

# GUIDED TOURS THROUGH IMPROVED ACCESSIBLE ADRIATIC HERITAGE SITES

Deliverable Number D.5.3.3.  
Final Version of 31/03/2023  
WP5 : Accessible natural and cultural heritage  
sites

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: 5  
Work Package Title: Accessible natural and cultural heritage sites  
Activity Number: 3  
Activity Title: Improvement of accessibility and promotion of Adriatic natural and Cultural heritage sites  
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Partners involved: PP3/ZAD  
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## SUMMARY

Deliverable *D5.3.3 Guided tours through improved accessible Adriatic heritage sites* is a part of the *Activity 5.3 Improvement of accessibility and promotion of Adriatic natural and cultural heritage sites*, which objective is to raise awareness on the importance of smart tourism as efforts for generating innovation on tourism, especially in the field of accessibility through digitalization, cultural and creative industries and accessibility to different users. TAKE IT SLOW concept will allow a different pace, slower, not only in accordance with speed but with the possibility of “taking more care” and “having more attention on information, on others, on heritage” and could be the path for a more balanced approach, which takes care of world heritage, tourists and citizens.

Within this activity, involved partners were tasked with organizing guided tours through their improved heritage sites. Since PP3/ZAD did not have any specific infrastructural or equipment work, but they decided to put a special emphasis on the rich (especially eno-gastronomic) heritage of the area of Ravni kotari, a guided eno-gastronomic tour was organized.

The tour took place on March 31, 2023.

# 1. RAVNI KOTARI AND ITS HERITAGE

PP3/ZAD pilot area – Ravni kotari – represents the hinterland of the highly developed touristic coastal area of Zadar County (Zadar and Biograd riviera). It is a geographical area in Croatia located in northern Dalmatia. Administratively, it is mostly located in Zadar County, and in a smaller part, in the southeast, in Šibenik-Knin County.

Ravni kotari have no administrative boundaries but are a geographical-spatial entity between Bukovica, Zadar-Biograd coast, river Krka, and Prukljansko Lake.

Ravni Kotari Tourist Board was founded on April 29, 2019, in Stankovci, and at the founding assembly, one city and six municipalities joined the Ravni Kotari Tourist Board:

1. The City of Benkovac
2. The Municipality of Lišane Oštrovičke
3. The Municipality of Polača
4. The Municipality of Stankovci
5. The Municipality of Zemunik Donji
6. The Municipality of Škabrnja
7. The Municipality of Galovac

The area of Ravni kotari has intangible cultural heritage under the protection of UNESCO: “Ojkanje musical expression from the area of Dalmatian hinterland” and “The art of drywall construction”, which can be relatively easily integrated into the tourist offer (Ministry of Culture and Media of the Republic of Croatia, n.d.). According to the Register of Cultural Goods, there are 43 localities in this area that are under some form of national protection. The non-recognition of intangible heritage as valuable in this area can also be seen in the fact that not a single element of intangible heritage is protected in this area, although according to research by the University of Zadar, the Benkovac fair, traditional dishes and a number of other elements are recognized as valuable by the local population. The existence of rich cultural heritage in the area of Ravni kotari is not enough in itself. Without the belonging of the local community to the cultural heritage and its involvement in the presentation and interpretation, the cultural heritage deteriorates and disappears. Therefore, the elements of involvement of the local community in the cultural heritage are extremely important in

order to preserve the cultural heritage for future generations and to present and valorise it through tourism.

According to the stakeholders, heritage itself is not sufficiently valorised, and the legal framework that protects and manages it, as well as the proprietary and legal relations that are a prerequisite for its valorisation and protection, are rated as relatively low. Stakeholders in the destination rate relatively high the potential of heritage at the national level, but at the same time recognize the lack of experts for heritage management in the destination. The local population is also unaware of the potential of cultural heritage that this area has.

## 2. EDUCATIONAL TOUR: “RAVNI KOTARI: GASTRONOMY – CULTURE – NATURE”

On Friday, March 31, 2023, the University of Zadar organized an educational tour “Ravni kotari: gastronomy – culture – nature”. The event was organized as part of the TAKE IT SLOW project, in which the University of Zadar participates as a project partner. Within the project, the University placed a special emphasis on the rich heritage of Ravni kotari, and above all on the gastronomic heritage.

