



# Project Dante

## Questionnaire Results

October 2024

formules

# Summary

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# Premise

## Premise

### Methodology

The following characteristics are assumed for the administration of the questionnaire in order to identify the main stakeholders of the Dante Project and their preferences with regard to cultural tourism.



**Duration:** 1 day in-person administration, 25 days online administration



**Target:** 9 stakeholder categories



**Structure:** 30/31 questions, based on each stakeholder category



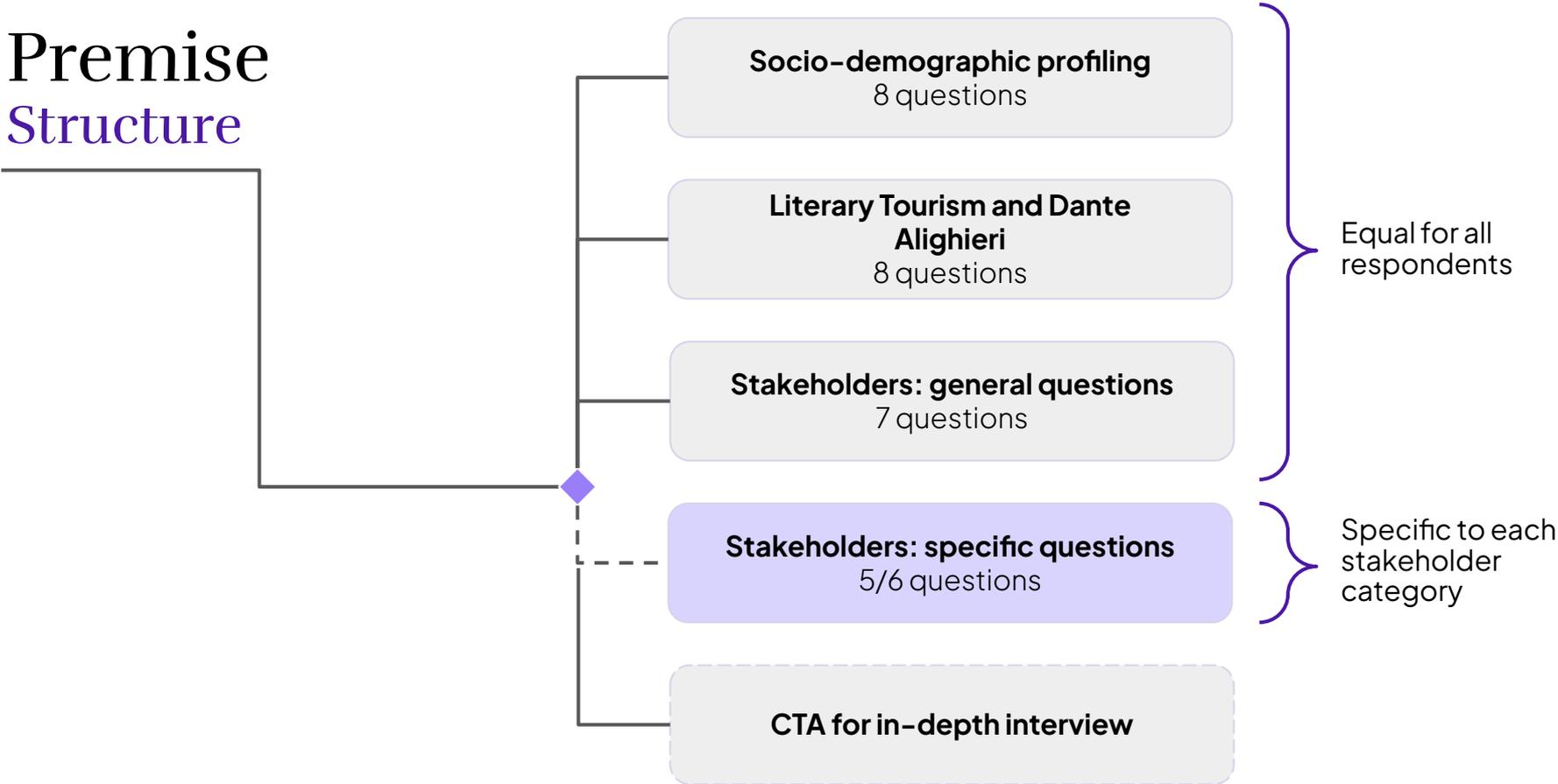
**Privacy:** anonymous survey with socio-demographic profiling section



**Language:** available in English, Slovenian, and Italian

1. *Poets, writers, translators, editors*
2. *Librarians, antique librarians*
3. *Cultural events organizers*
4. *Managers of cultural institutions*
5. *Local, regional government administrators*
6. *Tourism sector (hoteliers, restaurateurs, shop owners in the area)*
7. *Tour guides, tour operators*
8. *Journalists, social media managers*
9. *University professors, researchers, scholars*

# Premise Structure



# Results

# Results

## Completed questionnaires

The survey recorded a total of **492 openings**, with **316 respondents** participating.

Among these, **only 257 respondents were considered for the analysis**, as they completed **more than 70%** of the survey. This selection criterion ensures that the data reflects a **more accurate** perspective on the respondents' views, especially in answers specifically crafted for each stakeholder category and that explore in-depth expectations and opinions of respondents.

# Socio-demographic profiling

# Results

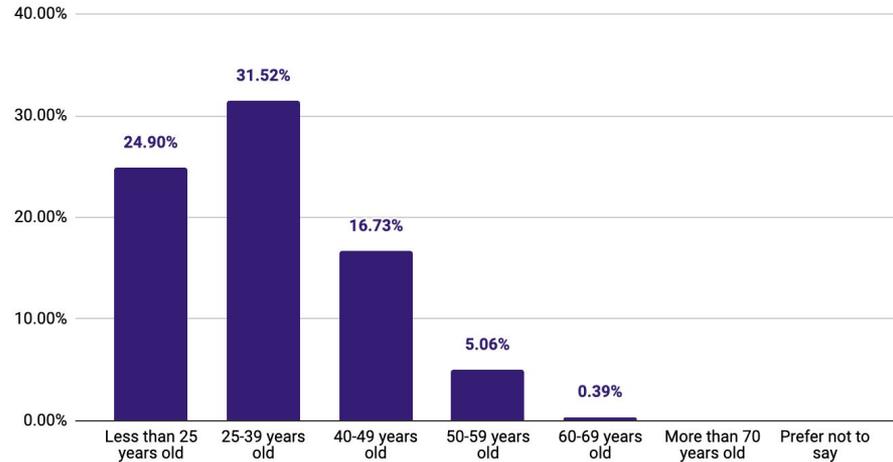
## Socio-demographic profiling

The **gender distribution** of the respondents is **fairly balanced**, with 45.7% identifying as male and 54.3% as female.

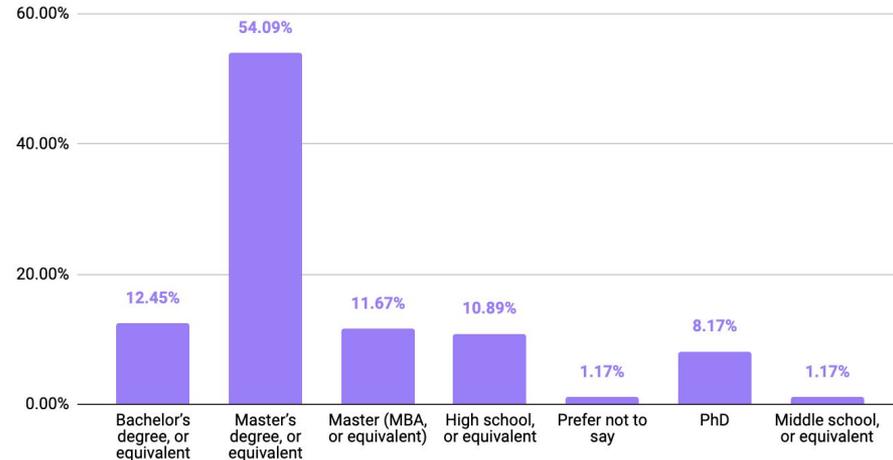
The **largest age group** represented is those aged **25–39**, making up **31.5% of the sample**, followed by the under 25 age group at 24.9%, and the 40–49 age group at 16.73%.

In terms of education, the majority of respondents (**54.1%**) holds a **Master's degree or equivalent**, significantly outnumbering those with other educational qualifications.

### Age distribution



### Level of education



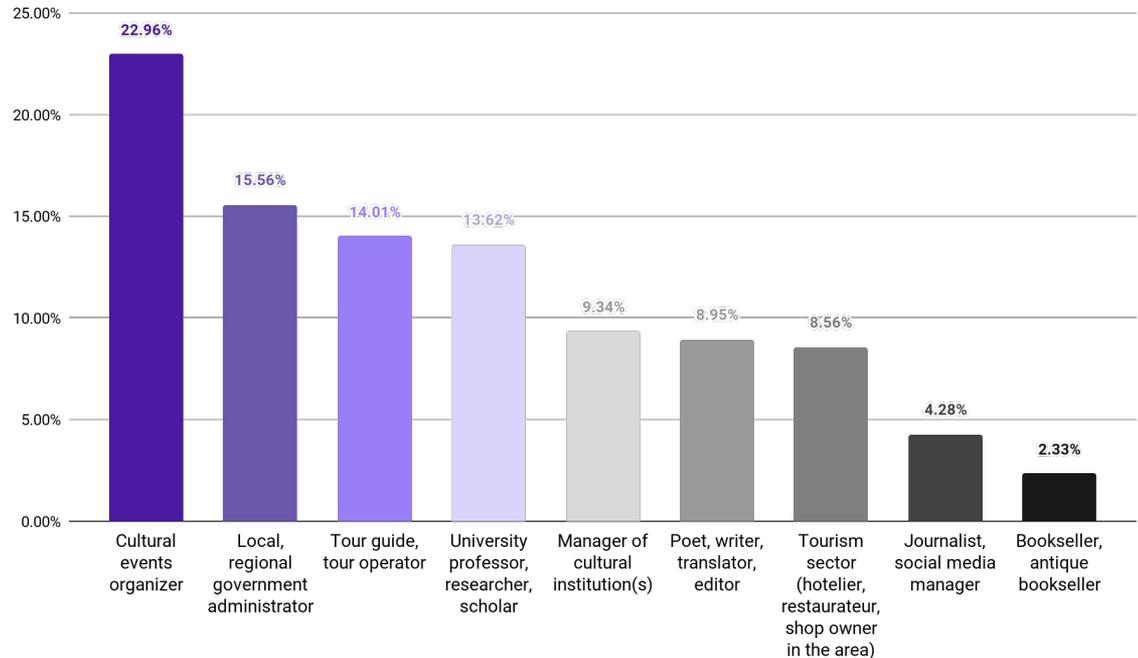
# Results

## Occupation

**Cultural Events Organizers (22.96%)** are the **largest stakeholder group**, followed by Government Administrators (15.56%), Tour Guides and Operators (14.01%), University Professors and Researchers (13.62%).

Regarding experience, **the majority have been in their roles for over 10 years (61.87%)**, while a minority has 5–10 years (16.73%) or less than 5 years (18.68%) of experience.

