



Culture and Tourism

Case Study Interreg Italy-Austria

Work Package 9

*Ex post evaluation of Cohesion Policy programmes
2007-2013, focusing on the European Regional Development
Fund (ERDF) and the Cohesion Fund (CF)*

Contract: 2014CE16BAT034



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Ex post evaluation of Cohesion Policy programmes 2007- 2013, focusing on the European Regional Development Fund (ERDF) and the Cohesion Fund (CF)

Work Package 9: Culture and Tourism

Case Study Cross-border IV Interreg Italy-Austria

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List of abbreviations

AIR	Annual Implementation Report
CF	Cohesion Fund
DG REGIO	Directorate General for Regional and Urban Policy
EC	European Commission
ERDF	European Regional Development Fund
EU	European Union
GDP	Gross Domestic Product
ICT	Information and Communication Technologies
MA	Managing Authority
OP	Operational Programme

Forward

The European Commission, Directorate-General for Regional and Urban Policy (DG REGIO) is undertaking an ex post evaluation of Cohesion Policy programmes financed by the European Regional Development Fund (ERDF) and the Cohesion Fund (CF) during the period 2007-2013 in regions covered by the Convergence, Regional Competitiveness & Employment and European Territorial Cooperation objectives in 28 member states. Within this framework, the Consortium IRS-CSIL-CISET-BOP has been selected to undertake the ex post evaluation on 'Culture and Tourism' (Work Package 9). An important element within the exercise is a series of case study analyses of NUTS2 regions covering interventions co-financed by ERDF during the 2007-13 programming period.

This report provides the results of a detailed case study of the use of ERDF in culture and tourism policy pursued in the cross-border Interreg IV Italy-Austria Programme. The cross-border Interreg IV Italy-Austria programme represents an interesting case study for:

- the bottom-up approach adopted by the Programme that sees tourism and culture mainstreamed in different of the programme objectives and priorities;
- incentivising the development of one tourist destination making the most of the different landscapes and tourist potential of the areas involved in the programme;
- promoting the creation of a common identity through culture.

The case study analysis is based on:

- desk analysis of the relevant programme documents (programme description, annual implementation reports, programme evaluations, annual reports of projects financed, etc), of the previous analysis produced within the project (interim report, survey questionnaire of the Interreg MA), and of socio and economic data sourced from Eurostat and national Italian and Austrian statistics;
- semi-structured interviews with the programme authorities (e.g. the Managing Authority and Austrian and Italian Regional Coordination Units) and relevant programme beneficiaries in the field of tourism and culture, including also Interreg Councils in the programme areas (Annex 6 provides detailed information on the interviewed actors). The interviewees were chosen based on a 'snowball' methodology, starting with the coordinator of the Interreg Programme within the Managing Authority, combined with a desk-based analysis of the key documents. The purpose of this approach was to identify individuals who have played key roles in the programme and/or who have thorough institutional knowledge of the programme processes and strategies.

Executive summary

The Interreg IV strategy in tourism and culture is implemented in the cross-border area between Italy and Austria, including small and medium mountain areas in the Autonomous Province of Bolzano, Veneto Region, Friuli Venezia Giulia, Carinthia land, Tyrol land and Salzburg land.

The area registers a better social and economic performance than the Italian national average, while in some cases it lags behind the Austrian average.

The area is well developed from the tourist point of view. Tourism is dominated by mountain activities (biking, hiking, walking, climbing) as over 84% of its territory is part alpine and, in particular, in the Dolomites, also considered Unesco human patrimony. From the cultural point of view, the area is characterised by the presence of numerous Roman cultural vestiges unifying the Italian and Austrian territories, yet it is not a strong cultural attractor.

Cross-border cooperation and sustainability in the tourist and cultural sectors stand at the heart of the Interreg IT-AT strategy.

The main rationale for public action in the tourism sector consists in the need to increase the tourist competitiveness of the programme area and prevent and/or limit the negative effects of fragmented management of its natural and cultural resources, including the preservation of public goods such as cross-border natural resources. When it comes to culture, the main reasons justifying public action lie in the value of culture as a tourist attractor and driver for place branding and social cohesion.

The tourism strategy aims to overcome administrative borders to: enhance a sustainable cross-border tourist model; sustain joint management and development of tourist resources (natural, cultural, others) and destinations; and enhance partnerships and activation of grassroots cross-border actors as a goal in itself for local development.

The cultural strategy supports the tourist one by creating a common identity in the area. Furthermore, it also aims to enhance innovation in the sector and integration within the wider economic context.

Both strategies are based on a participatory approach that sees grassroots cross-border actors in the front line. The Interreg strategy in C&T involved more public administrations than private enterprises or operators. Heavy administrative burdens are chronic weaknesses of the ETC programmes, hampering participation on the part of private operators.

Both strategies are integrated within the wider regional and national policy frameworks in these sectors.

The financed interventions were selected following a rigorous process paying particular attention to their sustainability, quality and coherence with the regional, national and overall Interreg IT-AT objectives.

Financed projects are strongly integrated, combining infrastructural and soft actions. Overall 20,783,823 Euro (37% of the programme ERDF resources) were allocated to 42 projects direct and indirect projects tackling C&T issues (33% of all the projects

financed by the programme). 31 projects were financed in the field of tourism and 11 in the cultural one. 25 of the 31 projects in the field of tourism regard tourism marketing (code 57) and conservation of natural resources (code 56) projects, while the remaining refer to other codes. As to projects in the cultural field, they all regard the conservation and exploitation of the cultural heritage (code 58). In addition, 56 small projects on tourism and culture were financed by the small funds projects.

The numerous shortcomings characterising the monitoring and evaluation system of projects in these sectors prevent a full picture of the overall effects of C&T projects. However, some results can be noted based on the perceptions of interviewed stakeholders and data gathered from mini case studies: i) increased cooperation among cross-border actors in both tourism and culture, resulting in the creation of permanent cooperation structures in both C&T; ii) creation of cross-border unique tourist destinations that integrate actors and territories beyond the administrative borders (e.g. Alpe Adria Hiking Trail; Alpe Adria Radweg Cycle Trail from Salzburg to Grado; Crossing bike trail "Munich-Venice"; Health Trail; etc); iii) increase in the number of tourists at destinations created; iv) increased know-how transfer among cross-border actors and creation of innovative interventions in this field as well as increased institutional capacity. All case study interviews confirm that cooperation in both tourism and culture sectors have contributed over the years to make inhabitants of these areas part of one great territory.

Despite the programme attention to the ex ante selection of sustainable projects, the performance and sustainability of achieved results are largely dependent on public funding. Sustainability is even a more problematic issue in the cultural sector.

1. The regional context

1.1 The geo-institutional context in the analysed region

The cross-border Interreg IV Italy-Austria programme is implemented in the Italian-Austrian cross border area.

Figure 1.1. Programme cooperation area



Source: 2007-2013 Interreg IV Italy-Austria Operational Programme

The programme involves three cross-border administrative areas in Italy and two cross border areas in Austria¹. Furthermore, the programme includes also a group of “exception areas”², i.e. non-border areas neighbouring with cross-border areas.

The programme area covers 37,939 square km and is mostly mountainous (almost 94% excluding the exceptions area and 84% including them). Furthermore, the programme area is characterised by a high concentration of rural areas of small and medium-size towns (only 3 have populations of around 100,000-150,000) and generally low population density (around 103 inhabitants per square kilometre). The area shows marked heterogeneity in the population density: from 30 inhabitants/square kilometre in Lungau and Osttirol to 300 inhabitants/square kilometre in Treviso and Vicenza.³

From an institutional point of view, it is worth underlining the different status of the various territories covered by the Programme. The Provinces of Bolzano, Udine,

¹ The cross-border areas are: Province of Bolzano (IT, Autonomous Province of Bolzano); Province of Belluno (IT, Veneto Region); Province of Udine (IT, Friuli Venezia Giulia Region); Klagenfurt –Villach and Oberkarnten (AT, Land Carinthia); Pinzgau-Pongau, (AT, Land Salzburg); Tiroler Oberland, Innsbruck, Tiroler Unterland and Osttirol (AT, Land Tyrol)

² The “exception areas” involved in the Programme are: Province of Gorizia (IT, Friuli Venezia Giulia Region); Province of Pordenone (IT, Friuli Venezia Giulia Region); Province of Treviso (IT, Veneto Region); Province of Vicenza (IT, Veneto Region); Unterkarnten (AT, Land Carinthia); Lungau and Salzburg und Umgebung (Land Salzburg); Außerfern (Land Tyrol)

³ 2014-2020 Interreg V Italy-Austria Programme

Gorizia and Pordenone are part of the “regions with special status” (Autonomous region of Trentino Alto Adige and Friuli Venezia Giulia), which have a higher degree of autonomy than the other Italian regions (e.g. Veneto Region). The special status of these regions impacts on all sectors governed by them, including tourism.

Austria is a federal state (9 different Länder). Each Land has an elected legislature, a government and a governor. However, in the past years, the autonomy of the Austrian Länder has steadily decreased and the central state has begun to take over the power in different areas. Nowadays, the Länder are in charge of planning and zoning codes, nature protection, hunting, fishing, farming, youth protection, certain issues of public health and welfare and the right to levy certain taxes. This impacts on the institutional framework in the tourism sector, as each Land has its own strategy, as will be further on detailed in the next chapters.

1.2 Socio-economic context

The main social and economic features of the programme area between 2007 and 2013 are characterised by some common trends and a certain level of disparities between the Italian and the Austrian borders. The most relevant elements for the cultural and tourist sectors are:

- ***Despite a slight increase in the population (2.3% on average in cooperation area), it gets older, especially in the small mountain territories*** (e.g. Province of Gorizia, Carinthia, Tiroler Oberland)⁴: as highlighted through case study interviews, the increase in the population age has a significant impact on tourist strategies. On the one hand, this means that the tourist sector has to pay attention to the accessibility issue and to the design of suitable tourist offers. On the other, with youth leaving the tourist sector for “easier” and more profitable sectors (ICT, etc) and with a high number of family managed accommodations in the area, there is a risk in terms of reduction of accommodations in areas affected by this phenomena (e.g. some parts of Carinthia).
- ***Worsening of the labour market conditions due to the economic crisis*** (3.2% increase in the unemployment level): the increase in the unemployment rate in the programme area is lower than the Italian rate (6.1%), but six times higher the Austrian one (0.5%).
- ***Economic disparities between the Italian and Austrian areas***: when looking at the economic performances in the programme area (e.g. GDP, unemployment and employment level, etc), it will be seen that they are higher than then the Italian average, but lower than the Austrian figures. As revealed also by the 2014-2020 Interreg V Italy-Austria draft Programme, there are significant economic disparities between the two sides of the Programme which risk increasing if the Italian economic conditions worsen. As shown also by the case study interviews, in the tourist sector, economic disparities often mean greater availability of private and public funds on the Austrian side than on in Italy.

⁴ 2014-2020 Wipptal Local Community Development Strategy; 2014-2020 Terra Raetica Local Community Development Strategy; 2014-2020 Interreg V Italy –Austria draft Programme; interviews carried out within the case study

Table 1.1. A general overview of the social and economic conditions of the region

	Cross-Border Area			Italy			Austria			EU		
	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)
Total Population (million)	5.14	5.3	2.3%	58.2	59.7	2.5%	8.3	8.5	2.0%	498.4	507.2	1.8%
Population Education level (% of tertiary education level 5-6)	13.4	16.3	2.9 pp	13.6	16.3	2.7 pp	17.6	20.7	3.1 pp	23.5	28.5	5.0 pp
GDP per inhabitant (PPS, Index Number EU=100)*	124.0	121.8	-2.2 pp	104	102	-2 pp	124	129	5 pp	100	100	0 pp
Total Employment rate (15-64) (%)	67.4	66.1	-1.3 pp	58.7	55.6	-3.1 pp	71.4	72.3	0.9 pp	65.2	64	-1.2 pp
Total Unemployment rate (15 and over) (%)	3.4	6.6	3.2 pp	6.1	12.2	6.1 pp	4.4	4.9	0.5 pp	7.2	10.8	3.6 pp
People at risk of poverty or social exclusion (%)	na	na	Na	26,0	28,4	2.4 pp	16.7	18.8	2.1 pp	24.4	24.5	0.1 pp
NEET rate 15-24 (%)	7.7	13.0	5.4 pp	16.1	22.2	6.1 pp	7.4	7.3	0.0 pp	10.9	13.0	2.1 pp

Source: Eurostat (Regional Statistics)

* 2011 instead of 2013

Note: Cross Border figures have been calculated as following: Sum of NUTS3 values for population (total and by gender);

Weighted average (by total population) of NUTS3 values for GDP per inhabitant;

Weighted average of NUTS2 values for the % of tertiary educated Level 5-6 on adult population, employment and unemployment rates , NEET rate (weighted by 15-24 population);

Note: Variations (Δ 2007-2013) are expressed in percentage variation between two years (%) when figures are expressed in values (as for total population), and in pp (percentage points) when they are referred to indicators already expressed in % (i.e. total employment rate).

1.3 Tourist and cultural sectors

Tourism and culture are two important economic and social development drivers in the region.

Tourism

The cluster analysis revealed that the programme area is part of the small mountain regions with an unusually high density of tourist establishments (cluster 2 region) characterised by the presence of a high concentration of accommodations compared to the number of permanent inhabitants and high levels of tourism arrivals and nights spent.⁵ However, the programme area is characterised by **considerable disparities in tourist development**, also within the national borders:

- Establishments/1000 inhabitants are: 19 in the Autonomous Province of Bolzano; 11.3 in Veneto Region⁶; 9.1 in Tyrol land; 6.2 in Salzburg land; 5.1 in Carinthia land and 4.5 in Friuli Venezia Giulia Region⁷;

⁵ http://ec.europa.eu/regional_policy/en/policy/evaluations/ec/2007-2013/#1

⁶ N.B. The Veneto Region data are at Nuts2 level, including also data on the main international tourist attractors in the region such as Venice

⁷ Ex post evaluation of Cohesion Policy programmes 2007-2013, focusing on the European Regional Development Fund (ERDF) and Cohesion Fund (CF) – Work Package nine: Culture and Tourism, Interim report, Annexes, page 79-82

- the % of employment in tourism on the overall employment varies between 5% in Friuli Venezia Giulia and Veneto and 11.5% in Bolzano. Veneto Region (6.6%) is closer to the Friuli Venezia Giulia values, while Salzburg (9.1%) and Tyrol (10.2%) are closer to the Bolzano values. Carinthia registers 7.7%, being somehow in the middle between the two groups.

Tourist disparities among the programme areas are also underlined by the Interreg V 2014-2020 programme document, according to which the highest levels of tourism are registered in Bolzano, Salzburg, and Tyrol, while the lowest levels are registered in the Province of Vicenza and Treviso (Veneto Region), Province of Pordenone (Friuli Venezia Giulia Region). Otherwise said, the programme area is composed of territories with a high tourist growth neighbouring with less tourist-developed territories.⁸

⁸ 2014-2020 Interreg V Italy –Austria draft Programme

Table 1.2. A general overview of the tourism sector in the Programme area

	Cross-Border Area			Italy			Austria			EU		
	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)
The share of tourism in regional economy (measured in terms of GDP or added value)*	n.a	n.a	n.a	4.2	4.2	0.0 pp	4.7	5.0	0.3 pp	3.2	3.2	0.0 pp
Percentage of workers employed in the sector of tourism (%)**	6.6	7.0	0.4 pp	5.0	5.6	0.6 pp	6.2	5.9	-0.3 pp	4.2	4.5	0.3 pp
Business Local Units in tourism (Incidence on the total local Units) (%)***	22.9	22.4	-0.5 pp	7.9	8.4	0.6 pp	15.4	14.6	-0.8 pp	8.5	8.4	-0.1 pp
Total arrivals at tourist accommodation establishments (total) per 1,000 inhabitants	4,350	4,852	11.5%	1,651	1,740	5.4%	3,328	3,897	17.1%	1,507	1,729	14.7%
Total nights spent by residents + non residents (total) per 1,000 inhabitants	19.548	19.658	0.6%	6370	6313	-0.9%	12.153	13.096	7.8%	4.707	5.208	10.6%
Net occupancy rate of bed places****	38.6	38.6	0.0 pp	40.9	40.5	-0.4 pp	28.3	28.3	0.0 pp	42	41.3	-0.7 pp

Source: Eurostat (Regional Statistics)

* For IT and EU-28: Gross value added (at basic prices), % on the All NACE Activities of I- Accommodation and food service activities, and N79 - Travel agency, tour operator reservation services and related activities

** 2008 instead of 2007

*** 2008 instead of 2007, 2012 instead of 2013; For tourism we have considered I- Accommodation and food service activities, N79 - Travel agency, tour operator reservation service and related activities;

**** 2012 instead of 2007

Note: Cross Border figures have been calculated as following:

Weighted average of NUTS2 values for the % of workers employed in culture and tourism

Unweighted average of NUTS2 values for the Net occupancy rate of bed places

Sum of NUTS2 values for arrivals at tourist accommodation establishments and nights spent (total, by residence, per 1,000 inhabitants and km2)

Note: Variations (Δ 2007-2013) are expressed in percentage variation between two years (%) when figures are expressed in values (as for total population), and in pp (percentage points) when they are referred to indicators already expressed in % (i.e. total employment rate).

