours, wine tasting, and exploring nearby nature reserves.



## After ended project

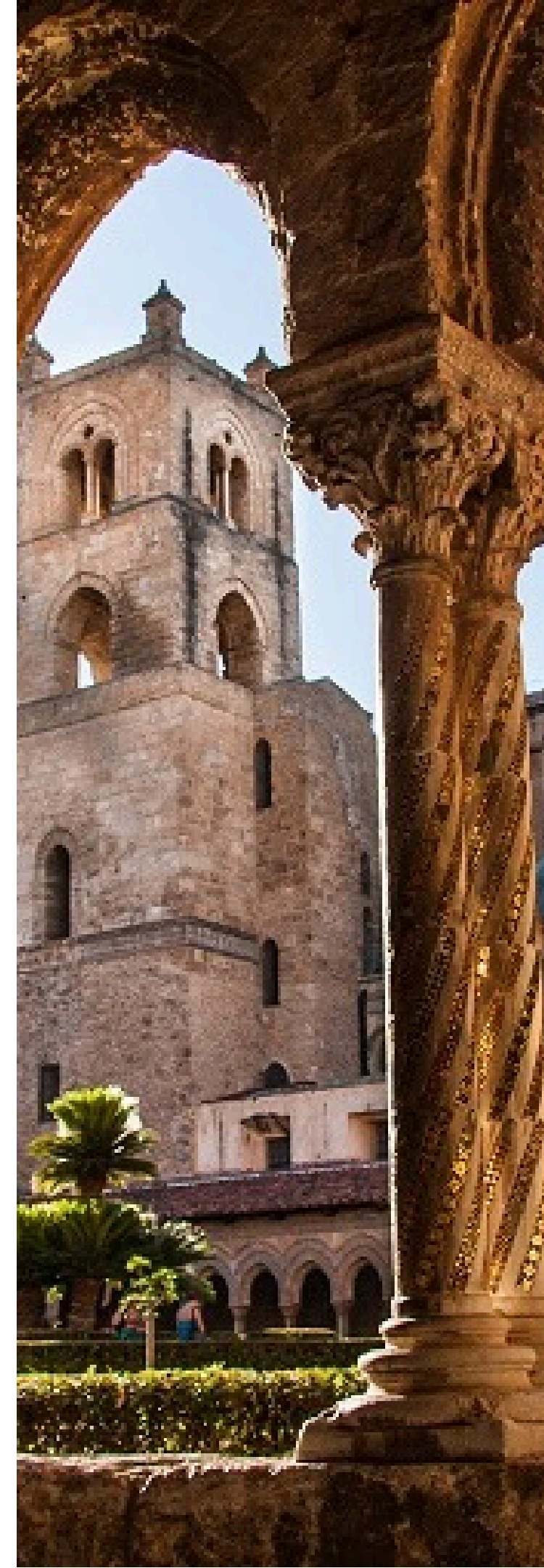
### Results and outputs - **Monreale (Sicily, Italy)**

Brand proposal for this tourism product hub or club:

### **Monreale History & Nature**



**Tourism Hub**





## After ended project

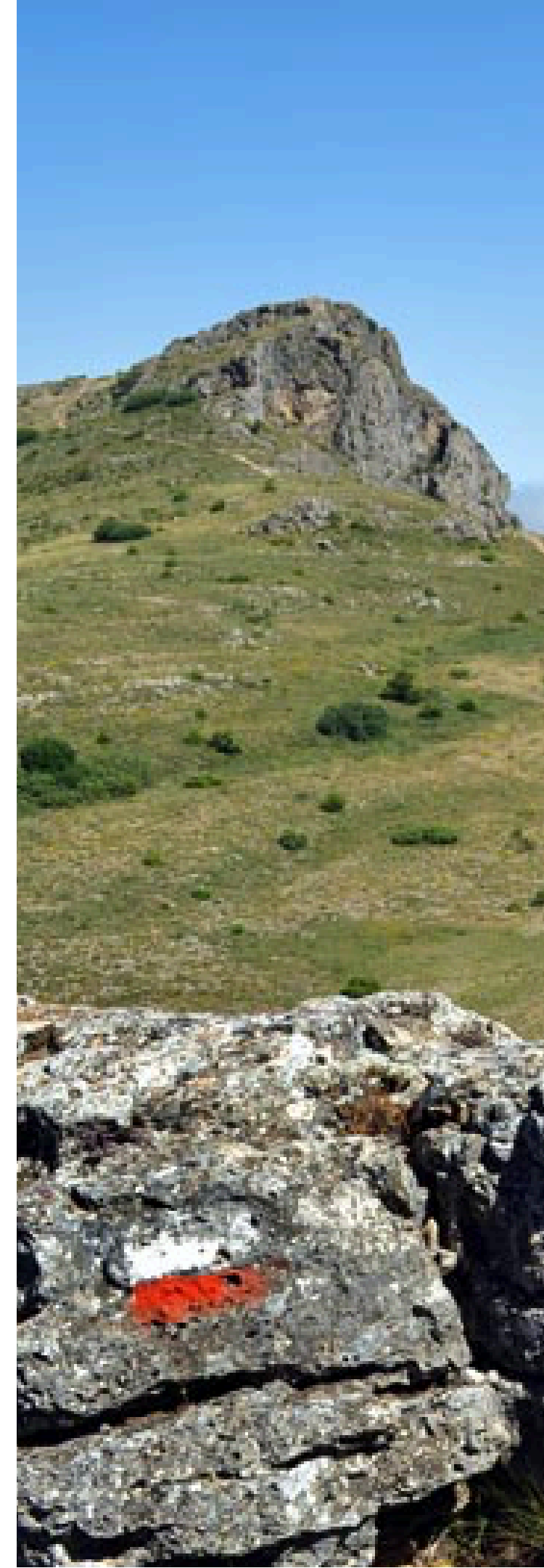
### Evaluation/reflection

As has been seen throughout the work, the different destinations have tourist resources that have the necessary elements to inspire interest in a segment of the public, inviting them to discover something special and unique. That is, it can generate trips and, with it, a tourist economy. Properly combining this main resource, its associated resources and the necessary services, it becomes a tourism product. Product that in this case is organized, structured and structured through the proposed Ecotourism Hub/Product Club.

Regarding limitations that have been had when carrying out this study, it has undoubtedly been the lack of information. Being such small municipalities with little tourism development, many of them do not have updated data, or simply do not have data.

Tourism agents, who are all vitally important to tourism development, need to believe in the power of collaboration, and believe in tourism. They need to understand what governance is, and know the benefits that will be obtained if they work together. This is why this initiative must be very attractive, with many effective and tangible actions, and easy to understand. Product clubs/hubs are a guaranteed success in tourism, if the stakeholders believe in it and get involved.

We will only move towards sustainable tourism if we all collaborate.





**ESTIMARIOLA**  
Club de Producte Ecoturístic

5 SENSES



**Tourism Hub**  
**Turawa & Osowiec**



ECOTOURISM HUB

**Monreale History & Nature**



**Tourism Hub**