

1 Product Club created in each Destination (4)

Information about the integrated offer is collected

Final Version of 31/10/2022

Deliverable Number D.3.3.1 and D.3.3.2

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	3.3
Activity Title	Integration of Product Clubs managed by enterprises' networks
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

Summary

Abstract.....	3
PP1 – Product Club of the Destination	4
PP3 – Product Club of the Destination	7
PP4 – Product Club of the Destination	20
PP5 – Product Club of the Destination	26

Abstract

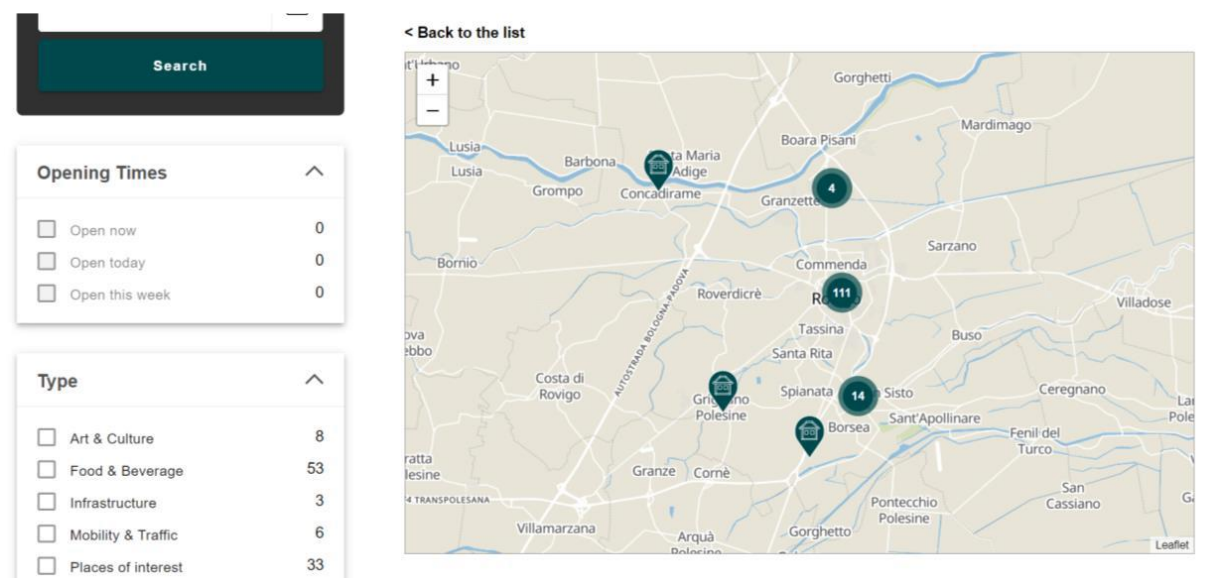
Activity 3.3 is aimed at the integration of the touristic offer of the project destinations to enhance their promotion and branding. The development of the Product Clubs (deliverable of the activity) serves the purpose of providing an integrated offer managed by a network of small businesses, that is mapped on the project territories. The information mapped by the partnership has been included in the Progressive Web Application developed by the LP, and entails the mapping of both small tourism and culture related enterprises and receptive centres as well as the core points of interest and project sites of the partners.

PP1 – Product Club of the Destination

Mapping of the Destination

PP1 Municipality of Rovigo contributed to the development of the activity through the provision of georeferenced information on the activities and main points of interest to be mapped for the Province of Rovigo by the LP. The Municipality made use of the available open resources and databases of the Tourist Office for the Destination and in particular:

- For the accommodation facilities <https://www.veneto.eu/IT/strutture/?TR=&AT=1404>
- For restoration businesses, tourist services, cultural points of interest and main sites <https://www2.comune.rovigo.it/varie/TOSC5/Tosc5-Rovigo-punti-di-interesse.html#/punti-di-interesse>



The image shows one of the open data sources provided to the LP for the population of the Web Application

The mapping of the cultural sites and project sites has been implemented with the support of the University of Ferrara, contributing to the creation of contents to populate the Web Application.

Information about the integrated offer

Cultural offer

Based on the analysis of the Stakeholders' Network for the Destination, the area under review is rich in sites of high historical-artistic-architectural value, among them: more than half of the 26 museums belonging to the part of the Polesine Provincial Museum System and the UNESCO property 'Villa Badoer' by Palladio, home of the National Archaeological Museum in Fratta Polesine.

Environmental offer

In addition to the landscape contexts typical of present-day river environments, there are those linked to the palaeohydrography, such as the Gorgi di Trecenta, geosites recognised as Sites of Community Importance for their high biodiversity.

