

GOOD PRACTICE

PROJECT NAME:	THE 5 SENSES OPEN-AIR MUSEUM OF SCIACCA - MUSEO DIFFUSO DEI 5 SENSI DI SCIACCA
PROJECT IMPLEMENTER:	COOPERATIVA DI COMUNITÀ IDENTITÀ E BELLEZZA
WEBSITE:	www.sciacca5sensi.it

PROJECT OBJECTIVES:

THE "MUSEO DIFFUSO DEI 5 SENSI" WAS FOUNDED IN 2019 THROUGH A COMMUNITY PACT IN SCIACCA - 38,000 INHABITANTS IN SICILY - MADE TO OVERCOME AN ECONOMIC, SOCIAL AND CULTURAL CRISIS.

FROM DAY ONE, THE GOAL HAS BEEN TO BUILD BRIDGES BETWEEN DIFFERENT BACKGROUNDS AND COMPETENCES PRESENT IN THE LOCAL COMMUNITY, IN ORDER TO GENERATE EQUITABLE AND SUSTAINABLE DEVELOPMENT.

THIS HAS BEEN DONE BY CONNECTING PEOPLE WITH LOCAL HISTORICAL HERITAGE AND TRADITIONS SO AS TO RESTORE THE FEELING OF BELONGING AND SHAPE NEW FUTURE ORIENTED AMBITIONS THROUGH THE CREATION OF GENUINE, INCLUSIVE AND SUSTAINABLE TOURISM PRODUCTS AND SERVICES.



PROJECT RECIPIENTS:

- THEY MAIN PROJECT RECIPIENTS ARE:
- TOURISTS WHOM THEY CALL AND CONSIDER "TEMPORARY CITIZENS"
 - CITIZENS, TODAY ARE PART OF THE PROJECT:
 - 125 COOPERATIVE ASSOCIATES
 - 47 TOURISM BUSINESSES
 - 40 ASSOCIATIONS
 - 27 ACCOMMODATION FACILITIES
 - 15 RESTAURATEURS
 - 14 ARTISANS
 - 10 NEIGHBOURHOOD ASSOCIATION
 - 10 SCHOOLS
 - 10 INSTITUTIONS
- 7 ART-CULTURAL SITES.

PROJECT RESULTS:

THE PROJECT LED TO ACHIEVE RESULTS IN DIFFERENT AREAS OF THE TOWN LIFE, IMPACTING THE POPULATION:

1. SOCIALLY, THE WHOLE COMMUNITY IS ENGAGED TOWARD A COMMON GOAL AND TOURIST FEEL PART OF IT:

- HOSTS FROM ACCOMMODATIONS WORK TOGETHER;
- PEOPLE WITH DISABILITIES DEVELOP EXPERIENCES FOR PEOPLE WITHOUT DISABILITIES;
- PEOPLE FROM DIFFERENT GENERATIONS INTERACT;
- INFO-POINTS USE ON-THE-FLY TRANSLATORS.

2. CULTURALLY, THE SENSE OF BELONGING IS RESTORED AND THE CITIZENS BECOME RESPONSIBLE FOR THE CULTURAL HERITAGE MANAGEMENT, ENHANCEMENT AND PROMOTION:

- THE COMMUNITY CREATED +50 CULTURAL EXPERIENCES
- +14 FREE IZI.TRAVEL AUDIOGUIDES
- MANAGES 4 HERITAGE SITES
- CRAFTSMEN, PROFESSIONALS, CITIZENS HAVE REGENERATED A STREET NOW COVERED IN CERAMICS AND IT BECAME A STRONG PLACE FOR SELFIES

