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WONDER



1090 WONDER

Child-friendly destinations

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List of acronyms

Cervia	Municipality of Cervia
CFC/I	Child-Friendly City / Initiative
CPU	Child Protection Unit
CSO	Civil Society Organization
DC NM	Development Centre Novo Mesto, Counseling and Development, Ltd.
Dolenjske Toplice	Municipality of Dolenjske Toplice
DURA	City of Dubrovnik Development Agency
Elbasan	Municipality of Elbasan
EUSAIR	European Union Strategic for Adriatic and Ionian Region
Fano	Municipality of Fano
FTAC	Family Tourism Advisory Committee
FTM	Family Tourism Manager
ITP	Integrated Tourist Packages
Kolonje	Municipality of Kolonje
MOV	Municipality of Velenje
MWA	Municipality of West Achaia
Novigrad	Town of Novigrad – Cittanova
OECD	Organization for Economic Co-operation and Development
Observatory	Observatory for Children and Youth Rights
Preveza	Municipality of Preveza
Šmarješke Toplice	Municipality of Šmarješke Toplice
TOHN	Tourism Organisation of Herceg Novi
UNCRC	UN Convention on the Rights of the Child

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PART A

I. INTRODUCTION

1.1 Introduction

In recent years sustainable children's policies have given rise to responsible tourism practices. This should lead to more creative and innovative marketing campaigns that engage young tourists at their appropriate ages, especially as they are next generation of tourists. Children's voices, local strategies developed through a bottom-up approach, should be included in development of touristic offer.

Based on these assumptions, WONDER project tried to combine a top-down approach (decisions and strategies at local authority level) with a bottom-up approach (children's, civil society, business sector, media involvement) to develop an innovative approach for sustainable child-friendly destinations.

This document, the WONDER Action plan for child-friendly destinations, is carried in order to collect and present a set of solutions, strategies and actions that could be adapted to different local contexts, giving the opportunity to enlarge the results also to cities not directly involved in the project. This is a strategic document jointly realized by the project partners through transnational working groups, collecting the actions and strategies to be undertaken by cities to become a Child-friendly destination.

The present document consists of one of the two main outputs foreseen by the project "WONDER - Child-Friendly destinations - (ADRION - 1090)", implemented in the framework of the Second Call for Proposal - Priority Axis 2 of INTERREG V-B Adriatic-Ionian ADRION Programme 2014-2020, under the European Regional Development Fund - Instrument of Pre-Accession II Fund, supported by European Union. The document has been finalized with the inputs of all partners on the project WONDER project, specifically: Municipality of Fano Lead organization of the project (Italy), City of Dubrovnik Development Agency (Dura - Croatia), Development centre Novo Mesto Ltd (Slovenia), Municipality of Cervia (Italy), Municipality of Preveza (Greece), Municipality of Velenje (Slovenia), Municipality of West Achaia (Greece), Observatory for Children and Youth Rights (Albania), Tourism Organisation of Herceg Novi (Montenegro), Town of Novigrad-Cittanova (Croatia).

1.2 Concept and necessity of child-friendly destination

Child-friendly city (CFC) is a city, town, community or any system of local governance committed to improving the lives of children within their jurisdiction by realizing their rights as articulated in the [UN Convention on the Rights of the Child](#). In practice, it is a city, town or community in which the voices, needs, priorities and rights of children are an integral part of public policies, programmes and decisions¹.

Broadly speaking, CFC is a city, town or community where children²:

¹ <https://childfriendlycities.org/what-is-a-child-friendly-city/>

² ibid

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- ✓ Are protected from exploitation, violence and abuse.
- ✓ Have a good start in life and grow up healthy and cared for.
- ✓ Have access to quality social services.
- ✓ Experience quality, inclusive and participatory education and skills development.
- ✓ Express their opinions and influence decisions that affect them.
- ✓ Participate in family, cultural, city/community and social life.
- ✓ Live in a safe secure and clean environment with access to green spaces.
- ✓ Meet friends and have places to play and enjoy themselves.
- ✓ Have a fair chance in life regardless of their ethnic origin, religion, income, gender or ability.



Figure 1. Child friendly cities

The primary responsibility for ensuring that children's rights are realised lies with governments, but other stakeholders that can directly play a crucial role in building CFC, such as: Civil Society Organizations (CSOs), the private sector, academia, media, as well as children themselves³.

For years, sustainable tourism has commanded the attention of academics and practitioners given its achievement through participatory planning. However, much research in the area has neglected to consider all voices of those (i.e., children) affected by tourism. Thus, the importance of young children in the tourism industry and the necessity of child-friendly destination should be further analysed. Young children are an important consumer group in the tourism industry. Tourism has become one of the essential consumption elements for families with young children, and parents are spending more and more money and energy on travel with their children⁴. Children have a fair amount of influence on the tourism decision-making in the family. It is noted that the roles of mothers and children are equal in vacation planning⁵, and that parents are sensitive to their children's best and worst choices, and they make choices tailored to their preferences⁶. The satisfaction of children affects the satisfaction and behavior intention of parent, thus it is noted that younger children have a greater influence on tourism decision-making⁷.

The private sector focuses on the market value of the children's industry, while the public sector focuses more on creating child-friendly tourism environments from an accessible tourism perspective⁸. Since tourism is increasingly being conceived as a necessity, rather than a luxury⁹, accessible tourism is being considered both as a fundamental right as well as a new business

3 *ibid*

4 Shuxia W. Children tourism investigation and analysis in Zhejiang Province, China. *Asia Pac. J. Multidiscip. Res.* 2018;6:74-81.

5 Therkelsen A. Deciding on family holidays—Role distribution and strategies in use. *J. Travel Tour. Mark.* 2010; 27:765-779. doi: 10.1080/10548408.2010.526895.

6 Curtale R. Analyzing children's impact on parents' tourist choices. *Young Consum.* 2018;19:172-184. doi: 10.1108/YC-07-2017-00715.

7 *ibid*

8 Song H. A Study on the Establishment of an Accessible Tourism Environment in Suwon Hwaseong Fortress for Children and Their Families. Suwon Research Institute; Suwon, Korea: 2019.

9 McCabe S., Diekmann A. The rights to tourism: Reflections on social tourism and human rights. *Tour. Recreat. Res.* 2015;40:194-204. doi: 10.1080/02508281.2015.1049022.

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opportunity¹⁰. Accessible tourism for all means “the ongoing endeavor to ensure tourist destinations, products, and services are accessible to all people, regardless of their physical limitations, disabilities, or age”¹¹. It could also be understood as the set of “facilities and services (including the physical environment, transportation, information, communication) which enable persons with special access needs, either permanent or temporary, to enjoy a holiday and leisure time with no particular barrier or problem”¹². From this perspective, it has become important to consider the level of accessibility for young children when designing facilities and services of tourist destinations. In order to create child-friendly destinations, it is necessary to understand the characteristics of children as tourists. First, young children need to have their primary needs for food, nap/bedtime, safety, and sanitary facilities met first¹³. Families with young children will give positive reviews on tourism attraction if they are provided convenience facilities and food for their children¹⁴. A comprehensive approach should be taken when designing facilities and services for young children by considering accessibility, possibility of interaction with other children, safety, hygiene, room size, and staff size for child-friendly programs¹⁵. Secondly, young children are usually satisfied with dynamic activities. Young children need engaging activities including various ecological experiences such as picking fruit, playing with animals, and fishing¹⁶. In addition, children prefer dramatic play opportunities such as horse riding and superheroes, and functional play opportunities such as swinging and rocking¹⁷.

Child Friendly Tourism is the mentality that every kind of holiday and vacation act is organised considering children health, safety, security and improvement. Children having a happy holiday will have a positive impact on mental health and learning. In sum, children need facilities that are comfortable and safe, and dynamic activities that are fun and entertaining.

1.3 Guiding Principles

Guiding principles (or values) under which the CFC should be developed are inspired from the Convention on the Rights of Children (UNICEF, 1989). The first principle is Non-discrimination. All children are respected, without discrimination of any kind irrespective of the child’s or his or her

10 Özogul G., Baran G.G. Accessible tourism: The golden key in the future for the specialized travel agencies. *J. Tour. Futures*. 2016;2:79–87. doi: 10.1108/JTF-03-2015-0005.

11 UNWTO. *Manual on Accessible Tourism for All: Principles, Tools and Best Practices*. The World Tourism Organization (UNWTO); Madrid, Spain: 2016.

12 European Commission. *Economic Impact and Travel Patterns of Accessible Tourism in Europe—Final Report*. Service Contract SI2.ACPROCE052481700—European Commission, DG Enterprise and Industry. European Commission; Brussels, Belgium: 2014

13 Therkelsen A. Deciding on family holidays—Role distribution and strategies in use. *J. Travel Tour. Mark.* 2010;27:765–779. doi: 10.1080/10548408.2010.526895

14 Khoo-Lattimore C., Prayag G., Cheah B.L. Kids on board: Exploring the choice process and vacation needs of Asian parents with young children in resort hotels. *J. Hosp. Mark. Manag.* 2015;24:511–531. doi: 10.1080/19368623.2014.914862.

15 Khoo-Lattimore C., Yang M.J. A family for the holidays: Delineating the hospitality needs of European parents with young children. *Young Consum.* 2018;19:159–171. doi: 10.1108/YC-08-2017-00730

16 Nistoreanu P., Dragolea L. The Customization of Rural Travel Services’ Supply/Offer for Families with Children.

17 Zamani Z. Young children’s preferences: What stimulates children’s cognitive play in outdoor preschools? *Int. J. Early Child.* 2017;15:256–274. doi: 10.1177/1476718X15616831.

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parent's or legal guardian's race, colour, sex, language, religion, political or other opinion, national, ethnic or social origin, property, disability, birth or other status. Action should be undertaken in the best interests of the children. They are considered as the guiding principles to which every decision or consideration should accord.

Then, the inherent right to life, survival and development is another guiding principle. Children have the right to life, with the government committed to ensuring the maximum extent possible, their right to survival and healthy development.

Respect for the views of the child is another principle. And it is very important in the construction of a touristic Child Friendly City. Children should have their say in the initiatives offered to children.

Moreover, A child-friendly city aims to create equal, inclusive opportunities for all children. This entails identifying the most marginalized and vulnerable children, the barriers to inclusion that they face and removing these barriers.

Building a child-friendly city requires:

- a good level of accountability. It should clearly identify who is responsible for each aspect of implementation and holding them accountable. Transparency calls for clarity and openness in the decision-making process.
- having a system in place to facilitate public participation in decision-making to promote local accountability for children's rights, like a children council or forum (see par. 2.2.).
- that governments undertake all appropriate legislative, administrative, and other measures to implement child rights to the maximum extent of their available resources and, where needed, within the framework of international co-operation. The process is responsive to the needs of the children and families affected.

Lastly, a Child Friendly City requires a flexible management approach in order to be able to anticipate and respond to changing circumstances and be sustainable over time.

1.4 Brief description and objectives of the WONDER project.

The WONDER project idea was born on the basis of an already existing experience and know-how based in Italy, in the Marche Region where the lead partner of the project, the Municipality of Fano, is located. Fano is one of the first town in Italy that ratified the adoption by the Italian Government of the UNCRC on the 22nd of October 1991 (Internal act. n. 344). Italy ratified the UNCRC with the Italian Law n. 176 of the 27th of May 1991.

In this context a very innovative initiative has been launched in 1996 by the Italian National Research Council (CNR) - Institute of Cognitive Sciences and Technologies with the aim of promoting a change of the parameter of government of the city, starting from the child instead of the adult. The children take an active role in the process of change, participating concretely in the government and design of the city and regaining possession of the urban space. This approach was also the basis for the establishment of an international network named "The city of children" (<https://www.lacittadeibambini.org/en/about-us/>) that was born in the city of Fano. Here the protection of children rights is officially considered in the Statute where a specific dedicated article (the art. 53) establish the "Council of Children" that is actively operating (with meetings at least twice

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a month) with the aim of listening the children's needs and take them in due account for the urban planning. Thanks to this approach Fano is one of the first "Child friendly city" in Italy with a dedicated Unit within its internal organizational chart. There are many activities along the year dedicated to children, but the most important thing is the attention of the city to the children needs through a wider and more general child friendly approach to the urban services planning and delivering, including tourism.

Following this path also at Marche Regional level a specific Law has been published the 19th of April 2017, n. 14 that basically established a regional network of sustainable child friendly cities.

From all this background the idea of WONDER project came out with the main overall objective to increase the attractiveness and competitiveness of destinations from the Adriatic-Ionian Region thanks to a child-friendly approach, aimed at improving the liveability of cities and the touristic offer (governance, environment and services) through the development of new and innovative participatory methods, coherently with programme Specific Objective 2.1.

The project's specific **objectives** are:

- The definition of new solutions and approaches for improving the child-friendliness of the touristic destinations in the ADRON area.
- The establishment of a Transnational Network of Child-Friendly Tourism Destination.

In this sense, the expected results produced are:

- New touristic offer addressed to children/families through innovative participatory methods.
- Improved cooperation at local and transnational level among tourism sector, local authorities, civil society organisations and citizens/children.
- Well-defined transnational identity and raising awareness developed on child-friendly tourism in the Adriatic-Ionian area.

1.5 What does it mean to be a WONDER destination?

The WONDER Project aims at identifying and sharing practices, challenges and lessons learned to set-up a child-friendly destination by involving children and local stakeholders, testing approach and solutions. The family-oriented tourism is a target of tourism goods and services for families and children, differently the WONDER project is based not only on the tourist operators' needs and interests but mainly on the idea of a sustainable city "suitable for children" and consequently "suitable for all". It implies a new approach to customer care and sustainability for a more integrated, ethical and inclusive way to host tourists and take care of citizens.