Slow tourism

With a view to a vast area and interprovincial, interregional and international connections the following itineraries are mentioned, the route of which underlies the territory under consideration:

- 1) Romea Strata, an international route linking Central Eastern Europe to the Via Francigena, in Tuscany
- 2) Via Romea Germanica, an international route connecting Stade (Germany) to Rome
- 3) St. Anthony's Path, interregional route linking Padua to La Verna in Tuscany
- 4) Via del Mare (itinerary REV I3), interprovincial cycle route connecting Rovigo to Bibione (Venice)
- 5) Bike path Adige Po, a provincial cycle route connecting the itineraries of the previous points
- 6) Tartaro-Fissero-Canalbianco-Po di Levante (REV navigable route), interregional waterway connecting Mantua and the Adriatic Sea

Information collected on the project pilot sites (University of Ferrara)

The University of Ferrara, supporting PP1 in the production of contents on the project pilot sites, contributed to the collection of information for the population of the Product Club, in particular through the drafting of the reports on the Museums. The information provided are divided by collection and period, allowing to highlight the core elements to be found at the cultural sites. Below an extract focused on the Amber production and processing of four of the mapped sites.

Museum of the Great Rivers

The Amber Room, documenting the important discovery of the Campestrin site near Grignano Polesine in the Municipality of Rovigo, introduces the Bronze Age section that begins with the Canar pile-dwelling site near Castelnovo Bariano datable between the 17th and 15th centuries BC. It continues with the Middle Bronze Age documented at Larda di Gavello by a terramaricolo type settlement datable between the 15th and 12th centuries BC. The village of Frattesina, well represented in the multiplicity of its artefacts, documents the final phase of the Bronze Age.

Fratta Polesine National Archaeological Museum

The museum housed in a wing of Villa Badoer, is dedicated to the village of Frattesina, and highlights the different production activities that took place there, from subsistence activities such as agriculture, hunting and fishing, and food cooking, to the processing of metals, glass and exotic raw materials such as ostrich eggs, ivory and amber. On the upper floor there is an extensive exhibition of grave goods from the Narde and Fondo Zanotto necropolises.

National Archaeological Museum in Adria

A showcase documents the recent discovery of a terramaric settlement in the Amolara locality north-east of the urban centre of Adria.

PP3 – Product Club of the Destination

The Product Club

The Product Club is an aggregation of companies, in our case also of associations and institutions, which operates jointly in the tourism market through belonging to the same territory, in our case the Venice lagoon; the Product Club offers a service linked to the various corporate, associative and institutional peculiarities through a recognizable common basic concept. The members of the Product Club adhere to a shared disciplinary. One of the foundations of the Product Club is represented by collaboration and sharing of experiences, ideas and information.

Compared to other Product Clubs, ours differs slightly: the voice of local communities was also considered important, of the sustainable vision of our cultural and environmental heritage, material and immaterial; then, the poles of this Product Club are the National Museum and Archaeological Area of Altino and the Museum of Torcello, which by their constitution are not entities for commercial purposes; finally, to date we have not left behind the time of Covid, which continues to radically change scenarios, and whose final consequences, even in the world of tourism, are far from being even understood. This series of unprecedented situations will allow future members of the Product Club to experiment and plan new ways of approaching their realities, linked to local communities, sustainability, cultural and environmental heritage, which will also add new life to the company dimensions. and productive.

Product Club Building Methodology

For the construction of the Product Club, also for the well-known conditions linked to Covid, we thought of a change of strategy: the development of a questionnaire, a tool to reflect on our territory, on its potential. the Lagoon is the story of another Venice, certainly more silent but equally, if not more, alive. We think that the instrument of archeology and living memory are the fuel for an incredible journey through space and time, a condition that involves our senses, but which reserves a central place for sound, starting from silence. In this way, an opportunity for the tourist to stay longer can be obstructed, through the encounter with the origins of Venice, but also with its possible future. A unique, unforgettable experience.

Product Club Actions

- Involvement of local communities: collection of work stories, story of stories from the Altino site, perception of the archaeological area over time by the local community.
- Construction of a memory bank.

- The restaurants that join the product club will have one or more "told" proposals on the menu
- Stay of at least 2 days in the accommodation facilities of the areas.
- Educational workshops for tourists arriving by boat (baking, pottery, gift building.). Excavations and museum become the heart of the story. Project of any archaeo-experimental reconstructions visible in an unequivocal and original way, must become symbols of the product club.
- Tales of Venice on a boat: collection of information, especially audio and video, of the tales of boats and of silence and scrolling.
- Let tourists try to row, go fishing in the morning.
- Birdwatching, nature guide.
- Formalization also as an ecomuseum.

Questionnaire for the product club

The coincidence between the start of the project and the explosion of Covid 19 has forced a change of strategy in progress, especially with regard to face-to-face meetings, which are obviously impossible. So we decided to proceed in this way:

- First remote meeting with the heads of the Altino Museum and Archaeological Area, Dr. Marianna Bressan, and for the Torcello Museum with Dr. Cecilia Casaril.
- Again remotely, the officials provided us with a list of about 20 entrepreneurial, association and service realities in the Altino and Tor-cello territories, linked to their respective local communities.
- Given the impossibility of organizing a remote meeting with the contacted realities, about ten, it was decided to formulate a questionnaire which, with targeted questions, would begin to draw a line common to all operators.
- About ten subjects answered the questionnaire.
- From the analysis of the responses, we have drawn the essential elements in order to finally be able to obtain a fundamental reference framework for the contents developed in the Project Club.