As shown in table 3.2, the main **strengths of** the tourism sector in the programme area between 2007 and 2013 are:

- Increase (0.4%) in the number of employees in the tourist sector;
- Increase (3.3%) in the number of bed-places in hotels and similar establishments;
- Increase (11.5%) in the total arrivals at tourist accommodation establishments by 1000 inhabitants;
- High percentage of non-resident tourists both in terms of arrivals (12.7% residents compared to 28.2% non-residents in 2013) and nights spent at tourist accommodations (46.6% residents versus 118.9% non-residents in 2013).

Other relevant assets of the tourism sector evidenced by the Interreg IV and Interreg V programme SWOT analyses and interviewees are:

- **Valuable tourist resources** of the programme area: most of the programme area is part of the Dolomite mountain chain, declared patrimony of humanity in 2009 for its value in terms of biodiversity, fauna and culture; 2 Unesco sites; 3 national parks; numerous natural protected sites; numerous natural and artificial lakes; forests and semi-natural areas. However, resources are unevenly distributed among the different programme areas;
- **Positive image of the programme area both within and outside it:** the programme area is acknowledged as safe, well developed, naturally attractive and including beautiful countryside landscapes and facilities.

According to case study interviewees and Interreg IV and Interreg V programme SWOT analyses, the main **weaknesses of the tourism sector** in the programme area are:

- **Disparities in the tourist development** within the programme area, both at the cross-border level and within the borders.
- **Difficult economic situations in the programme areas and consequent decrease in relevant private investments in this sector** on top of this the cuts in the public budget in some Italian and Austrian areas (e.g. Carinthia).
- **Different and weakly coordinated legislative, institutional and policy frameworks in the tourist sector both within and outside the borders.** Indeed, each region and Land has its own policy and its own legislation and organisation of the tourist sector without rational coordination among the different frameworks. Interreg is, in fact, the only programme that lays the basis for the cross-border coordination of the different frameworks in this sector.
- **Poor cross-border cooperation in the tourist sector.** While healthy competition is beneficial for the tourist sector development, when it threatens the promotion of integrated products, opening towards other markets and joining forces to face common problems such as climate change or increased competition of low cost destinations, then it becomes an obstacle to development.

- **Low level of innovation in the tourist sector:** in a competitive market like the tourist one, innovative tourist destinations (offers, infrastructure, etc) are essential for attractiveness on the market and competing with cheap destinations. Case study interviews reveal that the programme area faces increasing competition from cheap markets with which it can compete only if highly innovative. The interviewees point out that innovative products and destinations are also able to stand up to the economic crisis.
- **Poor accessibility** in some of the mountain programme areas: considerable difficulties in the spread of broadband internet in the mountain areas; weak cross-border public infrastructure for transport from one area to another in a practical and sustainable way.
- **Marked and differentiated seasonality of the tourist sector:** for instance, in the Tyrol and Bolzano areas winter tourism is much more developed than summer tourism, while in Carinthia and Friuli Venezia Giulia tourism is much more developed in summer than in winter; furthermore the entire area is subject to low tourist flows in the middle seasons (spring and autumn). Seasonality probably explains the relatively low net occupancy rate, even though it appears higher in Italy (40%) than in Austria (28.3%). According to the 2011 Espo Climate Project⁹, due to climate change, temperatures have been increasing and bringing about concentrated and consistent rains and a continuous reduction in the winter season.

As to **the challenges** in developing the tourist sector in the programme area, case study interviews and the Interreg IV SWOT analysis reveal the following challenges:

- **Creation of an area-wide tourist destination** (sustainable, healthy, culturally prestigious destination), with a common brand, able to exploit the different landscapes and natural resources (from the mountains to the sea) and the different seasonality of the programme areas and to promote common tourist services.
- **Extension of the tourist market** from the internal and European level to the global one.
- **Better coordination** of the different policy frameworks to support an integrated joint cross-border policy in the tourist sector.
- Promoting a **sustainable tourist model**.

Culture

The programme area is characterised by a widespread cultural, artistic and architectural heritage (e.g. the via Augusta, a trade route during Roman times connecting Italy and Austria, etc) and cultural and linguistic pluralism. However, the cultural sector is less developed than the tourist one, as clearly emerges on observing the level of employment in the cultural and tourist sector (1.6% in the former as compared to 7% in the latter) in 2013, as well as the incidence of cultural and tourist local business units out of the total units in the same period (2.4% in culture versus 22.4% in tourism).

⁹ ESPON Climate Change and Territorial Effects on Regions and Local Economies, Case study Alpine Space, 2011

http://www.espon.eu/export/sites/default/Documents/Projects/AppliedResearch/CLIMATE/ESPON_Climate_Final_Report_Annex1_Alpine_Case_Study.pdf

Table 1.3. A general overview of the culture sector

	Cross-Border Area			Italy			Austria			EU		
	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)
The share of culture in regional economy (measured in terms of GDP or added value)*	n.a	n.a	n.a	2.0	2.1	0.1 pp	1.9	1.9	0.0 pp	2.6	2.6	0.0 pp
Workers employed in the sector of culture (%)**	1.2	1.6	0.4 pp	1.5	1.7	0.2 pp	2.3	2.2	-0.1 pp	2.3	2.3	0.0 pp
Business Local Units in culture (Incidence on the total local units) (%)***	2.3	2.4	0.1 pp	1.7	1.6	-0.1 pp	2.4	2.5	0.1 pp	2.0	2.0	-0.1 pp

* For IT and EU-28: Gross value added (at basic prices), % on the All NACE Activities of 59 – Motion picture, video and television programme production, sound recording and music publishing activities; 60 – Programming and broadcasting activities; 90 – Creative, arts and entertainment activities; 91 – Libraries, archives, museum and other cultural activities; 93 – Sports activities and amusement and recreation activities.

** 2008 instead of 2007

*** 2008 instead of 2007, 2012 instead of 2013 for culture; For culture we have considered J58 - Publishing activities; J59 - Motion picture, video and television programme production, sound recording and music publishing activities; J60 - Programming and broadcasting activities; G476 - Retail sale of cultural and recreation goods in specialised stores

Note: Cross Border figures have been calculated as following:

Weighted average of NUTS2 values for the % of workers employed in culture and tourism

Note: Variations (Δ 2007-2013) are expressed in percentage variation between two years (%) when figures are expressed in values (as for total population), and in pp (percentage points) when they are referred to indicators already expressed in % (i.e. total employment rate).

Case study interviewees and the Interreg IV SWOT analysis reveal that **the main challenges in the cultural sector** are:

- **Making the most of the local and cross-border cultural heritage**, overcoming supply fragmentation and stepping up innovation to exploit the cultural heritage.
- **Diversification of the cultural range, promoting less conventional** - but rich in tradition – destinations.
- **Investing in culture both to support tourism and to develop it as a standalone economic sector.** Numerous interviewees point out that in the past years there has been an increasing tendency to consider culture as an “annex” to tourism and to invest only in those cultural goods that have tourist potential. Yet, stakeholders in the sector underline that culture also has an inestimable value in creating social cohesion and forging common identities. This is relevant to the cross-border area where culture can evoke a common past and traditions.

2. The regional ERDF 2007-2013 strategy in the culture and tourist sectors

The overall approach adopted by the IV Interreg Italy-Austria programme consists in **promoting a bottom-up local development strategy around some thematic fields** deemed essential for achieving well-balanced, sustainable and integrated development of the programme area and enhancing its attractiveness and competitiveness: small and medium-size enterprises; **tourism**; research, innovation and ICT; human resources and labour market; **culture**, health and social affairs; sustainable environment (protection of the natural landscape and biodiversity; prevention of natural hazards; green energy and conservation of water resources); mobility; communication systems and other services.

Tourism and culture have taken on importance as intervention sectors since Interreg II 1994-99. The Interreg II evaluation underlined the need for future Interreg programmes to focus on strengthening cross-border systems and networks in all sectors of intervention, including tourism and culture, and to promote joint cross-border tourist and cultural marketing of the programme area.

Over the period 2000-2013 the objectives of the Interreg strategy in tourism and culture remained unchanged. Both Interreg III 2000-2006 and Interreg IV 2007-2013 focus on:

- enhancing the protection, conservation and sustainable social and economic development of the natural and cultural heritage in the programme area;
- strengthening cooperation in the tourist field with a particular focus on the development of cross-border tourist products, management and marketing of tourist destinations;
- diversifying and enhancing the cross-border tourist services while aiming at increased environmental sustainability.

These objectives are confirmed also for the Interreg strategy 2014-2020.

According to the programme authorities, in the current period major emphasis will be placed on increasing the participation of small and medium enterprises in tourism and culture through specific measures.

A significant change that came about in the period 2007-13 relates to the coordination of projects, passing from separate projects on both sides of the border (during Interreg III) to joint cross-border projects with one lead partner (during Interreg IV).

The lead partner has the entire responsibility for the implementation, coordination and financial management of the project. Case study interviews confirm that the adoption of the lead partner principle has resulted in the creation of better-integrated projects in the current strategy.

As to the nature of interventions, Interreg III focused more on making the most of the tourist, natural and cultural patrimony through the creation of networks of services, while Interreg IV promotes the creation of sustainable tourist products/destinations (see the the chapter "Elements of the strategy"). Both programmes promote hard and soft interventions.

Furthermore, some of the interventions financed in the previous programme continued within the 2007-2013 strategy (e.g. equipment of Via Augusta, the Great War, Cycling trails, etc).

The following sections provide detailed analysis of these aspects.

2.1 Rationale and objectives of the ERDF strategy in the tourist and cultural sectors

Rationale in tourism and culture

On the evidence of the study interviews and programme documentation, the main reasons for Interreg IV Italy-Austria in **tourism** can be summarised as it follows: the need to **increase the tourist competitiveness of the programme area** and prevent and/or limit the negative effects of fragmented management of its natural and cultural resources, including the preservation of public goods such as cross-border natural resources. The rationale is, thus, linked to the potential contribution of tourism to regional socio-economic development and to the need to tackle various forms of market failures (public goods and missing markets deriving from uncoordinated strategies and lack of cooperation of actors around common resources and potentials).

When it comes **to culture**, the main reasons justifying public action lie in the value of culture as **a tourist attractor and driver for place branding and social cohesion**.

As emerges from the literature review, culture can contribute, on the one hand, to strengthening the unique identity of an area and on the other to fostering new forms of sociality and vital collective identity. The value of the cultural heritage in reinforcing a common identity on both sides of the programme area and thus enhancing joint problem solving also in other economic and social areas is emphatically acknowledged in the programme. Indeed, the interviews reveal that as the territories are not competing with each other in the cultural sector, incentivising cooperation in this sector may also sustain cooperation in the tourist sector as private actors in particular may perceive the benefits of joint action for social and economic development in the area.

Objectives of tourism and culture strategy

Following this rationale, the Interreg **tourism strategy** aims **to overcome administrative borders to:**

- **Enhance a sustainable cross-border tourist model.** Sustainable tourism contributes to territorial planning, higher employment levels and increased mutual exchanges. Furthermore, it helps avoiding damaging effects of mass tourism and it fosters cooperation among actors to enhance promotion of local cultures, tourism diversification and all-the-year-round tourism, in particular in wellness, sports tourism and niche tourism.
- **Sustain joint management and development of tourist resources** (natural, cultural, others) and destinations: the programme sustains cross-border territorial marketing actions and the creation of a common tourist brand/image of the programme area as well as cross-border integration, management, protection, valorisation and promotion of tourist resources (natural, cultural, etc).

- **Enhance partnerships and activation of grassroots cross-border actors as a goal in itself for local development.** The Interreg strategy acknowledges that activation of cross-border actors in the area is a pre-condition for achieving development in all social and economic fields, including tourism. Therefore, it aims to create the basis for increased partnerships beyond the borders in order to develop jointly the cross-border tourist potential of the area and address common future challenges in this sector.

Referring to the taxonomy defined in the previous tasks, the Interreg IV tourism strategy sustains tourism as a support to socio-economic environmental sustainability¹⁰.

As to the Interreg **cultural strategy**, its main aim is to:

- **foster regeneration and social cohesion¹¹ through the creation of a common identity** among the inhabitants on both sides of the programme area, by leveraging on the existing cross-border cultural and natural heritage. This basically means fostering a sense of identity and territorial cohesion, triggering a virtuous development process and contributing positively to sustainable development, including environmental sustainability;
- **support innovation and competitiveness** with the aim to develop innovation capacity within the sector and to link it with other sectors (e.g. tourism) in order to enhance spillover effects.

Considering, on the one hand, the Interreg strategy objectives and on the other hand the regional objectives in the two sectors, it appears evident that the **Interreg strategy is strongly coherent with the regional objectives**.

Examples of regional and national strategies in the tourist and cultural sectors

Friuli Venezia Giulia 2007-2013 ROP:

- Supporting sustainable forms of tourism, namely alternative tourism, responsible and environmental-friendly tourism.
- Promoting a different type of tourism, "slow tourism" (*it can be defined as "quality tourism" that allows tourists to become acquainted with the people who live in an area, its landscapes, art and history, its culture, traditions, local products, etc.*).
- Developing mountain area potential for tourism.
- Tourism all year long.
- Increasing the value of environmental and cultural resources and preventing environmental and technological risks.
- Diversifying the cultural supply, promoting less conventional - but rich in tradition – destinations.

¹⁰ On the evidence of the literature review (task 1 of the evaluation), this strategy is generally developed in regions heavily dependent on tourism, like the cross-border Italian-Austrian area, and it aims to preserve natural and historical assets and manage negative externalities. For further details see, *Ex post evaluation of Cohesion Policy programmes 2007-2013, focusing on the European Regional Development Fund (ERDF) and Cohesion Fund (CF) – Work Package nine: Culture and Tourism, Interim report, Annexes, page 79-82.*

¹¹ Ibidem, page 79-82

- Fighting potential localism and enhancing synergies between regional economic and territorial systems.

Veneto 2007-2013 ROP and 2006-2008 Tourist plan

- Providing tourists with access to the cultural system, qualifying and enhancing it according to the principles of sustainability.
- Enhancing alternative tourism through the implementation of measures related to sustainable mobility (bicycle trails).
- Developing markets, also by meeting the new demands of visitors.
- Reducing the fragmentation of the tourist supply.
- Valuing the Region in terms of cultural and environmental heritage, linking traditional products to the surrounding areas, allowing customers to engage in new experiences beyond the traditional holiday.

2010 Austrian national tourism strategy

- Enhancing qualitative and innovative tourism.
- Enhancing tourism all year long through the development of year-round tourist destinations offering comprehensive tourist packages.
- Developing trans-regional, coordinated and innovative tourist destinations and marketing.
- Enhancing tourism for all (accessibility).
- A new motto for tourism in the Alps: "Cultural and natural Alps are worth protecting".
- Enhancing mountain sports (cycling, hiking, etc).

2.2 The main elements of the ERDF interventions in the tourism and culture sectors

Lines of intervention and funds allocated to tourism and culture

Tourism and culture are mainstreamed in the overall Interreg strategy and, therefore, interlinked to the other priorities of the programme in the economic, territorial and sustainability field. Tourism and culture are, in fact, included in the two broader general priorities of the Interreg programme

Priority 1 "Economic relations, competitiveness and diversification"

The aim is to improve the economic relations and competitiveness of the programme area through interventions sustaining the main economic drivers of the area. **Tourism is one of these drivers**, together with small and medium enterprises, research, innovation, ICT, human resources and the labour market.

Priority 2 "Territory and sustainability"

Here the aim is to enhance protection of the environment and support sustainable development in the programme area through interventions in the interests of: i) **protection, enhancement and conservation of the natural and cultural landscape**, environment and biodiversity; ii) prevention of natural and technological

hazards; iii) development of renewable energy sources; iv) creation of stable forms of cross-border cooperation (networks, organisations, partnerships, etc); v) increased accessibility to transport, ICT and other services; vi) *safeguarding of cross-border culture and cultural heritage* and development of cross-border health and social policies.

When it comes to tourism and culture, the ERDF C&T strategy identifies **three specific lines of intervention, promoted within both programme priorities**:

- Tourism marketing and cooperation (code 57¹²).
- Protected areas, the natural and cultural landscape, the environment and biodiversity in the programme area (code 56¹³).
- Culture, health and social policies (code 58¹⁴).

The table below presents the general and specific objectives of these lines of intervention and the ERDF funds allocated to them. **It is not possible to indicate the programmed ERDF resources** for each of these three lines, as the Interreg programme **planned the distribution of ERDF resources across the two programme priorities and not across each line of intervention**. As confirmed by case study interviews, the **logic behind this choice** was that of **creating a flexible framework that would favour the sectorial integration of interventions** in the implementation phase.