Being "child-friendly" doesn't mean that a place or experience is designed for kids, but that it is appropriate for and even encourages kids to be a part of it. A child friendly destination is a place where kids will both be welcome and be able to enjoy themselves in some capacity.

A WONDER destination is defined by the following characteristics:

- **Including children in decision making:** Children's participation is more than just asking them for their ideas and views. It's about listening to them, taking them seriously and turning their ideas and suggestions into reality. It is also about providing them with the ability to influence

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some of the things that affect them and at the same time helping adults understand children's issues through their lens.

- **Commitment to add the child friendly dimension in every possible content:** From events to infrastructure to provide content and spaces for children. To provide activities for children but also for the parents.
- **Actively listen to children** educational and play areas and spaces for children experiences for families and **make children 'investigator/ contributors'** on city developing agenda to provide children content and infrastructure
- **Have policies and consequently** plan its investments and services for citizens in line with children's needs and wishes adequately assessed and collected as well as infrastructure tailored for children.
- Having **green and public space open to child friendly activities** including public events for children and family, including activities dedicated specifically to children (playgrounds, public spaces designed for children).
- **Safe destination:** Travel safety is a huge variable in tourism, and it is an important factor in the destination decision.

WONDER – BRAINSTORMING SESSION



Figure 2. Brainstorming - WONDER destination meaning

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1.6 Goals to be achieved and Expected results by becoming a WONDER destination.

The goals to be achieved by becoming a WONDER destination are summarized below:

- Upgrading children's activities in museums and galleries.
- Use and affirm a new methodological model for child friendliness, innovation and inclusion development of a child friendly destination.
- Change of mentality and capacity building for the stakeholders to improve tourist offer for the children development of culinary products for children.
- Public spaces designed for children.
- Synergies between sectors: tourism, culture, environment, entrepreneurship and education.
- Strengthening the tourist profile of the destinations by targeting special groups such as children step by step guidelines and directions how to become a WONDER destination guidelines how to make a brand «alive».
- Become a greener city in terms of Sustainable practices.
- Environmental valorization through raised awareness and attention on sustainability, to have a livelier environment for all.

WONDER – BRAINSTORMING SESSION



Figure 3. Brainstorming - WONDER destination goals to be achieved

The expected results for your city by becoming a WONDER destination are summarized below:

- New ideas for future projects with a child friendly dimension.
- Mid- and long-term milestone for further development of a city.
- Raise awareness among politicians and general public with a more coordinated involvement of local stakeholders for the tourism promotion targeted on children.
- Enhance the Local Children's Council as a key means to aggregate children's needs.

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- Expanded participation in local initiatives and attractions with positive spillovers on the sustainability sphere more opportunities for young people.
- More efficient urban spaces to respond to children's and tourist families' needs.
- A big step for building a distinct identity for the destination improved maintenance and management of public spaces.
- Promotion of the area in special categories of target groups.
- Involvement of stakeholders to improve offer for children.
- Institutionally function of child council contribution to the city.
- Responsible governance of municipalities to take into consideration child needs and view.
- Budgeted and action plan (annually or more) approved by municipality for the investment that will make as "child friendly city".

WONDER – BRAINSTORMING SESSION

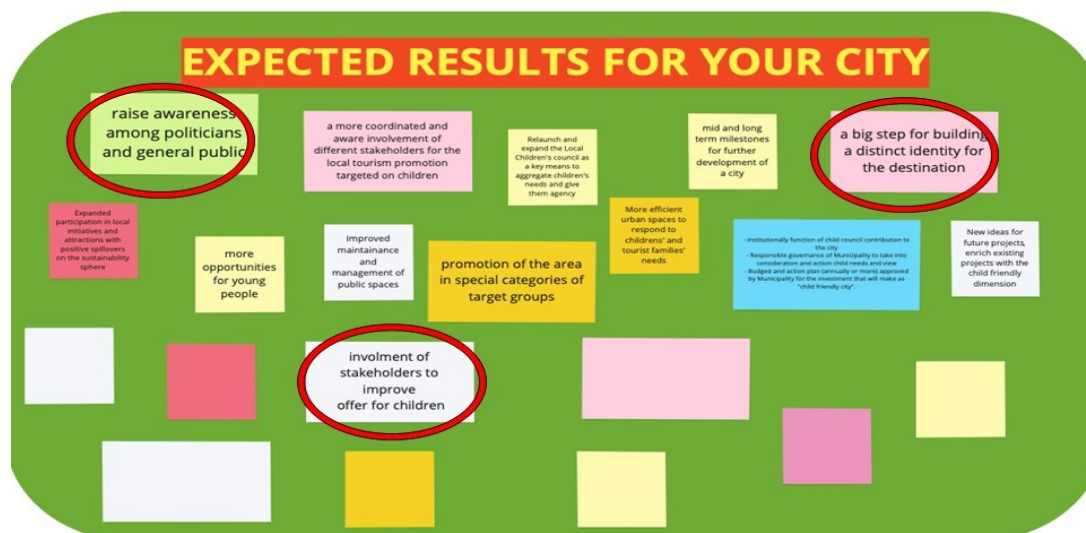


Figure 4. Brainstorming - WONDER destination results for your city

Some of the approaches and techniques for the participation of children (and other stakeholders) that could be used are:

- Social media, working groups, on line programs/workshops different apps or online working
- Affirm children's participation
- Tools (like the Children's City Council, or a different model based on web participation) as a paramount element. These participative models must be defined and listed in the action plan for potential members to choose the most suitable one for their local context.
- Organize a dedicated festival for children built upon their own ideas and desires (which are collected through a specific collective brainstorming session).
- Periodic surveys using online questionnaires
- Organize participatory school meetings to directly listen to children
- Online surveys published on social media and/or the official web page of the municipality/institution online platform where children can express their wishes / opinions

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II. KEY ELEMENTS & FINDINGS

2.1 Key elements from the evaluations of the destinations involved

Key elements from the evaluations of the city of Fano

The outcomes from the focus groups carried out shows that the City of Fano does not need of specific and significant financial investments to be a real “Child-friendly destination”; actually it needs of a more coordinated and innovative approach of a tourist networking activity for the different tourist assets: hospitality, culture and arts, management of public and outdoor spaces, local economic operators (typical artistic crafts, retail sector, etc.). There is a strong feeling in the citizens on this topic thanks to the experiences gained by the “Città delle bambine e dei bambini” initiative that exists and works from 1991, so the Municipality aims at setting up a coordinated approach with targeted actions. Those actions are identified by a networking approach with the involvement of stakeholders, such as restaurants, beaches managers, association, hospitality managers. The stakeholder from different sectors, in agreement with the Municipality, decided to develop along the WONDER project duration (and more in general at medium to longer horizons) common and shared initiatives for the City tourist promotion with a stronger networking approach at local level. This approach has allowed the Municipality of Fano, a medium-size city, to optimize and strength its own intrinsic liveability. The WONDER pilot action that Fano decided to improve consist of a stronger networking and communication strategy at local level investing in its restyling in terms of communication, child-friendly services and tools, local branding (“Fano Family Tourism Destination”) and promotion of its beauty and cultural events with a new public-private approach and collaboration.

Key elements from the evaluations of the municipality of Velenje

The research, which took place in December 2020, includes 108 children aged between 11 and 14, 4 decision-makers, 15 representatives of non-governmental organizations and museums and 14 economic entities (2 accommodation providers, 4 farms or tourist farms, 4 gastronomy providers, 2 tourist guides, 1 riding school and 1 pottery shop). The research was conducted through an online survey conducted in English by the leading partner of the Wonder project. It was then translated to Slovenian to make it easier to solve. The survey was carried out online due to the COVID-19 epidemic. The Local Assessment report of Municipality Velenje consists of five parts. The first section presents local and national documents that relate to or directly regulate the field of children's (family) tourism. This is followed by a broader presentation of the local tourist offer for children, youth, and families in the Municipality Velenje. The offer is presented in several parts, from open public areas owned by the municipality to cultural tourism offers, accommodation capacities and gastronomic offer. The third part consists of statistical data on the visit of the tourist destination Velenje in the period from 2017 to 2020, with regard to children's, youth and family tourism. The fourth section brings the results of the research, and the fifth part is followed by summary and proposed recommendations for future work on children tourism at the local level.

In conclusion, Velenje is on a good path to developing as a child-friendly tourist destination. Velenje is home to the biggest children's festival in Slovenia – The Pippi Long stocking festival – which is mostly unknown in other European countries. Its other asset is the Velenje beach which attracts

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more and more tourists every year, not just from Slovenia but also from abroad. Velenje organizes more than 3,500 events every year (under normal circumstances). It offers numerous options for active free time and easy access to. It boasts numerous playgrounds all around the city. These are our strongest points. We must also be focused on the weakness points to turn them into advantages. Velenje does not have a lot of private investments in the tourism field. There is also insufficient cooperation among tour operators. The local gastronomy offer needs to improve. A lot of information signs and local mobile applications are in Slovenian only, which is not useful to foreign tourists. The public transport connections need to be improved drastically in order for people who do not own cars or the ability to rent them to be able to come to Velenje.

There is the opportunity to upgrade the countryside connections and the local bicycle sharing system for tourists. Daily guests could become guests who stay longer than just for a night. Now is the time to create attractive family packages for all seasons and update the tourist offer to include benefits and networking cards. The online booking services can be improved and raise the quality and quantity of promotion in foreign markets.

On the way to becoming one of the best Slovenian and European children-friendly tourist destinations, it can look up to London as a good example. London has a wonderful offer for children and families throughout the year. Different interactive guiding tours for visitors are available, as well as numerous playgrounds and parks, programmes for children, multimedia equipment museums, special local touristic products based on local/national habits (drinking tea), animation programmes, etc.

Key elements from the evaluations of the municipality of Herceg Novi

Herceg Novi is a coastal town in Montenegro, located at the entrance to the Bay of Kotor and at the foot of Mount Orjen, the highest mountain of the Coastal Dinarides (1895 meters above the sea level). This is the medieval, westernmost city of the Montenegrin coast with impressive Old Town and city walls. The very important advantage of the city is its geographic location and climate conditions that enable the summer season lasts five months in a year. Due to the mild Mediterranean climate and over 200 sunny days a year, Herceg Novi is a very competitive destination on the tourism market - it is traditionally very popular summer destination. Besides the beautiful beaches, the city has wonderful natural conditions for the development of mountain tourism. Nature Park Orjen offers programs for discovering the beauties of nature, mountain biking, hiking, walking, bird watching, exploring, and other activities in the warmer part of the year. The hinterland of the town, the Mount Orjen as well as the Lustica peninsula, are ideal for an active vacation, and the city center itself abounds in impressive fortresses, towers and squares. Herceg Novi is the city with interesting history and tradition of sea faring. The Adriatic Sea is a natural basis for the development of nautical tourism. The main advantages due to which tourists choose this charming city as a tourist destination, are clean, turquoise blue sea and neat beaches, active tourism, cultural tourism, events and traditional manifestations, peaceful environment, low costs of visit and food experience.

Pursuant to the surveying representatives of business entities, cultural sector and local and public administration it may be concluded that Herceg Novi has potential to be build as a town that is convenient and suitable for children and families, but it is necessary to work on increasing quality of services targeting children. In addition, it is necessary to work systematically on education of employees that should be oriented towards creation of content for children. It is, also, necessary to create strategy that would analyze the existing conditions and, at the level of inputs from tourists on

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one side and stakeholders and tour operators on the other side, create action plans that should connect public, cultural and business sectors towards unique goal and that would be an increase of level of services for children and families.

Key elements from the evaluations of the municipality of West Achaia

Until now, West Achaia has followed a traditional strategy of promoting its tourist offer, based mainly on the big tourist agencies of foreign tourism on the one hand, and attracting visitors from the big nearby urban centres such as Patras and Athens on the other. There is insufficient use of modern and more sophisticated means of promotion. There is also no specialized promotion of the tourism offer dedicated for children and no tourism guide for children.

The development promotion of alternative forms of tourism, based on the rich historical, archaeological and cultural background of the area, is characterized as a critical issue of local development. The exchange of experiences, the methodology and tools that will be developed through the WONDER project, will give the Municipality the opportunity to update and refocus its strategy for tourism development.

Generating a specialized “child-friendly” local identity as well as new and innovative events and services for children and family can open new alternative ways of attracting tourists and allow entry into selected segments of the tourism market, beyond the typical model of Sea & Sun.

Key elements from the evaluations of the municipality of Elbasan and Kolonja

From interviews conducted with local stakeholders in Elbasan and Kolonja the key elements of the evaluation can be summarised as following:

- Lack of training of employees in the tourism sector - In terms of human resources and services offered to tourists, they leave much to be desired and a training program is needed to foster a quality leap in tourism. This recommendation came from the target group interviewed.
- Poor infrastructure at destination - Infrastructure at tourist destinations still leaves much to be desired, starting with the energy and water networks, and continuing with connection routes with destinations, parking spaces, etc.
- Lack of data for children - Referring the strategies and report develop regarding the tourism sector, is evidently lack of data we found difficult of finding data for children, how many of them are entered or go out Albania, etc. Those data are not public.
- Lack of friendly destination for children - This recommendation strongly defined by tour operators. Friendly destination for children will attract more family tourism in the country.
- Lack of infrastructure - this recommendation is especially for the places that are far away, in the remote areas, the tourism agencies face the lack of infrastructure to reach those places. But they are trying to find alternative ways. Those places couldn't before familiar tourism, so they are separated only for group of youth, or group of explores, sports, etc.
- Lack of investment in tourism sector - this recommendation come for the government to invest more in the tourism sector, and to increase the collaboration between them.
- Low quality of accommodation or maintenance of public space s- this recommendation is for local institution and local tourism sector in order to raise the quality of service and to protect and maintenance the public spaces that they have in use.