The continuous change of scenario has unfortunately prevented a practical continuity of the project, but through the individual realities, made cohesive by the answer to the questionnaire that we present

below, they have provided us with the indispensable working basis for the construction of a product Club, really close to the realities of local communities.

Addresses provided by:

Museo Nazionale e Area Archeologica di Altino:

1. H Farm
2. The Roman Venice
3. Carta di Altino.
4. Comune di Altino.
5. Veritas
6. Laguna Fla
7. Bragosso
8. ATVO

Museo di Torcello:

1. OTS, Operatori Turismo Sostenibile della Laguna di Venezia
2. S. Servolo srl
3. Bisol/ Venissa.
4. Mazzorbetto: scout. [Agesci Venezia](#)
5. Municipalità di Burano.
6. Associazione remiera di Burano.
7. Centro Studi Torcellani
8. Diocesi di Venezia
9. Save Venice

- 10. Prof- Diego Calaon
- 11. Comune di Venezia
- 12. SAVE
- 13. ACTV
- 14. Comune di Cavallino Treporti

PARTICIPANTS:

Participant	Date of adhesion	Notes/reference person
1. Centro Studi Torcellani	14/09/2021	Marco Molin
2. Fabulous Veneto Team	10/09/2021	Arianna La Rosa
3. Osteria al Ponte del Diavolo	13/09/2021	Stefano Vianello
4. ATVO	13/09/2021	Milena De Pieri
5. Venezia Nativa	13/09/2021	Igor Coccato
6. Discover Burano	10/09/2021	Silvia Zanella
7. Detourist	09/09/2021	Valerio Coppo
8. OTS	15/09/2021	Emanuela Favero
9. Andrea Tagliapietra scultore	06/10/2021	Andrea Tagliapietra
10. Carta di Altino	08/10/2021	Mariolina Gamba

QUESTIONNAIRE:

1. Which image can best summarize the territory of the Lagoon?
2. Which word can best summarize the territory of the Lagoon?
3. How would you summarize the Venice lagoon to those who have never been there?
4. Do you believe that the story of archeology, inside the museum and outdoors, could be a central value in this project?
5. If so, why?
6. If not, why?
7. Do you think that the story of some past trades linked to the lagoon, such as the transporter of salt or wine, could be of interest to the contemporary tourist?
8. Do you think it can be effective to describe the world of the lagoon as a place of silence?
9. If so, why?
10. If not, why?

1. Which image can best summarize the territory of the Lagoon?

- In the collective imagination, the lagoon is often associated with a rowboat (a 'batea') on which a fisherman rowing in the Valesana style. On the horizon stands the barren barena that clearly divides the water from the sky. A slight haze homogenizes the scene. The personal image, as a native, is that of the salt marsh, mud and clay (a generous fat mother).
 - The salt marsh and the water
 - A silhouette would be beautiful with prominent and recognizable towers and historical points.
 - A shot from above in which mudflats, sandbanks, ghebi meander on the surface, water and earth that mix without precise lines that identify and divide them and that are lost in the aerial horizon a bit blurred by humidity, and then suddenly a building, a boat: humanity.
 - The seasonal change of colors of the water and sandbanks, the life that is a little hidden there, the wisdom of navigating through the canals, the uncertainty of the boundaries between man and nature.
- 1. Which image can best summarize the territory of the Lagoon?

- • In the collective imagination, the lagoon is often associated with a rowboat (a 'batea') on which a fisherman rowing in the Valesana style. On the horizon stands the barren barena that clearly divides the water from the sky. A slight haze homogenizes the scene. The personal image, as a native, is that of the salt marsh, mud and clay (a generous fat mother).
- • The salt marsh and the water
- • A silhouette would be beautiful with prominent and recognizable towers and historical points.
- • A shot from above in which mudflats, sandbanks, ghebi meander on the surface, water and earth that mix without precise lines that identify and divide them and that are lost in the aerial horizon a bit blurred by humidity, and then suddenly a building, a boat: humanity.
- • The seasonal change of colors of the water and sandbanks, the life that is a little hidden there, the wisdom of navigating through the canals, the uncertainty of the boundaries between man and nature.
- • An image that can summarize the lagoon territory well could be an overview from the turret of the National Archaeological Museum of Altino, a perfect synthesis between past and present.
- • An image with the salt marshes and the Torcello bell tower in the background. 1. Which image can best summarize the territory of the Lagoon?
- • In the collective imagination, the lagoon is often associated with a rowboat (a 'batea') on which a fisherman rowing in the Valesana style. On the horizon stands the barren barena that clearly divides the water from the sky. A slight haze homogenizes the scene. The personal image, as a native, is that of the salt marsh, mud and clay (a generous fat mother).
- The salt marsh and the water
- A silhouette would be beautiful with prominent and recognizable towers and historical points.
- A shot from above in which mudflats, sandbanks, ghebi meander on the surface, water and earth that mix without precise lines that identify and divide them and that are lost in the aerial horizon a bit blurred by humidity, and then suddenly a building, a boat: humanity.
- The seasonal change of colors of the water and sandbanks, the life that is a little hidden there, the wisdom of navigating through the canals, the uncertainty of the boundaries between man and nature.

