



# 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*

**NEWSLETTER N°2**  
**August 2019**

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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



AZIENDA PER IL DISTRETTO AGRICOLO UNIVERSITARIO DI TREVISO



ŠIBENSKO-KNINSKA ŽUPANIJA



DUBROVAČKO-NERETVANSKA ŽUPANIJA



## ROUND TABLE “PRESENTATION OF PROPOSALS FOR INTERNATIONAL CULTURAL TOURISM ROUTE BASED ON THE ELEMENTS OF ANCIENT ROMAN CULTURE” HELD WITHIN THE IMPLEMENTATION OF PROJECT HERCULTOUR



Within the implementation of project „HERCULTOUR – HERa trademark, CULTURAL TOURism routes and visitor centers strengthening“, on Friday, the 1st of February, 2019, the Round table “Presentation of proposals for international cultural tourism routes based on the elements of ancient Roman culture” was held at the European Center for Inter-Sector Cooperation IMPACT’s premises in Zadar.

The Round table with stakeholders from tourism and cultural sectors interested in joining the segment of the international

cultural tourism route (ICTR) based on the elements of ancient Roman culture that will be situated in Zadar County was held under direction of HERCULTOUR’s Scientific Committee member Vinko Bakija. The institutional representatives of Zadar County Tourist Board, Development Agency of Zadar County ZADRA NOVA, Institution for Development of Competence, Innovation and Specialization of Zadar County INOVACIJA, City of Zadar, University of Zadar, as well as representatives of different tourist agencies from Zadar County actively participated in the Round table. Considering that the theme of the Round table, aside from the creation of a future ICTR within the HERCULTOUR project, was also the analysis of the existing cultural tourism routes, some of the key components and processes that define cultural tourism routes



as a medium and a tool for stimulation of rural and urban development within given spatial contexts were also presented to the stakeholders.



The stakeholders emphasized that the ICTR was well conceived within the HERCULTOUR project and accepted the proposal of three focal points of interpretation, i.e. experience-creating context, in the area of Zadar County (Zadar, Nin and Asseria). However, certain constraints were also highlighted on the Round Table, particularly those regarding difficulties faced by the receptive tourist agencies, especially in their efforts to attract more financially interesting groups, i.e. cultural tourists.

### 3RD SCIENTIFIC COMMITTEE MEETING IN ZADAR



Within the implementation of project „HERCULTOUR – HERA trademark, CULTURAL TOURism routes and visitor centers strengthening“, on Thursday, the 7th, and Friday, the 8th of February, 2019, the 3rd Scientific Committee meeting was held at Hotel Bastion’s premises in Zadar. The previous two Scientific Committee meetings were held in Italy: the first meeting was held in Teramo from the 22nd until the 24th of October 2018 and the second meeting was held in Rimini from the 13th until the 14th of December 2018.

The Scientific Committee was established with the purpose of developing an international cultural tourism route (ICTR) based on the elements of ancient Roman culture. The development of an ICTR includes elaborating its theme, course, scope and contents, while basing the work on the guidelines defined in documents “Rules for recognition of HERA cultural tourism routes” and “Rules for recognition of HERA visitor centers” that were developed within an earlier project „HERA – Sustainable tourism management of Adriatic HERitage“.

The meeting in Zadar was focused on the evaluation of the framework document elaborating the concept and vision of an ICTR based on Roman civilization in the Adriatic. In this regard, it was concluded that the document should be completed by the beginning of March, followed by the preparation of all the data necessary to fill-in the application form for the HERA certification of the route, which would mark the end of the Scientific Committee’s mandate.

Since the ICTR will include cultural heritage from the Roman classical period situated in the territories of all project partners, during their stay the Scientific Committee’s members went sightseeing in Zadar and Nin since both cities are future components and focal points of visiting, interpreting and creating experiences of the ICTR in Zadar County.



## HERCULTOUR ROUNDTABLE IN TERAMO



While activities planned by Hercultour are in progress in defining a program of actions between Italy and Croatia, ADSU Teramo organised on the 6th of February a roundtable to depict the opportunities offered by the creation and integration of tourism offer through the enhancement of the Roman cultural heritage present in the territories of the project partners.

The roundtable was attended by tour operators and associations, also with the aim of exploring the feasibility of proposing a different approach of sustainable tourism through interconnected tourist offers between different territories within the two shores of the Adriatic Sea.

“The idea we are implementing is based on a tourism offer included in an integrated multimedia project”, explains ADSU in a note, “using augmented reality along a historical-archaeological route that connects Teramo, Rimini, Porto di Classe, Zara and other places of Croatia, for the use of cultural, historical and landscape assets ».

There has also been discussed the possibility of improving the tourist offer of the city of Teramo with the valorisation of the ancient “Main road of the Park”.

“We want to design and invest,” stressed Lucia Verticelli, vice president of ADSU, “as good practices for relapsing into the territory and reverberating financial resources in the rights to study”.



## THREE-DAY “HERITAGE INTERPRETATION” WORKSHOP IN ZADAR



Within the implementation of project „HERCULTOUR – HERa trademark, CULTURAL TOURism routes and visitor centers strengthening“, on the 20th, 21st and 22nd of February, 2019, “Heritage Interpretation” workshop was held at the European Center for Inter-Sector Cooperation IMPACT’s premises in Zadar.

More than twenty stakeholders from the tourism and cultural sectors participated in the workshop, including the

representatives of National Museum Zadar and Croatian Chamber of Economy - Zadar County Chamber, as well as the representatives of different tourist boards and tourist agencies from Zadar County and others. Within the implementation of the HERCULTOUR project, Zadar County produced Heritage Interpretation Training Manual that enabled workshop’s participants to raise their capacities and knowledge in the field of heritage interpretation, mostly for the benefit of existing and future HERA-certified cultural tourism routes and visitor centres, but also benefitting cultural tourism in general. The workshop was held under direction of the manual’s author Andrea Vugrinović.

