

# SMART ACTION PLAN

For preservation, valorisation, and management of  
natural and cultural heritage of Momjan area,  
continental Istria and Istria county

November 2021

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## 1. INTRODUCTION

### 1.1. TAKE IT SLOW PROJECT

According to the project application documentation:

*TAKE IT SLOW is designed to establish, manage and promote Adriatic Region as smart, integrated, sustainable, accessible, year-round, green and slow tourist destination of the Mediterranean based on accessible, protected, valorised, promoted tangible and intangible joint natural and cultural heritage of its islands, coastal, inland and rural Adriatic. With realization of project activities within 36 months, Dubrovnik-Neretva County (lead partner), 11 project partners and 1 AP will trigger 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 community based 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 and 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 and cultural heritage sites in Project area, make natural and cultural heritage a leverage for sustainable and more balanced territorial development.*

*The mission of TAKE IT SLOW project is to develop strategic framework, methodology and monitoring system for management of smart, sustainable and slow tourist destinations through development of heritage-based tourist offer based on smart specialization. The project is to be implemented based on bottom-up approach with the involvement of local communities through participatory process in order to engage key stakeholders on local, regional and cross-border level in decision-making process for sustainable destination management.*

### 1.2. MISSION AND THE METHODOLOGY OF THE ACTION PLAN

According to the above, Action plan is the document that is based on the following inputs:

- Overview of the relevant planning and regulatory documents on the level of EU and subject national, regional and local levels, related to tourism development, utilisation and protection of natural and cultural heritage, as well as any smart specialisation, or digitalisation initiatives and plans;
- Evaluation of the status of natural and cultural heritage in the project area, kex stakeholders and target groups as a part of project activity 4.1.4.

- Inputs of local and regional stakeholders acquired through Local community practice workshops and hybrid round table meetings;
- Methodological inputs as specified in the previous project activities, namely:
  - o *D.4.1.6. - Five policy instruments which contribute as much as possible to the tourism value chain strengthening focused on research, preservation, management, interpretation, marketing and promotion as delivered by the projects partners RERA and IRMO;*
  - o *A manual for the development of action plans, as delivered by the project partner University of Zadar.*

It is our understanding that necessary outputs of the document include:

- Activities necessary for the fulfilment of designated measures and goals related to the designated policy instruments;
- Key projects with basic determinants that include location, short specification, amount, implementation deadlines and holders);
- Necessary management and process activities.

Policy instruments with related measures and indicators are the important foundation of the action plan methodology. As the project documentation emphasizes, *“policy instruments can be described as the techniques used by the governing authorities (government or public) to promote certain policies, as well as the interventions to achieve goals signed by the authorities intending to motivate all stakeholders involved in the issue.”* Out of the possible policy instruments, project partners have chosen the following as relevant for the subject project:

- Revenue management / Economic policy instrument;
- Policy planning / Policies and administrative instruments;
- Collaborative and participatory approaches / Policies and administrative instruments;
- Site specific visitor strategies / Soft management approaches;
- Monitoring and adaptive management / Soft management approaches.

Description of the policy instruments and their exact relationship to the action plan elements are provided in section 2.1. *Description of the policy instruments* of this document.

### 1.3. AREA DESCRIPTION AND CONTEXT

Istria County is the north-western most county of Croatia encompassing 2,820 sq km and with population of 208 thousand. The area has long standing and rich history, steaming back from antic and especially Roman times, while over the last several hundred years, cultural heritage is a combination of Venetian, Austro-Hungarian and Slavic cultural influences. In terms of natural setup, peninsular nature of Istria makes the coast the most dominant natural characteristic, while the fact that Istria one of the northernmost parts of Mediterranean and related climate, make Istria to reflkect the overall

positioning of the “Green Mediterranean”. Cultural heritage from all of historical epoches is overall well preserved, however less successfully utilised, where situation with natural heritage is slightly more favourable.

According to the Eurostat, Istrian County (as a part of Adriatic Croatia) was the second most visited tourism region of EU in 2019 in terms of nights spent, after the Canarias in Spain. Tourism is highly concentrated on the western coast of the Istrian County, where some of the most visited Croatian tourist destinations are situated: Rovinj, Poreč, Pula, Medulin, Umag, Vrsar and Novigrad. Due to the favourable position to the populous and relatively lucrative Central European markets and constant increase in accommodation stock supply, visitor numbers have been on continuously increasing trend prior to the COVID 19 pandemic outbreak in 2020. Such a trend has led to a situation where most of the leading destinations have already started facing symptoms of over tourism during the peaks of the sun and beach tourism main season.

Hinterland of Istrian-county generally follows tourism development model similar as in the leading hinterland regions of Mediterranean (Tuscany, Provence) with a sustainable combination of agriculture and tourism. Visitor numbers have increased substantially over the last ten years, mostly due to the increase in commercial real estate construction. However, despite the tourism intensity both in the coast and the hinterland, relevant research on tourist motives, behaviour and expenditure (TOMAS 2019) and tourism value chains evaluation in relevant project documentation (Master plan of tourism development of Istrian County 2015 – 2025, Tourism development plan for Central Istria, Motovun and Žminj) lead to the following conclusion:

- Utilisation of cultural and natural heritage for tourism purposes is above national average, however below the standard of the benchmark regions in Europe, as visible in available offer, tourism expenditure structure and opinions of local and regional stakeholders;
- Despite being one of the designated operational strategies in the Master plan for tourism development of Istria county, plan for improving utilisation and sustainability of cultural and natural heritage (that includes development of more sophisticated tourist products) needs more institutional support.

National and regional planning framework relevant for smart specialisation and overall County strategy for the period of the new financial perspective with EU are still in early development stages, while there are already some pioneering projects related to SMART cities and SMART tourism (including the subject one). There is a lack of systematic approaches in the field, as well as related management processes and capacities. In that sense, this project serves as the pilot effort in establishing systematic development of tourism related SMART solutions and specialisations, where the project geographic scope includes primarily the area of Momjan/Buje municipality, followed by conceptual logic of SMART tourism development in Istrian hinterland, and finally Istrian County as a whole for which guidelines and principles will be proposed.

## 2. DESCRIPTION OF THE CHALLENGE

### 2.1. DESCRIPTION OF THE POLICY INSTRUMENT

As per, action plan input D.4.1.6. - *Five policy instruments which contribute as much as possible to the tourism value chain strengthening focused on research, preservation, management, interpretation* following are descriptions of the selected policy instruments:

**Revenue management** is the application of disciplined analytics that predicts consumer behaviour at the micro-market levels and optimize product availability, leveraging price elasticity to maximize revenue growth and thereby, profit. Revenue management has been chosen as an important instrument regarding the management of natural and cultural heritage because it is the most efficient way of funds raising for investment in renewal of heritage, with special emphasis on cultural heritage. In this case, it has to be understood in a broader sense, as a policy instrument aimed at maximizing revenues from the available heritage, while not endangering sustainability in any sense.

**Policy planning** is the development framework under which decisions on planning applications are made. Policy planning is created at two different levels: national – policy planning set by the Government through the National Planning Policy Framework, and local – policy planning created by local planning authorities, parish councils and neighbourhood forums. Policy planning has been chosen as a relevant policy instrument regarding the management of natural and cultural heritage because it is important that regional and local development strategies include and evaluate heritage as a resource for the development of sustainable tourism.

**A collaborative and participatory approach** is one in which everyone who has a stake in the intervention has a voice, either in person or by representation. Staff of the organization that will run it, members of the target population, community officials, interested citizens, and people from involved agencies, schools, and other institutions all should be invited to the table. A true participatory approach is one in which everyone's perspective is considered. Everyone actually gets to participate in the planning process, and has some role in decision-making. It has been chosen as a relevant policy instrument regarding the management of natural and cultural heritage because the participation of the general public in decision-making on the use and management of heritage increases the acceptance of interventions.