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Key elements from the evaluations of the municipality of Novigrad

Following the conducted analysis of the situation in the field and attitudes of the key stakeholders, it can be concluded that Novigrad has a lot of potential in the sense of further channelling its offer towards children and families, which are already the main market. Other destinations in Istria are also mainly oriented towards stays of families with children, so that the services offer (such as amusement parks) in the surroundings is more than satisfying. However, a strategic and long-term approach of planning of the adaption of the existing offer and initiation of new activities specifically oriented towards children and families staying in Novigrad, has not yet been systematically implemented, even if it is existing individually. The destination is extremely safe, the city centre is a mainly pedestrian area during the summer season, great attention is always dedicated to the design and maintenance of parks and playgrounds, beaches are family friendly and a variety of events are specially dedicated to children and families. All the relevant elements of a family friendly destination are existing, with room for further progress.

The surveyed key stakeholders are interested in investment and cooperation; they pine for destination progress and setting of rules by which the existing touristic offer, which is already oriented toward families, can be further improved.

Apart from the touristic sphere, the City of Novigrad-Cittanova has a very family-friendly approach in its population policy as well since the City has been actively working on subsidised housing for young families for years – already more than 50 housing units has been built, while new projects for more housing units are in preparation. Such areas are totally designed for families since green areas and playgrounds for children are integrated in this neighbourhoods.

Key elements from the evaluations of the Dolenjska region (municipalities Novo mesto, Šmarješke and Dolenjske Toplice)

Dolenjska is a region in the south of Slovenia, full of picturesque hills and vineyards. Its landscape is dominated by the Krka River, the namesake of a globally renowned pharmaceutical and tourism company headquartered in Novo mesto. The company owns thermal resorts in the townships of Dolenjske Toplice and Šmarješke Toplice and contributes to the development of high-quality tourism in the region. Guests can enjoy their active vacations, water attractions, a rich spa tradition and relaxation in modern wellness centres amidst beautiful nature – experience this and much more. Municipality of Novo mesto has adopted the local Development Strategy of the Municipality of Novo mesto until 2030, which also includes the Tourism Development Strategy 2030. A special part relating to “children and family tourism” is located in the section Animation tourism and Active holidays (most active and varied leisure), the possibility of entertainment, after an active day which means afternoon). The measures and objectives relate in particular to the improvement of sports infrastructure, the connection of local stakeholders and providers, the creation of tourist products, etc. Dolenjska destination starts offering family-friendly deals and offers to attract more families to the destination. This goes in parallel with establishing a family-friendly atmosphere to make the families feel welcome at individual tourism property and in the destination itself. From the conducted research Dolenjska destination is currently not offering structured and focused “child and family” friendly offer yet, but many individuals and institutions interviewed expressed that they are working on these and that they will be eager to participate in organized destination initiative dealing with these issues in future.

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Key elements from the evaluations of the municipality of Cervia

From the information collected through the questionnaires submitted to the various stakeholders the idea is to use innovative methods of involvement also aimed at children through new ones city planning technologies taking into account the PUMS, (Urban Sustainable Mobility Plan).

The City of Cervia is very committed to improving accessibility through mitigation actions on climate change, to raising urban resilience, with projects aimed at removing concrete in favour of permeable materials. Encourage participatory processes aimed at involving children, establishing consultation mechanisms that are acquired as *modus operandi* by the administration, with the aim of having a better quality of the environment and of life.

Key elements from the evaluations of the municipality of Dubrovnik

First of all, it is important to emphasize that the development of continuous and strategic cooperation of all relevant stakeholders is of primary importance (not only for this market segment - but also beyond). The potential for better meeting the needs of the market segment of families with children exists both within existing policies and in the field.

It is important to take into consideration and think about of an off-season tourism strategy. In this context, one could explore the potential of school excursions, sports and cultural events for children (which are in line with existing examples of good practice).

Another key element that should be adopted is the recording all existing potential providers of children's tourism services and creating a virtual place that combines information about the offer aimed at children. Furthermore, continuous survey - children of tourists about their wishes (proposal of focus group participants) could facilitate the improvement of the activities offered on the destination.

In the field of cultural and civil sector (museums, galleries, associations) it is important to examine the existing potential of pedagogically adapted content offered to children from the area of Dubrovnik and refine it and expand it technologically (multimedia in museums) and multicultural (multilingual) in order to also be offered to children staying as tourists in Dubrovnik.

Key elements from the evaluations of the municipality of Preveza

The immediate plans of the Municipality are the development of student tourism, which will be transformed in the summer months and holidays into children's tourism. As it is known, during student tourism, students travel in the framework of various programs with their learning capacity. Without this quality, when they travel they do youth tourism or children tourism. With contacts that will be made directly, with institutions (mainly Primary and Secondary Education from the Greek territory) and Tourist Offices, all the appropriate conditions will be created to take the form of camp tourism or the form of excursions (2-5 days) or large excursions (more than 5 days).

Preveza could be a popular destination for children, if there was the proper use of its tourist assets, eg the archaeological museum, Zalongo Monument, Gates of Hades, Step of the Apostle Paul, etc. As the Municipality takes care, as it should, for the tradition of the cultural, natural and religious heritage especially to the young people, it utilized the former room of the Municipal Council of Louros, in collaboration with local bodies, to transmit the knowledge about what it received, what it keeps and what it will deliver. The advantage of the building of the Municipal Unit of Louros is a hub for a number of activities and sightseeing opportunities.

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Also, a privilege is the existence of Louros Square, opposite the City Hall, where in spring, summer and autumn small educational events with the same content can take place, in which due to the morphology of the space can also participate disabled people (associations and individuals). A small botanical garden may be created in the flower beds of Louros square, opposite the City Hall, (to avoid bus travel) so that students, mainly from Louros Elementary School, can plant (basil, mint, lavender, broccoli, etc.) and monitor the development of their plants. In general, the whole project, based on this room, can be enriched with activities, because the heritage of Preveza is huge.

At the same time, in combination with the sending of Press Releases, Newsletters and the radio show of the Planning Department - Tourism Office, broadcasted by the Municipal Radio of Preveza, all kinds of information will be disseminated to the citizens of Preveza, especially in topics where "Ignorance" is not allowed, such as: Coastal Development Program "BLUE FLAGS", Amvrakikos Ecosystem, Modern and Ancient History, Gastronomy and Primary Sector (both sectors with their products are included in the Mediterranean Nutrition, which is the Intangible World Heritage of UNESCO).

An increase in children's tourism could be another financial resource, improving not only the living standards of the inhabitants, but mainly the preservation of the rich assets and natural infrastructure of Preveza (Amvrakikos, sea, museums, Ancient Nikopolis, Archaeological Museum, Zalongos Monument, Step of the Apostle Paul, flora and fauna). The Municipality plans to carry out, in collaboration with the Primary and Secondary Education of Preveza and mainly with the Ephorate of Antiquities of Preveza, within the Archaeological Museum of Nikopolis but also in the wider area of Ancient Nikopolis, educational events that will attract the children of the Municipality of Preveza and the rest of Greece, especially during the tourist season. Actions are therefore provided for the development of cultural tourism, the form of tourism activity in which the main motivation of the visitor (and in this case the student - child) is to visit cultural attractions in order to learn, discover and experience the cultural heritage of each tourist destination.

These cultural attractions are related to a set of distinct material, mental, spiritual and emotional characteristics of a society that includes arts and architecture, historical and cultural heritage, gastronomic heritage, literature, theater, music, photography, creative fields and living cultures their values, their beliefs and their traditions. The Municipality of Preveza aims to transmit the cultural heritage of Preveza and to make known to children the areas/locations and activities that were inherited and saved from the past and refer to perceptions, achievements and way of life of another era. This heritage is divided into material (cultural heritage buildings, architectural sites, world heritage sites, national and historical monuments), intangible (literature, art, philosophy, folklore, songs), cultural sites, heritage sites, museums, libraries, museums, memories associated with historical figures.

Alongside, attempts are made for the development of the Cultural Thematic Path, ie the set of natural or artificial attractions based on a specific thematic context. Themed tours can provide education and recreation at the same time. In this context, it is particularly important to have incentives for organized activities that contribute to the acquisition of a personalized and authentic experience of the child, with any kind of active participation or involvement in the folklore, arts, heritage or special features of Preveza or a thematic / cultural event.

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2.2 Participation of children. Methodologies and approaches.

This is the core process in building a Child Friendly City/Destination: informing and involving children and respecting their views and experiences; recognizing children as partners and as individual human beings, rights-holders and equal, active citizens. Engaging with children will mean substantial and ongoing change: changes in the form and dissemination of information, in the structures for debate and consultation, and in the organization, timing and agendas of meetings (UNICEF, 2004).

The first step to design a Child-Friendly city is to make a situation analysis of both:

- the current child-friendliness of the city
- the current participatory scenario.

The situation analysis can be conducted following the steps described in the Child Friendly Cities and Communities Handbook, and it describes in detail the framework and the steps to follow. In this handbook, the situation analysis is described as the process aimed at highlighting *“the most significant areas of concern for children, their root causes and what children want to change. Just as importantly, it informs the development of the CFCI Action Plan, establishes the baseline against which progress and impact will be monitored and evaluated, provides evidence for policymaking and identifies needs for local capacity development (UNICEF, 2018, p. 24).*

It includes also the necessary action of creating a “Theory of Change”. The next step is the creation of a logic framework and of a strategy through an action plan. *“Translating the child rights situation analysis into an Action Plan involves several steps, including formulating a theory of change, developing a logic framework with indicators to monitor progress and impact, and identifying roles, responsibilities and deadlines as well as resourcing activities in the Action Plan. It is advised to tie the planning of the CFCI to the existing local government planning cycle. Integrating the CFCI in existing planning structures helps to ensure the sustainability of the initiative” (UNICEF, 2018, p. 25).*

The implementation stage is the most fascinating because the City start to change concretely and the contribution of children is really critical, as it was for the previous two stages.

Once the Action Plan is finalized and agreed upon, the next stage is for the CFCI implementing partners to accomplish the objectives identified within their area of responsibility, with a focus on meeting agreed deadlines and respecting available budgets (UNICEF, 2018, p. 31).

A monitoring and evaluation stage should necessarily complement this process, and re-address further improvement actions. *The effectiveness and impact of the CFCI can only be understood if systems are in place to measure the impact on children’s lives following the implementation of the CFCI, at both the individual and local (and potentially national) level. This evaluation may include an assessment of the general child rights situation to contextualize findings. Effective monitoring and evaluation enable involved stakeholders to track, change and highlight outcomes, both positive and negative, and strengthen the capacity to understand which measures work and why. The evidence of progress, impact and results for children, generated through monitoring and evaluation, can be used for advocacy and encouraging other municipalities and the national government to adopt measures to promote and strengthen child rights (UNICEF, 2018, p. 33).*

In the WONDER project a **Children’s feedback Report** was conducted between 10 partners from 6 countries (Albania, Croatia, Italy, Greece, Montenegro and Slovenia).

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The Report has been carried out to better understand the complex challenges facing children in their daily life for outdoor spaces and the importance of investments on child-friendly cities that directly affect children physical, intellectual, psychological and social wellbeing. It aims to identify the child-friendly city profile, to heard children voices on how their cities can be, also to unpack the complex challenges, and puts forth recommendations to enhance national and local policies that address child-friendly approach.

The strategies and related tools/instruments for the children's involvement considered in the WONDER project have been the following:

- **Children's Council:** Different ages should be included, and children should be elected and rotate on a frequent basis, to give them the possibility to contribute in the decision making processes. These children, representing all group-ages, and all the different identities of the population, should be elected (usually every 3 years) and should have a coordinators, coordinating mechanisms, communication mechanisms, and deliberation acts. The children, before undertaking a process of elections, are tutored and trained by facilitators, which will follow the entire process, and will continue to support the activity of the Council. A communication strategy should clarify the role of the Council, and the possibility of children to participate, clarifying also the capacity of the Council to put projects in practice, supported by the Statute and the following acts of the Municipal Council. The Council should meet periodically, but the different group can work independently, supported by a tutor, and can plan, design, articulate the initiatives they think are important for the City.
- **Childrens' Forum:** A Children's Forum should be activated for the children representative (sitting in the Council) to listen the whole population of children interested in the different topics of discussion. It should be activated with an agenda and should entail reporting and accountability strategies. They can also consider on-line processes (on-line forum), but these cannot substitute, rather complement, the on-site forum, because the process of participation is better articulated and addressed in presence. The Forum is an option for the Council members to collect new ideas, contributions, desires of participation, and a context for assessment of activities and further advocacy. The member of the Municipal Council in charge of supporting the Children's Council can be invited and can participate in the Forum.
- **All Children Involved:** Children's Councils is an elective body, and Children's Forum is a participatory assembly. But all children should be somehow involved, so a set of action should be in place, involving primary and secondary schools (but also Kindergarten) to include all children in the process.