- An image that can summarize the lagoon territory well could be an overview from the turret of the National Archaeological Museum of Altino, a perfect synthesis between past and present.
- An image with the salt marshes and the Torcello bell tower in the background.
- An image that can summarize the lagoon territory well could be an overview from the turret of the National Archaeological Museum of Altino, a perfect synthesis between past and present.
- An image with the salt marshes and the Torcello bell tower in the background.

2. Which word can best summarize the territory of the Lagoon?

- Movement.
- A word that summarizes is silence.
- Biodiversity
- Suspension of time and space, absence of margin, fluidity.
- Historic lagoon
- Mud and life
- Silence, suspended time, metaphysical dimension = poetry
- Time

3. How would you summarize the Venice lagoon to those who have never been there?

- A reality to be discovered where environment, history and traditions are indissolubly intertwined.
- The Venice lagoon is a place of uncontaminated nature, of silence and horizons near and far in time and space.
- An exceptional example of a millenary urban settlement, in which art, history and architecture are the result of an effective interaction between man and the environment.
- I would tell of a leap, from the splendid congestion of Venice to the stillness of the lagoon on the surface of the water.

- Unique ecosystem that has been man-made since ancient times.
- I would exhibit the vision of a placid territory in which, from the calm expanse of water that looks like oil, the sandbanks emerge as a borderline between sky and water.

The tide, with its ups and downs, reveals and hides the numerous channels ('ghebi') that run through them. The most notable visual feature is the horizon free from superstructures. Even more important is the perception of time that slows down to transform the environment into a metaphysical dimension. The lagoon is, first of all, a macrocosm that hosts us, offering the opportunity to coexist with its moods; a large seal that separates chaos from stillness.

- A particular environment, on the surface of the water, where the mud has been tamed until it becomes hospitable. Today modern life makes the lagoon a very fragile place, but one that still has a balance, a daily life and a lot of history.
- An emotion, first of all. A peculiar and fluid space, at times incredibly timeless even if the concrete present is close, touches it and can push itself inside. A place of water and tides, of vital mud that has been inhabited for centuries, where the buildings lean on the ground and the islands, otherwise they are also wandering and mobile, seem to anchor. Place of intertwining created and recreated by history, by the territory, by people.

4. Do you believe that the story of archeology, inside the museum and outdoors, could be a central value in this project?

- Absolutely. To connect the present and to motivate it
- Of course. Only archeology can demonstrate how the lagoon was and what it represented during the centuries in which it was first inhabited. Archeology is a very important resource.
- Yes, as it documents and makes visible the origin and historical stratification of these unique places, increasing their value. The visitor can enter the lagoon context by comparing current events with the past.
- It undoubtedly represents an opportunity to read the lagoon area and the people who lived there in constant change and adaptation. Archeology tells of change, evolution; captures and evokes the environment, the socio-economic context, the experience. It should excite us and make us aware of what we carry with us and what we leave behind, of what we want to keep in memory and in the concrete present.

- Yes because the archaeological story makes one more aware of the territory's past. However, it cannot be the only theme that deserves to be told, there are many others.
- Archeology tells of the past and of man-environment interaction. The historical-environmental experiences and events of the past help us to understand where we came from and the future that awaits us.
- The story of archeology must have a central value because it is in the ancient role of Altino and its agrolagoon that the roots of the history of Venice lie.
- Yes, if he manages to show himself even outside the halls.

5. Do you think that the story of some past trades linked to the lagoon, such as the transporter of salt or wine, could be of interest to the contemporary tourist?

- I was always intrigued and questioned by the observation that the lagoon was more lively and "accessible" when we moved with the slowness of the oar and was a place of daily living and working. Despite the convenience and speed of motorized navigation, paradoxically, the lagoon has "moved away". The story of the trades of the past and in any case of everyday life in this area should be able to be experienced and lived by the visitor not in a nostalgic-romantic key but as a function of a current possibility of living these places and of recognizing the legacy of today. past and the potentials of the future.
- I believe that the story of past trades can be of interest, because they must be safeguarded and handed down as a treasure of experiences that come to us from the past.
- Yes, but I would also say in general of all the trades that have characterized the lagoon over the centuries and that have disappeared or are, unfortunately, disappearing.
- Absolutely yes, because this story can help to increase and enrich the perception of the place by the viewer who can 'see', through this story, the economic and social context of a different era.
- Yes, even if not in a demonstrative or caricatured way: I don't care too much to see a man in costume miming gestures from the past, I'd like to find that authenticity in a good dish or when I wake up after a night spent in the lagoon.
- The professions make the story more alive and closer to those who listen to the story. The contemporary tourist seeks the unusual, is curious, is attracted to everything that is different. The story

of non-existent trades contributes to making the transmission of historical and environmental information more alive and interesting.