3. ECONOMICALLY, THERE IS A GROWTH IN HIGH QUALITY TOURISM STRONGLY IMPACTING ON LOCAL ECONOMY:

- EXPERIENCES GENERATED NEW DIRECT REVENUES € 21K IN 2022
- NIGHTS BOOKED IN B&BS HAVE INCREASED THANKS TO THE EXPERIENCES
- IN 2022, 43 REMOTE WORKERS AND 206 NIGHTS SPENT IN SCIACCA AND IN MAY 2023 HOSTED A COMPANY OFFSITE WITH 45 PARTICIPANTS BRINGING AN ECONOMIC IMPACT OF MORE THAN €40K FOR ACCOMMODATIONS, MEALS, ACTIVITIES, MEETING SPACES, TRANSFERS
- +20% THE INCREASE IN TURNOVER DECLARED BY SOME MERCHANTS NEAR REGENERATED AREAS;

CALENDAR/ACTIVITIES

- +50 CULTURAL EXPERIENCES AVAILABLE ALL YEAR LONG
 - ACCOMMODATIONS' BOOKING SERVICES FOR THE B&BS PART OF THE NETWORK
 - CULTURAL HERITAGE SITES OPENED EVERY WEEKEND BY THE "CUSTODIANS OF THE SHARED HERITAGE"
 - REMOTE WORKING STAYS FOR SINGLE EMPLOYEES AND FOR WHOLE COMPANIES
 - CULTURAL EVENTS
 - MEETINGS WITH THE DIFFERENT COOPERATIVE'S ASSOCIATES TO CREATE AND IMPLEMENT PROJECTS
- ACCOMMODATIONS MANAGEMENT, THROUGH THE PARTNERSHIP WITH WONDERFUL ITALY

DETERMINE FACTORS

INNOVATION WAS A KEY FACTOR IN DETERMINING THE PROJECT SUCCESS AND IT WAS BOTH ABOUT PROCESS AND TOOLS.

REGARDING PROCESSES, THE PROJECT AIMS TO FOSTER A SUCCESSFUL TOURISM INNOVATION AND ENTREPRENEURIAL ECOSYSTEM BY CONNECTING ALL STAKEHOLDERS, THE “ENGAGED COMMUNITY”, TO COLLABORATION OPPORTUNITIES AND PRIORITISING CAPACITY BUILDING IN TOURISM AND CULTURAL SERVICES (REPLICABLE PROCESS).

IN ORDER TO ACHIEVE THIS AIM, THEY HAVE DEVELOPED:

- AN INNOVATIVE LOCAL GOVERNANCE MODEL
- TEMPLATES AND PARTNERSHIP AGREEMENTS
- A LOCAL INNOVATIVE TOOL CALLED “COMMUNITY-DESTINATION MODEL CANVAS” IN WHICH THE CORE BUSINESS IS THE STORYTELLING OF THE HISTORICAL/ARTISTIC/CULTURAL HERITAGE OF THE AREA.

REGARDING TOOLS, 3 INNOVATIVE DIGITAL TOOLS WERE USED:

- AUDIO GUIDES CREATED BY THE LOCAL COMMUNITY ON IZI.TRAVEL PLATFORM
- SIMULTANEOUS TRANSLATORS DEVICE TO HELP WIDESPREAD INFO POINTS TO DIALOGUE WITH FOREIGN GUESTS (REMOVING LANGUAGE BARRIERS)



BUSINESS MODELS

THE OVERALL THEORY UNDERPINNING THE PROJECT IS THAT THE WHOLE COMMUNITY NEEDS TO GROW AND DEVELOP IN A HORIZONTAL, SUSTAINABLE, RESPONSIBLE, AND CIRCULAR WAY.

HORIZONTAL ECONOMY: THE STAKEHOLDERS ARE THE WHOLE COMMUNITY, THE GOVERNANCE IS THE EXPRESSION OF THE ENGAGED LOCAL COMMUNITY, INVESTMENTS ARE SHARED AND THE REVENUES IMMEDIATELY DISTRIBUTED AMONG ALL THE COMMUNITY INDIVIDUALS.

SUSTAINABLE TOURISM: THE PROJECT IS GENETICALLY BUILT ON SUSTAINABILITY AT 3 LEVELS.

