

Improvement of the infrastructure of the facilities covered by the Cultural-Tourist Route

HERCULTOUR | PP2 Primorje - Gorski Kotar County

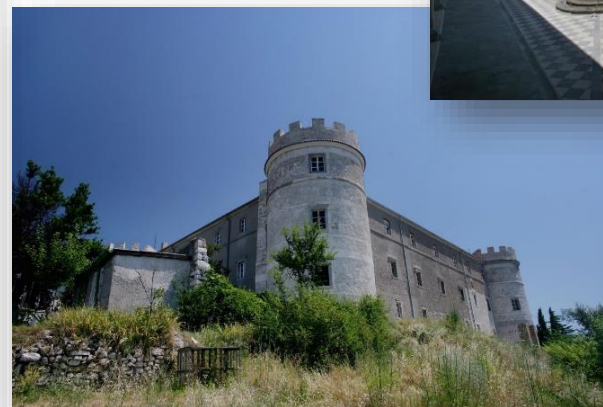
Improving the Cultural-Tourist Route “The Routes of the Frankopans”



Cultural-Tourist Route “The Routes of the Frankopans” is the first cultural-tourist product developed through HERA project, meeting the criteria and minimum conditions for the award of a registered trademark “HERA”.

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.



Castle Nova Kraljevica



Visitor Centre 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 900th anniversary of the first mention of the Frankopans which was celebrate throughout the 2018 with various events)

Frankopani

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“Frankopans in the Music and Feast”, Zagreb

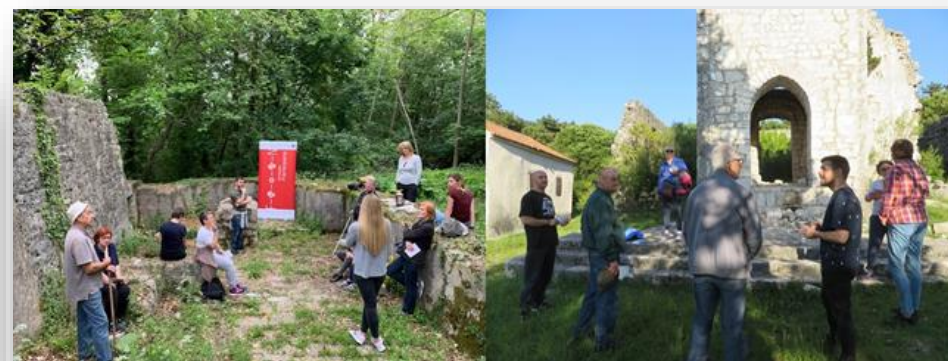


“Frankopan’s Weekend”, Kraljevica






Organisation of the tailored awareness campaign - Info Days




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