

*The TONE opening conference held in Tursi (Italy) on 23<sup>rd</sup> and 24<sup>th</sup> November, 2006*

The programme GRIP-IT assists the international partnership, exchange of experience and knowledge in the course of preparation and implementation of an integrated project. GRIP-IT is funded by EU resources - INTERREG IIIC initiative.

The fruition of pilot projects (so-called sub-projects) is given support and cofinancing in the programme GRIP-IT to constitute and prove the innovative methods and approaches in the course of preparation of an integrated project.

The integrated project means cooperation of several subjects from various sectors in advance workings of a moneywise and immensely exacting project. The subject-matter of GRIP-IT programme is an exchange of experience of Italian, Hungarian and Czech participants in preparation for such a project. The emphasis is placed on building up partnership between private and public sectors. Following the implemented sub-project, workshops and seminar meetings it will be conceived the convenient methodics and institutional operating models for future integrated projects.

Comunita Montana „Basso Sinni“, LAG EUROLEADER s. cons.a.r.l., Multifunctional Association of Keszthely-Hévíz Microregion and Town of Náchod submitted their sub-project TONE into GRIP-IT programme in May, 2006. There are four participants in sub-project TONE (Tourism Network in Historic Centres - integrated project linking past and future ESF programming period). The lead participant is Comunita Montana „Basso Sinni“.

The objective of sub-project TONE is the preparation of integrated projects of all participants and resulting in the implementation during next programming period 2007 - 2013 with EU financing. The participants of the project aim to prepare an integrated one, able to compete in utilization of Structural Funds during next financing period 2007 - 2013.

The sub-project is focused on a new integrated system of local development. On the basis of the past interventions, carried out by the four participants regions in the past programming period, TONE will increase the tourism services through the identification of the existing attractions, the definition of cultural and gastronomic itineraries, the creation of new small enterprises in the tourist sector and the improving of the accommodation facilities in the historical centres (widespread hotels). The sub-project will also strengthen the marketing of the local products, contribute to the regeneration of the local spa, identify an effective and efficient management model for the sector and define the tourist offer from a regulatory point of view.

The overall goals of the subproject TONE are:

- I) testing a new integrated approach in the field of sustainable tourism development as a starting point for the next programming period
- II) identifying the most virtuous strategies aiming at strengthening the local factors of

- development and at empowering the communication capacity of the area, their competitiveness and appeal
- III) elaborating a document useful as a reference normative for the wide-spread hotels
- IV) defining a draft of IP proposes
- V) developing an integrated methodology for multi-funded initiatives implemented in each region in the framework of Structural Funds
- VI) creating an innovative strategy to conserve and enhance the environmental and cultural heritage resources in historic centres with tourism potential.

The opening mutual conference of TONE project took place in Tursi from 23<sup>rd</sup> till 24<sup>th</sup> November, 2006. The kick-off meeting is the event that starts officially the subproject TONE and is an essential moment of visibility for plan GRIP-IT.

#### The Programme:

##### **23<sup>rd</sup> November - morning**

09.00 a.m. start

- welcome of President of Comunita Montana „Basso Sinni“
- the experience of Basilicata region
- the experience of "albergo diffuso"

11.00 a.m. coffee break

- GRIP-IT project (coordinator of GRIP-IT project Dott. Biagio Perretti)
- TONE subproject
  - presentation partner Comunita Montana „Basso Sinni“
  - presentation partner LAG EUROLEADER s.cons.a.r.l.
  - presentation partner Multifunctional Association of Keszthely-Hévíz Microregion
  - presentation partner Town of Náchod, region Hradec Králové

afternoon

02.30 - TONE sub-project - presentation and argumentation of plan of activities

- European Fund and approach of the region Basilicata in theirs use (staff GRIP-IT - Dott. Di Stefano)

06.00 - 06.30 p.m. guided visit "albergo diffuso"

##### **24<sup>th</sup> November - morning**

09.00 a.m. start

- Feasibility study of Comunita Montana „Basso Sinni“ (presentation, topics, contents and methodologies)
- Feasibility study of LAG EUROLEADER s. cons. a. r. l. (presentation, topics, contents and methodologies)
- Feasibility study of Multifunctional Association of Keszthely-Hévíz Microregion (presentation, topics, contents and methodologies)
- Feasibility study of Town of Náchod (presentation, topics, contents and methodologies)

11.00 a.m. coffee break

- a definition and an approval of the plan of the activities and of the future meeting

afternoon

- signature of Cooperation Agreement (Ing. Oldřich Čtvrtečka, Dott. Vincenzo Ruggiero - see photogallery)
- guided visit to museum of Policoro, museum of Metaponto and Sanctuary of Anglona

**Photogallery:**