**Site specific visitor strategies** are general plans to achieve one or more long-term or overall goal under conditions of uncertainty. Strategies are important because the resources available to achieve goals are usually limited. Site specific visitor strategies have been chosen as a relevant policy instruments because it is important to manage sites in order to achieve sustainability. For example, a large number of visitors reduces experiences and destroys heritage, therefore, it is important to have a strategic framework for managing natural and cultural heritage in order to decrease the chance for its

destruction. In case of the Istrian County, such strategies will be more viable in tourism wise dense coastal areas, compared to the hinterland.

**Adaptive management** is an iterative process through which greater understanding of natural resource systems can be developed and management approaches tested over time until the best management options are reached. Adaptive management takes a systematic, experimental approach to planning the management of specific areas and issues, including the planning and management of tourism in natural areas. Monitoring and adaptive management have been recognised as important policy instruments regarding cultural and natural heritage because adaptive management is important in order to adapt the management of heritage according to the changes in the environment, while monitoring is being used for following whether the agreed plans are being implemented.

## 2.2. UNDERSTANDING THE PROJECT AREA HERITAGE

The following assessment of the situation related to natural and cultural heritage in the project area is based on the project activity 4.1.4, where all of the aspects of the project area heritage and related processes have been assessed together with local and regional stakeholders.

### Cultural heritage

- The whole project is relatively rich in terms of cultural heritage, which is also rather well preserved, however accessibility of the cultural heritage is variable and mostly dependable on limited human resources in charge of operations;
- Regulation that is relevant for management and utilisation of the cultural heritage is dominantly on the national level, while the institutions in charge of management of the heritage are regional or local;
- Institutional and legislative framework related to cultural heritage are considered to be complicated and often inefficient by the stakeholders;
- National, regional and local policies so far didn't manage to successfully resolve problem of utilisation of the cultural heritage. Luckily, this still hasn't endangered physical status of the heritage, but maintenance costs are dominantly covered from public funds, instead of heritage utilisation, threatening long term sustainability;
- Human resources in charge and/or available for interpretation are evaluated as knowledgeable and professional, but very scarce and an important bottleneck in the previous initiatives for more intensive tourism utilisation in a traditional way;
- Stakeholders, interested entrepreneurs and overall community are generally unaware of the significance of cultural heritage, opportunities and projects in progress related to its valorisation.

### Natural heritage

- The heritage is visible, recognisable and traffic wise accessible;



- Most of the protected areas and other natural heritage is in some sort of tourism use, however revenues are suboptimal and frequently too low to ensure satisfactory maintenance and management;
- There are institutional and regulatory issues, mostly related to unclear jurisdictions and possibilities and utilisation, however the situation is better at least due to the existence of regional authority in charge of management of such areas – Natura Histrica;
- There are similar problems of local unawareness about significance, possibilities and projects in progress related to valorisation of natural heritage.

### 2.3. DEFINING KEY ISSUES AND CHALLENGES FOR THE COMING PERIOD

The following are the key challenges and issues related to further development of SMART tourism solutions and specialisations in the project area:

- Intensive development of modern types of tourist products on natural and cultural heritage is one of the priorities of the regional tourist Master Plan. However, this process is at its beginning, where number of destinations have entered some SMART related product development processes in tourism, which are for the time being unrelated and uncoordinated.
- This orientation of Tourism Master plan of Istria county is based in objective needs of value chains in most destinations which still yield relatively low revenues from natural and cultural heritage in total visitors' expenditure structure, especially when compared to western Mediterranean competitors.
- A more detailed planning framework at the county level related to the systematic planning of the development of the process of digitization, development of cultural, or natural heritage in the function of tourism has not been developed in the last 5 years;
- Current state of the relevant institutions in terms of know-how, human resource capacity and processes is at present insufficient for a large-scale development of SMART solutions and digitalisation projects.
- At the same time, there is a growing financial support from national and international public funds related to both tourism and SMART solutions, which will require substantial improvements in planning and institutional capacity in order to allow maximum usage of available funds.



### 3. GENERAL GOALS AND MEASURES FOR THE FUTURE

Understanding the project key issues and challenges, overall approach to the project implementation is the following:

1. Project has to anticipate and propose initial solutions for stakeholder cooperation and institutional buildup as the relatively weak points of the current setup;
2. Understanding the institutional and especially human resource limitations, at the first stage (until 2025) projects that have significant operational requests have to be avoided (in terms of the engagement of workforce), or postponed, while projects that assume little to no additional men engagement have to be promoted;
3. Proposed projects have to be planned in a way to allow the highest possible degree of mutual integration that will lead to concentration of attractions and/or their interoperability;
4. There are three geographical levels of project implementation:
  - a. Momjan / city of Buje area as the place where City of Castles project is situated;
  - b. Central / Continental Istria or other selective tourism initiatives in other cities and municipalities;
  - c. Istria county as the focal point of institution building processes.

There are three general objectives for the future, which is in this sense assumed as this financial perspective (until 2027):

- Establishment of a framework for the development of SMART tourism and SMART specialisations that assume policy instruments of policy planning and collaborative and participatory approach, that are currently largely missing in terms of SMART and digitalisation;
- Internal marketing and stakeholder information sharing platforms, since general community and potential entrepreneurs don't understand SMART initiatives and related opportunities, again emphasizing collaborative and participatory approach policy instrument;
- Strengthening the value chain and increasing daily consumption of tourists which is related to revenue management policy instrument and is the main orientation of this plan. As discussed earlier, increasing the quality and diversity of the offer is the key goal, where most of the project proposals so far refer to attractions. While it is difficult to set target indicators for each individual project, it is safe to target increase of 100% in visitors' expenditure on cultural and natural offer between 2019 and 2027 as a result of SMART initiatives (as measured by TOMAS survey performed by Tourism Institute Zagreb for Istria county).

It is important to emphasize that source for implementation costs for all proposed projects in the action plan tables in section 3 are EU and/or related national funds.

## 4. ACTION PLAN TABLES

No.	Activity	Holders of Implementation	Implementation cost (source)	Deadline	Indicators	Target value 2021	Target value 2024	Target value 2027
<b>OBJECTIVE 1: ESTABLISHING A FRAMEWORK FOR THE DEVELOPMENT OF SMART SPECIALISATION AND SMART TOURISM</b>								
1.1	Establishing the initial database of SMART projects	Take it slow project team, local stakeholders, Istrian County	Not applicable	End of 2022	database exists no. of projects	no 33	yes 50	yes 80
1.2.	Involvement of local stakeholders in the development of a smart specialization strategy of the Republic of Croatia	Istrian county	Not applicable	End of 2022	stakeholders involved in subject projects	no	yes	yes
1.3.	Involvement of local stakeholders in the development of the Development strategy of Istrian county	Istrian county	Not applicable	End of 2022	stakeholders involved in subject projects	no	yes	yes
1.4.	Initiation of the development of SMART tourism development strategy of Istrian county	Istrian county	Up to 500,000 kuna (Istrian county / EU / Ministry of tourism and sport)	End of 2025	Strategy in place	no	yes	yes

