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Work Package 3

Activity A2

Development of Training Materials for the blended course

Questions for project stakeholders who will contribute to the
implementation of the practical workshops of WP4:

“Creation of co-planning spaces, community networks to shape and
design community actions in the field of regenerative tourism and
community promotion”





i) Local Action Group "Monti Lepini" // ii) Slow Food Travel project)

i) The Local Action Group "Monti Lepini" is not yet a best practice, but it will be functional for structuring the chapter assigned to TR and to be used as a Agora learning community to follow for the upcoming project development. It will be as well interesting to analyse the norms behind the set-up of local action groups and the EU Leader approach and the way it could push regenerative tourism initiatives. The local action group is currently promoting financial instruments to support the set up of sustainable and regenerative touristic initiatives in inland areas which are needing actions, initiatives and policies to prevent depopulation and boost the resilience of locals.

<https://www.galmontilepini2023-2027.eu>

ii) The slow food travel project will be taken as an example of participation to set up regenerative tourism paths with the cooperation of the whole local community of NGOS, local producers and community.

<https://www.slowfood.com/it/communities/>

Module 1. Sustainable tourism interview questions.

i) Local Action Group "Monti Lepini"

Question 1: How does the Local Action Group "Monti Lepini" engage with local communities and stakeholders in the planning and management of tourism initiatives? Can you provide examples of successful community-driven projects?

Purpose: This question attempts: a) to explore the methods and approaches used by the Local Action Group **to involve local communities and stakeholders in tourism planning and management**, and b) to identify and learn from specific examples of successful community-driven projects, **providing practical insights and models that can be replicated in other regenerative tourism initiatives.**

We work the LEADER way: bottom-up, with a public–private partnership where most voices are private operators alongside our 19 municipalities. In practice, that means we go town by town, hold open meetings, thirty or forty people in a room isn't unusual, and use what we hear to shape the Local Development Strategy and the calls we publish. We don't just collect ideas and disappear; we keep an "animazione" team on the ground to run help desks, workshops, and constant outreach so people know how to take part and how to apply. We also set up themed gatherings when there's a timely opportunity, like the session at the Abbey of Fossanova that brought tourism operators, businesses, and institutions around





the same table ahead of the Jubilee.

If you want to see what this looks like when it lands, the best example is our shared Trails Network. All 19 municipalities agreed to one plan so walking, cycling, and horse routes connect cleanly across the Lepini. We gathered local proposals, turned them into a single design, and are now delivering the works and promoting the network together. Another very tangible outcome is the wine-and-olive oil supply-chain project anchored in Cori with local wineries and mills: we've improved the welcome at cellars and presses and tied it into the area's Wine & Oil Route so visitors move through vineyards, olive groves, and historic centers rather than just hitting one spot. And a great bottom-up story is the Marrone (chestnut) biodistrict, pushed forward by producers and municipalities like Segni, Carpineto, Gorga, Montelanico, and Rocca Massima after our partnership meetings gave everyone a common platform.

Question 2: What specific strategies and practices does your group employ to promote regenerative tourism within the Monti Lepini region? How do these initiatives aim to restore and enhance the local environment and cultural heritage?

Purpose: This question seeks to understand the **strategies and practices used to foster regenerative tourism, focusing on the restoration and enhancement of the local environment and cultural heritage**. It could also evaluate how these initiatives contribute to the long-term sustainability and cultural preservation of the Monti Lepini region, **offering valuable insights for developing similar initiatives in other areas**.

Our approach to regenerative tourism starts with stitching the territory back together through "slow" mobility. The trail network links villages to long routes like the Via Latina and the Appia and to pilgrim paths, which spreads visitors across the area, lowers pressure on a few hot spots, and gives communities a reason (and a budget line) to maintain paths, signage, and small amenities under a shared promotion plan. We invest in light, essential infrastructure in rural areas, safe access, wayfinding, small facilities, so places can host people without being overwhelmed.

