

TAKE IT SLOW

Smart and Slow Tourism Supporting Adriatic
Heritage for Tomorrow

D5.3.1. Report on examples of accessibility and promotion of Adriatic natural and cultural heritage sites

Open-Air Museum „The Murter’s Views“

Public institution Development Agency of Šibenik-Knin County

January 2023

Table of contents

1. INTRODUCTION.....	1
2. ISLAND MURTER – TOURIST DESTINATION	2
3. OPEN-AIR MUSEUM „THE MURTER’S VIEWS“	3
4. CROSS BORDER EFFECT.....	4
5. PHOTOGRAPHS	6

1. INTRODUCTION

TAKE IT SLOW is designed to establish, manage & promote Adriatic Region as smart, integrated, sustainable, accessible, year-round, green & slow tourist destination of the Mediterranean based on accessible, protected, valorised & promoted tangible & intangible joint natural & cultural heritage of its islands, coastal, inland & rural Adriatic. With realization of project activities within 36 months, DNC & 11 project partners & 1 AP triggered high-quality level of services and products of tourism value chain through smart specialization concepts stimulating innovation, knowledge, competitiveness, networking and CB partnership processes.

TAKE IT SLOW will develop CB partnership platform of scientific, private & public sector with 120 actors, strategic framework, methodology, monitoring system, marketing & promotion of CB tourism destination focused on 10 cultural & natural heritage, 10 ecolabel/green certification obtained and promotion of sustainable tourism realized and 7 natural and/or cultural heritage sites with improved accessibility put in place. Project will contribute to more balanced seasonality of tourism activities on natural & cultural heritage sites in Project area & make natural & cultural heritage a leverage for sustainable & more balanced territorial development.

2. ISLAND MURTER – TOURIST DESTINATION

The pilot location of the Open-air museum “Murter’s views” is located in the Municipality of Murter-Kornati, which is a part of Šibenik-Knin County. Šibenik-Knin County is positioned as a significant tourist destination, which enables continuous tourist growth with an emphasis on coastal areas. Above-mentioned is reflected in the number of visitors at the level of the entire county and even the island of Murter. Apart from the factor of “*the sun and the sea*”, the tourist offer is complemented by numerous natural and cultural attractions, with an emphasis on national parks (Krka National Park, Kornati National Park) and rich cultural heritage (St. James Cathedral and St. Nicholas Fortress enlisted on UNESCO World Heritage List, medieval fortifications, significant archaeological sites and individual cultural monuments). These factors have a significant impact on the development of the County, including the Municipality of Murter-Kornati, whose development is mostly determined by tourism. The Municipality of Murter-Kornati, as well as the County, is recognizable for its rich natural and cultural (tangible and intangible) heritage, which indicates continuity of life in the pilot location area. The most important elements of the natural heritage are the mentioned Kornati National Park, the protected landscape of the Žuto-Šitsko archipelago and the areas protected under NATURA 2000, with biodiversity as an important characteristic of the area. Kornati National Park is the most visited natural attraction in the municipality, which is why the park itself is seen as a generator for development of the area. Elements of cultural heritage are protected cultural monuments (7), protected archaeological sites and underwater zones (7), mainly referring to historical sacral buildings and archaeological sites of ancient shipwrecks. Various forms of intangible heritage are also characteristic, such as the art of traditional shipbuilding (interpreted through the Betina Museum of Wooden Shipbuilding) and the art of dry-stone walling, knowledge and techniques protected under UNESCO. Apart from these attractions, the area is recognizable by traditional dishes characteristic of Mediterranean diet, possibilities to experience active and authentic vacation, for example sailing (traditional sailing regatta “*Latinsko idro*” is organized every year).

One of the most important natural and cultural attractions is the archaeological site *Colentum*, whose valorisation is the result of the long-term work on the improvement and promotion of the site. A part of this process is also the arrangement of the Open-air museum “Murter’s views” within the TAKE IT SLOW project. Segments woven into the tourist offer of the entire county are the starting point for branding “Murter’s views” through which the aim is to promote rich archaeological, natural and traditional heritage, as well as green and slow

aspects of tourism and tourism products based on Mediterranean lifestyle, tradition and gastronomy. Accordingly, interpretive themes presented on the site are promoting the diversity of Murter sights from the earliest times to modernity within the unique historical urban landscape, to which the newly established interpretive tools contribute.