The methodology used is a combination of quantitative and qualitative approaches, and the tools used to collect the data were unified for all partners of the project (considering also the restrictions caused by the COVID 19 pandemia). The quantitative and qualitative data collection was achieved through a combination of the following tools:

- **Children's feedback on CFC Survey** – for collecting quantitative data for children's feedback on CFC. The children's feedback was collected in 11 Municipalities for the following topics, defined as crucial pillars that a city/community should offer, to be named as child-friendly: a) play, b) safety, c) health, d) learning, e) participation, f) sustainability. Conditioned by the global pandemic of Covid-19, the children's feedback was gathered through online survey on 8 Municipalities (Dubrovnik, Fano, Herceg Novi, Novigrad, Novo mesto, Preveze, MOV, MWA),

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meantime the data were collected face to face in 3 Municipalities (Elbasan and Kolonje in Albania since the compulsory schools weren't been closed and Cervia in Italy).

- **Children's drawings, phrases/ short descriptions** of the dream city they want to live in - for collecting qualitative and psychological information on children feedback on the components of the dream city. They were collected in 11 Municipalities where children's feedback on CFC survey was conducted.
- **Interviews with the main actors responsible for children's rights** in the Municipalities for collecting information on the local government investments on CFC that directly affect children physical, intellectual, psychological and social wellbeing. Interviews were conducted in 13 Municipalities from 6 different countries: Cervia and Fano (IT), Dolenjske Toplice, Velenje, Novo Mesto and Šmarješke Toplice (SLO), Dubrovnik and Novigrad (CRO), Elbasan and Kolonje (ALB), Herceg Novi (MON), Preveza and West Achaia (GR).

Some information of the data collection in targeted Municipalities is as follows:

- 44 representatives of Municipalities, responsible for children's issues were interviewed;
- 1487 children were included in the process, aged between 9 and 14, of whom:
 - 715 boys (48.1 %), 770 girls (51.8%), 1 gender fluid (0.05%), 1 undefined (0.05%)
 - 1245 are based in-town (84%), 23 reside in the countryside (17%)
- 815 drawings by children were collected, as well as 1124 short descriptions of a dream city to live in.

The data collected were analyzed and consulted with all project partners. **Some of the more interesting finding highlights**, evidenced at the Municipalities monitored by the partners of 6 countries, are listed as follows:

- 38% of the Municipalities (5 out of 13) have mechanisms of children participation when designing actions and investment on children (Children's council/ forum/ parliament).
- 15% of the Municipalities (2 out of 13) have completed the policy framework, by approving and implementing a specific Local Social/ Development Action Plan for child rights.
- Almost half (46%) of the Municipalities periodically conduct annual monitoring report for children's rights.
- Based on the legal responsibilities for child-oriented programs, all Municipalities have a dedicated fund for children issues.
- Municipalities need to develop tourism guides and programs that encourage cooperation and socializing among children.
- Municipalities need to connect with other cities in the region, as a common network of CFC, which should become the basis for creating a tourist offer, socializing, getting to know each other and connecting.
- From the children's feedback, **a dream city, for children has the following profiles:**
 - ✓ "Green" - with lots of parks, playgrounds, entertainment places;
 - ✓ "Friendly and ecologic environment" - with smart houses and electric vehicles;
 - ✓ "Guarantor of safety" - with feelings of protection and safety;
 - ✓ "Athletic and sportive" - with sport settlements/ fields;
 - ✓ "Cultural organizers" - with cultural, cinema and theatre shows;
 - ✓ "Productive and fun free time" - with lots of out of school activities;

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- ✓ "Offering service with equality and dignity" - where children are treated the same way and with respect;
- ✓ "Good people living in it" - nice people with good attitudes, no racism and no bullying;
- ✓ "High tech" – with advanced technology, electronics and communications;
- ✓ "Accessible by all" – with adjusted environment for vulnerable categories;
- ✓ "Giving voice and a seat to children" – with their involvement in decision making process.

A DREAM CITY FOR CHILDREN



Figure 5. Profile a dream city according to children

2.3 Involvement of stakeholders at local level via City Agendas.

The WONDER Local City Agenda represent a strategic document to support the implementation, testing and evaluation of the child-friendliness of the destination. The Agenda should set realistic and achievable goals in relation to the full range of issues concerning children (tourism, culture, city life, community participation, etc.). In addition, the Agenda will describe the expected results, target groups, strategies, stakeholders, financial forecasts and sustainability of the actions to be take. Since a variety of different services impact on children directly or indirectly, coordination is essential. As the agendas will be conceived as a cross-sectoral initiative, the involvement of different local stakeholders is essential and ideally including:

- local government at different levels,
- civil society organizations
- tourism bodies
- the media and communication agencies
- public and private educational institutions at different levels
- the business sector (not only the ones directly engaged in the tourist sector).

Local engagement is important as the objective of the Agenda is also to build local capacities and to ensure sustainable results for children. The City Agenda, as one of the main deliverable of the WONDER project, must be based on initial evaluations, good practices collected and data provided

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by the children themselves in previous stages as foreseen by the WONDER project. Finally, the Local Agenda will include the identification and description of pilot actions that should be implemented by the municipalities as well as the method for monitoring, evaluation and review of the pilot action.

Indicative examples of possible issues to be addressed by the Local Agenda:

- New approach on public spaces (parks, sport centres/fields, pedestrian zones).
- Sustainable Mobility (bicycle service for children).
- Tourism facilities for children and families. Cultural offer targeting children.
- Guidance to the strategic plan in terms of attention to the regeneration of the city through interventions on parts and on neighbourhoods, with an innovative integrated approach.
- The centrality of public space with place-making interventions tailored for "weak" users.
- Interventions on the side of "sociability" in the neighbourhoods, which deal with the theme of public services and "material welfare" paying attention to the management of equipment and spaces by local associations and groups.

III. EXAMPLES OF BEST PRACTICES AND PILOT ACTIONS

3.1 Summary of best practices at local & international level

There are many good and successful practices on children's involvement and activities targeting children among the WONDER project partners. Different territories, cultures, economies but often the same good skills, practices, services, etc. to be considered as starting point for future commitments in new child-friendly environmental, cultural, social and human potentials that need to be identified, researched and developed. Some of these new and innovative actions have been implemented thanks to the WONDER project in the context of the activity A.T1.5 – *"Pilot Actions for the implementation of WONDER city agendas"*, as described in the next paragraph.

Here below a summary of the main best practices listed by the project partners.

Name of attraction/ services/ offer	<ul style="list-style-type: none"> • <i>Carnival</i> • <i>Archaeological museum</i> • <i>Mediateca Montanari Memo (public library)</i> • <i>"Museo del Bali"</i> • <i>Fano Jazz by the sea</i> • <i>Passaggi festival"</i> • <i>Fano dei Cesari</i> • <i>Palio delle contrade</i> • <i>Brodetto Fest</i>
City	Fano
Country	Italy

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There are many interesting attractions for children and their families in the city of Fano: some of these are periodic appointments in characteristic and cultural places of our city, other are national or international festivals that every year spread colours and happiness in particular areas of Fano. In every period, in every season, Fano is full of attractions, all dedicated to children: as a matter of fact, four years ago, the Council of Children asked the Major a children's playground in all parties, festivals or cultural initiatives organized in the city, because "we can understand everything if you explain it in the right way", said the children. So now Fano has a thematic playground also in cultural initiative that initially were designated for an adult target.

Certainly, in the summertime, is easier find in Fano some things to do but in the other seasons you can visit historical sites in a child-friendly way and participate in activities and laboratory in library or other cultural public places:

- Fano's archaeological museum offers didactic activities for schools, tourists and children, including special workshops.
- The Mediateca Montanari Memo is a multimedia library of general information, where you can found books for children in a special room and where periodically experts read and play together whit children and their parents.
- The Museo del Balì is an interactive Science-Center created with the aim of stimulating and promoting the intrest in scientific culture in central Italy. It is installed in the splendid setting of the 18th-century Villa del Balì and thus situated in an area with a rich historical and cultural legacy. People of all ages can come: the Museum is a magical place for children, it's original for young ones and surprising for adults.
- The main events in the City, the "Carnival", the "Fano Jazz by the sea" and "Passaggi festival" sponsored themselves with dedicate spaces and activities targeted on children and their families.
- Fano is an historical city with a big background of notions to spread and show to citizens and tourist of all ages, so two big events about Romanism and Medieval periods in which children, playing, can learn important customs and traditions. These are "Fano dei Cesari" and "Palio delle contrade".



Parade of women, men and animals in historical clothes turn trough the city, camps of soldiers

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and civil people are built in historical places and in front of historical monuments.

The children can play to characteristic activities at the time and so discover the wonderful mystery of history.

Finally one iconic event sponsored by the Council of Children is the “City to play”: in May, every year by 1992, this event is organized and the principal avenue of the City is closed to traffic and gave it to children. In this occasion many cultural, sportive and ludic associations occupy the street and let families play together for all day.

Name of attraction/ services/ offer	Pippi’s Festival (Pikin Festival)
City	Velenje
Country	Slovenia

Pippi`s festival is the largest event for children and families in Slovenia and one of the most recognizable brand in the area of children`s activities. The principles of the festival are culture, education, exchange of artistic practices, liaising with other organizers of similar cultural practices and fun for all generations. Activities beyond the brand of festival are proceeding throughout the year, but the peak is reached in the week of the festival in the end of September (7 all-day long activities), when over 100.000 people visit the central area.



Pippi’s Festival is an event that offers cultural education and entertainment for all generations. The Festival is basically dedicated to cultural education for the school group segment, and is increasingly becoming a family festival. Families visit the venue mainly in the afternoon, and the family structure is widespread, as grandparents, aunts and uncles are also enthusiastic visitors of the festival. The opening and closing days (or weekend days) are traditionally the most visited



(together they represent almost half of the total visit). Children make up for about 50% of all visitors. In the morning during the week, the festival is visited by an average of 150 organized groups from all over Slovenia. According to age segmentation, the majority is from the 1st and 2nd triad of primary schools, in the age group up to 12 years. The festival venues are divided into a main venue in the centre of Velenje, where all-day activities take place all day throughout the

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week, and a number of festival venues around the city, which include exhibitions, themed events and two venues with theatre and dance performances.

Pippi's stage is located in the Cultural Centre Velenje, and it houses the highest quality productions of Slovenian theatres. It offers audiences a selection of five top national theatre, puppet or dance productions nationally. There are two performances per day on stage for different age groups of children. Thomas stage is located at the Velenje Music School. This stage hosts the best annual productions of schools, societies or theatre groups from the local environment. It is a non-professional production intended for the children's population, which exceeds the average offer in its segment. Visitors of these two stages have to pay an entrance fee to see the performances, and these are also the only events within the festival's weekly program offer where visitors have to pay admission.

Other venues in the city are Pippi's cinema in Velenje Cinema, Velenje Castle, Velenje Library, eMČe plac, Velenje Gallery, Slovenian Coal Mining Museum and other locations. Each year, organizers determine a central festival theme, which is the starting point for various activities (the choice of topic coincides with the school curriculum of the first triad of primary school. Themes from previous years are Four Seasons, Professions, Animal Kingdom, On the farm, Languages).

The heart of the festival are most definitely app. 80 to 100 creative workshops of various types (motor, sensory, creative, research, technical). Most of them allow children to make a product with the help of an animator, which the child can then take home. The workshops are located indoors and are conducted regardless of weather conditions. There are also many outdoor activities: stages under the sky, street theatre, interactive workshops and exhibitions.

Seven leading art genres are presented at the festival in Art Street. The most creative part of the festival consist of seven artistic quarters, which offer interesting and interactive approaches to learning about different cultural genres. Puppets House, Art Gallery, Library, Museum, Dance room, Music House and Cinema artistic quarters are run and lead by experts in various artistic fields who carry out workshops, host interesting guests at the discourses, create new productions and artistic products. Each artistic quarter offers interesting and various program which is different from day to day. Some of these activities are set to procedures and the goal is a presentation of newly created product, such as dance choreography, a short movie or a puppet show. Activities, which are as part of a different artistic quarters presented in the festival week, are taking places in various forms throughout the year.

The outdoor green areas of the venue are enriched with sports grounds, children's playgrounds and various imaginative installations. As part of the festival program, app. 20 major solo events take place every year, such as: Pippi's Mountain Hike in cooperation with the Mountaineering Association Velenje, Pippi's mini adventure in cooperation with the Scout Association Rod Jezerski zmaj Velenje, family cycling with Pippi, Pippi's athletic meeting is organized by Velenje Athletic Association, Pippi's sailing regatta is performed by members of the Velenje Water Sports Club, Firefighting competition for pioneers, Geo-pioneers Geocachingit is performed occasionally, dance competition Pippi moves and many others. In the period before, during and after the festival, visitors are able to see at least eight exhibitions at various locations around the city, and at least eight productions for youth population take place in Pippi's Cinema.

A Pippi's Art Competition on the selected theme is announced yearly, and schools are called to participate. Organizers traditionally invite children to participate in charity campaign New Sun -

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Pippi helps. The charity campaign is held every year with a different purpose (helping local families, visiting sick children in hospitals, helping animals in the shelter). The aim of collecting contributions is to arouse compassion and responsibility towards others in children.

Name of attraction/ services/ offer	<i>International Children's Carnival</i>
City	Herceg Novi
Country	Montenegro

The main goal of the International Children's Carnival project is to promote Herceg Novi's cultural and tourist offer in the pre-season, precisely the month of May. This carnival is a traditional manifestation that last 13 years and during this period it became one of the most significant child manifestations. Due to its importance and character, it is an unavoidable item in the calendar of proven cultural events that bring together the youngest population.

The carnival lasts 4 days and it starts with the child "leader" that receives the keys from the city and put the flag on the main Tower of the city. There is a dance and song in the main square with the clowns and stills walkers. The next day is a little bit formally since the mayor and municipality representatives have speeches and open the ceremony while the child leader pick its princess that will together lead the parade the next day. The grand parade is happening the third day where all children's group participate with their costumes and choreographies. The last day is reserved for a Bay of Kotor tour with the guide for all the carnival participants.