Distribution of respondents among stakeholder categories



# Results

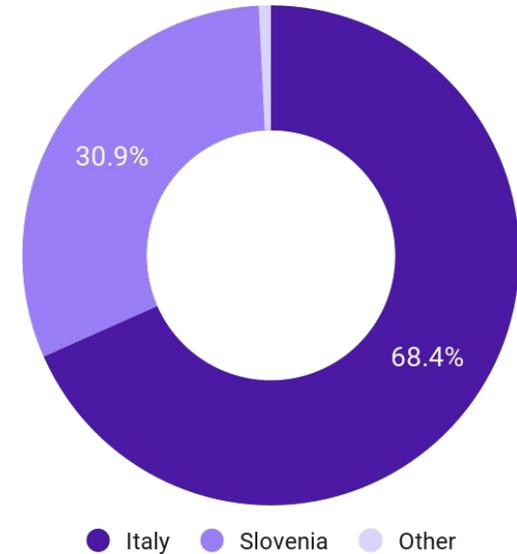
## Provenance

**Almost 70%** (68.4%) of respondents are from **Italy** (of which, 19% from Veneto, 79% from Friuli-Venezia Giulia, and 2% from other regions in Italy) with **30.9%** coming from **Slovenia**, and a small minority from other countries.

Most respondents **reside** in **Trieste (14.06%)**, **Tolmin (9.38%)**, and **Udine (8.59%)**, followed by Kobarid (5.86%) and Pordenone (3.91%).

**Trieste (13.62%)**, **Udine (9.73%)**, and **Tolmin (8.95%)** are also the primary cities where respondents **work**. Additionally, **8.17%** of respondents works **across multiple locations** in **Friuli-Venezia Giulia, Slovenia, or both regions**.

Country of origin



# Literary tourism and Dante Alighieri

# Results

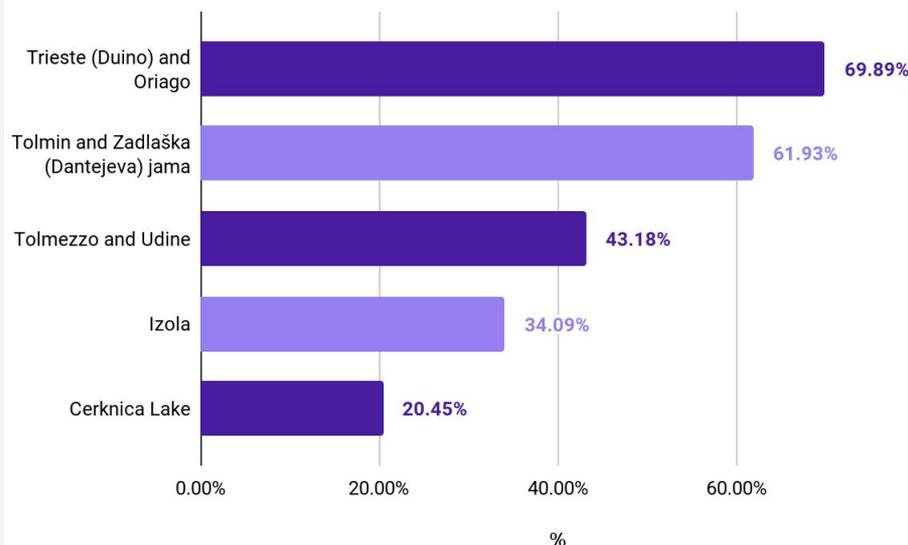
## Literary tourism and Dante Alighieri

The majority of respondents consider **literary tourism** to be **Very important (45.9%)** or **Important (28%)**. Moreover, almost **70%** of respondents were **aware that Dante Alighieri visited the regions** of Friuli-Venezia Giulia, Veneto, and Primorska.

Among the sites linked to Dante:

- **Duino** and **Oriago** are considered the **most interesting** to visit in **69.89%** of cases;
- **Tolmin** and **Zadlaška (Dantejeva) Jama** follow at **61.93%**;
- **Tolmezzo** and **Udine** attract **43.18%** of the interest.
- **Izola (34.09%)** and **Cerknica Lake (20.45%)** generate **less interest**.

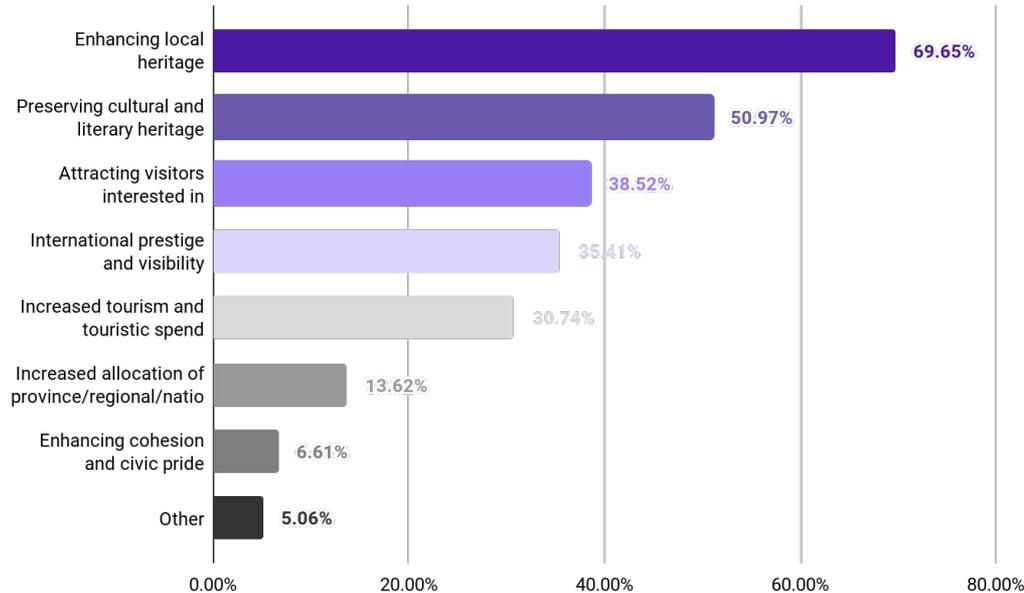
Most interesting places to visit



# Results

## Literary tourism and Dante Alighieri

Potential benefits of a Dante Alighieri literary trail



Most respondents believe that establishing a Dante Alighieri literary trail could yield several **benefits**, including

- **enhancing local heritage** (69.65%)
- **preserving cultural and literary traditions** (50.97%)
- **attracting visitors interested in educational tourism** (38.52%)
- **increasing international prestige and visibility** (35.41%)
- **boosting tourism-related spending** (30.74%).

Nearly **all** participants support implementing **permanent or long-term changes** in their village, city, or region to facilitate the development and sustainability of literary tourism.

However, **32.68%** would endorse such changes **only if they do not increase CO2 emissions**. Additionally, **22.18%** would agree to changes **only if they do not interfere with the existing architecture**.



# General questions for Stakeholders

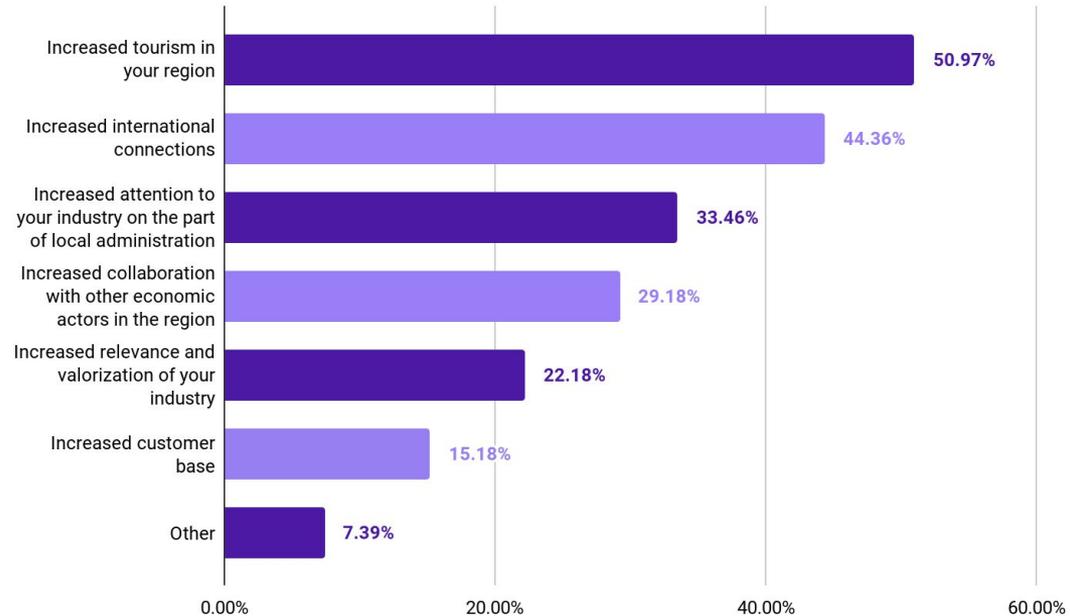
# Results

## Literature Tourism and Occupation

Literature and literary tourism hold **significant importance** for **professionals**, as a majority of respondents (74.32%) consider them either important (46.69%) or very important (27.63%).

The most cited **advantage** is **increased tourism in the region** (50.97%). This is followed by **increased international connections** (44.36%) and **greater attention to the industry from local administration** (33.46%).

Advantages of literary tourism in professional contexts

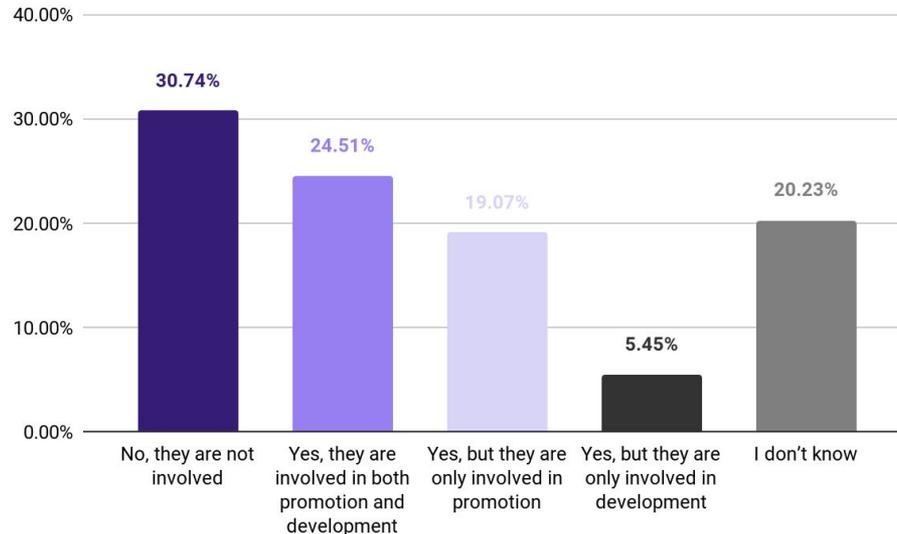


# Results

## Decision-making

The responses show **mixed views on decision-makers' involvement in literary tourism**, with 30.74% of respondents seeing no involvement, while 24.51% believe they engage in both promotion and development. Some think they focus only on promotion (19.07%) or development (5.45%), and 20.23% are unsure.