During the workshop, the meaning of the term “heritage interpretation” was more precisely explained to the participants, as well as other subjects, such as: the principle of interpretation in practice, setting goals - protecting and managing of the heritage or entertaining activities for the visitors, identification of interpretative potential, planning of interpretative experiences, evaluation of visitor experiences and performance optimization, etc. The workshop’s goal was to share information about practical experiences and heritage interpretation access to the participants from the cultural and tourism sectors, i.e. to equalize access to the raising of capacities of local tourism stakeholders for heritage interpretation, as well for their transfer of knowledge about the concept of heritage interpretation to more users at local levels. Upon completing the workshop, participants were awarded individual certificates of attendance.



## FAUST VRANČIĆ MEMORIAL CENTER

The Faust Vrančić Memorial Center in Prvić Luci has taken its place on the cultural tourism route “Water - A Powerful Creator of History” as part of the strategic HERCULTOUR project. The cultural tourism route “Water - a powerful creator of history” brings together the most significant tourist attractions in the Šibenik-Knin County. It covers about twenty attractions at six sites throughout the County of Šibenik-Knin, and connects Šibenik, the island of Prvić, the wider Vodice area, sites in the central and lower reaches of the Krka River and the Danilo-Rider archeological site.



## 4TH PARTNERSHIP MEETING IN TERAMO



The fourth Steering Committee and partnership meeting of HerculTour took place in Teramo, Italy, on April 3rd-5th. Project partners presented the state of the art of the project activities, including administrative and financial issues, outlining the achievements of the last implementation period, as well as sharing views on the drawing-up of the action plan.

Among the activities, Consorzio Punto Europa, which organised the meeting, tested with the partners the functionalities of the software in 360° which will be endowing the immersive experience of the tourists of the Visitors' Centre that is going to be equipped in Teramo as important output of the project.

The software, available to users via regular website and via innovative Virtual Reality specific headsets, could be used as a common tool for the promotion of each of the partners' visitors' centres, every local itineraries implemented and the international cultural route which is in the phase of development by project partners.

Moreover, Ph.D. Raffaella Morselli, external expert of ADSU Teramo, presented the collaborative work carried out by the experts in tourism development endorsed by each partner (and belonging to the HerculTour Scientific Committee) and deputed to the development of the international cultural route “Hadriatica Romana”. The presentation depicted the motivation which led to the design of the concept of the route and underlined the opportunities of market valorisation and exploitation based on all those values which unify the cities and territories of Italy and Croatia, rich of Roman cultural vestiges.

## ASSEMBLY OF HERA ADRIATIC HERITAGES ASSOCIATION



Within the implementation of project „HERCULTOUR – HERa trademark, CULTURAL TOURism routes and visitor centers strengthening“, on the 19th of March 2019, regular session of the Assembly of HERA Adriatic Heritages Association was held in Šibenik. HERA Adriatic Heritages Association was formally established within an earlier project „HERA – Sustainable tourism management of Adriatic HERitage“ on the 27th of October 2016 in Zadar, but started operations on the 17th of October 2017. The members of HERA

Association are: Zadar County, Šibenik–Knin County, Primorje–Gorski Kotar County, Split–Dalmatia County, Development Agency of Zadar County ZADRA NOVA, Municipality of Piran, Development Agency of Una-Sana Canton, Albanian Development Fund, Europe Point Consortium from Teramo (COPE) and Society for the Right to University Studies from Teramo (ADSU – TERAMO).



Out of a total of ten members, six attended the session, which was enough to reach quorum and being able to legally adopt decisions during the session. During the session, members discussed the Activity Report and the Financial Report of the Association for 2018, as well as about membership fees, changes to the Statute, dismissal and appointment of members of the various Association's bodies. In

addition to the new appointments, the new President of the Association Lovro Jurišić was elected. His mandate, as well as mandates of all newly appointed members of the various Association's bodies last for four years, i.e. until the 19th of March 2023. Additionally, two documents drafted within the implementation of HERCULTOUR project were presented and unanimously adopted: „Heritage Interpretation Training Manual“ and „Development Strategy of HERA Adriatic Heritages Association“.

## AWARENESS CAMPAIGN IN ŠIBENIK



During the month of March, several activities were conducted with purpose to inform and educate students about the project HERCULTOUR and the route WATER – THE ULTIMATE SHAPER OF HISTORY. Two lectures / presentations have been held, and another lecture is scheduled.

1. The first lecture was organized by professors Vesna Pravdić, Branka Dželalija and Jadranka Petković and held 08/03/2019 at the Šibenik high school of economics. , and attended by students of three different classes. Main subject of the lecture was the implementation of marketing strategies in business activities. Creation of cultural route “Water – the Ultimate shaper of History” was presented as example of destination branding and development of business idea. About 40 students attended the class. Signature list is attached to this document. Article about the lecture was published on the highschool website:

[http://ss-ekonomska-si.skole.hr/?news\\_hk=1&news\\_id=1351&mshow=290#mod\\_news](http://ss-ekonomska-si.skole.hr/?news_hk=1&news_id=1351&mshow=290#mod_news)

2. Second lecture was held on the 14/03/2019 at The Polytechnic of Šibenik, as the part of Market research class. Lecture was organized by professor Jelena Šišara. The emphasis on the lecture was on the research that was conducted before the creative parts of HERA project, and how it affected the final shape of the route. The lecture was attended by 15 students.

3. Third lecture / presentation has been held at Polytechnic of Šibenik on the 05/04/2019 with the subject „The Destination branding“ for the students of Tourism, class Marketing.



# Project Partners



## Social Media



Hercultour