3. OPEN-AIR MUSEUM „THE MURTER’S VIEWS“

The aim of the Open-air museum “Murter’s views” through TAKE IT SLOW project (approved within the INTERREG VA ITALY CROATIA 2014-2020 programme) is to improve visitor infrastructure that will transform the archaeological site *Colentum* and other cultural assets into a tourist attraction and be a platform for the development of cultural, educational and recreational tourism on the island of Murter. The Open-air museum “Murter’s views” is in the position of Gradina near the settlement of Murter, which, due to its exceptional cultural and historical and archaeological value, has been registered in the Register of Cultural Property of the Ministry of Culture and Media of Republic of Croatia as a protected archaeological ensemble (No. RST-0512). It is a multi-layered archaeological site whose earliest findings date to prehistoric times.

The Open-air museum implies the arrangement of the pedestrian-educational trail, i.e. the arrangement of a stone road located in the municipalities of Murter-Kornati and Tisno. The trail is mostly pebble, and it is extended through the unbuilt natural environment. It includes several cultural attractions, including the archaeological site of *Colentum*. It is equipped with interpretation tools and interactive exhibits and installations financed from TAKE IT SLOW project. Given the adequate condition of the trail itself, due to its recent reconstruction, it is adapted to vulnerable groups and somewhat accessible for the use by people with disabilities. Interpretation elements are adapted to all age groups and the different levels of education of visitors. Given the diversity of “views” presented through the interpretative themes of the trail itself, the trail was envisioned as a viewpoint to connect different themes that do not have an obvious formal relation. The walk promotes several levels: 1) the identity of Murter as an area of rich history 2) the identity of Murter as a site of vibrant, specific, and rich natural and cultural heritage and 3) the identity of the Open-air museum “Murter’s views” as one of the key segments for interpreting topics related to Murter's history and heritage. Equipping the trail with modern interactive tools will enable an innovative way of interpreting and presenting the identified values and rich history of the island of Murter to visitors, but also to

the local community. An additional value is the understanding of cultural heritage as a generator of socio-economic development of the area and an incentive for the development of year-round, slow and selective forms of tourism (cultural, active, adventurous, etc.). The promotion of the *Colentum* archaeological site and described values is also supported by the landscaped archaeological beach, which was constructed in 2017. The beach stretches over two hundred meters and combines history, archaeology, oceanography and cultural, sports and recreational tourism. Among other things, additional facilities planned to be developed and/or improved in the site with the aim of developing an archaeological and recreational park are Arboretum and Amphorarium.

4. CROSS BORDER EFFECT

Unique historical relations, ties and events had an impact on the design of Open-air museum “Murter’s views”. They also influenced on the present-day morphology with which the possibilities of promoting historical, cultural, archaeological and other recognized values are directly related. The earliest archaeological finds date back to prehistory, while the historical development of the area was originally determined by the Liburnians who built the first settlement from which the remains of the walls are still preserved today. After Liburnians, by arriving on the eastern coast of the Adriatic, the Romans build their settlement at the foot of the hill – *Colentum*. Traces of antique architecture, remnants of the necropolis, and small movable finds such as money and ceramics testify to today’s important station of the sea trade route. The most imposing finds of the Roman *Colentum* are the remains of senatorial country villas (*Villa rustica*), some of which are now below sea level. The Middle Ages are marked by the immigration of Slavs, which are presumed to have encountered an empty ancient settlement. The new settlement Villa Magna (today’s Murter) formed near *Colentum*, while a local cemetery was created next to the church of Our Lady of Gradina. The settlements of Tisno and Betina were formed sometime later during the Ottoman conquests. In time, due to the overcrowding of the island, the inhabitants searched arable and pasture area outside of the island. The colonization process lasted several centuries, and since access to property on the islands was only possible by boat, there were major changes in the urban layout of settlements by moving towards the coast. Consequently, Murter today owns in proportion to its population the most wooden boats and ships with traditional sails on the Adriatic. The skill of developing of traditional wooden ships and sailing, should also be emphasized, which is a process recognized as the valuable tangible and intangible heritage of the island, presented

at the Betina Museum of Wooden Shipbuilding. Therefore, looking at the historical context, the pilot area is culturally very close to the wider area of the ADRIAN region. These relations, which had a direct influence on the development of the entire island from prehistory to modernity, shaped the cultural landscape of the island and were woven into interpretive (and interactive) tools set up in the Open-air museum. A rich tradition is the basis for further development of promotional materials, such as thematic brochures or authentic souvenirs. The comprehensive promotion, in accordance with the aims of TAKE IT SLOW project, is carried out according to the principles of sustainable, green and slow tourism in order to position itself on the tourist map as such. This will also have a positive impact on the territorial development of the island itself and enable a change of perspective in development priorities.

5. PHOTOGRAPHS