- Yes. But to be truly exciting it should be related to the role of today's lagoon, we cannot just talk about ancient works, rather than their transformation into what exists today. Otherwise it would be a didactic concept and an end in itself. We should find the descendants of those who do that job today, how that job has evolved, let those who still do it speak, therefore the people. Archeology also speaks to us of the past, but it presents us with something real, tangible (the find) that brings it back to today's era, so it allows us to see it there and interpret it with the eyes of this time.
- In a phase where everything is found online, even food, some professions do not even imagine them.

6. Do you think it can be effective to describe the world of the lagoon as a place of silence?

- The world of the lagoon as a place of silence is undoubtedly one of the most evocative and effective images for slow and sustainable tourism
- Absolutely yes, as silence, paradoxically, gives voice both to those who have lived in the lagoon over the centuries, and to nature that has always been present.
- No. The Lagoon is only apparently a place of "silence", but full of the sounds of nature and human presences. A more appropriate definition could be "place of listening", even interior. TO LISTEN: <https://www.youtube.com/watch?v=1eG3ZohO8RI>
- The lagoon is one of the places of silence par excellence. The absence of car traffic and the difficulty of getting around create an oasis of peace where the noises of nature prevail. The song of the birds, the chatter of the gab-biani, the lapping of the oar, are some of the peaceful voices of this magical territory. In recent years, however, the invasion of boats by the inhabitants of the mainland and mass tourism are jeopardizing this immense value.
- It is not a silent place, the fauna and its sounds do not go unnoticed by the + attentive
- I would rather say a place for attentive observers and for those who live
- Yes, if we understand "silence" as the absence of noise usually experienced in the urban environment. The sound of the lagoon is however well present even if it is more subdued and you have to listen to it to grasp its natural and man-made components. Both "ancient" sounds and the sounds of today's modernity contribute to this widespread sound. Some blend together, others are disharmonious, alien and disturbing. This silence is never the absence of voices.

- Yes, I would tell of a silence - not silence, of an orderly and subterranean symphony that starts from far away, and whose harmonic sounds are still audible to those who want to listen to them, or are allowed to do so.
- Yes, but the concept that it is an apparent silence must pass, because in reality it shouts the story of a glorious and noisy and teeming past. It is an apparent silence that allows you to hear the lapping of the water at the changing of the tides and at every drop of the seagull and every leap of a fish. It is a silence that speaks, only to those who, however, know how to listen.



Torcello from the lagoon



Imbarcadero of Torcello.







PP4 – Product Club of the Destination

Mapping of the Destination

PP4 Municipality of Medulin contributed to the development of the activity through the provision of georeferenced information on the activities and main points of interest to be mapped for the Medulin riviera to the LP. The Municipality made use of the available open resources and databases of the Tourist Office for the Destination and in particular:

For the accommodation facilities:

- <https://www.medulinriviera.info/hr/accommodation/hotels/>
- <https://www.medulinriviera.info/hr/accommodation/camping/>
- <https://www.medulinriviera.info/hr/accommodation/mobile-homes/>
- <https://www.medulinriviera.info/hr/accommodation/marinas/>

For restoration businesses, tourist services, cultural points of interest and man sites:

- <https://www.gastronaut.hr/restorani/istarska-zupanija/>
- <http://m.medulinriviera.info/hr/offer/travel/excursions/>

Purpose and Objectives:

The Product Club in Municipality of Medulin was developed to provide an integrated offer managed by a network of small businesses that is mapped on the project territories. The purpose of the Product Club is to enhance the promotion and branding of the tourism and culture-related enterprises, receptive centres, and core points of interest and project sites of the partners.

