I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

PRIORITY AXIS 3 "ENVIRONMENT AND CULTURAL HERITAGE"

Specific objective 3.1 "Make natural and cultural heritage a leverage for sustainable and more balanced territorial development"

Title of deliverable (as in SIU): **reports of the Laboratories**

Work package number, name of Work Package :

WP3 THE SYSTEM: NATURAL CULTURAL HERITAGE - ENTERPRISES - DEVELOPMENT

Activity number, name of activity:

3.2 Awareness Raising Actions

Partner in charge (author): **P3**

Partners involved: **P3**

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Date(s): **7-8 June 2018**

GRAD PAZIN
AWARENESS RAISING ACTION
REPORT

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About the Project

- Projekt I-ARCHEO.S – INTEGRATED SYSTEM OF THE NATURAL AND CULTURAL HERITAGE AND CULTURAL ACTIVITIES (Project); duration: 18 months, od 1.1.2018. - 30.6.2019. Lead partner Teatro Pubblico Pugliese, partners Grad Pazin, Pučko otvoreno učilište Poreč, Grad Crikvenica, Regione Abruzzo i Marche teatro Ancona.
- Total value = 1.176.243,00 EUR, amount for City of Pazin od 148.215,00 EUR.

Overall objective of the project is to build an Integrated System of Services for the Natural and Cultural Heritage for a sustainable economic development. Natural and Cultural assets are not enough, if alone, to produce economic development. They need to be transformed in competitive products able to produce wealth, thanks a new model of cooperation between public and private intersectorial-clustering activities to be created by the project.

Objective of the laboratory:

During the Laboratory, participants (economic actors and Public bodies) are invited to mix their ideas to come to light their shared interests and identify possible collaborations. Participants contributes to elaborate the "Chart for Evaluating the Quality Performance of Services".

Participants:

Development programs	Cultural programs and events	Atractions	Local offer/experiance
Turistička zajednica središnje Istre/Tourist board Central Istria	Etnografski muzej Istre/Ethnographic Museum of Istria	Speleološko društvo Istra /Speleological association of Istria	Agroturizam Ograde/Agro tourism
Razvojna agencija Srce Istre d.o.o./Local development Agency Heart of Istria	Muzej Grada Pazina/ Museum of City of Pazin	Quadruvium d.o.o. (Zip line, Rope jump, …)	Tiša d.o.o. - Hotel Lovac Pazin; olive oil producers
LAG Središnja Istra/ Local Action group Central Istria	Gradska knjižnica Pazin/ City library	Baredine d.o.o. (new tourist interpretation center to be open by February 2019.)	Obrt Antica torte i kolači/ Antica – manufacture of cakes and cookies
	POU Pazin /Public Open University Pazin		Bunker café bar
	Udruga Veliki mali čovjek/NGO (Festivals: 7 dana stvaranja, Vaterpolo turnir)		AZRRI d.o.o./Agency for rural development of Istria
	Udruga TradInEtno/NGO (Festivals: Trad In etno festival, Mini Folk marathon)		

Conclusions:

KEYWORDS FOR IDENTITY OF DESTINATION

Center of Istria, peace and serenity, no rush, no stress, undiscovered moments, hidden gems, safety

UNIQUENESS OF DESTINATION:

- Food & drink (wine, honey, cukerančić (local typical pastry), boškarin (Istrian cattle), olive oil
- Weather/clime (winter fog, cool summer nights)
- Accessibility (Center of Istria, traffic connections...)
- Personal safety
- Close/direct contact with locals, generosity
- Interaction (tourist offer with direct inclusion of visitors in workshops, festivals...)
- Serenity/relaxation (no tourist crowds, little traffic jam, proximity to nature, small intimate festivals all year round, small music programs all over the city ...)

ARRIVAL:

Individualy, by car or bike

TARGET GROUPS:

Couples, families parovi, obitelji s djecom

Specific target groups:

- empty nesters (parents whose children have grown up and left home),
- dinks (dual incomes no kids),
- family with preteen kids,
- individual guests
- guests from Istrian Coast that search local and secret experiences
- guests from Istrian Coast in pre and post season period

MAIN THEMES FOR THE ITINERARY(-es):

- Misty Pazin (Itinerary for winter months, October - March)
- Authentic/Undiscovered Pazin (edutainment itinerary)
- Sweet Pazin (gastro itinerary)
- Active/Adventurous Pazin (outdoor Itinerary April - September)

1) All itineraries will be „tailor made" b5ased with some of the activities/offer that can be suitable for more than one itinerary. Based on Itinerary for winter stakeholders will create four day Itinerary for February. Visitors will be able to create their own Itinerary based on specific interests and available time.

Joint conclusion of the stakeholders is that Pazin as the destination has to be more visible; the offer has to be connected, related and coherent. Also Pazin needs to create „story" for the visitors based on key words and uniqueness defined during laboratory.

2) Joint conclusion of the stakeholders is that it is necessary to expand the number of stakeholders in order to offer quality itinerary. Stakeholders suggested reopening of the Public call for stakeholders and involvement more of them in the Cluster and next laboratory in July. Stakeholders suggested sending records of first laboratory for all "new arrivals".

3) Quality chart will be elaborate din details on the next laboratory. The main directions for quality chart, according to the stakeholders, are: offer of the itinerary (members of the cluster) has to be in accordance with the defined themes for the itinerary, key words and uniqueness of Pazin as the destination. In addition, offer has to be provide din the territory of Pazin or territory of Central Istria tourist board. All stakeholders (members of the cluster/Itinerary) needs to be properly marked as the part of the same offer, and needs to promote itinerary and each other.

Minutes created by:

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