Decision-makers' involvement  
in literary tourism



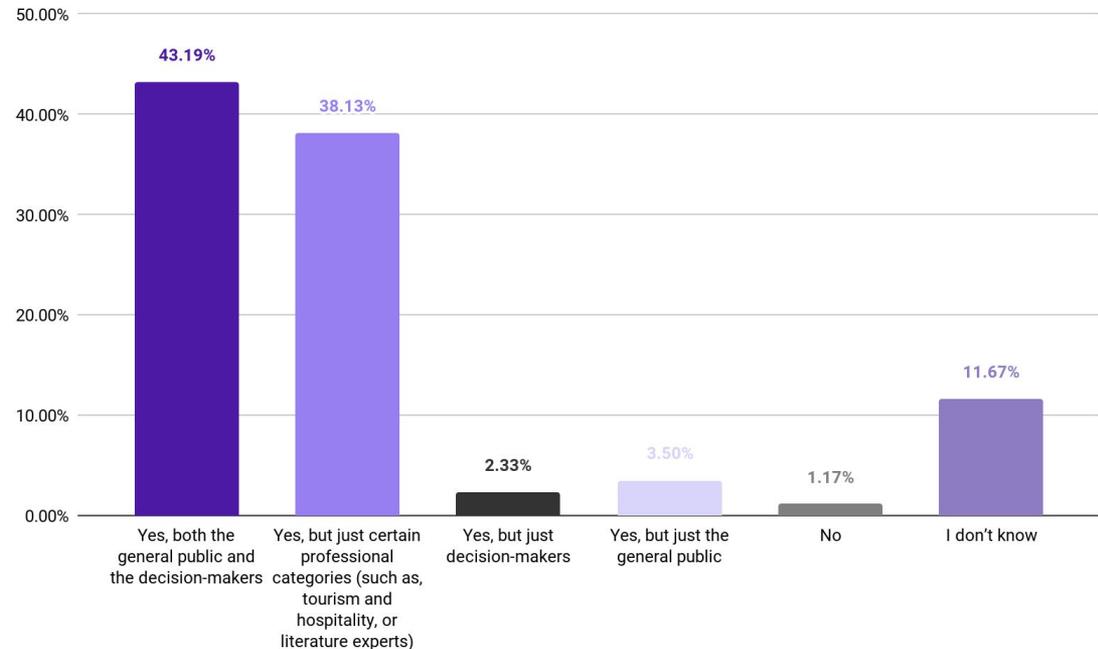
# Results

## Decision-making

Regarding support for literary tourism, **43.19%** believe **both** the public and decision-makers would be **in favor**, while **38.13%** think **only certain professional categories**, like those in tourism or literature, would support it.

A smaller portion believes only the general public or just decision-makers would back it, or are uncertain. **Only 1.17% of respondents do not think there would be support.**

Support for literary tourism



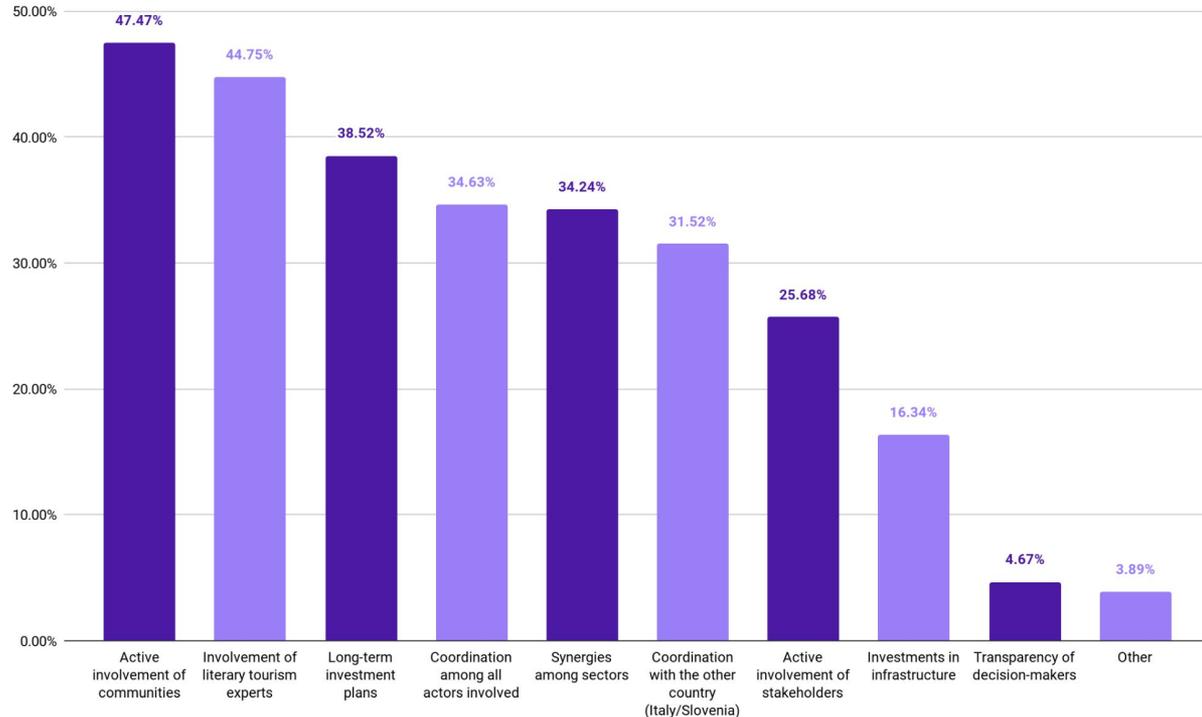
# Results

## Factors for strategy development

The **active involvement of communities** (47.47%) and **literary tourism experts** (44.75%) are seen as the **most important factors** for the successful implementation of long-term literary tourism strategies.

**Long-term investment plans** (38.52%) and **coordination among actors** (34.63%) are also critical for sustained impact.

Additionally, **synergies between sectors** (34.24%) and **cross-border coordination** (31.52%) are valued.



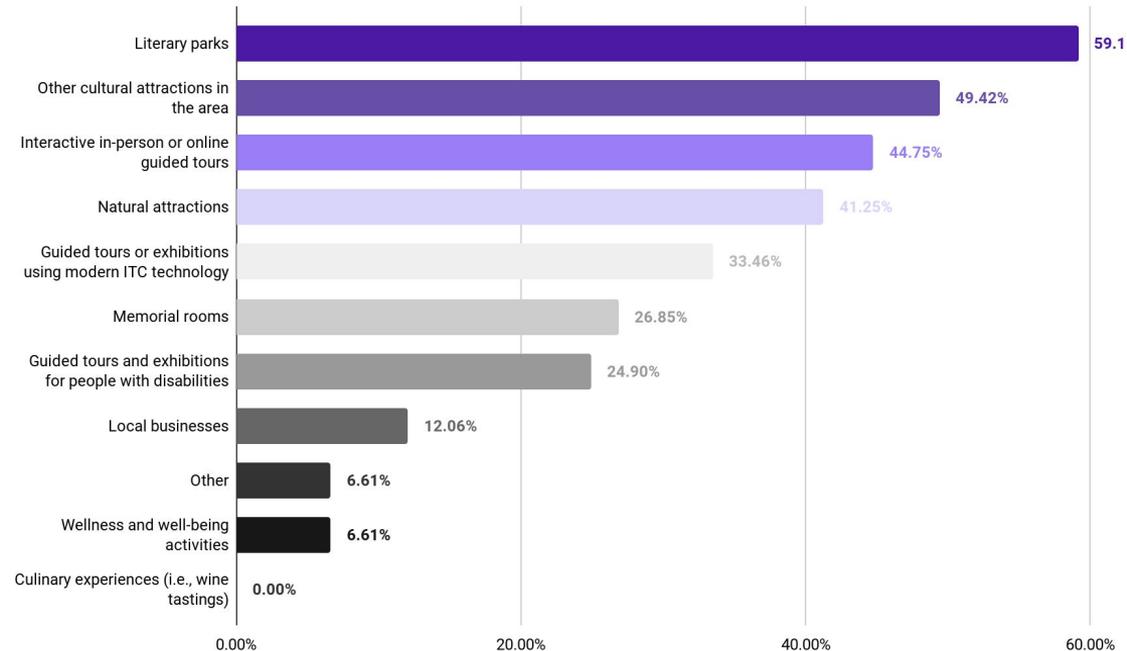
# Results

## Attractions and Activities proposals

As for the activities that should be included in the literary trail, **literary parks** (59.14%) are the **top preference**, followed by **other cultural attractions** (49.42%) and **interactive guided tours** (44.75%).

**Natural attractions** (41.25%) are also important, as well as **tours and exhibitions using modern ITC technology** (33.46%). **Memorial rooms** (26.85%) and **accessibility-focused tours** (24.90%) are valued too.

Local businesses (12.06%) and wellness activities (6.61%) are less of a priority, while culinary experiences scored 0%.

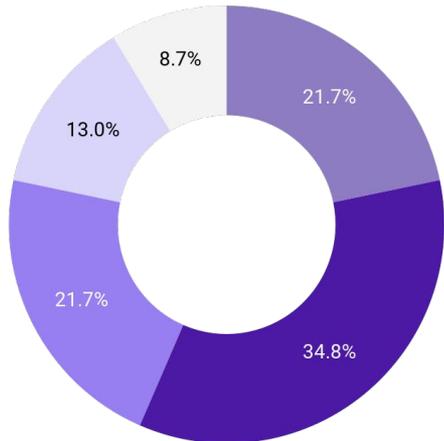


I. Poets, writers,  
translators, editors

# Results

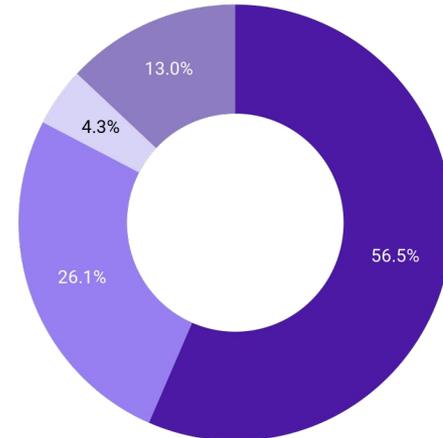
## 1. Poets, writers, translators, editors

Respondents are **split on the significance of Dante's work** within their professions: **56.5%** finds his **influence limited**; however, **21.74%** still consider his work **Important**, and **13.04%** find it **Very important**.



● Not important ● Not very important ● Important ● Very important ● I don't know

**86.5%** of respondents think that **Dante's connection to the local area could be of potential interest for readers**. Only **4.35%** find it **Not very interesting**, while **13.04%** are **uncertain**.



● Rather interesting ● Very interesting ● Not very interesting ● I don't know

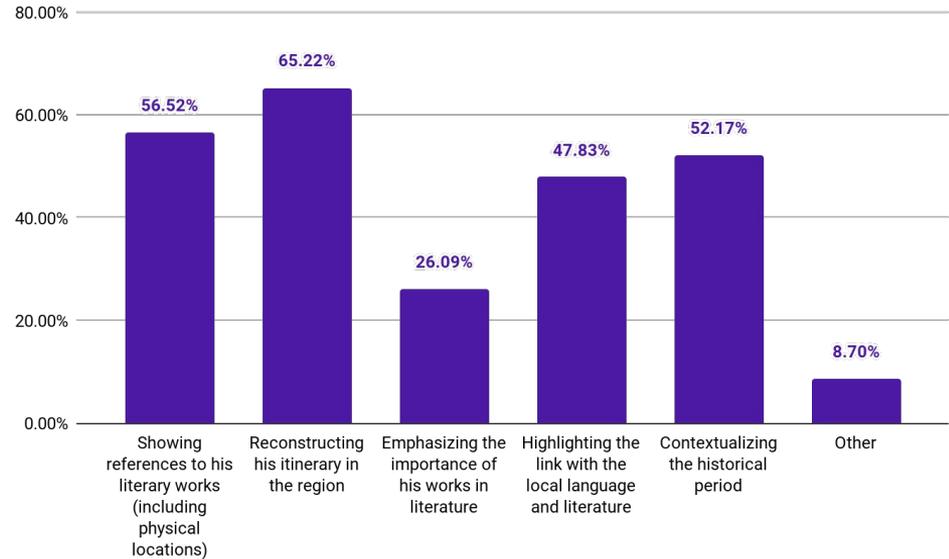
# Results

## I. Poets, writers, translators, editors

Among **topic suggestions** for the literary trail, the most popular one are the **reconstruction of his itinerary in the region** (65.22%) and **highlighting references to his literary works through physical locations** (56.52%).