The tour began with the Škaulj winery, where the participants had the opportunity to learn about the top wines produced by the winery. The tour then continued to the Benkovac Heritage Museum, which was revitalized and renewed through EU funds and which reopened its doors in 2022. The next destination on the route was the Karaba winery, where the process of wine and liqueur production, as well as the varieties used in the Karaba winery, were explained in detail to the participants. Participants also visited Maškovića Han, a zero-category cultural monument that combined a cultural and historical building with top-quality gastronomy. The educational tour ended with a visit to the Kamenjak viewpoint, where the participants enjoyed a beautiful view of the Vrana Lake Nature Park.

A total of 40 persons participated in the tour.









**PROJECT:** Smart and Slow Tourism Supporting  
Adriatic Heritage for Tomorrow  
**ACRONYM:** TAKE IT SLOW  
**PROJECT ID:** 10255547  
**CUP:** H79E20000520003  
**DURATION:** 1/6/20-30/6/23  
**LEAD PARTNER:** Dubrovnik-Neretva County

# RAVNI KOTARI

## GASTRONOMIJA – KULTURA – PRIRODA

31. ožujka 2023., Ravni kotari

## AGENDA

<b>09:30 – 10:05</b>	<b>Polazak iz Zadra, vožnja do Nadina</b>
<b>10:05 – 11:05</b>	<b>Obilazak vinarije Škaulj, degustacija</b>
<b>11:05 – 11:20</b>	<b>Vožnja do Benkovca</b>
<b>11:20 – 12:50</b>	<b>Obilazak Zavičajnog muzeja Benkovac</b>
<b>12:50 – 13:20</b>	<b>Vožnja od Benkovca do vinarije Karaba</b>
<b>13:20 – 14:20</b>	<b>Upoznavanje s vinarijom Karaba</b>
<b>14:20 – 14:30</b>	<b>Vožnja do Maškovića hana</b>
<b>14:30 – 16:30</b>	<b>Obilazak Maškovića Hana, ručak</b>
<b>16:30 – 16:50</b>	<b>Vožnja do vidikovca Kamenjak</b>
<b>16:50 – 17:20</b>	<b>Vidikovac Kamenjak</b>
<b>17:20 – 18:10</b>	<b>Povratak u Zadar</b>



RAVNI KOTARI  
GASTRONOMIJA –  
KULTURA - PRIRODA



## SVEUČILIŠTE U ZADRU

Vas poziva na događanje:

### RAVNI KOTARI: GASTRONOMIJA – KULTURA – PRIRODA



31. ožujka 2023.



Ravni kotari

European Regional Development Fund



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REGIONAL ERAS DEVELOPMENT AGENCY  
DEVELOPMENT OF SPECIAL DEVELOPMENT ZONES



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JURISDICTIONAL SUPERVISOR  
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KRAJINA



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FRIULI  
VENEZIA  
GIULIA

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Sistema Sviluppo Food  
Sviluppo Economico  
Rurali e Territoriali

REGIONI  
ABRUZZO



Consorzio Regionale  
per le Arti e la Cultura



PUGLIA REGION  
Department of Tourism, Economy  
of Culture and Valorisation of Territory



Poštovani/a,

Sveučilište u Zadru Vas poziva na događanje **Ravni kotari: Gastronomija – kultura-priroda**, organizirano u okviru projekta TAKE IT SLOW.

Polazak je predviđen organiziranim prijevozom iz Zadra, a prva destinacija na ruti bit će **EKO VINARIJA ŠKAULJ**, gdje će se sudionici imati priliku upoznati s vrhunskim vinima Vinarije Škaulj. Potom će sudionici posjetiti **ZAVIČAJNI MUZEJ BENKOVAC**, gdje će se uz stručno vodstvo upoznati s poviješću muzeja i njegovim najvrjednijim eksponatima. Po završetku obilaska, sudionici će se uputiti prema Pakoštanima, gdje će posjetiti **VINARIJU KARABA** i upoznati se s procesom proizvodnje vina i likera, te sortama koje se koriste u vinariji Karaba. Nakon obilaska Vinarije Karaba, slijedi polazak prema **MAŠKOVIĆA HAN-u**, spomeniku kulture nulte kategorije koji je spojio kulturno-povijesnu građevinu s vrhunskom gastronomijom. Za sudionike će po završetku obilaska biti pripremljen ručak na temu **reinterpretacije tradicionalnih namirnica Ravnih kotara**. Ruta će završiti posjetom **VIDIKOVCU KAMENJAK**, s prekrasnim pogledom na Park Prirode Vransko Jezero.

Više informacija o događanju možete pronaći u pripadajućoj agendi te kontaktom na e-mail [kkkic21@unizd.hr](mailto:kkkic21@unizd.hr).

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