

PROJECT NAME

HERCULTOUR | Hera trademark, cultural tourism routes and visitor centres strengthening

DESCRIPTION

The project HERCULTOUR is capitalizing the IPA Adriatic HERA project and is aimed at supporting the sustainable tourism approach, mitigating high seasonality pressure by improving the offer for integrated destination management and development of rural tourism while exploiting the preserved joint cultural assets. Thus the activities foresee the setting up of the HERA Adriatic Heritages Association for management and promotion of sustainable tourism based on common cultural heritage.

MAIN OUTCOMES

- 7 Heritage Interpretation workshops
- 5 Operating plans developed for existing HERA-certified products
- 9 Local promotional campaigns for existing HERA-certified products
- 6 existing HERA-certified products improved
- 1 international cultural tourism route
- 1 visitor centre developed
- 1 International Cultural Tourism Route focusing on Roman heritage
- 2 new products certified according to HERA standards

TARGET GROUPS

Education and training organisations as well as universities and research institutes
Local, regional and national public authorities
Cultural and natural heritage management bodies
Regional and local development agencies
Enterprises

TOTAL BUDGET

1.176.467 €

DURATION

1.01.2018 - 30.06.2019

CONTACT

jurismic@zadarska-zupanija.hr



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PROJECT PARTNERS

- Zadar County | Zadar **1**
- Europe Point of Teramo Consortium | Teramo **1**
- Primorje-Gorski Kotar County | Rijeka **2**
- Šibenik-Knin County | Šibenik **3**
- Dubrovnik and Neretva Region | Dubrovnik **4**
- Tourist Destination "Romagna" | Rimini **5**
- ADSU | Teramo **6**