

## Expected Results



The HERCULTOUR project aims to achieve the following expected results:

- improvement of infrastructure and managerial capacity of the involved areas
- training personnel for cultural heritage management
- organisation of communication and awareness
- raising campaigns covering all target groups: general public, educational Institutes, tourism Agencies and Associations;
- expanding the capacity of the Visitor Centres and enlarging local and international tourist itineraries, in order to improve tourism product of the partner Countries.

## Project Partners



[www.italy.croatia.eu/hercultour](http://www.italy.croatia.eu/hercultour)



YouTube



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Hercultour

## 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



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



ERDF  
€ 999.997,29



TOTAL BUDGET  
€ 1.176.467,40

## Project Background

The HERCULTOUR project aims at strengthening the existing cross border cooperation in tourism sphere between the Countries around the Adriatic Sea.

The goal is to enhance and preserve cultural and historical diversities of these countries, and to create a joint tourism offer in different areas.

The project would reinforce the achieved results and proceed with management of conscious and sustainable tourism, respecting the quality and management standards set up by the previous projects. It is believed to result in boosting and improving local economies and employment.

For many years, Countries around the Adriatic Sea have been pursuing the goal of raising the tourism sector, in an attempt to reduce disparity in tourism supply, that for a long time held back the development of this sphere.

In order to develop conscious tourism and join the efforts on this way, it is important for all interested countries to set new targets, and to create a fusion of diversities, which would encourage tourists to choose the Adriatic region, and would motivate small and medium businesses to make profitable investments.

## Project Description

## Project Objectives

The main goals of the HERCULTOUR project are:

- developing a new innovative tourism package that would unite diverse cultural and historical heritages of the areas, offering an international cultural route;
- transforming a traditional 3S tourism model (sun, sand, sea) into a more experiential and conscious 3E tourism (Entertainment, Environment, Education);
- promoting tourist destinations rich in history and culture but still unknown among tourists, which would reduce a big difference between busiest summer months and winter months without tourists;
- promoting existing local tourist itineraries.