



QUESTIONNAIRE (FOCUS GROUP)

Venue: CONFERENCE ROOM Ground floor, Titova cesta 63, Maribor

Date and time: 19th September 2024

Name and Surname: _____

Company/Enterprise: _____

Contact/e-mail address: _____

What is your expertise, please choose from the following:

- € Transport (Land, Water transport, Air)
- € Accommodation
- € Food service activities
- € Travel agency, tour operator and other reservation service and related activities
- € Destination management organizations: Office administrative, office support and other business support activities
- € Creative, arts and entertainment activities;
- € Sports activities and amusement and recreation activities
- € Local government body (policy makers)
- € National government body representative (policy makers)
- € Civil society
- € Other, please define _____



INTRODUCTION

Dear Madame / Sir,

The purpose of the research **is to better understand the post-COVID situation of tourism SMEs, how they reacted to the crisis** and how can regenerative tourism and synergies in the tourism ecosystem stimulate the process of recovery. With this primary aim, the survey needs to gather diverse perspectives and insights, from participants representing eight different countries, regarding regenerative tourism, its development role within the broader tourism ecosystem.

Implementation of the research: The project implements a qualitative and quantitative research on SMEs needs in post-COVID scenario and best practices to foster the twin transition, reaching: 110 key stakeholders through 11 local focus groups in 8 countries and 11 areas: (IT Tuscany, Apulia, Sardinia, Marche; PT Madeira; EL Xanthi; CY Pafos; SI Maribor; HR Istria; MT Malta; SP Andalusia); Each focus group addresses 10 stakeholders, selected with the support of the local partners. Also reaching 250 SMEs, of 5 countries and 11 areas in the EU Mediterranean region, through SMEs interview (250 interviews); all conducted in order to provide data and publish a compendium available for the upcoming T4T collaborative platform;

Target Groups: composing Tourism eco-system as defined by DG GROW Annual Single Market Report including representatives of accommodation, food service activities, travel agencies, tour operators and other reservation services and related activities, destination management organizations, creative, arts and entertainment activities; museums and other cultural activities; sports activities and amusement and recreation activities, transport, local government bodies (policy makers), national government bodies representatives (policy makers) and civil society.

Expected results: The compendium on SMEs needs and best practices is to be prepared in order to support the twin transition produced within WP2. It will continue to be an important instrument to support key stakeholders and policymakers to support the sustainable growth of the Mediterranean region tourism sector. It will continue to be disseminated both through the EU T4T platform to be implemented, and through the SMARTIES for SMEs partners' consortium.

Importance of Participation: Your contributions are crucial in understanding the challenges, opportunities, and best practices related to regenerative tourism. We aim to identify synergies between cultural tourism and the promotion of the Mediterranean diet to create sustainable and impactful strategies for the tourism sector.

Confidentiality and Consent: All discussions and information shared within this survey will be treated confidentially. Your participation is voluntary, and you have the right to abstain from answering any questions that you're uncomfortable with.



QUESTIONNAIRE:

Group 1: Strategic Issues

1. Weaknesses

What are the key weaknesses of the current cultural tourism development in line with the development of regenerative tourism - please choose max. 2 most relevant options:

- € Over commercialization: Excessive commercialization of cultural sites and practices can lead to the degradation of authenticity and cultural values.
- € Overtourism: High influxes of tourists to certain cultural sites can lead to overcrowding, environmental strain, and a decline in the quality of visitor experience.
- € Cultural Insensitivity: Sometimes, tourism activities can inadvertently disrespect or exploit local cultures, leading to cultural dilution or offense.
- € Lack of Sustainability: Inadequate attention to sustainable practices in tourism activities might negatively impact the environment, cultural resources, and communities.
- € **Other, please specify:**

2. Strengths

What are the key strengths of the current cultural tourism development in line with the development of regenerative tourism - please choose max. 2 most relevant options:

- € Preservation of Authenticity: Cultural tourism often focuses on preserving authentic traditions, practices, and heritage, offering visitors genuine experiences.
- € Economic Boost: It can stimulate local economies by generating revenue through cultural attractions, local businesses, and job creation.



