

ANNEX 2

Application form for recognition of international
HERA cultural tourism route



ANNEX 2: APPLICATION FORM FOR RECOGNITION OF INTERNATIONAL HERA CULTURAL TOURISM ROUTE



**IN ORDER TO APPLY FOR RECOGNITION OF INTERNATIONAL HERA CULTURAL TOURISM ROUTE PLEASE
FILL IN THE APPLICATION FORM**

Applicant	
Applicant institution:	ADSU TERAMO
Implementing partner institution(s) (if any) and its (their) role in the project (e.g. in charge of promotion, sales, etc.):	
International Hera Cultural Tourism Route must include at least two partner countries from the Adriatic region. Please fill required information regarding project co-applicants.	
Co-applicant (1)	
Co-applicant institution:	ZADAR COUNTY
Implementing partner institution(s) (if any) and its (their) role in the project (e.g. in charge of promotion, sales, etc.):	
Co-applicant (2)	
Co-applicant institution:	PRIMORJE-GORSKI KOTAR COUNTY
Implementing partner institution(s) (if any) and its (their) role in the project (e.g. in charge of promotion, sales, etc.):	
Co-applicant (3)	
Co-applicant institution:	ŠIBENIK-KNIN COUNTY
Implementing partner institution(s) (if any) and its (their) role in the project (e.g. in charge of promotion, sales, etc.):	
Co-applicant (4)	
Co-applicant institution:	TOURIST DESTINATION "ROMAGNA (PROVINCE OF FERRARA, FORLÌ-CESENA, RAVENNA AND RIMINI)"
Implementing partner institution(s) (if any) and its (their) role in the project (e.g. in charge of promotion, sales, etc.):	



Co-applicant (5)	
Co-applicant institution:	COPE TERAMO
Implementing partner institution(s) (if any) and its (their) role in the project (e.g. in charge of promotion, sales, etc.):	

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Name of the cultural tourism route
Hadriatica Romana - Routes Shaping a Unique Civilization

Theme of the route
<ul style="list-style-type: none"> - <i>Please describe the theme of the route in short. Why did you decide for this theme? Who was included in the participatory process?</i> - <i>How is the theme related to the Adriatic region and how is it relevant to EU topics? What will the theme add to HERA joint cultural route?</i>
<p>Since the prehistoric times there have been strong links between civilizations and cultures of the western and eastern coast of the Adriatic. However, the first time both sides of Adriatic were united in one state was at the time of Roman Empire – the central part of Italy and east coast of the Adriatic which was largely formed by the Roman province of Dalmatia, extended by the coastline from Raša River in Istria to the Lješ, ancient Lissus in today's Albania. The Roman presence is solid in each partner area under the form of monuments, theaters, villas/houses, mosaics, ports, bridges, military places, archaeological parks, museums, information points, etc.</p> <p>The basic integrative factor of the Roman Republic, and later the Empire, was an army that was the driving force for the Roman's expansion on Apennine Peninsula and then beyond the borders of Italy. The expansion of the Roman Empire on the east Adriatic coast ends with the Roman Limes on the Danube, as it was conceived by the first Roman Emperor Augustus. At the beginning the Roman army was land based army so roads were used for Rome's expansion, primarily on the Apennine Peninsula. Just after the end of the First Punic War in 241 BC, Rome that was still Republic became the strongest naval force in the Mediterranean. That was necessary in order to take control of ancient world, although it appears that land traffic was most important way of transportation considering the density of Roman road network, sea traffic at that time was much faster and safer.</p> <p>Sea and land routes weren't used only by the Roman army but also the Roman merchants who had great financial benefits from trading with new conquered territories. Trade has been growing between the West and the East Adriatic coasts since the establishment of the first Roman bases and then colonies on the eastern Adriatic coast at the time of Gaius Julius Caesar and his adopted son and heir Octavian,</p>



later the first Roman Emperor Augustus.

Searching for a major common denominator among the present partner of Hercultour, we've found that the conceptual foundation of the possible future Cultural Route stretched on the Adriatic could be based on Roman Routes. This does not mean we are focusing on physical Roman roads (Vias Romanas are obviously a sub-system of the previous ones). Ground and sea routes in our vision become a way of presenting the sites of each partner area and, above all, social, economic and cultural processes that took place between both sides of the Adriatic coast during Roman domination.

The Adriatic Roman Routes are not only the military trails but also those of merchants' and peoples' movements locally and to a wider span. Along them a great civilization is born, bringing common social, cultural, religious, behaviors and values, a vision of integration more than of conquest or division, of peace more than war.

Most of these values are positive and can be valid also nowadays, an "open door" against the arising desire for walls of any kind (physical, cultural, psychological, ecc.).

As transnational route, Hadriatica Romana spreads out these values bringing together different experiences in order to discover shared historical elements based on the Romans in the Adriatic area.

In line with the Faro Convention, Hadriatica Romana also promotes the importance of local citizens and their strong connection with their heritage in the creation of a common European narrative. The participatory process has included all the relevant stakeholders from tourism and cultural heritage sectors (local authorities, public institutions, associations, sme's, universities,...).

Describe the area which is covered by the route

- ***Give a short description of the area covered by the route with focus on geographical and natural uniqueness/attractions. Insert a map of the area containing the international HERA itinerary.***

Zadar

The area within Zadar County that is included in the Cultural route Hadriatica Romana are characterized with unique geomorphological feature of the karst region. Zadar County is probably the most interesting karstic lacework that is divided in between its islands, coast and hinterland. This unique landscape has undoubtedly attracted Romans and roman colonization of this area which was already densely inhabited by Liburnians, the Roman allies.

The specific locations within Zadar County that will be integral part of the route are Zadar, Nin, Nadin and Aserija.

Primorje-Gorski Kotar County

Kvarner is a region of varied stories and strong emotions. It is an ecologically unpolluted area, rich in cultural and historic heritage, with brilliant tourist programmes and opportunities for active holidays. Kvarner is an inestimable combination of sea, islands and highlands in an exceptionally small space. In



just one day you can sail by yacht or bathe in the sea and then enjoy in the shadow of the near-by woods in the hinterland. In winter you can ski with a view of the sea and then enjoy, just a few kilometres away, in a salt-water swimming pool, in relaxing wellness treatments or in long walks by the sea. Developed promenades and fragrant gardens, centennial parks and top-quality health services are all in aid of health and energy restoring and to reawaken the joy of living. On Kvarner you can enjoy in the numerous manifestations, cultural events and festivals, visit the sanctuaries as well as in the delicious food and restaurants. You can learn how to write in the Old-Croatian glagolitic script, become an expert in the preparation of Mediterranean dishes, or enjoy in traditional events.

The points of the Cultural-tourist route for Primorje-Gorski Kotar County are located in the city of Rijeka (site Principa at Tarsatica), on the island of Krk (Omišalj, site Fulfinum Mirine) and on the island of Lošinj (Mali Lošinj, site Museum of Apoxyomenos).

