

Gatherings of each Destination Management Network

Final Version of 31/10/2022

Deliverable Number D.3.2.2

Project Acronym	HISTORIC
Project ID Number	10049024
Project Title	Heritage for Innovative and Sustainable TOurist Regions in Italy and Croatia
Priority Axis	Environment and cultural heritage
Specific objective	3.1
Work Package Number	3
Work Package Title	Activation of local communities
Activity Number	3.2
Activity Title	Creation of a multistakeholders destination governance of the pilots
Partner in Charge	PP1 Municipality of Rovigo
Partners involved	PP3 Regional Agency for the Right to Study – Venice, PP4 Municipality of Medulin, PP5 Municipality Murter-Kornati
Status	Final
Distribution	Public

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All partners involved in the activity organised and coordinated the meetings of the stakeholders' network identified within D.3.2.1. The present document includes evidence of the organisation of meetings of the management network (photos, screenshots of web calls, invitations to open events on the destination management process).

PP1 – Municipality of Rovigo, gatherings of the Destination Management network

Stakeholders' network meeting, 13.07.2021



Attivazione di una rete per la promozione turistica del territorio

Il Comune di Rovigo è lieto di invitarvi all'evento di

ATTIVAZIONE DI UNA RETE PER LA PROMOZIONE TURISTICA DEL TERRITORIO nell'ambito del progetto Interreg Italia-Croazia HISTORIC 'Heritage for Innovative and Sustainable TOURIST Regions in Italy and Croatia' per lo sviluppo sostenibile del territorio attraverso la valorizzazione del patrimonio culturale, storico e naturale.

13/07/2021 ore 17.00

Museo dei Grandi Fiumi
Piazza S. Bartolomeo 18, Rovigo

17.00 SALUTO DELLE AUTORITÀ

17.15 PROGETTO HISTORIC – Attività locali
Cristina Barbieri, Daria Boldrin - *Istituto Della Ecologia Applicata*

17.30 "CON LE MANI NELL'AMBRA"
Sara Padovani - *Museo dei Grandi Fiumi, Comune di Rovigo*

17.45 RICOSTRUZIONE VIRTUALE E REALTÀ AUMENTATA. Case study: la Porta approdo di Altino
Filippo Carraro, Emanuela Faresin, Giuseppe Salemi - *Università degli Studi di Padova*

18.00 PROMOZIONE E VALORIZZAZIONE DELLE AREE ARCHEOLOGICHE E MUSEALI DI ALTINO E TORCELLO
Marco Dello Russo, Giulia Righetti - *ESU Venezia*

18.15 DISCUSSIONE

European Regional Development Fund

Stakeholders' network meeting, held on 28.08.2021

Stakeholders' network meeting, held on 31.10.2022



Sviluppo della rete per la promozione turistica del territorio

31/10/2022 ore 16.00

Web meeting Zoom
<https://us06web.zoom.us/j/9853163833?pwd=dzI5RGxDZk9NUTU4OXZlRURhRWdXZz09>

Il Comune di Rovigo
È lieto di invitarvi all'evento di **SVILUPPO DELLA RETE PER LA PROMOZIONE TURISTICA DEL TERRITORIO** nell'ambito del progetto Interreg Italia-Croazia HISTORIC 'Heritage for Innovative and Sustainable TOURIST Regions in Italy and Croatia' per lo sviluppo sostenibile del territorio attraverso la valorizzazione del patrimonio culturale, storico e naturale.


16.00 **Saluti istituzionali del Comune di Rovigo**

16.15 **Presentazione dei risultati del progetto Historic e dell'applicazione Trip Planner**
Lorenzo Liguoro, *LP Infrastrutture Venete Srl*

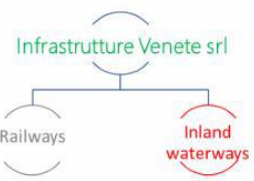

16.30 **Allestimento della nuova Sala dell'Ambrà**
Sara Padovani, *Museo dei Grandi Fiumi*

16.45 **Marchio d'Area "Terre tra Adige e Po" – sviluppo dell'offerta e della promozione turistica gestita da Rovigo CVB, soggetto tecnico operativo**
Cristina Regazzo, *Rovigo Convention & Visitors Bureau*


17.00 **Discussione**

Interreg Italy - Croatia HISTORIC  **The Lead Partner**


Infrastrutture Venete S.r.l. is a public equivalent body, 100% owned by Veneto Region operating since 01/2020. It is mainly in charge of the management of the regional railway network as well as of its further development (i.e. including designing, realizing and maintaining infrastructures, bridges, level-crossing ...). It is furthermore in charge of coordinating the efforts in the promotion and further development of the inland waterways (IWW) with particular reference to the Fissero-Tartaro-Canalbianco-Po di Levante w connecting the inland port of Mantova to the Adriatic Sea

Co-financed by the Connecting Europe Facility of the European Union



Zoom Riunione



Participants: Cristina Regazzo - Rovigo CVB, Istituto Della Ecologia Applicata S.r.l., Lorenzo Liguoro - Infrastrutture Venete srl, Sara Padovani, stefania.sorze - ..., Franco Fiorin

PP4 - Municipality of Medulin, gatherings of the Destination Management network

After defining the members of the Destination Management Network during 2021, the **first destination management** meeting was held on May 13, 2022. in the Municipality of Medulin.

