

**“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 3.1.2 – Master Plan

WP3 - DEVELOPMENT OF THE CULTURAL-TOURISM DESTINATION  
ACT. 3.1 STRATEGIC DOCUMENTATION FOR THE DEVELOPMENT OF THE  
COMMON TOURISM DESTINATION

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## **1. Aim and strategic vision of the project**

### **1.1 Development basis arising from the Maritime Heritage Story (Vision)**

The ARCA ADRIATICA Project was born with a specific aim shared with all the Partners: “The main aim of the project is the development of a common tourism product, based on the principles of social and ecological sustainability which, at the same time, valorises, preserves, protects and promotes the rich maritime heritage of the border area present in small-medium cities with local ports. In the entire coastal part of the included border area, the project will maximally protect the existing material and intangible maritime heritage (research and cataloguing of the maritime heritage and elaboration of the virtual museum) and systematically exploit it through a series of measures (adaptation of interpretation centres, organisation of educational-demonstrative manifestations, promotional campaign, etc.), in order to develop and revive a common tourism product”<sup>1</sup>.

To achieve this aim all the Partners worked together in synergy led by the Lead Partner Primorje-Gorski Kotar County (PGC). This “Master Plan” document represents and illustrates the collection of strategic guidelines and actions planned and carried out to accomplish this shared goal. In this first section, we describe the strategic vision of ARCA ADRIATICA regarding fundamental topics as sustainable development, market offering, target segments and the general market strategy.

In the next section, we want to illustrate the profile and characteristics of the seven project partners that produced the local Action Plans within the ARCA ADRIATICA project: Municipality of Malinska-Dubasnica; Municipality of Tkon; Municipality of Cervia; Municipality of Cesenatico;

Ca’ Foscari University of Venice; International Centre for Advanced Mediterranean Agronomic Studies; Municipality of San Benedetto del Tronto.

It is important to underline that in the ARCA ADRIATICA project, besides the seven aforementioned partners that produced the local Action Plans for their local tourism destinations, the Lead Partner, Kvarner county tourist board, and Association and Ecomuseum “House of batana” participated in the development of common tourism destination and product ARCA ADRIATICA as well, with their local Action Plans devised in the precursory project Little boat 2, for the development of the local destination of Rovinj and the regional destination of the Kvarner region, that includes local tourism destinations of Rijeka, Mali Losinj - Nerezine, Krk, and Moscenicka Draga.

These local Action Plans can be consulted in the Appendix of this document.

Subsequently, in the third part of the Master Plan, the Action Plans of the Partners will be presented in a summary version. The full versions can be consulted in the Appendix of the document.

In the fourth and final part of the document a synoptic table will be included whose task is to summarize the budgeted and planned actions of the Partner, presented in the Action Plan, in order to achieve the aims of the project.

### **1.1.1 Commercial characteristics of existing tourism activities in the destinations and area**

Among the territory occupied by the different ARCA ADRIATICA partners it is possible to identify at least four types of tourism that characterize to different extent all the partners:

- ➔ Seaside tourism and the relative satellite economic activities (hotel, restaurants, etc.) typical of small shoreline centres such as Tricase - CIHEAM-IAMB.
- ➔ Cultural tourism (museums, churches, etc.) typical of popular tourist destinations such as Venice or Association and Ecomuseum "House of Batana"
- ➔ Nautical tourism (sailing boats and relative consumption products) typical of traditional coastal locations such as Municipality of Tkon and Municipality of Cesenatico but obviously present in any coastal tourist destination.
- ➔ Food and wine tourism (local/countryside festivals and celebration, typical product suppliers, etc.) Cervia, Cesenatico, San Benedetto del Tronto, Tricase, Tkon, Malinska, Kvarner Region.

For a deeper understanding of the commercial characteristics and structures of existing tourism activities it is possible to find deep insights by consulting the destination market profile of each ARCA ADRIATICA partners' action plan.

### **1.1.2 The strategic vision of ARCA ADRIATICA Project according to the EU recommendations regarding sustainable development**

The ARCA ADRIATICA Project, as specified in this introduction, aims to produce the development of a common tourism product, based on the principles of social and ecological sustainability. The pivotal importance given to the concept of sustainability is linked to the principles connected to the shared social responsibility in the broadest sense of the term: not only social, but also cultural, economic and environmental.

Specifically, the project guidelines thought and included in this document are in accordance with the EU strategies and recommendations and their principles / objectives contained in

Agenda 21<sup>1</sup>. In fact, Agenda 21 is an action plan for sustainable development, to be implemented on a global, national and local scale with the widest possible involvement of all the stakeholders who operate in a specific territory.

As affirmed in the AGENDA 21 - THE FIRST 5 YEARS Implementation of Agenda 21 in the European Community: “Reaching the goal of sustainable development means that countries must integrate their environmental policies with economic sectors including manufacturing industry, transport, agriculture, energy and tourism. The process of broadening and deepening integration must take place at international as well as regional and national levels”<sup>2</sup>.

The strategies of Agenda 21 are based on the following key concepts:

*Co-responsibility* - Citizens, administrations and stakeholders must be made aware of their strategic role in achieving truly sustainable development. Therefore: synergistic action between politics - productive world - behaviour of individuals.

*Continuous improvement* - Monitoring of the various stages of the process so that they are continually recalibrated to achieve the best possible results.

*Governance* - Transition from an authoritative perspective to a participatory one, flexible and open to the various social components.

*Transversality* - Inclusion of the concept of sustainability in all sector policies.

*Shared vision* - Construction of a common scenario of sustainable development of a community, shared by the widest number of stakeholders.

*Partnership* - Creation of partnerships based on a new way of understanding the public-private relationship, for the concrete implementation of concerted actions for sustainable development.

The ARCA ADRIATICA Project and its Master Plan, welcoming these key concepts, are addressed to the aim of respecting and being in accordance with the indications present in Agenda 21 as follows:

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<sup>1</sup> <https://sustainabledevelopment.un.org/content/documents/Agenda21.pdf>

<sup>2</sup> <https://ec.europa.eu/environment/archives/agend21/implem.htm>

- 1) Co-responsibility: the ARCA ADRIATICA project aims to promote a shared social responsibility that involves all stakeholders: regions, cities, companies and citizens in order to preserve and promote the cultural and maritime Adriatic heritage. The ARCA ADRIATICA Centres of Excellence, which will be developed, will play a key role in the involvement and competence exchange of the relative local, national, and international stakeholders.
- 2) Continuous improvement: the joint actions of the Partners presented in the Action Plans aim to lay the foundations for the development of a common tourist product not only in the short term but with a future perspective of at least 10-15 years. It is recommended the constitution of a coordination group with the task of controlling the continuous improvement [KPI Kaizen and quality circles in lean production]. The group will be made of one responsible appointed within each partner who will meet at least once every six months to verify the achievement of the ARCA ADRIATICA tourist product objectives.
- 3) Governance: all the strategic guidelines were shared by the Partners with a view to participatory and inclusive designing of the members of the different national and local communities. It is recommended the formation of a Managerial Board that constituted by the Directors of the partners' institutions who will meet once a year to supervise the achievement of the network's strategic goals.
- 4) Transversality: all the actions aimed at creating a common tourist product are based on the principle of social and environmental sustainability to protect the cultural traditions and environmental resources of the area. The ARCA ADRIATICA project foresees the protection and enhancement of the craftsmen contribution to the maritime cultural heritage and the nautical activities. This entails that, through the enhancement of the typicality of local products, the ARCA ADRIATICA helps the economic, environment and social sustainability. Given that the ARCA ADRIATICA tourist product proposes its target customer an authentic experience, the project itself provides for the conservation of the environmental qualities of the context in which the visitor's experience takes place. Social sustainability in the ARCA ADRIATICA is found in the support of professionals linked to the maritime heritage at risk of disappearance. The restoration of ancient boats and the involvement of associations of artisans linked to the maritime cultural heritage, such as the El Felze Association in Venice, are examples in support of the generative principles underlying the project.
- 5) Shared vision: the ARCA ADRIATICA project, through this single document for all partners, aims to provide them, and their related stakeholders, with guidelines shared by all members for the promotion of a common tourist product in accordance with the principles of social and environmental sustainability. In the ARCA ADRIATICA project it is expected that all

stakeholders will be consulted before taking strategic decisions. It is expected that a shared decision process will allow the network to reach and keep the critical mass and commercial consistency necessary to effectively operate into the markets.

6) Partnership: this document, following the leadership and the suggestions of the Lead Partner, aims at the production of a Network that involves all the nine Partners of the project (through the implementation of the local Action Plans) in the process aimed at the protection, promotion and valorisation of the cultural maritime heritage of the Upper Adriatic. Collaboration agreements with agents and stakeholders in the Centres of Excellence represent examples of partnerships at different levels (i.e. organizational level, cultural production level, promotional level, etc.). The partnership between the local tourist offices that share best practices and processes represent an example of organizational level of partnership. The ARCA ADRIATICA project assigns a differentiated role to each partner. Each role takes into account the specificities of each partner with respect to the network of tourist destination.

### 1.1.3 The ARCA ADRIATICA market offering: secondary maritime heritage elements that can be exploited commercially

The maritime heritage associated to the tourist product consists of several points of interest characterizing the different locations of the ARCA ADRIATICA partners. A first important element of this heritage is represented by the different maritime museums of the ARCA ADRIATICA network (see table 1).

Table 1 - ARCA ADRIATICA partners and their maritime museum network

Museum	Partner
Casa della Batana	Rovigno
Maritime and History Museum	Primorje – Gorski Kotar County e Kvarner Region
Museo Marineria Cesenatico	Cesenatico
Museo d'Arte sul Mare (MAM)	S. Benedetto del Tronto
Museo MUSA (Magazzini del Sale)	Cervia
Museo Storico Navale	Venice
Zavicajni Muzej Biograd Na Moru	Tkon
Museo delle Imbarcazioni Tradizionali e dell'Arte Marinaresca	Tricase

The above listed museums show different characteristics in terms of dimensions, visitors per year, tourist context, electronic words of mouth, etc. For these reasons the network is composed by an heterogeneous set of cultural institutions that are focused on the same topic

(the maritime heritage) and is located along the Adriatic coast even if among different countries: Italy and Croatia.

It is possible to analyse the ARCA ADRIATICA museum network in comparison with other museum networks in the cultural field. From this comparison we can draw a chart explaining four different types of museum networks (see table 2).

