

National presentation/education activities

LP/DNC

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WP4 - Smart Strategic Framework for innovative Adriatic Tourism
Destination, Products & services

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: WP4
Work Package Title: Smart Strategic Framework for innovative Adriatic Tourism Destination, Products & services
Activity Number: 4.3
Activity Title: Presentation and education of CB strategic framework, action plan & guidelines
Partner in Charge: LP/DNC
Partners involved: LP/DNC
Status: Final, public

From April 26th to 28th, the EUROPE DIRECT Center of Dubrovnik-Neretva County, which is managed by the Regional Agency DUNEA, hosted the study visit "Europe invests in rural areas: Sustainable tourism in rural areas". The main goal of the study visit was the promotion of the Common Agricultural Policy 2023-2027, as well as the exchange of experiences and the presentation of examples of good practice in Dubrovnik-Neretva County. The participants of the visit were representatives of LAGs from Koprivnica Križevci County and Brod-Posavina County, representatives of the center EUROPE DIRECT Koprivnica Križevci County, which is run by the Regional Agency KKŽ-PORA, and EUROPE DIRECT Slavonski Brod, which operates through the work of the European Home Slavonski Brod.

On 27/04/2023, the participants of the study visit visited an example of good practice, i.e., agrotourism Antunović in Kuna Pelješka and got acquainted with the historical sights of Ston, during which current and successfully implemented EU projects significant for the area of the Pelješac peninsula were presented: LP/DNC has presented the TAKE IT SLOW project and its outputs: the CB Platform, which is to facilitate new partnerships, networking and the exchange of best practice and promote EU's forward-thinking tourism offer with unique visitor experiences. It focuses on sustainability, accessibility, digitalization, cultural and natural heritage and creativity in management of cross-border tourist destination. CB partnership platform is to continue to promote the rich tourism offer and increase citizens' sentiment of sharing local tourism-related values, increase the attractiveness of partners' territories and establish a framework for the exchange of best practices in cross-border area in order to create opportunities for cooperation and new partnerships; the Strategic framework based on smart specialization for management of CB tourist destination through digitalization, cultural industries & promotion of cultural and natural heritage that has been developed as strategic framework with Smart Action Plan/Report & monitoring system for the implementation of CB Platform for quality management of Adriatic Region as integrated & sustainable tourist destination; natural/cultural heritage sites with improved accessibility put in place will contribute to Programme output indicator with 7 natural and cultural heritage destinations with improved accessibilities in place (WP5): accessibility to Blaca Hermitage Eco Museum on the Brač Island (UNESCO Tentative Heritage Site List) will be improved and heritage promoted (Public Institution RERA SD for Coordination and Development of Split-Dalmatia County); adaptation of section of Rector's Palace of Ston (UNESCO Tentative Heritage Site List) for establishment of accessible Adriatic heritage interpretation centre will be realized (LP); Virtual museum and creative centre House of castles in Momjan equipped and promoted (Istria Region); Accessible Open-Air Museum in Šibenik Knin County established and promoted (Public Institution Development Agency of Šibenik-Knin County); Slow and smart cycle routes established and promoted (PP6/VEN); Slow trail "Cammino delle Sette chiese" accessible and promoted by using signs and web support (Molise Region) and improvement of accessibility by the increase of the numbers of information plaques, created for the disabled people, available along the Traboccho's cycle-path (Abruzzo Region).

LP/DNC explained the process of the adaptation of the part of Rector's Palace in Ston. In 1st phase LP prepared the Restoration Study for reconstruction of Rector's palace in Ston & establishment of interpretation centre for Adriatic heritage, as a legal obligation prior to development of main architecture design project and sent to Ministry of Culture - Conservation Department in Dubrovnik. Conservation Department in Dubrovnik requested site visit to Rector's palace before delivering official reply & recommendations for improvement of Restoration Study. After receiving guidelines for improvement, Restoration Study has been further elaborated & finalized. Following, the procurement of the service for establishment of Interpretation centre for Adriatic heritage in Rector's palace in Ston (idea design project and main interior design project, main architecture design project, Creating multimedia content - photos, videos, animations, text) has been realized. In the 2nd phase the procurement of works for improving accessibility of the Rector's Palace has been contracted and the procurement of the IT & multimedia equipment, furniture released.





