

GUIDELINES FOR INTERPRETATION AND PROMOTION OF CB CULTURAL AND NATURAL HERITAGE

D4.4.2

WP4 - SMART STRATEGIC FRAMEWORK FOR
INNOVATIVE ADRIATIC TOURISM DESTINATION,
PRODUCTS & SERVICES

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Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
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Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and m balanced territorial development
Work Package Number: 4
Work Package Title: Smart strategic framework for innovative Adriatic tourism destination, products & services
Activity Number : 4.4.
Activity Title: Development of marketing for sustainable Adriatic tourism products/services
Partner in Charge: PP2/SKC

1. Key points definition

Main objective of interpretation of heritage is to explain the meaning of natural and cultural heritage, while its promotion contributes to its visibility. Thus, both activities contribute to enhancing understanding, appreciation and protection of the natural and cultural sites. To define key points of focus in interpretation and promotion of the natural and cultural heritage, project partners should identify:

- local specifics and how they relate to the Adriatic,
- accessibility of the heritage they want to present,
- relevant stakeholders and possible value chains,
- ways to integrate the heritage into slow and smart tourist products, and
- target markets and groups

This will provide orientation, answer key questions (What?, Where?, How? To whom?) and enable defining course and means of interpretation and promotion based on local characteristics, considering more extensive macro-area, i.e., the Adriatic. Identified key points together with the data provided in the Assessment of cultural and natural heritage are the basis for establishing a target of interpretation and promotion of local heritage. In defining the outright target, there are several aspects to be identified:

- Is it achievable?,
- What are short-term effects?,
- What are long-term effects?, and
- Can it be applicable beyond the project?.

2. Interpretation

Interpretation helps visitors develop a sensitivity to their surroundings and realize the importance of history and the environment. It enriches visitors' impressions, raises awareness and stimulates appropriate models of behavior towards heritage. **One of the most important aspects of interpretation of natural and cultural heritage is the way it is visually presented.** Visual interpretation should comprehensively and clearly convey the message to the viewer. There are

various means to visually transmit the message through on-site info panels, signalisation, or QR codes. Likewise, introducing new technologies in visual representation offers numerous possibilities to interpret the heritage in a new and innovative way, as well as to make it more approachable to people with disabilities and reduced mobility. Moreover, interpretative centres and museum enable comprehensive interpretation of natural and cultural heritage through their exhibitions, while organised thematic tours or workshops offer more creative and personal approach.

Means of visual interpretation are summarised in the table below:

Natural heritage	Cultural heritage
- viewing platforms (panoramas)	- on-site info panels
- on-site info panels	- signalisation
- signalisation	- guided tours
- guided tours	- new technologies (AR,VR,MR)
- thematic trails	- mobile apps
- audio-visual tools	- handcrafted souvenirs
- handcrafted souvenirs	- re-enactment festivals
- workshops	- living history
- interpretative centres	- museums

Involving actors from different sectors and industries, especially cultural and creative industries, will contribute to achieving quality and innovative visual material. Therefore, a participative approach is highly desired in defining visual interpretation. In terms of content in the pilot projects, visual interpretation of local heritage should present the subject and highlight its relation to the Adriatic region. To connect the local natural and cultural heritage with the Adriatic as a whole, a developed common Adriatic visual identity should be used on the pilot projects in visual interpretation and promotion.

Furthermore, interpretation and promotion of cultural and natural heritage are best through storytelling. Heritage is an inexhaustible source of interesting stories that illustrate past relationships and events that shaped today's local way of life. Interpreting heritage through storytelling creates an emotional connection between local community and heritage and helps foreign travellers familiarise themselves with the destination. Thus, such an approach corresponds to slow tourism postulates and contributes to a holistic experience. Moreover, since heritage

connects all pilot projects, storytelling will likewise strengthen their common Adriatic identity and help promote the region.

3. Promotion

General promotional instruments and channels for access to the desired market are presented within the marketing communication and promotion strategy of the Adriatic defined in the Destination Marketing Plan. Given that the promotion of the Adriatic as a tourist destination is aimed at advertising the unique aspects of tangible and intangible heritage that can be seen and explored in the Adriatic region, emphasizing the simple way of life, how and to whom the heritage will be promoted depends on the mentioned key points and goals at the local level. In accordance with the aim of the TAKE IT SLOW project, the focus of the promotion should be on advertising slowing down and accepting of the concept of slow tourism in order to comprehensively feel, taste, explore and experience the Adriatic way of life and appreciate its natural and cultural heritage. The idea is to attract a sense among travelers as if guests are invited to participate in the daily life of the community, not just buyers of local tourism products. Creating such a feeling will contribute not only to the quality of the visitor's experience, but also to the integrity of the promotion of all forms of heritage as something tangible, and not exclusively a strictly protected attraction that can only be passively observed.