¹² The Common Identification Code system is established by the ERDF regulations for the categorisation of data transmitted by national/regional authorities to the Commission. The following codes refer to tourist priorities: code 55 (promotion of natural assets); code 56 (protection and development of natural heritage); code 57 (other unspecified services to tourism). For reporting purposes, the programme MA classifies projects included in two first lines of intervention under the code 56 and 57

¹³ Ibid 23

¹⁴ Code 58 is part of the Common Identification Code system and refers to the protection and preservation of the cultural heritage. For reporting purposes, the MA uses the code 58 to classify projects focused on Safeguarding the cross-border culture and cultural heritage

Table 2.1. Specific C&T lines of intervention: objectives and funds

C&T lines of intervention and classification codes	Programme priority	General and specific objectives	ERDF resources allocated (EURO)	% of ERDF funds of priority 1 and 2	% of ERDF specific C&T funds
Tourism marketing and cooperation (code 57)	1	<u>General:</u> <ul style="list-style-type: none"> Overcoming administrative barriers to promote joint management and development of tourist resources and destinations/products taking the programme area as a unitary territory without borders Promoting sustainable tourism Enhancing cooperation in tourism <u>Specific:</u> <ul style="list-style-type: none"> Cross-border promotion of local tourism resources/assets and culture (local products; handicrafts and habitat; traditions; cultural lodes) Cross-border diversification and promotion of tourism all year long especially in wellness, sporting and niche tourism 	9,236,120.24	36%	56%
	2		1,010,987.95	3%	
Protected areas, the natural and cultural landscape, the environment and biodiversity in the programme area (code 56)	2	<u>General:</u> <ul style="list-style-type: none"> Overcoming administrative barriers in order to enhance the sustainable and efficient use of natural resources through sharing cross-border methods, approaches and organisations Protecting and maintaining natural and cultural cross-border resources <u>Specific:</u> <ul style="list-style-type: none"> Enhancing cooperation and promoting integrated actions for the cross-border management and development of urban and rural areas, protected areas and natural and cultural resources 	2,092,590.37	7%	13%
	1		358,627.49	1%	
Culture, health and social policies (code 58)	2	<u>General:</u> <ul style="list-style-type: none"> Protecting and maintaining natural and cultural cross-border resources <u>Specific:</u> <ul style="list-style-type: none"> Safeguarding the cross-border culture and cultural heritage in the programme area to strengthen cross-border identity, improve the quality of life in the area and enhance cooperation Increasing competitiveness and innovation of the cultural sector by promoting stronger links between tourism and culture 	5,483,288.93	18%	30%

Source: the author based on the 2007-2013 Interreg IV Italy-Austria documents, case study interviews and financial data provided by the MA between June and August 2015

The **ERDF resources allocated to the three C&T lines of intervention** amount to **18,181,614.98 euro**, representing **32%** of the **programme ERDF funds** (priority 1 and 2). Most of the resources (**69%**) allocated to these lines of intervention are invested in **tourism**, and in particular in **tourism marketing and cooperation** projects (56%). In fact, as mentioned previously, the cultural strategy aims mainly at supporting the tourist strategy.

However, it needs to be pointed out that, during the implementation of the programme, **tourism and culture were also a focus of projects tackling other lines of intervention**. It is worth noting that these projects **are not classified as tourism and culture** by the programme MA, as will be further on detailed in the monitoring chapter.

Table 2.2. C&T projects financed under other priorities and codes

Lines of intervention and classification codes	Programme priority	General objectives and focus of C&T projects	ERDF resources allocated to C&T projects (EURO)	% of ERDF funds of the programme priority
Accessibility to transport, ICT and other services (code 52 and code 24 ¹⁵)	2	<u>General objectives:</u> <ul style="list-style-type: none"> increasing cross-border sustainable mobility, in particular between cross-border urban and rural areas <u>Focus of tourism projects:</u> <ul style="list-style-type: none"> sustainable mobility for tourism (e.g. bike routes and systems for the sustainable management of tourist flows in valleys) 	1,606,053	5%
Small and medium enterprises (code 63 ¹⁶)	1	<u>General objectives:</u> <ul style="list-style-type: none"> sustaining the demand and supply and enhancing innovation <u>Focus of tourism project:</u> <ul style="list-style-type: none"> work and life balance in tourist enterprises RTD for the development of tourist products (ski boots) 	503,892.21	2%
Innovation and ICT (code 13 ¹⁷ and code and code 04 ¹⁸)	1	<u>General objectives:</u> <ul style="list-style-type: none"> Enhancing cooperation between the cross-border territories and actors in RTD <u>Focus of tourism projects:</u> <ul style="list-style-type: none"> RTD for the development of tourist products (ski boots) E-services for tourists 	492,262.43	2%
Development of cross-border partnerships, networks, urban and rural systems (code 80 ¹⁹)	2	<u>General objectives:</u> <ul style="list-style-type: none"> Enhancing partnerships and activation of grassroots cross-border actors as a goal in itself for local development by strengthening cross-border organisations in the programme area, developing networks/stable partnerships and supporting exchanges of experiences and good practices in the field of European funds <u>Focus of tourism projects (small projects funds):</u> <p>C&T projects are part of the wider strategies developed by the three Interreg Councils funded within this priority; furthermore tourism and culture are also part of the Small Projects fund promoted by three programme regions (Friuli Venezia Giulia, Veneto and Carinthia) within this priority. A detailed list of C&T projects is included in the annex</p>	n.d.	n.d.

Source: based on the 2007-2013 Interreg IV Italy-Austria documents, case study interviews and financial data provided by the MA between June and July 2015

¹⁵ Code 52 and 24 are part of the Common Identification Code system; code 52 refers to the promotion of clean urban transport; code 24 refers to cycle tracks

¹⁶ Code 63 is part of the Common Identification Code system; code 63 refers to the design and dissemination of innovative and more productive ways of organising work;

¹⁷ Code 13 is part of the Common Identification Code system and refers to services and applications for the citizen (*e-health, e-government, e-learning, e-inclusion, etc*);

¹⁸ Code 04 is part of the Common Identification Code system; it refers to assistance to R&TD, particularly for SMEs

¹⁹ Code 80 is part of the Common Identification Code system and refers to promoting partnerships, pacts and initiatives through the networking of relevant stakeholders.

C&T projects funded within the line of intervention “Development of cross-border partnerships, networks, urban and rural systems” (priority 2)

Interreg Councils

The main aim of the Interreg programme is to enhance stable forms of cooperation that can promote a unitary territorial development view of the entire cross-border area despite natural and administrative borders. With this aim in mind, the Interreg programme funded three Interreg Councils in the programme area:

- Interreg Council Wipptal, which ranges from Bregisel Sill (Tyrol, Austria) to Fortezza (Sudtirol, Italy); it includes 12 municipalities in this area.
- Interreg Council Terra Raetica, which includes 79 municipalities in the following geographical areas: Engadina Bassa Val Mustair (Grigioni, Switzerland); Imst and Landeck (Tyrol, Austria); Val Venosta (Bolzano, Italy).
- Interreg Council Dolomiti Live, which includes three regions: Tyrol (Austria), Val Pusteria (Bolzano, Italy) and Belluno (Veneto, Italy).

Interreg Councils Dolomiti Live and Terra Raetica were initially created during the Interreg II programme and formalised during Interreg III and Interreg IV programmes. Interreg Council Wipptal was formally constituted at the beginning of Interreg IV programme.

All three Interreg Councils act as cross-border organisations for local development. Their main purpose is to enhance the development of joint local development strategies that consider their geographical territories as unitary despite borders. Furthermore, Interreg Councils aim to enhance grassroots cooperation in the programme area and make all political, economic and social actors aware of the importance of looking over the border and developing common strategies to common challenges.

All Interreg Councils have a specific development strategy that includes, among other things, cultural and tourist interventions.

Furthermore, culture and tourism are also a focus of the small projects fund promoted by Interreg Councils and aimed at increasing cross-border cooperation among local small actors that do not have the financial and institutional capacity to participate in the Interreg tenders. Most of the interventions financed regard tourism and cultural marketing and to the improvement in the services and infrastructures for tourism and culture. It is worth mentioning that some of the funded projects are linked to wider projects funded by the Interreg programme in the cultural and tourist field: “The traces of the First World War in the cross-border area” linked to the wider Interreg project “The First World War”; “Tourism and mining in Terra Raetica” linked to “Mining adventures in the cross-border area”, “Via Augusta website and apps” linked to the wider Interreg projects on Via Augusta, etc.

C&T projects are directly selected, financed and monitored by the three Interreg Councils. Thus, they are not included in the MA monitoring system, as will be explained later on.

Small projects fund of Carinthia Land, Friuli Venezia Giulia and Veneto Regions

The small projects fund promoted by Carinthia Land jointly with Friuli Venezia Giulia and Veneto Region was financed by the Interreg programme, priority 2. It aimed to promote

“people to people” projects, namely smaller initiatives better rooted on ground that could raise the actors’ awareness of the advantages of cooperating. Culture, sport and tourism are three of the intervention fields of the small projects fund. The three regions have entirely managed the fund from the design phase (definition of selection criteria and procedures) through to monitoring. Therefore, they are not included in the monitoring system of the programme MA as will be explained later on.

Excluding the C&T projects funded within the strategies implemented by the three Interreg councils and the small projects fund of Friuli Venezia Giulia, Veneto and Carinthia, the **additional ERDF resources** allocated to C&T amount to **2,602,208 Euro** (5% of both programme priorities). Overall **20,783,823 Euro (37% of the programme ERDF resources)** were allocated to **direct and indirect projects tackling C&T issues. Most of these resources** were allocated to **tourist projects**; cultural projects represent only 2% of the additional ERDF resources for C&T.

It is worth noting, however, **that the ERDF strategy in C&T represents only a limited part of the overall funds dedicated to C&T in the programme area**: 20,783,823 Euro compared to around 15,000,000 euro for tourism promotion in the Province of Bolzano and Friuli Venezia Giulia²⁰ only for the 2014 year. In Carinthia, the overall budget allocated to KWF (Carinthia Economic Fund) for tourism promotion amounts to around 17,000,000 euro over the 2007-2013 period²¹. In the case of Tyrol, the interviewees confirm that the Interreg strategy in these sectors represents only 2-3% of the overall funds allocated at land level for tourism development²².

Type of interventions promoted by the Interreg C&T strategy

The strategy did not define ex ante the types of interventions to be promoted as the bottom-up approach adopted consisted in giving local actors the possibility to create proposal that best suited local needs in the cross-border area.

Nevertheless, from the very outset the programme specified that merely **big infrastructures and cultural events could not be financed by the Interreg programme**, unless part of a wider Interreg project. The main reasons behind this choice consist in:

- Difficulty of creating truly cross-border cooperation around infrastructural projects. In fact, the evaluations of Interreg II and III programmes pointed out that the financing of merely infrastructural projects risked not meeting the programme objective of enhancing cross-border cooperation, as they rarely create win-win situations on both programme sides.
- The benefits of cultural events can be noted at the local level, in the area where the project is implemented. This makes it difficult for such projects to create win-win situations for all cross-border actors. Furthermore, such interventions did not appear consistent with the programme objective of developing cultural tourism.

It is worth noting that both **tourism and cultural interventions** financed by Interreg **address the multifaceted nature of these sectors**. Thus, tourist projects interlink

²⁰ Reference is to the 2014 budget of SMG (Agency of the Autonomous Province of Bolzano-Alto Adige) and of TurismoFVG (regional agency for tourism promotion of Friuli Venezia Giulia Region); case study interviews and Agenzia TurismoFVG Strategic and Operational 2014 Plan

²¹ According to case study interviews

²² According to case study interviews

different sectors of intervention:

- **tourism and culture** in projects that directly target cultural tourism (e.g. cultural trails like the Via Augusta, etc) or in projects that include cultural interventions even though their main focus is on other types of tourism. This is, for instance, the case of the Alpe-Adria-Radweg project focused on the creation of a bike itinerary from Salzburg to Grado. The project provided for the creation of a georeferenced website that, among other things, includes a description of cultural attractions in the area. Furthermore, cultural initiatives along the trail were promoted within the project (e.g. "The tour of 80 libraries"²³). Other projects that focus mainly on tourism, but also include cultural interventions are: "The Great War" (refurbishment of museums), "Cross-border equipment of Passo Rombo as a high altitude road" (refurbishment of museums); Passo Vizzate without borders- History and future of an Central Alpine passage (archeological researches; exhibitions);
- **tourism and health** in projects focused on the development of wellness tourism (e.g. hydrotherapy, trail for health, etc);
- **tourism and agriculture** in projects for the consolidation of rural and agricultural tourism (e.g. linking agriculture and tourism through training interventions and innovative products; network for the development of rural hospitality, etc);
- **tourism and the protection of natural assets and resource in projects aimed at supporting the development of sustainable tourism** (e.g. Sustainable development of woods and of the economy of the mountain pastures and mountain tourism; Promotion, enhancement and sustainability of natural areas in the Oriental Alps);
- **tourism and sustainable mobility** in projects for the development of sporting activities such as bike routes, hiking and walk paths (e.g. Ciclovía Alpe-Adria Radweg described above , etc);
- **tourism and social inclusion** in projects for increased physical and intellectual accessibility of tourism (e.g. AdMuseum²⁴, which builds on the results of the Interreg IV IT-AT Transmuseum project and aims to increase the physical, cultural and intellectual accessibility of museums in the project area);
- **tourism and labour market** in a project favouring the life-work balance in the tourist sector;
- **tourism and innovation/research and development** in projects promoting innovation in the two sectors.

When it comes to **cultural interventions**, most of them promote the conservation and revaluation of the cultural heritage for tourist purposes.

The high level of **sectorial integration of interventions** is prompted by the need to create innovative cross-border tourist destinations that can both diversify the tourist supply and enhance tourism all year long. Indeed, as confirmed by case study interviews, nowadays the success of tourist destinations depends on the availability

²³ For more details, see the mini case study Ciclovía Alpe-Adria-Radweg

²⁴ <http://www.admuseum.eu/>

and capacity to combine different types of natural, cultural and tourist resources into one tourist destination. Furthermore, case studies interviews also testify that such destinations can increase cross-border cooperation in the tourist field as they bring together actors in different fields of intervention (tourism, culture, transport, etc) from the cross-border area and can create win-win situations on both sides of the border.

Tourism and cultural interventions financed by Interreg are also characterised by a **high level of integration between hard and soft interventions**, which makes it difficult to state the amounts of ERDF resources allocated to one or another type of interventions. **55% of the overall C&T Interreg projects** include **both hard** (small cross-border infrastructures) and **soft interventions**.

The table below provides an overview of the main hard and soft interventions financed in the tourist and cultural sector by EC codes. Table A1.1 in the annex provides a detailed overview of all projects financed in the fields of tourism and culture.

Table 2.3. Hard and soft interventions financed by the strategy by nature

Tourism and cultural interventions	Type of intervention financed	
	Hard (e.g. infrastructure)	Soft
Code 56	<ul style="list-style-type: none"> • Creation of forest paths • Investments in protection of natural assets 	<ul style="list-style-type: none"> • Development of networks for the protection, exploitation and management of protected and other natural areas • Exchanges of good practices on natural areas in the cross-border area • Creation of cross-border quality standards, methodologies and tools for sustainable planning of protected and other natural areas • Drafting of cross-border manuals for the risk management of natural areas; • Development of cross-border educational services around natural areas; • Creation of cross-border GIS databases for constant joint monitoring of natural areas; • Tourist promotion of protected and other natural areas • Territorial marketing and development plans
Code 57	<ul style="list-style-type: none"> • Refurbishment of health spas • Refurbishment of museums to increase their tourist attractiveness; • Creation of information centres/points; • Creation of panoramic views • Creation of cross-border bike routes and signposting • Infrastructural works to improve accessibility to cross-border tourism attractions (e.g. infrastructure for winter sports, etc) • Creation of climbing iron paths, bike routes and hiking itineraries 	<ul style="list-style-type: none"> • Creation of cross-border quality standards for wellness tourism, bike tourism, ski tourism • Creation of cross-border quality standards for improvement in tourist services and quality certification of such services • Creation of cross-border tourist destinations/packages • Studies and analyses on the impact of tourism (e.g. skiing) on the environment • Researches on using natural resources (water, air, salt mines, etc) for health (asthma, allergies, etc) • Cross-border archaeological analyses • Development and implementation of cross-border digital tourist services (e.g. for ski and cycle tourism) • Development of integrated cross-border services for tourists (e.g. cross-border cards, ski passes, etc) • Educational tours and exchanges of experiences between operators in the tourist sectors and other sectors (e.g. agriculture) in the cross-border area • Digital maps for a unitary presentation of the cross-border area and its natural, cultural and sport attractions • Cross-border territorial marketing activities (e.g. exhibitions, books/guides, networking, conferences, trade fairs, other promotional activities) • Creation and implementation of a cross-border model of "diffused hotels" • Cross-border tourism development plans • Design of business plans for cross-border enterprises

Tourism and cultural interventions	Type of intervention financed	
	Hard (e.g. infrastructure)	Soft
Code 58	<ul style="list-style-type: none"> • Refurbishment of museums, fortresses, mining sites, to improve their tourist attractiveness • Infrastructural works to improve accessibility to cultural, archaeological and historical sites • Creation of cross-border cultural itineraries • Creation of information points • Creation of tourist itineraries exploiting the cultural heritage in the programme area 	<ul style="list-style-type: none"> • WebGis services and apps for smart phones and other electronic devices • Creation of cross-border quality standards for the improvement in cultural services and quality certification of such services • Exchanges of experiences between cultural operators and other stakeholders in the cross-border areas through educational tours, trainings, exchange of good practices, etc • Territorial marketing • Cataloguing and stocktaking of cultural documents in the cross-border area • Creation of cross-border cultural archives • Cross-border cultural exhibitions • Creation of tourist itineraries exploiting the cultural heritage in the programme area • Development of educational services in the cultural sector • Creation of cultural e-services for tourists
Other codes (code 63, 13, 4, 70, 52)	<ul style="list-style-type: none"> • Bike routes • Information points 	<ul style="list-style-type: none"> • Methodologies and tools for promoting life-work balance in tourist enterprises • Digital systems for the creation of personal itineraries based on users' evaluations and calculation of paths • Digital systems for the management of tourist flows in mountain valleys • WebGis services and apps for smart phones and other electronic devices • Cross-border incentives to tourists using public transport means • Cross-border tourist destinations • Territorial marketing

Source: projects documents available in the programme monitoring system, case study interviews

Case studies interviews and desk analysis of financed projects confirm that the **interventions financed seem able to contribute to achieving the objectives of the cultural and tourist strategy** through the integration of various tourist, natural and cultural attractions into one single cross-border framework. In addition, case study interviews underline that the **closer focus of the Interreg programme on “tangible” projects** than on studies/researches has produced visible outputs on both sides of the border and has created win-win situations, resulting, thus, in **increased cross-border cooperation**.