Table 2 - Types of museum networks

		Nature of the museum network offering	
		Heterogeneous	Homogenous
Geographic localization	Scattered	Balkan Museum Network	ARCA ADRIATICA
	Concentrated	uguese Museum Network, Lodi, Mantova, Syberia	Contemporary art

The ARCA ADRIATICA museum network falls into the category showing homogeneous offering with a scattered geographic localization.

Beside the different museums, the ARCA ADRIATICA tourist product offers several important cultural products represented within the different **Centres of Excellence** and **Interpretation Centres**. Each partner is also located within a tourist and cultural context characterized by the presence of other tourist stakeholders with which a relationship has been established (see the Synoptic Table of Partner Actions at the end of the present document) and several other cultural points of interest that contribute to enrich the overall tourist package and make it more appealing for prospects and customers. Here below the list of some examples of points of interest present within or around the ARCA ADRIATICA partners geographical area:



#### Municipality of Cervia

- la Casa delle Farfalle (Milano Marittima)
- Centro Visite Salina di Cervia
- Magazzini Sale (Museo Musa)
- Torre San Michele

#### Municipality of Cesenatico

- Piazza Spose dei Marinai
- Piazza delle Conserve
- Museo della Marineria
- Porto Canale Leonardesco

#### Municipality of Malinska-Dubašnica

- port of Malinska
- port of Porat
- shipyard Kraljić
- port of Rova
- port of Vantačić

#### Municipality of Porto Museo di Tricase - Ecomuseo di Venere

- l'Ecomuseo di Venere
- Torre Palane
- Porto Turistico
- Il Santuario della Madonna Assunta

#### Municipality of Rovinj

- Chiesa di Sant'eufemia
- Ecomuseum Batana
- Port of St. Catherine – Katarina Island

#### Municipality of San Benedetto Del Tronto

- MAM (Museo d'Arte sul mare) del Molo Sud
- la Palazzina Azzurra
- il lungomare di San Benedetto del Tronto
- la Rotonda Giorgini
- la Torre dei Gualtieri

#### Municipality of Tkon

- Parapet (Harbor)
- Small traditional shipyard ( in the area of the Parapet)– škver
- Regatta „Đir po konalu“ in Ugrinić
- Kolečće (name of the square) - there is a pot (kamenica) which was used before fifty years and more for colouring fishing nets on traditional way
- Gnalić - a slightly sunken ship from the 16th century nearby island Gnalić

#### Venice

- Palazzo ducale
- Arsenale
- Murano Island
- Burano Island

Thanks to a correlation analysis between the tourist arrivals and the sentiment of the visitors to the museums expressed through Tripadvisor and Google reviews there seems to be a negative correlation. As shown in the graphic below, it appears clearly that visitors are happier to visit maritime museums in small tourist centres - such as Rovinj or San Benedetto del Tronto - than they are when visiting bigger tourist centres such as Venice.

The reason of such negative correlation may depend on the higher level of competition characterizing tourist centres or the higher levels of expectations of the audience when visiting very renowned cities. The communication and the display of the exhibition should take into account this aspect.

#### 1.1.4 Swot Analysis

In the present section it is presented the analysis of the internal situation through the identification and description of strengths and weaknesses and the external situation through the identification and description of opportunities and threats. After this detailed illustration a SWOT matrix summarizing the overall description is presented. This preliminary analysis is necessary and functional to the elaboration and presentation of useful marketing strategies.

##### **Strengths:**

1. Integration: An integrated set of different cultural experiences in the maritime heritage that allow to experience a wide variety of emotions and forms of consumption in one single tourist product.
2. Authenticity: A cultural product that draws from the core values of established maritime history and traditions expressed by the most important Adriatic coastal centres.
3. Sustainability: The project promotes a form of tourism aiming at the protection and preservation of the environmental, cultural and social context.
4. Territoriality: ARCA ADRIATICA offers visitors the opportunity to live a form of tourism strongly related with the territory allowing visitors to get in contact with the typicality of the local products and traditions to meet a different and unique culture related to the maritime heritage.
5. Competence: Artisans and professionals that operate as a community of practice and are all involved in the creation and quality control of the outcomes of the ARCA ADRIATICA tourist product.
6. Uniqueness: The ARCA ADRIATICA tourist product is clearly defined and distinguishable from competitors and it provides a useful and unique competitive advantage creating high customer value.
7. Social capital represented by the bond with the territory developed thanks to the link among the ARCA ADRIATICA partner institutions and the local actors and agents operating not only within the maritime cultural field but also within the tourist industry associated.
8. Innovativeness: the use of new technologies to offer new form of cultural consumption through virtual tour, augmented reality, etc. that intensify the customer experience and free the consumer from being physically present in the museum.
9. Presence of very experienced and knowledgeable managerial staff and human resource in the field of maritime cultural heritage working within the ARCA ADRIATICA network.
10. Beautiful historical and unique locations offering incredible sights, food, history, culture, etc.
11. European Commission and Ca' Foscari University of Venice represent reliable and renowned public institutions certifying the quality of the tourist product actively supporting the ARCA

ADRIATICA project.

12. A network of public managers and civil servants that has developed communication processes and reciprocal knowledge along the years that got accustomed to work together.
13. Support of the local government and authorities.

### **Weaknesses**

1. Difficulties in coordinating so many activities among geographically scattered partners speaking different mother languages (organization perspective).
2. Logistic difficulties for a prospect willing to experience two different locations such as Rovinj and Tricase, located far away one from the other (customer perspective).
3. Lack of dedicated marketing and communication profiles (human resources) to the ARCA ADRIATICA tourist product within the network in the long run.
4. Lack of established awareness and reputation as a network (even if the single partners may have a very good reputation).
5. Relevant financial requirements to be satisfied in order to support the promotion and enrichment of the tourist product in the long run.
6. Lack of international accreditation of the ARCA ADRIATICA network by the foreign maritime cultural institutions.
7. The new technologies used by the partner require constant updating and maintenance increasing the financial requirements.

### **Opportunities**

1. Favourable positive trend leading to the consumption of authentic and unique cultural experiences differentiating themselves from the mass tourism. A sort of “slow tourism” characterized by the enhanced quality of the experience and looking for immersive visits within the local culture in the respect of the traditions.
2. Increasing trend in the attendance of maritime festivals.
3. Limited promotional investments by current maritime festivals and other maritime institutional networks.
4. Events, meetings and occasions of cultural consumption are increasingly unfolding themselves through digital platforms.
5. Increasing audiences that are sensitive toward the sustainable tourism.
6. Opportunity to get few important companies involved or associated with the sponsoring of the maritime brand heritage.
7. The positive increasing trend of the pleasure boating and its industry.
8. The interest and sensitivity of many cultural institutions and other stakeholders toward the

maritime heritage that would allow to take advantage of potential synergies.

9. Increasing trend in the experiential consumption of cultural products (within the hypermodern sociological paradigm) that sees customers looking for products offering multiple experiences simultaneously (experience everything right now).
10. The tourist audience resilience that after a long period of restriction and limitation in travelling and consuming caused by the Covid-19 pandemic, would generate a strong rebound in consumption of culture and tourism.
11. European Union sensitivity to financially support the INTERREG projects also as a consequence of the pandemic situation.
12. Availability of the Croatian government to invest on the enhancement and development of the Croatian coast.

### **Threats**

1. The Covid-19 may prolong its effects beyond the expectations causing restrictions to the free circulation of people and the organization of cultural events and museum openings.
2. Other global pandemics and nefarious events (terrorism, earthquakes, wars, etc.) may thwart the adoption of the tourist product by the customers.
3. Progressive dissolution of the material and immaterial cultural heritage (craftsmanship, traditions, dialects, environmental effects on material heritage, etc.).
4. Seasonality and weather effect.
5. The marketing effort of strong competitors able to distract/detour the audience toward alternative cultural network.
6. Decreasing public financial commitment supporting the cultural organizations.
7. Competition: The increasing tourist attractiveness of other countries (such as Greece) endowed of strong maritime cultural heritage able to lure cultural audience.

Table 3: ARCA ADRIATICA tourist product SWOT matrix

	Good	Bad
<b>Internal</b>	<b>Strengths</b> Integration Authenticity Sustainability Territoriality Competence Uniqueness Social capital Innovativeness Experienced staff Beauty Certified quality Tested coordination processes Local institution support	<b>Weaknesses</b> Complex organization Tourist logistic difficulties Dedicated communication staff Reputation Financial requirements International accreditation Tech obsolescence & maintenance
<b>External</b>	<b>Opportunities</b> Slow tourism trend Maritime festivals trend Competitive marketing weaknesses Digital cultural consumption trend Sustainable tourism trend Brand sponsorship and association Pleasure boating trend Synergies with cultural institutions Everything right now Consumption rebound EU Interreg support Croatian Government support to the coastal development	<b>Threats</b> Prolonged pandemic effects Other global negative scenario Heritage dissolution Seasonality Direct competitors attempts Future shortage of financial commitment Indirect competitors marketing effort

### 1.1.5 Strategic and tactical recommendations from the development of the SWOT Analysis

#### Recommended strategies (classified by types and nature of intervention)

It is recommended to flank to the ARCA ADRIATICA core product with a gadget product line produced by local artisans taking advantage of the opportunities given by the consumption rebound consequent to the tourist resilience (O10) and by the digital cultural consumption trend (O4) as long as they can be sold through ecommerce. A brand extension strategy may be advisable also in relation to the positive pleasure boating trend (O7).

### **Strengths and Opportunities/Threats**

S 1 – O 9 – T 7: The richness and diversity of the overall ARCA ADRIATICA tourist product would be a very effective core message to address customers and prospect in order to take advantage of the “everything right now” increasing trend and effectively respond to threats represented by potential competitors.

S 2, 4, 5, 6, 7 – O 1: Emphasize the typicality of the territory and the proposed way to explore the ARCA ADRIATICA local maritime heritage to intercept the “slow tourism” trend and its customers looking for a more contemplative tourism experience. Moreover it is possible to emphasize the authenticity and the uniqueness of the components of the ARCA ADRIATICA tourist product as well as the network of relationships developed with artisans, professionals and cultural institutions of renowned competences.

S3 – O5: Emphasize the sustainability of the ARCA ADRIATICA project toward the most sensitive audience in order to meet the increasing demand for sustainable tourism.

S4 – T1 The territoriality together with the positive trend of cultural institution to enhance the residential audience call for the action of creating loyal relationships with residential prospects in order to prevent future potential pandemics or other nefarious events from jeopardizing the ARCA ADRIATICA economic sustainability and activity.