No.	Activity	Holders of Implementation	Implementation cost (source)	Deadline	Indicators	Target value 2021	Target value 2024	Target value 2027
<b>OBJECTIVE 2: INTERNAL MARKETING AND STAKEHOLDER INFORMATION</b>								
2.1.	Creating a special section on the Istrian county web site - SMART ISTRIA - data on projects, criteria and co-financing programs	Istrian County	Not applicable	End of 2023	section in place	no	yes	yes
2.2.	Creation of special section on the websites of Istrian cities and municipalities	Cities and municipalities of Istria	Not applicable	End of 2025	section in place	no	yes	yes
2.3.	Organisation of annual event SMART ISTRIA	Istrian county	30-70,000 kuna (sponsorships)	From 2024 onwards	event in place	no	yes	yes
<b>OBJECTIVE 3: STRENGTHENING THE VALUE CHAIN AND INCREASING DAILY CONSUMPTION OF TOURISTS / KEY PROJECTS / COUNTY PROJECTS</b>								
3.1.	Multimedia Istrian hotspots - interpolation of new architectural markers in the area of inland Istria that would be accompanied by multimedia elements	Istria County / network of stakeholders involved in the management of individual facilities	600,000 - 2,000,000 kuna	End of 2024	project initiated project completed	no no	yes no	yes yes
3.2.	Istrian castles VR APP - connecting all castles in one application with VR elements, displaying service information and additional elements of the offer	Istria County / network of stakeholders involved in the management of individual facilities	800,000 - 1,500,000 kuna	End of 2024	project initiated project completed	no no	yes no	yes yes
3.3.	Istrian frescoes - project of VR/AR and online presentation of Istrian frescoes	Istria County / network of stakeholders involved in the management of individual facilities	600,000 - 2,000,000 kuna	End of 2024	project initiated project completed	no no	yes no	yes yes

No.	Activity	Holders of Implementation	Implementation cost (source)	Deadline	Indicators	Target value 2021	Target value 2024	Target value 2027
3.4.	iCattle / iBoškarin - contemporary multimedia reinterpretation of Istrian cattle	Ethnographic Museum of Istria, County Department for Agriculture, Forestry, Hunting, Fisheries and Water Management, County Department for Tourism	500 - 700,000 kuna	End of 2023	project initiated project completed	yes no	yes yes	yes yes
3.5.	Istra Metaverse - 3D simulation of selected natural and cultural attractions of Istria	Tourist Board of Istria county, Visualia d.o.o., DivIT d.o.o.	1,000,000 - 1,800,000 kuna	End of 2024	project initiated project completed	no no	yes no	yes yes
3.6.	Parenzana application and 360 degrees panorama	Istria County, local communities and tourist boards along the route, local product manufacturers, bike clubs	1 - 5 million kuna	A year upon project start	project initiated project completed	yes no	yes yes	yes yes
3.7.	Istraecoexperience platform base of all eco-producers from Istria + ETIS	Istria County, renters, tourist companies, public institutions for the protection of natural heritage, HEP, utility companies	1 - 5 million kuna	A year upon project start	project initiated project completed	yes no	yes no	yes yes
3.8.	ISTRIAN GASTRONOMY APP - interactive application that connects suppliers and caterers	Catering establishments, producers of agri-food products and breeders of authentic breeds in the Istrian county	300 - 500,000 kuna	End of 2023	project initiated project completed	yes no	yes yes	yes yes
3.9.	Euro Velo application and website	Istria County, local communities and tourist boards along the route, local product manufacturers, bike clubs	350,000 kuna	A year upon project start	project initiated project completed	yes no	yes yes	yes yes

No.	Activity	Holders of Implementation	Implementation cost (source)	Deadline	Indicators	Target value 2021	Target value 2024	Target value 2027
<b>OBJECTIVE 3: STRENGTHENING THE VALUE CHAIN AND INCREASING DAILY CONSUMPTION OF TOURISTS / KEY PROJECTS / CONTINENTAL ISTRIA AND OTHER TOWNS / MUNICIPALITIES</b>								
3.10.	Prosciutto house in Tinjan / multimedia and equipment	Central Istria Tourist Board, Tinjan Municipality	1,000,000 kuna	October 2023	project initiated project completed	yes no	yes yes	yes yes
3.11.	Katina house / house of wine / multimedia and branding	Central Istria Tourist Board, Municipality of Gračišće	1,000,000 kuna	end of 2023	project initiated project completed	yes no	yes yes	yes yes
3.12.	House of Legends - Pićan - construction works, multimedia, branding	Central Istria Tourist Board, Pićan Municipality	3,000,000 kuna	end of 2023	project initiated project completed	yes no	yes yes	yes yes
3.13.	Circular bike path Gračišće - Pićan - roadmap, signalling and promotion of the trail	Central Istria Tourist Board, Municipality of Gračišće	100,000 kuna	end of 2022	project initiated project completed	no no	yes yes	yes yes
3.14.	Mahrenfels Hiking Trail (Lupoglav)	Central Istria Tourist Board, Lupoglav Municipality	100,000 kuna	end of 2022	project initiated project completed	no no	yes yes	yes yes
3.15.	House of truffles in Karojba, construction project, construction work, multimedia, branding.	Central Istria Tourist Board, Karojba Municipality	4,000,000 kuna	end of 2023	project initiated project completed	yes no	yes yes	yes yes
3.16.	Multimedia interpretation centre of fruit growing in Kaldir	Motovun Tourist Board, Motovun Municipality	3,000,000 kuna	end of 2023	project initiated project completed	no no	yes yes	yes yes
3.17.	Educational circular hiking trail "Dragon Trail"	Motovun Tourist Board, Motovun Municipality	750,000 kuna	end of 2023	project initiated project completed	no no	yes yes	yes yes

No.	Activity	Holders of Implementation	Implementation cost (source)	Deadline	Indicators	Target value 2021	Target value 2024	Target value 2027
3.18.	Visitor center Motovun - Montona	Motovun Tourist Board, Motovun Municipality	2,000,000 kuna	end of 2023	project initiated	no	yes	yes
					project completed	no	yes	yes
3.19.	Virtual reconstruction of Motovun - Montone	Motovun Tourist Board, Motovun Municipality	750,000 kuna	end of 2023	project initiated	yes	yes	yes
					project completed	no	yes	yes
3.20.	Multimedia design and equipping of olive ecomuseums in Tara	Tourist Board Tar-Vabriga	5,000,000 kuna	end of 2027	project initiated	yes	yes	yes
					project completed	no	yes	yes
3.21.	Virtual flyby of the castle in Pula	Historical and Maritime Museum of Istria - Museo storico e navale dell'Istria, Department in Culture of the Istrian County, Pula Tourist Board	400-500,000 kuna	May 2023	project initiated	no	yes	yes
					project completed	no	yes	yes
3.22	3D scanning churches with frescoes with additional multimedial equipping	Istria County, institutions in culture, education, preservation and presentation of cultural heritage. tourist bord	130,000 kuna per each of group of churches / 2 million kn total	end of 2024	project initiated	no	yes	yes
					project completed	no	yes	yes
3.23.	Interactive equipment and gamefication of Morosini-Grimani castle	Savičenta d.o.o., Općina Svetvinčenat, TZ Svetvinčenat,	100 - 200,000 kuna	end of 2023	project initiated	yes	yes	yes
					project completed	no	yes	yes