Nevertheless, evidence from mini case studies shows that the **Interreg programme should limit funding to infrastructural interventions that are already part of regional/local plans**. For instance, in the case of the bike route Alpe-Adria-Radweg, the financed bike path on the Italian side had already been included in the regional bike plan and would still have been financed by the Region even in the absence of the Interreg funding. The Interreg added value would have been higher if such resources had been allocated to creating common signposting along the entire bike route or enhancing cross-border services along the bike route. This is also the case of the TransMuseum, where the Interreg funding allocated to the refurbishment of Andraz Castle Museum was of rather limited added value, as the Museum had already been part of regional/local plans and would probably still have been financed by other resources.

While acknowledging that the **Interreg funding contributes to speeding up the**

implementation of such interventions, especially in a context of continuous cuts to the public budget, there is **a risk that they limit the added value of Interreg funding**. In fact, these interventions would still be financed by other national/regional/local resources. **The Interreg funding should concentrate on soft interventions and limitedly on infrastructural ones that have cross-border value and cannot be financed by national/regional/local resources due to the territoriality of such resources**. The MI.CO.TRA train from Udine (IT) to Villach (AT) is one example of such interventions. The cross-border train that runs along the Alpe-Adria-Radweg bike route and that registers a monthly average of 4,510 passengers would have not existed without the Interreg funding, as testified by the fact that the Italian railway company had discontinued the previous train service that connected the Friuli Venezia Giulia and Carinthia regions.

Distribution of C&T interventions by territory

All the ERDF C&T interventions are located in cross-border areas, including both Italian and Austrian territories. Neither the MA monitoring system nor the EC one distinguishes between urban and rural areas.

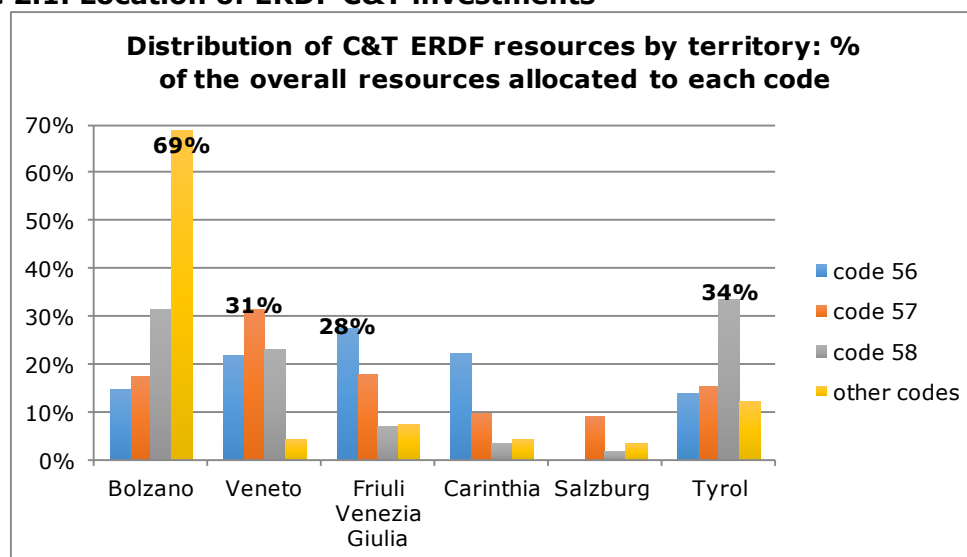
Considering the distribution of ERDF C&T resources by region, it emerges that **65% of the ERDF funds are allocated to Italian territories²⁵**. This is mainly due to the higher co-funding that the Italian state allocates to European territorial cooperation programmes. This is not the case with the Austrian partners.

As to the territorial distribution of ERDF C&T resources by codes, most of the ERDF resources allocated to interventions to protect and exploit natural resources (code 56) are invested in Friuli Venezia Giulia, while those allocated to tourism interventions (code 57) in Veneto Region. It is worth noting that the territory of the Veneto region part of the Interreg programme is the one with the lowest levels of tourism development.

Most of the cultural ERDF investments (code 58) are made in Tyrol. As to C&T ERDF interventions financed under other codes, most of the ERDF resources are invested in the Bolzano Region.

²⁵ Elaboration on MA data July 2015

Figure 2.1. Location of ERDF C&T investments



Source: the author based on MA data provided between June and July 2015

Beneficiaries of interventions in tourism and culture

The programme **does not consider specific beneficiaries for tourism and culture interventions**, as it is designed to promote integration among sectors. The programme funds and tenders are organised on the basis of the two programme priorities.

The main beneficiaries of the programme, including C&T interventions, are:

- individual enterprises (SMEs, agricultural enterprises, etc);
- public and private consortiums; development agencies, Technological parks/clusters;
- business innovation centres;
- regional financial agencies and chambers of commerce;
- tertiary education institutions, regional, national and local bodies;
- foundations;
- managers of protected areas;
- exhibition management institutions;
- tourist operators (Italian and Austrian alpine associations, managers of ski the chalets).

However, case studies interviews and analysis of MA data (number of partners by economic sector) highlight the fact that **50% of the programme beneficiaries are public bodies**. There are various different reasons for this:

- *Heavy administrative burden of Interreg project managements.* This is an old story of the Interreg programme, which evaluations of previous Interreg IT-AT programmes emphasized as well. According to case study interviews with both programme authorities and stakeholders, despite the MA efforts to reduce bureaucracy, the situation did not improve much. Some of the case studies

interviews show that a beneficiary spends around 40-50% of his or her time in the management of paper work. This is also confirmed by the 2014 ongoing programme evaluation, which concludes that the average management time for a project amounts to 374 hours, while the average financial administrative burden is 9,341 euro/project. Considering all beneficiaries of the programme, the evaluators calculate that the management time amounts to 63,424 hours, while the administrative financial burden to 1,585,602 euro.²⁶ As emerges from their interviews, the high administrative costs and the high management competences required represent a strong disincentive for the private economic operators as well as for small social actors. This is all the more so for the tourist sector, especially on the Austrian side, where actors can accede to different funds that are easier to manage than the Interreg one. By contrast, public bodies have the financial and human resources to ensure smooth project implementation. **A sharp reduction in programme management bureaucracy needs to be made by both the EC and the programme MA in order to increase the participation of private operators in the C&T sectors.**

- *Lengthy reimbursement procedures:* in a context of severe economic crisis and increasing reduction in bank credits, especially on the Italian side and in Carinthia, few private economic actors and social actors can afford to wait very long for reimbursement of funds.
- *Tourism is a very competitive sector in the area:* as explained at the beginning of the study, the programme areas are competitors and the advantage of cooperating is still not widely perceived among tourist actors, especially in the case of small private operators.

2.3 Governance and supportive features of the ERDF strategy in the tourism and culture sectors

Governance and management approach

The C&T strategy is characterised by a **bottom-up approach**. The strategy did not define centrally and ex ante the types of intervention to be financed in tourism and culture, but rather incentivised territories to build on their cross-border needs, as well as their potential and past cooperation in the tourist and culture sectors. Furthermore, the Interreg programme was based on a strong involvement of local cross-border actors in both the planning and implementation process of the strategy.

However, it is worth mentioning that **the bottom-up approach was combined with a regional steering of the C&T strategy** in order to better coordinate and integrate the Interreg strategy with the regional ones in these fields and avoid duplication of interventions. The regional authorities had a relevant role in the selection of C&T projects, except for the ones financed within the three Interreg Councils.

The **main actors involved in the design and implementation of the C&T strategy** were:

²⁶ Greta, Third strategic evaluation report, may 2014, page 31

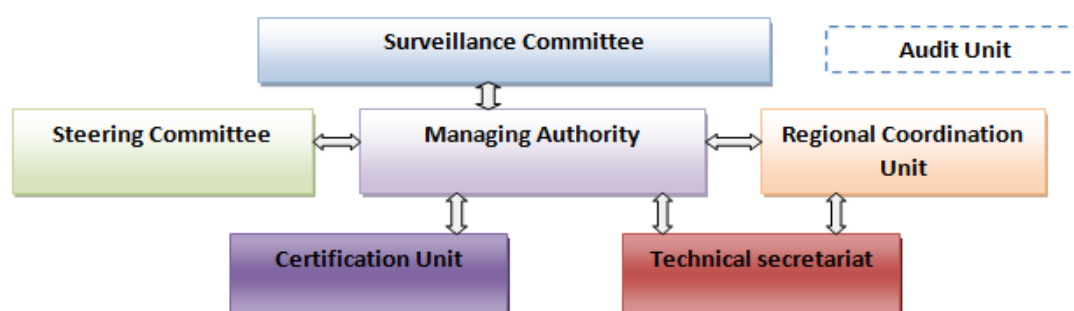
- **The Managing Authority**, within the Autonomous Province of Bolzano, coordinating the programme definition, implementation, monitoring and evaluation.
- **The 7 Regional Coordination Units²⁷**, in charge of ensuring a link between the territories involved in the programme and the Managing Authorities. Regional Coordination Units had a relevant role in the strategy as they:
 - promoted the Interreg programme in their territories, providing direct assistance to programme beneficiaries and stakeholders;
 - supported the creation of partnership between Italian and Austrian actors;
 - ensured integration of the Interreg strategy with the wider regional strategies by verifying the coherence of the projects to be financed with the regional frameworks;
 - provided a preliminary evaluation of the Interreg projects to be financed; decided upon the national and regional co-financing;
 - they were the main interlocutor of Interreg beneficiaries and the link between them and the programme MA;
 - they were in charge of monitoring the implementation of the Interreg projects on their territories.
- **3 Interreg Councils** (Interreg Council of Terra Raetica; Interreg Council Dolomite Live and Interreg Council of Wipptal): they had a relevant role in sustaining the development of small projects in the tourist field promoted generally by small local actors in the area and in orienting the focus of the Interreg tourism and culture strategy at the local level. Interreg Councils were in charge of programming, managing, selecting and monitoring C&T small projects financed within the wider development strategy of each Interreg Council.
- Other **local actors (public, social, economic, experts)** in the field of tourism and culture than those included in the Interreg Councils. Local actors were involved in the programming phase of the Strategy, when they provided inputs for the definition of the strategy. In the absence of a clear ex ante identification of specific interventions, local actors played a relevant role in orienting the focus of the strategy during the implementation phase. Furthermore, they had sole responsibility for the implementation of the Interreg projects. They were not involved in the monitoring and evaluation of the Interreg strategy. However, in Carinthia economic and social actors were involved in the selection of projects to be financed.

²⁷ The 7 Regional Coordination Units are represented by a specific department within the Regions participating to the programme: Regional Coordination Unit of Friuli Venezia Giulia Region; Regional Coordination Unit of Veneto Region; Regional Coordination Unit of the Autonomous Province of Bolzano-Alto Adige; Regional Coordination Unit of Salzburg (Abteilung Wirtschaft, Tourismus und Gemeinden); Regional Coordination Unit of Tyrol (Abteilung Landesentwicklung und Zukunftsstrategie); Regional Coordination Units of Carinthia (Kärntner Wirtschaftsförderungsfonds KWF for priority 1 and Abteilung 3 Kompetenzzentrum Landesentwicklung und Gemeinden for priority 2).

The Interreg **management structure** consisted of:

- **The Surveillance Committee** (composed of representatives of the Italian and Austrian regions, national authorities, environment authorities, representatives of social, economic and equal opportunities actors and the European Commission): it oversaw sound and effective programme implementation and created the Steering Committee.
- **The Audit Unit**: it verified the correctness of the programme expenditure.
- **The Steering Committee** (composed of two representatives for each of the Italian and Austrian regions taking part in the programme plus, as an observer, a representative of the Italian and Austrian national authorities): it approved projects to be financed and changes to the financed projects.
- **The Managing Authority (MA)**: see above.
- **The Cross-border Technical Secretariat (CTS)**: it supported the Managing Authority and the Steering Committee in the implementation of their tasks.
- **The Regional Coordination Unit (RCU)**: see above.
- **The Certification Unit**: it oversaw the financial treatment of the beneficiaries and reimbursement of their expenses.

Figure 2.2. Interreg IV Italy-Austria management structure



Source: Programme documents

Selection procedure and criteria

The programme provided for the use of direct financial aid (grants) through competitive procedures (call for proposals) in all intervention fields, including those in culture and tourism.

There were **no specific call for proposals for tourism and culture**, as the programme allocated resources across the two main priorities and not across the specific lines of intervention. The five calls for proposals published during the programme, more or less one call a year, did not include division of ERDF resources between the two priorities, except for one call which allocated more resources to priority one than to the second. Therefore, **projects in tourism and culture had to compete with projects from other lines of intervention** to obtain ERDF funds.

According to case study interviews, this has **favoured an increased quality of projects**, also in the area of culture and tourism.

All **calls for proposals had a specific closure deadline** within which projects could

be presented. On average a **call for proposals remained open for 6 months**. The period between approval of the project and signing of the ERDF contract depended on whether the project had been partially approved or entirely approved. Modifications were called for in the case of more or less half of the projects financed received observations and had to be integrated in the project before the final decision on its approval. Most of these modifications regarded reduction of project costs, involvement of additional partners or specification of the results made available for the more general end-users. On average, the **programme authorities confirm that 3-4 months passed between the partial approval of the projects and the signing of the Interreg contract**. This period was shorter for projects approved with no modifications required. The case study interviews did not reveal particular problems about the duration of the selection procedure.

Overall 286 projects were presented during the five calls for proposals, 42% of which regarded lines of intervention for tourism and culture²⁸.

As to the **selection criteria**, there were **no specific criteria for tourism and culture**. The programme used different types of selection criteria for all interventions, as better detailed in table A.3.1 in Annex 3:

- **Geographical criteria** (yes/no evaluation).
- **Co-funding criteria** (yes/no evaluation).
- **Formal evaluation criteria** (yes/no evaluation).
- **Mandatory programme criteria** such as the nature of beneficiaries, the level of cooperation considered by the project, the relevance of the project for the Interreg objectives and its contribution to these objectives (yes/no evaluation).
- **Specific selection criteria:**
 - **Quality of the project contents, budget and project financing** – maximum 29 points out of 76. Among the criteria included, the highest number of points (6 points) is awarded to the following: coherence between the starting situation and project objectives, activities and results; coherence between the foreseen activities, the distribution of costs among beneficiaries and results of work packages; feasible, visible and quantifiable results of work packages.
 - **Additional resources of project beneficiaries** – maximum 9 points.
 - **Quality of partnership and cooperation** – maximum 23 points. Among the criteria included, the following are awarded the highest number of points (6 points): specific added value of adopting a cross-border approach rather than a regional/national one and cooperation in more than two of the following areas (join project design, joint implementation, shared staff,

²⁸ It is worth mentioning that these data refer to projects presented within the tourism and culture lines of intervention and not to those classified under the EC codes. In fact, the classification of C&T projects according to the EC codes was done ex post by the programme MA to respond to EC information requests. In fact, the classification of C&T interventions by codes is a little bit different from the classification by lines of intervention, as some shortcomings in the monitoring system were corrected in this phase and projects that had not been classified as C&T in the programme monitoring system were classified under the EC codes referring to C&T. Furthermore, the line of intervention including cultural projects had a wider purpose and it is highly likely that the interventions presented referred not only to culture, but also to health and social policies. However, the monitoring system does not distinguish them. Therefore, this percentage may underestimate the real share of C&T projects presented during the programme lifetime.

joint financing).