16 of the planned 20 members were present at the meeting, which was enough to hold the meeting.

Those present were introduced to the HISTORIC project and the activities within the project with a special emphasis on the creation of destination management that brings together all the most important stakeholders in the development of the destination. The purpose of networking is to bring guidelines for the development of the destination, and to create a Destination Management Plan, based on one's own experiences and the results of a questionnaire for visitors.

The representative of the Tourist Board of the Municipality of Medulin notes that the TZ has available data from previous surveys of visitors' attitudes, which can be used to create a document.

Other members also express their willingness to contribute to the development of the destination by making available their own experiences from the field of their own activities.

The **second destination management meeting** was held on August 26, 2022 and 17 members were present. Those present were informed that there was a weak response to the questionnaire published as part of the virtual application, which is accessed via a QR code from the tables in the Medulin Municipality History Park in Banjole, and that a representative sample, will not be collected in this way.

The representative of the Tourist Board of the Municipality of Medulin reiterates the position from the first meeting that the Tourist Board of the Municipality of Medulin is ready to hand over data from previous surveys of visitor attitudes and help with the creation of a Destination Management Plan since they have experience in creating the Tourism Development Strategy of the Municipality of Medulin for the period 2021-2027.

The members agreed that the representatives of the Municipality of Medulin and the Tourist Board of the Municipality of Medulin, based on the available data, will create a draft of the Destination Management Plan, which will be sent to the other members for the purpose of review and possible additions, and it will be adopted at the 3rd meeting, which will be held at the beginning of October 2022.

At the **third meeting of the destination management** that was held on October 3, 2022. it was confirmed that the present members of the destination management received the draft of the Destination Management Plan prepared by the representatives of the Municipality of Medulin and the Tourist Board of the Municipality of Medulin and that, with minor changes that have already been implemented, they agree with the prepared document.

The representatives of the Tourist Board of the Municipality of Medulin and the Municipality of Medulin, who created the document, clarified that the destination management plan in question is aligned with the previously adopted Tourism Development Strategy of the Municipality of Medulin 2021-2027. and the document was presented.

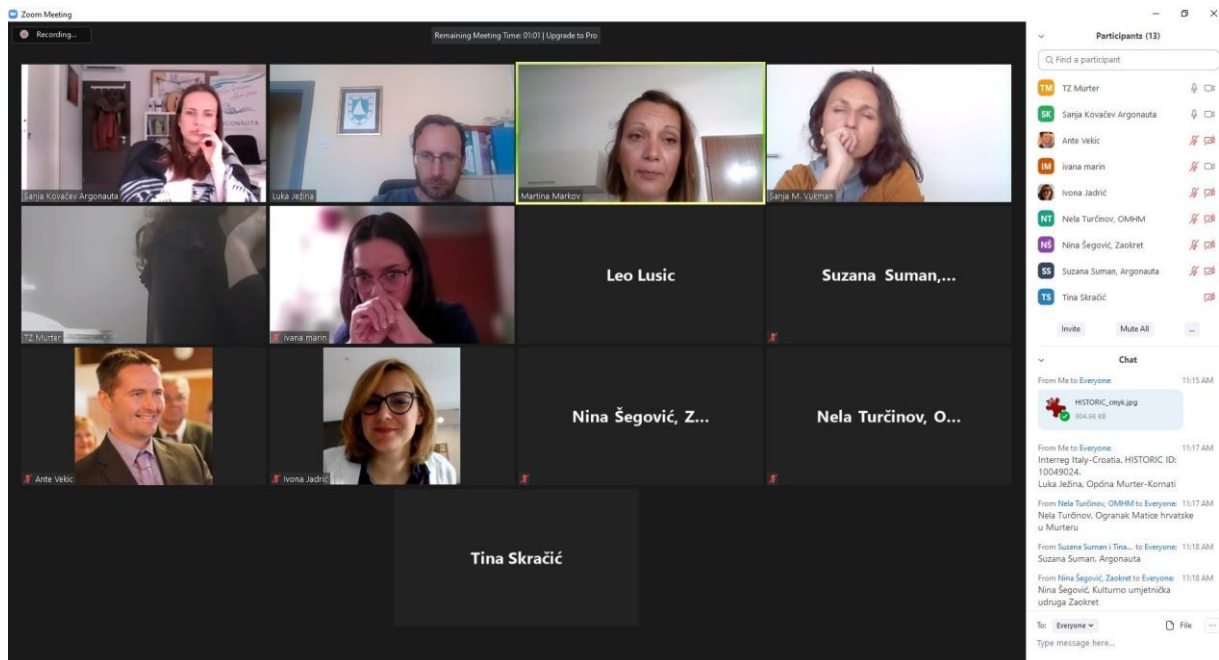
After the presentation, the Destination management plan was unanimously adopted.

