ATLAS BEST OF

The ATLAS best of document will summarize all the important activities carried out within the project. At the beginning of the project, initial activities were done that included poster design, website, communication and capitalization strategy, social networks etc.

Experience tour

Experience tours were held within WP 2. Activity is aimed to involve directly two different kind of target group in a more intensive and emotionally captivating initiative. Cultural tourism operators and media influencers were invited to participate to an "experience tour"
where they have the opportunity to live a different tourism experience realized according the solutions developed in the living labs the project is expected to set up. The activity take place at the end of the project and was selected by the Steering Committee supported by the regional task force. The aim is to directly test the demonstrative actions delivered in WP5 and invite private/public sector representatives and media so that they can have a direct experience of the innovative approaches proposed.
All project partners delivered Experience tour which attracted large number of participant. More than 200 people were involved in Experience tour.

Design of the Adriatic Cultural Tourism Lab

The scope of this WP is to design the main elements of the Cultural Tourism Laboratory that was the implemented in the framework of the project and demonstrated in WP5. The WP is expected to provide a knowledge baseline and technological tools to support the setting up and animate the cultural tourism laboratories and represent the backbone of the project structure. The analysis of the cultural tourism sector and the mapping of stakeholders in the

cross-border area represents the first step in defining the assets, the criticalities and the competences in the field. The analysis will produce fact

sheets concerning topics of interest for further development of training format and that can be used to inspire the delivery of demonstrative actions. This is an investigating activity necessary for the startup of further activities, such as the definition of training needs, the identification of sites of interest to be promoted and business sector to be integrated. The activity was carried out by PP7 with contributions of all PPs. The LP will capitalize on the SMARTINNO platform by redesigning the tool according to the needs of the tourist and cultural sector, with the aim of fostering content sharing and the use of specific templates and ICT tools to design new

tourism itineraries and offer. The tool represents therefore a capitalization and evolution of SMARTINNO vertically on the industry, while maintaining the same structure and working methodology. In parallel, a regional task force was activated: each PP will identify relevant decision makers to support, from a strategic point of view, the identification of demonstrative actions, cross-sectoral and cross-border collaborations, in order to harmonize project activities with cultural and tourism policies, by this way securing future.

ATLAS It platform was designed as an easily accessible tool aimed to facilitate matching of companies, ideas, stakeholders and where project-related contents as well as cooperation ideas was uploaded and open to registered members. It will include good practices and tools improving accessibility to natural and cultural heritage destinations; public&private sector cooperations; virtual learning contents.

The platform includes the stakeholders map, interactive and open tool that may be easily updated with details of those actors both belonging to private sectors and public(key players with relevant competences to drive cultural heritage valorization policies)operating in the cultural heritage tourism sector and was enriched with contents during and after project timeframe. Its durability is essential for the long-term impact of the project and its functioning and maintenance ensured by the LP.

Within Activity 3.1 and deliverable D3.1.1 project partners were actively invovled in creating cultural tourism ecosystem map, which gathers relevant stakeholders from the cultural tourism sector and provides general infromation about them, as well as success and fostering factors, along with barriers and limiting factors. Furthermore, the map also includes the level of quality of digital solutions, which includes the existence of website, available languages, social media presence, accessibility for people with reduced mobility and other sorts of disabilities.

On the level of the programme area, a total of 159 stakeholders were mapped. The following table provides information on the number of mapped stakeholders per region.

Table 1: Mapped stakeholders

Region	Mapped stakeholders
Friuli-Venezia Giulia	18
Emilia-Romagna	10
Apulia	44
Veneto	14
Kvarner/Croatia	21
Istria/Croatia	52
Total:	159

TASK FORCE' REPORT

During the implementation of the ATLAS project activities, PB4 – Puglia Creativa has always involved the representatives of regional key player and stakeholder in order: - to sensitize them and to make policy makers aware of the advantages that tourist spending can generate when connected with creativity: quality tourism, seasonality diversification, increase flow of tourists, community involvement, ability to promote tourism proposals able to immerse visitors in the very identity values of the territory; - to provide a strategic framework and to ensure the sustainability and coherence with regional policies at the demonstrative actions of the project. In particular:

Workshop on February 5th in Bari

The objective of the workshop held on February 5th 2019 in Bari, entitled "A network for tourism - The network of creativity for an innovative tourist offer", included in WP4.2 TRAINING PATHS FOR CULTURAL TOURISM was to link tourist operators, the festival network, the creative minds, the Apulian associations and policy makers. Among the representatives of the local and regional policy maker, there were: - the regional councilor for tourism and productive activities, Loredana Capone, who was very interested in the possibility to create synergies among the effects of the Atlas project and the objectives of the regional tourist policies; - the Regional Tourism Agency, called Pugliapromozione, responsible for promoting local tourism.