- **Added value of the project** – maximum 24 points. Among the criteria included, the following register the highest number of points (4 points): contribution of the project to equal opportunities; contribution of the project to environmental, economic, social and cultural sustainability; innovation level.

To qualify for funding, a project should have a minimum overall score in each category.

It is to be stressed that the **integration of interventions with wider regional strategies** was a **knock-out criterion**. According to case study interviews, this criterion contributed to selecting interventions relevant to regional tourism and culture strategies in the programme area.

The **additional value of the project** registered the **highest level of points** among the three groups of specific selection criteria. It is interesting to note the relevance that the **programme attributed to the contribution of all Interreg projects to cultural sustainability** (in terms of common identity), alongside **economic and environmental sustainability**. This responds to the need to select projects that can contribute to the overall objective of the Interreg programme consisting in sustainable, balanced and lasting development of the cross-border area and harmonious integration to increase its attractiveness and competitiveness. Furthermore, the attention paid to cultural sustainability is also particularly relevant for tourism and culture considering the C&T objectives of developing a sustainable cross-border tourist model and a shared cross-border identity through culture.

The selection process also paid attention to **the capacity of beneficiaries to attract additional resources**. However, the sustainability of the C&T interventions is characterised by strong and weak points. On the one hand, it emerges from the case study interviews that financed tourism interventions are sustainable (e.g. Alpe Adria trail, Alpe-Adria-Radweg bike route, Great War, Via Augusta, etc) over time and will continue even in the absence of Interreg funding. On the other hand, evidence from the mini case study and analysis of the financed projects suggests that some interventions are still very much dependent on public funding. For instance, the quality and competitiveness of the Alpe-Adria-Radweg bike itinerary depends on the capacity of the public institutions in charge of bike infrastructure to cover its maintenance costs. This is also the case of hiking routes, cultural roads, etc.

As to the **cultural interventions**, both the case study interviews and the evidence from the mini case studies reveal that these **are highly dependent on public funds**. This is due on the one hand to the weak interest of the private sector in cultural interventions that do not have an immediate economic return and on the other to the fact that such interventions do not produce the necessary income to cover their costs.

Such, for instance, is the case of small cross-border mountain museums. For instance, the Andraz museum refurbished during the Interreg project would not be able to cover its costs from tickets sold without the contribution offered by the municipality of Livinallongo.

As for the **responsibility for evaluation of these criteria**, it was divided between the Cross-border Technical Secretariat, the Regional Coordination Units and the Steering Committee. As explained in table A.3.1 in Annex 3, Regional Coordination Units undertook a preliminary evaluation of the projects, which was completed by the

CTS. Following the evaluation process, the CTS drafted a preliminary ranking of projects. The Steering Committee was in charge of taking the final decision based on the previous evaluations and on their own evaluation of the coherence between the project costs and their contribution to achieving the objectives of the Interreg programme.

Monitoring and evaluation system

The Interreg programme used the following indicators to monitor its physical and financial advancement in all fields of intervention:

- **Programme indicators.**
- **Common indicators.**
- **Output indicators.**
- **Result indicators.**

Table A.4.1 in Annex 4 provides a detailed list of the indicators used by the programme.

The RCUs were in charge of monitoring projects at regional level, while the programme MA, with the support of STC, was in charge of the overall programme monitoring system. The programme monitoring was done yearly. Once a year, the beneficiaries had to submit a monitoring report together with the reimbursement request. **In some cases yearly monitoring proved inadequate for allowing the MA to prevent problems** in the implementation phase. This was especially the case of those beneficiaries that did not submit a yearly request for payment reimbursement and for whom the MA has no information on problems/obstacles or achievements.

As to the **monitoring of C&T interventions**, it is worth underlining that **several shortcomings characterise the programme monitoring system** and prevent a full picture of the overall effects of C&T interventions from emerging:

- 1. Inadequate classification system of C&T interventions** – some C&T interventions were initially classified under other lines of intervention. This is, for instance, the case of cross-border cycling/hiking/cultural roads trails (e.g. CAAR, which promotes both sustainable mobility and tourism classified as a mobility intervention under the second priority; Alpe Adria Trail, walking path connecting the Italian Austrian and Slovenian cross-border areas classified under the cross-border development organizations priority). In some cases (e.g. Alpe Adria Trail, etc), the ex post classification of the C&T interventions under the EC codes carried out by the programme MA corrected this error. Case study interviews show that this problem is due on the one hand to the **lack of common criteria to guide the programme authorities**, especially RCUs, which classified projects in the monitoring system, and beneficiaries. On the other hand, it is due to the fact that **the classification system is not designed to include integrated interventions**. Indeed, projects cannot be classified under two lines of intervention and neither are there integrated lines of intervention. Case study interviews confirm that this is also a problem of the European Commission classification system as one project can be classified under one only code. In this way, there is the risk of overlooking the multiplier effects of tourism and culture as well as their interdependence with other

sectors (e.g. mobility, services, etc). For instance, projects that combine cultural and tourist activities are classified in one or another line of intervention/EC code (e.g. equipping the cross-border Passo del Rombo and the Great War paths, which include both cultural and tourist investments, etc).

- 2. Inadequate indicators for monitoring the outputs and results of C&T projects** – specific C&T indicators were limited to three output indicators and one result indicator for cultural interventions that do not reflect the overall outputs and effects of C&T interventions: number of projects enhancing the tourist supply and services; number of projects ensuring planning and management of protected areas, landscape and biodiversity; number of projects creating research centres in health, culture and heritage; number of research centres in health, culture and cultural heritage. Programme indicators, common indicators and result indicators could have offered relevant information on C&T interventions if they had been disaggregated by field of intervention. As their purpose is to offer information on the overall programme and not single fields of intervention, the latter are disregarded.
- 3. Lack of a centralised monitoring of outputs achieved at project level** - the Managing Authority and the Regional Coordination Units do not collect project outputs centrally and it is necessary to consult each project final report to find them.
- 4. No mandatory output and result indicators defined previously at project level** - the reporting system set by the Managing Authority asked beneficiaries to provide information on the project outputs and results, but only a limited number of beneficiaries did so as it was not mandatory.
- 5. Weak integration between the monitoring system used by the MA and the EC one.** The EC codes are used only for reporting the programme achievements to the Commission and not for the continuous monitoring of the programme. Therefore there is some incongruence between the C&T interventions included in the MA monitoring system and those included in the EC system. For instance, some interventions not classified as C&T in the MA monitoring system in the reporting they are classified under the C&T codes for the EC.
- 6. Insufficient monitoring of C&T projects implemented by the three Interreg Councils.** The monitoring system includes the three “Interreg Councils” projects, but not the interventions implemented within these three projects. As recalled previously, the three Interreg Councils are in charge of the selection, management and monitoring of the local development projects funded with the Interreg resources received from the programme. However, these projects are totally absent from the programme monitoring system, while the monitoring reports fail to provide sufficient information on them. In the case of C&T interventions, this means losing sight of the effects of the Interreg funding at the local level.

As to the **evaluation system**, the programme made provision for ongoing strategic evaluation and one final evaluation of the programme contribution to creating employment in the area. Overall, 6 evaluations were carried out during the programme lifetime. However, these evaluations did not specifically address the relevance and effectiveness of C&T projects. Furthermore, the regions or Interreg councils failed to carry out specific evaluations on tourist and cultural interventions.

Overall, **the monitoring and evaluation system of interventions in the field of tourism and culture is extremely weak and unable to provide a clear and immediate picture of the effects of projects financed in this field.**

Other supportive features

- **Future demand analysis:** the programme itself does not make provision for any tool for the analysis of future demand. Note, however, that the strategy does not identify ex ante specific issues to be developed in the two sectors, as explained previously. The future demand analysis is carried out at the regional level (all regions have a tourist plan that includes demand analysis) and the integration with the Interreg interventions occurs only in the selection phase when Regional Coordination Units have to evaluate coherence of the projects to be financed with the regional objectives and strategies. In addition, structured and relevant beneficiaries in the tourism field generally carry out their own analyses of future demand, which are considered in the project definition, as confirmed by the case studies interviews.
- **Use of public-private partnerships:** no public-private partnerships have been used by the programme.
- **Tools for stakeholders involvement and partnership management:**
 - meetings to collate stakeholders' views on definition of the Interreg strategy;
 - information sessions with potential beneficiaries and stakeholders carried out by the Regional Coordination Unit at the local and regional level;
 - website for exchanging ideas and seeking partnerships on the two sides of the borders;
 - Regional Coordination unit as intermediaries in creating relevant partnerships between cross-border partners;
 - continuous feedback and exchanges among the Managing Authority and Regional Coordination Units;
 - clear coordination rules and division of responsibilities among all actors involved in the programme;
 - immediate feedback to beneficiaries on project issues and especially on financial issues;
 - (at the project level): the 2007-2013 Interreg programme includes the lead partner principle, as mentioned in the previous chapter. According to case study interviews, this has contributed to increased interactions and feedback among the projects partners as well as a clear division of responsibilities with positive effect in terms of integration among actors and interventions.

3. Effectiveness and sustainability of the strategy: outputs and results

As to the expected results in the tourism and cultural field, case study interviews unveil the following: increased and stable cooperation in the two sectors; laying the basis for an unique tourist destination and integrated tourism promotion, contributing to forging a common identity beyond the administrative borders through culture and creating stronger links between culture and other sectors (tourism, etc).

The strategy foresees the following specific targets in the two fields:

- *Tourism*: 40 projects for the strengthening of the tourist offer and services.
- *Culture*: 10 projects for creating research and reference centres in the field of health, culture and cultural heritage.

3.1 Outputs achieved

During 2007-2013 period the Interreg strategy in the field of tourism and culture financed **42 projects**²⁹ (**33% of all the projects financed** by the programme), 31 of which in the field of tourism and 11 in the field of culture. 25 of the 31 projects in the field of tourism regard tourism marketing (code 57) and conservation of natural resources (code 56) projects, while the remaining refer to other codes (see chapter 4.2). As to projects in the cultural field, they all regard the conservation and exploitation of the cultural heritage (code 58).

In addition, **56 small projects on tourism and culture** were financed by the small funds projects managed by the Interreg Councils and by Carinthia, Veneto and Friuli Venezia Giulia regions within broader cross-border local development strategies.

Of the 42 projects³⁰, **22 are ongoing**, of which only **4 in the cultural sector**³¹. This is due on one hand to the fact that some of them were financed during the last call for tenders held in 2012, and, on the other hand, to the fact that the tourist interventions financed are complex and take considerable time for implementation.

The programme **has reached the targets set in the cultural sector**.

As to the tourist sector, the target indicator is 40 projects in tourism. **Considering both the small projects (56) and the larger ones (31), the programme can be said to have achieved the target.** However, **if considering only the larger projects, it can be argued that the financed interventions fall below the set target.** Even though the case study interviews with programme authorities reveal that there are some inaccuracies in the target definition in the tourist sector, there are other reasons that could account for the difference between the expected and foreseen targets:

²⁹ A full list of the financed projects is provided in the Annex.

³⁰ The monitoring system does not include specific data on each small project financed within the strategy. Therefore, the analyses carried out do not consider the small projects financed by the Councils.

³¹ The ongoing projects regard code projects classified under code 58. The incongruence between the case study and the survey results derives from the fact that not interventions classified under code 58 are financed within priority lines different from the one revolved to culture, which was considered by the MA in filling in the survey questionnaire.

- Tourism is still a highly competitive sector in the programme area territories and especially among the private actors, even though the Interreg strategy in this area and sector has been enjoying added value in terms of cooperation (see the next chapter). Therefore, cooperation is not the first objective of many actors in this sector.
- High Interreg administrative burden – this remains one of the key obstacles to enhancing cooperation in this sector through Interreg as most of the potential beneficiaries tend to look for other funds that are more easily managed, especially on the Austrian side. The case study interviewees emphasise that besides the Interreg administrative burden, the beneficiaries also have to bear the regional/national administrative burden, especially on the Italian side.
- The tourist projects had to compete with projects in the other lines of intervention included in the programme.

From the financial point of view, **overall the tourist and culture strategy shows a good expenditure capacity³²**: 68% of the funds allocated to tourism and culture projects have already been certified. However, when looking at the financial expenditure capacity by sector of intervention, one can notice that it is higher in the cultural sector (around 75%) than in tourism (65%). This is mostly due to the fact that the tourist projects financed are generally more complex and on a larger scale than the cultural projects. Therefore, they require more time for the administrative procedures, especially on the Italian side, as mentioned above.

³² The percentage of certified ERDF does not include small projects for which data is not included in the MA system. Indeed, the MA system considers Interreg Councils and the small funds project of Carinthia, Veneto and Friuli Venezia Giulia as a unitary project despite the different types of small projects promoted within these larger area-wide projects. Therefore, it is not possible to disentangle the ERDF amounts that specifically refer to tourism and culture. The certified ERDF refers, thus, to projects classified both as tourism and culture (codes 56,57 and 58) and to those included in other codes (see chapter 4.2).

Table 3.1. Financial allocations in tourism and culture

Code	Numbers of projects financed	Total financial allocations to projects (mil. euro)	ERDF allocations		Total certified expenditure		ERDF certified expenditure			Number of concluded projects
			Amount (mil. Euro)	%	Total amount (mil. euro)	% of total certified expenditure	Total amount (mil. euro)	% in total certified expenditure	% in total ERDF allocated	
	(1)	(2)	(3)	(4)= (3)/Σ(3)	(5)	(6)= (5)/Σ(5)	(7)	(8)= (7)/Σ(7)	(9)=(9)/Σ(3)	
Code 56 (tourism)	4	4,03	2,45	61%	3,98	98%	2,339	59%	95%	2
Code 57 (tourism)	21	18,16	10,24	56%	10,42	57%	5,51	53%	54%	9
Code 58 (culture)	11	10,05	5,48	55%	8,27	82%	4,61	56%	84%	7
Other codes tourism (63, 13, 4, 52,24)	6	4,43	2,60	59%	3,74	84%	2,15	58%	82%	2

Source: MA, July 2015

The financial dimension of the projects is more or less the same in tourism and culture: the average financial size of projects financed in tourism (codes 56, 57, 63, 13, 14, 52, 04) is 493,221 Euro, while that in culture (code 58) is 498,480 Euro.

When looking at the median dimension of projects, one can note that ERDF C&T projects financed within the Interreg strategy are rather large. Indeed, projects in both tourism and culture concentrate on the specific objectives of the ERDF strategy.

Table 3.1 ERDF support by project financial dimension in tourism and culture

Sector	ERDF support (total and per project)			Largest projects
	Median (mil. euro)	Minimum (euro)	Maximum (mil. euro)	Description
Code 56 (tourism)	0.48	0.35	0.90	<i>Protection and exploitation of the natural protected areas in the Alpine area</i> – it aims to favour joint management of the natural protected areas in the Alpine area for sustainable social and economic development as well as sustainable tourist exploitation of these areas.
Code 57 (tourism)	0.51	0.11	0.89	<i>The Great War</i> – it aims to create a network of Italian and Austrian partners finalized to the conservation, rehabilitation and promotion of the historical and cultural heritage of the Great War
Code 58 (culture)	0.57	0.08	0.90	<i>TransMuseum</i> - the general objective of the project is to create a cross-border network between museums and various institutions in charge of cultural and local development in cross-border mountain areas of Alto Bellunese (Italy, Veneto Region), Carnia (Italy, Friuli Venezia Region) and Landek (Tyrol, Austria).
Other codes (tourism)	0.26	0.17	0.71	<i>Enlargement of the bike route Via Augusta</i> – the bike route Via Augusta is part of a cross-border bike route crossing Alto Adige, North Tyrol and Engadina. The project aims to create the Terra Raetica bike route (Pfunds – Nauders – Malles – Val Müstair – Zerneus – Scuol – Pfunds) by completing the missing parts.

Source: author's elaboration on MA data and MA monitoring system, July 2015

3.2 Results

When it comes to the strategy results in C&T, **there is hardly any quantitative and centralised evidence on the performance of C&T projects**. With regards to the performance of tourist projects, an additional difficulty resides in the fact that half of them are still being implemented. **Therefore, an (quantitative) evidence-based evaluation of the Interreg strategy in C&T sectors it is not possible at this moment.**

Yet, case study interviews and desk analysis of the financed projects reveal some qualitative information on achieved and potential results of the strategy.

Increased cooperation among cross-border actors in both tourism and culture

Cooperation is extremely important, especially in the tourist sector where keen competitiveness poses a risk for development of the tourist potential of the area. As

case study interviews reveal, cooperation is more than ever relevant to tourism and culture, as borders are disappearing from the European mindset with the Schengen area and development of the internet/social media. Furthermore, cooperation is the only way to integrate different resources and create innovative destinations in a competitive and saturated global tourist and cultural market where there is at least one supplier for any given product. On such a market, a product has to guarantee exclusivity and uniqueness, constituting a unique selling proposition. Bringing together different natural resources (mountain, lakes, sea, etc) and rich cultural traditions and heritage can create the basis for such a unique selling proposition. For instance, the case study interviews reveal that the success of the Alpe Adria trail and of the Alpe-Adria-Radweg bike route resides in the capacity of the project to integrate different resources in one proposal. This has been possible thanks only to the cooperation within the Interreg financed project.