Šibenik-Knin County

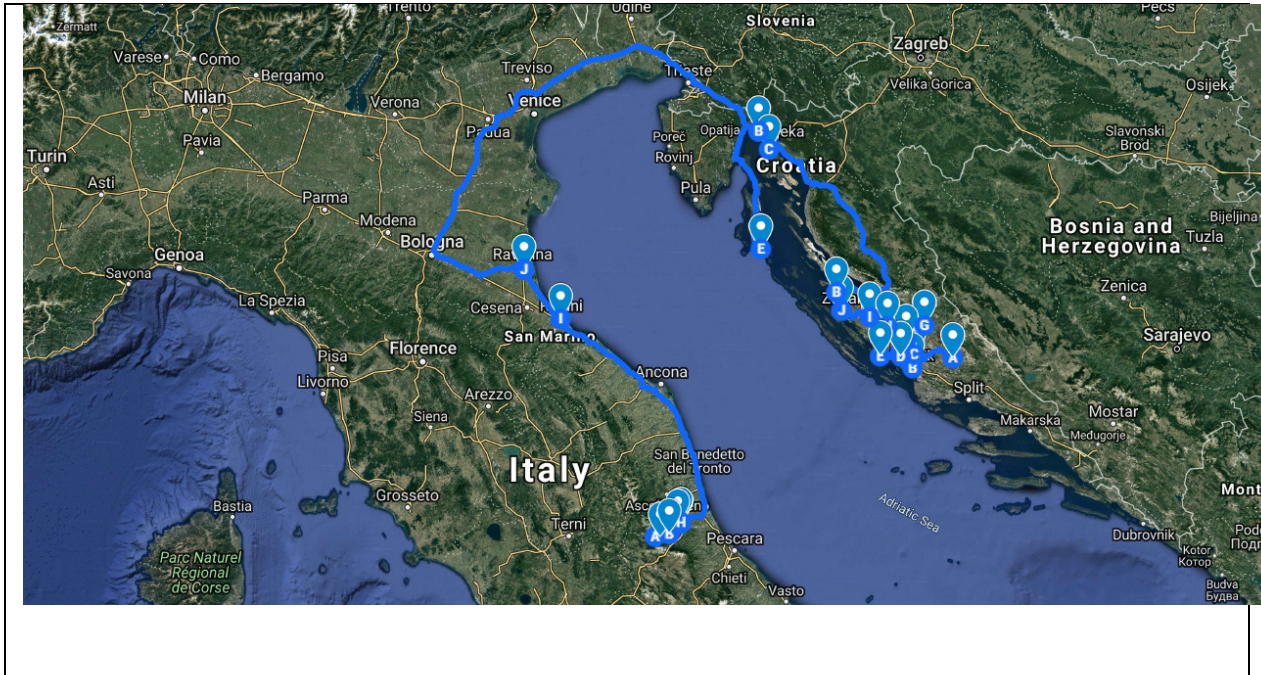
The specific locations within Šibenik-Knin County that will be integral part of the route are: Burnum, a roman settlement, museum and amphitheatre; Scardona, a roman settlement and important military port; Roman Varvaria, Bribirska glavica archeologic site/fort; Rider archeological site, settlement of indigenous Delmatae people; Magnum, roman settelement on the road Aquileia – Dyrrachium; Great Mrdakovica, a roman archeologic site with functional cistern; Colentum, a settlement of indigenous community of people of Liburnia in the Roman period.

Teramo

The specific locations within Teramo that will be integral part of the route are: Roman Theater; Roman amphitheater; Necropolis of Ponte Messato; Domus and Mosaic of the Lion; Archeological site of torre Bruciata; Archeological site of largo Madonna delle Grazie; Domus of Vico delle Ninfe; Melatino Palace.

Romagna

The specific locations within Romagna that will be integral part of the route are: the archaeological site of the Ancient Port of Classe; ARimini Caput Viarum, a storytelling place.



Capacity building

- *How were capacity building activities implemented and who was included? How many heritage interpreters were educated? Please specify the exact number of heritage interpreters educated according HERA standards in each country and indicate how it can be verified.*

Zadar

In order to ensure the interpretative capacity for future Cultural route and its viability, the manual on heritage interpretation has been written and distributed to educated tourist guides and travel agencies representatives.

Five heritage interpreters have been educated in accordance with HERA standards which can be verified by direct engagement of those individuals, and/or with interviews concerning their capabilities and interpretative competencies.

Primorje-Gorski Kotar County

Capacity building still has to be done. For now, there was a Roundtable organised within the HerculTour project. There were 13 participants and an external expert (who was a HerculTour Scientific Committee member in the name of Primorje-Gorski Kotar County). The new cultural-tourist route, as well as all other relevant topics regarding the route, were presented to the stakeholders. Stakeholders were representatives of municipalities and cities covered by the route, together with the stakeholders from the museums, tourist boards and other relevant institutions

Teramo

A capacity building workshop was held by ADSU external experts in a 3 day session running from 19th to 21th June 2019 in the city of Teramo. The workshop involved 29 participants related to cultural and sustainable tourism like representatives of the FAI (Italian Fund for Environment) and members of associations dealing with slow tourism and tourism for elderly people and disabled. The participation was recorded on daily registers and all the material used for the presentations was made available on the ADSU Teramo website. Total participants were 29 and four heritage interpreters have been trained.

Infrastructural improvements

- ***Where any infrastructural improvements implemented on the cultural route? If yes, describe how this infrastructural improvement contributed to raising the quality of interpretation/tourist valorisation of cultural heritage on the route***

Zadar – Improved cultural heritage of roman period in Zadar

Cultural heritage of roman period in Zadar is well preserved and presented as part of cultural tourism offer.

Passage of Emperor August was reconstructed and equipped with info table. Site presents roman fortification system of Zadar as well as fortification of late antiquity and medieval fortifications system. On this site is possible to present characteristics of fortifications and their development within the history for a group of max 10 – 15 persons.

Sea Gate - also known as St. Chrysogonus' Gate, because of its proximity to the church of the same name. It contains parts of a Roman triumphal arch, erected by Auniana Melia in memory of her husband, but it was redone by the Venetians in 1573 to celebrate the Christian victory over the Turks at Lepanto. Gate indicates beginning of Roman Cardo (main Roman North / South street) that led from port to Forum Romanum. This monument was improved within the HERA project - cleaning of stones and structural improvements in order to be better presented to the visitors.

Nin – Improved cultural heritage of roman period in Nin

Cultural heritage of roman period in Nin is well preserved and presented as part of cultural tourism offer.

Villa Romana – large Roman house, with an area of 17x30 metres contains an area of a rare floor mozaic featuring animal, geometrical and plant decorations which have been dated to the 2nd century by conservationists and archaeologists. This site will be improved as a Visitor centre / Pavilion in order to preserve and present roman mosaics and roman history of Nin. At the moment a project building documentation is in preparation (financed by EU funds) and after that the construction works will start.



Nadinum (Nadin)

Continual archaeological researches are implemented. Based on findings, it will be decided on modality of presentation.

Asseria

Continual archaeological researches are implemented. Based on findings, it will be decided on modality of presentation.

Primorje-Gorski Kotar County

There are no infrastructural improvements.

Šibenik-Knin County

Within HERA project Šibenik-Knin County made infrastructural improvements in Archeological park Velika Mrdakovica by doing research and equipping this valuable location with solar panels, telescopes, info panels and cleaning access roads. These works and equipment emphasized the value, accessibility and promotion of this important old Roman Liburnian settlement.

Teramo

The project involves the start up of a visitor centre and the construction of a multimedia info-point which will use the technology of augmented reality, to let tourists and students aware of the places of greatest naturalistic and cultural interest from Interamnina to Amiternum through a Virtual Reality Bicycle Installation. Tourist and students can take place on one of the two bicycles in the installation and ride their way through the virtual space. There are two virtual cycle trips to choose from. The first is called l'Antica Via Caecilia: the virtual cyclist rides on the ancient roman road 'Via Caecilia' through the beautiful nature scenery that surrounds Teramo. During the first tour the cyclist will stop at several points to admire the fantastic view and to visit the points of particular cultural and archeological value. The second tour sets out to discover the nature and wildlife of Teramo, this tour follows a series of hiking trails that lead to amazing hotspots around the city. Both tours end in Teramo where the last points of interest are revealed in Virtual Reality.

Key cultural sites and heritage connected to the international route and included in the programme

NAME OF THE KEY CULTURAL SITE AND ITS LOCATION ¹	DESCRIPTION OF CULTURAL HERITAGE ON THE SITE	LIST OF SERVICES AND SERVICE PROVIDERS ²	RELEVANCE TO THE ROUTE THEME ³	TYPE OF INTERPRETATION AVAILABLE
Iadera (Zadar)	Iadera (Zadar)	Accommodation Food and beverage City tour guides and heritage interpreters Museums Transport facilities	The historical architecture of Zadar, shaped through centuries guided by the city's desire to reflect its growth and prosperity, or by the fear for its survival, fascinates with its diversity and complexity. The ancient foundation was defined by Roman land surveyors, who adapted the direction of streets to the natural position of the peninsula stretching from south-east to north-west, and it has not been significantly affected by subsequent construction. At the turn of the 10th to the 9th century BC, the peninsula was populated by its first permanent inhabitants– the Liburnians, skilled seafarers, merchants and pirates. The agility and speed of Liburnian ships were admired by Emperor	Heritage interpretation

¹ e.g. Church of St. Donatus, Zadar, Croatia

² e.g. museums not directly included in the route (optional cultural offer), accommodation providers, restaurants, bars, tourist guide service, etc.

			<p>Augustus himself, during whose reign the already fairly romanized city with many settlers was promoted into a colony of Roman citizens, known as <i>Colonia Iulia Iader</i>. According to the stone inscription in the Archaeological Museum, Augustus, <i>parens coloniae</i> – the parent of the colony, ordered the raising of walls and towers.</p>	
<p>Aenona (Nin) (Zadar)</p>	<p>Aenona (Nin)</p>	<p>Tour guide on previous request Accommodation Food and beverage Heritage museum Transport facilities</p>	<p>The first permanent settlement on the sandbank at the end of the large and shallow Nin Lagoon was built by Liburnians around 3000 years ago. Its name <i>Aenona</i> developed into today's Slavic name of the city of Nin. It was precisely in the area of Nin that archaeological research provided the most comprehensive picture of the overall development of their culture and connections with other peoples in the Mediterranean, primarily those from Greece and south Italy. These nations became more closely connected in the 1st century BC when Aenona became a part of the Roman Empire and accepted the achievements of the Roman civilization and urban living, enriching them simultaneously with their</p>	<p>Heritage interpretation</p>

			own contributions.	
Nedinum (Zadar)	Nedinum	Tour guide on request Accommodation Food and beverage Transport facilities on request	In the Liburnian era the Nedinum fortress, and in the Roman times the centre of the municipal community. Nadin is already mentioned in the works of Ancient writer Pliny the Older and Peutinger's map. Nadin probably, along with some other Liburnian centers, acquired <i>ius Italicum</i> at the end of Caesar's proconsul in Illyricum; he had municipal self-government, city council and administration bodies. In the Roman times in Nadin several venerable monuments were made in honor of the goddess Latre. Throughout the village was a Roman road that led from Jadera (Zadar) to Burnum (Ivoševci near Knin). From this time, the remains of the city walls were preserved, erected in large blocks.	
Asseria (Zadar)	Asseria	Tour guide on request Transport facilities on request	The area was dominated by a stronghold on a hill located about 6 kilometres east from Benkovac – the ancient Asseria – until the Early Middle Ages. Surrounded by impressive megalithic walls, it encompassed an elongated peak of a prominent hill above an important road that lead from Iader to Burnum. The Liburnian fort was	Heritage interpretation

			subsequently reinforced with Roman walls with as many as seven entrances, including the monumental Gate of Trajan built in 113. In Late Antiquity, Asseria acquired another lower ring of walls with numerous built-in fragments of Roman architecture, but despite this, the city was not able to resist the barbarian attacks.	
Principa at Tarsatica (Primorje-Gorski Kotar County)	The Tarsatica Principia was the main camp, the supply base and the starting point of the Claustra Alpia Iuliarum, dozens of kilometres long intermittent defence walls, towers, guard stations, and larger fortifications positioned in key communication lines and elevated points, with the aim of stopping barbaric invasions towards Italy, the heart of the Roman Empire. From the perspective of logistics, it made sense to choose the centre of the ancient port of	The site is located in the city center, in the Old town. Therefore, it is surrounded with many bars and cafe bars, restaurants, shops as well as with other valuable cultural sites. Tourist information centre is only few minutes away (walking distance).	Principa at Tarsatica	The Tarsatica Principia was the main camp, the supply base and the starting point of the Claustra Alpia Iuliarum, dozens of kilometres long intermittent defence walls, towers, guard stations, and larger fortifications positioned in key communication lines and elevated points, with the aim of stopping barbaric invasions

	<p>Tarsatica, a predecessor of the medieval and modern Rijeka, as the location for a kind of background garrison of this system.</p> <p>Today there is an Archaeological park where the remains of the military command of the ancient Tarsatica are presented.</p>			<p>towards Italy, the heart of the Roman Empire. From the perspective of logistics, it made sense to choose the centre of the ancient port of Tarsatica, a predecessor of the medieval and modern Rijeka, as the location for a kind of background garrison of this system.</p> <p>Today there is an Archaeological park where the remains of the military command of the ancient Tarsatica are presented.</p>
Fulfinum Mirine (Primorje-Gorski Kotar County)	<p>Fulfinum was an ancient Roman city which dates back to the 1st century, after the fall of the Roman Empire. It was a military</p>	<p>The closest service providers are in Omišalj (small place on the island). There are no service providers on site.</p>	Fulfinum Mirine	<p>Fulfinum was an ancient Roman city which dates back to the 1st century, after the fall of the</p>

	<p>settlement, a shelter for Roman war veterans.</p> <p>Mirine is the early Christian complex, a basilica. It is today the only preserved sacral object of this type, not only on the island of Krk, but also throughout the Croatian coast, and according to some sources - the largest in the Mediterranean.</p> <p>Today there are remains of an ancient town with forum, late ancient villa in the suburbs and an early Christian church with a medieval monastery.</p>			<p>Roman Empire. It was a military settlement, a shelter for Roman war veterans.</p> <p>Mirine is the early Christian complex, a basilica. It is today the only preserved sacral object of this type, not only on the island of Krk, but also throughout the Croatian coast, and according to some sources - the largest in the Mediterranean.</p> <p>Today there are remains of an ancient town with forum, late ancient villa in the suburbs and an early Christian church with a medieval</p>
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<p>Museum of Apoxyomenos (Primorje-Gorski Kotar County)</p>	<p>The Museum of Apoxyomenos is a unique archaeological and architectural cultural institution in the region and it is entirely dedicated to only one exhibit - the bronze statue of a young athlete, the Apoxyomenos. The statue was discovered in 1997 by a Belgian tourist at the depth of 45 m. In 1999, it was taken out of the sea where it spent nearly two millennia. The Museum of Apoxyomenos, exhibiting only one artifact, the unique archaeological find on the Adriatic and its story, was opened in May 2016 in the Kvarner Palace, in the very centre of Mali Lošinj.</p>	<p>The museum is located in the center of Mali Lošinj. Mali Lošinj is a famous tourist destination, therefore there are many service providers in the vicinity.</p> <p>There is a souvenir shop at the museum.</p>	<p>Museum of Apoxyomenos</p>	<p>monastery.</p> <p>The Museum of Apoxyomenos is a unique archaeological and architectural cultural institution in the region and it is entirely dedicated to only one exhibit - the bronze statue of a young athlete, the Apoxyomenos . The statue was discovered in 1997 by a Belgian tourist at the depth of 45 m. In 1999, it was taken out of the sea where it spent nearly two millennia. The Museum of Apoxyomenos , exhibiting only one artifact, the unique archaeological find on the</p>
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				Adriatic and its story, was opened in May 2016 in the Kvarner Palace, in the very centre of Mali Lošinj.
Burnum (Šibenik-Knin County)	Burnum – roman settlement, museum and amphitheatre	Attractions National Park Krka NP Authorities +385 (22) 201 777	Burnum was permanent military camp of the roman legions since the 1. century AD, mostly legion XI. <i>Claudia pia fidelis</i> , legion IV. <i>Flavia felix</i> and parts of legion VIII. <i>Augusta</i> . It was built on the important crossing over river Krka on the route of main adriatic road that linked Aquileia with Dyrrachium (today Durres in Albania) and on that road, series of roman military camps were set to control local population, mostly rebellious Delmatae people. Arheological excavations began on this site in year 2002 on the place of former roman amphitheater and campus by the University of Zadar and Bologna.	<ul style="list-style-type: none"> • Printed materials • Maps / brochures • Guided tours (group & personal) • Interpretative panels (bilingual)
Scardona (Šibenik-Knin County)	Scardona - Roman settlement and important military port	City of Skradin Old town, Gastronomy centre	Scardona was a Roman settlement that was set on place of strategic crossing over river Krka on its lower stream. In Roman times Scardona was primarily important as enormous military port that supplied	<ul style="list-style-type: none"> • Printed materials • Maps / brochures • Guided tours (group & personal)

			<p>legionary camp in Burnum and Roman military border on Danube. Scardona gained status of municipium in second part of 1st Century AD, but there were serious indications that Scardona had that status already during Julian-Claudian dynasty at the beginning of the new era. Scardona was one of three seats so-called juridical convent for indigenous Liburnian and lapydic communities and it was the place of worshipping the provincial imperial cult (<i>Ara Augusti Liburnorum</i>) in Roman Liburnia. In Scardona life continues during late classical period and in middle age when Scardona became residence of diocese. Although today there is nothing left of Roman Scardona architecture and urbanism, we know for sure that the center of settlement was facing today's bay Rokovača where former Roman port was set. Remains of that port or Roman operative coast can be seen on site Lenovac and stretch almost to modern day bridge over river Krka on highway. Parts of the Roman port that were set on the place of today's ACI marine are destroyed.</p>	<ul style="list-style-type: none"> • Interpretative panels (bilingual)
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			<p>Today's modern city of Skradin which is placed on place of ancient Roman Scardona, gained this appearance after Venetian-Ottoman wars in early modern age, but its administrative and religious center is moved to the opposite side of former Roman port. City museum of Skradin holds large collection of mostly stone monuments from period of Roman rule and some of them are important inscriptions (Inscription of Scardona conventus, Inscription on the renewal of Pretoria) that are left from Roman province Dalmatia.</p>	
<p>Varvaria (Šibenik-Knin County)</p>	<p>Roman Varvaria - Bribirska glavica archeologic site / fort</p>	<p>National Park Krka NP Authorities +385 (22) 201 777</p>	<p>Roman Varvaria was located in the area of today's Bribirska glavica. In prehistorical times on that place there was settlement of indigenous Liburnian Varvarini people. Municipium Varvaria in Roman times was part of extremely urbanized and romanized area of Roman Liburnia where great number of significant indigenous Liburnian settlements gained status of municipium. Most significant remains of Roman Civilization are the walls of</p>	<ul style="list-style-type: none"> • Printed materials • Maps / brochures • Guided tours (group & personal) • Interpretative panels (bilingual)

			<p>Varvaria that were built on 23./24. year AD during the the reign of emperor Tiberius. The area of Bribirska glavica was continuously inhabited from the classical period untill the modern age, while excavation of archaeological layers at Bribirska glavica last to this day.</p>	
<p>Rider (Šibenik-Knin County)</p>	<p>Rider archeological site - settlement of indigenous Delmatae people</p>	<p>Attractions: Archaeologic site</p> <p>Restaurants: Dabar Restaurant / Gastro presentation centre</p> <p>Bulin Restaurant / Gastro presentation centre</p>	<p>Rider was settlement of indigenous Delmatae people which became municipium at the end of 1. Century AD when Roman emperor elevated Rider's status. Parts of residential complex were discovered during relatively limited excavations in 20. century on the site Šematorij at the church of St. Daniel. Large part of former municipium is completely unexplored and it is located beneath land with plantations. In Rider we discovered large amount of mostly modest gravestones with names of local romanized inhabitants and those gravestones are primary source for knowing onomastics of indigenous nations in the area of former Roman province of Dalmatia. In the closer future Danilo will be a host of</p>	<ul style="list-style-type: none"> • Printed materials • Maps / brochures • Guided tours (group & personal) • Interpretative panels (bilingual)

			archeological visitor center presenting archeological materials from the site.	
Magnum (Šibenik-Knin County)	Magnum - roman settlement on the road Aquileia – Dyrrachium.	City of Drniš Old town, Gastronomy centre	Magnum is roman settlement which was located in the southeastern part of Petrovo field on the location of Balina glavica in village Umljanovići. Magnum gained its municipality status at the end of the 1st Century AD and it was prosperous roman settlement that was set on the road Aquileia – Dyrrachium. It was also confirmed that Magnum had a station of the <i>beneficarii consularis</i> which was a branch office of the governor of the Roman province of Dalmatia. Archaeological excavations with probes were carried out on place of former settlement Magnum in Balina glavica, and on the land surface there are visible architectural and ceramic remains. Future excavations will be carried out by the University of Zadar.	
Velika Mrdakovica (Šibenik-Knin County)	Great Mrdakovica – Roman archeologic site with functional cistern	City of Vodice Tourist service area, sightseeing place Nightlife Gastro centre	Velika Mrdakovica is the typical settlement of indigenous community of people of Liburnia in the Roman period. According to known archeological dana	<ul style="list-style-type: none"> • Printed materials • Maps / brochures • Guided tours

		<p>Excursions Wellness & SPA resorts</p> <p>Velika Mrdakovica Archeologic site Old water tank – cisterna</p> <p>Vodice Tourist board Tourist information</p>	<p>settlement functioned until the very beginning of the 3rd century AD. Rich finds of glass tableware – probably the most valuable collection of its kind on the entire territory of the Roman Empire – speak of the fact that this was a significant settlement, which some scholars identify with Arauzona of Claudius Ptolemy and roman itineraries. At the foot of the site is a Roman cistern, still functional natural trap used to collect rain and supply the population with drinking water. Extensive excavations were made recently on the site.</p>	<p>(group & personal)</p> <ul style="list-style-type: none"> • Interpretative panels (bilingual)
<p>Colentum (Šibenik-Knin County)</p>	<p>Colentum, - settlement of indigenous community of people of Liburnia in the Roman period.</p>	<p>Murter Island, Tourist service area, sightseeing place, beaches, Gastro centre</p> <p>Tourist board Murter – Kornati</p> <p>Association for Nature and Environment Conservation and Sustainable Development Argonauta</p>	<p>Many scholars identify today's settlement of Gradina as ancient and Roman Colentum, described in Claudius Ptolemy's main work Geography. Colentum is the typical settlement of indigenous community of people of Liburnia in the Roman period. Settlement is placed on the peninsula and is sea based. On the location still you can see remains of the houses and streets. University of Zagreb and Zadar participated in the ongoing excavations on the site.</p>	<ul style="list-style-type: none"> • Printed materials • Maps / brochures • Guided tours (group & personal)

<p>Roman theater (Teramo)</p>	<p>Roman theater</p>	<p>The site is located in the city center.</p> <p>Attractions:</p> <ul style="list-style-type: none"> - Civic Archaeological Museum "F. Savini" - Municipal Art Museum "Pinacoteca Civica" - Cathedral of Teramo - Della Monica Castle - Madonna delle Grazie Sanctuary - San Domenico Church - Sant'Antonio Church <p>Events:</p> <ul style="list-style-type: none"> - "Desolata" procession (Holy Friday) - Le virtù (Gastro event, May) - Interamnia World Cup (July) - FAI Days discovering hidden treasures, Italian Environmental Foundation (spring, autumn) <p>Service providers:</p>	<p>The architectural complex found its location in the portion of the western urban fabric of ancient Interamnia. The city system of the time was probably divided into two sectors that were distinguished between the eastern part, of greater antiquity, corresponding to the area of the town hall, and the western part where the entrance diverticulum of the Via Caecilia arrived and where the public buildings of the theater and the amphitheater were built.</p>	<p>Presence of historical-descriptive signage in situ</p> <p>Online generic information</p>

		<ul style="list-style-type: none"> - Tourist information and reception centre - Accommodation (Hotel: Abruzzi, Gran Sasso, Michelangelo, Rex, Sporting; B&B: Anfiteatro, Antica Interamnia, La Casetta; Farmhouses) - Bars&restaurants - Shops - City tour guides and heritage interpreters -Transport facilities 		
Roman amphitheater (Teramo)	Roman amphitheater	As above	The Roman Amphitheater is only a few meters west of the Roman theater; the most evident part of the remaining perimeter brick masonry of the amphitheater is visible in via San Berardo and in the area immediately to the left of the Cathedral. The ancient plan is located 6 meters deep compared to the current street level.	<p>Presence of historical-descriptive signage in situ</p> <p>Online generic information</p>
Necropolis of Ponte Messato (Teramo)	Necropolis of Ponte Messato	As above	The burials of Ponte Messato (or Madonna della Cona) flanked the ancient Via Caecilia, which from Interamnia led to Amiternum (San Vittorino), as well as, another necropolis should be located along the road that led from	<p>Presence of historical-descriptive signage in situ</p> <p>Online generic information</p>

			Interamnia to Castrum Novum (Giulianova). The re-emerged structures belong to a vast sepulchral area affected by depositions that cover a chronological arc from the 9th century BC until the imperial age.	
Domus and Mosaic of the Lion (Teramo)	Domus and Mosaic of the Lion	As above	The domus del Leone is part of the so-called Greco-Roman housing typology, which developed from the 2nd century BC and of which there are many examples in Pompeii. The peristyle (the porticoed garden) is added to the normal arrangement on the same axis of vestibule - atrium - tablinum, whose presence here is demonstrated by the discovery of numerous marble fragments of statues and other architectural and decorative elements in the area adjacent to the hall of the tablinum. The Mosaic of the Lion can be dated to around the 1st century BC, as well as those, similarly manufactured, found in Pompeii and in the Villa Adriana in Tivoli.	Private property site. Absence of historical-descriptive signage in situ Online generic information
Archaeological site of Torre Bruciata (Teramo)	Archaeological site of Torre Bruciata (Burnt tower)	As above	Following work carried out in the last decades, which made it possible to recover the ancient Cathedral of Santa Maria Aprutiensis, a Roman domus, dating back to the 1st century BC, was	Presence of historical-descriptive signage in situ Online generic information

			<p>identified. The structures, which are located at a depth of about 90 cm from the Cathedral's ground level, were used since its foundation (VII century AD) as a cemetery area. The domus has returned materials that allow its use to be established between the first century BC and the end of the 2nd century AD when it was closed and abandoned, as evidenced by the windows found near the threshold of the central environment.</p>	
<p>Archaeological site of largo Madonna delle Grazie (Teramo)</p>	<p>Archaeological site of largo Madonna delle Grazie</p>	<p>As above</p>	<p>In the archaeological area there are remains of three architectural structures, belonging to different periods. The oldest is a domus from the 2nd century BC; the second is a domus dating back to the 1st century AD, with a private spa facility. The third structure is not a patrician residence, but a factory used for painting clothes.</p>	<p>Presence of historical-descriptive signage in situ</p> <p>Online generic information</p>
<p>Domus of Vico delle Ninfe (Teramo)</p>	<p>Domus of Vico delle Ninfe</p>	<p>As above</p>	<p>The domus of the Nymphs, and its mosaic floors, have been found inside a building of the nineteenth century. The mosaic flooring can be dated to the first century. a.e. - beginning I d.c., in a pre-existing environment of red signinum of the II century B.C.</p>	<p>Private property site.</p> <p>Absence of historical-descriptive signage in situ</p> <p>Online generic information</p>

				Visitable by contacting the Superintendency.
Melatino Palace (Teramo)	Melatino Palace	As above	<p>The exact date of construction of the house is not known, probably the Melatino family settled in Teramo in 1232; in any case the house was bought or built by Matteo I of Melatino before 1236, the year of a deed drawn up in his palace in Teramo. Originally the building was isolated, as evidenced by the city chronicles reporting that during a popular uprising of 1408 it was besieged on three sides.</p> <p>The variety of construction materials used testifies to the numerous renovations to which the building was subjected.</p>	Presence of detailed historical and archeological descriptive signage in situ and online.
Ancient Port Visitor Center (Ravenna)	The archaeological site of the Ancient Port of Classe, first stop of the Archaeological Park, was one of the most important harbour during the Roman and Byzantine period. Streets and buildings, which characterize this	Classis museum, Tamo museum, Domus stone carpets; tourist guide service	Roman Empire	Immersive video, panels

	<p>project of an open air museum, are from the V century: the most important period of Ravenna and Classe.</p> <p>The area of the archaeological site is very big, because of its importance during the those centuries.</p> <p>The Harbour of Classe was one of the biggest commercial harbour: especially in 540 when it traded with Africa and the East.</p> <p>The visit begins with the Visitor Center: here an ancient merchant explains the history of the town using projections on wall and on the floor.</p> <p>Then, the visitor walk nearby the original warehouses and the “basolata” streets (the typical street made of stone) which cross the area and where 10 illustrative panels with thematic</p>			
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	researches and 5 perspective panels show how the all area was and allow the visitor to fuse together with the atmosphere of that period			
ARimini caput Viarum Visitor Center (Rimini)	ARimini Caput Viarum is a storytelling place, a multimedia interactive tour which offers visitors the unique experience of reliving the story of Ariminum, the ancient roman Rimini with its treasures and beauty, offering suggestions to undertake a comprehensive and engaging journey in the territory. Designed using new languages, evocative images, interactive technologies, exhibition areas and information tools, the Visitor Center offers tourists the opportunity to be active players of a narration	Town museum and Domus of the Surgeon (archaeological site); tourist guide service	Roman Empire	Immersive video, interactive screen

	<p>intertwined with history. A history that is still tangible today in the rich and well preserved archaeological heritage, enriched over the centuries by beautiful architecture, from the Middle Ages up to the Renaissance: an important legacy that has influenced the history of Rimini up to the present day. The Visitor Center also provides visitors with a thorough summary of tourist opportunities, places and events of Rimini, an area rich in attractions that go beyond the cultural ones.</p>			
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Describe the tourism programme linked to the route <i>- Give a short description of the programme supporting the key theme and story.</i>	
Duration of the programme: ⊕ Number of days ⊕ Number of hours (in case of one day programmes) ⊕ In km	List and describe: The programme about Cultural route Hadriatica Romana can be divided into local thematic journeys connected with the selected roman sites. The overall programme would take about at least 10 days but developing an ICTR does not necessarily mean to try to involve tourists in long tours touching all the points of the circuit (i.e. partner areas). We do believe, on the contrary, that the success of an ICTR is based on the strength, attractivity, capacity of deliver involving experiences in each sub-destination of the circuit.

ZADAR COUNTY

Three thematic journeys are connected with three locations composed of (1) Zadar, (2) Nin and (3) Asseria and Nadin.

It is however possible to imagine a less detailed one-day sightseeing with 8 hours of duration and approximately 70 km of distance in between mentioned destinations.

PRIMORJE-GORSKI KOTAR COUNTY

The programme will be designed as a combination of multiple services based on cultural heritage.

It is possible to visit all three sites within one day, therefore one day programme would be suitable.

The programme would consist of transit, sightseeing, lunch and free time.

In km: cca 230.

TOURIST DESTINATION ROMAGNA

Actually the route can include sites of interest from Comacchio to Rimini, Verucchio and the hillside until Sarsina and Forlimpopoli, along the Adriatic coast and its surroundings. The whole path would take about at least 5 days (Comacchio, Ravenna, Rimini, Verucchio, Sarsina, Forlimpopoli). It is about 200 km. Considering instead only Hera sites, Ravenna and Rimini, the path would take two days, 60 km in total (the distance between Ravenna and Rimini).

TERAMO

The programme is divided into three thematic journeys:

- a) discover the historical identity of the Roman city (theater, domus, mosaics). One day sightseeing in the centre of Teramo with 6 hours of duration;
- b) discover the ancient roman road "Via Caecilia", from Interamnium Pretutiorum (Teramo) to Amiternum (L'Aquila). One-day sightseeing with approximately 80 km of distance in between mentioned destinations;
- c) discover the beauty around Teramo. One-day sightseeing of green attractions in the Gran Sasso and Monti della Laga National Park with 10 hours of duration.

The programme would consist of transit, sightseeing, lunch and free time.

A bicycle guided tour in the cultural landscape will also be available for those with sufficient fitness level and riding experience, who want to take home memories of a remarkable discovery. The ride takes paved roads to trails, dirt roads, grassy areas, and other places off the beaten path. The ride is on mixed terrain covering a distance of around 30 – 40 kilometres. Duration: 6 hours.

<p>Target group:</p> <ul style="list-style-type: none"> ⊕ Children: schools, students ⊕ Families ⊕ Couples / age, status, lifestyle ⊕ Professional groups ⊕ Groups ⊕ Individuals 	<p>List and describe:</p> <p>The route can be suitable for everyone. It is not too hard and exhausting. It mostly includes walks and sightseeing, therefore it can be both for children, families, younger and older people, as well as for different types of individuals and groups (ex: hikers&walkers, mountain bikers, students, archaeologists, researchers, ...).</p> <p>Many of the sites fit best popular and school targets, they have scientific basements but show the history in a easy and involving way.</p> <p>Summarizing main segments will be:</p> <p>a) population (individuals and families) aged 40+ with a medium-to-high spending capacity and educational level;</p> <p>b) Schools.</p>
<p>Main purpose of the programme:</p> <ul style="list-style-type: none"> ⊕ to educate ⊕ to explore ⊕ to visit ⊕ transit visit, as additional programme to other programmes 	<p>List and describe:</p> <p>Main purpose of the programme is to educate, to explore and to visit sites which are dating back to ancient times (roman period). Especially, there is a chance to valorise and discover unknown archaeological sites and landscape.</p> <p>The mission of the programme is to enable a cognitive and emotional travel from self-exploration towards self-realization as fully as possible. One of the main products of the cultural route should be the clear sense of acceptance of our cultural differences in order to develop and/or enhance our inner skills for profound interpersonal and intercultural relationships. The brand message of the route will be the joy of the journey, the joy of being on the route, and not just the destination, although the route should transform its consumers (individuals and societies) into those possessing higher degree of humanity and understanding.</p>

<p>Describe the tourism programme linked to the route (continued)</p> <p>- <i>Give a short description of the programme supporting the key theme and story.</i></p>	
<p>What is included in the programme:</p> <ul style="list-style-type: none"> ⊕ Accommodation ⊕ Restaurants ⊕ Cultural sites ⊕ Natural sites ⊕ Associated offer 	<p>List and describe:</p> <p>All sites and towns involved in Hadriatica Romana stand in territory very rich in tourism facilities, so the offer of accommodation and restaurants is plentiful.</p> <p>A sort of dedicated club/list of local tourism operators (accommodation structures, restaurant businesses, experience providers, etc.) who are willing to flank the Roman circuit through specific supports and services (e.g. information</p>

<p>⊕ Activity and other programmes</p>	<p>corners, publications, rack, gadget, advices on local sites and tours, etc.) will be defined on a common basis for the whole Hadriatica Romana Route..</p>
<p>Transportation to be used:</p> <p>⊕ Organised (what?)</p> <p>⊕ Private (car, bike, etc.)</p> <p>⊕ Additional transportation as part of the programme (boat, train, carriage, etc.)</p>	<p>List and describe:</p> <p>ZADAR COUNTY It will depend on travel agencies or other body that will offer visiting programme</p> <p>PRIMORJE-GORSKI KOTAR COUNTY Transport includes:</p> <ul style="list-style-type: none"> • car (if individually) • bus (if in a group) • ferry (from island Krk to Cres/Lošinj) <p>TOURIST DESTINATION ROMAGNA Ravenna and Rimini are connected by train. In order to enjoy the whole path, from Comacchio to Forlimpopoli it would be easier using the car. Anyway all those towns are connected by buses, but in this way the staying would take more days.</p> <p>TERAMO Transport includes: car, bus, train. In order to enjoy the whole path of "Via Caecilia", it would be easier using the car. Bus lines are available not only in Teramo but also in the surrounding towns, but in this way the staying would take more days. Bike rental services are available in some locations.</p>
<p>Organization and prices</p> <p>⊕ The organization developing the programme</p> <p>⊕ The organization responsible for sale</p> <p>⊕ Prices of the programme</p>	<p>List and describe:</p> <p>The main idea of developing the programme should start from Hercultour project partners, with the purpose of strenghtening, valorising and promoting the important ancient and late ancient heritage in the Adriatic area.</p> <p>The whole programme should be developed together with local stakeholders, tourist boards, tourist agencies and guides. Tourist agencies should offer the programme and deliver the information about the route and sites separately.</p> <p>On the trade side small specialized TOs in culture and slow travel (aimed at deepening local traditions and history) should be targeted.</p> <p>Prices not yet defined.</p>
<p>Provide the whole programme:</p> <p>It will depend on travel agencies or other body that will offer visiting programme. More typically, culture and slow tourism trips take place in Spring and – secondarily - in Autumn, the latter with a special emphasis and combination with local on food&wine. Adriatic Sea is a huge tourist basin for Sun&Beach holidays, but we do believe that culture and slow</p>	



tourism trips during Summer can hardly become a major broad product. Programme rely on organizing short excursions/experiences (mainly for foreign tourists) and evening/night events (music, movies, local food/handicrafts exhibit, etc.) on specific sites.

All tailored tours are hand crafted to tourist individual travel needs. They may completely customise the itinerary. The following examples shows the programmes of typical one day trips.

RIJEKA - KRK ISLAND - LOŠINJ ISLAND (Primorje-Gorski Kotar County)

Principium at Tarsatica - Fulfinum Mirine - city of Krk - Museum of Apoxyomenos and city of Mali Lošinj
The programme should start earlier in the morning in the city of Rijeka. The group should gather in the city center. The Principium at Tarsatica is located in the heart of the Rijeka's Old town. Therefore, the guided tour should include visit to the Principium at Tarsatica, but also the group can have a short sightseeing tour to other valuable cultural monuments too. The city of Rijeka in ancient time should be stressed out while guiding the tour.

After Rijeka, the group should continue with the bus towards Krk island. On the island of Krk, the second stop is Fulfinum Mirine where the guided tour should be done. After Fulfinum Mirine, the group continues the trip towards city of Krk where they should have a walk around the Old town, some free time and lunch.

After city of Krk, the group goes to the small place Valbiska (also on the island) where they will go on a ferry to the island of Cres. From island of Cres to Lošinj there is a small bridge.

In the afternoon, the group will visit Museum of Apoxyomenos where the guided tour should be organised after which they will have some free time in the city of Mali Lošinj.

FROM PETRUT TO INTERAMNIA (Teramo)

Just in the middle between Adriatic sea and the Appennines, Teramo, the ancient Petrut from where tradition says he derives the name Abruzzo, proudly stands .

Among Roman remains, medieval palaces, impressive churches, you will gather examples of Art Nouveau architecture and XIX century 'castles'. Surrounded by hills that produce good olive oil and the unique wine of the Teramane Hills , Teramo center is known by the Etruscans and then by the Romans under the name of Interamnia.

Expanded in Republican and Imperial age of this Roman era, remains of Domus, thermal areas and especially the ancient theater and amphitheater are preserved. Going through the 'decumanus' ancient urban layout you will visit the interior of the palaces of the nobility of Teramo, such as Palazzo Melatini, today recovered thanks to the contribution of banking foundations, home offices that presents the remains of Domus and where a precious collection of Majolica and Ceramics is preserved.

Continuing towards the medieval city you will meet the remains of the cathedral and its' neighborhood known as ' The Burned Tower ', both destroyed by the Normans during a siege of 1155 and rose from its own ashes, the city had a new splendor from the XII until XV centuries thanks to the role it played along the most extreme boundaries of the Kingdom of Naples and the close contact it had with the city of Atri,



especially during the XIV and XV centuries.

The new cathedral dedicated to Santa Maria Assunta and St. Berardo, built between the XII and XV century, on the remains of a sacred area already in the classical era, is the supreme symbol of such a renaissance. Here you'll find the beautiful polittico Jacobello del Fiore, the prized 'antependium' Nicola da Guardiagrele and an astonishing wooden crucifix painted and gilded by the end of the XIV century. We admire again the examples of art and architecture of the XIX and XX centuries in the city including the impressive Castello Della Monica, example of XIX century taste for the recovery of past styles.

After the artistic and historical peculiarities, you will enjoy the local food and wine that will eventually be sampled in a typical local restaurant.

On request you can have lunch at a local restaurant or trattoria. The kitchen will be typical and ingredients chosen from the best local specialties. For those interested you can also visit the nearby Campli and Civitella, which represent important example of medieval fortified villages of the area, or to the coast the ancient village of Castelbasso with its distinctive architecture and the view over the valleys sloping down to the sea . On request, you can activate the service transport car hire with driver.

Duration: 6 hours' lunch break and any additional visits. Clothing and comfortable shoes are recommended.

Describe how following topics are implemented in your international route

How do you communicate your theme to the public?
Do local society and visitors recognise your theme?

Experiential tourism calls for storytellers able to fascinate prospects and visitors and to increase knowledge and know-how about the specific issue/theme.

An intriguing idea emerged during the work of the Scientific Committee is that Hadriatica Romana could have several testimonials/storytellers. The suggestions are:

- **Julius Caesar** → for the aspects linked to military history, imperial expansion, historical re-enactment events, etc.
- **Caesar Octavian Augustus** → for the aspects linked to universal values, social structure, urban development, water/food management, commercial and cultural exchanges, peace, welfare, etc.
- **Eutyches** (the surgery whose house/lab is visible in Rimini) → for the aspects linked to medicine, professions, handicraft, social integration, etc.
- **Hortensia** (orator) → for the aspects linked to women conditions and rights, everyday life, food, spas&wellness.

. The joint communication of the theme is still missing and

	<p>should be developed.</p> <p>Basic tools we consider in the action plan of the development phase are:</p> <ul style="list-style-type: none"> - A memorable graphic (logo, visual identity); - An appealing website, with updated infos on what is going on/offered in the different partner areas. One small editorial board (located in one of the partners) can centralize the contents produced by each partner; - Some basic information material (leaflets, map, etc.), in case available only in digital form, printable by the visitor; - A tourism exchange/presentations addressed to potentially interested tour operators and agencies.
<p>How is key tangible heritage of your route accessible for visitors (opening hours, tour guide services, tourist signalisation, etc.)?</p>	<p>ZADAR COUNTY It will depend on travel agencies or other body that will offer visiting programme</p> <p>PRIMORJE-GORSKI KOTAR COUNTY Sites Fulfinum Mirine and Principium at Tarsatica are accesible 24/7. They are open air sites, there is no entrance you have to pay. It is possible to organise tour guides via local tourist guides association and tourist boards. Museum of Apoxyomenos is open from Tuesday to Sunday form 10AM to 6PM, Mondays closed, and you have to pay for the entrance. It is possible to organise a guided tour within the Museum.</p> <p>TOURIST DESTINATION ROMAGNA Ancient Port of Classe, Ravenna From March to May: everyday 10am – 6.30pm June: Saturday and Sunday 10am – 6.30pm July and August: open daily 17 – 22 with evenings events September and October: Saturday and Sunday 10 – 18 Opening times could be subject to variations.</p> <p>ARimini Caput Viarum Visitor Center, Rimini From June to September: Tuesday- Wednesday- Thursday- Saturday: 10.00-13.00 and</p>

	<p>16.30-19.30 Friday: 10.00-13.00 and 16.30-19.30 20.00-22.00* Sunday: 10.00-13.00 * from 3rd weekend of September closing time at 19.00 From October to May Tuesday-Thursday: 9.00-13.00 Wednesday -Friday-Saturday: 15.00-19.00 Sunday: 9.30-12.30 Closed on Monday</p> <p>TERAMO Sites are accessible 24/7. They are open air sites, there is no entrance you have to pay. It is possible to organise tour guides via local tourist guides association and tourist boards.</p>
<p>How is interpretation of tangible heritage connected to the theme developed and accessible to visitors?</p>	<p>All sites are dating back to ancient times or late ancient times. The joint interpretation still has to be developed.</p> <p>TOURIST DESTINATION ROMAGNA It is closely related to the theme, it is a roman site, as well as Classis museum and Domus of Surgeon</p>
<p>How is interpretation of intangible heritage connected to the theme developed and accessible to visitors?</p>	<p>Intangible heritage is the language, traditions of the region, literature, music...and it can all be well-connected to fulfill the theme itself.</p> <p>There are two festivals connected to the Roman theme:</p> <ul style="list-style-type: none"> - Ravenna, Historia mundi (June). This site also provides a programme of events all over the summer and workshops in the site Tamo museum; - Rimini, Ancient World Festival (October).
<p>How many service providers are included in the route? List and describe the types of service providers (n° of restaurants, bars, hotels, etc.).</p>	<p>It is not possible to list all service providers because the sites are geographically separated. Therefore, each site has many service provides. For example:</p> <ul style="list-style-type: none"> - in Primorje-Gorski Kotar County especially the ones in city of Rijeka and Lošinj island. For Fulfinum Mirine the closest place to fully provide service is Omišalj (another small place on the island of Krk); - the Tourist Destination Romagna is plenty of tourism

	<p>facilities. Ravenna province has about 430 accommodation and Rimini has about 1200, Ravenna has about 990 bars and restaurants and Rimini 1150.</p>
<p>Which interpretation and promotion materials are in use for promotion of the route (signs, interpretation material, guiding, etc.)?</p>	<p>ZADAR COUNTY It will depend on travel agencies or other body that will offer visiting programme</p> <p>PRIMORJE-GORSKI KOTAR COUNTY Joint ones still have to be developed. There are information tables on sites. Museum of Apoxyomenos has it all developed - souvenirs, brochures...strong marketing and interpretation which is innovative and modern, yet tells a historical story.</p> <p>TOURIST DESTINATION ROMAGNA Brochures</p> <p>TERAMO Tables on site, brochures, web sites. Two Virtual Reality (VR) stations, each one composed by:</p> <ul style="list-style-type: none"> - a viewer for Virtual Reality; - a mountain bike; - a bike support; - a laptop. <p>The stations have the purpose of allowing everyone to live the experience of VR and bringing them through the ancient "Via Caecilia" and wonderful landscapes of the Gran Sasso mountain.</p>
<p>Is your local route included in other joint routes? If yes, in which?</p>	<p>TOURIST DESTINATION ROMAGNA Romea Germanica route</p>
<p>Is guiding on the route provided? How do tourists find a guide for this specific route?</p>	<p>ZADAR COUNTY It will depend on travel agencies or other body that will offer visiting programme</p> <p>PRIMORJE-GORSKI KOTAR COUNTY It is possible to organise tour guides via local tourist guides association and tourist boards. It is possible to organise a guided tour within the Museum of Apoxyomenos.</p>



	<p>TERAMO/TOURIST DESTINATION ROMAGNA</p> <p>They can ask for to the tourist information office and to the visitor center</p>
How many tourist guides are trained for interpretation of this route?	There were no specific educations for this route, but mostly every tourist guide who is covering the area must know about the selected roman sites.
Is promotional material available along the route and in which languages?	Joint promotional material still has to be developed.
How are other tourism products developed along the route?	<p>ZADAR COUNTY</p> <p>It will depend on travel agencies or other body that will offer visiting programme</p> <p>PRIMORJE-GORSKI KOTAR COUNTY</p> <p>There are many possibilities for the development of other tourism products within the route, especially for small local providers offering traditional products and souvenirs. The Museum of Apoxyomenos already has a list of designed souvenirs.</p>
How are route and tourism products along the route promoted and sold (tour operators, agencies, etc.)?	The route should be offered by tourist agencies as one day trip for a single flat-rate price considering the type of transportation, meals included, tickets...created and adjusted for a specific target group. Therefore, this part also has to be developed.
How is the theme of the cultural route related to the Adriatic region?	Since the prehistoric times there have been strong links between civilizations and cultures of the western and eastern coast of the Adriatic. However, the first time both sides of Adriatic were united in one state was at the time of Roman Empire – the central part of Italy and east coast of the Adriatic which was largely formed by the Roman province of Dalmatia, extended by the coastline from Raša River in Istria to the Lješ, ancient Lissus in today's Albania. The Roman presence is solid in each partner area under the form of monuments, theaters, villas/houses, mosaics, ports, bridges, military places, archaeological parks, museums, information points, etc.
Describe in which way your route's theme has European added value.	The Adriatic Roman Routes are not only the military trails but also those of merchants' and peoples' movements locally and to a wider span. Along them a great civilization is born, bringing common social, cultural, religious, behaviors and

	<p>values, a vision of integration more than of conquest or division, of peace more than war.</p> <p>Most of these values are "european values" and can be an "open door" against the arising desire for walls of any kind (physical, cultural, psychological, ecc.).</p> <p>Hadriatica Romana contributes to cultural cooperation and provides a transnational platform for local, regional and national stakeholders.</p>
<p>How many partner countries from the Adriatic region are included in the route?</p>	<p>2 partner countries: Italy and Croatia</p>
<p>What is the significance of the tangible and intangible cultural heritage included in the route? Explain their historical significance, differences and commonalities within the Adriatic region.</p>	<p>Tangible and Intangible Cultural Heritage are indivisible, without the intangible heritage it is not possible to understand the values of the tangible heritage and vice-versa. It is fundamental to work this concept in an integrated way. Hadriatica Romana adds value to the tangible and intangible culture heritage by encouraging mechanisms for interpretation and story telling that enhance and revalorize the roman identity, the legacy of the Roman Empire, which includes sets of cultural values, religious beliefs, technological advances, engineering and language) and its authenticity with the goal of transferring information and knowledge.</p> <p>.</p> <p>Roman roads were built as the basic element of military expansion to the enemy territory. All the roads that served for the Roman invasion in the provinces of the Empire were built by the Roman army. One of the most important routes in the Roman province of Dalmatia is the Roman highway that was heading from Aquileia to the Roman Dyrrhachium, today's Durres, in Albania. Along this road on the line Burnum – Bigeste the most important Roman military camps were built at the beginning of the 1st century AD. That road route was the shortest way for the Roman legions to reach the Italy in case help was needed during the enemy attack.</p> <p>Sea and land routes weren't used only by the Roman army but also the Roman merchants who had great financial benefits from trading with new conquered territories. Trade has been growing between the West and the East Adriatic</p>

coasts since the establishment of the first Roman bases and then colonies on the eastern Adriatic coast at the time of Gaius Julius Caesar and his adopted son and heir Octavian, later the first Roman Emperor Augustus.

Within the context of our ICTR Hadriatica Romana, one could assume that there will be several functions of values like for example: (1) cultural route will provide common goals or ends for the local communities as well as for the tourists and visitors to aim for; (2) interregional cultural route that spreads between the western and eastern coasts of the Adriatic will provide for stabilities and uniformities in our multifaceted interactions between our civilizational bridge that lies upon pylons of Antiquity; (3) values of our cultural route will bring legitimacy to the rules that govern our understanding of history. The rules that explain our specific contemporary European way of life, our ideas and ideologies about wellness and how to achieve it, are embedded in our cultural route. Those rules are accepted as rules exactly because they embody the values that most people accept; (4) the strength of cultural route lies also in its values that help to bring about socially accepted adjustment between different sets of rules that might exist on the interregional level.

It can be argued that there is a kind of valuable binarism that emerges from within Hadriatica Romana. Therefore, we should think about:

a) Instrumental social values of cultural route that lies in (1) its aesthetic outlook that will accompany each and every part of the route. The future consumers of the route will therefore have a unique opportunity to enjoy different aspects of our tangible heritage of Antiquity that is spread between two coasts of the Adriatic; (2) psychomotor values because our cultural route will ask for a holistic engagement of individuals that can in a simple way be described as a set of mobility skills needed in order to fully immerse oneself into the voyage between then and now, East and West, coast and hinterland

	<p>etc.; (3) cognitive values that can be revealed in better understanding, acceptance and tolerance of cultural particularities within the same common denominator which is the Age of Antiquity.</p> <p>b) Terminal social values of cultural route that lie in (1) its emotional outcome within groups and its members while experiencing the route and its features and stories. This set of tangible heritage items in a synergy with intangible interpretation skills of its gatekeepers and local cultural brokers will be one of the fundamental ingredients that will surely create memorable customer experience whose final outcome will be a unique brand creation of the route; (2) behavioral value of the route will lie in its capacities to create a physical and intellectual interaction/exchange within its consumers. The cultural route will provide for binary cultural mobilities – the one which is material that encompasses a travel along the route in order to discover its themes and messages, and the other one which is virtual that speaks about word of mouth and e-word of mouth, behavior that will surely emerge from individual immersing in cultural route. We can assume that the deeper immersion will result with stronger assimilation of the group and/or individuals with paradigmatic values of the route; and (3) the route will offer the possibility for the value of self-actualization. One of the main visions while creating the cultural route should be the creation of a kind of realistic democratic world view within the hosts and guests of the route. Our aim is to provide a tool (cultural route) for the motive to realize one's full potential as a socially compassionate member of contemporary societies.</p>
<p>In which way is less known cultural heritage (hinterland, rural areas and industrial heritage) promoted on your route?</p>	<p>1. By including both iconic and lesser-known sites, each journey within the framework of Hadriatica Romana enable people to see archaeological roman sites from a new and exciting perspective and to "travel differently, travel deeper" within the Adriatic area.</p>

2. Given the different attractivity, availability of resources and readiness of the partner areas, the main goal while developing an ICTR for tourism purposes is to strengthen the idea of a common concept (common project and common “umbrella direction”) linking the partner areas, but leaving the tourist free to visit the places and sites of the circuit he/she likes more.

The above means that each “knots” of the circuit must develop its own products, trails, events and experiences deepening the core theme of Hadriatica Romana, considering all the cultural resources existing in the area, showcasing the different itineraries and giving detailed information on what to discover on the sites and their surroundings, as well as activities and attractions - that could also be useful to promote less nown cultural heritage.

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