The event is important from a tourist perspective because it attracts tourists (those with children from preschool to high school age) in the pre-season, which affects the extension of an extremely short tourist season. Also, Herceg Novi is the only city in the region with this type of offer so it has all prerequisite to become child friendly destination.

As for our long-term goals and benefits for the city itself from

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this carnival, every year for participation in the grand parade there are increasing number of requests from organizations from abroad, as well as large number of visitors that are coming from outside our municipality and country. All the guests participating in the carnival have become satisfied promoters of our city in their communities and will gladly come again whenever the opportunity arises. The Children's Carnival is a unique event in the region, so it highlights Herceg Novi as a favourable destination for family tourism and greatly contributes to the pre-season offer of the city.

The direct target group are the children participating in the carnival, and thus their parents and relatives who come as viewers, as well as the "ordinary" audience that this kind of program is extremely interesting. Last year, in the four days of the carnival, there were about 1500 children participants and about 8000 people in the audience.

Name of attraction/ services/ offer	Carnival of Children
City	Kato Achaia, West Achaia
Country	Greece

Children have their own carnival parade in West Achaia. With the support of the Municipality and the participation of local organizations and volunteers the children's parade grows every year and is enriched with various events and happenings.



Carnival of Children is not just the parade. A variety of events including creative activities and the hidden treasure hunt game begin in mid-January and last up to Ash Monday. Carnival of Children is a spectacular cultural event which is characterized by spontaneity, improvisation, imagination, inspiration, teamwork and volunteerism.

The **Opening Ceremony** is held on the first Saturday after the 17th of January. The ceremony includes music concerts, dances, acrobatics, activities for children and funny games. **Karnavaloupoli** (means carnival town) is set up in the central square of Kato Achaia and awaits the little ones full of surprises. This is the time when the **Treasure Hunt Game** starts with the participation of local Primary Schools. For the whole carnival period, Schools are invited to



participate in this amazing competition to find the hidden treasure. Solving riddles, doing quizzes, mapping the whole city in order to find the correct points to collect clues, playing brainy or skill games to get more points or even bringing requested rare items, are some of the activities included in the Game. The Game ends after the Children's Parade. The school that gets the most points and finds the Treasure by solving the last riddle is the winner. The awards

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for the Treasure Hunt Game are given to the winners during a special ceremony with many surprises and the warm smiles of volunteers and visitors, delicious traditional dishes and beverages that are prepared from the parents and the local restaurants, DJ sets, music bands, carnival dances, a farewell to the carnival that ended, announcements about next year's carnival and countless fireworks.

It is roughly estimated that 500 children with their parents are taking part in the **Carnival Parade**. Kindergartens, Primary Schools, Special Schools, Dance Schools and many others join the fun! On that day, the variety of colours and the positive energy coming from all these children who are dressed up and ready to dance through the city, is really impressive.

The festive atmosphere of the Carnival Period comes to its end on Ash Monday (also known as Clean Monday or Pure Monday), which is a moveable Christian Holiday seven weeks before Easter. Ash Monday is a public holiday in Greece, and is celebrated with outdoor excursions, consumption of traditional fasting food and flying kites. That's the amazing opportunity in the beginning of spring for all the families to take advantage of West Achaia's beautiful beaches to fly their colorful kites and have a pleasant picnic in open landscapes or even better in the Strofilia pine forest, which is embraced by Kalogria Beach, the largest sandy beach in Greece and one of the most popular child-friendly beaches.

Name of attraction/ services/ offer	"Summer Day" Fest
City	Elbasan
Country	Albania

The "Summer Day" is an Albanian spring festival for families and children celebrated in Albania on March 14. It is a pagan holiday that dates back to antiquity and has been preserved with great fanaticism to this day. Of course, from the beginning of its celebration until today, times have changed and consequently the way of celebration, but its basic form is the same, it has been and remains a pagan holiday, with Albanian origin and tradition and dedicated to the season of spring. The celebration is held in honour of the beautiful Albanian nature and vegetation that comes to life on this date.



The celebration is held in honour of the beautiful Albanian nature and vegetation that comes to life on this date.

On occasional of this day specific attention is dedicated for children's activities for all day. So we see this activity mainly in perspective of children involvement. Every municipality made up their own plan of activity, but in general all have the same aim to make, full of activities for all family.

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During the all-day fest are created specific corner with activities for children like face painting, animators, circus activities, mini-fair with hand crafts and traditional food, sports activity for children, playgrounds. Those activities are realized by municipalities as main organized in close cooperation with local NGO, voluntary group from high schools, local business and other social and culture institution in local level.

“Summer day” fest is based and organized by each municipality in local level. The main organizer “Municipality” invites the local NGO, voluntary groups from high schools, local business, social animators, the band of city, circus group, etc, to take part with their activities on the event.

The summer day fest gathers on the children from primary and secondary schools in each municipality children from each school prepared before their exhibitions with picture. The most beautiful pictures from different schools are exposed for all participant during the fest. Preparatory work is made in every school week before the summer day fest happen. Children prepare their work and picture to present on the fest day.

Municipalities are main organizers of the Summer Day Fest every year. They invite different stakeholders to participate on organizing activities on this day. Other key local actors like: local business, local NGO, Circus group are co-organizers on this event. Important role plays youth and volunteers from high schools are invited to act as mentor on coordinating activities on the “summer days” fest. Also part of the activities are local business presenting their work on mini-fair with hand crafts, traditional food, etc.

Name of attraction/ services/ offer	<i>Magic Novigrad & Street Wizards’ Evening (Čarobni Novigrad & Večeri uličnih čarobnjaka)</i>
City	Novigrad
Country	Croatia

The main event, Magic Novigrad, is a two-days festival which takes places in June, while Street Wizards Evenings are singular events which take place during July and August, but the content of the events is quite similar. The event is a contemporary approach to street theatre, relying on the global trend of combining music, dancing and juggling with demanding circus skills, like tightrope/wire walking, work with trapeze and silk, acrobatics and similar. The program mainly consists of shows, walking stilts, puppet animations etc. The performers are jugglers, stilt walkers, clowns and other circus artists.

Although the Main square is the central location of the manifestation, a part of the program also takes place at other suitable locations (e.g. streets, parks, the port), depending on performance type and content. On the picture below the highlighted parts indicates the locations of the gigs. The program is interactive in nature, requiring audience involvement,



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especially the participation of children, adding to its attractiveness.

During the manifestation, Novigrad becomes a gateway to the magical world of fantasy, accessible through well-conceived scenarios. All program is free of charge for the audience, and intended for the wider public, from the youngest to the elderly, from locals to foreign visitors. As this Festival takes place also in another Istrian city (Labin) and exists as a brand “per se”, it has its own website with a section dedicated to Novigrad (<http://www.fucfestival.com/>).



As the Festival takes place all around the city, all the places are accessible for people with disabilities. During the summer, the city becomes a pedestrian area since the access to cars is limited in the historical centre only for the residents. In this way, the area is much safer and dedicated to visitors. Novigrad is also branded as a “Friendly Beach Autism” destination, which is a unique network in Mediterranean tourist destinations that provides a carefree and pleasant holiday on the sea to all families with members with autism. The

Tourist Board of the City of Novigrad organizes trainings and counselling for tourism employees on how to communicate and provide services to people with autism.

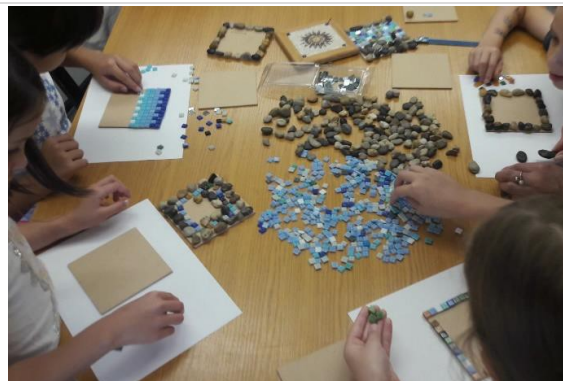
The tourist offer of the City of Novigrad is the product of the work of the Council and the Assembly of the Tourism Board of the City of Novigrad, which includes members from hotels, restaurateurs, the Municipality This way, stakeholders participate in the design and development of the touristic offer of the City.

Name of attraction/ services/ offer	Museum of Dolenjska
City	Dolenjska region - Novo mesto
Country	Slovenia
<p>The museum offers different types of visits of the exhibitions meant for children where special attention is paid to the content and methodological connection with the curricula so that the regular school process can be enriched with knowledge gained at the museum. The connection between theory and practice has proven to be a good practice, when students upgrade their viewing of an exhibition, museum object or lesson with practical creation in museum workshops.</p> <p>The educational services of the museum have special programs and workshops for children, where they help children learn more through creation and child’s imagination. In particular, the Child-friendly tourist infrastructure in this area consists of:</p>	



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- Exhibition guides for children
- Exhibition views adopted for children
- Enriching gained knowledge with museum workshops
- Organized workshops throughout the whole school year and also during summer vacations o Pottery,
 - o Archaeological image of Dolenjska,
 - o Let's go to the museum,
 - o Traditions and customs, etc.



The Dolenjska Museum promotes Novo mesto as a tourist destination and has their own permanent offer as well as annual Situlae Festival, which they organize.

Name of attraction/ services/ offer	<i>Tourist Farm Vesel</i>
City	Dolenjska region - Trebnje
Country	Slovenia
<p>Family oriented stories, programs and animations about history and nature of living on a farm in Slovenia. The farm is surrounded with beautiful and intact nature.</p> <p>The Child-friendly tourist infrastructure in this area consists of:</p> <ul style="list-style-type: none"> • an adventurous animated trail • tasting of local culinary delights • animated programs on the farm • special experiences for children during vacations • programs for school and kindergarten children • farm animals • Apartment for families • Playground for children 	
 	

Name of attraction/ services/ offer	<i>Zoo Park Ranch Aladin</i>
City	Dolenjska region - Mirna
Country	Slovenia

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At Zoo Park Ranch Aladin you can see domestic and wild species of animals from almost all continents of the world. In addition to animal visits, they also offer a picnic area and during weekends and holidays they organize children's camps. For adventurers, they also prepare some adrenaline with paintball, or you can go for a walk in the woods or ride a bike along the marked bike paths in the Mirna Valley.

The Child-friendly tourist infrastructure in this area consists of:

- Themed games for children
- Big outdoor playground for children
- Visit of animals and ranch is adopted for children
- Educational show of animals for children
- Children's birthday parties with animation (duration 3h)
- Accommodation in Zidanice, suitable for families

Ranch Aladin's offer complements the local tourist offer and helps in the development of tourism in the municipality of Mirna.



Name of attraction/ services/ offer	<ul style="list-style-type: none"> • Green Flag - Child-friendly beach • Magazzini del Sale (Salt Storehouses) • The Salina of Cervia • The Park CerviAvventura and Butterflies House • Slow Park "Park of the natural rights of boys and girls" • International Kite Festival • YAMM Festival yoga kids and yoga family • Sport Festival • Immaginante Traveling museum workshop for children • MiMa Wonderland - Cervia Christmas Family
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City	Cervia
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Country	Italy
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Cervia is located in the Emilia-Romagna Region, along a beautiful part of the Adriatic Coast, 20 km south of Ravenna, on a 9,200 m shore characterised by fine sand and shallow waters. This ancient salt-producing city is a famous tourist destination. The balance between environment and local development, based on the protection of natural areas, render Cervia with the other seaside resort Milano Marittima, Pinarella and Tagliata a point of reference for tourism at national and international level and typical seaside resort for families, so hotels and beaches are equipped to best accommodate children of all



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ages. The quality of environment and tourist services won the Municipality of Cervia the prestigious environmental certifications EMAS and ISO 14001, Blue Flag, (in 1991, 1996, 1997 and every year since 1999), many environmental awards as well as the "Green Flag - Child-friendly beach", to indicate a seaside resort with characteristics suitable for children, selected through a survey conducted by a pool of 2,550 Italian and European pediatricians.

Particular attention is given to the composition of the sand which must be fine and must slope gently into the sea, characterized by shallow waters and clear, clean waters. Furthermore, a team of rescuers and lifeguards must always be present on the beach in case of emergencies. A "green flag" location, in addition to the beach, must also have several facilities designed for the family: restaurants, pizzerias, ice cream parlors and playgrounds for the entertainment of children and adults. Therefore, also services and comforts for parents, because, say the pediatricians: "When the parents are well, the children are also well".

The indication of the commission that awarded the recognition was therefore to prefer equipped locations, where parents can relax, play sports, meet friends or have an aperitif while the children are "safe", busy between playgrounds and ad hoc equipment in complete safety.

Cervia is particularly reach of natural, cultural and traditional heritage:

Magazzini del Sale (Salt Storehouses) dating back to the 18th century, the Tower of St. Michael, the MUSA the Salt Museum, (Museo del Sale), Porto canale (the Canal Harbour) and the Fishermen's Neighbourhood (Borgo Marina).

The historical pinewood hosts the Spas and the Butterflies House, a large greenhouse of over 500 square meters, near the 27 ha of Natural Park, where is possible to spend a day outdoors coming into contact with the farm animals and which hosts the Park CerviAventura, an adventure trails that winds through the trees of the Natural Park.



The Salina of Cervia, a 827 ha of natural oasis, is part of the Po Delta Park able to offer guided tours on foot, by bike and by electric boat and bird watching for families.

Inside the pinewood of Pinarella-Tagliata (24 ha) there is the Slow Park "Park of the natural rights of boys and girls". The Park is designed to be traveled by bicycle, on foot or by running, but it can also simply be a frame to reflect, slowly observing the rhythms of nature.