The main objectives of the Product Club are as follows:

1. To provide a platform for small tourism and culture-related enterprises to collaborate and promote their services and products
2. To offer visitors a diverse and integrated tourism experience that showcases the culture, heritage, and natural resources of the Municipality of Medulin
3. To foster a network of small businesses that will contribute to the development of sustainable tourism practices

Outcomes:

The Product Club has yielded several outcomes since its inception, some of which include:

1. A network of small tourism and culture-related enterprises that collaborate to promote their services and products
2. A diverse and integrated tourism experience that showcases the culture, heritage, and natural resources of the Municipality of Medulin
3. A platform for small businesses to collaborate and contribute to the development of sustainable tourism practices
4. A strengthened sense of community among small businesses that will continue to work together beyond the project's completion

Integration with Progressive Web Application:

The information mapped by the partnership has been included in the Progressive Web Application developed by the Lead Partner. This integration has several benefits, including:

- Increased visibility and accessibility of the Product Club to potential visitors
- A platform for small businesses to showcase their services and products
- A tool for visitors to plan and customise their tourism experience in the Municipality of Medulin

Information about the integrated offer

The Municipality of Medulin, as a partner of the project, has contributed to the mapping of the destination by providing georeferenced information on the main points of interest and activities to be included in the Progressive Web Application. The area is rich in cultural and environmental attractions, including the Vižula Archaeological Park, which showcases the remains of a Roman villa dating back to the 1st century BC. In addition, Medulin offers various opportunities for outdoor activities, such as cycling and hiking trails, as well as water sports like diving and sailing. The integrated offer also includes the local gastronomy, which features traditional Istrian dishes made with fresh, locally sourced ingredients. All of these elements come together to create a unique and diverse tourist experience in the Municipality of Medulin.

Cultural offer

Municipality of Medulin has a rich cultural offer with a variety of historical and artistic sites. The area boasts many cultural attractions, and it is home to some of the most well-preserved Roman ruins in the world. Notable sites include the Archaeological Park of Vižula. All these cultural sites offer a fascinating insight into the rich history and cultural heritage of the Municipality of Medulin. In addition to the archaeological sites and the unique cultural heritage of the area, the Municipality of Medulin also boasts a diverse range of cultural events throughout the year. These events are organised by local organizations and individuals and attract visitors from around the world. Some of the most popular events include the Rock&Stars Festival, which showcases music, dance, and theatre performances.

Environmental offer

The Municipality of Medulin is known for its diverse environmental offer, with its highlight being the Kamenjak peninsula, a protected landscape of great natural value. Kamenjak is a unique blend of unspoiled nature, crystal-clear sea, and scenic views, making it a popular destination for tourists who love to explore the outdoors. It is also home to many rare species of flora and fauna, as well as geological and geomorphological phenomena such as sinkholes, caves, and cliffs. Visitors can explore Kamenjak through its many hiking and biking trails, with options for both beginners and experienced adventurers. The peninsula also offers many secluded beaches and bays for swimming, sunbathing, and relaxation. The clean and clear waters surrounding Kamenjak make it ideal for snorkelling and diving, with opportunities to observe various marine species and underwater landscapes. Medulin also offers other natural attractions such as Bijeca beach, a long sandy beach with shallow waters suitable for families with children, and the Medulin saltworks, which provide habitat for many bird species and offer a glimpse into the traditional salt production process.

Experiences, ideas and information shared by Product club

The Product Club of the Municipality of Medulin has been actively sharing experiences, ideas, and information related to the development of sustainable tourism practices in the region. Through collaboration with various stakeholders, including local businesses, residents, and government officials, the club has focused on developing tourism products that are environmentally, socially, and economically sustainable. This approach aligns with the principles of sustainable tourism, which aim to minimise the negative impacts of tourism while maximising its benefits. Sustainable tourism practices include reducing carbon emissions, promoting cultural awareness and conservation, supporting local businesses and communities, and protecting natural resources. By implementing these practices, the Product Club aims

to create a more resilient and inclusive tourism industry in the Municipality of Medulin, one that is better equipped to handle the challenges of the future. The club's efforts also align with the United Nations' Sustainable Development Goals, particularly Goal 12, which calls for sustainable consumption and production patterns, and Goal 14, which focuses on the conservation and sustainable use of the oceans, seas, and marine resources. Through its collaborative approach and commitment to sustainable tourism practices, the Product Club of the Municipality of Medulin is leading the way in promoting responsible tourism and contributing to a more sustainable future.

○ *Experiences*

Experiences play a critical role in shaping our perceptions and attitudes towards places and destinations. Travelers are increasingly seeking out unique and authentic experiences that connect them with local cultures, traditions, and ways of life. These experiences can range from food and wine tours to cultural festivals, outdoor activities, and historical and archaeological sites. By engaging with local communities and experiencing their way of life, travellers can gain a deeper appreciation and understanding of different cultures and lifestyles, fostering greater empathy, respect, and tolerance. Furthermore, memorable experiences can create long-lasting memories and positive associations with a destination, leading to repeat visits and positive word-of-mouth recommendations.

As such, destinations that offer a diverse range of experiences that cater to a variety of interests and preferences are well-positioned to attract and retain travellers in an increasingly competitive tourism market.