W 6 – S 2, 6, 10: By getting highly internationalized universities (such as Ca’ foscari University of Venice) involved and emphasizing the authenticity and uniqueness of the ARCA ADRIATICA tourist product it would be possible to gain the necessary accreditation by the other international maritime cultural networks.

S 5, 6, 9, 11-T 5: Differentiation, competence, experienced staff and certified quality to contrast the threat posed by indirect competitors looking to our customers.

S 2, 10 -T 7: Authenticity, and beauty to contrast the threat posed by primary direct competitors such as maritime festivals, and other maritime destinations.

S 7 – T 1 – O 10: By developing a relationship strategy targeting also the residential population the ARCA ADRIATICA tourist product will not be dependent solely on the foreign tourism preventing exogenous events (such as Covid-19 pandemics, terrorist attacks, etc.) from strongly jeopardizing the ARCA ADRIATICA product economic sustainability and taking advantage of the expected consumption rebound after the pandemic.

S 6 – T1 –O 4: The increasing digital consumption trend of the cultural heritage has to be exploited in order to overcome the threat represented by the Covid-19 and other future possible pandemics and nefarious events. In particular, the uniqueness of the ARCA ADRIATICA tourist product should be used as the core message to be clearly transferred to prospects and customers.

S: 13-O 11, 12 – T-6: EU, Central government and private companies may help ARCA ADRIATICA with its financial requirement and the threat of financial shortage in the long run. Local communities may financially help ARCA ADRIATICA if they bound their development project to supporting the ARCA ADRIATICA network. ARCA ADRIATICA should schedule actions to engage private and public institutions on this matter developing fundraising plans to gather resources form these institutions.

### **Weaknesses – Strengths – Opportunities**

W 1 – S 9, 8 – O 9: Being able to cope with the coordination difficulties related to a geographically scattered set of museum and institution will allow us to take advantage of the experiential trend in cultural consumption leading visitors to live multiple consumption experiences simultaneously, within the same tourist product. Taking advantage of the ARCA ADRIATICA knowledgeable and competent staff together with the new digital technologies and platforms it would possible to overcome the network coordination problem and exploit the positive experiential trend of everything right now.

W 2 – S 13 – O 9: In order to have prospects and customers experiencing a pleasing consumption process it would be fundamental to arrange the logistic transportation and connection between the different locations of the ARCA ADRIATICA tourist product at their best. In order to do this it is recommended to take advantage of the good relationships and support of local authorities to improve the logistic connections among the ARCA ADRIATICA tourist destinations. Moreover, these ARCA ADRIATICA disadvantaged destinations could ask for further financial support from EU or national and local governments. In this way customers will benefit by a well-organized service and spread positive word of mouth.

W 3 – S 11 – O3: Given the lack of investments in terms of marketing and communication characterizing the maritime festivals and the other maritime networks by taking advantage of the relationships with Ca' Foscari University of Venice and other institutions ARCA ADRIATICA may invest on the involvement of suitable profiles for this role. ARCA ADRIATICA would thus be able to reach a strong positioning in its target customers' mind.

W 4 – S 7, 8, 9, 10 – O 3: By investing more economic and financial resources in marketing and communication ARCA ADRIATICA would be able to strengthen its positioning in the market. To increase its brand awareness ARCA ADRIATICA should organize travelling events among the different partners' tourist destinations and take advantage of its beautiful and authentic cultural heritage that may represent the core of the brand promise message; its experienced managerial staff, its social capital and the relationships with the many cultural institutions involved somehow in the ARCA ADRIATICA network.

W 5 – S 3, 6 – O 6: By getting important companies involved or associated with the brand heritage ARCA ADRIATICA would be able to find the economic and financial resources to grant its economic sustainability in the long run. In order to do so and attract potential sponsors ARCA ADRIATICA should exploit the uniqueness and the sustainability of its offering.



## Opportunities

W3, 4 – O3, 7: Other maritime festivals and institutions haven't invested a lot on self-promotion and on investing in relationship marketing making it easy for ARCA ADRIATICA to obtain better positioning and brand awareness. It may be possible to attract funds (and sponsorships) from leader leisure boating companies.

S 1, 12 – O 9 & W 1, 2: The complexity of coordination between many partners scattered among the Adriatic coast and the logistic difficulties to connect different locations of the ARCA ADRIATICA network should be faced by taking advantage of the tested integration processes and qualified competences of the ARCA ADRIATICA network management. In this way it would be possible to benefit of the increasing demand for a rich and well-structured experiential product.

O 11 – T 7: The opportunity to get other countries or regions involved (Greece, Friuli Venezia-Giulia, Albania, Slovenia, etc.) in order to enlarge the network and get the EU funding.

## 1.2 Master plan for the development of tourism products that are based on or include maritime heritage

### 1.2.1 Identification of market potential and target groups

The potential market of the tourist product offered by the ARCA ADRIATICA partners is made of many different segments of customers awaiting for being reached by an highly valuable marketing offering. To each segment it should be assigned a label, summarizing the nature of the segment, followed by a thorough description. In order to better identify and define the relevant segments in the market it can be useful to taken into consideration the tribal marketing perspective (Cova & Cova 2002; Pathak, & Pathak-Shelat, 2017; Cane, Bellag, & Fukada, 2020), which considers customers and prospects as groups of individuals sharing the same passion or interest for an activity or a product. If we consider the case of the passion and interest for the maritime material and immaterial heritage we may notice that these customers share also the same knowledge, language and tend to form a kind of groups named "tribes": sort of communities physically meeting together during occasions and gathering. The member of these tribe express their involvement through associations or other organizational forms focused on a specific interest (maritime material and immaterial heritage) generally on a local base. Multiple tribes sharing the same interest and passion form "tribal constellations" that represents articulated networks of passionate individuals coming from different countries and cultures very often characterized by a part of shared knowledge and a part of complementary knowledge on the specific interest of the maritime know how, traditions and, broadly speaking, culture.

Members of the tribes can express their membership through gathering participation or particular roles played within recognized institutions such as associations, specific event organizing committee, etc. Other members of the tribe may be not clearly recognizable by the rest of the community as they show their passion or interest in a more intimate and private way, buying or collecting small artefacts, reading articles, watching events on TV or social media. They might even satisfy their passion on a daily basis by practicing sailing with their family or friends during the weekends.

Some of the main cultural events on the maritime heritage organized in Europe count hundreds of thousands of visitors. Some of them:

- Brest International Maritime Festival (700.000 visitors, France)
- Oostend Maritime Festival (250.000 visitors, Belgium)
- La Semaine du Golfe de Morbihan de Vannes (130.000 visitors, France)
- Irish Maritime Festival at Drogheda Port (40.000 visitors)
- Great Yarmouth Maritime Festival (30.000 visitors, Ireland)
- Baltic Sail Festival (different locations in seven different Baltic countries)

And many others maritime festivals. The audience of these festivals all together counts millions of visitors.

Beside the members of the tribal constellation revolving around the maritime heritage and culture there are the outsiders: individuals who don't share the same passion or knowledge as the members but who may be potentially interested if properly informed and who have the occasion. Tourists visiting the maritime locations within the ARCA ADRIATICA network, for instance, represent the most relevant market segment to consider within and effective targeting strategy. Other less relevant market segments may be represented by individual travelling for work along the areas of the ARCA ADRIATICA partners and residents living in the same areas.

Among the segments in the potential market the most important ones that should represent the primary target for the partners are:

1. Participants: individuals passionate for the maritime culture and interested in the maritime cultural heritage, both material and immaterial, who participate to gatherings, exhibitions, and other occasions in which the "tribe" meets.
2. Adherents and devotes: members of associations, event organization committee on maritime heritage and ancient ship restoration, etc.
3. Practitioners: individuals practicing on a daily basis maritime related activities, such as sailing on

traditional boats, restoring old boats or small ancient ships, etc.

4. Sympathizers: individuals interested in the maritime cultural heritage who read magazines specialized on the topic, who love watching TV programs on the topic such as competitions, maritime cultural happenings, etc.
5. Tourists: individuals that are potentially interested in the tourist product proposed by ARCA ADRIATICA network who have access to the product as they are staying at hotels and other housing solutions within the ARCA ADRIATICA partners areas.

### 1.2.2 The general marketing strategy: definition and market strategy of the overall ARCA ADRIATICA tourist product

According to the segmentation analysis proposed we may distinguish among two types of segments: those referring to mature part of the market with potential customers that are informed and well acknowledged about the nature of the tourist product proposed, and the tourist segment referring to an audience who is not informed about the product offered and who, very likely, has not yet consumed similar product before. In cases like this a multiple marketing approach is recommended by the contemporary marketing practices (Coviello et al, 2002; Vassileva, 2017). Segments 1, 2, 3, and 4 should be addressed primarily through a relationship marketing approach (Gummesson, 2017; Gummesson, 2011), with the goal to develop a long term loyalty relationship with the relative target customers.

Segment 5, on the other hand, should be mainly addressed through a transactional marketing approach, aiming at contacting and persuading new customers to try for the first time the ARCA ADRIATICA value proposition.

With this purpose in mind a differentiated marketing strategy is advisable. We recommend, thus, two different courses of actions for, respectively for segments 1 to 4, on one side, and segment 5 on the other one.

In order to effectively adopt a relationship marketing approach it is necessary to address the market through a customer relationship management perspective. With the purpose of developing a long term marketing relationship with prospects and target customers it will be necessary to articulate the strategy in four phases:

1. Setting up a database listing the contact details of all the current and potential customers to address with the ARCA ADRIATICA value proposition. The database may be the result of the merging of the different partners' database of current and past contacts.

2. Profiling the customers by discriminating their customer lifetime value, purchasing attitudes and other valuable information.
3. Networking and interacting with the target customers, gathering precious data useful to update the database. Such data should be relative to the wants and needs characterizing the target customers leading to an effective implementation of phase 4.
4. Customization: differentiation of the offering according to the specific wants and needs showed by the customers recorded within the database.

This approach requires a shared consciousness among the ARCA ADRIATICA partners of the importance of the customer role which implies the adoption of the well known slogan: "customer is king" (Kim, & Aggarwal, 2016; Levitt, 1993). A series of operative techniques related to this approach will be described further on.