Cervia offers many events and initiatives suitable for families with children:

- International Kite Festival (April-May), YAMM Festival yoga kids and yoga family (June)
- Sport Festival (September), Immaginante Traveling museum workshop for children (November), MiMa Wonderland end Cervia Christmas Family (December- January)

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Name of attraction/ services/ offer	Dubrovnik Winter Festival
City	Dubrovnik
Country	Croatia

Dubrovnik Summer Festival is the holder of the Dubrovnik Winter Festival program. Over the past six years, the City of Dubrovnik, the Dubrovnik Tourist Board and the city's public cultural institutions have prepared a rich cultural, entertainment, gastronomic and music program for many visitors of all ages.

During last year's DWF is held in the period from November 30th to January 6th at more than 20 different locations, and to the delight of the youngest, the festival program included approximately 160 free programs dedicated to them, and they included socializing with frosts, elves and fairy tale characters, games in the old fashioned way, telling fairy tales, drawing and many other programs that were divided into several locations. So the little ones could enjoy the Colorful Winter in Lapad Bay, the North Pole Station at the Bursa Theater in the City, the Holiday Afternoons in Mokošica and the Advent Magic in Lazareti.

The Colorful Winter program in Lapad Bay abounded in various programs for the youngest with the inevitable skating rink and a free Advent train. The opening of the program in the Bay was led by the Majorettes of the City of Dubrovnik accompanied by the City Music of Dubrovnik, while the skating rink was opened with the performance of the Dance Studio Lazareti. During the festival, they held numerous creative workshops for children and youth. City bands and musicians were in charge of good music and live music, and a special impression was left by deaf-mute violinists who performed gathered under the Violinmusic4all project. Also, the youngest audience had the opportunity to enjoy children's performances, a magic show, and on the last day the final exhibition of photographs of all activities was opened.

It is important to emphasize that the Colorful Winter in Uvala program is the winner of the charter for the best action for children in Croatia for a successfully implemented program within the 4th Dubrovnik Winter Festival, which was awarded on behalf of the coordination committee of the action "Cities and municipalities - friends of children". representatives of the association of societies "Our Children" of Croatia, the Croatian Society for Preventive and Social Pediatrics, the UNICEF Office, the Association of Cities, the Association of Municipalities, the Croatian County Association and coordinators from cities and municipalities.



Name of attraction/ services/ offer	Summer reading and creativity campaign
City	Preveza

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Country

Greece

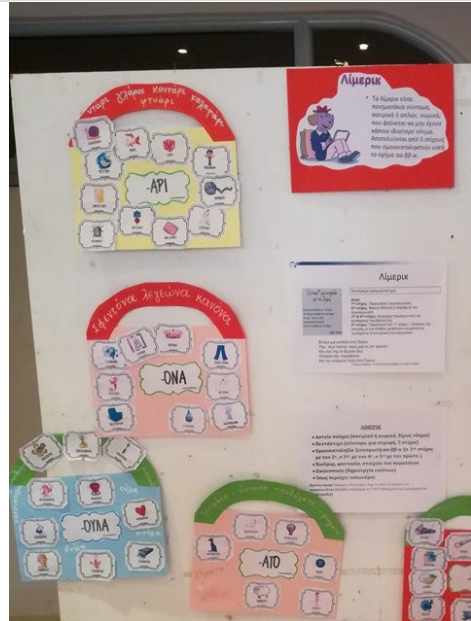
The Municipality of Preveza, due to its location and landscape morphology, can offer to its visitors attractions related to history, culture, education, natural beauty, entertainment. The visitor by following a route in the historic centre of the city of Preveza, can travel back in time for a while, observing buildings made with the aesthetics of another era. The city of Preveza and the Municipality of Preveza in general, has developed family tourism with the Municipality's assistance. Towards this direction, it organizes, mainly during the summer months, events for children. The purpose of these events is to help develop and maintain a "healthy mind in a healthy body" meaning that in order for the mind to be healthy, the body must be healthy, applying the ideal of the ancient Greeks for the development of body and mind. For the healthy mind, the Municipal Library of the Municipality of Preveza in collaboration with the National Library of Greece and within the Network of Greek Libraries, organizes every summer the "summer reading and creativity campaign" for primary school children (aged 6 to 12 years old).

With this initiative, the Municipal Library becomes a new source of interest for culture and a force of strengthening the libraries' role, in order to expand their impact on local communities. At the same time, the libraries by playing an important social role become dynamic centres of creativity and innovation, serving all members of society without racial, economic, intellectual and social discrimination. The librarians who not only work as employees, aim at the same time help children to develop a stable and lifelong relationship with the library.

With this activity, children are kept occupied in a creative manner, for about three months, from mid-June to mid-September, in the morning and in the afternoon, relaxing from the demanding program of the school season and are given the opportunity to develop friendships, to learn to coexist with other children, to share, to work as a team by participating in a joint effort, to develop their self-esteem, to promote their emotional health. For the implementation and completion of this activity, the role of the teachers is important, as they voluntarily offer their knowledge to infuse children with love for books, history, nature, and help them discover their skills in crafts, constructions with various materials and photography. Simultaneously, with the thematic workshops, their minds stay agile. The event begins with an opening party, where a diary is given to each child, in which he/she is going to write down information about the workshop, his/her impressions and the books he/she is going to read. During the campaign, children collect material from the workshops they participate in such as constructions, photos they have taken by themselves, essays they have written, films they have made, stories they have created. All this material is gathered and exhibited at the closing party, which is attended by the children and their parents. There is buffet available with savoury and sweet treats made by the children themselves, as a way to say goodbye to summer and carefreeness and to welcome Autumn and school.



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The topics covered in this campaign are reading books, getting to know the Library books through games, astrology, photography, handicrafts, history, natural history, getting acquainted with the currents of art and their influence on constructions, as well as workshops about, for instance, words as signs, literary meetings from trip to trip, literary meetings between animals, cinema, puppetry, walks on book routes, in the neighbourhoods of the city, in nature, in history. The activities take place at the Municipal Library Hall and the Theofanios School. Each Campaign focuses on a main subject having also other activities which run in parallel. The main subject is common for all Libraries, in the national level, that participate in the Campaign.

Children involvement creates the necessary motives for them to propose either new kinds of activities or past ones approached with a different point of view. Nature, the environment, sports, traditional customs, traditional products, traditional dances, gastronomy, embroidery, sewing, contact with theater, photography, cinema are topics, some of which have been partly approached through some workshops, however their extent is so large, that they can be re-proposed by those interested and followed as suggestions by the organizers.

Thus, at the end of each period, the Municipal Library of the Municipality of Preveza, through its employees, can plan issues for the next year that will take place beyond the program of the Hellenic Library Network, with the help of specialized volunteers in the respective categories of topics.

3.2 Pilot actions implemented from the WONDER Partners: evaluation and lessons learned

During the WONDER project implementation phase different local pilot actions, as set by the WONDER Cities Agendas, have been carried out in order to test a series of activities linked to sport, well-being and healthy eating. Each city involved tested different initiatives going from the promotion of children's healthy lifestyles and diet by involving local restaurants, to "good-diet" food courts, sport paths and information points on the topics of well-being and human health.

A summary of these pilot actions is provided below:

The city of Fano

The basis of pilot action implemented in the city of Fano thanks to the WONDER project is the new tourist marketing organization and promotion launched with the new Strategic Plan 2020-2024 for Tourism where specific "Destination products" have been identified accordingly with the most important tangible and intangible heritage of the city. A strong networking activity with local tourist operators, economic operators and CSOs operating in cultural, fun recreational activity has been developed by the Municipality promoting a new "Destination product" named "Fano Family Tourism

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Destination” with the creation of local dedicated “Logo”. The aim of this pilot action is to reinforce operator’s (cultural and economic) feeling of belonging to a local network easily recognizable with a new integrated Tourist Destination product.

A specific “standard toolkit” for the local network’s members has been created and distributed:

- a plaque or a window sticker to be affixed/exposed at the entrance of the operator’s headquarters;
- Brochure display stands to be used at the reception (for dedicated brochure with description of welcome kits for restaurants, hotels and beaches, and with a dedicated webpage.

Moreover, a personalized “welcome kit” for tourist (families) has been created and distributed with the aim to stimulate the tourist operator’s propensity to invest in the quality of their business in terms of welcoming of their guests improving services and products for children and families.

Finally, two “public” pilot actions have been carried out in order to support the process developed by the private organizations in coherence with the overall image of the city improving the new “Fano Family Tourist Destination” common logo, in details:

- a tourist path for children with panels with drawings and tales related to each single main Point of Interest.
- an itinerant cargo-bike to promote reading during the summer season among children (citizens and visitors) in collaboration with the local public library (MEMO library).

Tourism Organization of Herceg Novi

In Herceg Novi, in the central city park near Old Town (St. Leopold's Park), the dilapidated children's playground has been reconstructed. One piece of equipment containing several elements is built in, for better use of space. Little ones from Herceg-Novli and their guests got their own outdoor space that contains two swings, climbing net and rock, slide, and playhouse that connects all the elements. Playground floor is protected by a safety pad that will mitigate the consequences of a possible fall. Devices are made of resistant wood, integrated into the environment and specialized for use in public areas. The playground is also suitable for children with disabilities.

Municipality of West Achaia

The pilot action of West Achaia was based on the identification of local needs that was carried out through the WONDER project activities, in which children but also local stakeholders participated. The Municipality procured the necessary equipment and created a modern playground. The new playground equipment combines key requirements such as being attractive and safe for children, including interactive activities and activities that children with disabilities can also enjoy. The playground was created in Lakopetra, a smaller settlement near Kato Achaia the central town of the Municipality. Lakopetra is a popular summer destination due to its long sandy beach. The center of Lakopetra, where the new playground was created, is located on the main road that connects the town of Kato Achaia with Araxos Airport and leads to some of the most popular attractions of the Municipality.

In addition, two workshops were implemented in Kato Achaia. The first one focused on the quality of the services required to build a child-friendly identity, identification of required interventions, and the expected benefits for businesses and organizations from the adoption of those interventions. The target group was professionals in the fields of hospitality, catering and leisure activities.

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The second workshop focused on children's safety during vacation and leisure activities. The target group was parents and professionals in the fields of hospitality, catering, education and leisure activities. In a side activity that took place during the event, experts demonstrated safety rules to children and will give them advice for safe swimming and playing on the beach and elsewhere, as well as guidelines for handling accidents and emergency situations.

The city of Elbasan and Kolonja

Contribution given by WONDER project in Citi of Elbasan and Kolonja, was to set up *Children council and develop City mini guide in child friendly language*. These actions were considered as integrated set of actions, with contribution and of several local institution and key actors.

A good governance process should focus on children participation because it secures quality and recognition among children and among citizens; Elbasan and Kolonja Municipalities are supported to establish Children's councils, guided by a simple guideline on how to create group of children and making it operational. Setting up and establishment of Children's Council aim to improve Child participation in local level. Children Council ideology and methodology was inspired and developed based on 30 years successful model of effectiveness of Children's Council of Fano municipality.

Investing on children entertainment places and intensive promotion through adequate guides in child friendly language will equip children and others with the cultural knowledge's, by nourishing a respect and connection of children with the city where they live.

Wonder project made possible for Elbasan and Kolonja Municipality, for the first time to own a mini guide of a city in child friendly language. "My city" mini guide presents the natural parks and historical part of each city, and is part of each municipality web page.

The city of Novigrad-Cittanova

After a series of researches, surveys and workshops, information and opinions about an idea for the pilot action were collected from both children and stakeholders. After an accurate evaluation, the project team agreed upon the idea of a thematic park which will be oriented toward education and science – the Educational Park. The purpose of the park is to educate children in areas such as physics biology and biodiversity, while using interactive outdoor equipment. Also, new child-friendly urban equipment such as animal and fruit shaped benches, playhouses with educational posters on the inside and interactive mind games have been installed, which turned the existing park, which was chosen as the location for the pilot action, into a children's corner in the very heart of the old town. The leading concept is that it is extremely important to bring science closer to children, to get them interested in learning and protecting nature, since that is the key to their future. The educational park is a small contribution of the City of Novigrad-Cittanova towards this path.

The aim of the pilot action is to stimulate curiosity among children and adults, to educate and explain scientific terms in a simple and logical way. The educational park also visually enriched a public area, creating a part of the city totally dedicated to children and also providing the necessary infrastructure, such as a child-friendly drinking water fountain.

Municipality of Novo mesto

In Novo mesto we created a WONDER interactive playground in the Portoval area. Close by, there is a parking lot for motorhomes and other sports infrastructure such as tennis courts, football field, pump track and restaurants.

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The playground includes five playground activities for developing children's motor skills, bicycle stands, visitor counter, information board and we designed a child friendly map with marked child friendly points for tourists.

The City of Cervia

The city of Cervia, thanks to the WONDER project, has involved children more in being the protagonists, putting them in the foreground and thinking of putting themselves in their shoes to offer them a city capable of stimulating them to grow in line with the 2030 Agenda.

It has made children more aware of the importance of the territory in which they live, so that they can get to know it in order to be able to respect, interpret, take care of it and tell it with their own words and above all from their own point of view.

An attempt has been made to offer urban spaces where children can exercise their right to move freely, to discover and explore, thus having the opportunity to open their minds.

It has boosted climate change awareness by offering them adequate and natural spaces where they can play and have fun with their families.

In response to all this, the City of Cervia, completed the "Slow Park – park for natural rights of boys and girls", by the implementation of 3 new installations in according with the other six already present in the park, inspired by the UN Convention on the Rights of the Child and Adolescent and by the manifesto of the natural rights of girls and boys by Gianfranco Zavalloni.