Product club focused on several experiences to be furtherly developed:

1. **Gastronomy tours:** The municipality of Medulin has a rich culinary heritage, and a gastronomy tour would be an excellent way to showcase local cuisine. The tour could include visits to local farms and markets, cooking classes, and tasting sessions.
2. **Nature and adventure tours:** Medulin is blessed with stunning natural beauty, and adventure tours that showcase the rugged landscapes and rich biodiversity would be popular with tourists. Activities could include hiking, cycling, kayaking, and snorkelling.
3. **Cultural tours:** Medulin has a rich cultural heritage, and a cultural tour would be an excellent way to showcase the history and traditions of the region. The tour could include visits to historical sites, museums, and art galleries.
4. **Wellness and spa tours:** Wellness tourism is a growing trend, and Medulin's natural beauty and peaceful ambiance make it an ideal destination for wellness and spa tours. The tour could include yoga classes, spa treatments, and wellness workshops.
5. **Wine tours:** The region around Medulin is known for its excellent wines, and a wine tour would be a great way to showcase the local vineyards and wineries. The tour could include tastings, vineyard visits, and wine-making workshops.

- *Role of archaeology in experience tourism*

Product club recognizes the significance of archaeology in the development of experience tourism in the Municipality of Medulin. The area is rich in historical and archaeological sites, including the Vižula archaeological park, which has become a popular destination for tourists interested in the Roman era. Municipality of Medulin can capitalize on its archaeological heritage to develop unique tourism experiences that combine education and entertainment. Product club purpose is to work with local stakeholders, including archaeologists, tour guides, and hospitality businesses, to develop innovative archaeological tourism products, such as interactive tours, themed events, and educational programs. These experiences will provide visitors with a deeper understanding of the area's history and culture and foster a sense of connection to the local community. By leveraging the Municipality of Medulin's rich archaeological heritage, we can create authentic, sustainable, and memorable tourism experiences that benefit both visitors and the local economy:

1. Interactive archaeological tour - An interactive archaeological tour is an innovative way to engage visitors and offer them a unique experience that combines education, entertainment, and technology. In the case of the Municipality of Medulin, this type of tour could be a great addition to the cultural and archaeological offer. The interactive archaeological tour could take visitors through the history of the area, starting from the prehistoric era and moving through the Greek, Roman, and medieval periods. The tour could include interactive exhibits, such as virtual reality reconstructions, 3D models of artifacts, and multimedia presentations that bring the past to life. In addition to the traditional tour guides, the tour could also incorporate audio guides that offer information in multiple languages, as well as QR codes that visitors can scan with their smartphones to access additional content. This would create an interactive and engaging experience that would be accessible to visitors of all ages and backgrounds. Moreover, the interactive archaeological tour could be designed in a way that is environmentally friendly and sustainable. For instance, the use of renewable energy sources could be implemented, such as solar panels or wind turbines to power the exhibits. The tour could also feature eco-friendly materials and sustainable practices that reduce waste and promote environmental responsibility. Overall, an interactive archaeological tour would be a unique and engaging way to showcase the rich history and cultural heritage of the Municipality of Medulin, while also promoting sustainable and responsible tourism.
2. Archaeological themed events are a great way to engage visitors with the rich history and culture of a destination. In the Municipality of Medulin, such events could include workshops on traditional crafts such as pottery or metalworking, lectures on local archaeological discoveries, and guided tours of historic sites. These events would provide an opportunity for visitors to learn more about the area's fascinating past while also enjoying a unique and interactive experience. Additionally, these events could be tailored to different age groups and interests, making them accessible and enjoyable for all. By offering a variety of archaeological themed events, the

municipality of Medulin could attract visitors who are interested in learning more about the region's history and culture, and provide them with a memorable and enriching experience.

3. Archaeological educational events are an essential component of experience tourism in the Municipality of Medulin. These events aim to educate visitors, especially children, about the rich archaeological history of the area in a fun and engaging way. Such events can include guided tours of archaeological sites, workshops on archaeology and the excavation process, and interactive exhibitions showcasing ancient artifacts. In addition, the municipality has developed partnerships with local schools and universities to promote educational programs that integrate archaeology and history into their curriculum. This approach enables students to learn about the cultural heritage of their region and its importance in shaping the identity of their community. Archaeological educational events are not only informative but also help to stimulate interest in archaeology and history among the younger generation. By creating a deeper appreciation and understanding of their cultural heritage, these events encourage visitors to develop a sense of responsibility and pride in preserving the archaeological sites and artifacts for future generations. Overall, the development of archaeological educational events is an excellent strategy for the Municipality of Medulin to promote its rich cultural heritage, attract more visitors interested in history and archaeology, and contribute to the sustainable development of the local economy.

Conclusion

In conclusion, the Product Club in Municipality of Medulin is a significant deliverable of Activity 3.3 of the tourism project aimed at integrating the touristic offer of project destinations to enhance their promotion and branding. The Product Club serves the purpose of providing an integrated offer managed by a network of small businesses, that is mapped on the project territories. The integration of the Product Club with the Progressive Web Application developed by the Lead Partner has several benefits, including increased visibility and accessibility of the Product Club to potential visitors, a platform for small businesses to showcase their services and products, and a tool for visitors to plan and customize their tourism experience in the Municipality of Medulin. The Product Club has yielded several outcomes, including a network of small tourism and culture-related enterprises that collaborate to promote their services and products, a diverse and integrated tourism experience that showcases the culture, heritage, and natural resources of the Municipality of Medulin, a platform for small businesses to collaborate and contribute to the development of sustainable tourism practices, and a strengthened sense of community among small businesses that will continue to work together beyond the project's completion.