In the long run the ARCA ADRIATICA Network strategy would be better off through the organization of an Adriatic Sea Maritime Festival, getting all the different partners involved in its organization. Similarly to what happens for the Baltic Sail Festival, it may be simultaneously organized among the locations (cities) of the ARCA ADRIATICA partners with the purpose to deliver and create a valuable marketing offering to the customers. They would be able to purchase the ARCA ADRIATICA tourist product taking advantage of the relative close distance among the different partners' locations following the experiential trend of enriching the consumption experience through variety and simultaneity (Pulh, Marteaux, & Mencarelli, 2008).

For segment 5 - tourists - the marketing strategy should focus on attracting and persuading target customers to try and purchase the tourist offering proposed by the ARCA ADRIATICA partners. With this purpose in mind to take advantage of logistic hubs such as train station, port, airport or hotels in order to get in touch with prospects a series of techniques will be described in the following section.

In general we recommend the creation of a strong brand based on brand awareness, brand reputation and brand protection. The ARCA ADRIATICA network brand is related to the logo, the brand symbols and the other elements associated to the brand. Such elements should be: sustainability of the maritime activities, maritime traditions and craftsmanship protection, inclusiveness.

A potential set of strategies that would lead the network to grow into the market is listed here below:

### Market penetration strategy

- Increase of the audience persuading non visiting residents to become visitors
- Increase the consumption rate of the current customers

### Market development strategies

- Address and persuade visitors of other maritime and cultural networks to consume or try the ARCA ADRIATICA tourist product

### Product development strategies

- Audio-visual and multimedia products: creation of short movies narrating the history of the maritime heritage culture through extraordinary stories on historic boats and traditions).
- Consumption experiences within the museum networks: “augmented” guided tours through technology and the creation of a virtual museum experience
- Consumption experiences external to the different city centres:
  - a. Organization of boat tours connecting two or more partners within the ARCA ADRIATICA network (connecting museums, city centres, etc.)
  - b. Organization of on-boat guided tours to the wrecks sunk along the Adriatic coast with the possibility to dive and explore the deep sea along with the increasing trend of participative archaeological diving.
  - c. Organization of a competitive or non-competitive regatta between historic boats\_

### Diversification strategy

- Brand extension strategies through the development of agreements with other boat makers aimed at creating new line of boat products sponsored by the ARCA ADRIATICA network
- Brand extension strategies aimed at providing ARCA ADRIATICA certifications and quality legitimation to artisans and firms involved in the boat restoration process; a sort of brand licencing to the best shipyards and boatyards offering their services in the market
- Development of agreements with manufacturers and suppliers of parts, components and furniture within the nautical market
- Creation and organization of an ARCA ADRIATICA Maritime Festival

### 1.2.3 The operative marketing proposed solutions: measures to enable/encourage product development in the wider area – organisation, financing and promotion

The first goal is to achieve a high level of authority for the ARCA ADRIATICA website and social media. A benchmark analysis of the most important website and social media of similar tourist products available in the European market should be performed. High level of authority will turn into better communication performances leading toward positive results in terms of awareness of the ARCA ADRIATICA tourist product and engagement of the target audience. An important effort has to be exerted by the ARCA ADRIATICA network in the short-medium term with the purpose to foster:

- growth through organic social content of the ARCA ADRIATICA social media and website
- growth through paid social content of the ARCA ADRIATICA social media and website
- the optimization of the SEO positioning

To nurture, maintain and improve the relationship with current customers, communication activities would be crucial for ARCA ADRIATICA. A series of personalized messages should reach the target audience, such as:

- newsletters generated through a dedicated tool (e.g. Sendinblue, Campaign Monitor, etc.) integrated with the customer relationship management database would be fundamental;
- targeted messages from the main ARCA ADRIATICA social networks should be conceived on a regular base, following the seasonal trends.
- brochures, leaflets and other promotional tools, such as electronic billboards at the most visible touch points should be distributed during gatherings and maritime festivals in Europe and the rest of the world;
- the presence of an ARCA ADRIATICA promotional kiosk should be arranged during the most important European maritime festivals.

A dedicated budget should be allocated for each of the aforementioned activity.

In order to attract new potential customers, billboards, and other promotional tools (leaflets, brochures, etc.) should be present at the most attended hotels in each of the ARCA ADRIATICA partners' city, and logistic hubs (i.e. train station, airports, ports, etc.).

The presence of the ARCA ADRIATICA network should be assured in the following contexts:

- nautic shows (Dusseldorf, Cannes, Parigi, Monaco, Amsterdam, Bologna, Venice, etc.)
- boat competitions (Barcolana in Trieste, Historic Regata in Venice, etc.)
- maritime festivals (Oostend, Vannes, Brest, etc.)

## 2. Profile and characteristics of the Partners



### 2.1 Municipality of Malinska-Dubasnica

Municipality of Malinska-Dubasnica is a local government authority, also known as a tourist municipality, with around 1.000 inhabitants. It supervises the work of some public organizations such as Touristic board of Malinska, communal society Dubasnica and elementary school. Besides the local authorities' typical functions and activities, our attention has always been put towards the sustainable development. It has long experience in infrastructural projects and in organizing national events.

#### History Overview

In the past Malinska had an important role as the main island port for wood export in Croatia and Italy and one of the beloved vacation destinations for the Viennese aristocracy. Malinska got its name from the mill that was constructed in the center of Malinska in the 15th century. In 1866 the first steamship came to Malinska at a time island earned its recognition as a health resort for the high society. Tourism in Malinska officially started after 1866 when the first steamship docked into the port. That was a new stage of its development, as only hunting tourism was known before, which later expanded with the development of health tourism.

#### Traditions

The whole area of the island is also known by its rich Glagolitic heritage which has given it the epithet as „the cradle of Croatian literature and culture.” Dubašnica and its Glagolitic priests have made their contribution to the Glagolitic tradition of the island. The bulk of the cultural- historical heritage of its region is made up of scared buildings and sites. One of these is a complex dating from 1480 comprised by of the Church of St. Mary Magdalene, a Franciscan monastery and its

museum with exhibits of rare objects and collection of Glagolic stone monuments.

The many concerts of classical and traditional music in the atrium of the Franciscan monastery and the concerts of jazz and vocal groups at Jaz (a place in the center where women washed the clothes in the past) provide a special atmosphere throughout the year.

The Municipality organize every year regattas in Malinska, due to our Sailing club, which is very important in Island of Krk. Also, we organize Sensa festival or Days of cheese since fishermen once ate cheese that the local population produced.

### Resources

In the area of the Municipality of Malinska-Dubašnica relevant with evaluation are natural resources: beaches, coast, port of Malinska - where you can see many traditional boats such as bracera, guz, passara, the shipyard where traditional wooden boats are refurbished and maintained, forests full of oak DUB, as well as the museum "Cicikini" (the Early Christian church complex in Cickini wood in Malinska, dates back to the period between the 5th and the 7th century. The complex consists of a church and the remains of several buildings with the accent being on a Baptist well. Research carried out on this complex that hides secrets from the past only began just in 2002.), Interpretative center, and a lots of sport associations such as Sailing club, fishing association etc.





## **2.2 Municipality of Tkon**

Tkon Municipality is a unit of local self government of rich natural and cultural heritage and tradition and it is also rising as cultural destination. It is located on the island of Pašman and the its inhabitants still keep the maritime heritage and fishing traditions. Tkon tends to be a "Green Municipality" that takes care of the natural and cultural heritage. So far numerous infrastructure projects and projects for the protection of natural and cultural heritage were implemented.

### **History overview**

#### **CULTURAL AND HISTORICAL HERITAGE**

Cultural and historical heritage of the Pašman island and as well as of Tkon is predominantly represented by sacral architecture, which demonstrates the substantial impact of Cristianity on this area. In Tkon you can visit the famous Benedictine monastery of St. Cosmas and Damian on the hill Čokovac, and there are also the beautiful parish church of St. Thomas Apostole, then the chapel of Our Lady of the Seven Sorows on hill Kalvarija, and the church od St. Antony the Abbot. For Tkon is especially important „Tkonski zbornik“, which represents the collection of Croatian medieval texts of extraordinary historical, literary and artistic value.

- The Benedictine monastery of Saints Cosmas and Damian (Čokovac)



Fig. 1 - The Benedictine monastery of Saints Cosmas and Damian

The Benedictine monastery of Sts. Cosmas and Damian is located on hill Čokovac, 2 km northwest from the center of Tkon. It is the only male Benedictine monastery in Croatia. The church was first mentioned in 1070.; in 1125. the construction of the monastery was completed, when Benedictines, after the Venetian destruction of Biograd, have founded new shelter on this very island. The church completely preserved its Gothic look and among many artistic works from the Middle Ages, here in particular stands out the painted wooden crucifix. The monastery has been a center of literacy and culture for centuries, especially of glagoliticism.

- The Parish church of St. Thomas the Apostole in Tkon

Parish church of St. Thomas the Apostole was already mentioned in the 11th century as the church of St. Mary. It is assumed that during the 12th century, its title was changed, and since 1215. it has been called the church of St. Thomas. The church is Romanesque, three-nave structure with an apse, and during the history it underwent a number of changes. On the main altar there is a painting of „Madonna on the Throne“ holding the infant on her knee. Arhdeacon Carlo Fedrico Bianchi wrote in his book „Zara Christiana“ from 1879., that this was the most beautiful rural church in Archdiocese of Zadar. This parish church entered in the The Register of Cultural Goods of the Republic of Croatia at the Ministry of Culture. The parish church has its choir of church folk singers that cherishes glagolitic folk church singing. This type of singing dates back to the old times and today is recognised as an intangible heritage, holding the prestigious label HOP ( Croatian Island Product ). Monumental multimedial edition – Monography of Tkon glagolitic folk church singing was published in 2016. The monography introduces us to the history of Tkon and its glagolitic singing that are recorded on CD/DVD.

- Chapel of Our Lady of Seven Sorrows

Above the center of Tkon on the hill Kalvarija there is a Church of Our Lady of the Seven Sorrows from the 18th century. There is a marble altar in the church and there are two bells. A stairway of 101 stone stairs with the Way of the Cross, leads to the top of the hill where everyone can enjoy the magnificent view on Tkon and islets of the Pašman channel.

- The church of St. Anthony the Abbot

In the center of Tkon there is the church of St. Anthony the Abbot that was built in 1672. by the legacy of the local glagolitist Ante Palaškov. In the church there is a marble altar from the early 19th century. A brotherhood of St. Anthony maintained to this day.

