

Topics Pillar 4 SUSTAINABLE TOURISM	Regional Priorities <i>(chosen among those listed into the document approved by the Conference of the Regions last 12 June 2014)</i>	Identified priorities <i>(on the basis of the topics and indicative actions included in the Action Plan (pillar 4), Regions should take stock of those which are deemed a priority for their territory)</i>	Suggested specific criteria <i>(for each of the priorities proposed, Regions suggest the specific criteria to be used to identify best actions/projects)</i>	Source of possible financing and relevant responsible authorities <i>(with the aim of mapping the source of possible financing for supporting the implementation of proposed actions/projects under the Strategy, Regions to explore available funding resources and relevant responsible authorities e.g. managing authorities or NIPACs).</i>	Inventory of databases available <i>(Regions to establish an inventory of databases available in their country - relevant for each of the identified priorities of the pillar -, including their quality, to be used for setting up baseline situations)</i>
1 Diversified tourism offer <i>(products and service)</i>	Valorizzazione a fini turistici di cluster di prodotto maggiormente rappresentativi dell'area	Action - "Initiative to improve quality for sustainable tourism offer"	Public/private cooperation to enhance the quality of tourism offer.	POR FESR	Molise Region acts ad Lead partner for the Adristorical lands project, IPA Adriatic CBC Programme: partner into the project Intouract, South East Europe Programme and active member of the transnational network "Cammini di Europa", Accordo di Programma "Arte e Natura"
	Definizione di programmi di promo commercializzazione del prodotto turistico adriatico - ionico, integrando i servizi territoriali e realizzando azioni strategiche di match making su area target	Action - "Improving accessibility for Adriatic - Ionian tourism products and services"	understanding of actual needs of both residents and potential visitors of the target area; creating a "critical mass" of the target destination and of its tourism services	POR FESR	Molise Region acts as partner for the Agronet project, IPA Adriatic CBC Programme, partner for the Agrostart project, South East Programme and partner of the project Medpaths, IPA Adriatic Programme CBC.
2 Sustainable and responsible tourism management <i>(innovation and quality)</i>	Formazione continua, educazione e sensibilizzazione di operatori del settore (capacity building/awareness raising) per l'adeguamento e la standardizzazione delle competenze manageriali e operative per lo svolgimento delle funzioni di marketing, promozione turistica, accoglienza ed ospitalità	Action - "Training in vocational and entrepreneurial skills in tourism"	Exchange of business cooperation opportunities; Training for tourism entrepreneurship for developing key skills in managing tourism business	POR FSE; POR FESR	Molise region acts as partner for the project Qualitour, LLB TOI Programme
	sostegno ed accompagnamento a processi di aggregazione e integrazione di imprese, anche in forme avanzate di partnership pubblico- privato, per la realizzazione di progetti di sviluppo turistico pluriennali per aree di destinazione, tipologia di prodotto o di aree di attrazione di rilevanza strategica	Action - "Facilitating access to finance for new innovative tourism start ups" Action "Adriatic- Ionian action for more sustainable and responsible tourism"	New business opportunities;	POR FSE; POR FESR	Molise Region is partner of the and support all the initiatives in the tourism field implemented by the three Local Action Groups as the last Borghi Autentici d'Italia-BAI