

## **“Protection, promotion, and touristic valorisation of Adriatic maritime heritage”**

Priority Axis: Environment and cultural heritage

3.1 – Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

### **D 2.2.1 – Final conference**

WP2 – PROJECT COMMUNICATION AND CAPITALIZATION ACTIVITIES  
ACT. 2.2 – FINAL CONFERENCE

12 / 2021

PARTNER IN CHARGE:  
LP – PRIMORJE-GORSKI KOTAR COUNTY  
PARTNERS INVOLVED: ALL PPs

Final, Version 1.0  
Public document

## ARCA ADRIATICA FINAL CONFERENCE

### *Sailing the Adriatic Sea*

## REPORT

Date: Thursday, **9th of December 2021**

Time: 10.00 a.m.

Place: Online / On-site Hotel Ambassador, Magnolija hall, Opatija

Host: Josip Krmpotić

#### Number of participants:

- **9 representatives of Croatian project partners** joined live Final conference
- **5 representatives of Italian project partners** joined the Final conference online who presented project results and achievements by their respective PP institution
- **1 representative of Interreg Italy-Croatia Programme-Joint Secretariat**
- **22 representatives** of general public and other target groups joined the Final conference in person (NGOs, SMEs, educational institutions), i.e., associates, stakeholders, external experts, the representatives of the museum institutions, representatives of the maritime sector and educational institutions, members of the Arca Adriatica Centres of Excellence, boat owners and traditional boat renovators (shipbuilders) from the Kvarner region and all other enthusiasts about maritime heritage
- **9 media representatives** of local and regional online news portals / radio /TV
- **92 online participants** (general public) that followed live streaming of the Final conference on the LP's official YouTube channel

#### Description of the Final Conference event and programme:

- The Final conference was organized by the Lead Partner Primorje-Gorski kotar county in hybrid mode (online and on-site in Opatija).
- The main event was held on the 9<sup>th</sup> of December 2021 from 10.00 until 12.00 a.m., but also the accompanying programme was organized for the Croatian partners and associates which was realized on the 9<sup>th</sup> December afternoon/evening (Rovinj study tour) and on the 10<sup>th</sup> of December (boat tour, Opatija study tour, lunch).
- As for the Final conference event, it began with the introduction and welcome speech by **Mr. Mladen Brajan**, the Interim Head of Department for tourism, entrepreneurship, and rural development of the LP-Primorje-Gorski kotar county,

who welcomed all participants on behalf of Croatian project partners and presented main idea behind the ARCAADRIATICA project, as well as the project's key results and objectives. It was followed by the speech given by **Mr. Silvio Mini**, who welcomed all participants on behalf of the Italian project partners that joined online due to Covid-19 restrictions, who expressed satisfaction with the implemented project and emphasized the importance of capitalizing its results within future Programme period 2021-2027, as well as enthusiasm for continuing the fruitful cross-border cooperation with Croatian partners.

- Then, **Ms. Diana Gracin Petrović**, senior expert advisor of the Directorate for European Territorial Cooperation and the Joint Secretariat of the Cross-Border Programme INTERREG Italy - Croatia 2014-2020, addressed the public with a few sentences about the Interreg Italy-Croatia Programme and how ARCAADRIATICA project contributed to the Programme objectives, as well as congratulated the PPs on successful project implementation and emphasized that the ARCA ADRIATICA set a good basis for future capitalization within the new Programme objectives.
- Finally, the first part of the conference was concluded by **Ms. Marina Medarić**, Deputy Prefect of Primorje-Gorski kotar county, who addressed the public with a special viewpoint on the implementation of projects such as ARCA ADRIATICA, underlined the importance of mentioning precedent projects that set a basis for the current cross-border project with Italian partners, as well as expressed motivation for future cooperation in project and initiatives of behalf of Primorje-Gorski kotar county.
  
- The second part of the conference was realized in a way that representatives of all Project Partners involved presented main project results and achievements accomplished in their respective local areas/destinations.
- The speakers presented the specific project topics as follows:
- **Ms. Iris Bruketa**, project manager of the Lead Partner, presented main project results and deliverables achieved by the LP aimed at developing cultural segment of the local destination Kvarner Region, such as renovated traditional small boats in Kvarner region, Study of technical descriptions, technical recordings and production of technical drawings of renovated boats, the activities and workshops done within the Academy of Old Crafts and Skills. This presentation was followed by the short introduction of the ARCA ADRIATICA virtual museum by **Ms. Tea Perinčić**, senior curator of the Maritime and History Museum of the Croatian Littoral Rijeka and external expert in the project.
- **Ms. Renata Vincek** presented on behalf of PP Kvarner Region Tourist Board. The presentation included introduction to the main results with regard to the touristic and promotional segment of developing local destination Kvarner Region, that are 48 unique tourist markings installed to mark important maritime heritage points of interest, 24 developed tourism itineraries (local and cross-border), designed

printed and digital promotional material, implemented promotional campaign activities (digital advertisement, study tour, participation at nautical fair) and five cultural-tourism manifestations.

- **Mr. Robert Anton Kraljić**, mayor of Municipality of Malinska-Dubašnica presented main project achievements aimed at developing local destination of Malinska, that included interior design of the Interpretation centre “Duboak”, boat renovation, implementation of regatta and manifestation “Homo na jidra”, traditional shipbuilding workshops within the Academy of Old Crafts and Skills, developed Action plan, and established Centre of Excellence and Promotional Centre.
- **Ms. Tamara Nikolić Đerić**, senior museum curator and project manager, presented achieved project results on behalf of the Association and Ecomuseum “House of batana” Rovinj-Rovigno, which are activities and workshops implemented within Academy of Old Crafts and Skills, renovation of one small boat, work done within the Centre of Excellence and promotion within Promotion Centre Rovinj, regatta of traditional boats with lateen and lug sail in Rovinj.
- **Ms. Lorena Badanjak**, external expert for Tkon municipality, presented following project achievements aimed at developing local destination of Tkon: local Action Plan, renovation of two small boats and renovation videos, installed unique tourism markings, implemented activities and workshops within Academy of Old Crafts and Skills, regatta “Dir po konalu”, promotional activities, as well as adapted and equipped Interpretation Centre in Tkon.
- **Ms. Simona Melchiorri**, project manager for Cervia municipality, described main cultural and environmental characteristics of their local area and following project results achieved to further develop Cervia destination: Action Plan for Cervia destination, Promotional Centre of maritime heritage, organization of feast on maritime heritage, collection and registration of material and immaterial evidence of cultural heritage of Cervia area to implement virtual museum, work done within their local Centre of Excellence, creation of outdoor Interpretation Centre and thematic paths “Cervia citta di Mare”, designed and installed marking signs, as well as implemented promotional activities and other research and technical activities (e.g. renovation of 6 traditional boats, organization of 4 workshops on crafts and skills).
- **Mr. Davide Gnola**, project manager and technical expert for Cesenatico municipality, listed and described following activities done for the purpose of developing Cesenatico area: Action Plan, Centre of Excellence, Academy workshops, covered structure for hosting maritime heritage activities and initiatives, small scale equipment to increase the dissemination of digital capabilities of the museum, restoration activities, contribution to maritime heritage base for Italian coast and to the application of maritime heritage in the registry in Italy, placed marking signs, and, finally, detailed promotional activities (Promotional centre, promotional campaign, Marineria festival).

- **Ms. Silvia Lecci**, responsible person for the project implementation of behalf of the PP Ciheam IAMB, presented following activities and results, aimed at developing local destination of Tricase Porto: local Action Plan, workshops on traditional local maritime skills, two boat renovation plans and historical studies, renovation of two boats with videos, identification and signposting of 12 sites of interest in the Port Museum of Tricase, contribution to the studying, digitalizing, and connecting local maritime cultural heritage in the database of Adriatic maritime heritage and virtual museum, held cultural-tourism manifestation, and most prominent promotional activities, e.g. education tour with 10 tourism professionals.
- **Ms. Leona Gela**, responsible person for the project implementation of behalf of the Municipality of San Benedetto del Tronto, presented most important activities implemented in SBT are, which include event Inauguration of the Genevieve, established Centre of Excellence with 21 active members involved, cultural-tourism manifestation held, 13 tourism markings near the city's landmarks, renovated traditional boats, and key promotional activities – designed promotional brochure in 4 languages with 9 cultural-tourism destinations and education tour with tourism experts.
- **Mr. Stefano Medas**, researcher involved in the project implementation on behalf of Ca' Foscari University of Venice, presented achievements realized for the development of Venice destination, as follows: four scientific articles published in national/international journals, document about the Story on maritime heritage of the Adriatic Sea, strategic document Master Plan based on the produced local Action Plans, established Venice Centre of Excellence and work done for realizing joint Functional Network of CoE that gathers all partners for the purpose of exchanging knowledge and experience, coordination of establishment of Academy of Old Crafts and Skills, contributing to the elaboration of maritime heritage base, installing tourism marking on the historical trabaccolo, and adaptation of Venice Interpretation centre in the Sea Archaeology National Musei Veneto. Finally, Mr. Medas described carried out promotional activities by Ca' Foscari University – workshop with operators within established Promotional centre, produced printed and digital promotional material (leaflets, brochures, two promotional videos).