**Contextualizing local places in Dante's historical period** (52.17%), **linking Dante with local language and literature** (47.83%) are also popular.

There's also some openness to alternative ideas, including focusing on Dante's messages about wellbeing and potentially reconstructing elements of his work through, like the Commedia's hell, through interactive features.



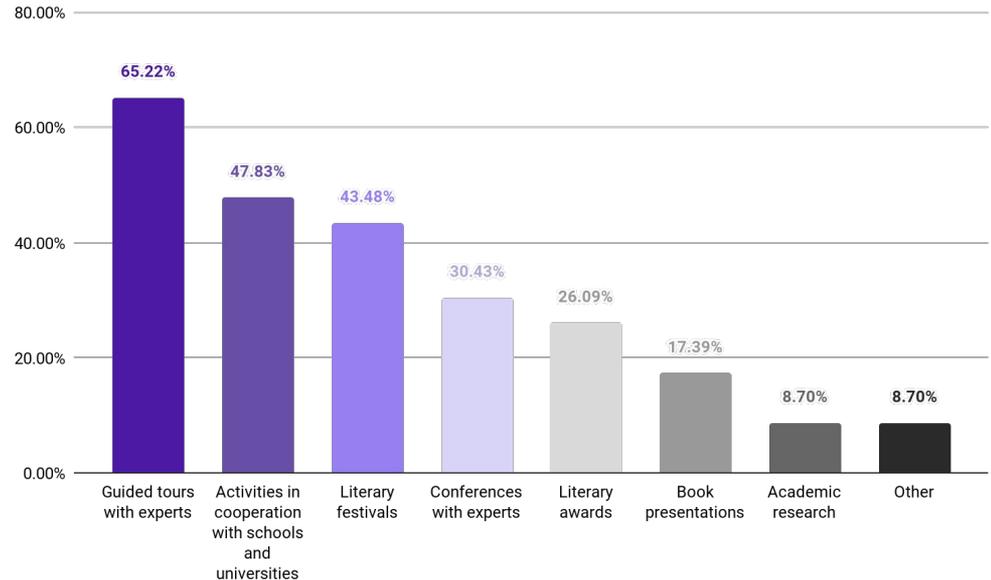
# Results

## 1. Poets, writers, translators, editors

As for the initiatives to include in the trail, the respondents prioritize **interactive** and **educational activities**, with **65.22%** favoring **guided tours with experts** and **47.83%** suggesting **collaboration with schools and universities**.

**Literary festivals (43.48%)** and **conferences with experts (30.43%)** are also seen as promising, while book presentations (17.39%) and academic research (8.70%), are less emphasized.

Unique suggestions included **creative workshops** and **theatrical productions**.



## 2. Booksellers, antique booksellers

# Results

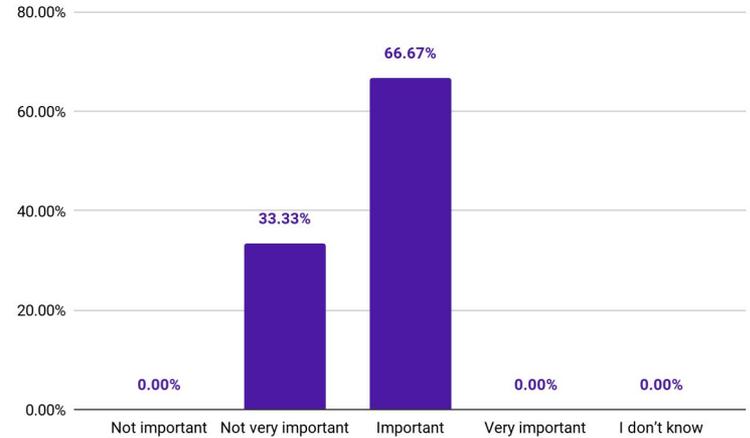
## 2. Booksellers, antique booksellers

The responses indicate that **Dante is perceived as an important figure among booksellers**: **66.67%** of respondents consider him **Important**, while **33.33%** view him as **Not very important**.

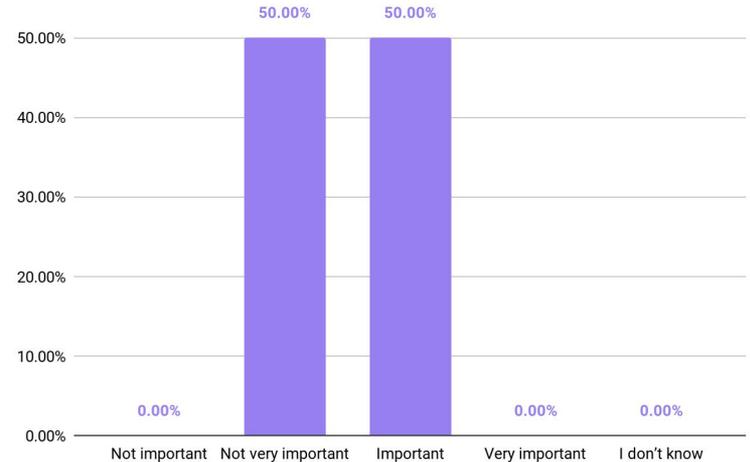
Similarly, when considering **Dante's importance among clients**, **50%** of respondents say Dante is **Important**, and another **50%** indicate he is **Not very important**.

In relation to this, booksellers indicated **Students, Scholars** and **Fans of national and international literary classics** as the **most relevant categories of clients**.

Importance of Dante for booksellers



Importance of Dante for booksellers' clients



# 3. Cultural events organizers

# Results

## 3. Cultural events organizers

Based on their experience as sector experts, respondents from this stakeholder group identify **literary events as a crucial part of their territory's cultural offer**, since **86%** of them deem them as important (54%) or very important (32%).

With respect the **700th anniversary of Dante's death in 2021**, the **events** organized in the respondents' territories were however considered not as significant as other literature-centric events, with **36%** of cultural events organizers labeling them as simply **important** and a striking **31% as not very important** for the territory. This also reflects the different perceptions of Italian respondents, that tend to attribute a larger significance to these events, rather than Slovenian ones, that instead tend to focus more on literature as a whole.

**Most event organizers from this category expect a moderate-to-consistent augmentation of participants to their initiatives following the establishment of the literary itineraries of Project Dante**, with 37% of them agreeing to a moderate increase and 24% to a consistent increase in participant numbers. This may be principally due to the common target of cultural events (and, especially, literary events) and literary itineraries.

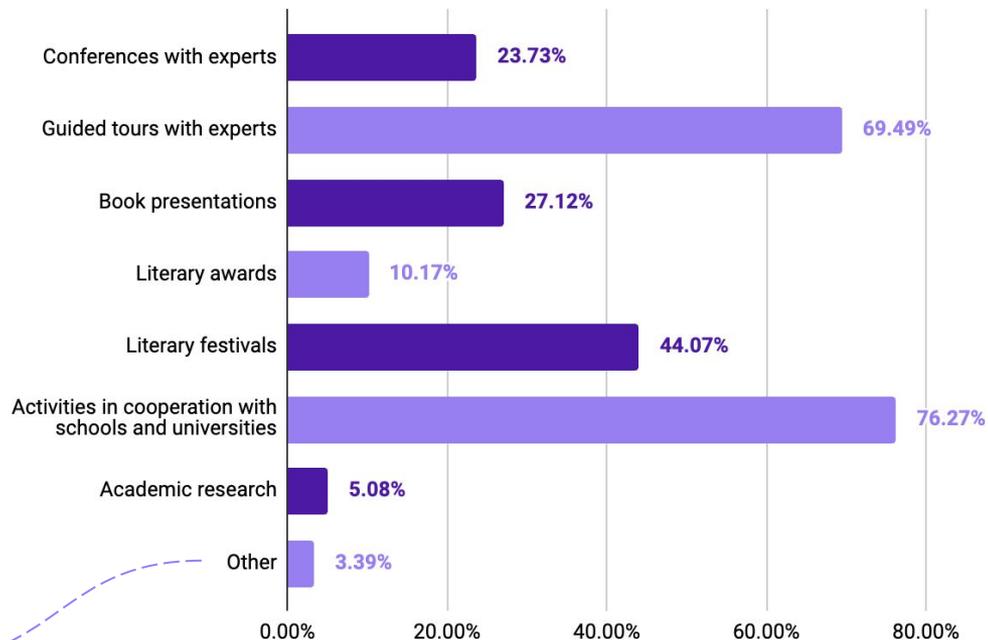
Finally, **68%** of respondents are **open to collaborations** with local administrations to support Project Dante.

# Results

## 3. Cultural events organizers

Initiatives that are deemed important in promoting Project Dante and its itineraries are primarily **collaborations with the education sector** (76%) in order to intercept local and foreign **educational tourism**, alongside the implementation of **guided tours with experts** (69%), that may often be combined in a consistent touristic offer dedicated to schools, universities, and other educational institutions.

These proposals are followed by **literary festivals** (44%), that are already popular in the reference territories.



**Theatrical visits** for students and kids with professional actors and expert tour guides.

# Results

## 3. Cultural events organizers

### Cultural proposal

- “To better the visitor experience, adding **experiential routes** to complement the itinerary or the events may be of great interest”
- “The creation of **site-specific events** may enhance and promote the opening of these new paths”
- “Including the **artistic heritage** that is already present in the territory may help in valorizing it”

### Promotion

“Pre-existing **festivals and fairs in the territory** (for instance, Sladka Istra and Praznik oljk vina in rib) may be used as **promotional ground** for the development of the itineraries”

### Dante

- “**Verified information about Dante's** life should pose the basis for the crafting of the initiative”
- “Focusing on **Dante's life and work** should foster cooperation among territories and collaborators”

### Accessibility

“It is important to pay attention to people with **disabilities** in structuring the itineraries, both in terms of **accessibility** and in terms of the **tools** (digital and paper) available to visitors”

# 4. Managers of cultural institutions

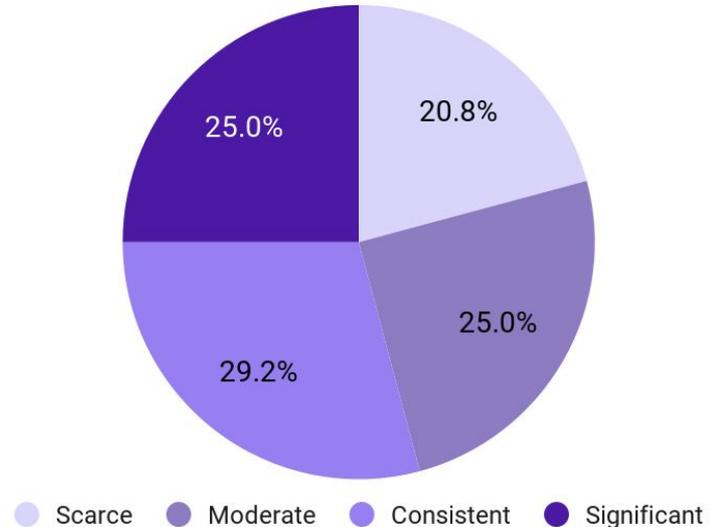
# Results

## 4. Managers of cultural institutions

**79%** of managers involved in the survey confirmed they **are actively involved in decisions, activities, and projects on tourism and territorial development**, and they are willing to **collaborate with local administrations** to further related projects.

The opinions on the **potential benefits of Project Dante** collected from this group are almost equally distributed, ranging from **21%** of respondents who believe there will **not** be a **significant boost** in visitors to their institutions, to **25%** who expect a **profound increase in visitor flows**, instead.