Food chains are our landscape keepers. Wine, oil, fruit, and the Lepini black pig aren't just products; they shape the scenery and the stories we tell. So we fund cellar and mill visits, farm markets, and tasting itineraries, and we pair them with habitat work, recovering meadows and pastures, reintroducing native breeds, and with circular ideas like small-scale biomass. Those actions become learning experiences for schools and visitors, so tourism helps pay for stewardship.

We also back new small businesses with a local, low-impact angle, guesthouses in historic centers, outdoor guides and services, crafts, soft mobility, paying special attention to women-led ventures. It keeps value in the villages and breathes life into the places people actually live. And culture, for us, isn't a museum behind glass. Routes like "Lepinia Ebraica,"





open-air museums, abbeys, and festivals are woven into the trails and the farm visits, so every cultural stop supports the people who care for heritage and traditions.

If you boil it down, the recipe is simple: a strong partnership that listens, one backbone project everyone recognizes, supply chains that reward good land care, constant on-the-ground animation, and shared monitoring and communication. It's practical, it travels well, and, most importantly, it works for the Monti Lepini.

ii) Slow Food Travel project

Question 1: How does the Slow Food Travel project promote local food traditions and culinary heritage as part of the tourism experience? Can you share examples of how these activities have positively impacted local communities and tourism sustainability?

Purpose: This question can lead to the understanding of the strategies used by the Slow Food Travel project to **incorporate and highlight local food traditions and culinary heritage in their tourism offerings**. Also, to gather specific examples of how these activities have **benefited local communities and contributed to the sustainability of tourism, providing practical insights for similar initiatives**.

The driving forces behind the project are the products and the tradition linked to the promotion of food and local communities. For this reason, Slow Food Travel is structured at an international, national, and local level for their promotion. Slow Food Travel is a brand of international Slow Food and is only recently established. In the past few years, it has started promoting through initiatives that operate on international, national, and local communications, and it has entered the market directly. This is also because the Slow Food Travel community includes various operators, including those from the tourism sector. In turn, the tourism operators that are part of the Slow Food Travel project carry out wide-ranging promotions through their usual channels, as well as local initiatives. For example, promotional bodies like the "Compagnia dei Lepini" (also part of GAL Monti Lepini – Local Action Group) in our region are tasked with gathering projects or initiatives linked to the promotion and protection of the local culinary heritage, involving the Slow Food Travel community to launch activities related to tourism. Essentially, we create content and enhance traditions thanks to the network of associated members who are part of the Slow Food Travel network, ensuring the authenticity of the experiences and interaction with the local community.

The Slow Food Travel project in the Monti Lepini is still young, but there are various examples both locally and nationally. In the Alps region, for instance, there are young people who have opened a hospitality and restaurant structure, which functions not only thanks to their work but also because of a community of local producers who gain visibility through this structure, in addition to having it as their primary sales channel. In the case of the Monti Lepini community, we have implemented concrete actions to raise awareness of



small-scale producers who would otherwise not reach consumers. Tourists come to know these producers by consuming their products in the local area.

Question 2: What methods do you use to measure the impact and sustainability of your tourism initiatives? How do you ensure that the benefits of tourism are equitably distributed among all stakeholders, including local communities and producers?

Purpose: This question should help in **identifying tools and methodologies used to assess the effectiveness and sustainability of tourism initiatives** as well as in exploring strategies for ensuring that **the benefits of tourism are shared fairly among all stakeholders, particularly local communities and producers, providing insights for developing inclusive and sustainable tourism models.**

You ask me to answer somewhat complicated questions, perhaps because they are more suited to a later stage in the development of the Slow Food Travel Monti Lepini project. Indeed, we have not yet built a verification tool from this perspective. So, at the moment, the only feedback we are noticing comes from the communication channels we use, which are mostly social media—therefore, direct and often virtual feedback. However, we have not yet structured measurement tools. One result we expect for this year is the creation of a network between the Italian Slow Food Travel destinations. We will be able to achieve this thanks to the support of Slow Food Italia. It is precisely by building the community that an equitable distribution of benefits is ensured. The project and the creation of a community is a "conditio sine qua non". The community must be built; the Slow Food Travel community is not a company but a Slow Food association that fosters the building of relationships aimed at achieving a goal. Therefore, this purpose-driven community is, first and foremost, an absolute guarantee of distribution. In other words, those who participate do so on the same level, each with their own intention to participate. The community uses the brand through coordination managed by an entity (the Slow Food Travel representatives' group), which acts as the spokesperson for an informal working group. The community is full and equal participation of producers and tourism operators, who are all involved. Each one uses the brand, and together we use it to increasingly promote awareness of this project.