- THE ENVIRONMENT AS A STRATEGIC RESOURCE
- CONTROLLED USE OF THE LAND’S PRODUCTS BY RESPECTFUL TOURISM
- ETHICS AND PROFIT ARE NO LONGER IN CONFLICT

RESPONSIBLE TOURISM: THE IMPACT ON LOCAL POPULATIONS, ON THE SOCIAL SYSTEM AND ON THE IDENTITY BALANCE IS NOT INFLUENCED BY EXTERNAL ELEMENTS BUT BY THE ENGAGED COMMUNITY.

CIRCULAR ECONOMY: THE ECONOMY IS “CIRCULAR” BECAUSE THE PROJECT CREATES A SKILLED-PEOPLE NETWORK WHO TAKE, TRANSFORM AND REUSE RESOURCES FROM THE AREA WHERE THEY LIVE INTO TOURIST PRODUCTS WITHOUT WASTE.

BUSINESS PERSPECTIVE

AT THE PROJECT BEGINNING, AS A NEW AND SPECIAL FORM OF COMMUNITY ENTERPRISE, THE PEOPLE CONTRIBUTING TO THE PROCESS WERE VOLUNTEERS BUT THE ARTISANS, ACCOMMODATION OWNERS AND SERVICE PROVIDERS WERE PAID FOR THEIR SERVICES SINCE THE START.

AFTER ITS BIRTH IN 2020, THE COOPERATIVE HAS STARTED TO STEADILY GROW ITS SALES AND IN 2022 MANAGED TO PAY PART TIME 3 KEY (THROUGH A GRANT) WHILE IN 2023 THEY AIM TO REACH ECONOMIC SUSTAINABILITY THROUGH A MIXED BUSINESS MODEL FOCUSING ON:

- REMOTE WORKING AND OFFSITES FOR COMPANIES
- EXPERIENCES SOLD
- YEARLY SPONSORS' CONTRIBUTIONS
- YEARLY ASSOCIATES' CONTRIBUTIONS



SUSTAINABILITY PERSPECTIVE

AS MENTIONED ABOVE, THE ENTIRE PROJECT IS FOUNDED ON SUSTAINABILITY:

- BY PROGRESSIVELY REPLACING SINGLE-USE-SOAPS WITH LOCAL BIO LIQUID-SOAP WHICH IS CONTAINED IN CERAMIC DISPENSERS (HOSPITALITY QUALITY IMPROVES);
- MAREVIVO OASIS IS A WIDESPREAD INFO-POINT AND AN EXPERIENCE PROVIDER;
- + 15 SLOW TOURISM EXPERIENCES (NATURAL ENVIRONMENT AS PART OF THE TOURIST EXPERIENCE)

COOPERATIVE ASSOCIATES CONNECT/BUY LOCAL, FRESH AND SEASONAL PRODUCTS (SUPPLY CHAIN IS SHORTENED)

CULTURAL VALUE

IN THE PROJECT CITIZENS BECOME RESPONSIBLE FOR THE MANAGEMENT, ENHANCEMENT AND PROMOTION OF CULTURAL HERITAGE AND IT HAS BEGUN TO GENERATE ECONOMIC VALUE AND KNOWLEDGE - AS THE FARO CONVENTION ASPIRES - THEREFORE CITIZENS, BUSINESSES, ARTISANS, CULTURAL ASSOCIATIONS:

- BECOME CULTURAL HERITAGE AMBASSADORS THROUGH THE WIDESPREAD INFO-POINTS
- BECAME THE "CUSTODIANS OF THE SHARED HERITAGE", AND THEY ARE IN CHARGE OF THE VISITS OF 4 CULTURAL SITES OPENING FOR THE FIRST TIME FOR A TOURISTIC-CULTURAL PURPOSE THE 4.000 YEARS OLD THERMAL BATH CAVES
- SHARE, TELL AND MAKE THE INTANGIBLE CULTURAL HERITAGE ACCESSIBLE THROUGH OVER 50 EXPERIENCES