ATLAS

Adriatic Cultural
Tourism Laboratories

WORKSHOP
5 febbraio 2019 / h. 10.00

Officina degli Esordi - Bari

WE ARE CREATIVE IN PUGLIA:
UN NETWORK PER IL TURISMO
La rete della creatività: festival, botteghe creative e beni culturali per un'offerta turistica innovativa

PROGRAMMA
10.00 -10.30 / progetto ATLAS - Cinzia Lagioia, Vincenzo Bellini, Puglia Creativa
10.30 -11.30 / la costruzione dei pacchetti turistici della creatività
    Antonello Losito – CEO and Founder of Southern Visions Travel, designer in experiential travel,
    active holidays, expert in the super high-end international network.
    Travel experience, target e customizing
    Emma Taveri - CEO at Destination Makers
    Destination to experience: how to promote and sell experiences today
    Milena Calogiuri - social&digital strategist, Osservatorio MODICT - Unisalento
    Il digitale ed il turismo

11.30 -13.30 / Tavoli di lavoro per la costruzione dei pacchetti turistici
    Rete dei festival e delle botteghe **- Antonello Losito**
    I tour della creatività **- Emma Taveri**
    Social and digital strategies **- Milena Calogiuri**

13.30 - 14.00 / aperitivo

European Regional Development Fund

Implementation of the Pilot Actions

During the implementation of the Pilot Actions (WP5- Del. 5.3), launching experiential tourist packages through the press tours, Puglia Creativa has always disposed the involvement of the institutions. In particular:- press tour "Luci a Sud Est" in the area of Serre Salentine, the mayor of Corigliano d'Otranto was present;- press tour "Dalla pietra al mito" in the area of Puglia Imperiale, the municipal councilor for culture from Ruvo di Puglia attended the activities; - press tour "Suoni dalla pietra" in the area Murgia dei Trulli was followed by

the city councilor for culture from Putignano and by the President of Carnevale di Putignano Foundation. The commitment of regional key players means improving a dialogue process,share a new course of policies planning based on the valorization and development of internal resources and authenticity of each territory.

In the meantime, this kind of strategic involvement, as well as the commitment to set or revise policies and strategies, contributes to boost the sustainability of the actions and carry out initiatives aimed at providing concrete answers to the stakeholders facilitating to undertake creative and tourist business.

Demonstrative action

The aim of the WP is to concretely test innovative solutions and initiatives based on the needs and challenges identified in the framework of WP3 and WP4, especially based on the results of Field Analysis on cultural tourism sector and supported by the IT platform. Cultural tourism Lab was stimulated in going from theory to practice and starting innovative actions of territorial promotion. A mentoring action was delivered (5.1) analyzingneed/expectations/resources and suggesting innovative solutions. Living labs approach represents the guiding methodology for the implementation of the activity. Small groups will work around innovative ideas to promotecultural heritage making the best of specific local assets and valorizing competences and ideas as well. In activity5.2 the methodology for demonstration actions was jointly defined, whereas in activity 5.3 each PP was called to choose at least 1 and maximum 3 demonstrative actions to be implemented among those identified: digital tourism, virtual tours, tourism experience, enhancement of cultural heritage.

The objective is to demonstrate how tourism strategy can radically change their approaches by exploiting innovative tools and new business models with the aim to valorize cultural heritage.

Based on WP3 analysis innovative initiatives for SMEs in the cultural tourism sector was outlined at local level and then elaborated and integrated at a cross border level. The adoption of the Living Labs approach will enable the collaboration of multiple stakeholders (public authorities, sectoral agencies, SMEs in the cultural and creative industry

and tourism, research institutions and general public) in different stages of the process, in all the regions involved. The aim is the establishment of effective linkages between regional stakeholders allowing the production of services and applications, which was then shared at cross-border level thus contributing to feed ideas and innovative cross border solutions.

Several good practices was adopted and transferred to the partners, such as the ongoing experience of Ferrara and Ližnjan in relation to the "Living Lab-Urban laboratory" for the revitalization of dismissed cultural heritage with cultural &creative and tourism purposes.

Kreiraj svoj atlas rutinerara – Doživi Ližnjan

1. Crkva Majke Božje od Kuj poznata je kao zavjetna kapela te duhovno utočište ratara i ribara. Izgrađena je u 17. stoljeću na antičkim temeljima, sadrži barokna obilježja, a unutra se nalazi dragocjen ranokršćanski mozaik zaštićen prozirnim staklenim podom.

2. Spomen-park Cesare Rossarol simboličan je spomenik žrtvama tragičnog potonuća istoimene talijanske krstarice, koja je nekoliko dana nakon završetka Prvog svjetskog rata 1918. godine nautičku milju od liznjanske obale naletjela na podvodnu minu. Olupina se nalazi na 50-ak metara dubine.

3. Monte Madonna (Svetica) podzemni je vojni kompleks u istoimenom brdu nedaleko Šišan. Utvrda je podignuta na tragovima antičkih i ranosrednjovjekovnih građevina, no uglavnom je izgrađena u periodu Hladnog rata 1950-ih godina. Strateški pozicionirana, poznata je i kao „Čuvarica Kvarnera".