The slight majority of respondents, corresponding to **29%**, **anticipate a limited augmentation** in this respect.

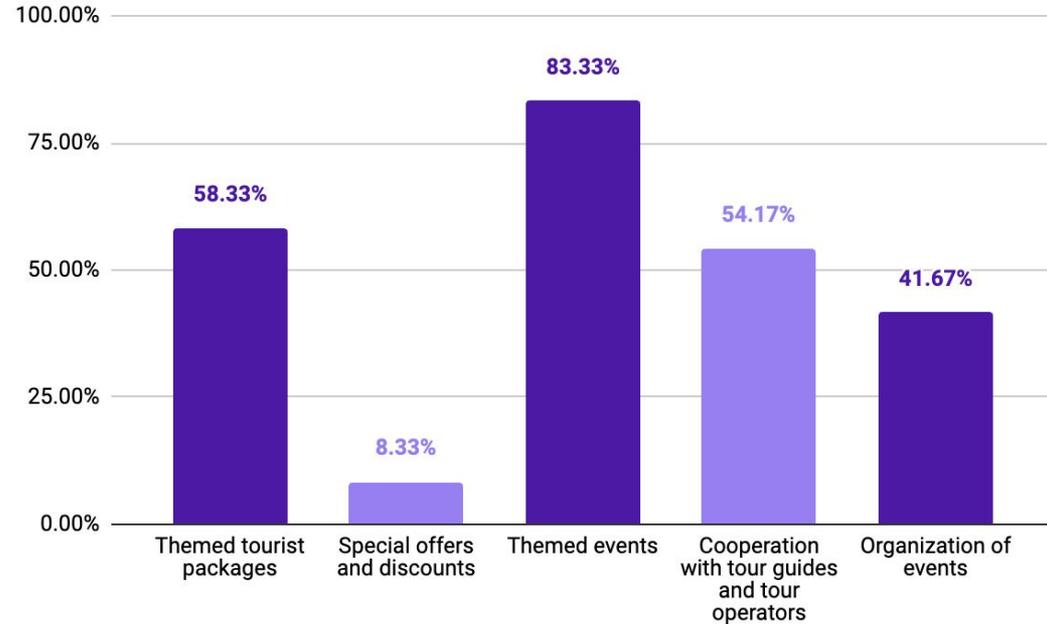


# Results

## 4. Managers of cultural institutions

Most respondents from this category suggest **themed events** related to Dante and literature as a general topic (83%), **themed tourism packages** (58%), and **cooperation with the tourism industry** (54%).

The need for **collaborations among industries** emerges as a fundamental condition for cultural institutions and their representatives, in light of the hybrid nature of Project Dante, which foster the involvement of different sectors.



# Results

## 4. Managers of cultural institutions

The main suggestions emerging from this category of stakeholders are the creation of **synergies and networks among industries and territories**, to further the development of Project Dante and create an **integrated tourism system**. Collaborations of this kind may enable better valorization of the reference areas and a complete tourism offer. This may include **nonprofit entities**, such as local associations, in a way to promote **community engagement** in the crafting of the project.

It is also deemed important to create itineraries dedicated to **20th Century and contemporary authors**, in relation to the rich literary heritage of the regions.



# Results

## 4. Managers of cultural institutions

### Proposal n. 1

“Foster the creation of **synergies** in the territory from Villa de Claricini Dornpacher (Moimacco) - Cividale del Friuli - Tolmino - Izola”

- *Cultural manager from Cividale del Friuli-Moinacco, Italy*

### Proposal n. 2

“It may be interesting to delve more into **literature the twentieth Century** from Trieste (Italo Svevo, James Joyce, Umberto Saba and Stelio Mattioni), Gorizia (Biagio Marin) and Friuli (Pier Paolo Pasolini and Carlo Sgorlon).”

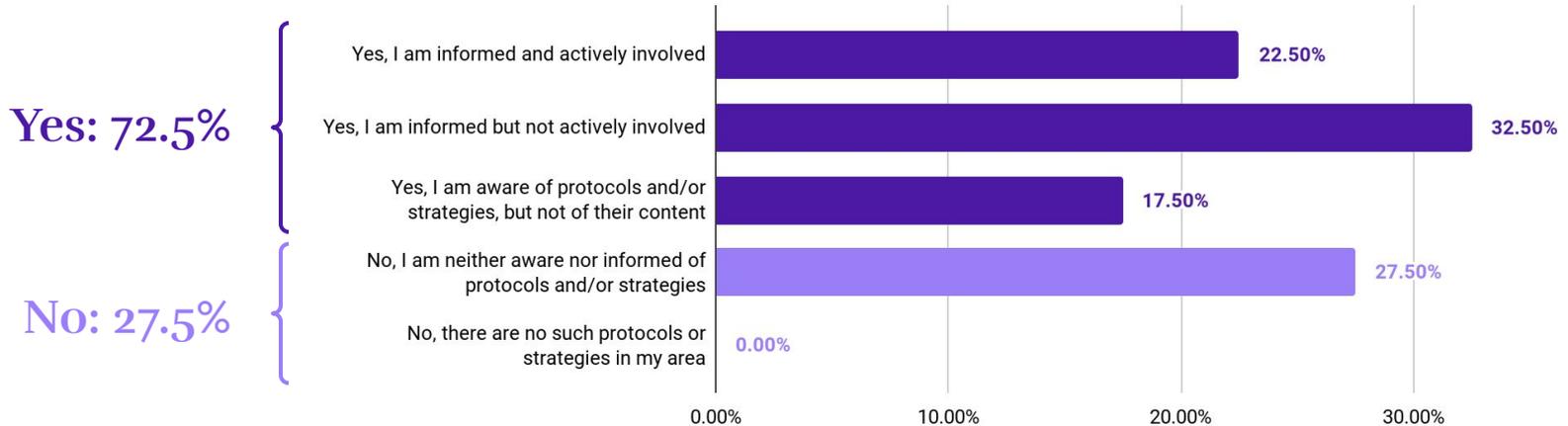
- *Cultural manager from Trieste-Muggia, Italy*

# 5. Local, regional government administrators

# Results

## 5. Local, regional government administrators

Public administrators who responded to the questionnaire tend to be in some way **informed and/or involved in local tourism development in their areas** (72.5%), while the remaining 27.5% are neither aware nor informed on the matter. Among the former, **most respondents** explained they are **informed but not actively involved** in these processes (32.5%). These information show a general **shared knowledge on these processes**, with on the other hand a **scarce active participation**. However, the vast majority of respondents (75%) are open to collaborate with other local administrations to pursue Project Dante.

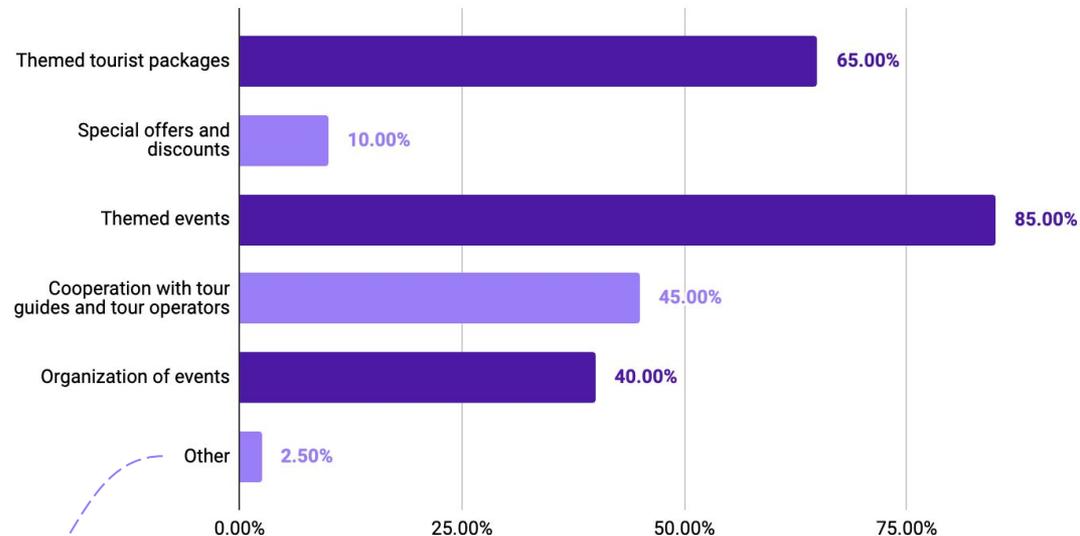


# Results

## 5. Local, regional government administrators

The stakeholder group identified a series of initiatives and **activities to attract further tourism flows** to the territories, such as **events** on Dante, other authors, or literature in general (85%), themes **tourism packages** (65%), and **collaborations with local guides and tour operators** (45%).

The **enhancement of the current offer** is seen here as the main driver for attracting tourists, focusing on events and formalized tourism offer.



Themed itineraries with specific **promotional and informative material** (i.e., signs, brochures)

# Results

## 5. Local, regional government administrators

The **tools** that are suggested to further the role of local administrations and their visibility concerning Project Dante are, principally, **digital marketing and advertising** (75%), through social media and other digital channels, followed by physical **informative materials** to be distributed in key locations of the itinerary (60%). Furthermore, most respondents from this category identified specific signage and a dedicated website (both 55%) as crucial means through which to promote the itineraries.



## Results

### 5. Local, regional government administrators

#### Logo

“The creation of an **easily-identifiable logo**, to be used for events, tabular indications, horizontal road signs, murals, etc., may help in **promoting** the itineraries, as well as **building a legacy and a brand identity** linked to the initiative.”

- *Local administrator from Pontebba, Italy*

#### Fairs & Events

“Taking part in **industry fairs and cultural** events such as pordenonelegge, journalism festival in Ronchi dei Legionari (Festival del Giornalismo - Leali delle Notizie) and Monfalcone, help in reaching **specialized public** that may be interested in the project. On the other hand, to engage the **generic public** it may be useful to organize **public events in seaside destinations** (for instance, Grado and Lignano Sabbiadoro).”

- *Local administrator from Muggia-Trieste, Italy*

#### Example

“The **Ungaretti Park in Sagrado** (Gorizia) connects the poet’s experience as a soldier on the Karst and his visits to Gorizia in old age with his message of peace and brotherhood. It may serve an **inspiration for the development of itineraries** and for the creation of **effective signage and valorization strategies.**”

- *Local administrator from Gorizia, Italy*

## 6. Tourism sector (hoteliers, restaurateurs, shop owners in the area)

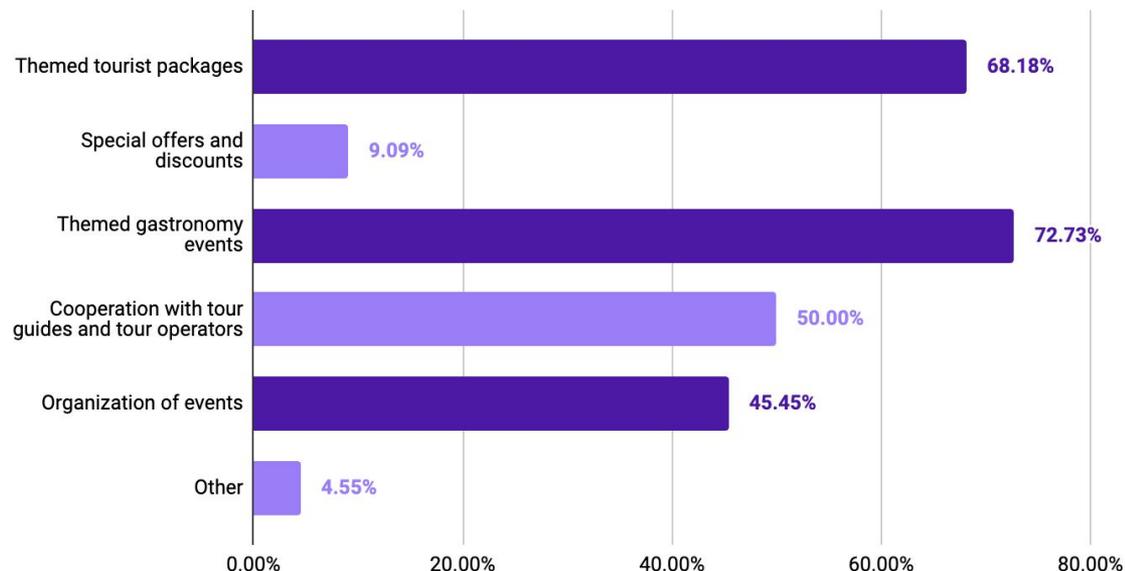
# Results

## 6. Tourism sector

Most professionals from the tourism industry think that the presence of the Dante literary trail will prove beneficial in **increasing their customer base, moderately** for 36% **and quite much** for 32% of respondents in this group.

