

# ADVERTISEMENT/PRINTED OR DIGITAL PUBLICATION ON RELEVANT PAPER MAGAZINE IN CROATIAN #2

Deliverable Number D2.2.5

WP2 – PROJECT COMMUNICATION

Project Acronym: TAKE IT SLOW  
Project ID Number: 10255547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
Priority Axis: 3 Environment and cultural heritage  
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development  
  
Work Package Number: 2  
Work Package Title: PROJECT COMMUNICATION  
Activity Number: 2.2  
Activity Title: Media relations  
Partner in Charge: PP2/SKC  
Partners involved: PP2/SKC  
Status: Final

## TOTAL CROATIA NEWS – PROMO



TRAVEL

# Open Air Museum: Murter Views

By Total Croatia News 12 February 2023



Promo - February 13, 2023 - The Development Agency of Šibenik-Knin County has established the open-air museum "Murter Views" on the island of Murter.

Link : <https://www.total-croatia-news.com/travel/66502-open-air-museum-murter-views>

TRAVEL (/NEWS/TRAVEL)

# Open Air Museum: Murter Views

By Total Croatia News (/author/total-croatia-news) 12 February 2023

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**Promo - February 13, 2023 - The Development Agency of Šibenik-Knin County has established the open-air museum "Murter Views" on the island of Murter.**

Murter, that unusual jewel bathed in the sea, decorated with numerous islands, bound by karst, and blessed by the resilience of its people, has been building its history for thousands of years. The continuity of the island's population can be traced from prehistoric times, when the sovereign rulers of the Adriatic, Liburni, built their port city of Colentum on this site, through the period of the Antiquity, when Colentum was settled by the Romans, until today.



With the aim of promoting and preserving the archaeological, natural, and traditional heritage of the Adriatic macro-region, as well as to promote green and slow tourism based on tradition, local agriculture, gastronomy, and lifestyle, the Development Agency of Šibenik-Knin County has chosen a pilot area on the island of Murter to establish the open-air museum called "Murter Views".



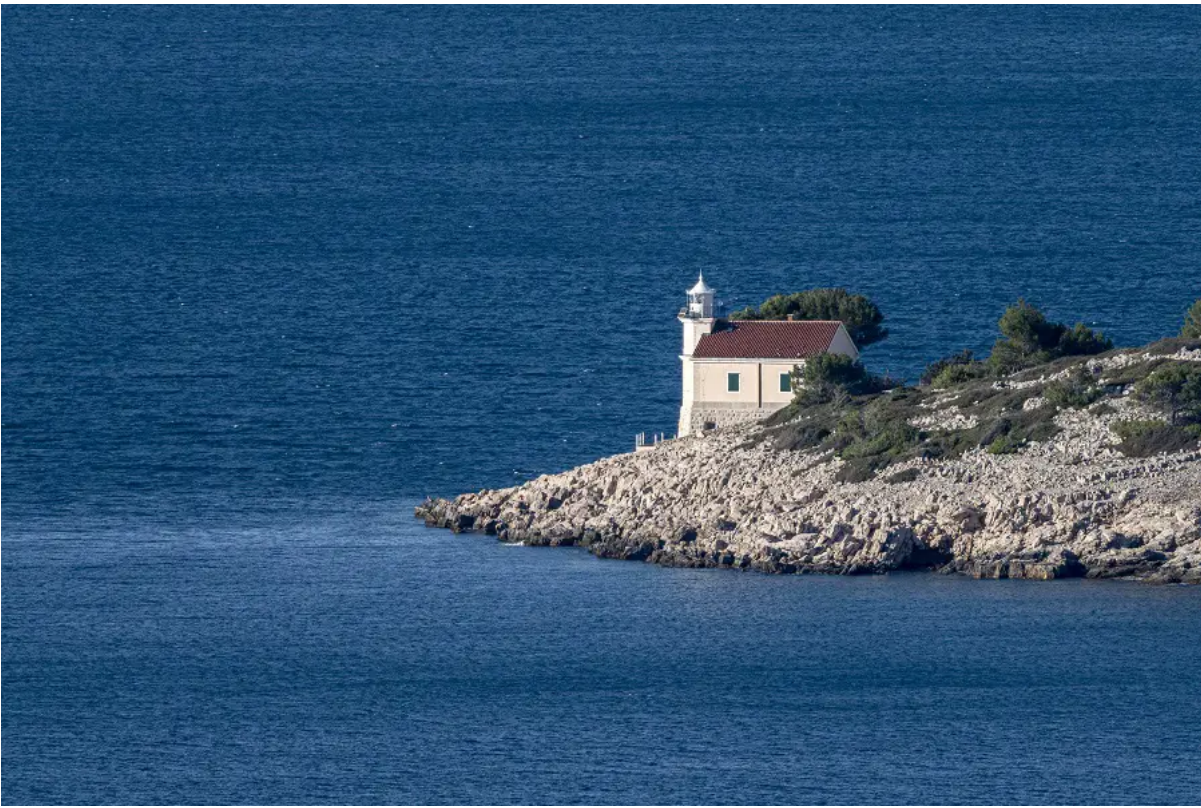
"This project places a special emphasis on the revitalization of sites that are rich in culture and history but are lesser-known destinations and less touristic areas. We want to breathe life into such places, valorise them and make them more attractive for visitors during the whole and not only the higher season. In this way, we encourage the dispersal of visitors within the island and beyond and thus combat the seasonality", said Mira Lepur, director of the Development Agency of Šibenik-Knin County.