This pilot action has created in fact as a new thematic path of tourist and educational interest, suitable for both individual and collective use organized with mainly educational purposes, enhancing even more, the pine forest through the identification of specific areas making them attractive and interactive based on a single common thread.

Thanks also to the pilot action, environmental awareness and children's rights are increasing thanks to the non-formal education opportunity represented by the pilot project itself and to the laboratory activities that will be organized there by associations, schools, the municipality, etc.

The "Slow Park – park for natural rights of boys and girls" promotes the growth of "Child and Family Tourism" as numerous studies show that the environmental, social and architectural quality of urban spaces has effects on children's experiences and well-being. This affects their future physiological, psychological and cultural development. The citizens who suffer the most from this situation are those with the least power, and among these are children. Most of them live in cities where it can be difficult to find easily accessible spaces in which to play independently, interact with nature, compete and experiment. For this reason, the urban environment deserves priority attention, especially in the post-pandemic situation.

The "Slow Park – park for natural rights of boys and girls" is a great calling card for the city of Cervia to promote a "child-friendly destination".

DURA Dubrovnik Development Agency

As part of the WONDER project, the pilot activity "Science Park" educational exhibits was realized in Dubrovnik.

Through this project we want to create better opportunities for cities and tourist offers by developing new and innovative participatory methods for children and young people.

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The exhibits were placed at two locations in the park of Lujo Šoletić in Gruž and in the park of the Innocent Victims of War in Batała.

The goal of setting up the exhibits is to improve the already existing offer and content for children and families.

Six educational exhibits were set up:

- Striped Mirror - Striped mirror" is the display of the game of light's reflection and human perception. The functional part of the exhibit is made of reflective horizontal strips placed on an equal mutual vertical distance. To successfully enjoy the exhibit, two people must participate.
- Carrtoonousel creates the illusion of moving cartoon images through fast exchange of static animated images. You need to spin the cylinder, which has a series of drawn images from the inside, and look at the exhibit through the openings.
- Liquid Pythagoras - The Pythagorean Theorem is a statement about triangles containing a right angle. This famous theorem is named after the Greek mathematician and philosopher, Pythagoras. The Pythagorean Theorem states that: **"The area of the square built upon the hypotenuse of a right triangle is equal to the sum of the areas of the squares upon the remaining sides."**
- Music Fence - The musical fence consists of 30 vertical steel bars and is considered a true melodic instrument. If you ever wished to play a popular melody, it has never been this easy. **Take the designated mallet and hit each bar only once starting from the left.**
- Living Chimney - Slowly spin the disc and step back. What do you see? Experiment by rotating the disc at various speeds. At a slow speed you will have the impression that the object is three-dimensional. Turning the disc slowly creates the impression of a rotating funnel.
- Sound Mirrors - It takes two people to experience the sound mirrors effect. **The first participant must put his/her ear in front of the ring, and put the palm of his/her hand over the other. Meanwhile the other participant must whisper into the ring of the other sound mirror.** In this way you can hear a whisper at a distance of 20 meters.

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PART B

IV. WHAT TO DO TO BE A WONDER DESTINATION

4.1 Tasks and steps that need to be carried out to be considered a WONDER destination

During the WONDER project implementation, it was emphasized the importance of staying in nature, socializing and meeting new people, visiting natural sights, engaging in outdoor activities and attending events. Municipalities need to develop tourism guides and programs that encourage cooperation and socializing among children.

Municipalities need to connect with other cities in the region, as a common network of CFC, which should become the basis for creating a tourist offer, socializing, getting to know each other and connecting. From networking, municipalities can replicate good models evidenced in other municipalities, by categorizing them as potential WONDER Child-friendly destinations. Specifically, municipalities need to replicate good models on:

- Institutional, legal reforms and specific local action plans for children’s living environments at the family, neighborhoods and city level.
- Child-focused budget.
- Child participation (Children’s Council, Children’s Forum, All children). A good governance process should focus on children participation because this is a mandatory act and because it secures quality and recognition among children and among citizens.
- Periodical monitoring of children’s rights achievement.
- Investing on children entertainment places and intensive promotion through adequate guides that will equip children and others with the cultural knowledge’s, to create a stronger bond of children with the city where they live.

4.2 Organizational and institutional needs and requirements

NEEDS- OBJECTIVES	REQUIREMENT - SUGGESTED ACTIONS
A. <u>MANAGEMENT</u>	
1) Improve co-operation between different tourism stakeholders	Form a public- private partnership and invite stakeholders
2) Improve current weak and inadequate promotion of the “child and family” offer	Prepare and action plan and budget line for marketing of the product on foreign and domestic market
3) Provide integrated tourist services (cards, packages)	Work with stakeholders and prepare Integrated Tourist Packages (ITP) for “Child

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	and family” offer
4) Introduce online booking and assistance services	Prepare necessary activities with Stakeholders and start with services
5) Improve coordinated approach to destination management	Organize regular meetings and communication with stakeholders and agree activities needed
<u>B. PRODUCT DEVELOPMENT</u>	
1) Improve and refresh outdated, and uncompetitive tourism offer	Involve stakeholders and work together on new tourism offer related to “child and family” tourism
2) Improve and refresh play areas for children in the tourist area in destination	Involve Municipalities and individual stakeholders
3) Create new products by connecting natural & cultural heritage in children’s programmes in destination	Involve institutions responsible in nature and culture protection and work together on programme creation
4) Increase the number of programmes in which children and families enjoy experiential tourism products	Involve institutions responsible in nature and culture protection, living culture & storytelling and work together on innovative programme creation
<u>C. HUMAN RESOURCES</u>	
1) Improve currently an inadequate training and continuing education for tourism workers to have insight in “child and family” tourism trends (specially on the fields of: product development, marketing and market research)	Create modern and innovative training programmes
2) Provide information and contacts on opportunities for cooperation with other project stakeholders/partners in different destinations dealing with “child/family” tourism	Create information network and online up-to date information system in the destination
3) Organize exchange of experience and know-how for the stakeholders in destination on issues of “child and family” tourism	Organize workshops and online information webinars
4) Encourage and assist promotion of similar products abroad – good practice from abroad destinations dealing with “child and family” tourism	Organize and arrange workshops and online information webinars as well as “one to one” working session between stakeholders
<u>D. INFRASTRUCTURE IMPROVEMENT</u>	

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1) Improve the access to reach destination by public transport (road, railway and to/from airport infrastructures)	Lobby with infrastructure institutions to improve the frequency and the quality of public transport to and within the destination
2) Improve the connections to the hinterland for excursions (cycle paths, paths, trekking itinerary, etc.)	Work with Municipalities to provide better transport system internally in destination
3) Improve the institutional environment in destination for investment in family tourism in the destination	Work with relevant institutions and national structures on these improvements

4.3 Human resources needed - Roles and responsibilities

Tourism industry is the largest service industry and largest employment generator in the world. As we all know, tourism is a service-based industry where the product is intangible in nature. One of the major factors that determine the success of a travel business is the human resource department. Thus, in order to compete and satisfy the end user, it is important to have a well-trained Human Resource which can deliver the product with utmost satisfaction. From Hotel Industry to Travel Agencies, every subsidiary of the Tourism Industry is dependent on Person-to-Person contact. From recruiting to selecting and then training the Human Resource to make them efficient enough to interact with the Tourists and satisfy their needs of Recreation, pleasure, pilgrim etc by providing high standard services which are human contact based and have very less mechanistic substitutes.

The first step that should be taken into consideration when defining human resources for a WONDER destination is the **establishment of a Family Tourism Manager (FTM)** role to ensure consistent oversight of tourism development at the municipality level and demonstrate commitment to sector growth within the EUSAIR. Detailed actions for this establishment should be as follow:

- Allocate & approve budget for a full-time Tourism Manager position, for an early 2023 start.
- Task the Tourism Manager to carry-out the Action Plan, leading tourism conversations and initiatives among the WONDER team & within the local/regional community.
- Position the Tourism Manager as the representative of sector development locally/ regionally, responsible for representing the best interests of the Municipality's/Region's tourism sector within relevant private, public and government bodies as opportunities arise.
- Introduce the Tourism Manager to stakeholders through WONDER Network; email; distribute press release to local media.
- Join relevant tourism bodies and initiatives

The second step after the establishment of the Tourism Manager is the establishment of a **Family Tourism Advisory Committee (FTAC)**, prioritizing the culmination of different perspectives. It should include representatives from key tourism areas such as: managers of festivals/shows for children, playgrounds; accommodation and/or restaurants businessmen; experts on children's rights and needs (pedagogues, educators, etc.). It is important to identify individuals or groups from which the municipality should recruit members for the FTAC. Criteria should include but not be limited to:

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- Participants must live or work in the Municipality/Region, with some connection to or interest in local tourism development.
- Participants must be willing to dedicated 1 hour/monthly to sharing insights with the Tourism Manager as needed, and commit to quarterly meetings, approximately 3 hours / each.
- Participants must bring a unique perspective, representative of a greater community within the Municipality/Region (i.e. sports, arts & culture, active outdoor experiences, festivals & events, private retail, community development, etc).
- Participants must not be a sitting member of Council for the municipalities. Those identified should be invited individually by the Tourism Manager. If individuals recruited decline the opportunity, an open call for applicants should be issued. (Note: participation should be voluntary, without remuneration; however, the Municipality/Region should allocate a small budget for an annual gift or dinner as a gesture of appreciation).

The objective of this committee is to offer unique perspectives and recommendations to the FTM that will guide the implementation of the Action Plan and to provide the Tourism Manager with community perspectives and considerations that will ensure a holistic approach to tourism development. Furthermore, the committee should work cooperatively with the FTM to identify opportunities for product development, brand promotion, marketing, etc. and to liaise with stakeholders and residents within their network, for the purposes of information gathering and tourism promotion, in turn, offering further direction to a possible Local City Agenda implementation and support modifications as needed throughout the process.

The role and responsibilities of the Committee is working directly with the newly-appointed FTM, since the Committee is intended to be a collaborative body that represents Municipality/Region's stakeholders & the community in regional tourism development decisions. In particular, the Committee shall:

- Identify tactics to strengthen Municipality/tourism experiences, and opportunities for new product development.
- Be a representative for tourism development within their network, while being a representative for their network on the Committee.
- Advocate for tourism initiatives & investments which support the implementation of the Local City Agenda, for the greater good of one's own community.
- Track the progress of tourism development based on Strategy benchmarks, and guide adaptations as needed based on current circumstances and community understandings.
- Support the Tourism Manager in foreseeing barriers to tourism development & strategies to overcome said barriers.
- Offer strategic direction to marketing & promotional activities.
- Promote tourism growth within Municipality/Region.

In addition to the establishment of the FTM and the formation of the Committee, a third step that should be taken into consideration is the **dedication of Municipality/Region resources to support volunteer organizations** responsible, in whole or in part, for managing or maintaining tourism assets (i.e. arts groups, Local information/ activity Hubs, etc). The FTM and the FTAC should meet with community groups and organizations whose work supports tourism development to understand opportunities for collaboration and areas in which the Municipality/Region can provide

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support. The Municipality/Region should determine what internal resources, whether human or financial, can be dedicated to supporting the work of community groups as it impacts tourism development particularly child friendly destinations. Furthermore, an internal plan should be developed for working with community groups as they are identified to ensure sustainable, ongoing collaboration and mutual benefits. This plan, that should be also integrated in the Local City Agenda, include benchmarks for success, an allocation of nominal financial resources to be distributed at the discretion of the Tourism Manager, an allotment of hourly commitments from Municipal/Region staff, etc.

Integrated way of working - Inclusion of additional stakeholders

Tourism's potential as a driver for sustainable development, when built upon broad stakeholder engagement and sustainable development principles, is acknowledged in the 2017 OECD Policy Statement on Tourism Policies for Sustainable and Inclusive Growth. Governments have an important role to play to provide direction and support, but it is also increasingly recognised that this must be delivered in an integrated way, based sound policies, effective management and structures that involve the private sector and the many agencies and bodies, at all levels, whose activities can influence tourism performance and impacts.

Civil society: Partnership with civil society organizations (and the public) has the advantage that it allows concerned citizens to advocate for improvements for children with the local government, just as citizens can help implement child rights through their daily interactions with children in the city. The involvement of civil society, especially child-focused and youth-led organizations, is crucial to avoid that actions facilitated through WONDER Local City Agenda become technocratic and loses sight of the concerns and needs of communities, families and children themselves.

Volunteers: The contributions of volunteers, including youth volunteers can be crucial in implementing necessary actions, since volunteers can play an important role in campaigning, awareness raising and fundraising. Significant capacity building and clear guidelines and procedures may be required to ensure quality and to avoid reputational risk and missteps.

Media: The media constitute important partners in promoting child friendly destinations and raising awareness on the WONDER Local City Agenda. The media are also important platforms for engaging children in local TV and radio programmes, newspapers and social media. The media can make significant contributions to promoting and spreading information, gathering feedback and organizing local campaigns through social media.

Academia: Partnerships with academic institutions and individual researchers offer great potential for developing evidence-based research. Much of this research is likely to involve children, and researchers should be made aware of and able to apply ethical standards on child participation and child safeguarding. Academics and experts can also be involved in steering committees, advisory processes, assessment/ recognition processes, training and monitoring and evaluation.