No.	Activity	Holders of Implementation	Implementation cost (source)	Deadline	Indicators	Target value 2021	Target value 2024	Target value 2027
<b>OBJECTIVE 3: STRENGTHENING THE VALUE CHAIN AND INCREASING DAILY CONSUMPTION OF TOURISTS / KEY PROJECTS / MOMJAN AND BUJE</b>								
3.24.	Cracking Art - an urban installation project implemented in renewable painted plastic	Buje Tourist Board, local winemakers, Croatian and international artists, locals	75,000 kuna	June 2022	project initiated	yes	yes	yes
					project completed	no	yes	yes
3.25.	Reality painting next to Momjan castle	Buje Tourist Bord	50,000 - 100,000 kuna	Summer 2023	project initiated	yes	yes	yes
					project completed	no	yes	yes
3.26.	Multimedia presentation of Muscat Momjanski at the House of castles	Istria county, Tourist Bord of Istria County, Buje Tourist Bord, City of Buje	500,000 - 1 milijun kuna	end of 2024	project initiated	no	yes	yes
					project completed	no	yes	yes
3.27.	Virtual walk along pedestrian path No. 284, Two Castles and Cingarela	Buje Tourist Bord, City of Buje	100-200,000 kuna	end of 2023	project initiated	no	yes	yes
					project completed	no	yes	yes
3.28.	Momjan - digital tour guide	Buje Tourist Bord, City of Buje	70-120,000 kuna	end of 2023	project initiated	no	yes	yes
					project completed	no	yes	yes
3.29.	House of Istrian Castles	Istria County, City of Buje	1,400,000 kuna	end of 2022	project initiated	yes	yes	yes
					project completed	no	yes	yes
3.30.	Digitization of the Arđila stream for educational purposes / project Bujski karst	Momjan elementary school, City of Buje, Buje Tourist Board	30-70,000 kuna	end of 2023	project initiated	no	yes	yes
					project completed	no	yes	yes
3.31.	Momjan castle - virtual tour for children	Momjan elementary school, City of Buje, Buje Tourist Board	30-70,000 kuna	end of 2023	project initiated	no	yes	yes
					project completed	no	yes	yes
3.32.	Archival stories - realization of stories from Momjan family archives through costume events with AR/VR elements	Buje Open University, Buje City, Buje Tourist Board	80,000 - 200,000 kuna	end of 2023	project initiated	no	yes	yes
					project completed	no	yes	yes
3.33.	Three Princesses of Momjan Castle - interactive itinerary and illustrated book, including gaming and VR content	Italian kindergarten "Mrvica" Buje	80,000 - 150,000 kuna	end of 2025	project initiated	no	yes	yes
					project completed	no	yes	yes



## 5. THE ACTION PLAN CONCLUSION

Following are the final recommendations of the action plan based on the best SMART tourism development practices:

- Proposals and elaboration of project ideas is primarily a responsibility of local communities and tourist boards. In any case and for the time being, responsibility for project implementation is dominantly on the side of the ones who proposes it;
- The elaboration of overall SMART regulation and management mechanisms and processes is the responsibility of the region (i.e. Istrian county) that will have to enter fast buildup process;
- There is a huge potential for the most visited destinations on the coast through SMART solutions to make substantial attractions, that may help in visitor management processes in terms of diverting number of tourists outside of the critical zones in peak high season times;
- In addition to cultural heritage, SMART solutions can enrich protected natural areas in a content way, i.e. largely raise the sophistication of their management, thus promoting policy instruments of site specific visitor strategies and adaptive management;
- For Tourist boards and local communities SMART solutions are an opportunity in terms of enhancing cooperation through implementing collaboration platforms.

## 6. THE LIST OF PROJECTS / SPECIFICATIONS

3.1. Name of the project: Istrian Multimedia hotspots
<p><b>PROJECT DESCRIPTION:</b> The ISTRIAN HOTSPOT PROJECT aims to interpolate new architectural markers around the area of inner Istria that would be accompanied by multimedia elements (VR display screens, smart power benches, QR codes, etc.). The architectonic markers were conceived as an inventive architectural reintegration of a selected cultural heritage designed by world-renowned architects showing the best of their architectural practice using local materials and resources. An example of one is the work of Atelier Bow-Wow from Tokyo, which reintegrated the application of traditional materials in architecture with a link to the Japanese construction tradition by creating a gazebo/instagram point in the Grimalde area, which in addition to seating areas contains a seed bank in the form of containers with drawers for storing traditional types of seeds from this area. During the development, the project would bring together local craftsmen and a network of ecological and other producers of traditional species who would multimedially describe the way of planting and growing seeds. Everyone interested in taking the seeds would be free to do so at the site with the obligation to return new seeds when they plant and grow their own plants. In addition to the seed bank, the project could also contain stored experiences, tips, stories, customs related to planting and tillage, recipes for preparing individual dishes and the viewpoint would mark Grimalda as a potential place to share the experience of the local population with a wider range of foreign and domestic experts.</p>
<p><b>Stakeholders involved:</b> Cultural workers, cities and municipalities with significant cultural heritage, related cultural and tourist organizations.</p>
<p><b>Deadline:</b> end of 2024</p>
<p><b>Estimated cost:</b> 600,000 kn - 2,000,000 kn</p>

### 3.2. Name of the project: Istrian castels AR application

**PROJECT DESCRIPTION:** Multilingual application ISTRIAN KAŠTELI with augmented reality elements aims to connect the network of castles in the medieval city cores of Central Istria and display them through augmented reality methods, 3D models, virtual walks and video presentations with animations and infographics. The application would consist of a collage of attractive scenes and views of the real state of the castle and different historical phases represented by the 3D reconstruction method, which would be integrated and viewed at each individual site using the augmented reality method. If viewed in a remote location, it would be possible to see virtual walks and video presentations with animations related to real events and historical figures and short infographics that would attract users in teaser mode. In addition, a special part of the application would show events related to castles and an interactive map that would facilitate the movement and redirection of tourists. Localities with castles would be associated with a virtual walk around the wine cellars of local wine producers and vineyards with typical wine varieties associated with a particular locality. During the walk, they would be accompanied by a virtual sommelier pointing out the types or vines of wine in the vicinity of the castle, the culture of tasting and consuming wine and pairing individual wine with a recipe for preparing food based on traditional cuisine, producers and wine cellars with VR displays, viewpoints or Instagram points where the whole experience of the visit can be completed.

**Stakeholders involved:** Cultural workers and organizers of events, tour guides, wine producers of the Istrian county, cities and municipalities where castles are set in and related cultural and tourist organizations.

**Deadline:** end of 2024

**Estimated cost:** 800,000 kn - 1,500,000 kn

### 3.3. Name of the project: Istrian Frescoes APP & VR360

**PROJECT DESCRIPTION:** The application of ISTRIAN FRESCO with augmented reality elements aims to connect a network of Istrian frescoes and display them through an interactive map with virtual walks, video animations of individual characters and 360 VR videos that would include the wider surroundings along with churches themselves. For those who want an intense experience of a virtual fresco visit, this way of displaying 360 VR videos is one of the most memorable because the user with VR glasses feels like he is on location. It rotates around and sees the whole sphere of space and very quickly acquires the feeling of being on the site, which is extremely important taking into account the unavailability and/or fragility of individual sites with frescoes. Multimedia presentations would track text translated into multiple languages in the form of shorter and longer versions, but depending on whether the goal is only an informative review or educational material. Virtual walking glasses would be located in the House of Frescoes in Draguč or available on request, while VR views would be available via the web and app. The presentation would be accompanied by the processing of multimedia material in the form of an exhibition. The development of the application would also be accompanied by a modern reinterpretation of frescoes in the form of a bus station/multimedia gazeary at the entrance to Draguč of the architectural studio Mikhail Riches called Gimme shelter created within the framework of the Istrian hotspot project.

**Stakeholders involved:** Cultural workers, tour guides, cities and municipalities with churches with frescoes and related cultural and tourist organizations

**Deadline:** end of 2024

**Estimated cost:** 600,000 kn - 2,000,000 kn

<b>3.4. Name of the project:</b> iCattle/iBoškarin: reinterpretation of Istrian cattle - boškarin through the new era view
<b>PROJECT DESCRIPTION:</b> By using innovative multimedia concepts and introducing new educational technologies of augmented reality, enable valorization and preservation of the autochthonous Istrian breed and sustainable gastronomy of Istria. New ways of communication and presentation will provide a completely new perspective on boškarin and its importance throughout history, present and future as a symbol of the Istrian peninsula. Content that will be of interest to all, especially younger generations, will create preconditions for creating content as a specific tourist and cultural experience. For realization, it is necessary: 1. creation of multimedia content in the form of augmented reality and through digital tools; 2. research and collection of data for content creation and 3. education on the use of educational technologies.
<b>Stakeholders involved:</b> Ethnographic Museum of Istria, Administrative Department for Agriculture, Forestry, Hunting, Fisheries and Water Management, Administrative Department for Tourism of Istrian county
<b>Deadline:</b> end of 2023
<b>Estimated cost:</b> 500,000 - 700,000 kn