However, to do so the actors in these sectors have to know each other, trust each other and work together. Interreg has, from the very outset, had the goal of fostering cross-border partnerships, which are mandatory for all projects to be financed. As the case study interviewees underline, Interreg Italy –Austria has created this opportunity.

A step further is the creation of three **permanent cooperation structures**, the **Interreg Councils** (Terra Raetica³³, Dolomiti Live³⁴, Wipptal³⁵) made of both Italian and Austrian social, public and economic actors that are able to forge together a place-based, joint strategy in the field of local development, including tourism and cultural development. The three Councils are the concrete result of years of incentivising collaboration in the area. All the Councils have drafted their local community development strategies, which pay particular attention to joint development of tourism and culture in their areas.

Two more examples of results achieved in enhancing cross-border cooperation are:

- **Transmuseum**, which lays the basis for the creation of a cross-border network in the field of qualitative museum management;
- and **Dolomiti Nordic Ski** (<http://www.dolomitinordicski.com/it/home.html>), an integrated platform for the joint promotion and management of skiing trails in 13 cross-border areas in the Province of Belluno, the Province of Bolzano and Tyrol.

As case study interviewees underline, tourist operators are becoming increasingly open to collaboration in the framework of the Interreg strategy.

Creation of cross-border unique tourist destinations that integrate actors and territories beyond the administrative borders

Coherently with the strategy, Interreg contributed to the creation of numerous **integrated tourist destinations and services** as well as integrated tourist management. Some of the most relevant are:

³³ For further details on the Council and its actions in the two sectors, see <http://www.terraraetica.eu/it/natura-raetica/information.html>

³⁴ For further details on the Council and its actions in the two sectors, see http://www.interreg.it/index.php?option=com_content&view=article&id=26&Itemid=7&lang=it

³⁵ For further details on the Council and its actions in the two sectors, see www.grw.wipptal.org

- *Alpe Adria Trail* (<http://www.alpe-adria-trail.com/en/philosophy/>) - a newly created long-distance hiking trail from the foot of the Grossglockner to Muggia on the Adriatic, jointly developed and implemented by three partners from Austria (Kärnten Werbung), Slovenia (Slovenian Tourist Board) and Italy (Friuli-Venezia Giulia Tourist Board). The respective Alpine associations (ÖAV, CAI and PZS) are also partners in the trail and are responsible mainly for the upkeep of the paths and the signposting, while there are three private booking centres (one for each area) in charge of joint destination promotion on their markets. The Alpe Adria Trail runs through three countries and hikers can make their way from the glaciers of the Hohe Tauern, alongside lakes, rivers and streams to the Adriatic coast and get to know the cultural variety of three different countries connected by a long, shared history. The trail management institutions propose different integrated tourist packages (<http://www.alpe-adria-trail.com/en/angebot/>). A particularity of the Alpe Adria Trail is that it integrates tourism and culture, building on other Interreg projects in the cultural field (e.g. Great War – “La Grande Guerra”) as well as on other existing cultural heritage.
- *Dolomiti Nordic Ski* (<http://www.dolomitinordicski.com/it/prezzi.html>) – the platform offers a joint management and promotion of 1.300 km of ski trails. Moreover, the platform offers an integrated ticket for all the trails.
- *Alpe Adria Radweg Bike Trail* from Salzburg to Grado (<http://www.alpe-adria-radweg.com/en/>), crossing the natural barrier of the Alps and establishing a direct link between the Central-European network of cycling routes and the Adriatic Sea. The peculiarity of this trail resides in its ability to propose integrated offers from both a territorial and sectorial point of view (e.g. “Giro d’Italia in 80 Bookshops” along the Alpe Adria cycle route, Eurobike: Villach – Grado – Trieste, etc).³⁶ The trail received the Bike Route of the Year” award on January 31st 2015 at the “Fiets en Wandelbeurs” trade fair in Amsterdam.
- *Crossing bike trail “Munich-Venice”* (<http://www.muenchen-venezia.info/en/die-route/>) – the route begins in Munich and leads over the Brenner, the Pustertal and Cortina d’Ampezzo to Venice. The route follows partly along existing cycle routes with a uniform and attractive brand identity. The trail integrates cycling with other tourist attractions in the area such as lakes, Tyrol treasure chest, etc and proposes various different integrated tourist packages.
- *Health Trail* (<http://www.trailforhealth.com/index.php?lang=it>) proposes wellness tourist services in three areas (Valli di Tures and Aurina in Alto Adige, Oberpinzgau in Salzburg and the National Park Alti Tauri in Carinthia) with prestigious thermal resources.
- *Via Claudia Augusta* (<http://www.viaclaudiaaugusta2014.it/it/la-via-claudia-augusta/>) integrating biking, walking and cultural attraction within one tourist offer.

Increasing the number of tourists at destinations created

A final category for the assessment of the strategy concerns the **increase in the number of tourists at destinations created**.

Some (partial) data, estimations and perceptions of stakeholders suggest that projects

³⁶ For more details on the offers developed, see <http://www.alpe-adria-radweg.com/it/angebot/>

had an impact on attracting new visitors in the area.

This is for instance the case of *Alpe Adria Hiking Trail*:

- bookings in 2013 through the booking centres: 819;
- bookings in 2014 through the booking centres: 2,012;
- bookings in 2015 through the booking centres: 2,934;
- overnight stay in 2013: 2,308;
- overnight stay in 2014: 2,318;
- overnight stay in 2015: 2,850;
- people in 2013 (based on data of the booking centres): 438;
- people in 2014 (based on data of the booking centres): 317;
- people in 2015 (based on data of the booking centres): 359;
- turnover in 2013: 170,636 Euro;
- turnover in 2014: 203,162 Euro;
- turnover in 2015 (estimate): 202,370 Euro³⁷.

According to the interviewees the data are, however, incomplete as hikers booking through the three booking centres accounted for only around 10% of all the persons using the trail. It is not possible to have an exact figure for all visitors/users of the trail, as it is not equipped with counting stations. The management authorities estimate that in 2014 the overall nights passed along the trail amount to 23,180, while the number of persons using it is 3,170.

Interviewees confirm that this is also the case of *Alpe Adria Radweg Bike Trail*. In 2014, the Alpe-Adria-Radweg tourist packages created within the project and sold by 7 tourist agencies registered 500 passengers; considering that the average stay amounted to 5 nights, this means 2,500 overnights stay along the Alpe-Adria – Radweg trail. However, mini case studies interviews reveal that only around 10% of the bike users generally book their journey by tour operators. Therefore, one can estimate around 25,000 overnights stay along the trail.

Some of the museums involved in the *Transmuseum* project registered a 139% increase in the number of visitors.

Increased know-how transfer among cross-border actors and creation of innovative interventions in this field as well as increased institutional capacity

The case study interviews reveal that alongside cooperation, the added value of the Interreg programme resides in the fact that it provides opportunities for know-how transfer among actors involved, creation of communities of practices as well as increased capacities in the tourism and culture sectors. Some interviewees pointed out that one of the greatest advantages of the Interreg programme is that development of a product/intervention/etc. never has to start from scratch, because often it builds on previous experiences of at least one of the cross-border partners.

Furthermore, it emerged from the case study interviews that exchanging ideas and

³⁷ Data provided by the project manager, June 2015

learning also contributed to create more complex projects. Most of the stakeholders interviewed remarked that they would have implemented the project or at least parts of it even in the absence of the Interreg funds, but **its focus would have been much narrower and it would have been extremely difficult to benefit from the cross-border experience** as Interreg is one of the few funds sustaining such cooperation.

Forging a common identity

All the case study interviews confirm that cooperation in both tourism and culture sector and the valorisation of the common cultural heritage have contributed over the years to make the inhabitants of these areas part of one great territory.

In addition, the Managing Authority recently organised an evaluation of the programme results in terms of employment. The evaluation is based on a survey to which 23 of the 40 tourism and culture project staff answered. The survey reveals that the 23 interventions in tourism and culture managed to: create 54 jobs during the project lifetime and involve 148 small and medium enterprises.

3.3 Sustainability

Sustainability of the C&T projects remains still an open issue in the Interreg strategy.

Despite the programme attention to the ex ante selection of sustainable projects, **the performance and sustainability of achieved results are largely dependent on public funding.**

In the tourist sector, this is, for instance, the case of projects regarding tourist destinations for mountain tourism and sport (bike and kicking trails, climbing iron roads, etc), whose performance depends on public investments for their maintenance and improvement over the years as no tax is collected for their use. This may impact on their ability to find a lasting position on the international tourist market.

Sustainability is even a more problematic issue in the cultural sector due on the one hand to the weak interest of the private sector in cultural interventions that do not have an immediate economic return and on the other to the fact that such interventions do not produce the necessary income to cover their costs. As revealed by the analysis of TransMuseum mini case study, mountain museums do not manage to attract private investments and are highly dependent on public funds for creating innovating services and for improving their added value at territorial level.

4. Conclusions and lessons learnt

The Interreg IV Italia Austria 2007-13 strategy in Tourism and Culture has some specific features which strongly characterise the programme and are worth recalling:

- it revolves around a cross-border, internal and mainly mountainous area, characterised by a mature tourist sector with some weaknesses (external competitiveness, seasonality, consumption of resources, etc) and some appreciable strengths,
- however, the area is also characterised by economic imbalances, natural and administrative differences both across and within the borders;
- together with other factors, lack of cooperation and fragmented management of resources hamper the capacity to seize common opportunities or tackle market failures,
- the rationale for the ERDF Interreg intervention in tourism is thus to enhance the tourist competitiveness, innovation and sustainability of the programme area by fostering cross-border cooperation, in line with the overall philosophy of Interreg;
- the culture strategy serves the tourism objectives, and aims at fostering a common identity in the cooperation area,
- A bottom-up approach characterises the Interreg programme, together with strong promotion of integrated projects (coupling multi-sectorial interventions and both hard and soft interventions).

The economic data show an increase in the number of employers the employees the in the tourist sector (+1.3%) and in the total arrivals at tourists accommodation in the area (+11.5%) between 2007 and 2013. However, it can be argued that the Interreg strategy in tourism and culture³⁸ does not have the necessary financial resources to make a difference by itself in terms of increase of the C&T sectors. Many regional frameworks and programmes promote these sectors.

The Interreg strategy is in fact a limited but important piece of the puzzle for achieving development goals in the cooperation area. Enhancement of cross-border cooperation is its main goal.

The outputs and results achieved show things are moving in the right direction towards this goal.

As for outputs achieved, they come almost in line with those expected with the programme, even though some delays have occurred. During the 2007-2013 period Interreg financed 42 projects³⁹ in tourism and culture other than the apart from the 56 small projects managed by the Interreg Councils. 22 projects out of 42 are still ongoing and the certified expenditure is 69% of the funds allocated to T&C projects. However, the integrated nature of the projects and the bottom-up approach (with the

³⁸ 18 million Euros for the 2007-13 period, almost the same amount allocated to tourism promotion in Carinthia in one year.

³⁹ A full list of the financed projects is provided in the Annex.

involvement of local, cross-border cooperation structures) could account for some of the delays.

A number of major projects coherent with the overall strategy of cooperation have been completed. **Those projects may be seen as constituting an added value of the ERDF strategy** as they offered new integrated tourist and cultural services **across the borders**: the network Transmuseum, the integrated platform Dolomiti Nordic Ski, as well as new cross-border trails for biking, walking, hiking etc. All the interviewees underlined that even though some specific interventions (such as small infrastructures) could have been financed by other resources (regional, national, etc), without Interreg it would have been extremely difficult to benefit from the cross-border experience.

All the case study interviews, moreover, confirm that cooperation in both tourism and culture sectors have contributed over the years to make inhabitants of these areas part of one great territory.

In addition, though limited, the quantitative results show an increase in the number of tourists in the new destinations: the bookings of the Alpe Adria trail rose from 819 in 2013 to 2,934 in 2015 and also the turnover increased. Similar results have been estimated for other trails. Some of the museums involved in the Transmuseum project registered a +139% increase in the number of visitors.

However, the programme also shows some weak points.

The Interreg strategy in C&T involved more public administrations than private enterprises or operators. Heavy administrative burdens for the Interreg project managements and lengthy reimbursement procedures are chronic weaknesses of the ETC programmes, hampering participation on the part of private operators. **Without sharp reduction of such burdens by the EC, the participation of operators will still remain low and Interreg will remain a platform for the cooperation of public bodies.**

A general problem lies in assessing the results achieved in T&C, for a number of reasons:

- Inadequate classification system of C&T interventions, which risks overlooking the multi-sectorial effects of such interventions.
- Inadequate indicators for monitoring the outputs and results of C&T projects, which pay more attention to the comparability at the programme level than to the relevance of the measure to the intervention field.
- Lack of, or weak, monitoring of results achieved after project termination.

The needs arising in tourism and culture are multifaceted, as is indeed is the response of the cross-border actors. Yet the programme classification and monitoring system does not capture the integration value of projects in these sectors and the participation of actors, nor indeed does the European Commission monitoring system in this field.

Lessons learnt

- The adoption of a bottom-up but “coordinated” strategy jointly with the mainstreaming of the two sectors in the programme priorities allowed for the

creation of integrated projects based on local cross-border needs in the two sectors. It is worth noting that all interviewees confirm that they would have not undertaken a cross-border project in the absence of Interreg. Furthermore, they also reveal that projects would have been less innovative if their actions had been limited to the regional/local level.

- The involvement of regional authorities in the selection process favoured synergies and complementarities between the Interreg C&T bottom-up projects and the regional strategies in the C&T sectors. It also allowed avoiding duplications of projects in these sectors at local level.
- The continuity of the Interreg approach from the very outset has certainly favoured a learning process in the cooperation capacity of cross-border actors in these sectors. In the period 2000-2013, the programme priorities in C&T sectors have not undergone major changes. This has allowed actors to build on previous collaborations and outputs.
- The selection process based on general calls for proposals favoured competition among projects and triggered about a higher quality of projects submitted. However, while competition is beneficial for the projects quality, it may risk limiting the participation of small grassroots actors. To avoid this risk, the programme contributed to financing a specific small projects fund managed by Veneto, Carinthia and Friuli Venezia regions. Furthermore, other three small projects funds were financed directly by the three Interreg Councils supported by the Interreg programme.
- A Rigid classification system (one project for one priority/code) of C&T projects, as the one used by Interreg, risk overlooking the multi-sectorial effects of interventions in tourism and culture.
- The lack of and inadequate monitoring data on outputs and results at both programme and project level makes it difficult to provide an evaluation of the C&T strategy effects. At programme level, the output indicators were limited at collecting information on the number of projects in these sectors, while at project level specific indicators were rarely collected. Furthermore, the centralized monitoring system did not capture in a systematic way the specific indicators collected at project level. In addition, no responsibility on the identification and collection of a small group of relevant data (such as number of visitors) at project level compromise thorough assessment of the success of the strategy.
- The high administrative burden of Interreg projects limits the interest of private C&T actors, especially when they might have access to funds easier to manage. If the EC and the MA will not take relevant actions to reduce such burden, the effectiveness of the Interreg C&T strategy in terms of creating competitive tourist destinations and products may be seriously hampered.

Sustainability remains an open issue, especially in the cultural sector. The limited participation of private actors in the two sectors constitutes a relevant obstacle to promoting sustainable projects. The promotion of destinations relying on public infrastructure (e.g. bike trails, kicking trails, etc) whose performance over the time is dependent on public funds may constitute a risk for their long period sustainability. Promotion of public-private partnerships in these fields may represent a feasible solution over the time.

