



STAKEHOLDER INTERVIEW

LAND-SEA PARTNER	
Partner name in original language	Regione Molise
Partner name in English	Molise Region
N° of Stakeholder interview	2
Place of Stakeholder interview	Molise Region – by phone call
Date of Stakeholder interview	22 June 2017
STAKEHOLDER - General information	
Name of Organisation in original language	Comune di Campomarino
Name of Organisation in English	Campomarino Municipality
ID of Stakeholder interview	1° interview
registered office/headquarters address	Via Carlo Alberto dalla Chiesa 1 - 86042, Campomarino (CB)
Institutional email	urp@comunecampomarino.it
Contact Person	Paola Cantelmi
Email address of Contact Person *	paola.cantelmi@tin.it
Phone number of address of Contact Person (office)*	0875 - 531208
Type of institution	Public Body
Core business/main sector of interest	Administrative organization of the territory of the Municipality
Secondary sector of interests	Governance of the infrastructures, protection of the local heritage, environmental and economic sectors of the territory.
Main area of interests	Molise Region



QUESTIONNAIRE

Part 1: Essay questions

1	<ul style="list-style-type: none">• <i>What is your most important objective, and how can I help you realize it? (What do you need me for?)</i> <p>(Max. 800 characters)</p> <p>The main goal of Campomarino Municipality, regarding the issues tackled by LAND SEA project, is to improve the sustainable and inclusive management of the territory and its resources.</p>
2	<ul style="list-style-type: none">• <i>What criteria do you use to assess whether my contribution to your work has been successful?</i> <p>(Max. 500 characters)</p> <p>It's really important to highlight the needs and opportunities of the addressed areas, but above all the measure of involvement in joint initiatives with the aim of drawing up integrated projects and interventions across the whole involved territory;</p>
3	<ul style="list-style-type: none">• <i>If I were able to change two things in my area of responsibility within the next six months, what two things would create the most value and benefit for you?</i>



(Max. 500 characters)

Small coastal communities take on various socio-economic and environmental issues linked mainly to mass tourism in the season.

If we were to point to two things in the immediate future, it would benefit from more economic support for

- 1) making the offered services to tourists and residents more “smart” in the summer;
- 2) to recognize a brand in our territory and contribute to its promotion, including also the establishment of a protected coastal area.

• *What do you think about strengths, weaknesses, opportunities and threats of your own territory? ("Stakeholder viewpoint");*

(Max. 600 characters)

Strengths: great value of landscape, natural, agro-food, ethnic-cultural heritage.

4 Weaknesses: weak awareness of the value of this heritage, poor support of regional and national bodies for its management, lack of facilitators and promoters in local areas.

Opportunities: integrated and seasonally tourist offer, employment for young people in the field of sustainable tourism, of high-quality agriculture and services and high quality of life.

Threats: coastal erosion, environmental pollution, unemployment, citizens' dissatisfaction.

• *Have you Experiences in the matter / initiatives / policies related to the development of "sustainable coastal systems", with particular reference to solutions that can preserve natural habitats and at the same time support the growth of eco-tourism strategies?;*

(Max. 500 characters)

- 5
- 1) The municipality of Campomarino has been the leader of a EU granted project that is being completed during these days, entitled “Life Maestrale”. The project implemented with the University of Molise, the municipality of Petacciato and two associations, CSN and Ambiente Basso Molise, aimed at the protection and enhancement of coastal natural habitats by proposing initiatives for sustainable tourism enjoyment. It was a very useful experience from various points of view: a) to become aware of the environmental heritage of the coast of Molise; b) to carry out small infrastructures that have increased the attractiveness of places without altering their natural characteristics; C) to test shared and integrated management system with other stakeholders, useful in supporting a common eco-tourism growth strategy; D) to carry out outdoor leisure activities on the theme of eco-tourism with the involvement of tourists and citizens.
 - 2) Our municipality has also joined a sustainable mobility project for the development of a cycle lane and light mobility interventions that will develop throughout the Molise coast and will also involve some inland towns.



	<p>3) The municipality of Campomarino is a partner in the rural and coastal local action groups (GAL and Flags) and has joined the local development plans proposed by them in order to put in place sustainable, shared, integrated and promotional actions of out territory.</p>
6	<ul style="list-style-type: none"> • <i>Do you have suggestions or specific requests to the partner organisation?</i> <p>(Max. 500 characters)</p> <p>Suggestions:</p> <p>(a) it could be useful to provide for bottom-up consultation initiatives to identify socio-economic strategies to be applied to specific territories;</p> <p>(b) to promote territorial development agencies that have an integrated vision of territorial resources and facilitate synergies and interception of European Union funds useful for developing concrete initiatives for sustainable development.</p>

Part 2: point scoring		
A) TURISTIC COMPETITIVENESS (attribute a score from 1 to 5)		
2.A.1	- How do you rate the current level of tourist service offered:	3
2.A.2	- How do you assess the current level of economic competitiveness of touristic services:	5
2.A.3	- How do you judge the current level of "touristic appealing":	4
2.A.4	- How do you assess the current level of environmental sustainability of tourist services?	4
B) TECHNICAL READINESS (attribute a score from 1 to 5)		





2.B.1	- How do you assess the current level of road infrastructure?	5
2.B.2	- How do you assess the current level of port & marinas?	4
2.B.3	- How do you assess the current level of infrastructure specific to tourist service?	5
2.B.4	- How do you assess the current level of interventions for the protection of natural and environmental resources?	3
C) SOCIAL READINESS (attribute a score from 1 to 5)		
2.C.1	- How do you assess the current level of "international openness" of your territory?	2
2.C.2	- How much do you think tourism is the most important resource for your territory over the next 10 years?	5
2.C.3	- How do you assess the current level of "e-commerce" in your territory?	2
2.C.4	- How much do you think tourism is sponsored by internet social media?	1

Part 3: multiple choice questions		
<i>attribute a score of 1 to 5 at each answer</i>		
1	<ul style="list-style-type: none"> What do you think of the priorities of intervention to increase the quality of the tourist offer for your territory? 	
	a	enhancement of coastal environment
	b	enhancement of artistic, historical and cultural resources
	c	enhancement of environmental and landscaping resources
	d	develop accommodation facilities
	e	enhancing infrastructure/public services
2	<ul style="list-style-type: none"> What do you think of the priorities of intervention to increase the quantity of the tourist offer for your territory (attribute a score of 1 to 5)? 	



	a	enhancement of coastal environment	4
	b	enhancement of artistic, historical and cultural resources	4
	c	enhancement of environmental and landscaping resources	4
	d	develop accommodation facilities	5
	e	enhancing infrastructure/public services	5
3	<ul style="list-style-type: none"> What do you think of the priorities of intervention to promote a diversification of the tourist offer for your territory? 		
	a	to strengthen existing areas	5
	b	to equip protected beaches	5
	c	enhancing the inner/hilly areas	5
	d	creating new natural reserves	5
	e	create new forms of tourism, other than seaside tourism	5

4	<ul style="list-style-type: none"> What is the environmental hazard most important for the safety of your territory? 		
	a	coastal flood	1
	b	river flooding	5
	c	landslide	1
	d	water pollution	3
	e	atmospheric pollution	3
5	What are the priorities for intervention to increase the tourist flows?		
	a	security	3
	b	hygiene and health	3
	c	human resources	3



d	web marketing	4
e	Promotion & Advertising	4

Further information or Notes <i>(any difficulties encountered, further questions, stakeholder's requests)</i>	
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