The business sector: The business sector affects the lives of children in many ways – positive or negative, direct or indirect. Business has enormous power to improve children's lives through the way in which it operates facilities, develops and markets products, provides services and influences economic and social development. In some countries, many public services, such as kindergartens, health services and extra-curricular activities, are provided by private companies. Children are also affected by marketing and advertising in their local environments. Businesses have the capacity, resources and competencies to bring about change for children by ensuring that policies,

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investments, market shaping, innovative solutions are taking into consideration the rights and needs of children. There is growing evidence that businesses increasingly look for more rewarding and sustainable ways of engaging, beyond their traditional roles as donors or vendors, including working locally with communities in which the companies operate.

4.4 Setting up the necessary Actions and Milestones

Milestone 1	Co-design resources
Brief description of actions needed	<p>Co-designing resources with families, children or parents can be an effective way to engage these groups in shaping the resources they access. It is designed by them, for them. It is a way for them to have a level of control over how information is delivered to them, and what it should look like. It is a bottom-up approach that empowers people to share their voice. Co-designing a resource is a great source of information and insight into the needs, thoughts, feelings and perceptions of a given group, especially around resources that are visual as they can misrepresent groups due to lack of information. Actions needed:</p> <ul style="list-style-type: none"> • Incorporate open-ended activities that allow people to express themselves in various ways without directing them to a particular outcome. • Consider the sensitivity of the conversations and activities at hand to inform the environment it will be held in, ensuring it is comfortable for everyone and private, if needed. • Given that designing resources is a timeintensive endeavor, provide support in forms that are context-appropriate, such as daycare for children, monetary compensation, and/or food to show appreciate for participants' time. • Consider incorporating activities to build trust and break the ice with the group.
TIMELINE	Y1/Y2
GOALS / KPIS	Co-designing a resource is a great source of information and insight into the needs, thoughts, feelings and perceptions of a given group, especially around resources that are visual as they can misrepresent groups due to lack of information.
BUDGET	TBD

Milestone 2	Develop a four-season Activities & Events Plan to feature core tourism assets, help to build the Municipality's/Region's tourism narrative, and establish year-round attractions to engage visitors & residents.
Brief description of actions needed	<ul style="list-style-type: none"> • Work with stakeholders and other municipalities and or regions to map-out activities & events throughout the region, whether private or public • Create a website dedicated to the Tourism in the Municipality/Region • Build an activities & events calendar for the tourism in the

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	<p>Municipality/Region website, showcasing ongoing opportunities for visitors and residents engage each other.</p> <ul style="list-style-type: none"> • Identify gaps within the calendar, and work with the Tourism Advisory Committee, stakeholders and municipalities to conceptualize new, attainable event possibilities • Prioritize new ideas for events & activities based on attainability. • Identify partners with whom the Municipality/Region can work to make ideas come to life and allocate resources (human, financial) as required/possible
TIMELINE	Y1/Y2
GOALS / KPIS	There are few gaps in the annual events & activities calendar; events & activities supported by content to promote & entice visitation.
BUDGET	TBD

Milestone 3	Co- Create tourism toolkits and training programs to support the growth, evolution & refinement of tourism assets throughout the municipality region.
Brief description of actions needed	<p>Create a general tourism toolkit to support the enhancement of existing tourism-ready product. Elements should include but not be limited to:</p> <ul style="list-style-type: none"> • Introduction to tourism benefits • The basics of tourism readiness • Product development & experience creation - Guest services • Brand & storytelling • Marketing & promotion • Measurements of tourism readiness <p>Offer two versions with modified content to appeal to stakeholders based on their tourism readiness level; one for those who are more advanced and another for those at the beginning of their tourism development journey.</p>
TIMELINE	Y1/Y2
GOALS / KPIS	Tourism Toolkit available to stakeholders; stakeholders find value in the content, support provided.
BUDGET	TBD

Milestone 4	Enhance Municipality-owned tourism assets in an effort to provide holistic and seamless visitor experiences
Brief description of actions needed	<p>Identify areas of tourism asset enhancements that might be made possible by the support local municipalities, such as parking nearby top sites, bike racks within small communities, etc.</p> <p>Cultural Events: co-organization of local events with the local community; development of a common planning without overlapping of events and a</p>

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	<p>promotion campaign.</p> <p>Local Products: promotion of the plantation of indigenous species; organization of local market where to sell traditional products and propose cultural events; promotion of collaboration between local shops and producers; organization and promotion of traditional local events.</p>
TIMELINE	Y1, Y2, Y3
GOALS / KPIS	Well-rounded, positive local interactions available to visitors and especially young children
BUDGET	TBD

Milestone 5	Enforce tourism-ready assets to curate thematic packaged experiences and circuit routes, based on the core tourism drivers in the region (i.e. nature & the outdoors, arts & culture and/or agritourism).
Brief description of actions needed	<p>Identify sightseeing and experiential themes within the Municipality/Region that together support a stronger tourism narrative. Examples may include:</p> <ul style="list-style-type: none"> • TV & Film routes: Featuring notable filming locations for various TV shows & movies • A "Trails route": Connecting the hiking & cycling experiences throughout the city • Public Art routes: Showcasing the artists, studios and artistic works on display • Fun for the whole family: Activities & experiences which can be combined to entertain and engage young families • Country roads: Visually stimulating driving routes, connected for various reasons whether it be art, views, fall colours, etc • Farm to table: Routes that showcase local farm stands, farmers' markets and restaurants that serve locally grown produce • Dining in the City: Routes showcasing restaurants, potentially built out thematically (i.e. desserts, farm-to-table ingredients, unique interiors, etc) <p>Develop itineraries accordingly and continue to develop new packages and itineraries as product readiness evolves throughout the Municipality/Region.</p>
TIMELINE	Y1, Y2, Y3
GOALS / KPIS	Easy, accessible, clear packaged experiences available for visitor consumption
BUDGET	TBD

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4.4 Resources needed and budgeting

Budget Allocation- Ensuring children get their fair share of resources.

A key purpose of building a child-friendly city is to ensure that children are visible – in budgeting as in other government activities. The UN Convention of the Rights of the Child requires State parties to implement economic, social and cultural rights of children “to the maximum extent of available resources”.

The local government should demonstrate its commitment to its children by examining how their budget expenditures impact children and ensuring that children, and particularly disadvantaged children, get their fair share of resources.

While the financing of education and health services may be determined at the national, regional or provincial level, local governments can advocate with the national government for increased resources for children just as they can consider if their distribution of resources is equitable and redress inequalities in the application of resources.

4.5 How to Measure and Evaluate progress and results

Monitoring and evaluation is an essential component of any action planning and should not be neglected. Trigger indicators and performance indicators can be monitored and the results used to determine when actions should be implemented and to track the success of the action plan.

Evaluation of the plan implementation and outcomes

Information from monitoring provides you with the resources to determine whether you are adapting the action plan successfully (or not) and also to draw lessons from your approach to help refine it. Your organisation may have existing evaluation approaches that should be used where possible, as this will help with consistency, cost effectiveness and stakeholder engagement with the results. Evaluation helps you to learn from the results of your planned and implemented activities. Such learning (both positives and negatives) can help to refine your existing planning and implementation approaches in order to get the outcomes that you or your organisation desire. In evaluating the success of your planning approaches (including your plan), a number of questions should be addressed.

Questions for evaluation	Yes	No	Justification	Additional comments
Is the WONDER action plan being implemented with the necessary support and leadership from your organisation?				
Are you successful in seeking funds or financing mechanisms for your options?				
Are you successful in seeking funds or financing mechanisms for your options?				
Are your reporting approaches working and is the approaches mentioned in the action plan being received positively in your organisation?				

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Have the objectives of the Action Plan been met? (These may often be short-term objectives, as long-term objectives may not be possible to achieve as yet.)				
What suggested options have worked and what did not work? (This includes considerations of whether multiple benefits associated with objectives have been achieved.)				
What suggested options have worked and what did not work? (This includes considerations of whether multiple benefits associated with objectives have been achieved.)				
Have there been any unforeseen outcomes emerged from implementing your plan?				
Have your stakeholders and community been effectively engaged throughout, and do they remain engaged?				
Have timeframes allocated for engagement been sufficient?				

It is ultimately the experiences of children and young people will determine the success or failure of the establishment of a WONDER destination. Children can be involved in the monitoring and evaluation process in several ways:

Consultative approaches. Children and young people’s perspectives on what has changed and how they now feel about the realization of their rights within the community can be accessed through surveys and focus-group activities.

Collaborative approaches. Children and young people can play an active role in designing and carrying out the evaluation. They can identify evaluation questions and contribute to the analysis of the findings, and formulating the recommendations/messages that emerge from the process.

Child- and youth-led approaches. Children and young people can take a leadership role in the evaluation process as researchers. This role extends not only to the research design, but also to the collection and analysis of data. Adults will need to facilitate children’s engagement by providing support, training and capacity building. This ensures that the impact identified reflects what they experience. Children can offer very different insights than those provided by adults, and serves to strengthen accountability to the implementers of the WONDER Action plan.

For the safety and well-being of children, it is crucial that all child participation has the following characteristics.

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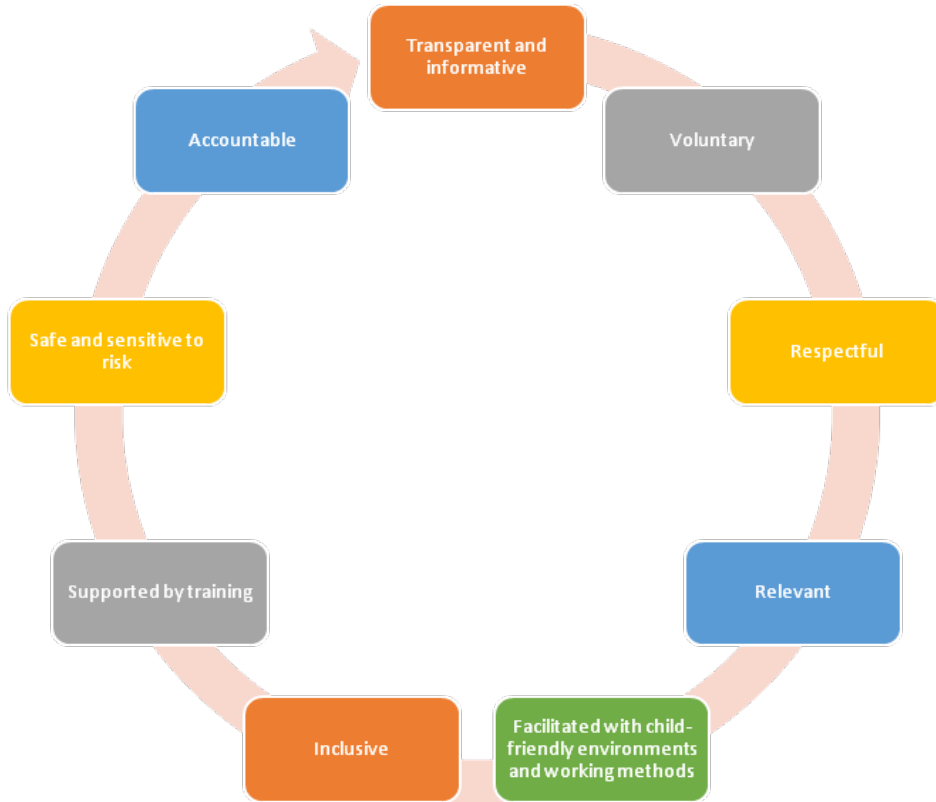


Figure 6. Characteristics of child participation

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V CONCLUSIONS

In order to create child-friendly destinations, it is necessary to understand the characteristics of young children as tourists. First, young children need to have their primary needs for food, nap/bedtime, safety. Child Friendly Tourism is the mentality that every kind of holiday and vacation act is organized considering children health, safety, security and improvement. In other words, applying affirmative action in favour of children in trip, accommodation, tour and vacation. Both children and their accompanying parents faces the risk of interrupt their vacation or going home unhappy cause of possible minor incidents. If the business takes precautions to minimize these possible setbacks, everyone will return home happy. Children having a happy holiday will have a positive impact on mental health and learning: they need facilities that are comfortable, safe and dynamic activities that are fun and entertaining.

There are numerous similarities among cities which are located in the EUSAIR that may be seen in advantages such as: good geographic position, rich cultural heritage, gastronomic and tourist offer that has already been built offering content for children and families. Differences may be perceived in the level of institutional and economic development and presence of children in planning and organization of areas and events intended for children. The exchange of experiences, methodologies and tools developed through the WONDER project gave the project partners the opportunity to update and refocus their strategy for tourism development. Most of the territories involved in the project already have significant commitments and initiatives targeted to children, but what is missing is a strategic approach with long terms perspective to exploit this field and to improve the competitiveness and attractiveness of the territories as well as enhancing the awareness and know-how of the relevant actors and stakeholders.

The WONDER Action Plan offers the opportunity to cities to have a precise set of actions and strategies to implement in their local contexts in order to improve offer, policies and service becoming a child-friendly destination. This Plan includes assessment and overview/analysis of this tourism sector in order to led other cities identify themselves and find the most suitable context, closer to their situation/local features. It represents a step-by-step guide to establishing a Child-friendly destination, including trends, best practices, common challenges and lessons learned. Furthermore, it provides strategies for the children's involvement and local engagement of stakeholders, presenting also the results from the pilot actions as possible scenarios to be further applied by other cities, leaving adequate room for adapting and contextualizing the initiative to local structures, priorities and needs.

The present WONDER Action plan together with the already established Transnational Network of Child Friendly Destinations and with the creation of a WONDER destination website/platform <https://wonder-cfd.eu>, represents the basis to the develop, increase and extend the impact of WONDER project results and outputs for the future: an ambitious challenge, based on the awareness that a "city suitable for children is a city suitable for all".