Proofs:

- invitation
- agenda
- participant lists
- photos
- links to online media portals' articles, website articles, and YT channels
- FB posts on official ARCAADRIATICA Facebook page

Annex:

- PPT presentation

## Invitation:

Dear ARCA ADRIATICA partners,

we are pleased to invite you to the Final conference of our project called

### "Sailing the Adriatic Sea"

Results from the ARCA ADRIATICA project

which will be held in hybrid mode this **Thursday, the 9th of December, from 10.00 to 12.00 a.m.**  
Please find the agenda with a detailed timeline in the attachment, containing the link to the YT channel where the conference will be streamed.

You are invited to disseminate the link to your local stakeholders and via your social networks to interest the wider public on both sides of our Adriatic coast.

Yours sincerely,

the ARCA ADRIATICA Lead Partner



Poštovani,

pozivamo vas na završnu konferenciju projekta *Arca Adriatica*, na kojoj će biti predstavljeni rezultati projekta i njegovih nastojanja u očuvanju, zaštiti, turističkoj valorizaciji i promicanju jadranske pomorske baštine. Projekt se provodi u sklopu Programa suradnje Interreg V-A Italija – Hrvatska 2014-2020.

Završna konferencija održat će se u četvrtak, 9. prosinca 2021. godine, s početkom u 10.00 sati, u Hotelu Ambassador u Opatiji (Feliksa Peršića 5).

Sukladno epidemiološkim preporukama Hrvatskog zavoda za javno zdravstvo i nacionalnog Stožera civilne zaštite, broj sudionika je ograničen te će pri dolasku biti potrebno predočiti COVID potvrdu.

Konferencija će se moći pratiti i putem live streama na <https://www.youtube.com/user/PrimorskoGoranska/featured>

Ljubazno molimo potvrdu dolaska putem elektronske pošte: [iris.bruketae@gz.hr](mailto:iris.bruketae@gz.hr), [daniijela.perkovic@gz.hr](mailto:daniijela.perkovic@gz.hr) ili pozivom na broj telefona 00385 51 351 271; 00385 51 351 261 najkasnije do utorka 7. prosinca 2021. godine.

Unaprijed zahvaljujemo na vašem dolasku i podršci očuvanju i revalorizaciji pomorske baštine prekograničnog područja.

U ime svih projektnih partnera,

Župan  
Zlatko Komadina



Agenda:



## Sailing the Adriatic Sea

### ARCA ADRIATICA Final Conference

December 9<sup>th</sup>, 2021



European Regional Development Fund

[www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)



### Sailing the Adriatic Sea

Results from the  
**ARCA ADRIATICA project**  
Promotion and touristic valorisation of Adriatic  
maritime heritage



December 9<sup>th</sup>, 2021, at 10.00 am



On-site in Opatija and online via live stream link:

<https://www.youtube.com/user/PrimorskoGoranska/featured>

Language: Croatian and English

09.45 Registration of participants

10.00 Welcoming and greetings / in Croatian and English

Mladen Brajan - Interim Head of Department for tourism, entrepreneurship, and rural development, Primorje-Gorski Kotar County, representative of Cro PPs

Silvio Mini – Manager of Tourism and Culture Department of the Municipality of Cesenatico, representative of Ita PPs

Diana Gracin Petrović - Project Manager, Joint Secretariat of Interreg Italy - Croatia CBC Programme 2014-2020, Ministry of Regional Development and EU Funds

Marina Medarić - Deputy Prefect of Primorje-Gorski Kotar County

10.45 Presentation part / in English

Each PP presents a local cultural-tourism destination developed within the ARCA ADRIATICA project

12.00 Conclusions and closing of the Conference

European Regional Development Fund



Participant lists:

- list of PP representatives and other associates and stakeholders - **OMITTED**
  
- list of media representatives - **OMITTED**
  
  
- list of all participants divided per target groups - **OMITTED**



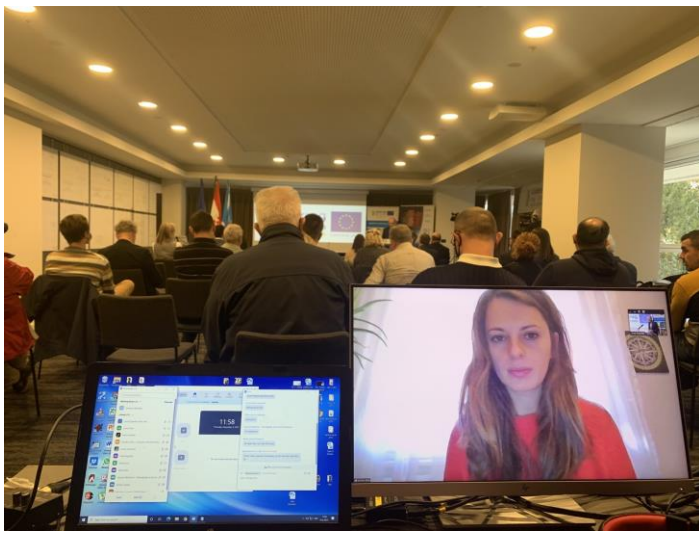
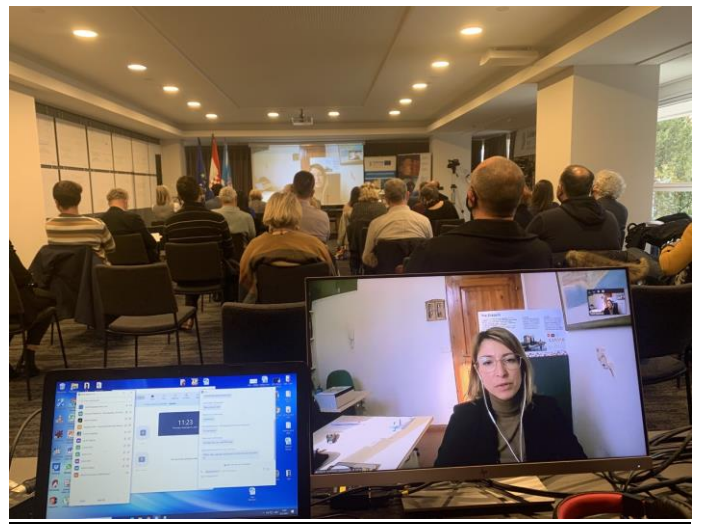
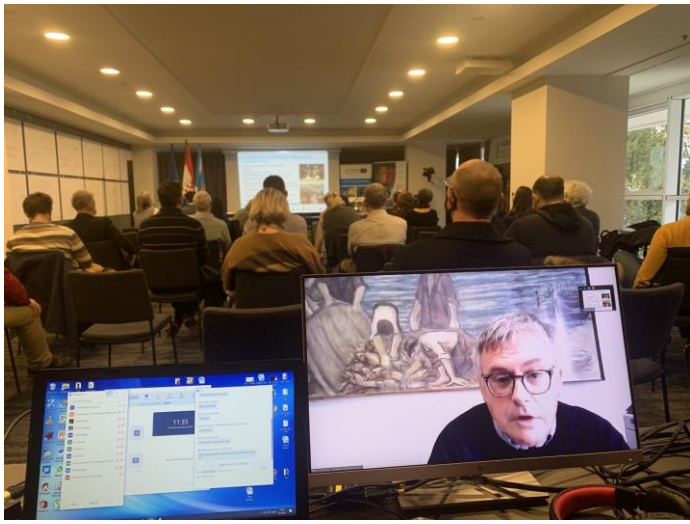
Photos:

- 1-day programme (final conference, Rovinj study tour)

ON-SITE FINAL CONFERENCE



ONLINE FINAL CONFERENCE



ROVINJ STUDY TOUR



- 2-day programme (boat tour, Opatija study tour)

BOAT TOUR



OPATIJA STUDY TOUR



Links to online media portals' articles, website articles, and YT channels:

- Event post on the ARCA ADRIATICA project's official web page:  
<https://www.italy-croatia.eu/web/arcaadriatica/-/event-final-conference>
- Link to live stream of Final conference on official YT channel of the LP:  
<https://www.youtube.com/watch?v=n0tEQ7vSAaA>
- LP's announcement of the Final conference on their official website:  
<https://www.pgz.hr/objave/zavrsna-konferencija-projekta-arca-adriatica/>
- Report about the Final conference on the LP's official website:  
<https://www.pgz.hr/objave/zavrsna-konferencija-projekata-zastite-pomorske-bastine-arca-adriatica/>
- Novi list online media portal:  
<https://www.novilist.hr/rijeka-regija/opatija/sto-je-sve-donio-projekt-arca-adriatica/>
- Novi list online media portal:  
[https://www.novilist.hr/rijeka-regija/rijeka/interpretacijski-centri-obnovljene-barke-radionice-i-veliko-iskustvo/?meta\\_refresh=true](https://www.novilist.hr/rijeka-regija/rijeka/interpretacijski-centri-obnovljene-barke-radionice-i-veliko-iskustvo/?meta_refresh=true)
- Podučkun.net:  
<https://poduckun.net/odrzana-zavrsna-konferencija-projekta-zastite-pomorske-bastine-arca-adriatica/>
- KanalRi:  
<https://www.kanal-ri.hr/pgz/odrzana-zavrsna-konferencija-projekta-zastite-pomorske-bastine-arca-adriatica>
- KanalRi – on YouTube:  
<https://www.youtube.com/watch?v=f40vlclVcnc>
- NovinetTV – on YouTube:  
<https://www.youtube.com/watch?v=F7SLQpRND6U>
- TravelAdvisor.eu:  
<https://travel-advisor.eu/zavrsna-konferencija-u-sklopu-projekta-arca-adriatica/>
- HTZ.hr:  
<https://www.htz.hr/hr-HR/odrzana-zavrsna-konferencija-eu-projekta-arca-adriatica>

- Jadranski.hr:

<https://jadranski.hr/2021/12/09/odrzana-završna-konferencija-projekta-zastite-pomorske-bastine-arca-adriatica/>

- Otok-krk.org:

<https://otok-krk.org/krk/u-opatiji-odrzana-završna-konferencija-projekta-zastite-pomorske-bastine-arca-adriatica>

FB posts on official ARCAADRIATICA Facebook page:



**Arca Adriatica**  
★ Favoriti · 8. prosinca 2021. · 🌐

Hello, hello!! 🇮🇹🇺🇦

💙 The final conference is happening tomorrow. 💙🇮🇹🇺🇦

Join us online 😊  
<https://www.youtube.com/user/PrimorskoGoranska/featured>

ITALY-CROATIA.EU  
**Event Detail (ENVIRONMENTAL AND CULTURAL HERITAGE) - ARCAADRIATIC...**  
On final conference of the Arca Adriatica project, partners will present the results of the project and its efforts in preserving, protecting,...

**Arca Adriatica**  
★ Favoriti · 9. prosinca 2021. · 🌐

Final conference happening now 🇮🇹💙

Join us on YouTube 🇮🇹



👍 24      1 komentar Jedanput podijeljeno



Arca Adriatica

★ Favoriti · 9. prosinca 2021. · 🌐



Study tour in progress. Arca Adriatica team visiting Rovinj. First stop = Promotion center 🇮🇹🇺🇦





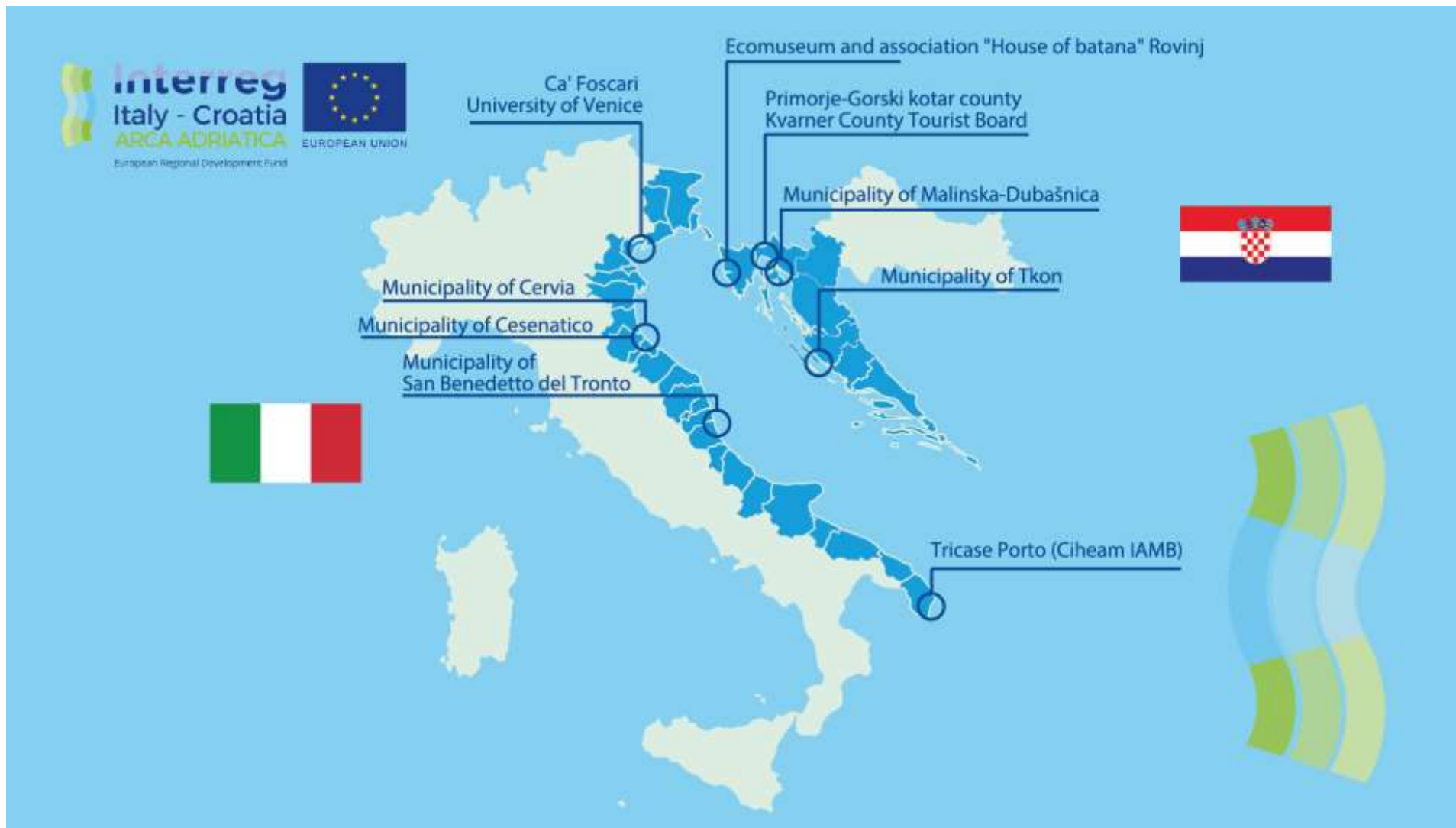
# *Sailing the Adriatic Sea*

## ARCA ADRIATICA

# Final Conference

Opatija | 9th December 2021

# ARCA ADRIATICA DESTINATION



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 1/20

## *Renovation of small boats*

- Renewed 8 traditional small boats (6 in PGKC and 2 in Malinska)



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 2/20

## *Renovation of small boats*

- Guc from 1933, Applicant: Moščenička Draga Eco-Museum, Boatbuilder: Stolarski servis "LORIS" - Mošćenice, Master boatbuilders Loris i Josip Rubinić, Place of construction: Mošćenice)



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 3/20

## *Renovation of small boats*

- Guc from 1970., Applicant and boatbuilder: Coordination of associations for the preservation and revitalization of maritime, fishing and shipbuilding heritage of Kvarner and Istria - Traditional sails of Kvarner and Istria - Rijeka, boatbuilder Loris Rubinić, Place od construction: Mošćenice



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 4/20

## *Renovation of small boats*

- Pasara from 1931., Applicants: Sportsko društvo „Škarpina“ – Nerezine and JK „Reful“ – Cres, boatbuilders: „ODIN“ popravci drvenih brodova – Cres, Master boatbuilders: Marino Toić i Alvis Benussi, sporedno zanimanje - Rovinj, boatbuilder and sail maker: Alvis Benussi, Place od construction: Cres, Bale i Rovinj



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 5/20

## *Renovation of small boats*

- Guc from 1945., Applicant: Association Naš Lovran - Laurana nostra – Section Lovranska lantina – Lovran, boatbuilder: Navis Nautika 2 – Lovran, boatbuilders Sebastijan Superina and Željko Petričić, Place od construction: Veprinac/Perinići and Opatija/Tošina



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 6/20

## *Renovation of small boats*

- Gajeta from 1958., Applicant: JK „Plav“ – Krk, Boatbuilder: Traditional shipyard Malinska – Malinska, Master boatbuilder: Franko Kraljić, Place of construction: Malinska





# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 7/20

## *Renovation of small boats*

- Pasara from 1976., Applicant: Association Ikarski barkajoli – Ika, Boatbuilder EPO – Opatija, Master boatbuilder Feručo Brubnjak, Place of construction: Liganj (Lovran)



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 8/20

## *Study of technical descriptions*

- In addition to the renovation of the boats, a detailed technical description was made for each boat - *the Faculty of Maritime Studies, University of Rijeka*

- Technical records and drawings were made - *Faculty of Engineering, University of Rijeka*

- Also, all boat renovations were videotaped and short documentary films were produced - *Studio INSOMNIA Rijeka*



SVEUČILIŠTE U RIJECI  
POMORSKI FAKULTET U RIJECI

STUDIJA TEHNIČKIH OPISA I KARAKTERISTIKA  
TRADICIJSKIH BARKI KVARNERA

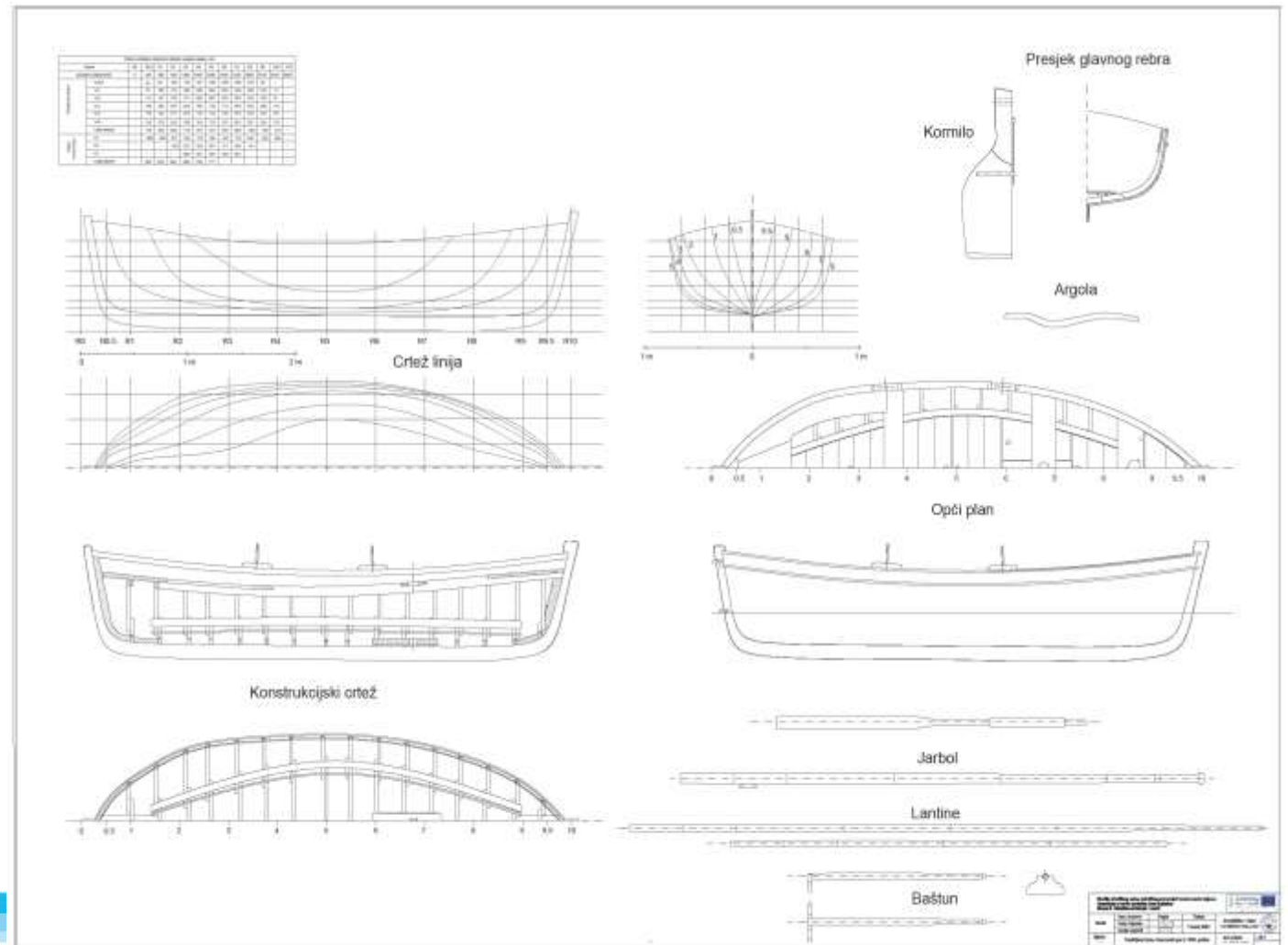
Barke obnavljane u projektu Arca Adriatica



Rijeka, 2021.

# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 9/20

*Technical recordings and production of technical drawings by Faculty of Engineering of the University of Rijeka*



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 10/20

## *Technical recording and production of technical drawings*

- Forms with data on restored boats, technical descriptions, drawings, and photo documentation



**"Protection, promotion, and touristic valorisation of Adriatic maritime heritage"**

Priority Axis: Environment and cultural heritage  
3.1 – Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

### D 4.2.2 - Technical description of little boats

WP 4 - TOURISM INFRASTRUCTURE OF THE COMMON TOURISM PRODUCT  
ACT 4.2 - RENOVATION OF SMALL BOATS

09 / 2021

PARTNER IN CHARGE (PP5)  
PARTNERS INVOLVED (LP, PP1, PP3, PP4, PP5, PP6, PP7, PP9)

Status (Final)  
Distribution (Confidential)

European Regional Development Fund

[www.italy-croatia.eu/ArcaAdriatica](http://www.italy-croatia.eu/ArcaAdriatica)

# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 11/20

## *Academy of traditional shipbuilding*

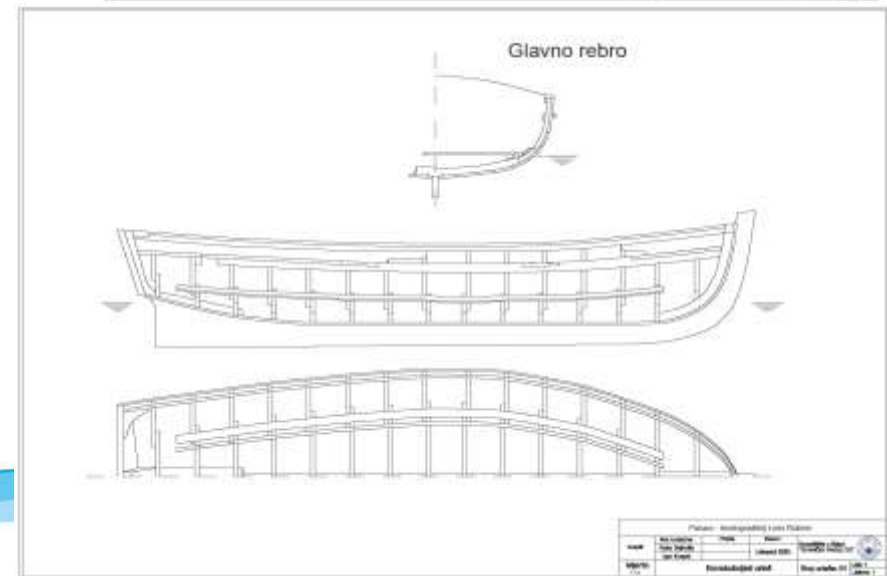
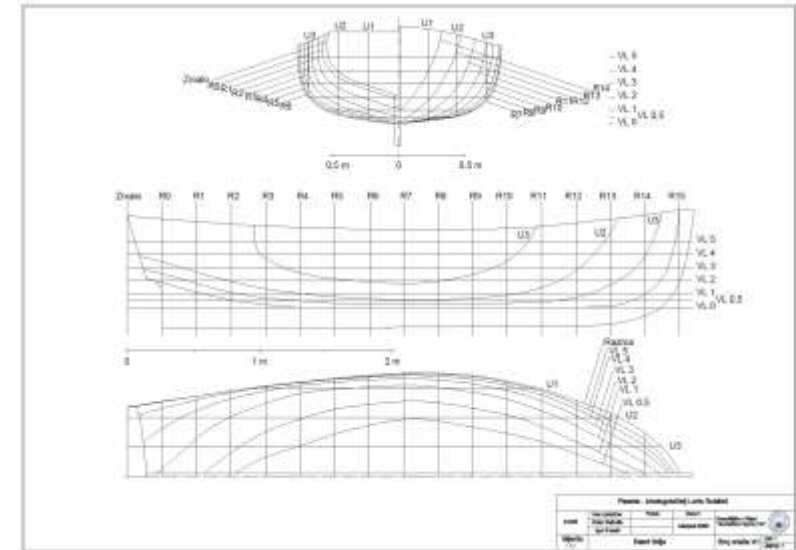
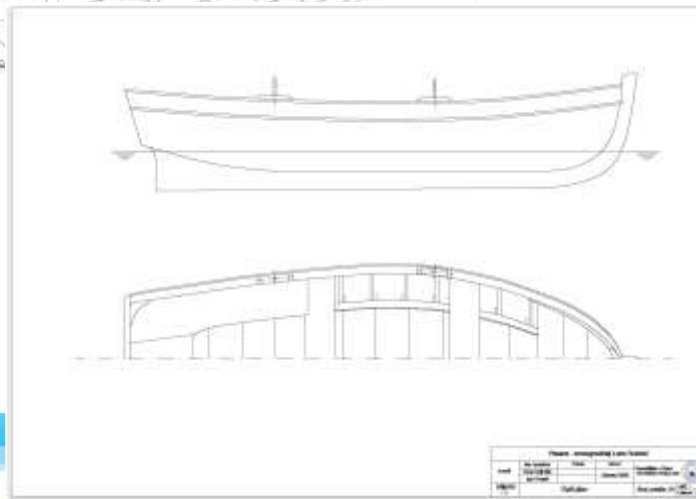
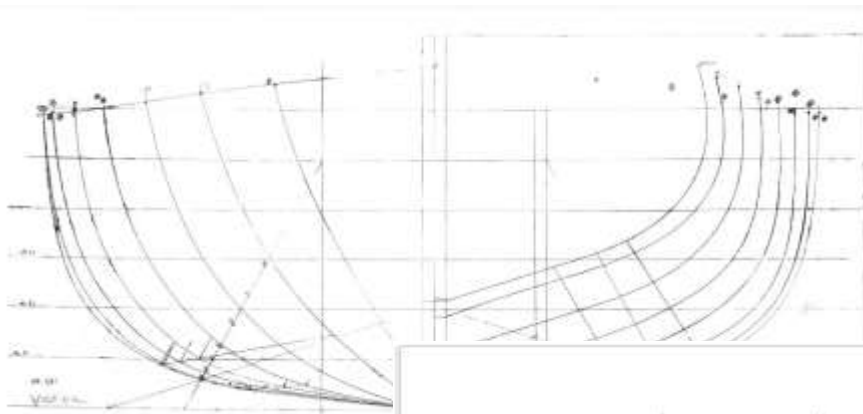
- Realization of workshops by Coordination of Associations for the Preservation and Revitalisation of Maritime, Fishing and Shipbuilding Heritage of Kvarner and Istria (Traditional Sails of Kvarner and Istria)
- Engineering high-school Rijeka
- Workshops leaders/boatbuilders: Loris and Josip Rubinić
- A new 4.30 m long pasara was built.
- The pasara was built according to the designs of the ribs of the original pasara from 1939.
- Based on these drafts, new drafts were made: Boat lines, General arrangement, Construction drawings - Faculty of Engineering, University of Rijeka



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 12/20

## Academy of traditional shipbuilding

- Construction of the pasara according to the design of the ribs of the original boat from 1939 and drafting new ones



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 13/20

## *Academy of traditional shipbuilding*

*- Construction of small boat in Engineering high-school in Rijeka*



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 14/20

## *Academy of traditional shipbuilding*

*- Construction of small boat in Engineering high-school in Rijeka*





# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 15/20

## *Academy of traditional shipbuilding*

*- Construction of small boat in Engineering high-school in Rijeka*



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 16/20

## *Academy of traditional shipbuilding*

*- Construction of small boat in Engineering high-school in Rijeka*



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 17/20

## Academy of traditional shipbuilding

- Theoretical part in Engineering high-school in Rijeka and workshops during manifestations



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 18/20



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county) 19/20

*ARCA ADRIATICA project as an example of good practice in preserving and revitalizing maritime heritage*



# 1. KVARNER REGION DESTINATION – Cultural segment (LP – Primorje-Gorski kotar county; Maritime and History Museum of Croatian Littoral Rijeka) 20/20

- *ARCA ADRIATICA virtual museum*

<https://arcaadriatica.eu/>

# 1. KVARNER REGION DESTINATION – Touristic and promotional segment (Kvarner Region Tourist Board) 1/6

## UNIQUE TOURIST MARKING OF THE MARITIME HERITAGE

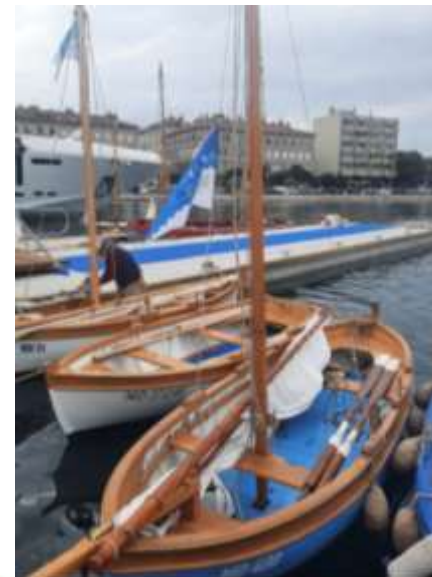
- 48 markings in Kvarner region (diverse locations) – 4 languages (CRO, IT, EN, DE)
- 3 types of markings - each of them contains the QR code that leads to the Virtual Museum



# 1. KVARNER REGION DESTINATION – Touristic and promotional segment (Kvarner Region Tourist Board) 2/6

## PROMOTIONAL MATERIAL AND TOURISM ITINERARIES

- 5 videos
- 10.000 leaflets (1.250 copies per partner: Kvarner Region Tourist Board, Eco-Museum "House of Batana - Casa di Batana", Municipality of Cervia, Municipality of Cesenatico, Mediterranean Agricultural Institute Bari, Municipality of San Benedetto del Tronto, University of "Ca Foscari" Venice and the Municipality of Tkon)
- 10 roll-ups
- 23 flags for boats
- 24 tourism itineraries





# 1. KVARNER REGION DESTINATION – Touristic and promotional segment (Kvarner Region Tourist Board) 3/6

## PROMOTIONAL CAMPAIGN

- more than 20 press releases about the project and its results in printed and digital media
- two-day study tour for 17 professionals from the tourism and culture sector
- participation at the nautical fair in Biograd na Moru



# 1. KVARNER REGION DESTINATION – Touristic and promotional segment (Kvarner Region Tourist Board) 4/6

## CULTURAL-TOURISM MANIFESTATIONS

- 10 manifestations in Kvarner during the 2019 and 2021
- each manifestation co-financed by the project had to last **at least for 2 days** and had to contain the following activities:

**Exhibition and regatta of traditional vessels (sailing/rowing with traditional vessels)**

**Interactive educational workshops on traditional skills (piscatory, shipbuilding, maritime, etc.) implemented during the manifestation**

**Concert (folklore groups and societies, vocal-instrumental groups, ...) in the evening part of the event**

**Gastro offer (fish dishes and seafood) served at the manifestation and/or in nearby restaurants**

**Eco-ethno fair (handmade products, local food and drinks, arts and crafts)**

**Educational sailing for children and parents, presentation of sailing on traditional vessels intended for visitors**

**Exhibition with maritime themes and motifs**

**Promotion of the manifestation by ensuring media coverage**

Sailing/night sailing/ceremonial parade of ships and boats accompanied with the light show and music

The sea in poems and songs (vocal concert, poetic recital, literary evening, ...)

Lectures on the maritime heritage themes

Opening ceremony (brass music, majorettes, historical troops, folklore society, ...)

Panoramic sailing with traditional vessels near the coast for the visitors

Fireworks

The creation of permanent material value (informative, interpretation boards of the event, publications, etc.)