Module 2. Local Producers and Regeneration

Module 3. Community-Led Regenerative Tourism Development





How can the principles and practices observed in the Local Action Group "Monti Lepini" and the Slow Food Travel project be effectively integrated into the creation of co-planning spaces and community networks for regenerative tourism? What strategies can be employed to ensure active and equitable participation from all community stakeholders, in shaping and designing community actions?

i) Local Action Group "Monti Lepini"

Culture is the spine. Abbeys, festivals, crafts, music, memories, put them at the center and make the museum, the parish hall, the theater, the winery the rooms where we co-plan. We walk a street, agree on three 90-day fixes (signage, openings, a small stage, a craft corner), and back them with quick micro-grants. Seats are reserved for youth, women, artisans, and farmers; evenings/weekends, childcare, and travel covered so everyone can show up. Each action names its caretaker, and results go on one simple public dashboard.

And we learn from those who've done it well. Invite mentors from places like the Langhe wine routes: two-day field labs on our soil, side-by-side with our people, to adapt what works, no copy-paste, just good grafting. If culture pays for care of abbeys, terraces, olive groves and gives our kids work, then tourism is truly regenerative.

ii) Slow Food Travel project

Here too, co-design is the core, isn't it? Co-design is a concrete action that allows initiatives to survive beyond funding and financial support from third parties. In fact, this is how the Slow Food Travel adventure started, it began with the meeting of different skills from operators and producers. We've been working for two or three years on mapping and involving all the producers to develop co-design in a very concrete way.

What does "concrete" mean? It means setting up itineraries, activities, and promotions that involve producers and tourism operators each time. Gradually, the foundation is created to expand and design even more with products that allow for further development. It starts with visits to businesses, perhaps for half a day, or inviting people to attend project orientation meetings. Alternatively, existing experiences already sold by operators within the network are selected and integrated into the project network, making them immediately marketable in the tourism sector.

Module 4. Virtual Experiences





To offer a complete and engaging virtual tourism experience, several specific resources and skills are needed. Analysing the current gaps enables the identification of critical points and, consequently, planning of effective improvement strategies. What resources/tools (financial, digital knowledge, qualified staff, technological devices) do you lack for your tourism experience to be immersive? What do you need to take action and improve your tourism offer?

i) Local Action Group “Monti Lepini”

We’ve got places and stories. For a truly virtual, immersive visit we still miss a few basics: a small pot of money to shoot and promote, some digital skills (short video, 360, live, captions, simple SEO/analytics); a tiny crew (producer/editor, community-&-booking, maps/GPS), a bit of gear, and a simple and more functional website to gather the experiences, online booking, interactive map.

What I’d do now: pick one hero route produce digital contents to make the offer more captivating

Module 5. Resources for the development of community tourism and forward-looking learning centres + database of resources

Question: How does this project plan to bring together a concrete database of information that can serve as a baseline for communities interested in recreating a similar initiative? What kind of relevant lessons, practices, and principles can be recognized in this project and can be considered a starting point and inspiration for recreating similar projects capable of putting into practice community tourism?

Answer: As I told you, since we started the first concrete activities, what was once just a hypothesis is now becoming a reality. So, one lesson is clear: only by building a project on paper, advancing an idea through collective meetings, and preparing the stakeholders, can the sustainability of a project be ensured. Satisfying only some of the people gathered around the table is counterproductive for the network, the community, and the development of the project. So, I'll go back to what I said earlier: the lesson we've learned, and that we can already see in the first activities we've undertaken, is this: we are not a company that needs to build a project with a business plan backed by substantial resources. The project is developed through grassroots, concrete experiences, and the first activities are already showing that the lesson lies in creating the network, sharing, and thus building the community, which then leads to launching and positioning the tourism products in the market.