PP5 – Product Club of the Destination

During 2021 individual meetings and phone calls with the stakeholders were organised by PP5 – Murter-Kornati, in parallel with interventions for the realisation of the Archaeological site Colentum, leading to the identification of the Product Club MOZAIK COLENTUMA.



Logotype of the product club developed by the Municipality of Murter-Kornati

Questionnaires

A questionnaire was drafted and distributed to the stakeholders, with the aim of gathering information about the Colentum archaeological site as a tourist destination. The organisations were asked to identify the strengths and advantages of the site and the weaknesses that could be eliminated within the Management Plan. Opportunities that could positively influence the evaluation of the site were also listed, along with the threats that needed to be considered in the planning (activity 3.1– SWOT analysis). The central values of the Colentum Archaeological Site were identified as cultural, historical and environmental. The organisation was also asked to describe how they saw the site in the upcoming 5 years, and to suggest activities that would contribute to the socio-economic evaluation. The questionnaire aimed at gathering insights to create a Management Plan (activity 3.2) for the

enhancement of the site's strengths, addressing weaknesses and capitalising on opportunities while mitigating threats.

Value of the archaeological site Colentum

The Colentum archaeological site has cultural, historical, and environmental matters. It is a protected cultural property of the Republic of Croatia and offers educational opportunities to the local population. It also promotes Murter as a destination that offers more than just "sun, sea, and sand." The site preserves the continuity of the population of Murter and its history, including its advantages and disadvantages. Additionally, it serves as proof of the importance of Murter in the nautical world and promotes drywall construction as a tradition. The site also has environmental value and encourages a more responsible attitude toward the environment. It offers educational and undiscovered destination opportunities.

The vision for the Colentum archaeological site in 5 years includes full promotion in Croatia and organized visits from nearby counties. In addition to presenting the old Liburnian and Roman city, visitors will be offered the history of Murter and the story of the natural environment. The site will be fully valorized with a developed cultural and tourist offer, visiting infrastructure, and creative programs for visitors. There will be cooperation with other subjects and stakeholders of the tourist offer on the island to develop new tourist "products." The development potential of sustainable and environmentally responsible tourism will be explored. The site may be included in the Cultural Routes of the Council of Europe or the development of a new cultural route. There will be cooperation with educational institutions and visits to the Colentum in the program of school trips and field lessons. The site will become part of a series of Roman cultural monuments on the Adriatic's eastern coast. Implementing various volunteer programs that would contribute to the promotion is also planned. The vision includes a fully implemented Colentum Archaeological Park project with all elements, including an archaeological beach, reception center, underwater promenade, landscaped promenade on the Liburnian ramparts, built breakwater that will protect the ancient walls in the zone of splashing waves, and a landscaped arboretum. A built tourist information center AMPHORARIUM will manage the site and implement commercial and educational projects. Completed access roads, installed informative, interactive panels, registered in the protected cultural heritage or similar.

The activity proposal includes various suggestions that could contribute to the socio-economic evaluation of the Colentum archaeological site. These proposals include adding value to the park by providing interpretation through guided tours, organizing combined sightseeing with visits to nearby institutions, and organizing conferences, archaeological meetings, ecological actions, performances, manifestations, and outdoor gastronomic events. Other suggestions include completing the HISTORIC project, implementing the follow-up project HISTORIC, preparing documentation and implementing the scheme

of arrangement and valorization of the Liburnian ramparts, constructing a reception center, organizing educational workshops and outdoor recreation activities, including interpretation tours, gastronomic experiences, workshops for making objects from clay, mosaic workshops, archaeological camps, events with higher education institutions, and archaeological diving. In addition, the proposal suggests connecting the broader community with the museum in Bettina and Kornati National Park through one-day trips and extracurricular classes for primary and secondary school students. Workshops on archaeology could also be held weekly with the Department of Archeology of the University of Zadar.

Identified the points of interest

The meetings with stakeholders in the network led to identifying the points of interest for the Municipality, which are: Archaeological site Colentum, the Old Military Complex on the top of Raduč hill, the National park Kornati, local restaurants, the Ethnological museum of Marko Mudronja Rebac, the event such Latin sail regatta, carnival, beached Slanica, Luke, Podvrške and Čigrađa, local hills vide magnificent belvederes, local family artisans, local NGO-s, local shipyards, Museu of wooden shipbuilding in Betina, local nautical marina, local touristic agencies, local tourist board office, regional development agency, a local agricultural cooperative, a regional organization of tourist guides and Šibenik City Museum.