Considering the aim of the TAKE IT SLOW project, and the international (cross-border) element, promotion ought to be oriented towards online communication. Digital technology enables positioning and promoting the destination globally and provides desired target groups with quality and up to date information fast. To achieve quality communication and attract the target groups, it is necessary to optimise existing and develop new Internet resources, make them heterogeneous and equipped with an adequate number of service information. Accordingly, it is crucial to have well developed official web pages of the Tourist Boards on all levels. National and regional Tourist Boards are central points of the Adriatic region's digital visibility. Their synergy and international cooperation are a prerequisite for effective and efficient promotion on the market. Apart from promoting local, regional, or national specifics, Tourist Boards, with the support of other actors, should strive to promote the whole Adriatic region as an epitome of different cultures and nations it encompasses, each unique in its way yet intertwined. Furthermore, developing additional websites, social media profiles and collaborations with social media content creators will attain

wider digital visibility, whereas investing in mobile applications will strengthen tourist offer and help promote and interpret natural and cultural heritage in a new and innovative way.

On the other hand, offline communication with the market and promotion should take place mainly through educational workshops and through promotional materials, for example, pamphlets, posters and banners used in info centers and during organized events. In addition, improved site accessibility stands out as one of the prerequisites for better heritage promotion. The analysis conducted among the partners shows a common perception of the long tradition of relations between different cultures in the Adriatic and their intertwined heritage. This is a great asset for creating place branding and cooperation and networking of various stakeholders, which is very useful for promoting the natural and cultural heritage of the Adriatic.

In addition to self-promotion, satisfying guests by providing quality service and a positive travel experience will contribute to WOMM (word of mouth marketing), i.e., free promotion of the destination among target groups. It should be emphasized here that in the implementation of quality promotional activities, the action of all relevant stakeholders and local communities is highly desirable.

For effective communication with target groups, it is important to apply integrated marketing communication that includes the various forms of online and offline communication mentioned earlier in the text. It is proposed to create and include promotional materials, press releases, statements, press conferences, PR articles, events, newsletter campaigns, etc. that will promote the natural and cultural heritage of the Adriatic region. The proposed promotional content that can contribute to better visibility of the cross-border heritage of the Adriatic region is listed below:

- flyers, brochures, posters, photos presenting natural and cultural heritage of the Adriatic
- handcrafted souvenirs presenting authentic Mediterranean produce and folklore
- themed journey diaries (pilgrimage, medieval castles, salt routes etc.)
- branded cycling amenities made from recycled material (bottle holders, caps, gloves, key chains etc.)
- branded business binders and pens
- specific hashtag for social media in line the brand (e.g. *#adriaticexperience*)

Likewise, creating a common Adriatic mascot could strengthen its visual identity and enhance its online and offline marketing communication. Above-said examples are applicable to the whole macro-region. However, according to specific pilot projects, local promotional content can be oriented as follows:

Location	Promotional content
Town of Ston and Pelješac peninsula	- cooking brochures and books about local gastronomy and “slow-food”
Blaca Hermitage on Brač Island	- various souvenirs with Glagolitic alphabet
Murter island	- replicas of Roman ceramics, jewellery and swords with inscribed Colentum
Ravni kotari	- local wine in boxes decorated in preromanesque motives and local ethnographic ornaments
Momjan	- medieval inspired cycling and hiking itineraries
Friuli Venezia Giulia region	- hiking kits with recycled multipurpose utensils and a map with local attractions
The Brenta River	- mobile adventure clue game app including Venetian villas
Emilia Romagna region	- bottle with a bottle holder that opens into the cycling itinerary along the Via Romagna
Marche region – Monastery of Fonte Avellana	- brochures and books on recycled paper about sustainable land and forest management, handcrafted wooden products and educational games for children to discover the human-nature relation.
Trabocchi coast	- dining in the reconstructed traditional fishing machine on piles
Via Francigena del Sud	- diaries for self-reflection with pilgrimage itinerary along the Via Francigena

Lastly, smart specialisation in certain cultural and creative industries segments will enhance the prospects of achieving quality and adequate interpretation and promotion of the natural and cultural heritage and contribute to achieving strategic goals elaborated in this destination marketing plan.