

TRAINING INNOVATIVE SESSIONS

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WP3 : CB platform for quality management of Adriatic
Region

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SUMMARY

PP6/VEN was tasked with the coordination of the deliverable *D3.2.4 Training innovative sessions* within the *Activity 3.2 CB cluster of sustainable slow products & services based on natural and cultural heritage*. This activity has the aim to enable the improvement of competitiveness of typical products and services of the Adriatic region, especially of island, rural, and inland project area by boosting creativity, innovation, flexibility, and knowledge in new products and services development process.

Having this in mind, PP3/ZAD organized a session of three educational training events for different groups of stakeholders.

The first event was held on March 10, 2022, the second on April 9, 2022, and the last one on October 10, 2022.

1. PP3/ZAD FIRST INNOVATIVE TRAINING SESSION

The first event in the cycle of innovative training sessions within the TAKE IT SLOW project – “Discovering Ravni kotari” – was held on March 10, 2022. The event was organized as a part of the project *Activity 3.2 CB cluster of sustainable slow products & services based on natural and cultural heritage* and it focused on learning about natural and cultural tangible and intangible heritage in an authentic environment.

Participants of the first innovative training session were students of the undergraduate study programme of Culture and Tourism and graduate students of Entrepreneurship in Culture and Tourism from the Department of Tourism and Communication Studies at the University of Zadar.

The importance of valorisation of cultural and natural heritage, as well as the beauty of Ravni kotari, was brought closer to the participants by Mr. Josip Matassi from the company “Bilaver Consulting”, accompanied by Mr. Ivica Škriljevečki from the travel agency “I TRAVEL”. The participants visited the Benkovac Fair, which is an event with a century-old tradition that is held every 10th of the month, as well as the medieval castle Kaštel Benković in the town of Benkovac, which is now used as a museum. The Benkovac Heritage Museum, as a key factor in preserving the cultural and historical heritage of the City of Benkovac, is currently in the phase of revitalization financed by the European Regional Development Fund, which will contribute to the development of Benkovac as a tourist destination.

Afterwards, the participants visited Asseria, the most important Liburnian and Roman archaeological site in the area of Ravni kotari, the 17th-century fort Maškovića Han, and the agricultural cooperative “Olive and wine”. This event offered the participants a unique opportunity to gather new knowledge and experiences directly from a number of organizations whose goal is to support the development of tourism in the heritage-rich area of Ravni kotari. Especially important was the focus on the practice of growing organic produces and utilizing traditional gastronomy, as the area of Ravni kotari is well-known for its authentic recipes and has great potential in developing an interesting offer in slow and sustainable eno-gastronomic tourism.





2. PP3/ZAD SECOND INNOVATIVE TRAINING SESSION

PP3/ZAD has organized its second event in the cycle of innovative training sessions on April 9, 2022. This event was a follow-up to the previous event in the cycle, which was organized for the students of the undergraduate study programme of Culture and Tourism and graduate students of Entrepreneurship in Culture and Tourism from the Department of Tourism and Communication Studies at the University of Zadar.

This time, the event was held for the renters of private accommodation in the area of Zadar County and the goal of this innovative education event was to acquaint renters with the offer of the natural and cultural heritage of Ravni kotari, through a guided field visit to key heritage sites and a conversation with different stakeholders who work on enriching the tourist offer of Ravni kotari. The topics foreseen by this event were covered by the expert guides Mr. Josip Matassi and Mr. Ivica Škriljevečki.

Firstly, the group visited a settlement in Ravni kotari called Donji Karin and, specifically, the 15th-century Franciscan monastery and the river Karišnica. There they learned about active tourism, with a special emphasis on the offer of bike paths with rest areas. After Donji Karin, participants visited Kaštel Benković, a medieval castle located in the town of Benkovac which is today used as a museum – the Benkovac Heritage Museum. In this part of the programme, they had an opportunity to learn about the history of the city of Benkovac and the interpretation of the materials that the Museum holds. The participants also tried local wine and a traditional dish from Ravni kotari – prisnac.

Next, the participants visited Asseria, the most important Liburnian and Roman archaeological site in the area of Ravni kotari. The visit to the location was led by a costumed tour guide. The following point of the programme was a visit to the 17th-century fort Maškovića Han where the topic of the conversation was the history and the offer of the site. Lastly, the group visited the Kamenjak viewpoint located in the Vrana Lake Nature Park. There the guides explained the history of the park and its tourist offer.

As PP3/ZAD has within the TAKE IT SLOW project put an emphasis on the traditional gastronomy of Ravni kotari, throughout the whole educational event many related topics were covered, such as the history of the olive oil in Roman times, wine production, etc.





3. PP3/ZAD THIRD INNOVATIVE TRAINING SESSIONS

PP3/ZAD organized the last training innovative session in the cycle on October 10, 2022.

The participants first visited the Benkovac Fair, where they explored traditional, hand-made products of the area.

After the Benkovac Fair, the participants went to Kaštel Benković, where they first listened to a lecture given by Mr. Ivica Škriljevečki from the travel agency “I TRAVEL” on the topic “Creating tourist routes and storytelling”. Then the participants were given a guided tour of the newly restored Heritage Museum Benkovac by Mr. Marin Ćurković, museum director.

Lastly, the group continued the tour towards the Nature Park Vransko Lake, where they had a lecture on nature park management by the park director, Mr. Danijel Katičin.