- € Community Engagement: Cultural tourism fosters community involvement, empowering local populations to showcase their heritage and traditions.
- € Diverse Offerings: Cultural tourism destinations often offer a variety of experiences, from historical sites to culinary adventures, appealing to a wide range of visitors.
- € **Other, please specify:**

3. Challenges and Opportunities:

- What are the key challenges in implementing regenerative tourism practices, specifically when integrating cultural tourism and promoting the Mediterranean diet - please choose max. 2 most relevant options:

- € Balancing economic growth with environmental conservation
- € Stimulating local community participation and empowerment
- € Stimulating visitors' participation and regenerative practices in cultural and creative tourism
- € Preserving authenticity while meeting tourist demands
- € Adapting traditional practices to modern sustainability standards
- € **Other, please specify:**

Group 2: Stakeholder Roles

1. Engagement of Local Communities:

- How can local communities be effectively engaged and empowered to participate in and benefit from regenerative tourism initiatives that highlight cultural tourism and the Mediterranean diet - please choose max. 2 most relevant options:
 - € Supporting community-led tourism enterprises and initiatives



- € Providing education and skill development programs
- € Taking part in destination management for better distribution of tourism revenues
- € Creating regenerative tourism offer and products
- € Engaging visitors in local actions
- € **Other, please specify:**

2. Responsibility of Authorities and Institutions:

- How should governmental bodies and institutions contribute to fostering regenerative tourism in relation to cultural tourism and the Mediterranean diet - please choose max. 2 most relevant options:
 - € Providing funding for cultural preservation projects
 - € Providing funding for regenerative tourism products development
 - € Encouraging public-private partnerships for sustainable development
 - € Financially supporting synergies among tourism stakeholders and agritourism producers
 - € **Other, please specify:**

3. Education and Awareness - capitalizing upon **existing skills, competences and resources** (letting the stakeholders identify them)



- How can stakeholders and the public be best informed about the advantages of regenerative tourism in conserving cultural heritage and advocating for the Mediterranean diet please choose max. 2 most relevant options:
 - € Through educational campaigns and workshops to disseminate information on synergies among tourism stakeholders and agritourism producers.
 - € Integrating cultural elements in regenerative tourism product design
 - € Integrating cultural elements significantly within the framework of tourism marketing strategies.
 - € Promoting responsible traveler initiatives
 - € Certifications to encourage sustainable practices.
 - € **Other, please specify:**

Group 3: Best Practices

1. Innovative Approaches and Adaptation:

What innovative approaches or strategies have proven effective in combining regenerative tourism, cultural experiences, and the promotion of the Mediterranean diet?

Please choose and give **2 examples from your region of best practices for the listed choices, possibly with contact details, name, web addresses:**

- € Implementing farm-to-table experiences showcasing local produce
- € Using digital/innovative technology for cultural heritage interpretation and promotion
- € Interactive and participative approach to visitors offering them creative tourism products



- € Collaborating with chefs for culinary heritage preservation
- € **Other, please specify:**

2. **Tourism and Territorial Assets:** Analyse the **state of the art of both tourism and territorial assets** and their current use - please choose max. 2 most relevant options:

- What steps can be taken to evaluate and optimize the utilization of both tourism and territorial assets for regenerative tourism initiatives?
 - € **Re-evaluation and mapping** of cultural heritage sites and local food resources
 - € Engage and **work with local communities in preservation** and promotion of hidden or forgotten cultural, culinary assets and traditional practices
 - € **Innovative technology**-driven solutions usage for mapping neglected heritage sites and food resources
 - € **Other, please specify:**

3. **Visitors**

- Who are the visitors you are expecting to be interested and involved in regenerative tourism product
 - € Organized visitors
 - € Individual visitors
 - € Seniors 60+
 - € Youth till 25
 - € Best agers 26-60
- € Families
 - € Solo travelers
 - € Women travelers
 - € Other, please list



4. Success Stories and Learnings: Can you please give some examples of successful regenerative tourism projects that combined cultural tourism with promoting the Mediterranean diet as in the following options, (please add link, contact or description for your choices):

€ Integration of local cuisine in tourism experiences preserving heritage

€ Collaborative projects enhancing both cultural heritage and dietary traditions

€ Community engagement revitalizing cultural sites and dietary traditions

€ Fostering visitors' engagement to revitalize cultural sites and dietary

€ Other, please specify _____



This set of questions should help facilitate a comprehensive discussion about regenerative tourism, the involvement of stakeholders, and the promotion of cultural tourism with a focus on the Mediterranean diet while considering strategic, stakeholder-related, and best practice aspects within the tourism ecosystem.

Thank you!

We thank you for every comment:

