

# HERCULTOUR

Hera trademark,  
cultural tourism routes  
and visitor centres  
strengthening



MANAGEMENT AND PROMOTION OF  
SUSTAINABLE TOURISM IN ITALY AND CROATIA  
BASED ON COMMON CULTURAL HERITAGE

# Hercultour Final result oriented report

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BASED ON COMMON CULTURAL HERITAGE

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## Disclaimer

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MANAGEMENT AND PROMOTION OF  
SUSTAINABLE TOURISM IN ITALY AND CROATIA  
BASED ON COMMON CULTURAL HERITAGE

PROJECT DURATION  
01/01/2018 - 30/06/2019

ERDF  
€ 999.997,29

TOTAL BUDGET  
€ 1.176.467,40

### DESCRIPTION

HERCULTOUR project aims at strengthening the existing cross-border cooperation in the tourism sphere between Italy and Croatia and at empowering key policy makers and stakeholders for local planning of enhancement and preservation of cultural and historical heritage, investing in tourism promotion and creating joint tourism offers in different areas.

The project will reinforce the joint management of sustainable tourism aimed at boosting and improving local economies and employment, while respecting high quality and management standards.

### PROJECT PARTNERS



## Project

## Background

Adriatic cultural heritage recognised by European and world tourism demand makes Adriatic tourism potentially most important sector for the development of local economies and for employment. However, in the cooperation area tourism is too seasonal where the swarms in the summer months contrast sharply with the solitude of the winter period.

HERCULTOUR supported the development of a more sustainable approach to tourism, mitigating high seasonality pressure by improving the offer for integrated destination management and supplementary development of rural tourism while exploiting the preserved joint cultural assets.

In the capitalisation of the activities implemented through Project HERA, Hercultour carried out and performed an analysis of cultural tourism strategies and relevant policies in each country, as well as a systematic collection and review of previous successful experiences and results, which formed a reference framework of Best Practices with a high degree of repeatability in the involved territories.

This work has been facilitated by the exploitation of previous project results:

✓ three Thematic Action Guidelines: TAG “Awareness and promotional activities”, TAG “Raising and building capacity” and TAG “Cultural tourism development activities”);

✓ three Standard Specifications (SS’s): SS for Cultural Tourism Routes development, SS for Visitor Centres’ creation and SS for Capacity Building intervention.

✓ Rules for Recognition of HERA Cultural Tourism Routes and Rules for Recognition of HERA Visitor Centres.

## Project

## Results

HERCULTOUR successful implementation mainly depended on its cross-border approach, having dealt with joint challenges of both partner countries, such as a lack of an integrated management and promotion strategy of Adriatic cultural heritage, an insufficient involvement of community actors in cultural heritage promotion and valorisation activities, a high seasonality of tourism demand, an uneven development level of tourism offer between Croatia and Italy, and a lack of promotion of Adriatic area as a unique cultural tourism destination on the international markets.

Its project results wouldn’t have been achieved if pursued only at local, regional or national levels being closely linked with the cross-border HERA Adriatic Heritages Association and its implementation and regulation documents.

Project HERCULTOUR took a step further and developed and tested a very relevant product (the International Cultural Tourism Route), which was strictly interconnected with the capabilities and opportunities given by a wider cross-border cooperation of all Countries and partners involved.

This has been done by the partnership in the achievement of the project’s overall objectives pursuing **three** overall results:

## A

### **Enhancement of institutional and human capacities for management and promotion of cultural tourism**

It directly followed the realization of all activities foreseen in WP3 “Raising capacities for joint tourism management” and the achievement of 3 specific results:

**1** One Activity Plan for HERA Adriatic Heritages Association has been elaborated to enable HERA Association to streamline its growth process. Its relevance can be found in the consideration that, even though in previous HERA project ,HERA Association was successfully established with its Statute and several founding members, in order to safeguard certification and other procedures developed within project HERA in the long run, it became paramount to develop an Activity plan for HERA Association in order to provide direction and framework for ensuring its sustainability.

**2** One Heritage Interpretation Training Manual elaborated, whereby firmly specifying in one document what was only depicted during project HERA.

**3** Seven Heritage Interpretation Workshops organized, on the basis of the aforementioned Manual that has been exploited in order to train local tourism workers and key actors in Heritage Interpretation for the development of tourism in their own territories.

## B

### **Enhancement of the visibility and operational sustainability of existing HERA-certified products**

The second project objective has been pursued via the realization of all activities foreseen in the specific sets of activities linked to the “Strengthening of existing HERA-certified products”, which resulted in the achievement of 3 specific results:

**1** Draft of 5 Operating plans for existing products: to specify in one official document per each included existing HERA-certified Local Cultural Tourism Route and Visitor Centre which could have been the necessary steps to be taken to ensure their sustainability through good management and promotion.

**2** Implementation of local promotional activities related to Local Cultural Tourism Routes and Visitor Centres by producing new or reproducing existing promotional materials, such as brochures, maps, videos or small promotional gift materials, for partners’ HERA-certified Local Cultural Tourism Routes and Visitor Centres developed in the previous HERA project.

**3** Improvement of operational and infrastructural capacities of existing products, which partners carried out through investments in work and equipment of included existing HERA-certified Local Cultural Tourism Routes and Visitor Centres in order to increase infrastructural capacities of their existing tourism offer.

## C

### Verification of HERA certification for International Cultural Tourism Routes and Visitors' Centres

This objective has been realised through the implementation of specific Pilot projects which followed standardized quality criteria in order to obtain HERA Adriatic Heritages Association trademark and certification. This activity brought to the realisation of three specific results:

**1** Development of the International Cultural Tourism Route named “HADRIATICA” based on a main common theme that presented and connected monuments and political, economic and cultural processes that took place between both sides of the Adriatic coast during Roman domination.

**2** Development of a brand new Visitors' Centre in Teramo for the create a friendly and immersive environment, open to public's and operators' fruition, valorising the local cultural and natural heritage.

**3** HERA certification of newly developed products with the assessment of the satisfaction of all the requirements set forth in Rules for Recognition elaborated in previous project HERA.



# CROATIA

## Zadar County

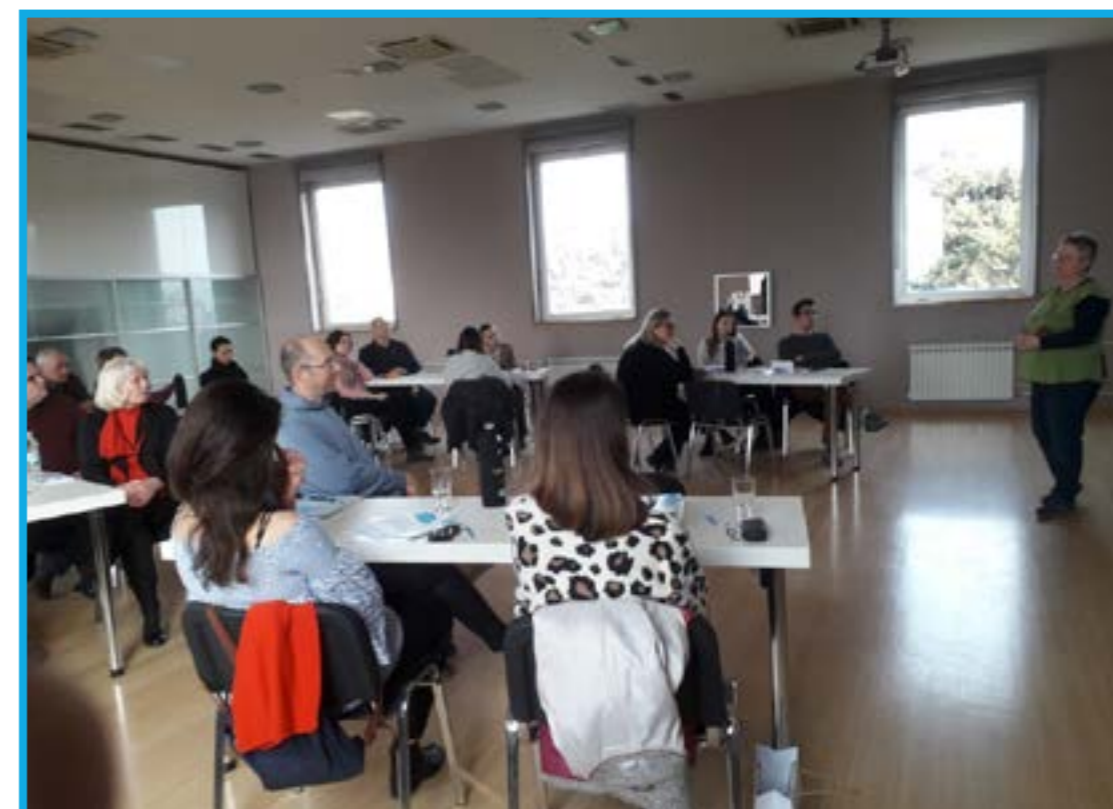
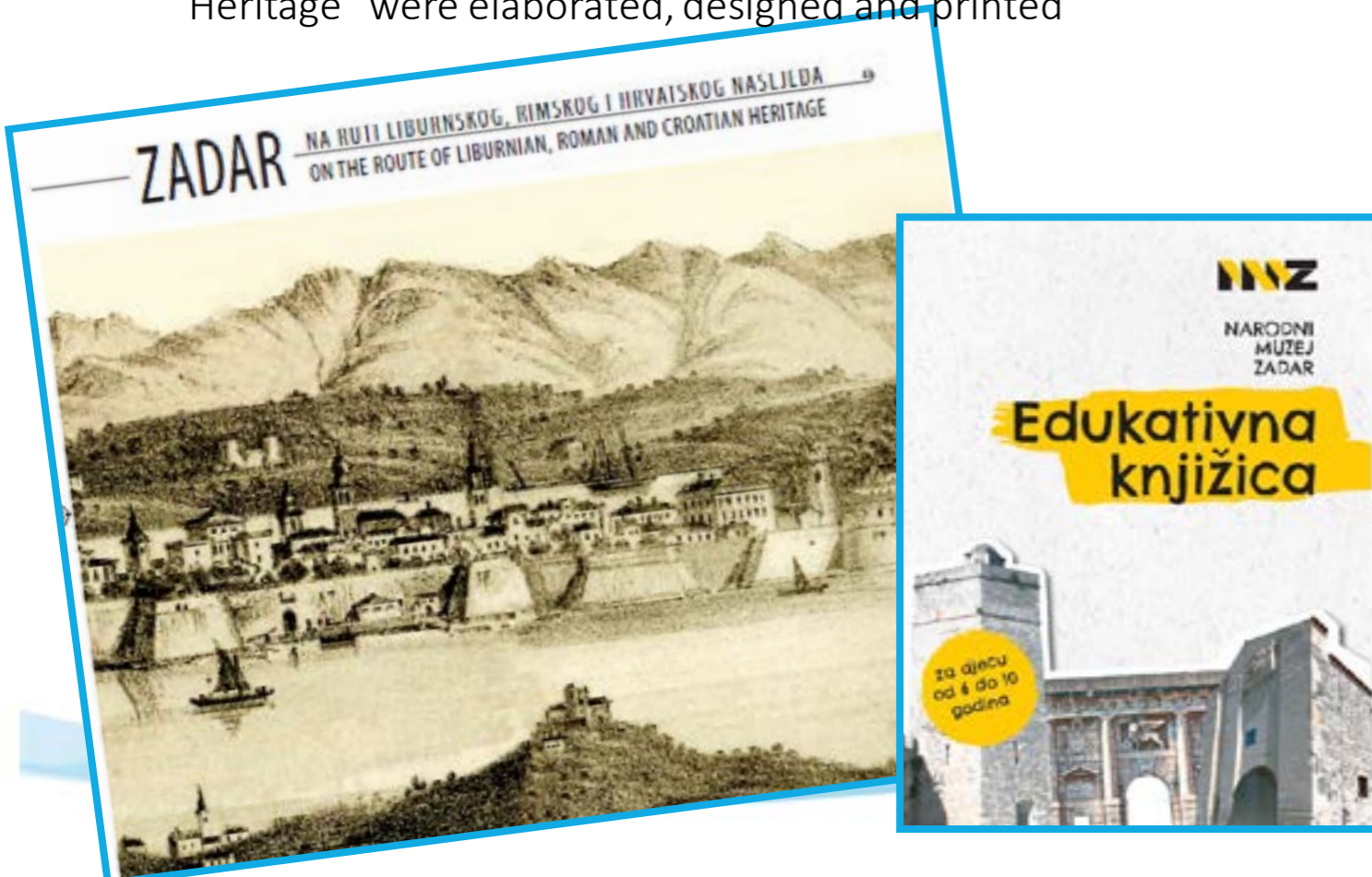


### Raising capacities

#### Strengthening Existing Hera-Certified Products

- Management plan for local cultural tourism route „On the Route of Liburnian, Roman and Croatian Heritage” was elaborated
- Management plan for visitor centre Small Arsenal was elaborated
- Tourist brochures and interpretation maps for tourism route „On the Route of Liburnian, Roman and Croatian Heritage” were elaborated, designed and printed

- Manual for Heritage Interpretation was elaborated
- Workshop for “Heritage interpretation” was held on 20-22/02/2019 in IMPACT centre in Zadar
- Total of 23 tourism workers attended the workshop





### Raising capacities

- Strategy of development for HERA Association was elaborated for 2019 – 2023 period
- Regular assembly meeting of HERA Association was held in Šibenik on 19/03/2019 where, among other things, Strategy of development and Heritage interpretation manual were unanimously adopted as official Association's documents
- Round table with the topic "*Presentation of proposal of International cultural tourism route based on elements of ancient Roman culture*"



### Awareness and promotion

- National Geographic reported on the local cultural tourism route „On the Route of Liburnian, Roman and Croatian Heritage” in its September 2019 issue
- Promotional and educational materials about cultural heritage of Zadar County were produced and handed out to elementary school pupils

### Developing Visitor Centre



## Front Office

“IAT Teramo” Visitors’ Centre is arranged in three multipurposes areas encapsulating equipment and facilities with the vision to unify through a common graphical concept, 3 different halls composing altogether a single environment and thematism: a roman city suspended between sea and mountain.

The first hall (entrance hall – decorated as mountain), is set up as a front office. Here visitors can have “classical” P2P assistance by staff members which are providing information on events, mobility and relevant info and distributing cultural specific promotional materials (brochure, flyers and guides) to help visitors discover local heritage and points of interests.

The second and larger area (middle hall – decorated as a roman city) is deputied to the immersive and virtual navigation of the information on the territory. It displays various devices (Tablets, Touch Monitor, Portable VR glasses and specific VR headsets) which enable visitors to enjoy an immersive “wow” emotional experience through an interactive and multimedia virtual reality visit guide approach.

The third area (eastern hall - decorated as a seashore) is an educational and multi-purpose area that can be specifically used for meetings, school lessons, conferences, laboratory activities etc., being equipped with interactive monitors and multimedia equipment.

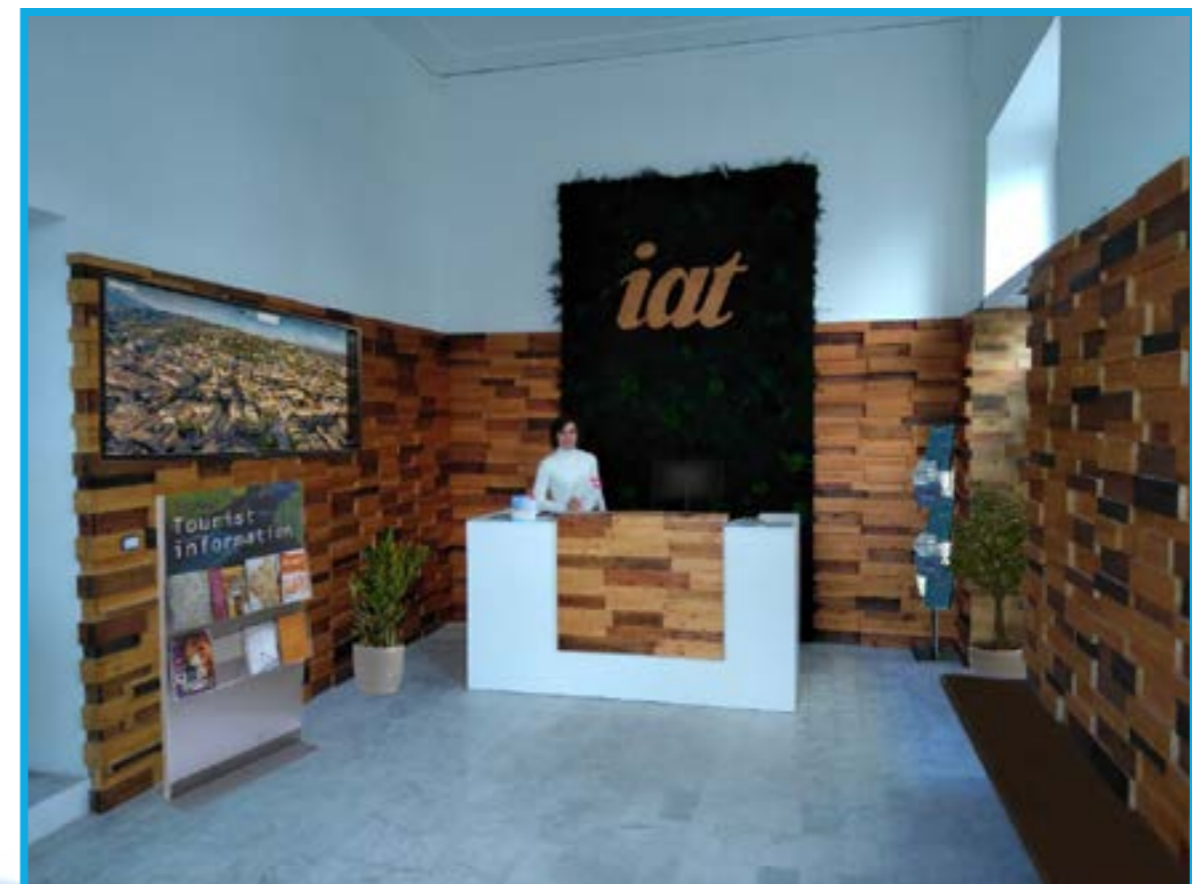
Here’s the list of multimedia equipment of the Visitors’ centre

Hall/Type of equipment	Multimedia
<b>IAT</b>	1 operator pc station 1 QNAP server for multimedia management 1 Samsung SmartTv 65” 1 LG Smarttv 55” 1 router-wi-fi repeater
<b>Virtual Visitor Centre</b>	1 virtual mapping software in 360° full immersive VR technology 2 Htc Vive PRO headsets 2 PC dedicated to Vive usability 3 Oculus Go headsets 3 all-in-one pc + screens 1 LG 65” SmartTV touchscreen
<b>Conference Hall</b>	1 LG Smart Tv 75” 2 LG SmartTv 65” 1 Audiosystem + subwoofer

Before



After





## VR Installations

Before



After

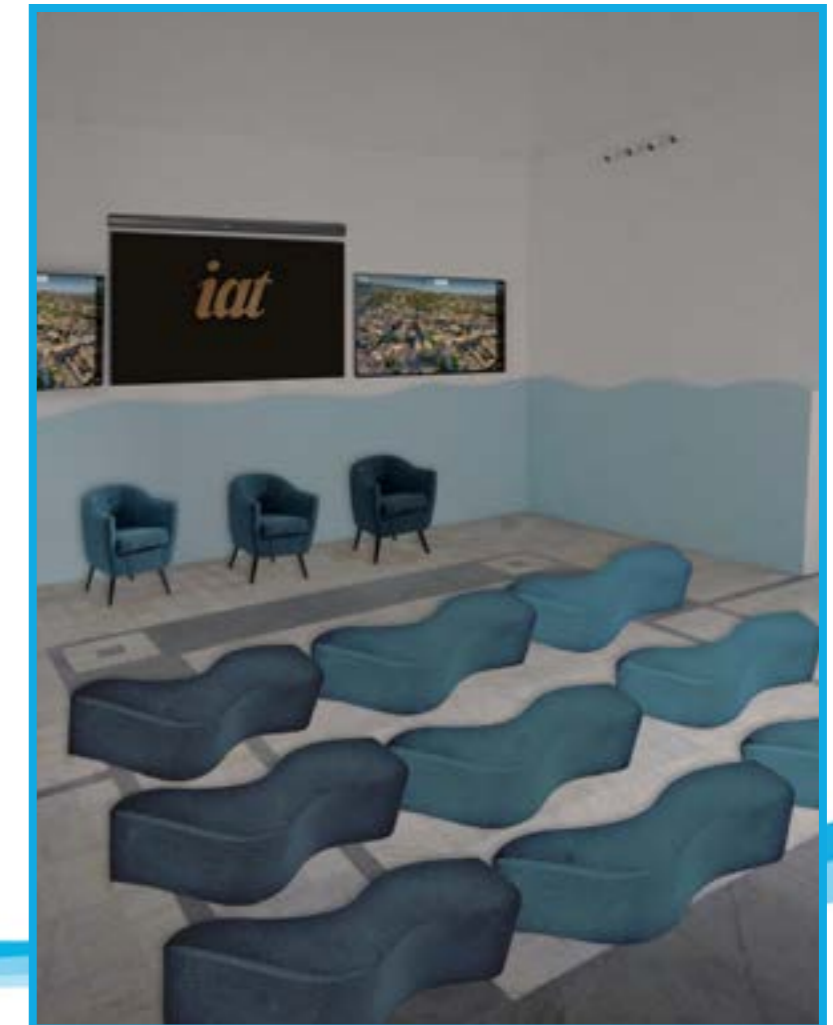


## Multipurpose hall

Before

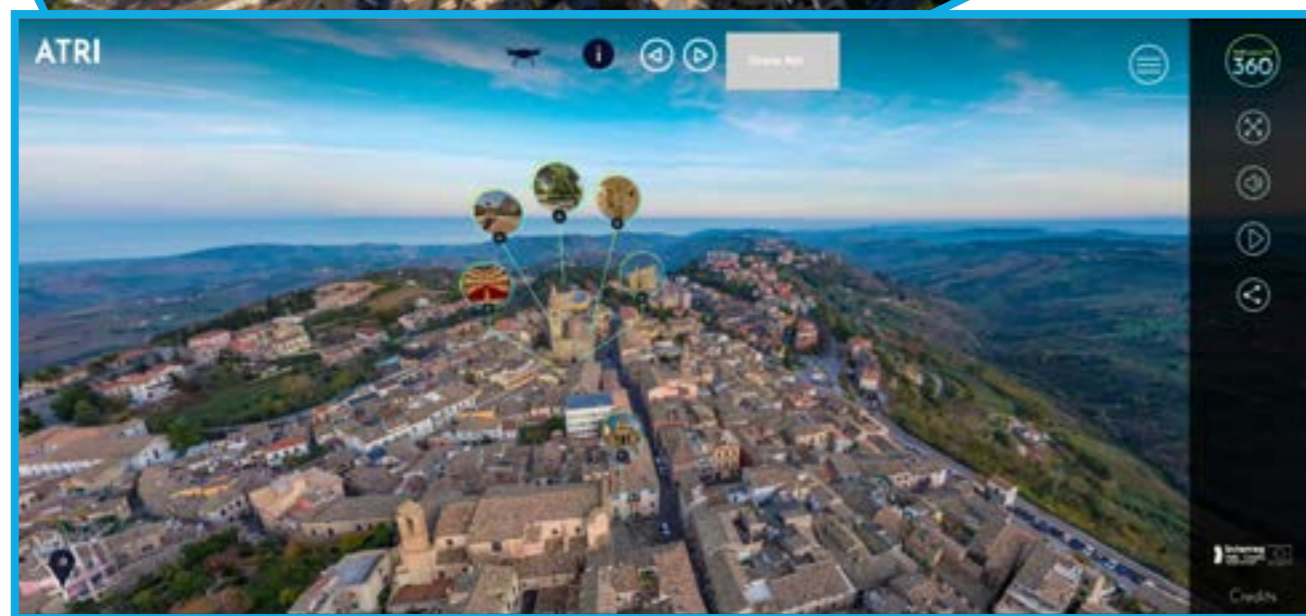
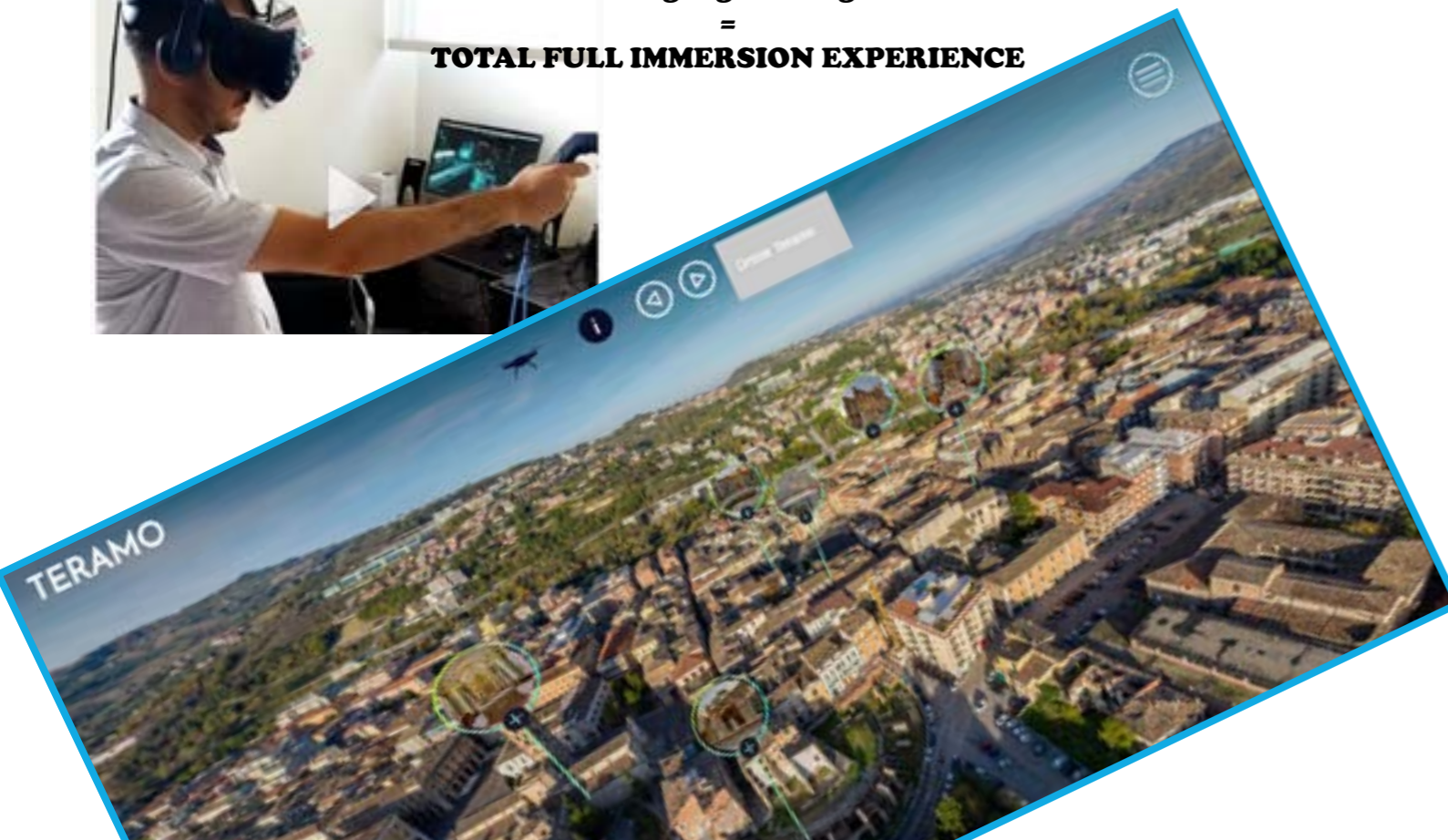


After



### VR Software Implmented for Virtual reality guided visits

**VR Navigation of Points of interest**  
**Multilanguage Info texts**  
**Multilanguage audioguide**  
=  
**TOTAL FULL IMMERSION EXPERIENCE**



**Available for VR headsets (Htc Vive, Oculus), TV monitors, Pc screens, Tablet and mobile devices**



### Awareness and public sensitization



**Meeting with general public i n Teramo (12/07/2019)**



**Meeting with stakeholders n Teramo (06/09/2019)**



**Workshop with stakeholders for the Visitors' centre building capacity (13/09/2019)**

CROATIA

# Primorje-Gorski Kotar County

primorsko  
županija goranska

## Developing the Management and Sustainability Plan

The aim of the activity was to develop the Management Plan and the Sustainability Plan for the Cultural-Tourist Route “The Routes of the Frankopans” and for the Visitor Centres within the Route in Primorje-Gorski Kotar County.

Results: defined model of management and sustainability as well as the expected sources of the incomes in the period of minimum 5 years.



*Cultural-Tourist Route “The Routes of the Frankopans” and the Visitor Centre Kraljevica are two cultural-tourist products developed through HERA project, meeting the criteria and minimum conditions for the award of a registered trademark “HERA”.*

primorsko  
županija goranska

Visitor Centre Kraljevica



Castle Nova Kraljevica



## Implementing local promotional activities of existing products

In order to carry out the promotional activities, two events were held in Zagreb and one in Kraljevica:

1. the presentation of the Cultural-Tourist Route "The Routes of the Frankopans" at the Archaeological Museum Zagreb in March 2018
2. the organisation of the exhibition "Frankopans in the Music and Feast" at the AMZ Gallery in May 2018
3. the organization of the main event "Frankopan's Weekend" in September 2018 (this event was held as a part of the 900<sup>th</sup> anniversary of the first mention of the Frankopans which was celebrated throughout the 2018 with various events)



## Improving operational and infrastructural capacities of existing products

As the main activity to improve the infrastructure of the facilities covered by the Cultural-Tourist Route, PGKC has carried out the works on the renovation of 30 windows of the Castle Nova Kraljevica.



## Raising capacities for joint tourism management

Three-day educational workshop was held in Gorski Kotar in February 2019 - theoretical part about heritage interpretation was based on the *Heritage Interpretation Training Manual*, study visits were based on the Frankopan properties of the CTR "The Routes of the Frankopans".



**CROATIA**

**Šibenik-Knin County**



## **Cleaning of the access road to Velika Mrdakovica**

**With the implementation of the HERCULTOUR project Šibenik-Knin County continued to make financial investments in the cultural tourism route through:**

- **Cleaning of the access road to the archeological site Velika Mrdakovica,**
- **Marking all the locations on the route with Info panels**
- **Purchasing two indoor displays presenting the route with all its localities and playing a promotional video created during the HERA project**
- **Creating a Management Plan for the Cultural Tourism Route**
- **By creating promotional materials**
- **By creating and disseminating promotional materials**
- **Introducing route to the wider public with promotional campaign by playing route video on National tv channel HRT**
- **Publishing article about the route and the project itself in Croatia Airlines magazine to reach new international visitors arriving to Croatia by plane**
- **Organizing Awareness campaign for students and public**
- **Organizing Capacity building workshops**
- **Supporting the creation of the new international cultural tourism route HADRIATICA ROMANA**



## Installation of Indoor displays



## Installation of info panels along the route

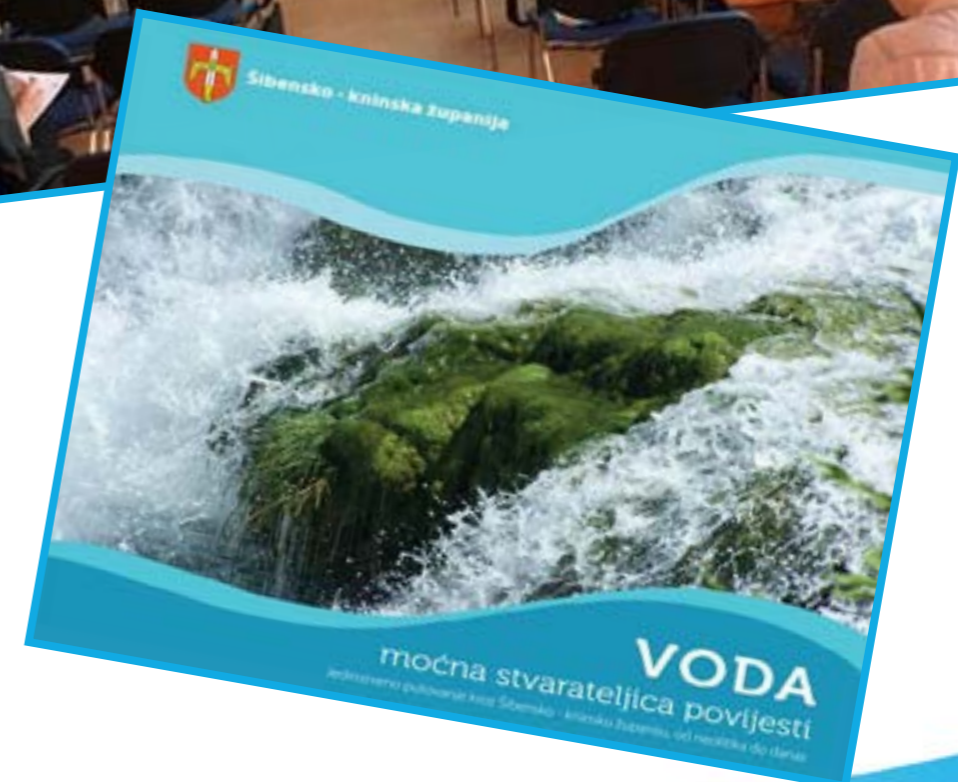




## Awareness Campaign



## Capacity Building Workshops





**CROATIA**

# Dubrovnik and Neretva Region



# Strengthening Existing Hera-Certified Product

## Raising Capacities For Joint Tourism Management

- Elaborating Heritage Interpretational training Manual to experts
- Organization of Heritage Interpretation workshop to tourism workers
- Participants are given the opportunity to acquire theoretical and practical knowledge of personal interpretation, interpretation planning and promotion of interpreted heritage with the ultimate goal of creating a solid foundation for further development in the field of heritage interpretation



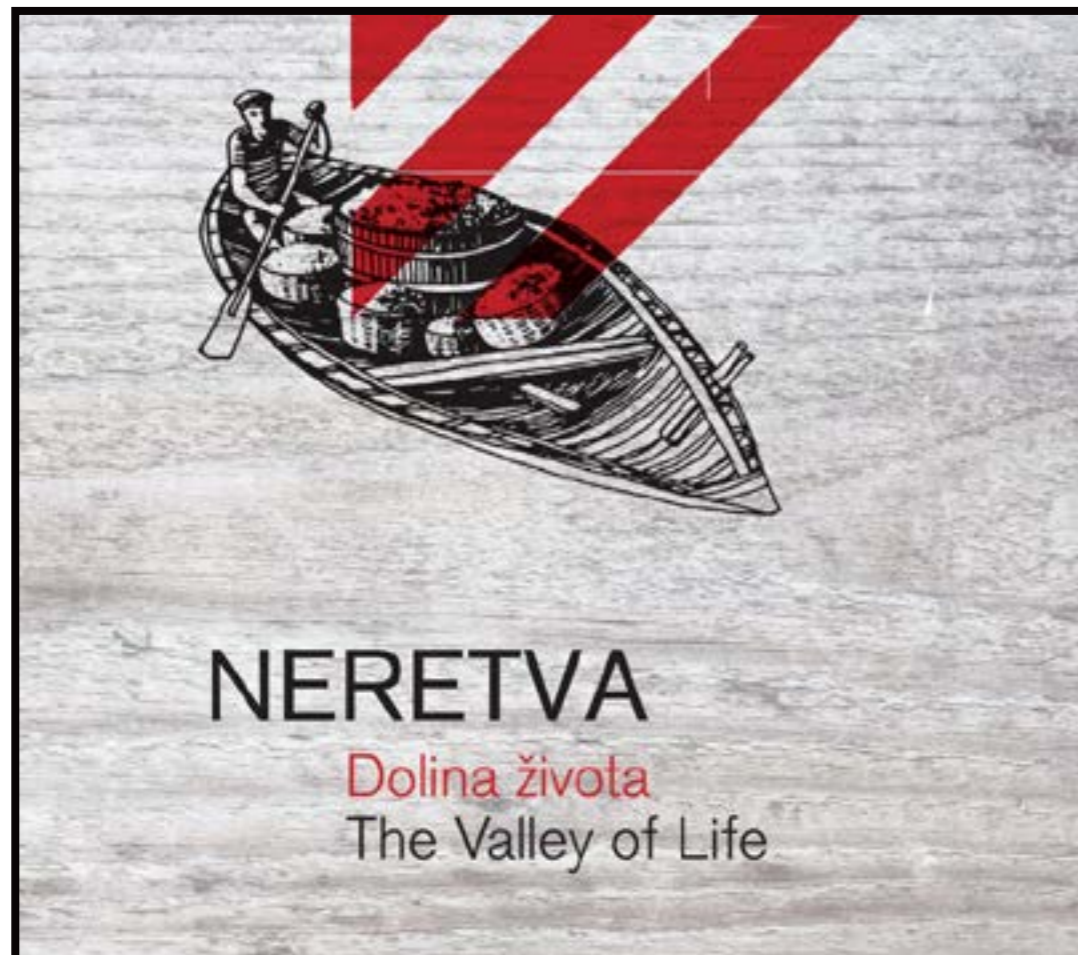
- Implementing local promotional activities of existing products
- Improving operational and infrastructural capacities of existing products





## Strengthening Existing Hera-Certified Product

- Promotion of the cultural – touristic route “Neretva – the Valley of Life”
- Broadcast of promotional video on national television
- Update of the existing web site and mobile application “Neretva – the Valley of Life”
- Update of brochure “Neretva – the Valley of Life”
- Designing of other promotional material related to the Neretva – Valley of Life route



## Strengthening Existing Hera-Certified Product

Renovation of additional spaces of the Dom Kulture in Ploče which will serve as an exhibition space of the Ploče Native Collection

In addition to exhibitions, framed and glazed paintings and photographs, the methodology of the work of the Native Collection of the City of Ploče also consists of literature and historical archeological and ethnographic material.

The purpose of the Native Collection of the City of Ploče is to initiate cultural assets, as part of national and common cultural heritage, serve the needs of citizens and be preserved for future generations.

The Native Collection of the City of Ploče with the Center for Selective Forms of Tourism and Accompanying Content represents the completeness of the cultural and tourist offer of the City of Ploče and the entire Neretva Valley.





ITALY

# Tourist Destination Romagna

## Strengthening Existing Hera-Certified Product

**Procurement of multimedial equipment and theater lighting for the stage at the Cultural Center in Ploce**

**Value approximetly 200.000,00 kn**



### Results achieved

**Tourism Operators trained during workshops:**

in Rimini: 31/01/2019 and 5/02/2019 for the presentation to stakeholders of the “Handbook of interpretation of cultural heritage” edited by Andrea Vugrinovic for the Region Dubrovnik-Neretva (HR)

and

in Ravenna: 26/07/2019 on the themes of Romagna Empire and the actions and instruments of tourism promotion

**Guided tours of the Roman sites of Romagna carried out**

**Development and improvement of the Visitor Centers** has been carried out in order to increase the usability of the contents.

Accessibility to the contents of the Visitor Center has been extended and improved through the acquisition of the following services and equipment →

**Translation and related production of multimedia contents and paper tools in 4 additional languages:**

**German, French, Russian, Chinese.**

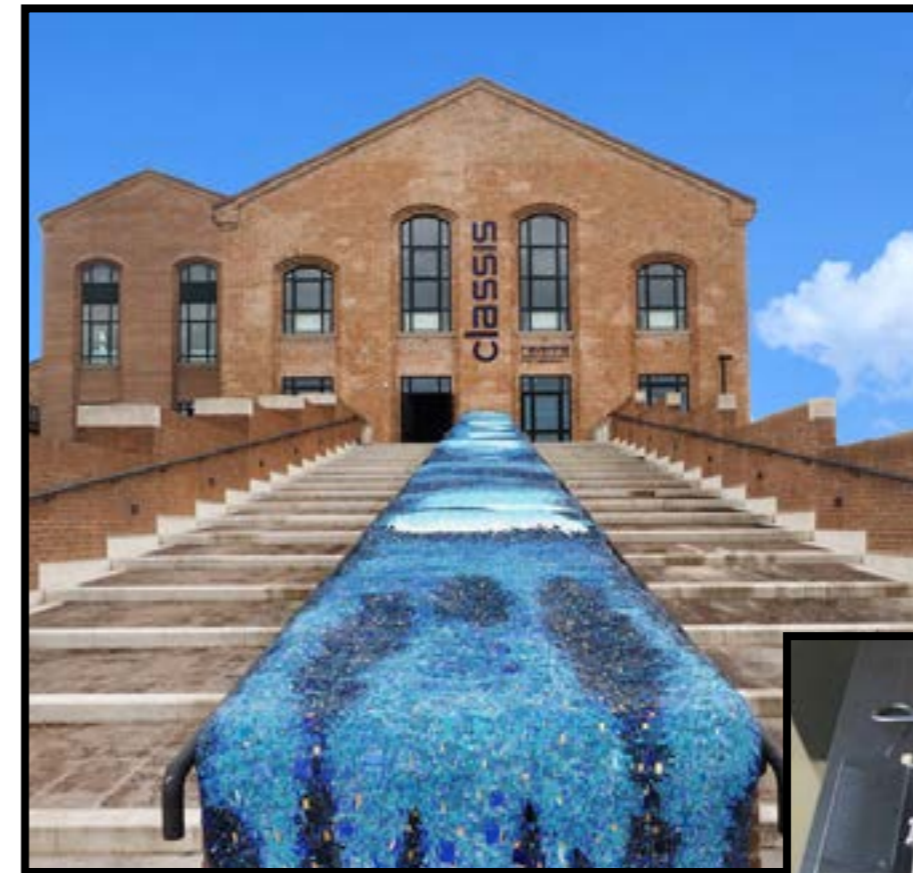




**Purchase of a new multitouch support on which the new video contents and the new language translations have been inserted.**



**Purchase of 50 radio guide kits for the implementation of the Visitor Center "HERA" OF CLASS OF RAVENNA and guided tours of the new Museum CLASSIS RAVENNA connected to the Old Port of Classe**





**Publications: “Romagna Empire in four stories”**

**«Romagna Empire in four stories». Dissemination**



**Print: 529,000 copies (Italian, English and German)**

**Distribution:**

**Attached to two magazines**

**“Friday” of Republic (22/03/2019)**

**183,000 copies**

**“IO Donna” Corriere della Sera (30/03/2019)**

**251,000 copies**

**throughout the network of regional IAT offices  
in the main tourist fairs in Italy and abroad  
in the main cultural events in the area**