By establishing the open-air museum "Murter Views", we want to tell the story about the culture and history of the island and invite visitors interested in cultural heritage, in general, to pay a visit to these parts of the region and learn more about local people, places and traditions.



The "Murter Views" open-air museum is located on the Gradina peninsula near the two-hundred-meter-long archaeological beach and the former ancient city of Colentum, which flourished in the 1st century AD during the reign of the Roman emperors Nero and Vespasian.



The open-air museum has interpretive signposts and totems and together with the archaeological beach nearby, it forms a unique site on the island that combines historical, archaeological, oceanographic aspects and offers visitors cultural, sports, and recreational facilities.



An excellent destination for all visitors who, in addition to beautiful nature, can now enjoy cultural and historical content as well.

“Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” (TAKE IT SLOW) is an over 3,7-million-euro worth strategic tourism project co-financed (85%) by the European Regional Development Fund through the Italy – Croatia Cross Border Cooperation Programme. The lead partner is Dubrovnik Neretva Region, while the project partners are Public Institution for Coordination and Development of Split Dalmatia County RERA, Public institution Development Agency of Šibenik-Knin County, University of Zadar, Region of Istria, PROMOTURISMOFVG, Veneto Region, SVEM - Sviluppo Europa Marche Srl, Molise Region, Apulian Theatre – Regional Consortium for Arts and Culture, Emilia-Romagna Region, Abruzzo Region, and Puglia Region. The project is designed to manage and promote the Adriatic Region as a green, smart, sustainable, accessible and slow cross-border tourist destination.”

### TAKE IT SLOW - THE KEY STAKEHOLDERS



Learn more about the TAKE IT SLOW project at:

**Web:** <https://www.italy-croatia.eu/web/take-it-slow> (<https://www.italy-croatia.eu/web/take-it-slow>)

**Facebook:** <https://www.facebook.com/takeitslowproject/> (<https://www.facebook.com/takeitslowproject/>)

**Instagram:** <https://www.instagram.com/takeitslowproject/> (<https://www.instagram.com/takeitslowproject/>)

**Twitter:** <https://twitter.com/takeitslowadria> (<https://twitter.com/takeitslowadria>)

**YouTube:**

([https://www.youtube.com/channel/UC\\_zafmSNyXbnerSDddb2Slw](https://www.youtube.com/channel/UC_zafmSNyXbnerSDddb2Slw))[https://www.youtube.com/channel/UC\\_zafmSNyXbnerSDddb2Slw](https://www.youtube.com/channel/UC_zafmSNyXbnerSDddb2Slw)

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(<https://www.italy-croatia.eu/web/take-it-slow>)  
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### Latest news