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- 2007-2013 Veneto Region ROP
- 2007-2013 Province of Bolzano –Alto Adige ROP
- 2007-2013 Tyrol ROP
- 2007-2013 Salzburg ROP
- 2007-2013 Carinthia ROP
- 2010 National Austrian strategy in the tourism field
- Terra Raetica 2014-2020 CLLD strategy
- Interreg RAT-Wipptal 2014-2020 CLLD strategy

Annex 1. Overall projects financed in tourism and culture

Table A1.1. Overall projects financed in tourism and culture

Project	Total allocated funds	Allocated ERDF	Certified ERDF
Kneipp hydrotherapy in the Alps, natural remedies according to Sebastian Kneipp	672,799.00	334,144.87	319,883.61
DolomInfoQuality - Development and monitoring of the quality of cross-border tourism	473,950.00	273,470.24	203,991.28
The Great War	1,947,058.00	899,999.47	888,324.47
Equipping of the <i>Passo Rombo</i> cross-border road, as high-altitude road, through sharing regional Tyrol resources	1,570,000.00	704,250.00	696,006.85
Network for the development and promotion of rural cross-border hospitality	977,000.00	642,796.87	596,248.06
Alpe-Adria AA Tourism	408,000.00	216,930.00	210,534.90
Bike tourism for the exploitation and promotion of the sustainable use of local cross-border resources	1,043,608.02	514,844.36	163,249.83
<i>NordicTerra reatica</i> : cross-country skiing and other alternatives for winter in Terra Raetica Val Venosta and Tiroler Oberland	251,550.00	116,373.75	101,254.38
Dolomiti Nordic Ski	703,082.00	389,079.95	217,558.31
<i>Passo Vizze</i> without borders- History and future of an Central Alpine passage	1,475,500.00	678,071.25	368,505.50
Tourist cooperation in the Nassfeld/Pramallo area	1,125,050.00	661,207.50	621,671.49
Biathlon as strategic factor, based on altitude, popular wellbeing and holidays for young people in the Obertiliach and Martello regions	1,000,000.00	709,597.50	
Trail for health: development of a tourist product and health	1,111,600.00	634,485.00	61,777.08
Hospitable communities : decentralised hotel as a tool for the involvement of the entire community in offering of a complete tourist service	946,000.00	600,000.00	144,833.19
Villages of mountaineering without borders	309,133.85	176,958.22	45,003.83
Fortifications in the Italy - Austria - Switzerland border region. Fortification Altfinstermünz - network of bunkers Resia / Plamont	1,731,000.00	839,137.50	839,137.46
Life in motion. Audiovisual cultural heritage : preservation -networking- use	448,000.00	285,600.00	285,539.54
Mining emotions in eastern Alps	1,219,500.00	645,702.50	586,262.86
Transmuseum - cross-border museum network for the promotion of sustainable development	1,425,882.00	900,000.00	857,531.57
The journey of " Schwabenkinder " - Child labour and migration in the past and in present	187,100.00	98,227.50	71,822.44
P.ri.S.M.A. - Risk perception and sustainability in the mountains of Alpe Adria	150,758.00	113,068.50	110,899.26
Mining adventures along the Via Claudia Augusta	811,000.00	393,472.50	296,080.89
Ad- Museum - cross-border network for physical and cultural accessibility to museums, the natural heritage and urban spaces	1,170,943.00	723,504.95	266,329.79
Diversity4Kids: learning in school the intercultural dialogue and diversity through playful, interactive and narrative methods	320,880.80	202,155.03	199,411.46
Alpine Flavours - Training for the creation of added value in an innovative collaboration with the agriculture and tourism sectors	761,050.00	518,002.50	466,398.93
Reconciliation of professional and family work in the regional tourist company	834,416.00	503,892.21	454,414.98

Project	Total allocated funds	Allocated ERDF	Certified ERDF
Geographies of communication for the promotion of territories, peoples and mountain cultures	447,198.00	227,149.80	223,439.76
Development of an innovative online driving system with itineraries and excursions in the Alpine regions	415,593.60	261,822.98	202,016.77
Study of for the development of guidelines for the safeguarding of climbing routes and equipped trails in the Alps	406,046.00	252,208.96	90,975.70
Tiroler Archiv für photographische Dokumentation und Kunst	999,896.00	537,876.60	491,280.05
Integrated methodologies for increased safety and comfort of ski boots on the track	386,490.01	230,439.45	12,291.82
Protection, exploitation and enjoyment of natural areas of eastern Alps	1,620,000.00	900,000.00	857,225.78
Sustainable and integrated development of protective forests, biomass supply, the economy of the alpine agritur and mountain tourism	783,000.00	489,112.50	453,681.57
Adria Alpe Adria Radweg cycle path. Cross-border cooperation actions for the development of the route path Salzburg - Villach - Aquileia / Grado	1,200,000.00	716,250.00	697,733.68
Cycling expansion of Via Claudia Augusta: completion of the <i>Passo Resia</i> segment	1,314,220.00	719,103.00	672,252.11
Friendship bicycle path: from Munich to Venice for the development of bike tourism and the enhancement of cross-border territories	714,266.60	449,987.95	22,092.25
Innovative digital management of visitor flows for inter-alpine highly sensitive end valley situations	284,500.00	170,700.00	120,173.74
Alpe Adria Trail	760,000.00	561,000.00	0.00
Architecture and cultural landscape between tradition and renewal - preserving historic architecture and creating new buildings the structures the in rural areas	158,800.00	82,050.00	33,489.25
(Agri) cultural landscape - Strategies for the cultural landscape of the future	600,348.40	345,602.04	327,785.19

Source: MA data, June 2015

Annex 2. A general overview of the social and economic conditions of the region

Table A.2.1: A detailed overview of the social and economic conditions of the region

	Cross-Border Area			Italy			Austria			EU		
	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)
Total Population (million)	5.1	5.3	2.3%	58.2	59.7	2.5%	8.3	8.5	2.0%	498.4	507.2	1.8%
- male (million)	2.5	2.6	2.2%	28.2	28.9	2.4%	4.0	4.1	2.3%	243.0	247.6	1.9%
- female (million)	2.6	2.7	2.4%	30.0	30.8	2.6%	4.3	4.3	1.8%	255.4	259.6	1.6%
Population Education level (% of tertiary education Level 5-6)	13.4	16.3	2.9 pp	13.6	16.3	2.7 pp	17.6	20.7	3.1 pp	23.5	28.5	5.0 pp
GDP per inhabitant (PPS, Index Number EU=100)*	124.0	121.8	-2.2 pp	104	102	-2.0 pp	124	129	5.0 pp	100	100	0.0 pp
Total Employment rate (15-64) (%)	67.4	66.1	-1.3 pp	58.7	55.6	-3.1 pp	71.4	72.3	0.9 pp	65.2	64	-1.2 pp
Male Employment rate (15-64) (%)	77.5	74.4	-3.1 pp	70.7	64.8	-5.9 pp	78.4	77.1	-1.3 pp	72.3	69.3	-3.0 pp
Female Employment rate (15-64) (%)	57.1	57.7	0.6 pp	46.6	46.5	-0.1 pp	64.4	67.6	3.2 pp	58.1	58.7	0.6 pp
Number of Employed (15-64) (million)	3.6	3.6	-0.9%	22.5	21.8	-3.4%	3.9	4.0	4.3%	216.9	211.4	-2.6%
Number of Male Employed (15-64) (million)	2.1	2.0	-3.8%	13.5	12.6	-6.9%	2.1	2.1	1.6%	120.0	114.1	-4.9%
Number of Female Employed (15-64) (million)	1.5	1.6	3.0%	9.0	9.2	1.9%	1.8	1.9	7.6%	96.9	97.3	0.4%
Total Unemployment rate (15 and over) (%)	3.4	6.6	3.2 pp	6.1	12.2	6.1 pp	4.4	4.9	0.5 pp	7.2	10.8	3.6 pp
Male Unemployment rate (15 and over) (%)	2.4	5.7	3.3 pp	4.9	11.5	6.6 pp	3.9	4.9	1.0 pp	6.6	10.8	4.2 pp
Female Unemployment rate (15 and over) (%)	4.8	7.8	3.0 pp	7.9	13.1	5.2 pp	5	4.9	-0.1 pp	7.9	10.9	3.0 pp
People at risk of poverty or social exclusion (%)**	na	na	Na	26.0	28.4	2.4 pp	16.7	18.8	2.1 pp	24.4	24.5	0.1 pp
NEET rate 15-24 (%)	7.7	13.0	5.4 pp	16.1	22.2	6.1 pp	7.4	7.3	-0.1 pp	10.9	13.0	2.1 pp
- male (%)**	na	na	Na	15.2	22.8	7.6 pp	7.0	7.2	0.2 pp	9.8	12.8	3.0 pp
- female (%)**	9.6	15.1	5.5 pp	17.2	21.4	4.2 pp	7.9	7.4	-0.5 pp	12.2	13.2	1.0 pp

Source: Eurostat (Regional Statistics)

* 2011 instead of 2013

Note: Cross Border figures have been calculated as following:

Sum of NUTS3 values for population (total and by gender);

Weighted average (by total population) of NUTS3 values for GDP per inhabitant;

Weighted average of NUTS2 values for the % of tertiary educated Level 5-6 on adult population, employment and unemployment rates , NEET rate (weighted by 15-24 population)

Note: Variations (Δ 2007-2013) are expressed in percentage variation between two years (%) when figures are expressed in values (as for total population), and in pp (percentage points) when they are referred to indicators already expressed in % (i.e. total employment rate).

Table A.2.2: A detailed overview of the tourism sector

	Cross-Border Area			Italy			Austria			EU		
	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)
The share of tourism in regional economy (measured in terms of GDP or added value)*	na	na	na	4.2	4.2	0.0 pp	4.7	5.0	0.3 pp	3.2	3.2	0.0 pp
Workers employed in the sector of tourism (%)**	6.6	7.0	0.4 pp	5.0	5.6	0.6 pp	6.2	5.9	- 0.3 pp	4.2	4.5	0.3 pp
Workers employed in the sector of tourisme (number) **	250,016	258,469	3.4%	1,179,431	1,243,241	5.4%	250,613	244,467	-2.5%	9,374,510	9,699,973	3.5%
Business Local Units in tourism (Incidence on the total local Units) (%)***	22.9	22.4	-0.5 pp	7.9	8.4	0.6 pp	15.4	14.6	-0.8 pp	8.5	8.4	-0.1 pp
Business Local Units in tourism (Number) ***	20,594	21,291	3.4%	350,143	323,804	-7.5%	54,938	54,811	-0.2%	1,896,297	1,889,562	-0.4%
Arrivals at tourist accommodation establishments (total) (million)	35.7	40.8	14.5%	96.2	103.9	8.0%	27.6	32.9	19.5%	751.3	876.9	16.7%
Total arrivals at tourist accommodation establishments per 1,000 inhabitants	4,350	4,852	11.5%	1,651.4	1,740.2	5.4%	3,328	3,897	17.1%	1,507	1,729	14.7%
Arrivals at tourist accommodation establishments (residents) (million)	12.0	12.7	5.6%	53.3	53.6	0.6%	9.5	11.2	18.1%	493.6	553.6	12.2%
Arrivals at tourist accommodation establishments (non-residents) (million)	23.7	28.2	18.9%	42.9	50.3	17.2%	18.1	21.8	20.3%	257.7	323.2	25.4%
Share of non-resident arrivals in tourist accommodations (%)	66.3	68.9	2.6 pp	44.6	48.4	3.8 pp	65.7	66.1	0.4 pp	34.3	36.9	2.6 pp
Nights spent at tourist accommodation establishments (total) (million)	160.3	165.5	3.2%	376.6	376.8	0.0%	100.7	110.7	10.0%	2,352.0	2,641.5	12.3%
Total nights spent by residents + non residents (total) per 1,000 inhabitants	19,548	19,658	0.6%	6,370	6,313	-0.9%	12,153	13,096	7.8%	4,707	5,208	10.6%
Nights spent at tourist accommodation establishments (residents) (million)	52.4	46.6	-11.2%	213.2	192	-9.9%	29.1	32.3	10.7%	1,344.2	1,449.9	7.9%
Nights spent at tourist accommodation establishments (non-residents) (million)	107.9	118.9	10.2%	163.5	184.8	13%	71.5	78.4	9.7%	1,007.8	1,192.1	18.3%
Share of non-residents nights spent in tourist accommodations (%)	67.3	71.9	4.6 pp	43.4	49.0	5.6 pp	71.0	70.9	-0.2 pp	42.8	45.1	2.3 pp
Total nights spent by residents + non residents (total) per km2****	2137	2522	18.0%	1250	1247	-0.2%	1,200	1,320	10%	517	580	12.2%
Number of bed-places in hotels and similar establishments (million)	1.1	1.1	3.3%	4.5	4.7	5.4%	0.9	1	3.4%	28.1	30.3	8.0%
Net occupancy rate of bed places*****	38.6	38.6	0.1 pp	40.9	40.5	-0.4 pp	28.3	28.3	0 pp	42	41.3	-0.7 pp
Number of establishments	42,568	43,945	3.2%	131,049	157,521	20.2%	20,730	20,334	-1.9%	424,661	561,988	32.3%
Source: Eurostat (Regional Statistics)												

* For IT and EU-28: Gross value added (at basic prices), % on the All NACE Activities of I- Accommodation and food service activities, and N79 - Travel agency, tour operator reservation services and related activities

** 2008 instead of 2007

*** 2008 instead of 2007, 2012 instead of 2013; For tourism we have considered I- Accommodation and food service activities, N79 - Travel agency, tour operator reservation service and related activities;

**** In 2007 Cross-Border values have been computed as weighted average of Austrian NUTS2 regions as values for Italian regions are missing

Note: Variations (Δ 2007-2013) are expressed in percentage variation between two years (%) when figures are expressed in values (as for total population), and in pp (percentage points) when they are referred to indicators already expressed in % (i.e. total employment rate).

Table A2.2B: A general overview of the culture sector

	Cross-Border Area			Italy			Austria			EU		
	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)	2007	2013	Δ 2007-2013 (% or pp)
The share of culture in regional economy (measured in terms of GDP or added value)*				2	2.1	0.1 pp	1.9	1.9	0 pp	2.6	2.6	0.0 pp
Workers employed in the sector of culture (%)**	1.2	1.6	0.4 pp	1.5	1.7	0.2 pp	2.3	2.2	-0.1 pp	2.3	2.3	0.0 pp
Number of workers employed in the sector of culture**	46,585	58,452	25.5%	357,553	381,001	6.6%	91,907	93,363	1.6%	5,038,695	5,029,484	0.2%
Business Local Units in culture (Incidence on the total local units) (%)***	2.3	2.4	0.1 pp	1.7	1.6	-0.1 pp	2.4	2.5	0.1 pp	2.0	2.0	-0.1 pp
Number of business Local Units in culture***	2,101	2,307	9.8%	76,672.0	61,845.0	-19.3%	8,600	9,239	7.4%	453,942	460,542	1.5%

Source: Eurostat (Regional Statistics)

* For IT and EU-28: Gross value added (at basic prices), % on the All NACE Activities of 59 — Motion picture, video and television programme production, sound recording and music publishing activities; 60 — Programming and broadcasting activities; 90 — Creative, arts and entertainment activities; 91 — Libraries, archives, museum and other cultural activities; 93 — Sports activities and amusement and recreation activities.

** 2008 instead of 2007

*** 2008 instead of 2007, 2012 instead of 2013 for culture; For culture we have considered J58 - Publishing activities; J59 - Motion picture, video and television programme production, sound recording and music publishing activities; J60 - Programming and broadcasting activities; G476 - Retail sale of cultural and recreation goods in specialised stores

Note: Cross Border figures have been calculated as following:

Weighted average of NUTS2 values for the % of workers employed in culture and tourism

Sum of NUTS2 values for arrivals at tourist accommodation establishments and nights spent (total, by residence, per 1,000 inhabitants and km2)

Unweighted average of NUTS2 values for the Net occupancy rate of bed places

Sum of NUTS3 values for Number of bed-places in hotels and similar establishments and number of establishments

Sum of Austrian NUTS2 regions for Number of Business Local Unit; Italian NUTS2 regional values are missing in 2007 while in 2012 the number of Business Local Units are 43,721 for tourism and 6302 for culture

Variations (Δ 2007-2013) are expressed in percentage variation between two years (%) when figures are expressed in values (as for total population), and in pp (percentage points) when they are referred to indicators already expressed in % (i.e. total employment rate).