- The remains of the church of St. Alexander on the location „Poljane“

The church was built in the honor of Pope Alexander I ( 105. – 115. A.D.) due to his visitation to

Zadar. The relics of the Pope are kept in the small box at the Parish office as well as the document from the first half of the 15th century that tells us about the event. Archaeological research of this valuable site started in 2015.

- Profane object fortification

Pustograd - Byzantine fortress from the 6th century, situated on the hill above the bay Zaklopica. It served as a military fortress to control and protect Pašman and Zadar channel of pirates attacks. Nature and hiking lovers can follow well marked cycling/hiking trail that leads towards the fortress. A good part of the road is asphalted but the path that goes up to the hill requires good condition and footwear. The location represents a very important archaeological site that has not yet been explored.

- Large cotes-known as the Castle of Ugrinić family in the wood „Crnike“



Fig. 2 - the Castle of Ugrinić family

Not far from the lookout Straža there are ruins of Ugrinić palace. It is stone fortification from the 16th century which was used to accommodate military crews and the ancestors of today's inhabitants of Ugrinić. Ugrinić palace is entered in the Register of Cultural Goods of the Republic of Croatia at the Ministry of Culture.

#### UNDERWATER ARCHAEOLOGICAL SITES

- Gnalić - a slightly sunken ship from the 16th century

An important submarine archaeological site is the shipwreck in the Pašman Canal near the Gnalić islet, which is kept by the Native Museum in Biograd na Moru, some 10,000 of them. It is a Venetian ship that sank in 1583, loaded with a variety of expensive merchandise for trade in Mediterranean ports. The treasure of inestimable value was hidden at the bottom of the sea for almost four (4) centuries. It was discovered by accidental findings of Murter fishermen only in

1967. Since then, a number of expert hydro-archaeological studies have been proven that have provided numerous objects of inestimable value. About 110 m<sup>2</sup> have been explored to date, out of a total of 800 m<sup>2</sup> containing archaeological sites. Curiosity: A few months before the shipwreck, in May 1583, the old harem of Sultan Murat III was destroyed in a fire. As he was a great lover of beautiful women, who spent more time in the harem than engaged in government affairs, Murat III. Immediately in Venice, through his vizier Sijavus-pasha, who was pretending to be of Croatian origin, he ordered the best equipment for his fallen harem. So 5,000 round window glasses were loaded on Gaglian gross's large merchant ship, as well as many different cargo and luxury dresses. However, sailing was delayed several times, so the ship in the Zadar area arrived before the winter ban on sailing, which began in November and lasted until the end of January. Gnalić's ship sank, sinking on rocks, and ordered glass never reached the Sultan's harem, but she also learned from the archives that the Dairy Senate had sent them again. There are a number of theories today about the sinking of a ship.

### Traditions

Traditional music – In Tkon, in the past, the traditional circle dance was danced every Sunday in the central square of Kolečće. It was danced by young girls and women of all ages, but only unmarried boys. There were two types of circle dance: a singing circle dance and a silent circle dance. Singing has always been in a two tone and always one person starts the song independently and then everyone goes on. The dance was not accompanied by music.

Today, this tradition is nurtured by the folklore group "K.U.U. Kunjka".

Glagolitic folk church singing in Tkon: What each nation characterizes are the language, scripture, religion, history and space in which it lives and works.

For centuries, Glagolitic script has preserved the nature of our language. The monks of the Benedictine monastery on Čokovac hill above Tkon are especially responsible for spreading, nurturing and safeguarding Glagoliticism, as well as Glagolitic church singing.

The monastery praying and singing in two steps inspired the parish, so the alternating singing of the male and female choirs in the parish of Tkon was strongly rooted and maintained to this day.

The magnitude of verbiage lies in the fact that even the smallest environments, such as the Tkon, testify to the symbiosis of church and folk (traditional) music, which is an important element for the continuity and very survival of traditional Glagolitic folk church singing.

For centuries, folk church singers have mixed popular secular music and Gregorian tunes, thus

creating a fascinating array of musical styles and local tunes, as is the case with fabulous "old-fashioned" singing.

The folk singers of the church of st. Thomas the Apostle in Tkon (Pučki pivači crkve sv. Tome Apostola u Tkonu) performs this type of singing throughout the year, but is most active during the Lent period, especially in the Holy Week until Easter.

Today they are the true guardians and promoters of the Glagolitic folk church singing, and their actions remain a pledge for generations to come.

Glagolitic folk church singing is registered in the Register of Intangible Heritage of the Republic of Croatia and as such represents invaluable value for the overall culture of our people.

Croatian Cultural Association "Singing Heritage" in association with the Association of The folk singers of the church of st. Thomas the Apostle in Tkon, the Archdiocese of Zadar and the Municipality of Tkon published a multimedia book "Tkon - Glagolitic Folk Church Singing in the Archdiocese of Zadar".

#### **Traditional food and typical kitchen:**

Aromas and flavours of Pašman will trigger the appetite of everyone on the island, where the peaceful rhythm of life and listening to nature puts emphasis on what is important - family meal that brings the generations together, when the beauty of simplicity is reflected in the food prepared with love. The sea has been feeding this area with fish and shellfish for centuries and the land complements by delicious meals such as the rabbit and pheasant goulash and sweetens with old cookies of figs and almonds, with a quality glass of homemade wine. The hospitality of the local residents ensures that everything is shared with the visitors whether the dinner is prepared by the host or eaten on the terrace of the restaurant. The true experience of Pašman area gastronomy is inevitable. The experience complemented by the lifestyle where from the little land, the best has been drawn from its fruits. Traps, nets and longlines were stealing the most delicious meals from the sea - bass skilfully prepared on the grill with homemade olive oil from olive trees step away from the place where you eat is not an ordinary piece of fish. Behind every meal there is a story, whether that piece was caught by an old fisherman with his grandson who went fishing for the first time or in the morning a neighbour handed a bunch of chard to another so beautifully placed in a bowl on the table. The harmony of coexistence of man and nature provides a unique opportunity to taste and enjoy healthy food prepared with love to every visitor of Pašman.

The island's cuisine is very simple and healthy and is prepared in a special way. You would not believe what magic can be made with some olive oil, garlic, pepper and salt. Several typical islands dishes:

1. **Peka** is a famous Dalmatian dish of vegetables and meat or seafood. The lamb meat and octopus are favourites. Ingredients are placed in a covered pan and roasted in the embers of an open fire.
2. **Buzara** - A dish made of shellfish and crustaceans. There are two famous buzara - scampi buzara and mussels buzara. Scampi buzara pairs nicely with rose, whereas mussels go down nicely with rich white wine.
4. **Salt-marinated anchovies** - Since ancient times, the island relied on its natural resources to feed its people. Salt-marinated anchovies and olives were staple foods that sustained families during winters.
5. **Kunjka** - the town of Tkon and the entire Pasman Canal are famous for these very delicious shellfish - Arca noae. Arca noae is fished either by divers gathering individual shells by hand or from boats using specially adapted rakes which are pulled along the seabed. You can dive for it or buy it from a local fish markets. Also, you can taste it in almost all restaurants on the island.
6. **Šalša**, a tasty light stew made of tomatoes, onions, and spices is a popular sauce in Croatia, particularly in Dalmatia. Homemade Šalša goes great with pasta or rice or just as a side sauce.
7. **Brudet** is a simple fish stew, prepared of several sorts of fish and some inevitable ingredients  
– olive oil, salt and pepper, onions and garlic, parsley and peeled tomatoes. Traditionally it is served with palenta (boiled cornmeal).
8. **Grilled Squid with Swiss Chard** - A popular local dishes include grilled squid accompanied by blitva, a signature Dalmatian dish of boiled potatoes and Swiss chard (mangel). Seafood is simply prepared with local olive oil and parsley. It makes a great light dinner with some good red wine.
9. **Frite**, a traditional sweet, a sized dough balls, flavoured with lemon zest, dark rum, and sprinkled with icing sugar.
10. In the past, there was a specific sheep cheese.  
Also, in the past, people have eaten many greens with olive oil.

## Traditional Events

- „The Fisherman`s night“ in Tkon

The first Fishermen`s night in Tkon was held in 1986. and is successfully maintained to this day. The event traditionally takes place every year before the feast of the Assumption of the Blessed Virgin Mary ( 15th of August ). On the main square, along the and streets the stands are set up, where you can taste various domestic specialities – most of all seafood, fish broth etc.. and drink fine homemade wines. Integral part of the programme is live music as well as traditional games such as rope tugging game, boat racing and so on.

- The Fair of Island Products

The Fair of Island Products is traditionally held in Tkon throughout the year, especially in the time of Škraping and in the summer months. A variety of domestic – homemade products can be found at the fair: from virgin olive oil, syrups, marmalades, figs to natural cosmetics ( soaps, creams, essential oils etc. ) based on domestic herbs such as lavender, rosemary and immortelle. The Fair also offers interesting souvenirs made of olive wood, shells and other original materials that are characteristic of this area. Most of the products have a prestigious Croatian island product label ( HOP ) that is given for their authenticity and originality.

- Regatta „Đir po konalu“ in Ugrinić

The regatta of old, traditional wooden boats on harsh (Lateen) sails and tread with the presentation of old fishing gear and techniques started in 2007; in 2012 its official name changed into “Đir po konalu” (‘a stroll around the channel’). The event connects boat owners, fishermen, artists and tourists in one place. As a tourist product, this is a shuffle of recent times to utter interest of non-locals. The regatta musters more than 30 traditional wooden boats with sharp sails and trees and over 1000 visitors. The crew is mostly from the islands of Pašman, Biograd na Moru, Vodice, the islands of Murter,, Prvić,, Iž and Zlarin. Participants of the regatta are true lovers of sailing, traditional wooden boats and maritime heritage. The regatta finishes in the afternoon with a victory ceremony, lots of socializing and entertainment with local food and traditional a cappella singing.

- International trekking race „Škraping“

„Škraping“ is the greatest international trekking race in Croatia with over 1 500 contestants from eleven European countries and belongs to the category of extreme sports. It is held every year in the beginning of March; the name comes from the stone grooves, cracks which the island abounds. The main characteristic of this race are climbing, jumping, walking and hiking in nature.