<b>3.5. Name of the project:</b> Istra Metaverse
<b>PROJECT DESCRIPTION:</b> Metaverse is a term that denotes social networks this decade, which provides unlimited tourist potential, and the presentation of the tourist product in a new and innovative way, following all the rules mentioned by smart tourism. The project would create the basis of the Istrian metaverse - a 3D application would be created through which users could move, and get to know the natural and cultural content of Istria. As the basis of the Istrian metaverse, a basis would be made through 3 cultural and 3 natural locations recreated in metaverse. Within the metaverse itself, we could move around the area in 3D, learn about history and culture. and book accommodation and tours directly from metaverse for these locations. All the while there would be a tour guide in metaverse who could talk directly to virtual visitors, answer their questions and invite them to come to Istria. Realisation includes the following: - Creating a 3D environment for metaverses - Creating software for metaverses
<b>Stakeholders involved:</b> DivIT d.o.o., Visualia d.o.o., Istria County Tourism Board
<b>Deadline:</b> end of 2024
<b>Estimated cost:</b> 1,000,000 to 1,800,000 kn

<b>3.6. Name of the project:</b> Parenzana application and panorama 360°
<b>PROJECT DESCRIPTION:</b> The project idea is to make a virtual snapshot of Parenzana and the surrounding area. The surrounding attractions and existing facilities (natural and cultural heritage, accommodation facilities, enogastro offer, (eco)manufacturers, attractions....) will be marked on the video and can be reached by virtual means. Through the official website of the <a href="http://www.parenzana.net">www.parenzana.net</a> we Parenzana panorama 360° service will be provided. One of the 16 existing rest areas on Parenzana will be equipped with more attractive instagramable facilities: wooden design with a holiday deck chair and a canopy/pergola next to which we will plant some instagramable climber such as creeping jasmine, table grapes or fragrant fragola, kiwi, roses (grapes), and in addition to the resting place we would plant berries (blackberries, raspberries, strawberries, etc.), and fig trees, apples, or apricots or other fruits that will be planted by users of the Parenzana cycling and walking path consumed when resting. Small collector for collecting rainwater is also envisaged so that plants can be watered during the summer and dry months. In addition, mobile application Parenzana with all existing facilities (natural and cultural heritage, accommodation facilities, enogastro offer, (eco)manufacturers, attractions, bicycle services, e-bike charging stations, etc.) will be provided. Several promotional boards with a campaign of the type: Take it slow: taste! Take it slow:drink! Take it slow:relax! Take it slow:explore! will be set up. Promo panels will contain QR codes that will lead visitors to the websites of local attractions and markets (eno-gastro offer, wineries, taverns, cultural sites). Also, next to one of the rest areas an art installation - Land art will be set.
<b>Stakeholders involved:</b> Istria County, local tourist boards and administrations, local product manufacturers, bike clubs
<b>Deadline:</b> one year
<b>Estimated cost:</b> 1-5 million kuna

### 3.7. Name of the project: Istraecoxperience platform

<p><b>PROJECT DESCRIPTION:</b> Department for Tourism of the Istrian County implements the Istraecoxperience - all eco-from Istria and ETIS - European system for monitoring indicators in tourism within the framework of regular activities. On the portal <a href="http://www.istraecoxperience.com">www.istraecoxperience.com</a> there is all the offer and facilities from Istria with the sign 'eco': eco friendly accommodation facilities (Eco Domus - eco friendly private accommodation, eco hotels, eco campsites), ecological producers, eco beaches, e-filling stations, eco-manifestations, protected areas, eco museums and eco friendly activities and news in the field of sustainable tourism. With this project, we plan to create a section on County webpage that will be intended exclusively for entering data related to monitoring indicators of sustainable development of tourism according to the parameters of ETIS. Likewise, Eco Domus renters would enter indicators for their properties such as: number of guests, number of nights, electricity consumption, water... Furthermore, new facilities interested in entering the Eco Domus programme would also apply through this platform. The Administrative Department for Tourism of Istria has registered Istria as a destination at the Green Destinations Awards, for which 84 criteria need to be met and they would also be entered and monitored through this platform. In addition to the accompanying indicators, the project encourages accountability and raises awareness of the importance of sustainable tourism development.</p> <p><b>Stakeholders involved:</b> Istria County, accommodation renters, tourist companies, public institutions for the protection of natural heritage, HEP, utility companies</p> <p><b>Deadline:</b> one year upon initiation</p> <p><b>Estimated cost:</b> 1 - 5 million kuna</p>
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### 3.8. Name of the project: ISTRIAN GASTRONOMY APP

<p><b>PROJECT DESCRIPTION:</b> The aim of this project is to connect the primary and tertiary sector through an interactive application that will include all catering establishments from the Istrian county, as well as their suppliers or producers of agri-food products including the breeders of indigenous breeds. The foundations of slow and sustainable tourism are directly related to the gastronomy and gastronomic offer of the area due to the possibility of creating a year-round offer based on local and seasonal ingredients. Gastronomy as such connects different segments starting with natural, cultural and historical heritage, which through typical traditional and modern dishes represent the area of Istria with all its specificities. For the realization of the project, the following is necessary: 1. creation and design of interactive application, 2. creation of a database of catering establishments and suppliers from the Istrian county, 3. education on the use of the application, 4. promotion in order to raise awareness of potential new stakeholders and 5th incorporate created applications into the tourist offer of the area.</p> <p><b>Stakeholders involved:</b> Catering establishments, producers of agri-food products and breeders of authentic breeds in the Istrian county</p> <p><b>Deadline:</b> end of 2023</p> <p><b>Estimated cost:</b> 300,000 - 500,000 kn</p>
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### 3.9. Name of the project: EuroVelo application and web page

<p><b>PROJECT DESCRIPTION:</b> Projektom se planira izraditi mobilna aplikacija za EuroVelo rute u Istarskoj županiji. Kroz Istarsku županiju prolaze dvije rute: EuroVelo 8 - Mediteranska ruta koja ide duž obale od Umaga do Pule i Labina te EuroVelo 9 - ruta Baltik-Jadran koja ide centralnom Istrom preko Buja, Buzeta, Pazina, Barbana, Vodnjana do Pule. Aplikacija će se izraditi sa svim postojećim sadržajima, uslugama i atrakcijama uz rute (prirodna i kulturna baština, smještajni objekti, enogastro ponuda, (eko)proizvođači, turističke atrakcije, servisi za bicikle, e-bike punionice, muzeji itd.). Također, po uzoru na EuroVelo 8 planira se izraditi i službena internet stranica za EuroVelo 9 u Istarskoj županiji (<a href="https://eurovelo8.hr/">https://eurovelo8.hr/</a>).</p> <p><b>Stakeholders involved:</b> Istria County, local tourist boards and administrations, local product manufacturers, bike clubs</p> <p><b>Deadline:</b> a year</p> <p><b>Estimated cost:</b> 350,000 kn</p>
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### 3.10. Name of the project: Prosciutto House

**PROJECT DESCRIPTION:** Prosciutto House in Tinjan will be an Interpretation Center with a museum, tasting room and multimedia. It is a project that will round off the gastronomic offer of Tinjan, which is branded as the "Municipality of Prosciutto" and in which every year in October the "International Fair of Istrian Prosciutto" is visited by a large number of gastro tourists. In this way, the Municipality will be able to offer a tasting of prosciutto throughout the year, so those guests, who do not find themselves in Tinjan during October (when the Festival is on) will be able to see, listen to and taste prosciutto, and all producers will have a place where they can be promoted on an equal footing. For realization it is necessary: multimedia, branding.