# ADSU Teramo

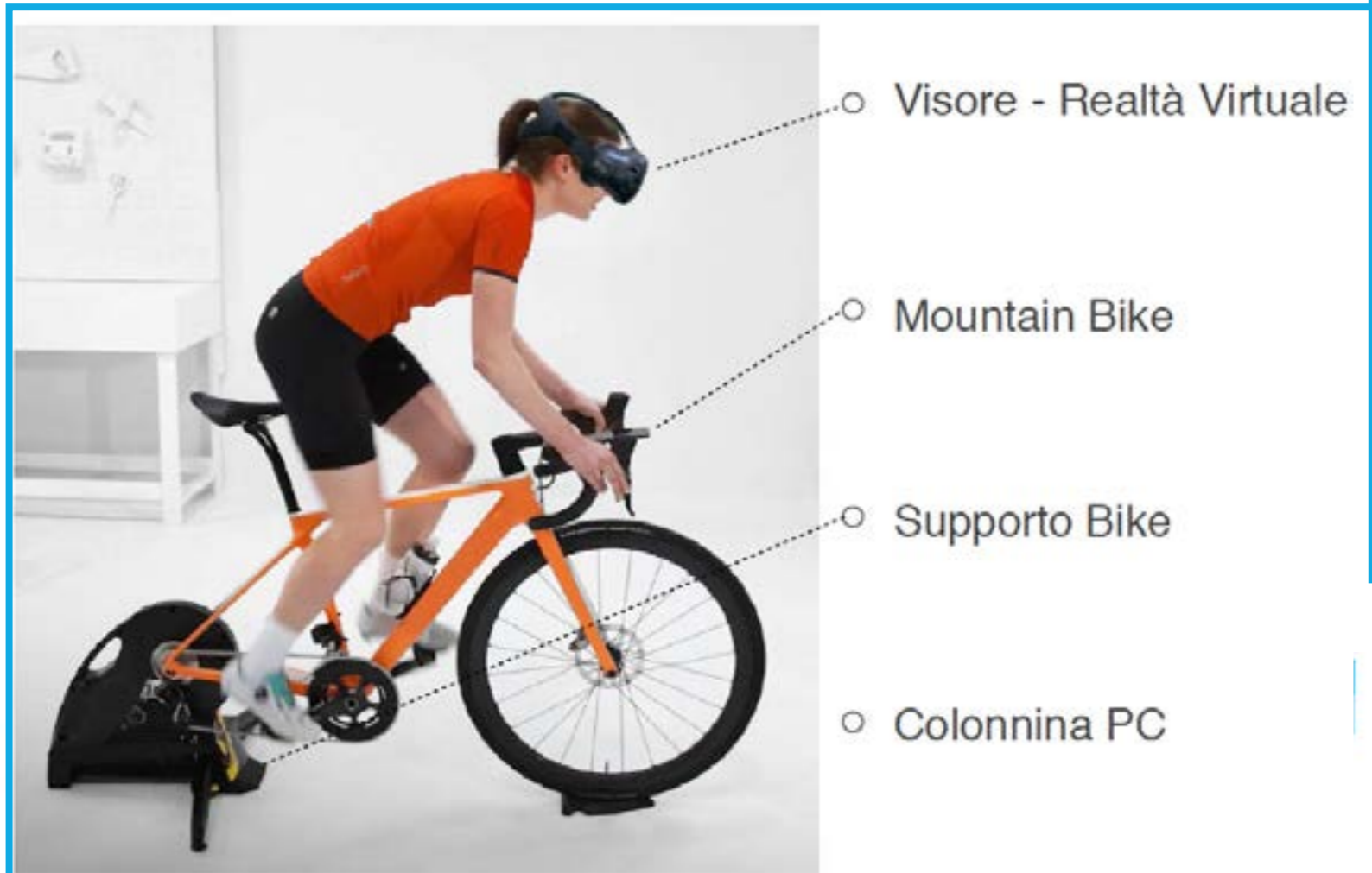
## Improving operational and infrastructural capacities of existing products

### VR CYCLING

The first tour 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 interest. The project of ADSU Teramo involves 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, both 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.

- Virtual interaction:** Visor "HTC Vive" + Bike VR (dedicated software for the virtual experience: hall+video 1+ video 2)
- Physical interaction dispositive:** Bike + Bike trainer for cycling speed and cadence → *experience speed*



DISCOVER THE ANCIENT ROMAN ROAD 'CECILIA'

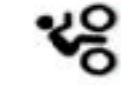


a) ANCIENT ROMAN ROAD 'CECILIA'