At the start of the race the contestants get a map of the island with marked checkpoints that need to be run in the shortest possible time. The race is divided into four categories – from the most demanding one for experienced athletes ( Ultra – Marathon, 45 km), Challenger – 25 km, Active – 12 km, to the lightweight category intended for recreation (a family track or Light version of the race - for those who seek for an active walk in the fresh air.) There is also Škrapić - for the youngest, which takes place the day after the main race. The manifestation's accompanying events, like the Island Fair of traditional local products ( holder of the prestigious HOP – Croatian Island Product label ) offer further insight in local food, music and traditions. Taking place in March, and constantly growing, Škraping has become not only a trade mark and island's window into the world, but also a relevant promoter of Croatia in the period before the main tourist season.

### Resources

#### NATURAL RESOURCES:

Tkon has many beautiful beaches, sandy coves, and above all - the coast surrounded by the crystal clear sea.

Sand beaches – in Municipality of Tkon in the north side of the island, there are about ten sand beaches with very friendly environment which is suitable for the small children. On the other side of the island there are many attractive coves with specific dalmatian rocks called - škrapa and beautiful turquoise colour of the sea. Also, from this place you can see beautiful National park “Kornati”.

- Robinson tourism

Whether you desire just a walk on the fresh air or you are passionate about biking and trekking, you will discover numerous trails and paths along which extend the ancient olive groves, winding old drywalls, revealing the story of the coexistence of man and nature. The most beautiful sightseeing on the sea, especially on the Kornati islands you might enjoy from the Straža viewpoint, and if you want a view from the other corner and you are ready for demanding path, head towards Pustograd. On the south side of the island you will find rocky karrens, cracks in limestone, as well as unique sandy coves like the Vitana bay where even Robinson Crusoe would envy you on your island adventure, but also on silence and peacefulness of this place which in these days are a real treasure to find. Apart from apartment accommodation and campsites that are offered in Tkon, you can also book accommodation on this side of the island, in original little stone houses on the coast, places for unforgettable vacation for body and soul ( Robinson tourism).

- Caves; discover the underworld of the island

Tourist evaluation of caves is used for the purpose of enriching the tourist offer destination and overall



tourist experience. Not infrequently in the world of tourism caves, as the cradles of humanity, are linked to cultural and historical heritage designing a rounded tourist story. There are about 30 caves in the area of island Pašman caves, among which are the four largest: Bobića Cave (Pašman), Marišćica (Pašman), Pod Šemić (Mrljane) , Vela Špilja-Stol (Nevidane) and Medina jama, Petnje and Pustograd in Tkon.

#### CULTURAL RESOURCES:

- Draywalls – protected „monuments“ – the example of the dry stone walls technique.

The art of drywall stone walls refers to the knowledge needed to make stone structures, by stacking stones on top of one another, without using any other material except sometimes dry earth. Drywall structures are widespread in most areas of the island of Pasman - mostly on steep terrain - inside and outside populated areas. The stability of the structures was ensured by the careful selection and placement of the stone, and the drywall structures formed numerous, varied landscapes, creating different ways of housing, farming and animal husbandry.

Such structures testify to the methods and practices used by humans from prehistoric times to the present day to organize their living and working space by optimizing local natural and human resources.

The vital role of drywall is also in preventing landslides, floods and landslides, and in the fight against erosion and desertification of the earth, in enhancing biodiversity and in creating appropriate microclimatic conditions for agriculture.

Stone drywall structures are always built in perfect harmony with the environment, and the technique used in the construction very faithfully illustrates the harmonious relationship between human beings and nature.

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The art of drywall construction was entered into the UNESCO Representative List of the Intangible Heritage of Humanity on November 28, 2018.

- Tradition of wood ship

Tkon- small traditional shipyard - škver

Shipyard (škver) is a place for the construction, repair and storage of boats, which is organized on a sloping surface that slightly descends towards the sea surface, continuing partly in the sea. This is the most important feature of our shipyard.

With this sloping sled (in the dialect važi) the ships are hand-drawn, and nowadays they are also drawn with a winch onto the work surface in the yard. In our škver, even today, thin wooden beams called palanka are used, which are manually moved under the sleigh with the ship following their movement. On the sled on either side, iron weights (4 on each side) are placed and removed to allow the sled to sink into the sea together so that the ship can rest on them. The sleds are coated with molten animal fat to make it easier for the sled to slide on them. The boat is then released by a sleigh and mounted by a keel (columbus) on short wooden beams (kantiri) and supported on the flanks by stands (kavaleti). After these actions the ship is ready for minor or major repairs.



COMUNE  
DI CERVIA

### **2.3 Municipality of Cervia**

Cervia is a tourist municipality situated on the Adriatic coast, with around 30.000 inhabitants. Besides the local authorities' typical functions, Cervia has always paid attention towards the sustainable development in its wider meaning (economical, environmental and social). It has a long experience in the touristic promotion and in implementation of policies related to valorising its natural resources, as well as the historical-cultural heritage.

#### **History Overview**

The city of Cervia develops through three main phases: the origins in the historic city of Ficocle, now disappeared; the foundation of the city of Cervia in the current historical core; the growth of Borgo Marina, along the current port.

The port of Cervia was involved in two commercial activities: the main one, linked to salt and the route to Ravenna and Venice; the second, minor, linked to the transport of wood and crushed stone in connection with Istria.

11 historic boats are moored in its port today with the traditional "al terzo" sails: 1 lancione: The three brothers; 3 Lance : Maria, Tre Sorelle, Assunta; 3 cutters: Corporale Leone, Delfino, Mario Lanza; 1 battana: Vanessa; 1 verigola: Ventifa; 1 Ligurian gozzettino; 1 burchiella; 2 fishing vessels: Diana and Virginia.

The port area still boasts some commercial activities: shipyards: Cantieri navali De Cesari and Servimar and mussel farming with the La Fenice Cooperative.

The material emergencies of the maritime past are also relevant, clearly visible in the Borgo Marina, in the MUSA and in the church of Sant'Antonio di Padova.

### **Relevant historical figures**

- Grazia Deledda: (27 September 1871 - 15 August 1936) as a Sardinian writer who received the Nobel Prize for literature in 1926, she was the first Italian woman to receive the prize. Present in Cervia since 1920, Grazia Deledda (1871-1936) spent her summer holidays in Cervia for many years, until 1935.
- Giuseppe Palanti (Milan, 30 July 1881 - Milan, 23 April 1946) was an Italian painter, advertiser, illustrator, set designer, artist and teacher of figurines. He devised the urban plan of Milano Marittima inspired by the model of the "garden cities" of the British urban planner Howard and "exploiting" the pine forest.
- Giuseppe Ungaretti (February 8, 1888 - June 2, 1970) was an Italian modernist poet, journalist, essayist, critic, academic. He was president of a jury at poetry competitions that took place in Cervia for many years. His poetry is still in the heart of all the locals who were present when he was awarded honorary citizenship in 1958.
- Mario Luzi he was an Italian poet, playwright, literary critic, translator, film critic and academic. On the occasion of his ninetieth birthday he was appointed senator for life of the Italian Republic. He received honorary citizenship in 2000.
- Giovannino Guareschi: (Fontanelle di Roccabianca, 1 May 1908 - Cervia, 22 July 1968) was an Italian writer, journalist, humorist and caricaturist. One of the best-selling Italian writers in the world: over 20 million copies, as well as the most translated Italian writer ever.
- Maria Goia: (Cervia, November 28, 1878 - Cervia, October 15, 1924) was an Italian politician and trade unionist. Always careful to defend women's rights.
- Isotta Gervasi: (Castiglione di Cervia, November 21, 1889 - Modena, June 17, 1967) the second woman in Italy to practice as a doctor.

### **Traditions**

- Marriage of the Sea and Cursa di Batell
- Festa di Sant'Antonio di Padova (protector of sailors and salt workers)
- Rotta del Sale
- Sapore di sale
- Sagra della seppia
- Sagra della cozza (di Cervia)

Every year the cultural heritage of Cervia relives with events and manifestations related to the world of the sea. The "Marriage of the Sea" is the oldest and most heartfelt festival by the community celebrated on Ascension Day since 1445. During this event, the Cursa di Batell traditionally takes place, a historic regatta with boats armed to the third, and the mast of the cuccagna on the canal port. The port and the fishermen are the protagonists of events organized by different associations (Aperitif with fishermen, Evenings with fishermen and Heritage Walks) centered on meeting the fishermen who transmit their material culture and heritage through their stories of life. their acquaintances.

### Resources

Cervia has natural resources (pine forests, beach, salt pan) and two villages full of history: the salinari village and the borgo marina. The city built at the end of 1600 still retains the characteristics of a "city of salt", with the monumental Magazzini, the San Michele tower, the salt workers' houses built as walls to protect the city. An authentic fishing village that descends along the canal port where fishing boats are moored up to the tourist port, which has 355 berths. 220 bathing establishments offer maximum comfort, a beach and a safe sea, ideal for holidays for families with children.

The history of the salt village has its center in MUSA, a salt museum and in the ancient Camillone salt pan, the latest example of artisanal harvested salt. The history of the navy is written along the canal port, with the fishermen's houses, the reproductions of the sails of the ancient boats, the lighthouse, the fishermen's club, the fishermen's coop, the fish market with the monument to the fishermen's families and boats historic moored. In this area there are also many characteristic restaurants offering seafood cuisine. Various events related to the sea take place in the Borgo Marina.

The environmental heritage is enhanced in the Salina Visitor Center in Cervia, with thematic walks and lessons for schools, in the natural park and in the pine forests. The "Cervia Città Giardino" event, an open-air floral exhibition, which takes place from May to September, enhances the great heritage of urban greenery with the setting up of flower beds and rotundas.

## **2.4 Municipality of Cesenatico – Museo della Marineria**

Municipality of Cesenatico is the public body of the Town of Cesenatico, located on the Adriatic coast of Romagna, Italy. The “Museo della Marineria” is a maritime museum focused on safeguarding maritime history and tradition, together with traditional crafts. The Museum developed various practices from which many are related with traditional boat reconstruction; courses for preserving traditional techniques for wood carpenters and other related handcrafts, etc.