The main drivers of greater tourism flows in these regions are associated with **enogastronomy** events (73%), as they constitute a significant attraction in this territory, themed **tourism packages** (68%), and other **collaborations with tour guides and operators** (50%).

Representing primarily shop owners and the hotel and restaurant industry, this stakeholder category attributes a high value to the **relationships with the tourism sector in general**.



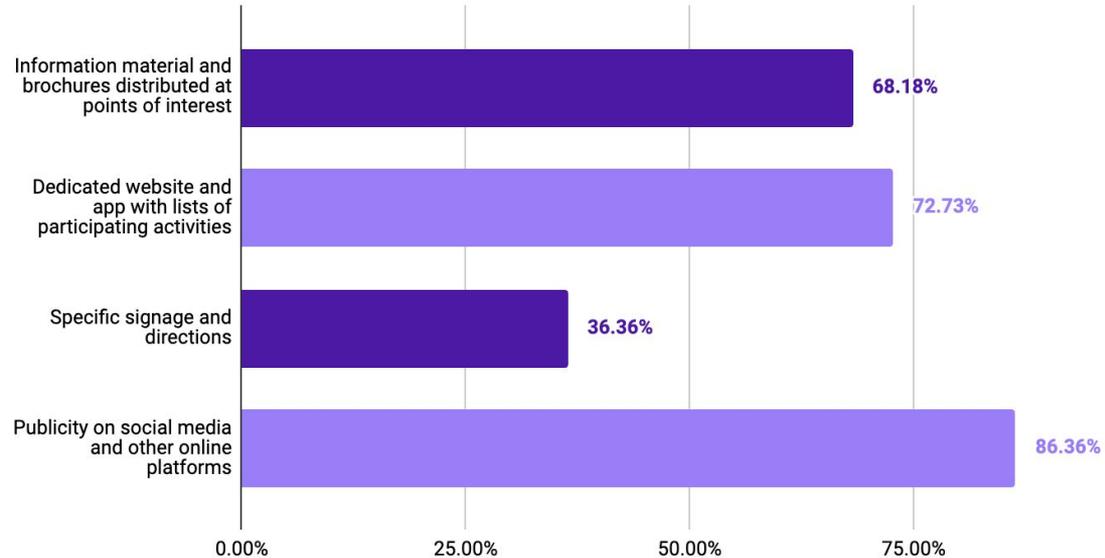
# Results

## 6. Tourism sector

The tools considered most crucial in increasing the visibility of the respondents' activities are **online promotion** (86%) through social media and other websites, followed by the presence on the **official website** of Project Dante **as partners** (73%) and **informational material** distributed to visitors and tourists (68%).

This highlights the necessity of having **both physical and digital promotion** to thrive, and the importance of **direct referral** from the project.

Around **59%** of stakeholders from this category are **open to collaborate with other sectors and professionals** for the implementation of the project, with, however, a significant percentage of undecided respondents (36%).

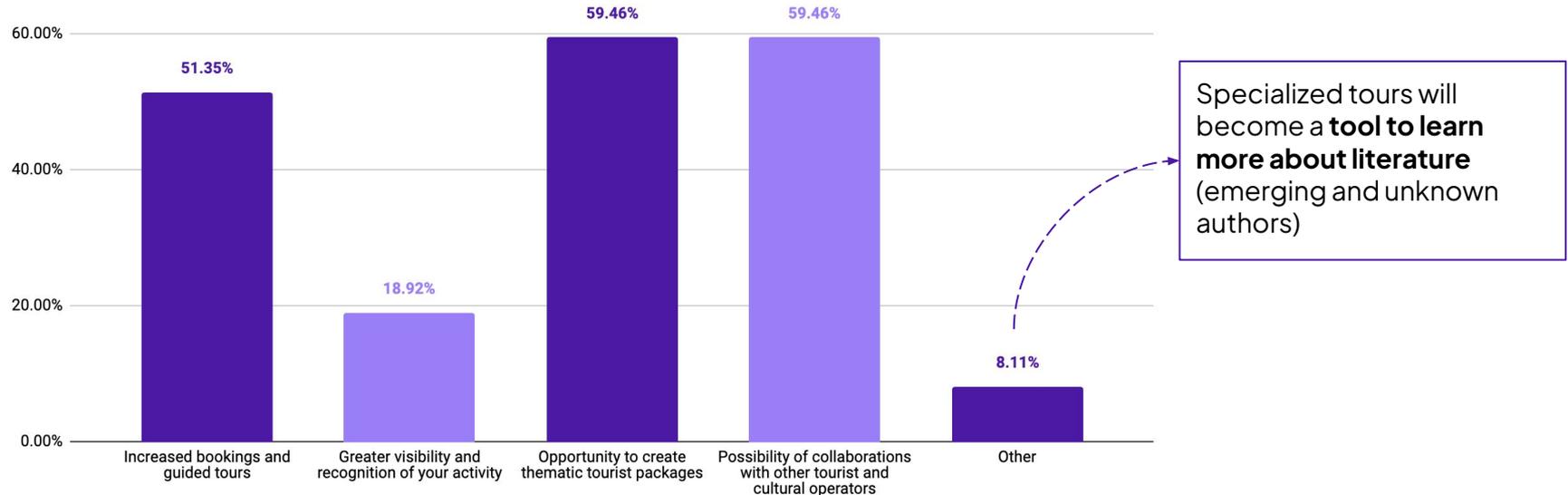


# 7. Tour guides, tour operators

# Results

## 7. Tour guides, tour operators

Most tour guides and operators believe that a literary trail dedicated to Dante won't have a significant impact on their client base, as **70%** of respondents expect an **insignificant-to-moderate influence on tourism flows**. However, for 59% of respondents say it will help their activity by creating opportunities to craft **themed touristic packages** and **collaborate with peers**.

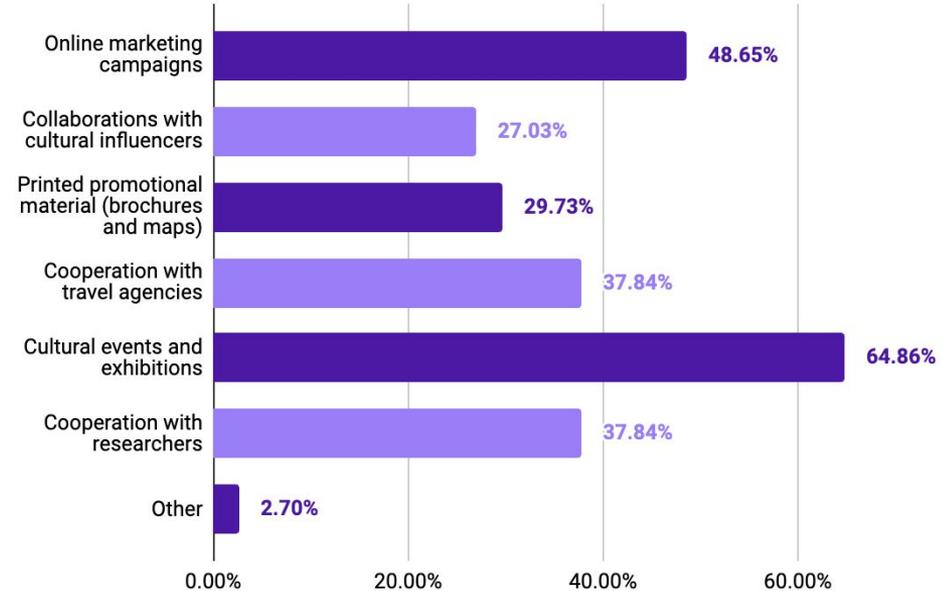


# Results

## 7. Tour guides, tour operators

On the other hand, **to effectively promote the initiative** many stakeholders indicated that it will be important to organize **cultural events and exhibitions** in collaboration with local cultural institutions (65%), develop **online marketing campaigns** (49%), and **cooperate with specialized researchers** (38%) and **travel agencies** (38%).

It is therefore crucial for tour guides and operators to foster a network of professionals around Project Dante, to provide a high-quality and comprehensive tourism offer.

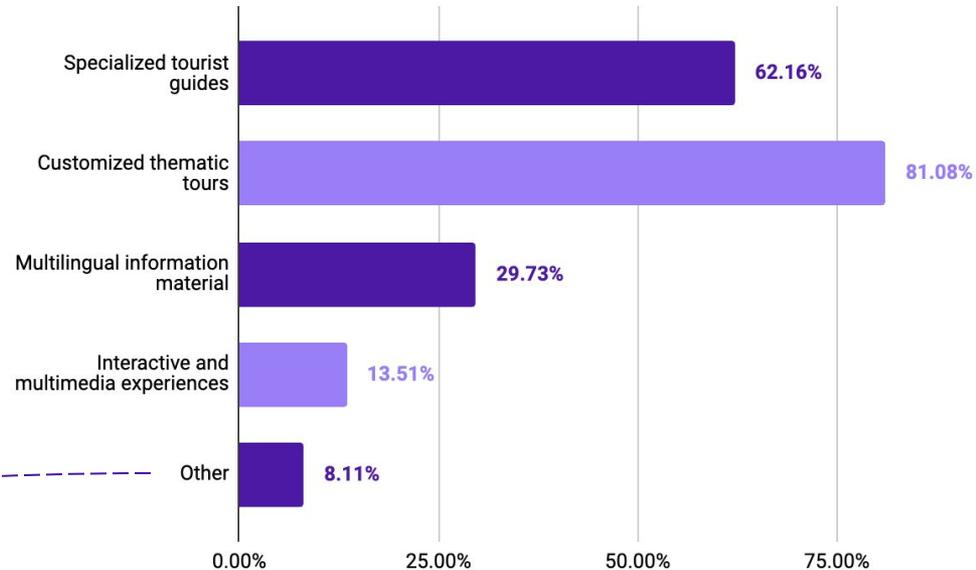


# Results

## 7. Tour guides, tour operators

**65%** of this stakeholder group are **willing to collaborate with project promoters** to learn more about the topic and include it in their current tourism offer.

**Additional services** that respondents are most interested in developing are **tours focused on Dante and literature** in general (81%) and **tourist guides on the topic** (62%), by employing literature experts and training current guides on the matter.



- **Multilingual tours** for Italians, Slovenians, and foreigners on the itinerary
- **Guide training** to focus on literature

# Results

## 7. Tour guides, tour operators

Among the general suggestions provided by this stakeholder group, the most common ones regard the need to **include contemporary authors** in the project, to provide increased visibility to **emerging local writers** and lesser-known historical figures.