# 1. KVARNER REGION DESTINATION – Touristic and promotional segment (Kvarner Region Tourist Board) 5/6

## CULTURAL-TOURISM MANIFESTATIONS IN KVARNER:

1. Rijeka - Kvarner Festival of the Sea and Maritime Tradition FIUMARE
2. Mošćenička Draga - Regatta of traditional sailboats
3. Krk - Krk Sails
4. Crikvenica - Fisherman's Week
5. Mali Lošinj – Lošinj Sails around the World Festival



# 1. KVARNER REGION DESTINATION – Touristic and promotional segment (Kvarner Region Tourist Board) 6/6

CULTURAL-TOURISM MANIFESTATIONS IN KVARNER:



## 2. MALINSKA DESTINATION (Municipality of Malinska-Dubašnica) 1/11

### PROJECT ACTIVITIES IMPLEMENTED BY MUNICIPALITY OF MALINSKA-DUBAŠNICA:

- interior design of the Interpretation Center „Duboak”
- renovation of two traditional wooden boats
- regatta of traditional boats "Homo na jidra"
- traditional shipbuilding workshop within the Academy of Maritime Crafts and Skills
- a unique marking of maritime heritage
- Action plan
- Promotion Center
- Center of Excellence

## 2. MALINSKA DESTINATION (Municipality of Malinska-Dubašnica) 2/11

### PROJECT RESULTS:

- *manifestations*



## 2. MALINSKA DESTINATION (Municipality of Malinska-Dubašnica) 3/11

- *manifestations*



## 2. MALINSKA DESTINATION (Municipality of Malinska-Dubašnica) 4/11

- *Renovation of small boats*

**BEFORE**





## 2. MALINSKA DESTINATION (Municipality of Malinska-Dubašnica) 5/11

- *Renovation of small boats*  
**AFTER**



## 2. MALINSKA DESTINATION (Municipality of Malinska-Dubašnica) 6/11

- Interpretation center Duboak



## 2. MALINSKA DESTINATION (Municipality of Malinska-Dubašnica) 7/11

- *Interpretation center Duboak*



## 2. MALINSKA DESTINATION (Municipality of Malinska-Dubašnica) 8/11



## 2. MALINSKA DESTINATION (Municipality of Malinska-Dubašnica) 9/11



## 2. MALINSKA DESTINATION (Municipality of Malinska-Dubašnica) 10/11



## 2. MALINSKA DESTINATION (Municipality of Malinska-Dubašnica) 11/11

 **Naši zvonci**  
GLASILO OPĆINE  
MALINSKA-DUBAŠNICA  
ISSN 1331-8476  
GODINA XXIV. BROJ 95. RUJAN 2021.



# 3. ROVINJ DESTINATION (Ecomuseum and association House of batana) 1/3

## 1. ACADEMY OF OLD MARITIME CRAFTS AND SKILLS

- I fondali Rovignesi- knowledge about the sea
- Maritime diet as intangible cultural heritage
- Lug sail workshop for children

## 2. RENOVATION OF SMALL BOAT





# 3. ROVINJ DESTINATION (Ecomuseum and association House of batana) 2/3

## 3. CENTRE OF EXCELLENCE

International Exchange  
&

## 4. PROMOTION CENTRE



# 3. ROVINJ DESTINATION (Ecomuseum and association House of batana) 3/3

## 5. REGATTA OF TRADITIONAL BOATS WITH LATEEN AND LUG SAIL



# 4. TKON DESTINATION (Municipality of Tkon) 1/15



# 4. TKON DESTINATION (Municipality of Tkon) 2/15



# 4. TKON DESTINATION (Municipality of Tkon) 3/15



# 4. TKON DESTINATION (Municipality of Tkon) 4/15

Kaić „Mateus”, 1920



Pašmanski guc „Bruno”, 1940



## 4. TKON DESTINATION (Municipality of Tkon) 5/15



Kaić "Mateus"

- constructed around 1920 on Pašman island
- auxiliary boat to a traditional sand extraction boat

- built on the island of Pašman in 1940
- along with fishing, the boat was also used for the transportation of passengers during World War II



Pašmanski guc "Bruno"

# 4. TKON DESTINATION (Municipality of Tkon) 6/15



Markings



# 4. TKON DESTINATION (Municipality of Tkon) 7/15

## Interpretation center



# 4. TKON DESTINATION (Municipality of Tkon) 8/15

## Panels



## Artifacts/Objects



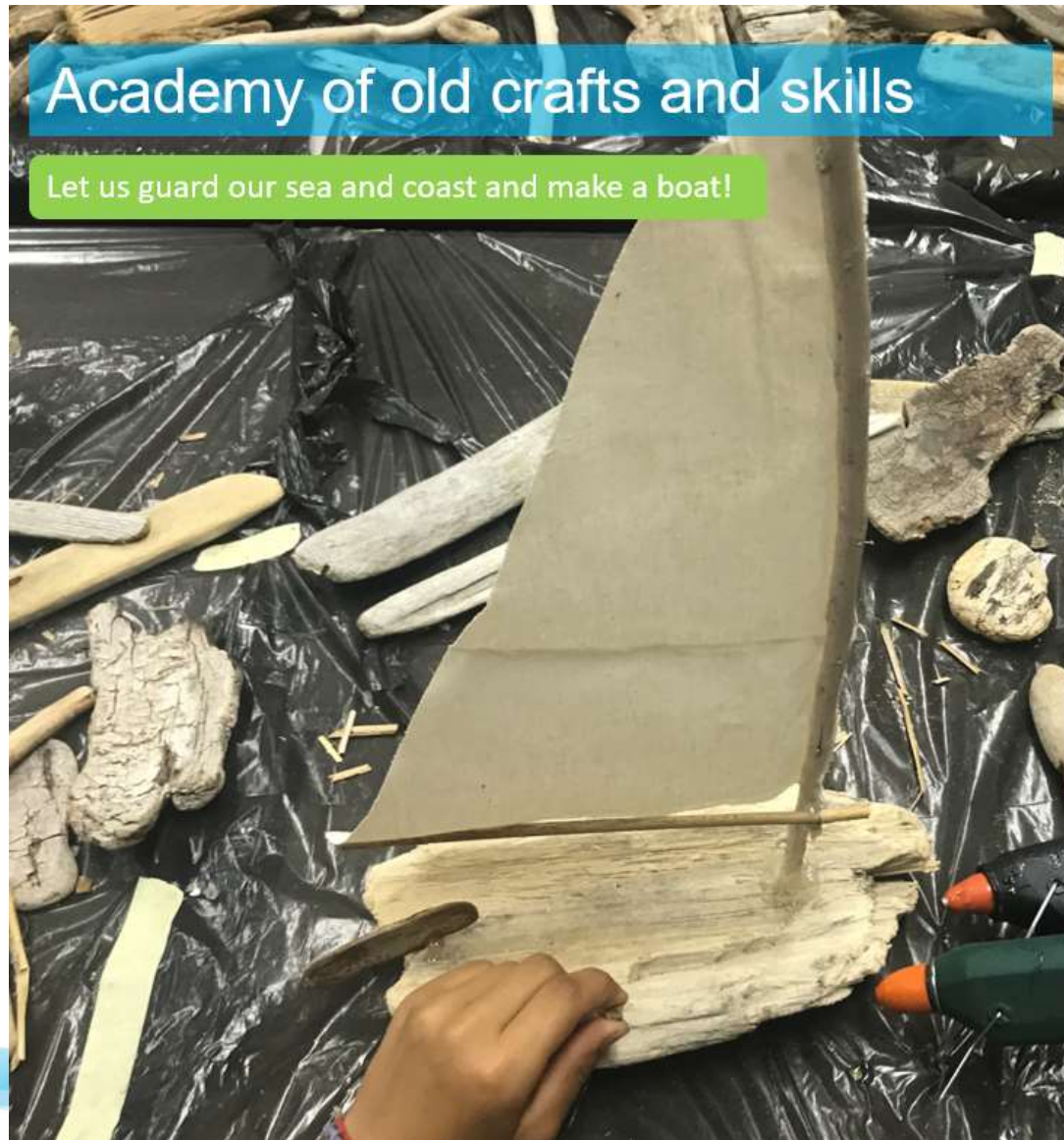
## Multimedia



# 4. TKON DESTINATION (Municipality of Tkon) 9/15



# 4. TKON DESTINATION (Municipality of Tkon) 10/15



# 4. TKON DESTINATION (Municipality of Tkon) 11/15



## 4. TKON DESTINATION (Municipality of Tkon) 12/15



# 4. TKON DESTINATION (Municipality of Tkon) 13/15



# 4. TKON DESTINATION (Municipality of Tkon) 14/15

## Promotional activities

- Fair - TGT Rimini
- Boat Show Biograd



- Video
- Study tour – 14 – 15th December 2021
- Promotional Center – Tkon Tourist Board



## 4. TKON DESTINATION (Municipality of Tkon) 15/15



Welcome to Tkon!

Enjoy 😊

# 5. CERVIA DESTINATION (Municipality of Cervia) 1/7

## Location:

Municipality of Cervia is located in the Emilia Romagna Region, on the Adriatic coast, 20km south of Ravenna.