### **History Overview**

One of the most important figures for the Municipality of Cesenatico is undoubtedly Marino Moretti born in Cesenatico on 18 July 1885. From the first collection of short stories, *I lestofanti* (1909), to novels (the best known: *La voce di Dio*, 1920; *I puri di cuore*, 1923; *Il trono dei poveri*, 1928; *L'Andreana*, 1938; *La vedova Fioravanti*, 1941; *Il fiocco verde*, 1948), Moretti describes simple events set in the world of the province, often identifiable precisely in Cesenatico, rendered in a humble style crossed by flashes of personal humour. Moretti inaugurates his happiest season, after that of the crepuscular poet and the storyteller, inaugurating a new and fresh ironic language with “*I grilli*” by Pazzo Pazzi (1951), which will be followed by *La camera degli sposi* in 1958. The last season of the poet sees a happy return to poetry with the publication of the collections by Mondadori *L'ultima estate* (1969), *Tre anni e un giorno* (1971), *Le poverazze* in '73 and, the following year, the *Diario senza le date*. He died in Cesenatico on 6 July 1979. His house, donated to the Municipality of Cesenatico with the library, the autographs and the furnishings, is today a Casamuseo.

Among the other historical figures mentioned in the official celebrations of Cesenatico, the figure of Giuseppe Garibaldi stands out. Garibaldi is celebrated in Cesenatico through an event that commemorates his embarkation from the port of Cesenatico on 2 August 1849 when he was fleeing the French and Bourbon forces. The maritime city has therefore always been closely linked to this historical figure which also dedicated the first monument erected in Italy.

In the summer of 1502, Leonardo da Vinci, as Cesare Borgia's « *Architecto et Ingegnero Generale*

», carried out a brief but intense survey of some Romagna cities in order to verify their fortresses and military and civil infrastructures. Cesenatico certainly deserved special attention because of its port, already built in the early years of the century. XIV and with intense traffic, even if in need of care and improvements. During his visit Leonardo made two drawings of the port - a bird's eye view and a dimensioned and oriented plan - both of which are present in the "Code L", one of his notebooks, kept in Paris at the Institut de France library.

. Although there are no further documents that authorize the port of Cesenatico to be considered the result of a Leonardesque design, Leonardo's passage had a strong identity value for the local community, so much so that the port was defined as the "Leonardesco Canal".

### Traditions

*The Municipal Antiquarium of Cesenatico*, set up inside the Palazzo degli Anziani, adjacent to the Maritime Museum, is one of the places in the Municipality of Cesenatico where it is possible to find the oldest evidence of the past in particular the Tabula Peutingeriana (a fifteenth-century map copied from an ancient Roman map) shows halfway between Ariminum (Rimini) and Ravenna, a place called "Ad Novas", which can be considered as the true "ancestor" of Cesenatico. In addition to the rustic villas, in the hinterland of Cesenatico, in the locality of Ca 'Turchi, a large furnace was active for a long time - of which the Antiquarium preserves many testimonies - which had a very large production and which probably also had to supply relatively far away. The two finds of greatest artistic importance among the pieces of the Antiquarium also come from the furnace, namely the two fragmentary statues - one of a young man, the other of an old man - which a recent study considers part of a single group depicting Daedalus in action to make wings for Icarus.

In addition to the finds of the Roman furnace, there are numerous testimonies from excavations carried out in various other places in the hinterland: they are mostly objects of use, which return a concrete image of the daily life of the ancient inhabitants of this area, in its various aspects and moments: the house, with the tiles, the characteristic "manubriati" bricks (i.e. with handle), and stamped with the manufacturer's initials; the floors, from the rustic but elegant opus spicatum tiles, arranged in an ear of wheat, to the marble inserts; the burials, with the reconstruction of a "alla cappuccina" tomb made with original materials; finally the cult, represented by a small and worn marble statue of Dionysus, but perhaps for this very reason rich in the mysterious charm that still emanates from the depictions of ancient pagan divinities. The collection of Roman finds from the Antiquarium is completed by a series of coins of the time and a rich photographic and cartographic documentation relating to the hypotheses on the local road network of the time, the subject of heated discussions among scholars about the location of the ancient coastal road

Popilia. The Antiquarium also has an interesting appendix from the modern era: the so-called "tesoretto", made up of silver coins of the century. XVI-XVII found by chance among the excavated earth of Porto Canale.

In the *Maritime Museum*, the onshore section offers a tour that addresses the themes of traditional boat construction and the technologies used for navigation, through exhibited materials and educational installations where the visitor can compete with maneuvers, knots and hoists. The exhibition itinerary continues by recounting the life of sailors and their families, fishing, navigation, the symbols and decorations of the boats such as the "eyes" of the bow, the testimonies of escaped dangers or shipwrecks such as ex voto and wrecks.

Finally, with the 1978 will, Marino Moretti left his autographed books and papers to the Municipal Library of Cesenatico. His sister Ines, ideally pursuing his wishes, donated the house on the canal to the Municipality of Cesenatico in 1980, in order to preserve the writer's library and archive in its original place, and to guarantee "study, education, 'education". Casa Moretti has thus become the seat of an important center of studies on 20th century literature. The institute promotes cultural and research activities, as well as conservation, protection and enhancement of its heritage. Furthermore, Casa Moretti, whose furnishings have been scrupulously preserved, is a "house-museum" that welcomes visitors interested in learning about the human and literary figure of Marino Moretti.

#### - Traditions and Festival

*Festa di Garibaldi* - 1st Sunday of August: the event dates back to 1885 and commemorates the embarkation of Giuseppe Garibaldi from the port of Cesenatico on 2 August 1849, when one of the most important pages in the history of Italy, the escape from the French and Bourbon forces of Garibaldi and his wife Anita, was consumed in this strip of Romagna kissed by the Adriatic. The Hero of Two Worlds wanted to reach Venice still besieged by the Austrians and help the patriots. The port of Cesenatico was one of the main ports of call on the Adriatic where Garibaldi hoped to find sufficient shipping for embarkation. And so it was: he left with twelve bragozzi and a tartana but after a short navigation he was intercepted by the Austrian fleet and forced to disembark near Magnavacca, which later became the current Porto Garibaldi. The maritime city has always been closely linked to the historical figure of Garibaldi, to whom it also dedicated the first monument erected in Italy.

*Festa di San Giacomo* 25 July: St. James, elder brother of St. John the Evangelist, was among the twelve apostles. After the Resurrection he went to preach the Gospel in Spain and then later to Jerusalem, where, first among the apostles, he was martyred by beheading by order of King Herod Agrippa. (42 AD ca.) In the representations the saint is recognizable thanks to some

symbols that usually accompany him. These are the boat, the star, the hat, the pilgrim's staff and the scallop shell. This was usually collected on the beach a few kilometres from the sanctuary, by pilgrims to Santiago de Compostela, both as a souvenir and as a passport of their journey of faith.

Fish festival in autumn and spring: one of the recurrences closely connected with the seafaring culture is the fish festival in autumn and spring. In these two periods of the year, Cesenatico is transformed into a large restaurant for the gastronomic event "Il Pesce fa Festa", where it is possible to taste traditional local dishes in specially set up refreshment points along the Port Channel and in the streets of the historic centre. such as mixed fried fish from the Adriatic, risotto alla marinara, cuttlefish with peas and passatelli with fish broth.

### Resources

Cesenatico is an Italian town of 25,760 inhabitants, located in the centre of the Romagna Riviera. The history and traditions of this town are inextricably linked to its maritime heritage. Leonardo da Vinci himself, during his stay in the town on the mandate of Cesare Borgia in 1502, left a tangible sign of his passage, in order to remark the importance of this connection, with the design of a marine infrastructure, also known as the Leonardo Canal Harbour. A testimony of this link is nowadays given by the Cesenatico Maritime Museum, that was also the key to safeguard and preserve other places in the town in the concept of a wide area an open air ecomuseum – and the high presence of monuments and places, cultural events, culinary specialties related to the Adriatic maritime heritage.

The Maritime Museum is composed by two sections: the Floating Section and the Ground Section. In the Floating Section, located in the innermost and oldest part of the Leonardo Canal Harbour, ten traditional Adriatic sailing boats can be visited. During the summer, all the boats raise their multi-coloured sails, decorated with the symbols that identified the ancient local fishermen's families. In the Ground Section, two large examples of Adriatic Boats, as well as numerous artefacts that narrate the events, trade and daily lives of the people of the Adriatic are exposed.

The museum was also the promoter and now the coordinator of the important experience of the mooring area reserved to traditional boats of private property, that is a sort of "living and sailing" extension of the museum itself, and contribute to safeguard and animate the inner and most ancient part of the historical harbour. The historical harbour is also the focus of many events such the "Festa of Garibaldi", the "Palio of Cuccagna" and the "Presepe of Marineria" and many others. The maritime heritage is also recalled by the culinary specialities, such as the Adriatic blue fish that can be tasted in one of the many typical restaurants facing the Canal Harbour. The



gastronomy of Cesenatico is in fact based on fresh fish, offering the best of traditional fish dishes prepared by prestigious and renowned chefs in many characteristic restaurants, to be enjoyed with the typical piadina bread.

The town is also the capital of cycling tourism, thanks to facilities and services dedicated to cycling and international cycling events, such as the Nove Colli long distance cycling competition, which are held during the spring. Of course, Cesenatico is also well-known for its sandy coastline, which extends for 7 km: from Zadina to the historic centre, crossed by the Leonardo Canal Harbour, up to Valverde and Villamarina and neighbourhoods equipped with modern hotel structures.

To sum up, the offer and character of Cesenatico are based on:

- *Cultural and historical sights:* Leonardo Canal Harbour, the Maritime Museum (floating section and ground section), Casa Moretti museum house, the Antiquarium, the Byzantine Columns, the Monument to Garibaldi, historical sacral buildings (Churches of San Giacomo, San Giuseppe, San Nicola - Capuchin Fathers Convent; archaeological sites (Roman furnace of Ca Turchi), etc. etc.
- *Culinary offer:* a wide and varied offer of seafood cuisine;
- *Main Events:* the Nove Colli long distance cycling competition; Festa of Garibaldi with the Cuccagna's raffle and the Garibaldini's procession; the Sunrise Concerts, the Fish Parties dedicated to the Adriatic sea and blue fish, the Marina nativity scene set up on the traditional boats of the Maritime Museum;
- *Natural resources:* Levante and Ponente Parks, beaches of Tamerici, Valverde, Villamarina; Zadina pines wood;
- *Nearby:* Malatesta's city of Cesena (19km) with the old Library, declared a UNESCO monument; the city of Ravenna (34km) a world heritage site and Mirabilandia amusement park in Savio (20km).



Università  
Ca'Foscari  
Venezia

Dipartimento di Studi Umanistici

## **2.5 Ca' Foscari University of Venice**

Ca' Foscari University of Venice is a public University with a national and international outstanding reputation for academic excellence in both teaching and research. Since its establishment in 1868, as the first Italian University devoted to commerce and economics, it has been growing and developing new relevant research fields, as: economics and management, humanities, foreign languages and literature, and mathematical, physical and natural sciences.