a) MEGALITHIC WALLS

b) RUINS OF THE ROMAN TEMPLE



a) ROMAN AMPHITHEATER

b) ROMAN EXCAVATIONS

c) St ANNE'S CHURCH

d) TERAMO CATHEDRAL

e) MAIN SQUARE

DISCOVER THE BEAUTY AROUND TERAMO



a) COLLE DEL VENTO



a) LAGO DI PROVVIDENZA



a) WOLF

b) EAGLE

c) CHAMOIS



a) THE WATERFALLS OF 100 FONTI

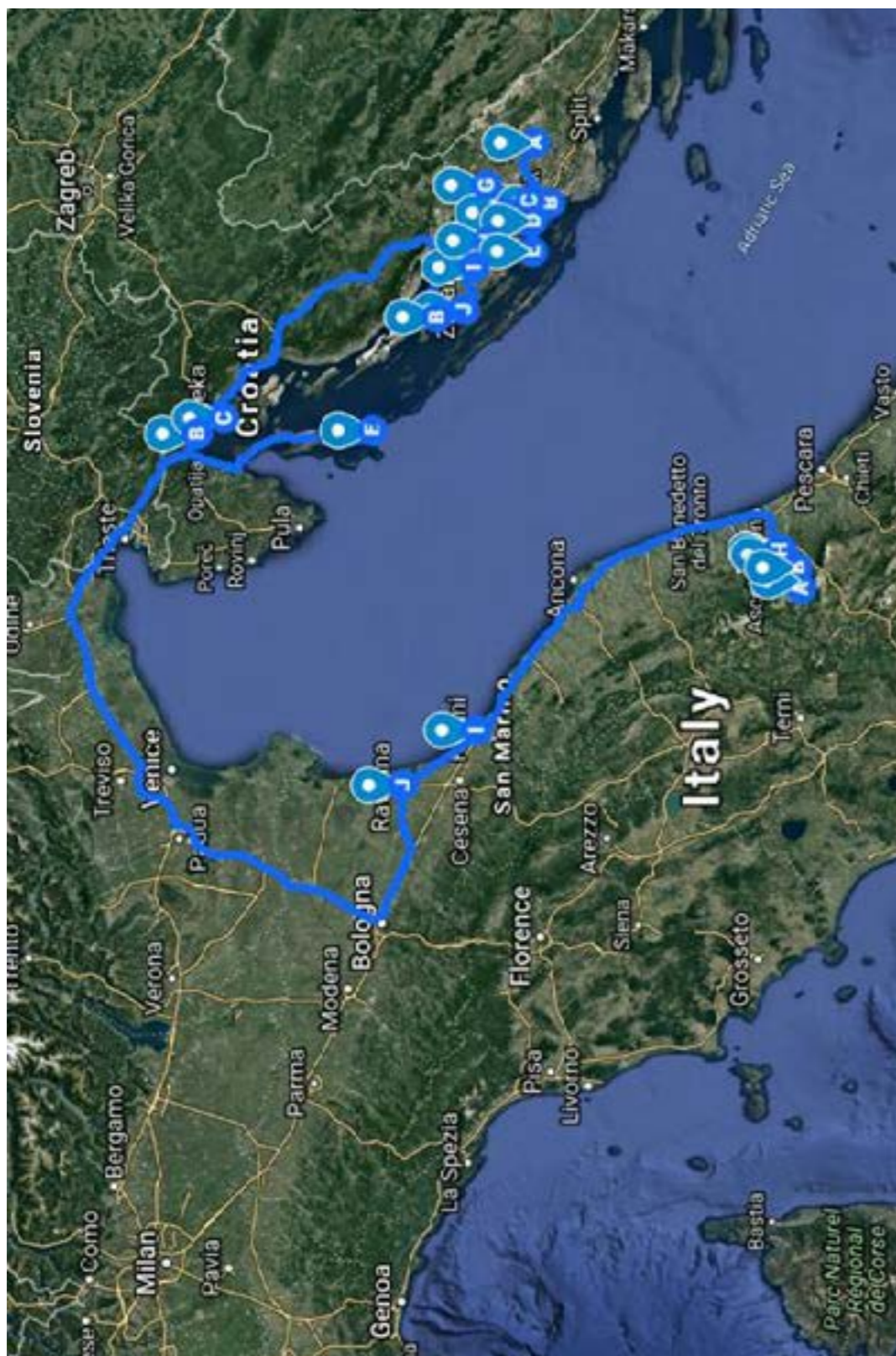


a) PRATI DI TIVO



a) TERAMO MAIN SQUARE

# Implementation of International Cultural Tourism Route “HADRIATICA”



# Implementation of International Cultural Tourism Route “HADRIATICA”

## CROATIA

### Zadar County

Key cultural site 1: **Iadera (Zadar) with roman monuments**: Roman Forum with the temple in Zadar; Porta Triumphalis with roman fortifications and urban street system in Zadar; Different minor remains from the Roman period. **Connected services**: Accommodation; Food and beverage; City tour guides and heritage interpreters; Museums; Transport facilities

Key cultural site 2: **Aenona (Nin) with roman monuments**: Roman Forum with Temple in Nin; Roman Villa Urbana with mosaics in Nin; Different minor remains from the Roman period – roman houses, fortifications, saltworks, etc. **Connected services**: Tour guide on the previous request; Accommodation; Food and beverage; Museum; Transport facilities

Key cultural site 3: **Nedinum (Nadin)** – connected services: Tour guide on request; Accommodation; Food and beverage; Transport facilities on request

Key cultural site 4: **Asseria** – connected services: Tour guide on request; Transport facilities on request

### Šibenik Knin County

Key cultural site 1: **Burnum** (inside area of National park Krka) – roman settlement, museum, and amphitheater – connected service: Museum; Basic interpretation; National Park facilities; Bike Route

Key cultural site 2: **Scardona** (Skradin)– roman settlement and important military port: connected services: Tourist board; Tourist guides; Interpretation on sites; Authentic site; Religious site; Souvenirs; Restaurants; Caffe bars; Restroom; Accommodation; City Beach; Events; Excursion organizers/ specialized agencies; Bike route

Key cultural site 3: **Varvaria** (Bribir - Bribirska glavica) / archaeological site – connected services: Archeologic site; Authentic site; Basic interpretation; Religious site; Bike route

Key cultural site 4: **Rider** (Danilo Biranj) – connected services: Basic interpretation; Restaurant; Bike Route

Key cultural site 5: **Magnum** – roman settlement on the road Aquileia-Dyrrachium (village Umljanovići –Balina glavica - Close to city of Drniš) – connected services: Basic interpretation on-site; in the nearby Drniš: Tourist board; Tourist guides; Interpretation on sites; Souvenirs; Restaurants; Cafe bars; Restroom; Accommodation; Religious site; Gastro presentation; Rural households; Walking paths / educational paths; Bike routes



# Implementation of International Cultural Tourism Route “HADRIATICA”

Key cultural site 6: **Velika Mrdakovica** – roman archaeological site with functional cistern (hinterland of city of Vodice) – connected services: Basic interpretation; Bike Route; in the nearby city of Vodice:

Tourist board; Tourist info centre; Tourist guides; Souvenirs; Restaurants; Caffe bars; Restroom; Accommodation; City Beach; Events; Excursion organisers / specialized agencies

Key cultural site 7: **Colentum** (Murter Kornati municipality – Island Murter) – settlement of indigenous community of people of Liburnia in the Roman period – connected services: Bike Route; Tourist board; Tourist guides; Interpretation on sites; Souvenirs; Restaurants; Caffe bars; Restroom; Accommodation; City Beach; Events; Excursion organisers / specialized agencies; Marina

## Primorje-Gorski Kotar County

Key cultural site 1: **The Tarsatica Principia** (The site is located in the city center of Rijeka) - the main camp, the supply base and the starting point of the Claustra Alpia Iuliarum, today there is an Archaeological park – Connected services: accommodation; bars and cafe bars, restaurants, shops; tourist guides; interpretation; Tourist information center.

Key cultural site 2: **Fulfinum – Mirine** (island Krk near Omišalj) - an ancient Roman city. Mirine is the early Christian complex, a basilica – connected services: The closest service providers (accommodation, bars, restaurants, etc.) are in Omišalj. There are no service providers on site.

Key cultural site 3: **The Museum of Apoxyomenos** (in the centre of Mali Lošinj on island Lošinj) - dedicated to only one exhibit - the bronze statue of a young athlete, the Apoxyomenos – connected services: accommodation; bar; restaurants; a souvenir shop at the museum; tourism board and info centre; tour guides.

Key cultural site 4: **old town Krk** (Krk island) - the urban centre of the island as early as 3000 years ago – connected services: accommodation; bar; restaurants; a souvenir shop at the museum; tourism board and info centre; tour guides; beach; well connected by means of public transport.

Key cultural site 5: **old town Osor** (on Cres island) – Roman town Apsoros / archaeological site – connected services: Accommodation; restaurants; tourist info; bars; toilets; beach; public transport facilities.

# Implementation of International Cultural Tourism Route “HADRIATICA”

## ITALY

### Abruzzo region (Teramo)

Key cultural site 1: **Roman theatre** (Teramo) – connected services

Key cultural site 2: **Roman amphitheater** (Teramo)

Key cultural site 3: **Necropolis of Ponte Messato** (Teramo)

Key cultural site 4: **Domus and Mosaic of the Lion** (Teramo)

Key cultural site 5: **Archaeological site of Torre Bruciata** (Teramo)

Key cultural site 6: **Archaeological site of largo Madonna delle Grazie** (Teramo)

Key cultural site 7: **Domus of Vico delle Ninfe** (Teramo)

Key cultural site 8: **Melatino Palace** (Teramo)

**Connected services** for all above indicated key cultural sites: Tourist information and reception center; 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

### Emilia Romagna region

Key cultural site 1: **Ancient Port of Ravenna – Classe**

Key cultural site 2: **Basilica of Sant'Apollinare in Classe (Ravenna)**

Key cultural site 3: **Surgeon's house in Rimini**

Key cultural site 4: **Tiberio's bridge in Rimini**

Key cultural site 5: **Augusto's arch in Rimini**

Key cultural site 6: **Amphitheatre in Rimini**

In both Ravenna and Rimini there are different **connected services**: Accommodation; Food and beverage; City tour guides and heritage interpreters; Museums; Transport facilities

# Project Partners



## Social Media



Hercultour