Module 6. Practical Tools with Sample Instruments for Experience Co-creation





Question 1: How has the Local Action Group "Monti Lepini" utilised design thinking methodologies to identify and address specific needs and opportunities within the community for developing regenerative tourism?

Purpose: This question seeks to understand how design thinking has been operationalized to foster innovative, community-centric, and sustainable tourism solutions. The aim is to gather insights on how empathy and user-centred design principles have shaped their tourism initiatives, which can provide practical examples for workshop content on integrating local community needs and perspectives in tourism planning.

Answer: We start by walking with people. Not surveys walks. I'll go with a guide, a grandma, a bus driver, a teacher, a group of teens, and we do the route together. On the way we listen for frictions and wishes. From there we sketch quick ideas on a table in the parish hall and pick three.

Question 2: Can you describe how the Local Action Group "Monti Lepini" has employed storytelling to promote the unique culinary heritage and slow food principles among tourists and residents?

Purpose: This question aims to explore the use of storytelling as a strategic tool to enhance the cultural and educational aspects of Monti Lepini's tourism experiences. Insights into how stories are crafted and disseminated to engage and educate visitors about local traditions and sustainable practices could help formulate effective storytelling strategies in regenerative tourism workshops.

Answer: We tell the story like we pour a glass: place first, then people, then product. Bellone and Nero Buono aren't just grapes; they're terraces and families. Itrana isn't just an olive; it's hands and stone mills. We collect short, true stories, three minutes max, from growers, bakers, cheesemakers, monks. The same story lives on a label QR, a reel, a table card, and an audio stop on the trail. In the cellar or frantoio we tie taste to care: why pruning matters, why dry-stone walls hold the hill, why paying a fair price protects the grove. Residents hear themselves valued; visitors leave with a simple "do" list: eat local, refill your bottle, respect fields and quiet hours. That's Slow Food, made concrete

Question 3: How has the Local Action Group "Monti Lepini" applied service blueprinting to integrate and streamline the Slow Food Travel project's operations? Could you provide examples of how this tool helped improve service delivery and visitor satisfaction?

Purpose: This question is designed to assess how service blueprinting has been utilised to manage and enhance the service processes within the Slow Food Travel project. Understanding how service blueprinting facilitated the identification of operational



inefficiencies and the integration of sustainable practices will assist in developing workshop modules that focus on improving operational effectiveness and sustainability in tourism projects.

Answer: We map the whole journey: how people find it, how they book, what message they get before coming, where they park, who greets, what they touch, taste, learn, and what follows after. Front-stage (what guests see) and back-stage (what we coordinate) go on one page with timings, roles, and evidence. The map shows the leaks. We fixed noisy points with simple moves: time-slot arrivals to avoid crowding; one multilingual confirmation with a map pin and what to wear; a standard tasting setup so every stop is ready in five minutes; an “oops kit” (water, hats, wipes); and a post-visit message with recipes and a small thank-you offer. Result: fewer calls, smoother flow, happier guests, and more locals involved because the work is clear and doable.

Module 7. Communication and Promotion

Question 1, How do you plan to engage diverse stakeholders ensuring active and equitable participation? Do you have targeted communication strategies for different focus groups

Purpose: The question highlights the need for stakeholder mapping and creating forums and platforms where all stakeholders can voice their opinions and contribute to planning.

Answer: I’m not comfortable answering this question, I don’t think I can give an overview of plan of this sorts.

Question 2, What are the different strategies you have deployed to effectively reach diverse target audiences (both tourists and locals)

Purpose: The question helps us understand how to segment audiences based on demographics and interests and the need to tailor messages accordingly with limited marketing budgets and resources.

Answer: I cannot answer this question.