



HERCULTOUR

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cultural tourism routes
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strengthening



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

NEWSLETTER N°3 Final Activities



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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



WORKSHOPS IN ŠIBENIK

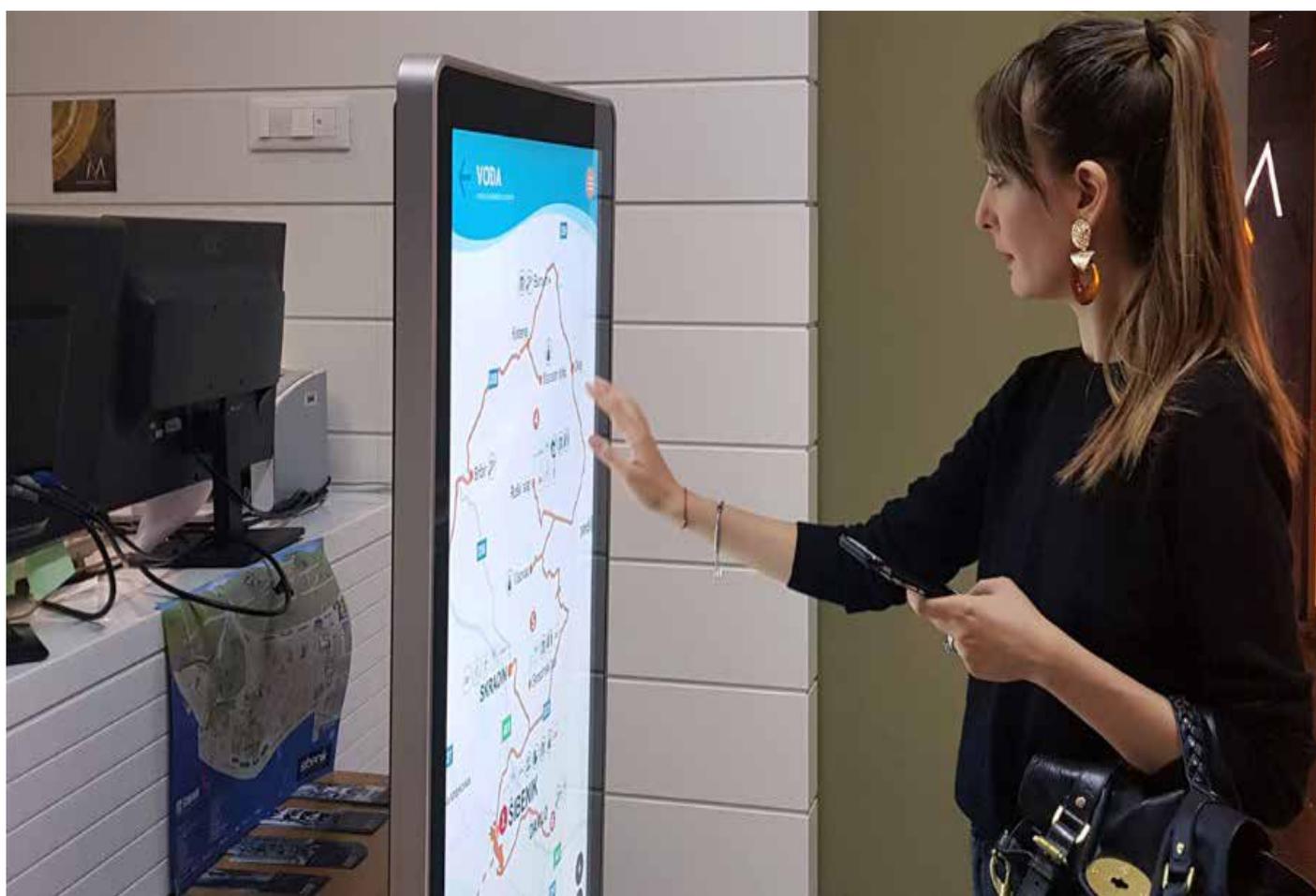
On the 27th and 28th of May, two workshops were held at the Juraj Šižgorić Public Library in Šibenik, attended by about thirty representatives of local government representatives, public institutions and entrepreneurs in tourism.



The results of the project were presented by Lucija Aužina, Senior Business Advisor at the County of Šibenik - Knin. The Hercultour project is a continuation of the successfully implemented project “HERA” which valorized the archeological park Velika Mrdakovica and created a cultural tourism route called “Water - a powerful creator of history.” Thanks to the Hercultour funds invested in infrastructure implementation there have been arranged access roads to the archeological site, the sites included in the local cultural tourist route have been marked with information boards, and two indoor displays have been set up with the presentation of the route with all its localities.

A promotional video was published on national television and the route was presented to Šibenik students and the general public through lectures and workshops. Moreover, the Zagreb Institute of Tourism has developed a cultural route management plan.





The cultural tourist route “Water - a powerful creator of history” was presented by Kresimir Grubic, an Associate at the ATK Kreator Agency from Sibenik.

The route valorises the relevance of water, as one of the key drivers of human society’s development throughout history which influenced many development aspects: economy, urban planning, architecture, religion, health, travel, etc.

The route is designed as a multidimensional and multisensory experience for tourists that are capable to see, learn, hear, taste, actively participate, touch and (literally) immerse in the story, including different types of cultural attractions, different historical periods and different artistic styles.

The route encompasses many localities in Šibenik-Knin County, connecting the most famous tourist attractions and sites of Šibenik, Vodice and Skradinski buk along with less known but equally attractive sites on the island of Prvić, along the Krka River, archeological sites and rural households in the hinterland.

The workshop presented the possibilities of integrating the route into the tourist market by creating half-day, one-day and multi-day packages.

tourist boards.