**Stakeholders involved:** Central Istria Tourist Board, Tinjan municipality

**Deadline:** October 2023

**Estimated cost:** 1,000,000 kn

### 3.11. Name of the project: House of wine / Katina's house

**PROJECT DESCRIPTION:** The project of Katina's house / House of Wine is an interpretation center located in Gračišće. It is necessary to create an interactive imitation of a bunch (of grapes), which at the touch of a button introduces the visitors to the story of the local winemaker about indigenous wine varieties and sets up a touchscreen screens that will show the wine production process, or "Wine Path". The space is planned to be used for short educations on the development of winemaking in the municipality of Gračišće and for guided wine tastings. The aim of this project is to put Katina's house / Wine House into operation during the summer months and, if necessary/announce it in the rest of the year, and to launch a souvenir shop that will operate in it. For realization it is necessary: multimedia, branding.

**Stakeholders involved:** Central Istria Tourist Board, Gračišće municipality

**Deadline:** end of 2023

**Estimated cost:** 1,000,000 kn

### 3.12. Name of the project: House of legends

**PROJECT DESCRIPTION:** The municipality of Pićan is famous for its legends. TFor that reason, Festival of Legends in Pićno is organized in JULY, while the interpretation center (House of Legends) would complement the cultural offer of the municipality. The Cultural Center of Legends, Myths and Stories is conceived as a center that sees its strongholds in Istrian, Croatian, European and world history, folk traditions and records, customs, drawings and paintings, artifacts and other scientific and publicist works. The aim of this project is to offer young people and visitors – tourists/guests content that will satisfy their needs, awaken curiosity for history rich in myths and legends of both their own region of Istria and the rest of Croatia. The aim is to create new, interesting tourist content in Pićan, enrich its cultural and artistic offer and include a series of lectures and interactive workshops of educational content for the education of young generations. For realization it is necessary: construction work, multimedia, branding.

**Stakeholders involved:** Central Istria Tourist Board, Pićan municipality

**Deadline:** end of 2023

**Estimated cost:** 3,000,000 kn

### 3.13. Name of the project: Gračišće - Pićan circular bike trail

**PROJECT DESCRIPTION:** The increasing number of people is turning to nature and playing sports, where cycling has come to life again at the time of the coronavirus, and bicycle factories have created waiting lists. Due to the number of cyclists in the pre-season and post-season in central Istria, in order to relieve the existing bike paths, a new bike path and the first in the area of the Municipality of Gračišće will be arranged and marked. For the realization it is necessary: roadmap, signaling and promotion of the track.

**Stakeholders involved:** Central Istria Tourist Board, Gračišće municipality

**Deadline:** end of 2022

**Estimated cost:** 100.000,00 kn

#### 3.14. Name of the project: Mahrenfels Hiking Trail (Lupoglav)

**PROJECT DESCRIPTION:** Lupoglav Municipality strives to be promoted through its outdoor activities. In order to enrich the tourist offer and provide another possibility of outdoor activities, we would arrange and mark a new footpath with this project. This would be a circular hiking trail, and its route would be Lupoglav - Gorenja Vas - Lupoglav viewpoint - Beletiči - Pristava - Lupoglav. For the realization it is necessary: roadmap, signaling and promotion of the track.

**Stakeholders involved:** Central Istria Tourist Board, Gračišće municipality

**Deadline:** end of 2022

**Estimated cost:** 100,000 kn

#### 3.15. Name of the project: House of truffles

**PROJECT DESCRIPTION:** The municipality of Karojba with its surrounding forests is famous for truffles. With this project it is planned to create a multimedia exhibition on truffles within the visitor center that would expand the tourist offer of the Municipality of Karojba. For realization it is necessary: construction project, construction work, multimedia, branding.

**Stakeholders involved:** Central Istria Tourist Board, Karojba municipality

**Deadline:** end of 2023

**Estimated cost:** 4,000,000 kn

#### 3.16. Name of the project: Interpretation centre of fruit growing in Kaldir

**PROJECT DESCRIPTION:** With this project it is a plan to arrange an interpretation center of fruiting in Kaldir, the most famous fruit region in Istria, where as much as 70% of fresh fruit grown in Istria comes from. The realization of the project is planned in the building of an old school in Kaldir, which is owned by the Municipality of Motovun, and through this project it is desired to present fruit growing, the history of fruit growing, Kaldir and Kaldirština, represented fruit trees (old indigenous and newer species), fresh fruits and fruit products, old agricultural tools, the characteristics of a microclimate that favors the cultivation of fruits in the area, etc. A significant source of information will be historian Prof. Livio Prodan, who works on the monograph Kaldira and is the best connoisseur of the history of Kaldir, and also has a collection of old agricultural tools, all old-fashioned fruit varieties and the oldest vineyard of the Teran variety in Istria. The old school in Kaldir is the central and capital building in Kaldir, around which all the social and cultural activities of the entire Kaldir region take place with a focus on the summer fruit market "Kaldirski plac of flutes" and the central event "Festival of Flutes", which promote the brand of Kaldir fruit and local producers. In addition to decorating and multimedia furnishing on the entire floor of the old school, this project foresees the necessary energy renovation of the building (renovation of the façade and installation of joinery).

**Stakeholders involved:** TZO Motovun, Motovun municipality, Union Kaldir, other partners

**Deadline:** end of 2023

**Estimated cost:** 3,000,000 kn



**3.17. Name of the project:** Educational circular hiking trail "Dragon trail"

**PROJECT DESCRIPTION:** Arrangement and equipping of a circular educational hiking trail called "Dragon Trail", 11.5 km long, which starts and ends at the foot of Motovun, and passes through Motovun, namely the areas of Motovun, Kaldir and St. Bartol. Through this project, the aim is to valorize the story of Dragon Trenches and Motovun as the intersection of three dragon grooves, making it the strongest source of positive energy in Istria. Numerous natural beauties are incorporated into the trail, such as waterfalls on three streams (Šublentica, Šašinski potok, Mutva stream) and beautiful forest areas overgrown with black pine culture and a cherry stump along the vegetation typical of streams. Elements of educational content (connected by QR codes) will be placed along the entire route of the trail, intended for all visitors, aimed at raising awareness of the need to preserve the environment and nature and inform about plant and animal species, relief and climate. For all constructions of smaller infrastructure (tables, benches, educational and information panels, directions, interactive games, etc.) wooden materials would be used to better incorporate them into the natural environment with minimal environmental impact. The information panels will contain relief, climatic and information about vegetation, fauna and historical features of the region. The Municipality of Motovun, in cooperation with the Motovun Tourist Board and IGMA Inženjering, has this year developed a conceptual project for the trail. Total costs include construction costs, reconstruction (clearing) of the trail and procurement and installation of accompanying educational facilities.

**Stakeholders involved:** TZO Motovun, Motovun municipality, IGMA Inženjering d.o.o., other partners

**Deadline:** end of 2023

**Estimated cost:** 750,000 kn

**3.18. Name of the project:** Visitor centre "Motovun - Montona" (communal palace)

**PROJECT DESCRIPTION:** Motovun - Montona as the most famous and preserved medieval fortress (castle) in Istria has a rich historical and cultural heritage, numerous famous figures who have marked this history and the present and future that are based on a diverse and rich tourist offer, which is based, among other things, on the enogastronomy that this region is extremely proud of. The visitor center located on the main Motovun square in the building of the communal palace from the 13th century would showcase the history, present and future of Motovun through an interactive visitor center with a multimedia multifunctional hall (cinema / congress), where the focus will be primarily on Motovun film festival and film screenings throughout the year. Cultural and natural sights (Motovun forest - truffles, Mirna River Valley - formerly navigable), formerly narrow-gauge Parenzana railway, famous Motovun personalities (Andrea Antico, Josef Ressel, Mario Andretti, Vladimir Nazor, Miroslav Šutej, etc.), legends of Motovun (Veli Jože, Diletta - La strega di Montona), archaeological finds from Brkač area, local enogastronomy (truffles, winemaking - emphasis on Teran, fruit growing, olive growing, etc.). The project includes landscaping/adaptation of the premises and designing and multimedia equipping of the visitor center.