[Destination Ultra Europe VIP Cruise 2023, Ultimate Yachting Party Experience \(/travel/66519-ultra-europe-vip-cruise\)](/travel/66519-ultra-europe-vip-cruise)

(/travel/66519-  
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vip-cruise)

[Bojan Bogdanović Confirms Croatia National Team Retirement? \(/sport/66517-bojan-bogdanovic\)](/sport/66517-bojan-bogdanovic)



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Out of the Box Let 3 to Represent Croatia at Eurovision 2023 (/lifestyle/66516-let-3)

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let-3)

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Croatian Tax Refund Details - Who Will Get The Most Money Paid Back? (/news/66515-croatian-tax-refund)

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Croatian Fuel Prices to Fall Significantly Once Again on Tuesday (/news/66514-croatian-fuel-prices)

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Croatian Customers Being Offered Electricity Savings of Up to 30% (/news/66513-croatian-customers)

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SuperSport HNL 21st Round: Hajduk Gets Important Win, Osijek and Belupo Draw (/sport/66512-hnl-round-21)

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(/digital-  
nomads-in-  
croatia/66503-  
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nomads-love-  
croatia)

Digital Nomads Love Croatia, But Longer Stays Need to Find their Way (/digital-nomads-in-croatia/66503-digital-nomads-love-croatia)

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(/travel/66502-  
open-air-  
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murter-views)

Open Air Museum: Murter Views (/travel/66502-open-air-museum-murter-views)

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Looking for a Job in Croatia? This Week's Top 10 from Posao.hr (February 12, 2023) (/business/66500-looking-for-a-job-in-croatia-this-week-s-top-10-from-posao-hr-february-12-2023)

(/business/66500-  
looking-for-a-job-  
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in-croatia-this-week-s-top-10-from-posao-hr-february-12-2023)

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## Interview of the week

(/interviews/64853-joe-basic-split)

8 August 2022

ULTRA Europe Festival's Joe Basic Talks Split Tourism Development (/interviews/64853-joe-basic-split)

## Gourmet

(/gourmet/63716-istrian-gourmet)

19 June 2022

10 Istrian Gourmet Specialities Not to Miss (</gourmet/63716-istrian-gourmet>)

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[WORK WITH US \(/INFO/102-WORK-WITH-US\)](/INFO/102-WORK-WITH-US)

[CONTACT \(/INFO/101-CONTACT-US\)](/INFO/101-CONTACT-US)

[TERMS OF SERVICE \(/INFO/150-TERMS-OF-SERVICE\)](/INFO/150-TERMS-OF-SERVICE)

[PRIVACY POLICY \(/INFO/151-PRIVACY-POLICY\)](/INFO/151-PRIVACY-POLICY)

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([https://www.total-croatia-news.com/travel/66502-open-air-museum-murter-views?utm\\_content=cmp-true](https://www.total-croatia-news.com/travel/66502-open-air-museum-murter-views?utm_content=cmp-true))

# ADVERTISEMENT/PRINTED OR DIGITAL PUBLICATION ON RELEVANT PAPER MAGAZINE IN CROATIAN #1

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## HR TURIZAM – PROMO



The screenshot shows the homepage of hrturizam.hr. The navigation bar includes links for NASLOVNA, VIJESTI, KOLUMNE, PODCAST, TURISTIČKE PRIČE, and PRETPLATA. A search bar and language selector (HR) are on the right. The main content area features a large image of a lake with the headline "Na Murteru otvoren muzej na otvorenom „Murterske vedute“". Below the headline is a sub-headline: "Razvojna agencija Šibensko kninske županije (ŠKŽ) jučer je svečano obilježila Svjetski dan turizma otvorenjem muzeja na otvorenom (edukativne staze)..." To the right, there is a preview of another article titled "COLENTUM" with a small image of a building. At the bottom of the article preview, there are social media icons for Facebook, Twitter, and LinkedIn. Below the main article image, the author is listed as "Autor: HRTurizam.hr" and the date as "28. rujna 2022.". A small text block at the bottom of the page provides a brief description of the article's content.

Link : <https://hrturizam.hr/na-murteru-otvoren-muzej-na-otvorenom-murterske-vedute>