HERCULTOUR INFO DAYS ON FRANKOPAN ROUTE

Project partner Primorje-Gorski Kotar County has held the Hercultour Info Days on the 18th and 19th of May 2019.

The Info days were held at the educational workshops which have been organised within the project “The Routes of the Frankopans” which is a certified HERA Cultural Tourism Route and which is being promoted and more strengthened through the Hercultour project. Hercultour project was presented by the representative of Primorje-Gorski Kotar County as well as by the external associate who held the lecture. Hercultour leaflets and information materials were distributed to all of the participants

I. 18/5/2019 INFO DAY WITHIN THE WALKING TOUR “FOLLOWING THE ROUTES OF THE FRANKOPANS TOWARDS GRADEC CASTLE”

II. 19/5/2019 INFO DAY WITHIN THE LECTURE “FRANKOPANS IN VINODOL”



FINAL NATIONAL CONFERENCE IN RIMINI



The strengthening of the Hercultour Visitor Centres of Rimini and Classe in the province of Ravenna and in the other Italian and Croatian partners' locations; the exploitation of new tools in order to promote local and international tourism routes; the training of cultural tourism operators in the interpretation of heritage, which is enabling the experiences fruition; the development of a European cultural itinerary focused on the Romans presence in the Adriatic, encompassing a common precious heritage along the coasts of Italy and Croatia.

These are the results achieved and publicly shown to audience, during the Final National conference of Hercultour Project, organised by Destinazione Turistica Romagna partner, the public body that jointly promotes tourism in the provinces of Forlì-Cesena, Ferrara, Ravenna and Rimini.

“Hercultour was a great opportunity to investigate the Roman history of Romagna, thus offering us the opportunity to develop tools and pursue product innovation. The Roman Empire is studied by everyone all over the world, and it is important to notice how in Romagna the Empire was born and has ended: we have to work deep on our identity and express it in an

evocative way, so to ensure maximum development - explains Giacomo Costantini, Councillor for Tourism of the Municipality of Ravenna and Councillor of Visit Romagna -. Exploiting a territory that is able to valorise relevant assets to complete the tourist routes, from mosaic workshops to gastronomic stands, we can provide visitors' experience with a sense of change and enrichment, as the experiential tourism seeks: This is one of the paths aiming at pursuing the deseasonalization of our tourism and strengthening the attractiveness of the territory beyond the leisure and beach models, also because our history can always offer new ideas for valuable routes”.

Among the operations put in place to increase the visibility of the existing local tourist routes, the most significant concerned the Visitor Centers of Rimini and Classe: information materials have been translated into new languages and new multimedia media have been purchased to improve the role of the Visitors' Centres, as a real starting point for the exploration of the territory and in the quest of Roman heritage.

In order to promote these tourism products, Destinazione Turistica Romagna then relied on an innovative tool: a narrative guide presenting 4 routes through the voices of four protagonists of history- Julius Caesar, Augustus, Eutiches, Galla Placidia - and the pen of the writer Matteo Cavezzali. Romagna Empire in four tales, this is the title of the booklet, has been then distributed in over half a million copies attached to some of the most relevant magazines in Italy, as well as been made available in all info-points, museums and cultural places.



FINAL TRANSNATIONAL CONFERENCE IN ZADAR

As final communication activity addressed to various target groups of stakeholders, Zadar County organised a two days event including, along with the internal 5th Steering Committee partnership Meeting, a press conference, the final International conference and an info day dedicated to students on the 19th – 20th September 2019 in Zadar.



It's been a fruitful occasion to discuss on project activities carried out during Hercultour, at different levels.

Internally, within the partnership, assessing the activities and successful level of project implementation in the final stage, but also aiming at paving the way for the project's further developments, creating commitment by different stakeholders external to the partnership that may facilitate the transferability and sustainability of the project activities beyond local level and project end.

Externally, addressing different target groups, to share with the audience, during press conference and, in a deeper way, the international conference, the achieved results on Cultural Heritage valorisation of the Croatian and Italian territories, the developed tools and best practices, also to open a public discussion on the future strategies, partnership and cooperation actions and evaluate the impact of the project on the different target groups and stakeholders.

Each Italian and croatian partner presented the main activities and results achieved: starting from for the implementation of most relevant local products (the strengthening and valorisation of Local Cultural Routes and Visitors' centre, as capitalization of the previous HERA IPA - CBC Programme - project results) and underlining the importance which has been given to the organisation of various stakeholders roundtables and training events addressed to cultural

operators (from cultural guides to museum employees), in order to train attendees on the «Manual of interpretation of the historical and cultural heritage».

The manual written by Andrea Vugrinovic is a guidebook that specifies and describes how the new interpretative approach can overcome the merely informative function of the other obsolete tools in order to create a powerful link with people, through the imagination, the suggestion and the narration, thus stimulating curiosity and motivate on discovery and deepening.

That was also the occasion to widely present to international stakeholders the International Cultural Route created by partners, focused on Roman vestiges and heritage, with a main chosen theme related to the “way”, to be considered not just as consular or military path but also as a way-modality to represent social, economic and cultural common processes firmly connecting and tying croatian and italian territories together. The strategy that has been adopted was aiming at developing not extremely long tours, but at providing engaging experiences at each point of the route, so that each node can develop its products by enhancing the affiliation to the same quality model, based, for instance, on a common graphic identity and on high level qualified services.

During the second day, Zadar organised an info-day addressed to schoolchildren, in order to discuss and distribute brochures, education booklets and maps with the goal to aware new generation on tourism valorisation and culture development, but also to entertain pupils through workshop activities and cultural quiz on local and international historical values.



Project Partners



Social Media