**Stakeholders involved:** TZO Motovun, Motovun municipality, artistic organisation Motovun Film Festival, other partners

**Deadline:** end of 2023

**Estimated cost:** 2,000,000 kn



**3.19. Name of the project:** Virtual reconstruction (VR) Motovun - Montona

**PROJECT DESCRIPTION:** The aim of the project is to develop a virtual reconstruction of Motovun - Montona with augmented reality elements with a special focus on the period of transition from the end of the rule of the Aquileia Patriarchy to the beginning of the reign of the Venetian Republic (13th century). The Venetian Republic (Venice, Serenissima) ruled Motovun for 519 years (1278-1797) and Motovun owes its present structure to this very period. That is why the period of transition is interesting, in which the reconstruction of parts of vanished parts of Motovun will be shown through 8 points of virtual reality. In consultation with historians and based on historical drawings, sights were selected to be included in the virtual reconstruction of Motovun - the former five towers - watchtowers (next to today's bell tower), which were located on the walls, vests along the entire length of the walls, the church of All Saints located behind the prison (in today's main square), a pillar of shame and a small town loggia on Polesini Palace (today's Hotel Kaštel), removal of buildings that were built in later periods and display of today's squares from the Middle Ages (heavily beaten earthen area), reconstruction of the communal palace with the former outer staircase from which the proclamation was shouted in today's upper square, the display of a communal palace with Romanesque biphores, the depiction of Mirna navigable river with its former winding flow and the depiction of Motovun forest (St. Mark's Forest) before the reclamation and deforestation of the forest, all including AR solutions and the acquisition of VR/AR technology (tablets or VR glasses with audio equipment - conductor).

**Stakeholders involved:** TZO Motovun, Motovun municipality, partners for development of VR/AR technology

**Deadline:** end of 2023

**Estimated cost:** 750,000 kn

**3.20. Name of the project:** Olive oil eco Museum - castel in Tar

**PROJECT DESCRIPTION:** The central interpretation center in Kaštel, Tar, is the focal point for innovative interpretation, presentation and preservation of the heritage of the Tar-Vabriga Olive Oil Eco-Region. In an excellently restored 19th-century palace, we are introduced to the millennial tradition of olive growing and by producing top quality olive oil, discovering European relevant archaeological sites, the everyday way of life of the local population, and works by excellent visual artists from Croatia and Italy who have found an inspiration for their work here. It is a place of celebration of heritage and learning, meeting and dialogue, unforgettable experiences and experiences. The existing project needs support in terms of creating contemporary interpretation model and content including the acquisition of related equipment.

**Stakeholders involved:** Tar-Vabriga municipality, TZO Tar-Vabriga, Istria County

**Deadline:** end of 2027

**Estimated cost:** 5 million kuna

**3.21. Name of the project:** Virtual flyby over Pula's castle

**PROJECT DESCRIPTION:** Virtual flyby of Pula Kaštel and its surroundings. The project aims to establish a tourist product of getting to know Kaštel and its surroundings in virtual reality. At the site itself, a structure would be installed (e.g. a basket of hot air balloons). The visitor would enter the structure, put on virtual reality goggles and feel like it was in the air at that moment, in a hot air balloon above The Castle and /or above other Pula fortifications. They would go back in time and fly slowly over the location/locations and watch the construction of Castle and/or fortifications by sector. They would receive additional educational information and would introduce the visitor to the current tourist offer.

For the realization it is necessary:

- construction (e.g. hot air balloon basket, etc.) or Motion-ride simulator
- virtual reality equipment
- virtual reality app

**Stakeholders involved:** Historical and Maritime Museum of Istria - Museo storico e navale dell'Istria, Department in Culture of istria county, Pula Tourist Board

**Deadline:** May 2023

**Estimated cost:** 400,000 - 500,000 kuna

### 3.22. Name of the project: 3D scan of churches with frescoes

**PROJECT DESCRIPTION:** The project includes detailed 3D scanning of churches with frescoes, making short edited films with stories about individual frescoes, and cartographic positioning of such material with a geolocator connected to google maps to the website House of Frescoes in Draguč and The Castle House in Momjan. Churches with frescoes are grouped according to which castle or fortified city they gravitate geographically, so it is possible to lead the project in several stages or break it down into several separate units depending on the available means. For example, along the walls of St. Lovreč, the church of Martin in St. Lovreč, St. Blaise in St Lovreč and St. Mihovil church in Kloštar nad Lim are scanned and recorded. Along Dvigrad, the church of st Magdalene in Šorići, St. Anthony near Dvigrad, St. Mary of Lakuć and St. Agate near Kanfanar are scanned. Along hrastovlje, churches in Hrastovlje, Zanigrad and Podpeči are scanned, etc. The quality of scanning allows the understanding of 3D models as potential historical, restoration and conservation documentation, and the actuality and length of the filmed and edited film has the function of attraction. Such a representation of wall paintings aims to introduce more people to frescoes that are often inaccessible, raising awareness of the importance of wall painting of Istria and its nature as a "fragile" heritage, and drawing up documentation for further study of wall painting.

**Stakeholders involved:** Institutions in culture, education, preservation and presentation of cultural heritage, tourist boards

**Deadline:** End of 2024

**Estimated cost:** 130,000 kn for each of the groups of churches / total 2 million kn

### 3.23. Name of the project: Morosini-Grimani castle - Interpretation game

**PROJECT DESCRIPTION:** The project aims to revive the history of the town and castle to visitors of the Morosini-Grimani castle in an interesting and interactive way. The interpretation game was conceived as a part of an audio guide that visitors would receive on tablets when entering and buying a ticket to the castle. The audio guide would consist of 20 points, each referring to a specific part of the castle space. Within the audio guide and within certain points that would correspond thematically, "games" would also be included (e.g. within the point describing the catapult and devices of the Middle Ages, the visitor could also play the game "Catapult Shooting"). This kind of presentation would be interesting to children, who would have the opportunity to try something, learn and have fun. For the realization of the service the following is needed: tablet devices, headphones, graphical preparation and design, installation of the application in devices, i.e. audio-conductor. The additional equipment and amenities that would could be a part of the concept are smart benches by place (which would also be used for filling), as well as smart lighting inside and outside the castle, that is, by location.

**Stakeholders involved:** Savičenta d.o.o., Svetvinčenat municipality, Svetvinčenat Tourist Bord

**Deadline:** end of 2023

**Estimated cost:** 100,000 – 200,000 kuna

### 3.24. Name of the project: Cracking Art

**PROJECT DESCRIPTION:** This summer, in front of Momjan castle, the installation of sculptor Ida Blažičko "Kaštel in bloom" was presented. The public response was positive, visitors came from all over Istria, locals, children, tourists and most importantly, people who are not normally active visitors to cultural events. Such projects sensitize the audience, open up the possibility of a new reflection of public space, and therefore change. Use the momjanština area as a place for site-specific art installations in public spaces. Cracking Art is a well-known art movement that, inspired by a technique that transforms petroleum into plastic, creates a wide range of small and large cheerful installations. The project idea is to set up an event in 2022 that would involve cracking art installations.

**Stakeholders involved:** Buje Tourist Board, local winemakers, Croatian and international artists, locals

**Deadline:** June 2022

**Estimated cost:** 75,000 kuna

### 3.25. Name of the project: Reality painting next to the Momjan castle

**PROJECT DESCRIPTION:** Momjan has a kindergarten and elementary school, but as an area school children have limited cultural offer and cultural content of innovative character. In cooperation with Visualia group, the idea is to realize a free program for preschool and elementary school children from Momjan. It includes an organisation of a workshop called Reality Painting in which participants will prepare the concept, work out the activity together and, based on the history of counts Rota from Momjan, make the drawings for the tower of the medieval castle. After that, they will create a concept and motifs for a subsequent participatory presentation. Realized drawings will be digitized and presented via 3D mapping on the selected object (castle tower). Goals are to involve children in creative reflection on the potentials of the conversion of cultural spaces, in the decision-making process and the organization of events.