Annex 3. Selection criteria

Table A.3.1. Programme selection criteria for all financed interventions

Selection Criteria	Definition	Weights	Responsibility
Geographical criteria	Funding is allocated to beneficiaries located in the programme area or whose activities produce effects in the programme area; involvement of beneficiaries located in the so-called "exception" areas	Yes/No	CTS
Co-funding	25% co-funding is one of the admissibility criteria. Italian beneficiaries can use the 25% co-financing provided by the national funding. However, this does not automatically apply to Austrian beneficiaries as no provision is made for national public contribution.	Yes/No	CTS
Formal evaluation criteria	Evaluation of the following aspects: the project is submitted using the modalities specified by the tender; the project is submitted in both Italian and German; the projects include the partnership contract signed by all the project partners	Yes/No	CTS
Mandatory programme criteria	Evaluation of compliance to the following criteria: a) the project is coherent with the programme strategy and contributes to its objectives b) the project includes beneficiaries in both sides of the programme area; c) at least two of the following criteria are respected: joint project design, joint project implementation, shared staff and joint financing d) the project duration respects the periods set by the tenders; e) the project funding respects the limits set by the tender; f) confirmation of the co-funding availability issued by the Regional coordination unit; g) costs of project activities are covered by the proposed budget; h) the body leading the project is qualified as a programme beneficiary; i) beneficiaries respect the regional, national and EU legislation j) beneficiaries have the economic capacity necessary for project implementation k) the projects are implemented in the enlarged programme area (including the "exception areas") or have effects on the enlarged programme area	Yes/No	CTS RCU
Quality of the project contents, budget and project financing	Specific contribution to the regional/provincial policies and strategies;	Yes - 2 Partially - 1 None -0	RCU
	Coherence between the starting situation and project objectives, activities and results	Yes - 4 Partially - 2 None -0	RCU
	Coherence between the planned activities, the distribution of costs among beneficiaries and results of work packages	Yes - 4 Partially - 2 None -0	RCU
	Feasible, visible and quantifiable results of the work packages;	Yes - 4 Partially - 2 None -0	RCU
	Realistic time scheduling the of work packages	Yes - 2 Partially - 1 None -0	RCU
	Coherence between activities and distribution of the overall beneficiaries' costs for each category of expenditure	Yes - 2 Partially - 1 None -0	RCU
	Coherence between the project Gantt and the annual distribution of the beneficiaries' overall funds	Yes - 2 Partially - 1 None -0	RCU
Additional resources	The additional resources of each project beneficiary amount to: a) 1%-15% of the beneficiary's cost b) > 15% up to 30% of the beneficiary's cost c) more than 30% of the beneficiary's cost	a- 1 b- 6 c -9 d -0	RCU

Selection Criteria	Definition	Weights	Responsibility
Quality of partnership and cooperation	d) none		
	Specific added value of adopting a cross-border approach rather than a regional/national one	Yes - 6 Partially - 4 None -0	RCU
	Relevance of the partners' activities to the project objectives	Yes - 2 Partially - 1 None -0	RCU
	Clear distribution of tasks and roles among the project partners	Yes - 2 Partially - 1 None -0	RCU
	Partners' experience and knowledge in the project field and in the roles they cover in the project	Yes - 4 Partially - 2 None -0	RCU
	Cooperation in more than two of the following areas (join project design, joint implementation, shared staff, joint financing): a) three fields b) four fields c) none	a- 4 b - 6 c- 0	CTS
	Cooperation among project partners coming from at least three different programme areas, of which: a) two beneficiaries and at least one associate partner b) three or more beneficiaries c) none	a- 1 b-2 c-0	CTS
Project value added	Trilateral cooperation: cooperation between partners from Italy, Austria and a neighbouring state of the programme area	Yes -1 No -0	CTS
	Contribution of the project to equal opportunities	Yes - 4 Partially - 2 None -0	CTS
	Contribution of the project to environmental sustainability	Yes - 4 Partially - 2 None -0	CTS
	Contribution of the project to economic sustainability	Yes - 4 Partially - 2 None -0	CTS
	Contribution of the project to social and cultural sustainability	Yes - 4 Partially - 2 None -0	CTS
	Guarantee of the long-term use of project results	Yes - 2 Partially - 1 None - 0	CTS
	Innovation level of the project	Yes - 4 Partially - 2 None -0	CTS
	Synergies with other projects implemented within the Interreg programme	Yes -1 No - 0	CTS
Coherence between costs and project relevance to the Interreg programme	Synergies with other measures/projects of other EU programmes	Yes -1 No - 0	CTS
	Coherence between the project costs and the project contribution to the objectives of the Interreg programme	Yes No	Steering Committee

Source: Operational Programme 2007-2013 Interreg IV Italy-Austria

Annex 4 Indicators used to monitor the programme outputs and results

Table A.4.1. Programme indicators

Type	Indicators used	Target
Programme indicators	% of projects that develop common policies and strategies;	50-60%
	% of projects that develop common tools;	20-30%
	% of projects that develop pilot actions;	10-20%
	% of projects that develop studies and analyses;	10-20%
	% of projects that promote sustainable development;	50%
	% of projects with countries outside the programme area;	10%
	% of projects that diffuse innovation;	20%
	% of projects that promote equal opportunities	10%
	Number of jobs created, of which: - for women - fixed term	> 100 50% 70%
	Number of jobs maintained, of which: - for women	> 200 50
	Number of people finding jobs thanks to the project interventions, of which: - for women	> 50 50%
	Number of beneficiaries whose qualification has improved thanks to the project interventions, of which: - for women	> 100 50%
Output indicators	number of projects aiming at increasing the competitiveness and internationalisation of enterprises;	> 60; changed value: 13
	number of projects that facilitate the access of enterprises to ICT and favour know-how and technological exchanges;	> 40; changed value 20
	number of projects strengthening the tourist supply and services;	40
	number of projects in research, innovation, and cooperation between enterprises and research centres;	10
	number of projects for the promotion of green technologies;	20
	number of training and qualification projects;	50; changed value: 20
	number of projects aimed at creating a cross-border labour market and harmonising cross-border training systems	40; changed value: 12
	number of projects ensuring planning and management of protected areas, landscape and biodiversity;	20
	number of projects for the prevention and management of natural risks and civil protection;	10
	number of projects for environmental mitigation;	10
	number of projects developing renewable energy;	5
	number of projects for the management of water resources and waste management;	5
	number of projects for the creation of stable cross-border cooperation organisations, networks and partnerships;	20
	number of projects for the planning of territory and urban systems;	15
	number of projects for the development of rural areas;	5
	number of projects for improvement of accessibility to transport services, ICT and other services;	5
	number of projects creating research centres in health, culture and heritage	10
	number of projects that involve women's enterprises	20; changed value: 4
Common indicators	number of projects that respect 2, 3 or all 4 cooperation criteria mentioned above;	10-20%
Result indicators	<u>For priority 1:</u> % of enterprises with stable cooperation agreements of the overall financed enterprises, of which: - women's enterprises	15% > 2%
	Investments made, of which: - % of investments in R&S of overall investments	>2 million Euro > 20%
	<u>For priority 2:</u> % of the overall programme area subject to projects aiming at the prevention of natural hazards, technological risks and favouring civil protection	10%

Type	Indicators used	Target
	Systems for reducing pollution	5
	Research centres in the field of health, culture and cultural heritage	3
Additional indicators used by the evaluations of the programme	number of projects that enhance cross-border commerce; number of projects that promote the joint use of infrastructures; number of projects that develop cooperation in the public services field; number of projects that promote environment protection and management number of jobs created for the project design and implementation; number of jobs created for activities indirectly related to the project; persons employed on the other side of the border as a result of the project	n.d.

Source: Interreg IV Italy-Austria 2007-2013 operational guide, AIRs and monitoring system

Annex 5 Supporting context data

Table A.5.1. Population on 1 January by broad age group, sex and NUTS 3 region

TIME	2007			2013		
GEO/AGE	Total	Males	Females	Total	Males	Females
ITH1 - Provincia Autonoma di Bolzano/Bozen	484,280	238,995	245,285	509,626	250,924	258,702
ITH33 - Belluno	210,920	101,249	109,671	209,364	100,993	108,371
ITH42 - Udine	529,442	256,458	272,984	536,622	259,253	277,369
AT332 - Innsbruck	278,503	134,694	143,809	290,412	140,998	149,414
AT333 - Osttirol	50,468	24,816	25,652	49,071	24,181	24,890
AT334 - Tiroler Oberland	99,644	49,466	50,178	101,074	50,126	50,948
AT335 - Tiroler Unterland	236,860	116,055	120,805	243,684	119,712	123,972
AT322 - Pinzgau-Pongau	162,962	79,799	83,163	163,125	79,947	83,178
AT211 - Klagenfurt-Villach	273,328	130,408	142,920	277,846	133,115	144,731
AT212 - Oberkärnten	129,931	63,732	66,199	126,187	61,948	64,239
ITH34 - Treviso	851,500	419,402	432,098	881,245	431,455	449,790
ITH32 - Vicenza	838,923	413,682	425,241	865,421	425,239	440,182
ITH43 - Gorizia	139,634	67,749	71,885	140,650	68,284	72,366
ITH41 - Pordenone	301,660	147,590	154,070	312,911	153,003	159,908
AT331 - Außerschnitz	31,778	15,705	16,073	31,647	15,654	15,993
AT321 - Lungau	21,056	10,416	10,640	20,668	10,219	10,449
AT323 - Salzburg und Umgebung	342,030	164,894	177,136	348,105	168,052	180,053
AT213 - Unterkärnten	156,134	76,727	79,407	151,440	74,538	76,902

Source: Eurostat, Regional Demographic Statistics [demo_r_pjanagr3]

Table A.5.2. Gross domestic product (GDP) at current market prices by NUTS 3 regions (Purchasing Power Standard per inhabitant in percentage of the EU average)

GEO/TIME	2007	2011
ITH1 - Provincia Autonoma di Bolzano/Bozen	143	147
ITH33 - Belluno	115	119
ITH42 - Udine	121	108
AT332 - Innsbruck	138	139
AT333 - Osttirol	88	96
AT334 - Tiroler Oberland	123	134
AT335 - Tiroler Unterland	129	132
AT322 - Pinzgau-Pongau	119	125
AT211 - Klagenfurt-Villach	123	129
AT212 - Oberkärnten	86	90
ITH32 - Vicenza	125	122
ITH34 - Treviso	126	114
ITH41 - Pordenone	122	118
ITH43 - Gorizia	106	109
AT331 - Außerschnitz	142	145
AT221 - Graz	145	145
AT223 - Östliche Obersteiermark	111	110
AT213 - Unterkärnten	90	93

Source: Eurostat, Regional Economic Accounts [nama_r_e3gdp]

Table A.5.3. Employment rates by sex, age and NUTS 2 regions (%)

TIME	2007			2013		
GEO/SEX	Total	Males	Females	Total	Males	Females
ITH1 - Provincia Autonoma di Bolzano/Bozen	69.8	79.5	59.8	71.5	78.4	64.5
ITH3 - Veneto	65.8	77.2	54.0	63.3	73.0	53.4
ITH4 - Friuli-Venezia Giulia	65.5	75.2	55.7	63.0	70.7	55.2
AT32 - Salzburg	74.4	81.2	67.7	75.8	81.2	70.6
AT33 - Tirol	73.3	80.3	66.5	75.2	81.1	69.4
AT21 - Kärnten	68.6	75.8	61.5	69.9	74.5	65.3

Source: Eurostat, Regional Labour Market Statistics [lfst_r_lfe2emprt]

Table A.5.4 Unemployment rate by sex and NUTS 2 regions

TIME	2007			2013		
GEO/SEX	Total	Males	Females	Total	Males	Females
ITH1 - Provincia Autonoma di Bolzano/Bozen	2.6	2.1	3.4	4.5	4.0	5.1
ITH3 - Veneto	3.4	2.1	5.3	7.7	6.3	9.6
ITH4 - Friuli-Venezia Giulia	3.5	2.5	4.8	7.9	6.7	9.3
AT21 - Kärnten	4.3	3.6	5.2	5.5	5.4	5.7
AT32 - Salzburg	3.6	3.4	3.7	3.2	3.6	2.9
AT33 - Tirol	3.1	2.5	3.8	3.2	2.9	3.4

Source: Eurostat, Regional Labour Market Statistics [lfst_r_lfu3rt]

Table A.5.5 Number of Employed in tourism (1000)

GEO/TIME	Absolute Value		Incidence (%)	
	2008	2013	2008	2013
AT21 - Kärnten	20.1	19.9	7.7	7.7
AT32 - Salzburg	25.7	23.4	9.5	8.5
AT33 - Tirol	38.1	33.0	10.7	8.9
ITH1 - Provincia Autonoma di Bolzano/Bozen	25.3	29.2	10.8	12.1
ITH3 - Veneto	117.8	125.1	5.5	6.0
ITH4 - Friuli-Venezia Giulia	23.1	27.8	4.4	5.6

Source: ad-hoc elaboration on EU-Labour Force Survey micro data

Table A.5.6 Number of Employed in culture - (1000)

GEO/TIME	Absolute Value		Incidence (%)	
	2008	2013	2008	2013
AT21 - Kärnten	3.7	4.5	1.4	1.8
AT32 - Salzburg	5.8	6.2	2.1	2.3
AT33 - Tirol	7.4	8.3	2.1	2.2
ITH1 - Provincia Autonoma di Bolzano/Bozen	3.2	5.3	1.4	2.2
ITH3 - Veneto	21.5	27.3	1.0	1.3
ITH4 - Friuli-Venezia Giulia	4.9	6.8	0.9	1.4

Source: ad-hoc elaboration on EU-Labour Force Survey micro data

Table A.5.7 Number of Business Local Units data by NUTS 2 regions - Tourism

GEO/TIME	Absolute Values	
	2008	2012
ITH1 - Provincia Autonoma di Bolzano/Bozen	na	8,593
ITH3 - Veneto	na	27,845
ITH4 - Friuli-Venezia Giulia	na	7,283
AT21 - Kärnten	5,129	4,873
AT32 - Salzburg	5,807	5,999
AT33 - Tyrol	9,658	10,419

Source: Eurostat, Regional Structural Business Statistics [sbs_r_nuts06_r2]

Table A.5.8 Number of Business Local Units data by NUTS 2 regions - Culture

GEO/TIME	Absolute Values	
	2008	2012
ITH1 - Provincia Autonoma di Bolzano/Bozen	na	456
ITH3 - Veneto	na	4,521
ITH4 - Friuli-Venezia Giulia	na	1,325
AT21 - Kärnten	448	490
AT32 - Salzburg	699	760
AT33 - Tirol	954	1,057

Source: Eurostat, Regional Structural Business Statistics [sbs_r_nuts06_r2]

Table A.5.9 Arrivals at tourist accommodation establishments by NUTS 2 regions

TIME	2007			2013		
GEO	Arrivals of residents	Arrivals of non-residents	Arrivals, total	Arrivals of residents	Arrivals of non-residents	Arrivals, total
ITH1 - Provincia Autonoma di Bolzano/Bozen	2,054,125	3,226,798	5,280,923	2,109,492	3,931,187	6,040,679
ITH3 - Veneto	5,424,989	8,728,228	14,153,217	5,513,741	10,471,016	15,984,757
ITH4 - Friuli-Venezia Giulia	1,126,493	792,526	1,919,019	1,033,256	1,027,529	2,060,785
AT21 - Kärnten	1,016,582	1,325,973	2,342,555	1,131,081	1,397,290	2,528,371
AT32 - Salzburg	1,416,877	3,356,188	4,773,065	1,713,359	3,958,803	5,672,162
AT33 - Tirol	968,667	6,242,455	7,211,122	1,182,563	7,369,827	8,552,390

Source: Eurostat, Regional Tourism Statistics [tour_occ_arn2]

Table A.5.10 Nights spent at tourist accommodation establishments by NUTS 2 regions

TIME	2007			2013		
GEO	Total nights spent by residents	Total nights spent by non-residents	Nights total spent	Total nights spent by residents	Total nights spent by non-residents	Nights total spent
ITH1-Provincia Autonoma di Bolzano/Bozen	10,112,396	17,180,912	27,293,308	9,343,788	19,673,258	29,017,046
ITH3 - Veneto	25,414,692	36,114,881	61,529,573	20,658,970	40,877,288	61,536,258
ITH4 - Friuli-Venezia Giulia	5,161,334	3,572,687	8,734,021	3,700,614	4,141,763	7,842,377
AT21 - Kärnten	4,068,276	6,731,038	10,799,314	4,199,071	6,622,462	10,821,533
AT32 - Salzburg	4,737,133	14,568,115	19,305,248	5,296,685	15,842,461	21,139,146
AT33 - Tirol	2,953,029	29,706,560	32,659,589	3,371,006	31,731,102	35,102,108

Source: Eurostat, Regional Tourism Statistics [tour_occ_arn2]

Table A.5.11. Net occupancy rate of bed-places and bedrooms in hotels and similar by NUTS 2 regions

GEO	2012	2013
ITH1 - Provincia Autonoma di Bolzano/Bozen	61.0	61.1
ITH3 - Veneto	50.2	50.6
ITH4 - Friuli-Venezia Giulia	32.2	31.9
AT21 - Kärnten	17.5	17.2
AT32 - Salzburg	31.6	31.7
AT33 - Tirol	38.9	39.2

Source: Eurostat, Regional Tourism Statistics

Annex 6 List of persons interviewed

Contact person	Institution	Role in the programme	Contact
Helga Mahlknecht	Managing Authority	Interreg programme coordinator	Helga.Mahlknecht@provinz.bz.it
Adriana De Lotto	Dolomiti Live Interreg Council	Beneficiary	Adriana de Lotto gal@dolomites.com 0435-409903
Iolanda Da Deppo	Gal Alto Bellunese	Beneficiary	04359882
Franca Merluzzi	Regione Friuli Venezia Giulia	Beneficiary	0432824137
Daniela De Prato	Comunità Montana della Carnia	Beneficiary	daniela.deprato@cmcarnia.regione.fvg.it; 0433487711
Sandra Careccia	Gal Regio L-Tirol	Beneficiary	0043544267804
Susanna Buiatti	Friuli Venezia Giulia Autonomous Region	Regional coordination unit of the programme	interreg_italia-austria@regione.fvg.it wania.moschetta@regione.fvg.it
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Thomas Schicho	Amt der Kärntner Landesregierung, Carinzia 2	Regional coordination unit of the programme	Christian.Kropfitsch@ktn.gv.at Thomas.Schicho@ktn.gv.at
Mag. Gudrun Schick	Amt der Salzburger Landesregierung, Salisburgo	Regional programme coordination unit	interreg@salzburg.gv.at
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Ludwig Fabi	Interreg Council Terra Raetica	Beneficiary	bezirksservice.vinschgau@gwr.it
Helmut Gassebner	Interreg Council Wipptal	Beneficiary	helmut.gassebner@tirol.gv.at
Klaus Friessnig	KWF Kärntner Wirtschaftsförderungsfonds	Regional Coordination Unit	friessnig@kwf.at
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