Furthermore, offering **professional training** and in-depth courses on literature **to local guides** is considered fundamental for the development of tourism itineraries in the regions.

It is also underlined that Project DANTE should actively include **local communities** in the crafting of itineraries, events, and tourism offer.



“

To appeal to kids and younger audiences, it would be interesting to create a **thematic picture book** or comic book narrating Dante Alighieri's journey through our regions (Italy and Slovenia) and present his most important works within the story.

*Tour operator from Tolmin, Slovenia*

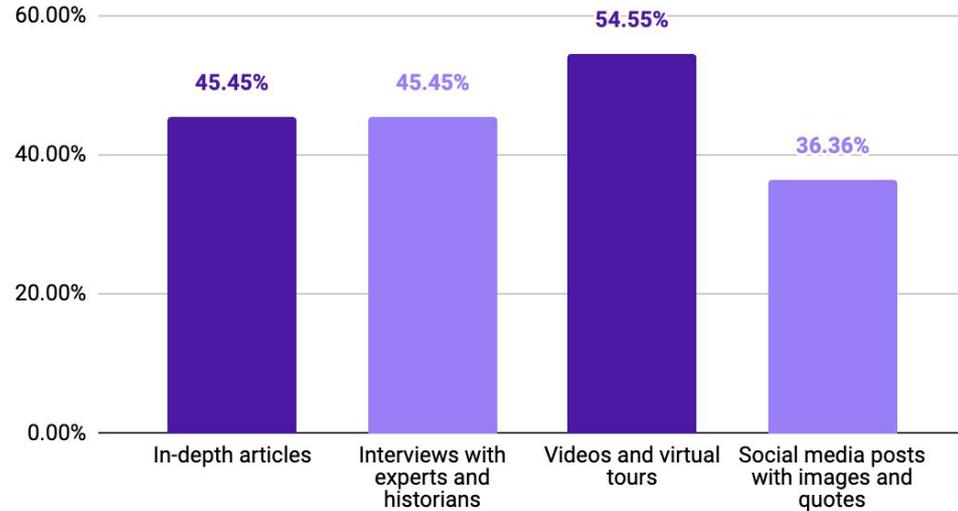
# 8. Journalists, social media managers

# Results

## 8. Journalists, social media managers

**64%** of journalists and social media managers believe that the figure of **Dante** would be a **very interesting or rather interesting topic** for their readers. This is equally perceived by both Italian and Slovenian respondents.

The **most recommended content formats**, that would enable the engagement of large numbers of users and potential visitors, are **videos and virtual tours** (55%), alongside **articles and interviews with experts** (both 45%). It is evident that there is not a clear preference for a specific type of content, as all of those listed are generally considered valid sources of engagement by respondents.



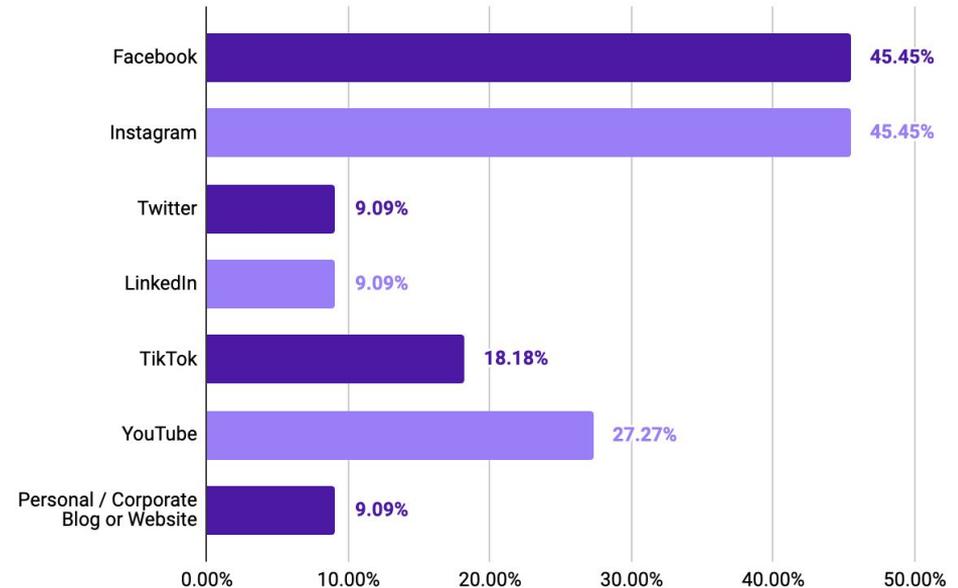
# Results

## 8. Journalists, social media managers

The **most common digital platforms** used among respondents are those belonging to the Meta Suite: **Facebook and Instagram** (45% each). This reflects the current user base in both Italy and Slovenia, where the two platforms dominate over the social media realm.

Reflecting the importance attributed to video content, many respondents in this category use **YouTube (27%) and TikTok (18%)**, focusing respectively on **long and short video formats**.

Especially when dealing with tourism itineraries, visual formats are crucial in attracting potential visitors and promoting sceneries and experiences.



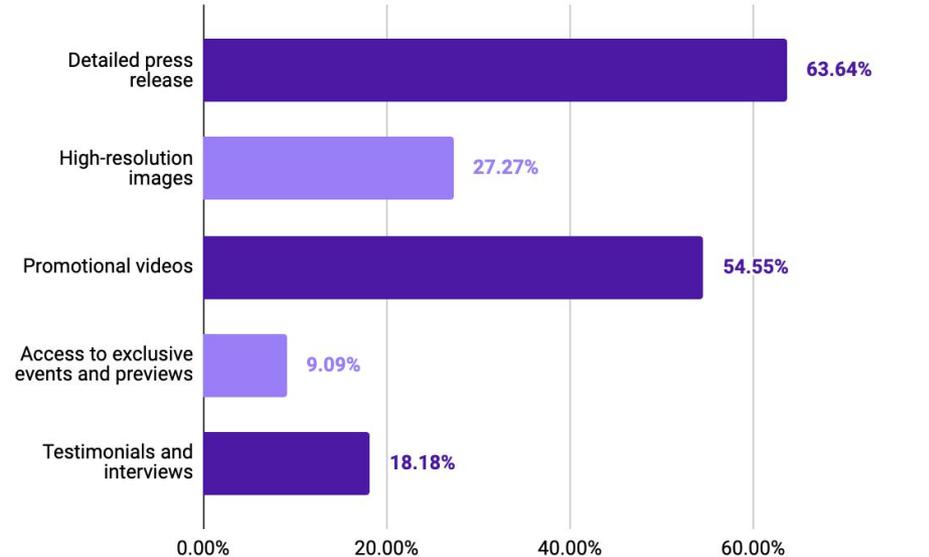
# Results

## 8. Journalists, social media managers

To better promote and narrate the Dante project, respondents from this category would prefer to receive **detailed press releases (64%)** and **promotional videos (55%)** as information materials for their communication activity.

This preference shows the **coexistence of traditional tools**, like press releases, **and social media friendly material** such as videos and images (27%).

**64%** of respondents would also be **interested in press tours or exclusive guided tours** to learn more about the literary itinerary and related activities.



“

Taking advantage of Trieste's status as 'City of Science', it would be interesting to frame Dante from an unusual perspective. Not only a man of poetry, but also of science, as various scientific topics are touched upon in the Divine Comedy: from the movement of stars and the moonspots to mathematics, from geological phenomena to the behaviour of animals, from relative motion to optics and light.

*Journalist from Trieste, Italy*

# 9. University professors, researchers, scholars

# Results

## 9. University professors, researchers, scholars

Perceived importance of Dante, compared to other authors and books

**31.43%** of respondents in this group deem Dante as important in their profession, while **28.57%** believe that the poet is not a crucial part of current academic research, underlining the **need to include other authors**, specifically contemporary ones from both Slovenia and Italy.

Expected interest in Dante and his connection with the territory for the regional academic community

However, as the **topic** of Dante and its relation to North-Eastern Italy and Slovenia **has not been explored much**, 48.57% believes it might be rather **interesting for scholars** in these territories. It might also boost academic research in the area and promote local scholars.

Expected increase in local tourism following creation of the Dante Alighieri literary trail

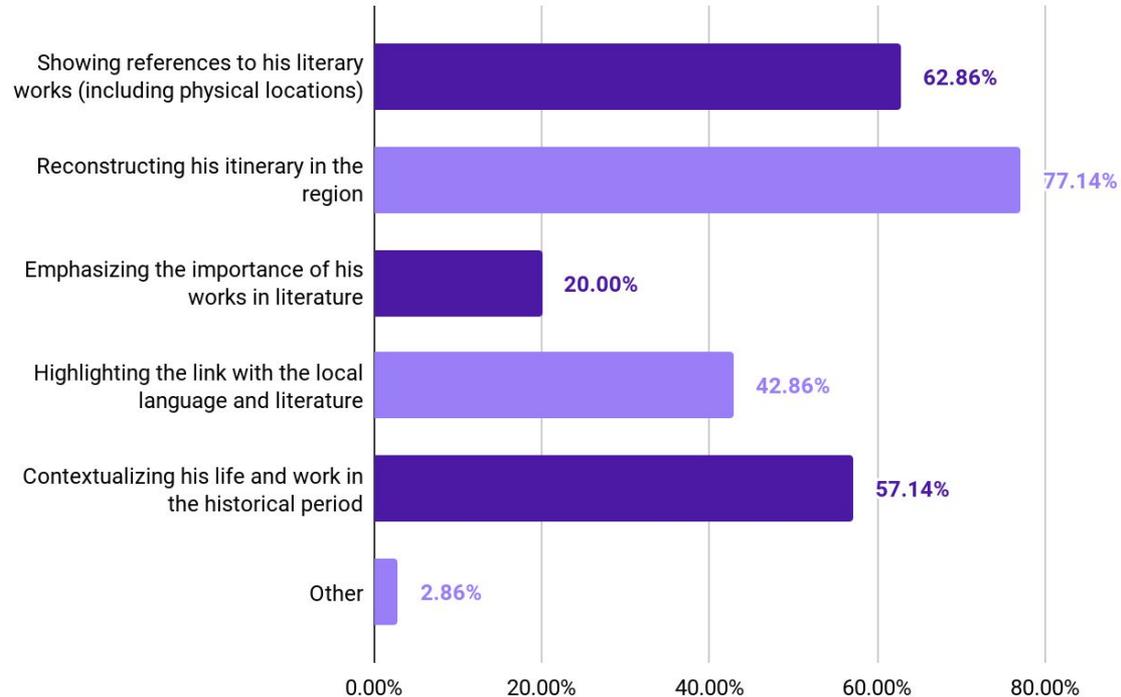
More than half of these stakeholders (**51.43%**) expect a **moderate increase** in local tourism. A **high augmentation** rate is predicted more among **Italiana** (93% answered Moderate increase or more), while **Slovenians** preferred neutral answers.

# Results

## 9. University professors, researchers, scholars

When tasked with identifying the most valuable **topics to focus on** to develop the Dante literary trail, most professors and scholars believed it is foremost necessary to **retrace the steps of Dante** in the regions (77% of respondents), display **references to his literary works** (63%), and inform tourists and users on **Dante's life and historical context** (57%).