## Main cultural and environmental and features:

- **Historical city centre** characterized by historical buildings for the storage and processing of salt, the old houses of salt workers; the small port with the light house and the fishermen's borough, with the typical family emblems, typical ships, the lighthouse
- The **Saltpan** of Cervia is included in Po Delta Park of Emilia-Romagna Region is considered as Site of community importance (D.M. 65/00), Ramsar zone for the protection of wild birds (D.M. 13/7/81) and Natural reserve for animals (D.M. 31/1/79)
- The Cervia **pinewood**, and the coastal pinewood of Pinarella-Tagliata



# 5. CERVIA DESTINATION (Municipality of Cervia) 2/7

Many activities were carried out to enhance maritime heritage for tourism and conservation purpose:

- **Action plan for Cervia destination:** involvement of tourism stakeholders, management, public infrastructure, events, promotion
- **Promotional Center of maritime heritage**
- **Organization of feast on maritime heritage**
- **Collection and registration of material and immaterial evidences of cultural heritage in the project DB to implement the virtual museum of small Adriatic ports**

[arcaadriatica.eu](http://arcaadriatica.eu)



# 5. CERVIA DESTINATION (Municipality of Cervia) 3/7

*The establishment of the **Center of Excellence** was fundamental to implement the project activities, with great support of our **Ecomuseum of Salt and Sea**.*

*More than 20 enthusiasts (citizens, associations, fishermen, institutions, tourism promotion operators, etc.) are officially involved in the center with common goal to enhance, promote and protect maritime heritage.*



# 5. CERVIA DESTINATION (Municipality of Cervia) 4/7

The most important and demanding activity to widen the cultural offer based on maritime heritage, was the creation of the **outdoor interpretation center and thematic paths “Cervia città di Mare”** through signs and ICT tools with the aim of offering original and authentic experience based on **storytelling**. The action was matched with infrastructural intervention of city regeneration, the Municipality is implementing thanks to other funds since years.



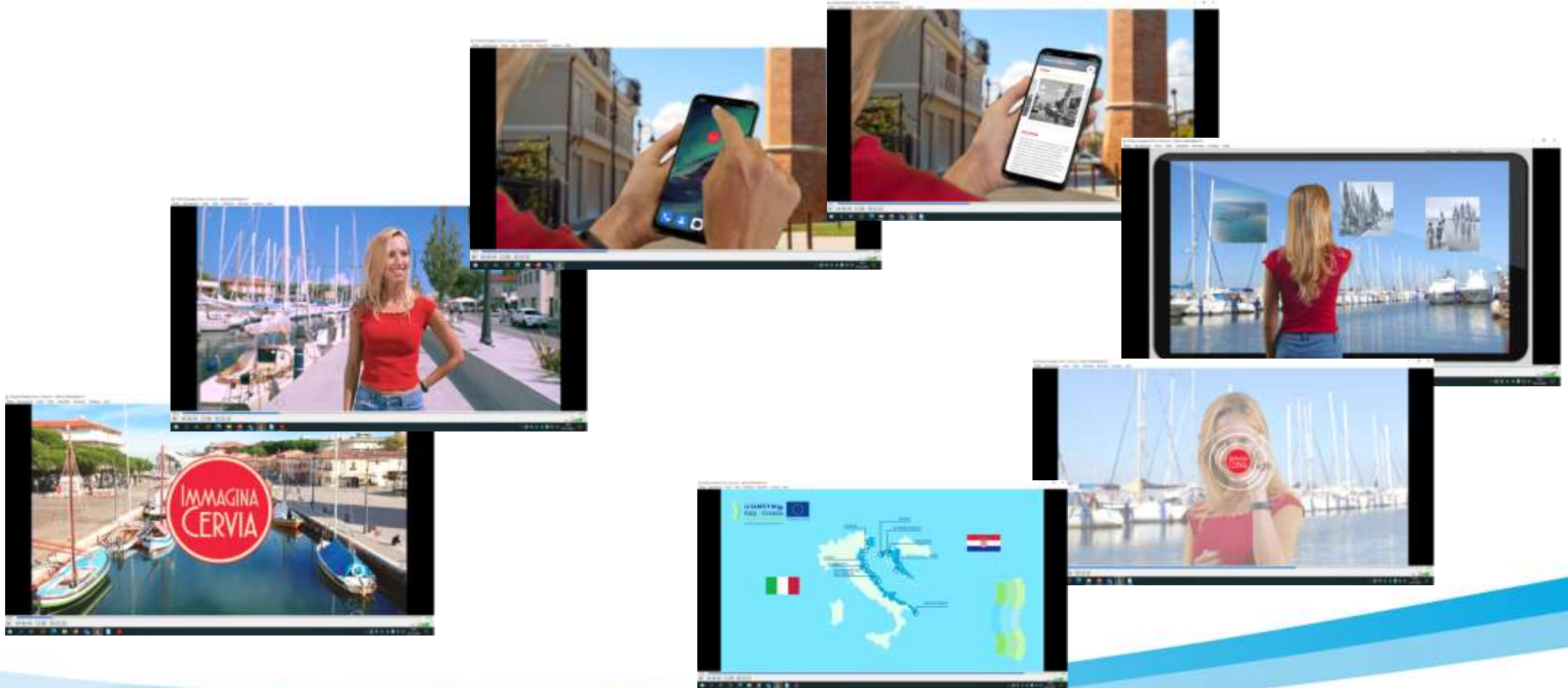
# 5. CERVIA DESTINATION (Municipality of Cervia) 5/7

30 signs out of them 20 containing beacons – Application Immagina Cervia – more than 50 audio/video stories, photo animation, photo gallery



# 5. CERVIA DESTINATION (Municipality of Cervia) 6/7

Promotional spot → Rayplay → tourism TV shows → 150.000 impressions from September to October 2021



# 5. CERVIA DESTINATION (Municipality of Cervia) 7/7

- *Renovation of 6 traditional boats*
- *Organization of 2 eductours for bloggers and journalists with Cesenatico*
- *Organization of 4 workshops on crafts and skills*





# 6. CESENATICO DESTINATION (Municipality of Cesenatico) 1/5

Many things done, slowed but not stopped by Covid.

A short list...

- **Action plan** for Cesenatico destination
- **Center of Excellence:** not “artificially” created, it is mainly the already existing and **active community** of the owners of the Cesenatico traditional boats
- **Academy of old crafts and skills - Workshops:** sailing school with traditional boats, online lessons, a workshop on traditional sails dyeing
- **Covered structure:** it has been widely used for maintenance, workshops, socializing...
- **Small scale equipment:** for using the large amount of materials collected (videos, photos, docs, etc.) and to **increase the dissemination digital capabilities of the museum** (e.g. videos, streaming, etc.)



# 6. CESENATICO DESTINATION (Municipality of Cesenatico) 2/5

As the coordinator of the technical Work Package relating to the establishment of tourism infrastructure of the common tourism product, first of all a great thank you for the opportunity to work together!

- **Restoration / documentation / video:** we restored the lancia and the bragozzo, and we focused more on the sails, because **“al terzo” sails are a very rich and characterizing element of Adriatic heritage**, very important also for communication.
- **Maritime heritage database** was an opportunity to be aware of the different categories in which maritime heritage is articulated: thank you to Croatian staff for to have done the best and help us. Virtual museum is great!
- **Registration of maritime heritage in Italy** (practice of “al terzo” and lateen sail as intangible heritage element): the most difficult goal, in Italy it is very complicated to register intangible heritage; but now we have the letter from our Minister of Culture authorizing us to create a record on this element in the national catalog of cultural heritage.
- **Marking:** it allowed us to show and highlight to the people the elements of the maritime heritage they had under the eyes but don't recognize, first of all the traditional boats and the heritage harbor, and buildings and places.



# 6. CESENATICO DESTINATION (Municipality of Cesenatico) 3/5

- **Promotional center:** was set up in our tourism promotion office (IAT)
- **Flags for traditional boats:** we took the graphic design of the flag, also translated in English / Italian, and printed 50 to give to all the traditional boats of Cesenatico. The ARCA flags were important because it was **always shown in TVs and at fairs / festivals**
- **Promotional campaign:** participation in the **Festival de Loire in Orleans** made it possible to show ARCA in European scenario and to reach a very large target: **over 300.000 visitors**. **Sealogy fair in Ferrara** was the first edition of a specialized fair dedicated to the blue economy and nautical tourism. Our **“batana” Vanessa** showed what Adriatic maritime heritage is.
- We also had the opportunity to appear on national TV: **Linea Blu is the main Italian program dedicated to the sea and nautical tourism**, and the episode concerning also the ARCA festival “Marineria” had **1.670.000 spectators** (Auditel source); also **Linea Verde Life**, another RAI TV program dedicated to tourism destinations, had a reportage on the heritage harbor of Cesenatico telling about maritime heritage and showing ARCA flags and marking plates onboard: **2.294.000 spectators** as certified by Auditel.
- We had also **two special program dedicated to ARCA project on San Marino RTV**, which is the **national TV of San Marino Republic**, very engaged with Adriatic heritage and economy.



# 6. CESENATICO DESTINATION (Municipality of Cesenatico) 4/5

**Marineria festival** was the event where we concentrate many activities and efforts in order to gain the best attention and participation. Also in this framework we held the study tour with specialized journalists / video makers / bloggers and we gained great results in communication and visibility.