4. Crkva Blažene Djevice Marije u Kostanjici prvi se put spominje u 16. st., a izgrađena je na mjestu antičke ladanjske vile, na ostacima srednjovjekovnog naselja blizu Valture. Ima gotički natpis na pročelju i tragove freski na zidovima, te se spominje i kao mjesto pogubljenja ranokršćanskog mučenika Sv. Germana.

5. Nezakcij je arheološko nalazište i važan prapovijesni, antički, kasnoantički i ranosrednjovjekovni lokalitet. Smatra se prijestolnicom ilirskog plemena Histra, po kojemu je istarski poluotok dobio ime. Najstariji tragovi naselja na brežuljku potječu iz brončanog i željeznog doba.

◊ Biciklistička staza 332
◊ Biciklistička staza 333
◊ Turistička zajednica Općine Ližnjan

Create Your Atlas of Routineraries – Experience Ližnjan

1. Church of St. Mary from Kuj is known as a votive chapel and a spiritual refuge of farmers and fishermen. It was built in the 17th century on ancient foundations, it has Baroque features and a valuable mosaic from the early Christian period, protected with a glass floor.

2. Memorial park Cesare Rossarol stands as a symbolic monument to the victims of a tragic shipwreck of the homonymous Italian cruiser which only a few days after the World War I in 1918, only one nautical mile away from the coast of Ližnjan, hit an underwater mine. The wreck is on a depth of 50 meters.

3. Monte Madonna (Svetica) is an underground military complex in the homonymous hill not far from Šišan. The fortress was founded on the remains of ancient and Early Medieval buildings, but it was mostly build during the Cold War era, in the 1950s. Strategically positioned, it is known as "The Guardian of Kvarner".

4. St. Mary church in Kostanjica is first mentioned in the 16th century. It was built on the site of an ancient country villa, on the remains of a Medieval settlement near Valtura. In front it has a Gothic inscription and inside traces of frescoes. Allegedly, in early Christian period, martyr St. German was executed there.

5. Nesactium is an archaeological site and a significant prehistoric, ancient, Late Antiquity and Early Medieval place. It is considered as the capital and the seat of Histri, by whom the Istrian peninsula was named after. The oldest traces of the settlement on the hill originate from the Bronze Age and the Iron Age.

◊ Bike route 332
◊ Bike route 333
◊ Tourism office Ližnjan

### Crei il tuo rotinerario – Esplori Lisignano

1. La chiesa di Madre di Dio di Kuj è conosciuta come cappella votiva e rappresenta un rifugio spirituale degli agricoltori e pescatori. Costruita nel 17. secolo su fondazioni antiche, contiene caratteristiche barocche. Al interno si trova un prezioso mosaico paleocristiano (protetto da un pavimento di vetro).

2. Parco commemorativo Cesare Rossarol è un monumento (simbolico) alle vittime del tragico naufragio della omonima nave italiana che qualche giorno dopo la fine della Prima guerra mondiale nel 1918. a distanza di un miglio nautico dalla costa di Lisignano avventarsi su una miniera sottomarina. Riletto si trova 50 metri di profondità.

3. Monte Madonna (Svetica) è un complesso militare sotterraneo nella collina omonima vicino a Sissano. La forte è eretta sulle tracce di edifici antichi e medioevali, fu costruita durante la Guerra fredda negli 1950. Con la su posizione strategica è conosciuta anche come il "guardiano del Quarnero".

4. La Chiesa della Beata Vergine Maria a Kostanjica viene menzionata per la prima volta nel 16. secolo. Costruita sul posto di una villa antica su rimasti del insediamento medievale vicino a Valtura, è dotata di una iscrizione gotica alla facciata e tracce di affreschi sulle mura interni. Si anche menziona come il luogo di esecuzione martiri paleocristiano San German.

5. Nesazio è un sito archeologico ed è una località storica, antica, tardo antico e medioevale importante. È considerata la capitale del tribù illirico Histra da cui prende il nome la penisola istriana. Le più antiche tracce dell'insediamento risalgono all'età del bronzo e del ferro.

◊ Rotra ciclistica 332
◊ Rotra ciclistica 333
◊ Ente per il turismo della comune di Lisignano
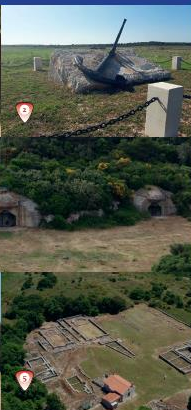
Create your atlas of routineraries - Experience Ližnjan

MASH UP

There were two MASH UP event's that was in ATLAS project. MASHU UP event it's 2 day large transnational networking event. First event was held in Treviso and there was 81 participants. The second one was held in Pula with 57 participants. In only this two events there was 138 participants. The event is inspired from „Startup Weekends" and „Hackathons" and is aimed both at mashing up different competences for the development of new business ideas and at providing and impressive experience based on learning by doing approach.The best ideas was awarded at the award ceremony and the winner of the first event in Treviso was a part of second event that was held i Pula.

 First event was organized by PP6.

Second event was organized by PP1, PP5 and PP7.

ATLAS VIDEO LINK:

https://www.youtube.com/watch?v=q743F5s4Qk4&feature=youtu.be