PP5 – Municipality of Murter-Kornati, gatherings of the Destination Management network

Workshop with stakeholders organised on February 25th 2021 for the definition of the Product Club MOZAIK COLENTUMA.



On October 26th 2021 a Zoom meeting was organised with stakeholders of PP5 for the presentation of the project and of its expected benefits for the local community; in this occasion a questionnaire was handed out to the stakeholders for the collection of information on the archaeological site, for the definition of a SWOT analysis and for the identification of the main values of the destination.



On March 17th 2022 a Zoom meeting was organised by PP5 with the presentation of the questionnaire and of the results of the SWOT analysis, as follows.

The strengths/advantages of the Colentum archaeological site as a tourist destination include its uniqueness as the only site with Roman-era finds on the island of Murter, accessibility on foot and by bike, proximity to settlements, the sea, and the beach, the possibility of developing particular forms of tourism, cooperation with educational, cultural and tourism sectors, its positive effects on the surrounding area, proximity to national parks and a nature park, and its recognition in the media and internationally. Other strengths include good cooperation with archaeologists, exciting history, a large number of projects and activities, interest from various stakeholders, other attractions in the area, the tradition of holding events, the site's website and social media presence, and its location in an already popular tourist destination with good connectivity.

The weaknesses of the Colentum archaeological site include the fact that it is entirely outdoors, leaving it vulnerable to bad weather conditions, which affects the presentation of the park and other contents. There is a need for a closed space like a gallery, presentation hall, or section for visitors. The presentation of the historical and natural heritage of the site is also weak and needs improvement through different means like written, oral, and multimedia. The site needs to be better known in Croatia and beyond, and there is a need for better promotion. The site needs to be used more in the school curriculum, and there

are issues with access, ownership, and insufficient research and conservation. The site has no closed facility, reception facility, or catering facility, and the top of Gradina hill is unexplored. The site has suffered devastation throughout history, and the sea buries preserved walls with gravel. Poor communication with site owners and insufficient finances for maintenance also issues. A lack of parking, accompanying facilities, and events related to the site affect its marketing.

Opportunities for the Colentum archaeological site include

- its unique value as the only Roman site on the island,
- the availability of outdoor spaces that align with current epidemiological situations, and
- the potential for developing different forms of tourism.

The site offers research opportunities, developing thematic routes and educational paths, and cooperating with the educational system. The possibility of attracting specific groups of tourists, including school programs and educational activities, is also noted. Additional investment in archaeological research, conservation, and establishing a management institution like the Amhorarium can make the site more attractive, and financing opportunities are available through EU funds. Other possibilities include educational projects, volunteer activities, and cooperation between the public, civil, and private sectors. Investment in promoting archaeological tourism in the region, connecting with other localities, and opening new project tenders are also identified. Opportunities for improving the Night of Colentum event and developing the catering offer inspired by the past and Colentum are also noted. Finally, opportunities for developing interpretation tours, creating offers for different groups, connecting with other attractions like NP Kornati and the Museum in Betina, and implementing international volunteer projects are also suggested.

The section outlines various **threats** that could impact the Colentum archaeological site as a tourist destination. These include seasonality, unfavorable epidemiological situation, susceptibility to bad weather conditions, economic crisis, illegal construction, theft of ceramic remains, change in the political climate, lack of enthusiasts for the valorization of the site, instability of economic and social factors due to the COVID pandemic, unpredictability of climate change, lack of investment in infrastructure development, investing in other priorities, lack of interest and identification of the local population with Colentum, and weather forecast and orientation to seasonal conditions. The reconstruction of the surrounding area and weather and climatic conditions are also identified as potential threats.

During the meeting participants agreed to continue the cooperation in further project activities culminating in the cooperation of the network for the development of the Management Plan and of the Product Club. Data were analysed and conclusions collected in the Management Plan.

Eight participants from Murter and members of the product club visited Istria between the 23rd and 25th of October 2022. The goal was to learn about the good practices of touristic valorization of the Istrian cultural and archaeological heritage. Participants visited cultural sites of the project partner Municipality Medulin. They visited the Archeological site Vižula, the protected nature park Kamnjak, and Medulin Municipal History Park, developed and arranged within the project HISTORIC. The day after, they visited the Archeological museum of Istria and the Historical and Maritime Museum of Istria in Pula, fortress Morisini-Grimani in Savičento, and Eco museum Batana in Rovinj. On the last day of the trip, they visited the Poreč-Parenzo Town Museum in Poreč and local craftsman workshops in Motovun.

The founding meetings of the Network MOZAIK COLENTUMA with the local stakeholders were held on October 28th, 2022, and December 14th, 2022. Fourteen civil, public, and private sector representatives participated in the meetings. They established a network/product club named MOZAIK COLENTUMA. The goal of the MOZAIK COLENTUM Network/Product Club is to network stakeholders who recognize the values of the Colentum archaeological site and joint action on its valorization and promotion. Participants learned about new content on the archaeological site, including a virtual guide, info panels, underwater cages with amphorae replicas, and content for blind people, such as a 3D relief representation of the site and braille scripts on info panels.