We think that **maritime festivals maybe the best way to achieve a more wider awareness of Adriatic maritime heritage** and also a formidable means of obtaining participation and visibility from the public and authorities. We can do a network festival on both sides!



# 6. CESENATICO DESTINATION (Municipality of Cesenatico) 5/5



# 7. TRICASE PORTO DESTINATION (Mediterranean Agronomic Institute of Bari) 1/6



# 7. TRICASE PORTO DESTINATION (Mediterranean Agronomic Institute of Bari) 2/6

We have started with the definition of an **ACTION PLAN**, based on the territorial analysis and on a survey which involved almost 100 hundred people among citizens, visitors and professionals living in Tricase.

We have joined the network of **Academy of Old Crafts and Skills** to organize workshops on traditional local maritime skills (December 2020, July 2021 and December 2021): which dealt with **the ability of weaving**, of **rigging** lateen sailing boat and with the figure of the **shipwright**)

Two boat renovation plans and historical studies,  
one boat renovated with videos



# 7. TRICASE PORTO DESTINATION (Mediterranean Agronomic Institute of Bari) 3/6

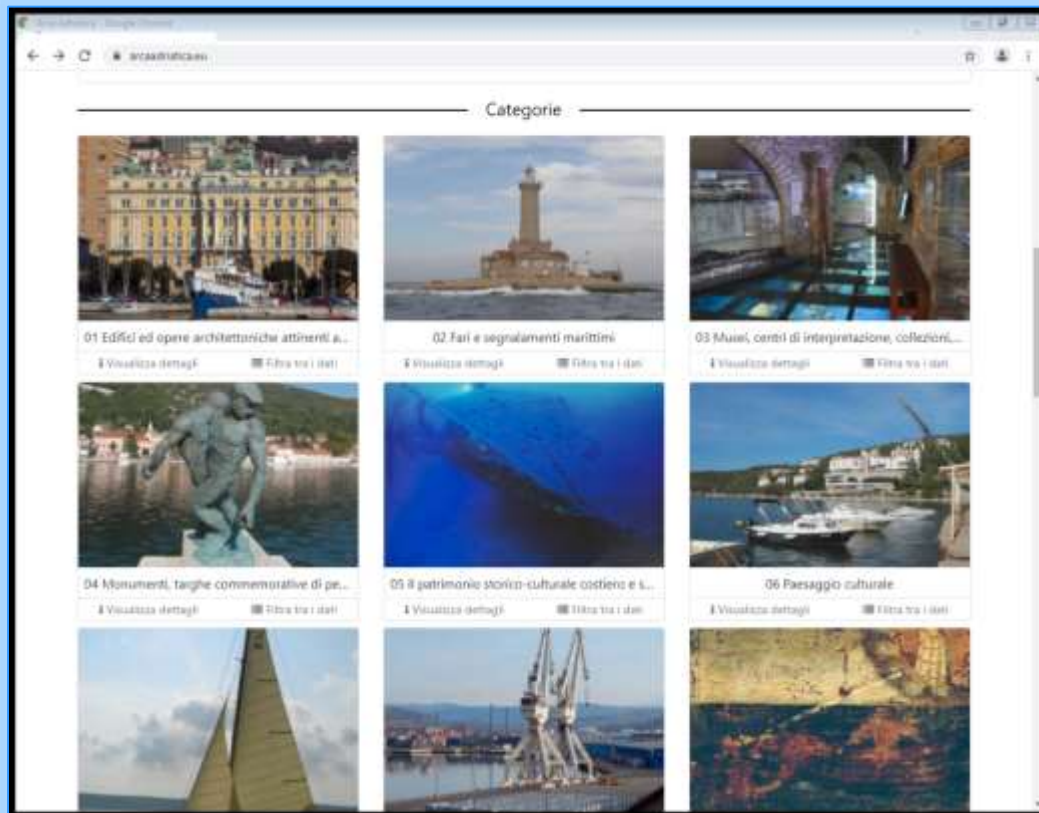
Identification and signposting of 12 sites of interest in the Port Museum of Tricase





# 7. TRICASE PORTO DESTINATION (Mediterranean Agronomic Institute of Bari) 4/6

A virtual museum through the countries



Studying,  
Digitalizing and  
connecting local maritime cultural  
heritage in the database of  
Adriatic maritime heritage:  
<https://arcaadriatica.eu>

# 7. TRICASE PORTO DESTINATION (Mediterranean Agronomic Institute of Bari) 5/6



Cultural manifestations on 8-10 and 28 July 2021



# 7. TRICASE PORTO DESTINATION (Mediterranean Agronomic Institute of Bari) 6/6



Educational tour with 10 tourism professionals among national journalists and tour operators



# 8. SAN BENEDETTO DEL TRONTO DESTINATION (Municipality of San Benedetto del Tronto) 1/3



Inauguration of the Genevieve

<https://www.youtube.com/watch?v=Ok5dA-MSnnw>

Established Centre of Excellence,  
21 members



# 8. SAN BENEDETTO DEL TRONTO DESTINATION (Municipality of San Benedetto del Tronto) 2/3

Event on 17/18 September 2021

Presentation of the works done; Visiting of the local Sea Museum; Workshop with visitors



13 Tourism Markings near the city's landmarks

Tastutina and Stella del Mare renovated

<https://www.youtube.com/watch?v=xOW5-3iSLD4>

# 8. SAN BENEDETTO DEL TRONTO DESTINATION (Municipality of San Benedetto del Tronto) 3/3



Promotional brochure in 4 languages with 9 destinations

Educational tour with tourism experts held during the weekend 12-14 November 2021



# 9. VENICE DESTINATION (Ca' Foscari University of Venice) 1/4

Four scientific articles about AA project and maritime heritage of the Adriatic published on national/international journals.

Document about the [Story on maritime heritage of the Adriatic Sea](#), with annexes.

Master Plan and Action Plans completed and delivered in 2020. Multivariate statistical analysis and inferential statistics, collection and processing market data (market potential, market segmentation through cluster analysis, intersection with balance sheet data and statistical databases of public bodies); acquisition of a *web scraping* type of software for the systematic collection of data (sentiment, network, etc.) of interest for the ARCA project.

Implementation of the Action Plans of partners follows for the development of The Master Plan. Destination market profile contains location, offer and character of the destination, accommodation capacities, statistics (overnight stays and arrivals), vision and starting point for the development of the Arca Adriatica product in the destination. Market strategy includes description of goals, product model, main theme of the vision, main motifs of the story, target market, resource basis, required future projects, tourists products that have the potential to serve as a primary motive for the visit, additional attractions/offer, promotion and advertising.

# 9. VENICE DESTINATION (Ca' Foscari University of Venice) 2/4

The establishment of the **Venice Center of Excellence** permitted a good and useful cooperation with the involved members, in order to jointly develop activities, to spread the knowledge of the AA project and to develop documentation and investigation activities (i.e., with regard to the maritime heritage base, the development of an degree thesis in Ca' Foscari University-DSU, various communication and education activities).

The **Joint Coordination Meeting of Functional Network of CoE** was done within the 2nd CM in Cesenatico where all Centres of Excellences got the opportunity to cooperate and share experiences.

The **establishment of Academy of Old Crafts and Skills** allowed to the Ca' Foscari University Venice to develop methodological ways for workshops through the organization of workshops examples. In addition to the shared workshops done, the technical advice and final report about the **Realization of a covered structure within the Maritime Museum of Cesenatico area** was another way of good cooperation with PP5.



# 9. VENICE DESTINATION (Ca' Foscari University of Venice) 3/4

A very important step of Ca' Foscari University activities within the AA project was the adaptation of the **Venice Interpretation Center** in the Sea Archaeology National Museum in Caorle (Venice) – Polo Museale del Veneto now renamed Direzione Regionale Musei Veneto. The IC allows the visitors to take a **virtual tour inside the Venice and Adriatic maritime heritage**, thanks to the advanced and interactive virtual reality devices.

The **elaboration of maritime heritage base** allowed Ca' Foscari University to **give value to the extraordinary boats and objects collection of Arzanà association**, member of the Venice CoE. The **tourism marking** of Venice was dedicated and installed on the **historical trabaccolo “Il Nuovo Trionfo”**, whose association is member of Venice CoE, moored in Venice city center in the wonderful Punta della Dogana location, at the entrance of the Grand Canal.

The establishment of the new **Venice Promotional Center** allowed the Ca' Foscari University to organize a very attended **workshop** about “The Arca Adriatica Project and the promotion of a tourism product dedicated to the traditional Maritime Heritage (sea and inland waters)”.

Itineraries among Caorle, Venezia, the lagoon and the region”.

Within the **digital promotional materials** two short videos about AA project were produced.

# 9. VENICE DESTINATION (Ca' Foscari University of Venice) 4/4