**Stakeholders involved:** Buje Tourist Board, City of Buje

**Deadline:** summer of 2023

**Estimated cost:** 50 - 100,000 kuna

### 3.26. Name of the project: Muškat Momjanski u budućem interpretacijskom centru

**PROJECT DESCRIPTION:** The Momjan area is recognizable primarily by its wine road, the first in Croatia. It is in this area where the number of distinguished winemakers such as Kozlović, Markežić-Kabola, Prelac, Sinkovića and Brajko are established. By obtaining a European protected designation of origin for Muscat Momjan, the Momjan area gains additional value. Another important symbol of Momjan settlement is Momjan's castle. Idea is to combine the two most recognizable symbols of the settlement in a future Momjan interpretation centre. In the interpretation centre, it is possible to showcase the production of muscat as well as enjoy the benefits of Muscat momjan in the castle. It is known that Muscat Momjan has been enjoyed by the European rulers in history.

**Stakeholders involved:** Istria County, City of Buje, Buje Tourism Board, Public open school Buje, Wine Union Momilianum

**Deadline:** end of 2024

**Estimated cost:** 500,000 to 1 million kuna

### 3.27. Name of the project: Virtual walk through pedestrian route no. 284, two Castels and Cingarela

**PROJECT DESCRIPTION:** Two castles and Cingarela is the name of the pedestrian route no. 284 from the brochure Walking & Jogging of northwestern Istria. The 14 km long trail connects two historical sites of the old castle Kaštel/Castelvenere and Momjan castle. The picturesque trail can be presented to visitors and described by Momjan's waterwaters, which some say were as many as 16 on the countryside, the Argilla stream, named after the clay terrain it runs through and whose waters powered water mills, it is the Argilla stream that forms the imposing Cingarila Waterfall, the highest in Istria, while above the waterfall there is a cave Cingarela, where, as the research has shown, the man has lived at the end of the Neolithic period. Along the trail there are several fountains-springs. Access to the waterfall and cave is made available with the help of a pit or rope. Precisely because of the difficult access, a virtual walk along an unseeded path would be ideal.

**Stakeholders involved:** City of Buje, Buje Tourism Board

**Deadline:** end of 2024

**Estimated cost:** 100 - 200,000 kuna

### 3.28. Name of the project: Momjan, digital tourist guide

**PROJECT DESCRIPTION:** Digital travel guide, based on QR code scanning technology with the intention of enabling the guest to find their way around and information in a timely manner. As a digital platform, the guide would contain information on the overall offer in Momjan area from winemakers, olive producers, family farms, information about caterers, accommodation facilities, information and programmes of events in the Momjan area, and other offers. Special application would enable users of the guide to find it easier to navigate to their destinations.

**Stakeholders involved:** City of Buje, Buje Tourism Board

**Deadline:** end of 2023

**Estimated cost:** 70 - 120,000 kuna

### 3.29. Name of the project: House of Istrian castles

**PROJECT DESCRIPTION:** Visitor interpretation center "The House of Istrian castles" is conceived as a tourist-attractive architectural marker of the traditional architecture of the former old post office and dairy in the center of Momjan, which with its internal design reinterprets the tower and palace of the castle, with the preservation and presentation of traditional elements, and is intended for an innovative multilingual multimedia interpretation of the cultural route of all Istrian castles in the context of the corresponding fortified old town cores surrounded by exceptional natural heritage and rich gastronomic offer especially northern and central Istria. The following multimedia presentation units are foreseen:

1) Istrian castles – the main multimedia display consisting of video and VR depictions of selected castles in Istria with 3D reconstructions, associated old town cores and natural heritage and eno gastronomic offer; 2) Timeline – connected to castles over time 3) Virtual castle - for VR 360 google glasses 4) Walk through castles - shortened depiction of the most important depictions of selected castles 5) Momjan family and history of Momjan area - multimedia exhibition 6) History of the house of Istrian castles - information board 7) 3D models of castles 8) Description of the castle on Braille

All facilities will be made in 5 languages: Croatian, Italian, German, Slovenian and English for 10 selected castles: Momjan, Pietrapilosa, Pazin, Savičenta - Morosini Grimani, Dvigrad, Grožnjan, Kršan, Paz and Posert, Žminj, Završje.

**Stakeholders involved:** Istria County, City of Buje

**Deadline:** end of 2022

**Estimated cost:** 1,400,000 kuna (equipment and multimedia) + construction works (in addition)

### 3.30. Name of the project: Potok Arđila

**PROJECT DESCRIPTION:** The purpose of this project is to get to know the homeland and encourage the care of it and its natural resources by getting to know the landscape, developing knowledge, values and pointing out consistent behavior in accordance with the sustainable development of the area. The flow of the Arđile stream would be recorded and digitized, explaining its importance for the entire area of the country. The realization of the project involves the process of recording, which will require a contractor who has drones, cameras and other equipment, i.e. an application part related to multimedia interpretation, which also includes gaming content, i.e. geolocation, virtual and augmented reality technologies.

**Stakeholders involved:** City of Buje, Buje Tourism Board

**Deadline:** end of 2023

**Estimated cost:** 30 - 70,000 kuna

### 3.31. Name of the project: Momjan Castle (virtual tour for children)

**PROJECT DESCRIPTION:** The virtual tour is realized in combination with other proposed SMART projects for the Momjan area, primarily the projects of the House of Istrian Castles, and virtual tours of Momjan, i.e. their expansion. For the purpose of educating school children, as well as possible later development of content for children's visitors, interpretation content adapted to children is being singled out, i.e. interpretive content adapted to children is being developed to a lesser extent. Children will get to know the sights of their area and region: architecture, history, roles of acting through animation where they will directly become participants (interactive games for children). For the realization of the project are needed: smart board, camera, applications.

**Stakeholders involved:** Momjan elementary school, City of Buje, Buje Tourism Board

**Deadline:** kraj 2023. godine

**Estimated cost:** 30 - 70,000 kuna

### 3.32. Name of the project: Archive stories

**PROJECT DESCRIPTION:** Using private archives of Momjan families (Rota-Benedetti, Gregoretti) with interesting archival records of unusual stories, life paths and unique content, idea is to realize activities that deal with communication models and innovative artistic presentation of archival sources. Stories are realized by organizing costume events that take place in set designs that use modern lighting and augmented reality technologies. The project also has a digital component that can be studied over the web and needs to be specifically designed. The project is realized in cooperation with the Project Istra Inspirit, and includes educations for costume interpretation of heritage, storytelling and other elements.

**Stakeholders involved:** Open University of Buje, TZ Buje, City of Buje

**Deadline:** Kend of 2023

**Estimated cost:** 80,000 to 200,000 kuna

### 3.33. Name of the project: Three Princesses of Momjan Castle - interactive itinerary and illustrated book

**PROJECT DESCRIPTION:** Listening to or reading applications for downloading from mobile phones or sightseeing in the Castle Tower in Momjan allows young visitors to discover the most beautiful and interesting points of the village, mentioned in the fairy tale, without revealing the end. The story of the three sisters was told until the end of World War II, and Ms. Elena Sfecci revealed the story to the educators of the Italian kindergarten Momjan, in order to preserve it. The project would take an interactive route around Momjan and discover different elements in space (a church, an ancient stone hole for putting letters, a fountain that springs from a rock, a stream of Ardil and finally a real castle in which the conclusion of the fairy story is located). In the castle house, at the end of the road, the "little knight" would get parchment. The project additionally involves the creation of an illustrated book of fairy tales for sale in Casa dei Castella.

**Stakeholders involved:** Italian kindergarten "Mrvica" Buje

**Deadline:** end of 2023

**Estimated cost:** 80,000 - 150,000 kuna