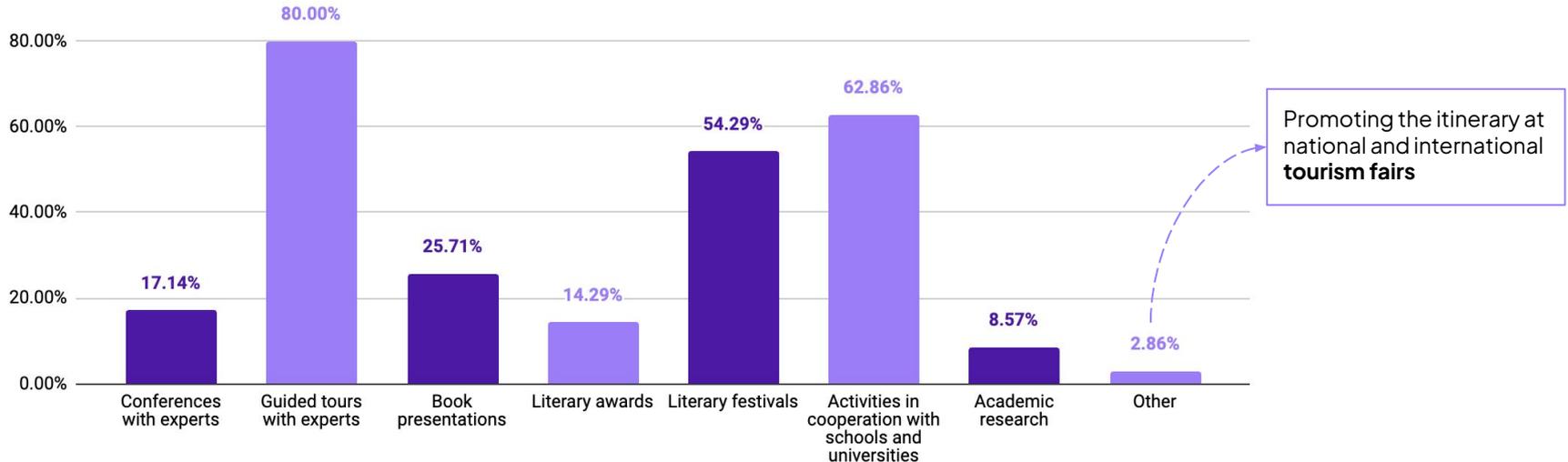
These answers suggest that a **preliminary research effort** should be made to provide **accurate and valuable content** on which to base the itinerary and the information shared with users.



# Results

## 9. University professors, researchers, scholars

Among the potential **public initiatives** to be developed alongside the establishment of the itinerary, most respondents in this group indicated **guided tours with experts** (80%), followed by **collaborations with schools and universities** (63%) and **literary festival** (54%), which are particularly popular in the region of Friuli-Venezia Giulia, thanks to events like Pordenonelegge, Dedicca Festival, and Triestebookfest.



# Results

## 9. University professors, researchers, scholars

As previously mentioned, respondents suggested the **involvement of experts on Dante Alighieri** in the crafting of the cultural experiences, such as scholars or Dante Societies (specifically, in Italy).

With regard to the final user experience, stakeholders suggested the use of **physical informative devices**, such as statues, plaques, and panels to guide the visit, alongside digital tools.

For instance, the development of an **app** was proposed, containing practical information on the itinerary, additional content, and phygital tools powered by Augmented Reality (AR).



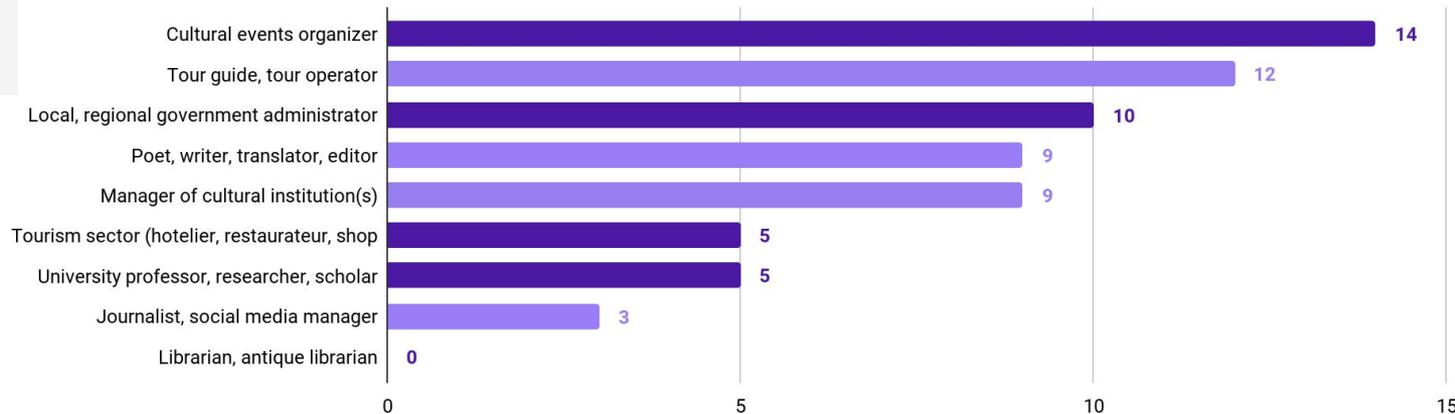
# Results

## Interview availabilities

Of the 257 respondents, **26%** expressed their **availability to further discussions**, via an interview or a focus group. The most representative groups are **cultural events organizers, tour guides and tour operators, and local and regional government administrators**. **86.57%** of them are Italian, while the remaining are Slovenian.

67

respondents available  
for an in-depth interview



# Conclusions

# Conclusions

## General conclusions

The questionnaire highlighted a significant participatory spirit **among stakeholders**, as **literary tourism** is considered by most a largely **important topic in the development of local business, tourism, and culture**.

In particular, following **Dante Alighieri** as a poet and traveller through the regions of Veneto, Friuli-Venezia Giulia, and Primorska may play a **vital role in the development of an integrated tourism offer**, highlighted by the widespread knowledge on the topic displayed by the answers in the questionnaire. Stakeholders regard the Dante Alighieri literary trail as a major **opportunity to promote and enhance local heritage** (be it tangible or intangible), and **preserve the existing cultural and literary traditions** of the territories affected by Dante's travels.

Furthermore, the almost entirety of stakeholders regard Project Dante as **instrumental in strengthening relationships between Italy and Slovenia**, and in posing the basis for a **mutual enhancement of literary heritage** and traditions of both nations, made possible by the physical connection of literary trails and the collaboration on transnational projects such as this.

The majority of stakeholders are therefore welcoming the implementation of open discussion and development processes that involve the larger **community** and are available to **actively collaborate** with project partners.

# Conclusions

## General conclusions

Stakeholders expect a **significant increase in tourism flows** following the establishment of the literary trail, coming from national and international visitors, alongside a consistent attention from educational institutions. For many, it also represents a potential driving force for boosting **international connections** for local administrations and businesses in the regions, due to the expected increase in **visibility** of the regions. As a consequence, local administrations are expected to engage more with professionals from the sectors included in the questionnaire to better develop the itineraries.

Respondents support the active involvement of **local communities** in the development of the project, as a participatory approach is considered key in creating authentic tourism experiences, that better reflect the needs and expectations of residents. Furthermore, it will ensure wider support of the initiative and collaborative features. On the other hand, the inclusion of **literary tourism experts** is also a priority for stakeholders, as specialized professionals may produce successful touristic models and generate spillovers for the communities involved.

The efforts are to cover **long-term** time spans, in order to produce **sustainable investments** and consequent results, that may benefit continuative territorial development, also via **collaborative approaches**.

# Conclusions

## General conclusions

Stakeholders expect collaborations to involve the many sectors affected by this project, generating powerful **synergies and business opportunities** for all actors involved, as a way to foster local economy as well. By creating the occasion for **intersectoral partnerships**, Project Dante may enable the development of a number of sectors.

With respect to the activities and initiatives that are to be integrated in the cultural offer of the regions, most respondents quoted **literary parks**, that already represent a consistent format in Italy and Europe, combining **natural landscapes** and literature works. Other **cultural attractions** are considered crucial, leveraging on the already rich Italian and Slovenian **creative heritage**, followed by high-quality and **innovative guided tours**, allowing for the interaction with visitors, involvement of literature experts, and performing artists to further enrich the cultural experience.

While respondents highlighted the importance of local resources and in-person activities to complement the establishment of literary itineraries, many underline the relevance of **digital technologies to integrate physical activities**. As a matter of fact, ICT technologies help in promoting the initiatives, sharing important information for visitors, and enable the access to materials and information to the general public.

# Conclusions

## Specific Stakeholders categories

**71% of stakeholders** across the categories confirmed their **willingness to collaborate with local administrations and project partners** to help in the development of the itineraries and activities related to Project Dante. The groups with the highest willingness to participate are booksellers, with a striking 83% of positive responses, followed by local administrators, that believe in the positive outcomes of working together with other municipalities, regions, and governmental bodies from the two countries.

Respondents working in **literary fields** expressed a **moderate regard towards Dante** and its role in their respective professions, with an average of 36% of stakeholders from groups 1 (poets, writers, translators, editors), 2 (booksellers, antique booksellers), and 9 (university professors, researchers, scholars) deeming him as an important figure in their activities. However, a close percentage of them (corresponding to 32% of the 3 categories) do not associate a significant relevance to his works in their professions. Paired with the common suggestion of including other literary authors in the project and exploring modern and contemporary literature as well, it is evident how, **while Dante is a fundamental part of the project, it should not be the sole focus in the eyes of stakeholders.**

# Conclusions

## Specific Stakeholders categories

Moreover, around **81%** of respondents remarked that **Dante and his links to Veneto, Friuli, and Primorska** would be rather interesting (52%) or very **interesting** (30%) **for local communities** in the areas and for their clients as well. **Booksellers and scholars, in particular**, expect a remarkable interest in the matter, as more than a third of the two clusters answered it is a very interesting topic.

Stakeholders also **anticipate a large influence on tourism flows** in their territories, as a consequence of the openings of literary trails and related activities. Almost **40%** of them predict a **significant increase**, and a similar percentage imagines just a **moderate** augmentation. On a general note, the sample of respondents is equally distributed among those expecting high, medium and low increases in tourism flows, **depending on the current tourism situation in the specific regions and their linkage to Dante**.

When tasked with identifying the most crucial **topics** to focus on to develop a successful cultural offer on Dante Alighieri, both writers and scholars stressed the need to **correctly retrace the itineraries of the poet** in the regions involved in the project, thanks to the help of **literature experts and historians**. Secondly, it would be interesting to show **references to his literary works in the physical locations** of the itineraries (such as, the so-called Dante's Cave), and **contextualize the historical period** of Dante's life and books.

# Conclusions

## Specific Stakeholders categories

To better capture the interest of potential visitors, stakeholders suggested a series of **initiatives** that may be integrated in the current cultural and tourism offer. Alongside the numerous inputs provided by many respondents, the main proposals are the development of **guided tours** by involving **literature experts and actors** to improve the visitor experience. Furthermore, many suggest to actively cooperate with **educational institutions**, such as schools and universities, for research projects, collaborative tourism and cultural activities, and for the fostering of educational tourism - a valuable driver of interest for Project Dante and its stakeholders. Other interesting initiatives include the organization of **themed events and literary festivals**, to capitalize on the already established literary tradition of the region, and the provision of *ad hoc* **tourist packages**.

Promoting and **improving the visibility** of the project is an additional point of interest for Stakeholders, that suggest the use of **digital platforms (specifically, social media)** to share the project and attract potential visitors. The main platforms recommended by stakeholders are Facebook, Instagram, and YouTube. Other digital tools that were suggested are a **dedicated website and/or apps** to share important information for visitors pertaining the itineraries and the activities related to the project. To complement digital communication, many respondents propose handing out **informational materials at physical points of interest** and creating **specific signage** along the itineraries.

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