### **History Overview**

The Ca 'Foscari University of Venice is an Italian state university founded in 1868. It is located in Ca' Foscari, a Gothic building overlooking the Grand Canal.

### **Origins and history**

Ca 'Foscari University was founded in 1868 as a " Scuola superiore di commercio" by Luigi Luzzatti, Edoardo Deodati and Francesco Ferrara. The school was the first Italian institution to deal with higher education in the commercial, economic and linguistic fields.

The school aimed to provide traders with adequate theoretical training and to train future professors of economics in secondary education institutions. He was inspired by the model of the Higher Institute of Commerce of Antwerp, which from 1853 had combined theoretical teaching with practical one.

The institute is the first in Italy to deal with higher education in the field of commerce and economics. Since its inception, it has included the teaching of foreign languages both Western (French, English, German, Spanish, Neo-Greek) and Eastern (Arabic, Turkish, Serbo-Croatian, Japanese) whose deepening was considered fundamental to complete the study of the disciplines economic.

In the first years of the school's life, three main courses of study were activated:

- consular, for the training of diplomats; suppressed since 1935
- economic, for the training of traders
- master's degree, for the training of teachers of economics, law, accounting and foreign languages

### *Between the first and second world war*

During the First World War the high school of commerce was temporarily transferred to Pisa. In 1934 the title of school director was replaced by that of rector. In 1935, with the birth of the Faculty of Economics and Commerce, the school fully became a state university, while the following year it obtained official authorization to issue degrees in modern languages and literatures. On June 5, 1889, the former students of Ca 'Foscari residing in Venice gathered to found an association. Within a few months, 185 members joined, destined to increase in the years to come. In 1935 the rector of the time Agostino Lanzillo commissioned the construction of the Aula Magna (now aula Baratto) to the Venetian architect Carlo Scarpa; a second intervention was commissioned to Carlo Scarpa in 1955, to transform it into a classroom and create the boiserie. The Baratto room is also embellished with two twentieth-century frescoes by the painters Mario Sironi and Mario Deluigi.

During the Second World War Ca 'Foscari continued its activities without interruption, aided by the fact that the historic center of Venice was spared from bombing. In 1943, after the fall of fascism, it was voted for the return of Trentin and Luzzatto and the latter was re-elected rector in 1945.



Fig. 3 - Palazzo Foscari seen from San Tomà

### *From the Second World War to the contemporary era*

In 1954 the Faculty of Foreign Languages and Literatures was institutionalized, while in 1964 the degree course in Oriental Languages and Literatures was born and with it the teaching of Arabic, Chinese, Hebrew, Japanese, Hindi, Iranian and Turkish began.

In 1962 the institute obtained the legal status of university, while in 1969 the faculties of literature and philosophy and industrial chemistry were born.

In 2012, the Gothic palace overlooking the Grand Canal, the historic seat of the Ca' Foscari University, was included among the landscape and cultural heritage sites.

By 2019, the university is preparing the teaching of forty-one languages, including sign language. Ca' Foscari University of Venice now has about 20,000 students and about 4,000 students graduate every year.

### Resources

The university is structured in eight departments:

Economics – San Giobbe; <https://www.unive.it/pag/16892>

Philosophy and Cultural Heritage – Malcanton Marcorà; <https://www.unive.it/pag/16024/>

Management – San Giobbe; <https://www.unive.it/pag/15447/>

Environmental Sciences, Informatics and Statistics – Scientific Campus and INCA at Vegapark; <https://www.unive.it/pag/16129>

Molecular Sciences and Nanosystems – Scientific Campus; <https://www.unive.it/pag/16775>

Linguistics and Comparative Cultural Studies – Ca' Bembo, Ca' Bernardo and palazzo Cosulich; <https://www.unive.it/pag/16966>

Asian and North African Studies – Ca' Cappello and palazzo Vendramin; <https://www.unive.it/pag/15719/>

Humanities– Malcanton Marcorà; <https://www.unive.it/pag/16331/>

And there we can find the following Schools and a College: Ca' Foscari Challenge School – Vegapark

Ca' Foscari School for International Education – San Sebastiano

School of Economics, Languages and Entrepreneurship – Palazzo San Leonardo Ca' Foscari

International College – Isola di San Servolo



Fig. 4 - View of the Malcanton Marcorà headquarters

#### Research activity

The research is developed in the eight departments (of which five have been included in the prestigious list of ANVUR "Departments of Excellence"), in the schools and centres of the University and is supported by internal resources, by European and national funds, by a network of small, medium and large enterprises. The university is a member of the Venice International University and collaborates with the Vega science and technology park.

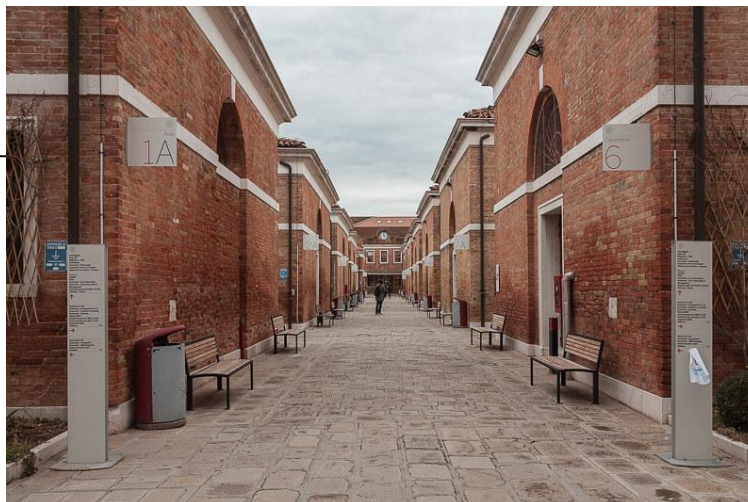


Fig. 5 - View of the San Giobbe Campus



## **2.6 International Centre for Advanced Mediterranean Agronomic Studies - Mediterranean Agronomic Institute of Bari**

CIHEAM-IAMB is an intergovernmental organization established in 1962 under the auspices of the OECD and the Council of Europe, with 13 members of the Mediterranean Basin. Its mission is to promote multilateral cooperation through training, research and networking. The Campus includes 5 buildings, experimental and collection plots, chemical lab for food and soil, ICT and plant pathology labs, greenhouses and a Documentation Centre. It has lot of experience in EU project design and implementation.

### **History Overview**

The history of Tricase Porto has been for centuries marked by the trade of local agri-food production (rice, oil, wine, wheat, pepper, saffron, sugar, salt, fish, sugared almonds, meat, chestnuts, fruit, onions, biscuits) and crafts (fabrics , wood, iron, hemp, paper, leathers, cups, precious stones) to the ports of Bari, Naples, Venice and Ragusa Among the historical figures who have greatly contributed to the cultural development and the anthropization process of the port area, as a consequence of the commercial activities that took place there, the Gallone Princes are noteworthy, for having made Tricase a major trading center in the second mid 16th century. The Gallone family was feudal lord of the territory of Tricase from the end of the sixteenth century to the early nineteenth century and concentrated its activity in the management of the oil trade for the Republic of Venice, coming from this southern part of Puglia referable to the province of Terra d 'Otranto. To prevent the danger of Turkish attacks that opposed maritime oil traffic, the coastal tower of the port of Tricase was built in the 10s of the seventeenth century. At the same time, the area was reclaimed and many olive trees were planted, and in the 1830s a small chapel dedicated to St. Nicholas was built in the port area at the request of Gallone. Palazzo Gallone, current seat of the Municipality of Tricase and the Gallone Castle, located in the Depressa hamlet, are other valuable architectural examples of this period, still evident and usable today. Even after the subversion of feudalism, which took place in 1806, the Gallone family

exercised a positive influence in the defense and revitalization of the local economy. In more recent times, an important figure for Tricase Porto was the Honorable Member Alfredo Codacci Pisanelli (Florence, 1861 - Rome, 1929). Member of Parliament in various legislatures from 1897 until 1929, he also held the role of Undersecretary at the Treasury and at the Ministry of Agriculture in various governments between the years 1903-1906. As part of his duties, he often drew the attention of Parliament to the disadvantaged conditions in which southern Puglia was pouring. His commitment to the social and economic revitalization of this area also led to the works for the expansion of the port of Tricase which ended in 1906 and which led to the expansion of the production and trade of Levantine tobacco. He is also credited with, together with Prince Gallone and the landowners of the area, for creating a consortium (agricultural consortium of Capo di Leuca) at the end of 1902 to strengthen cooperation between local producers and facilitate the export of tobacco.

The Levantine tobacco trade was able to establish itself considerably thanks also to agreements with important foreign companies with the deputy Codacci Pisanelli had come into contact, who supplied themselves with the tobacco produced in Tricase, or The Commercial Company of Salonico Limited of the Allatini Brothers, Francesco Holtmann of Lugano and Maurice Hartog & Company of Anversa. Except for the firm of the Allatini brothers which had its warehouse in Tricase to collect the tobacco for export, the Belgian company and the Lugano company had established their headquarters in Tricase Porto to facilitate exports by sea. In this same period in which tobacco was grown in Tricase and processed in the warehouses of foreign companies on site, the imposing steamship Matyas Kiraly, built for Adria, the royal Hungarian shipping company, was moored at the Port of Tricase. based in Rijeka, and which collected about eighty tons of oriental tobacco to take it to the Antwerp market. After the First World War, Adria would become of Italian nationality.

### Traditions

Poetry: The territory of Tricase hosted and inspired Girolamo Comi, a less known but complex personality in the Italian literature of the twentieth century. Born in Casamassella, in 1890 and died in Tricase, in 1968, in the Province of Lecce, Girolamo Comi was a hermetic baron and poet. His poetic training was between Lausanne, Paris and Rome. Back in Puglia, he founded together with other writers and artists in 1948 the "Accademia Salentina", an important reality where the literary and artistic culture of those years was at the forefront in Italy. The "Accademia Salentina" was based in his palace in Lucugnano (a fraction of Tricase). The following year he began the publications of the Literary Review "L'Albero". A part of his poetry offers a reference to the cultural and natural roots of Salento and the Palazzo Comi, today, is a museum house of the

Puglia Region museum complex, where the book heritage and the writings of the Salento poet are preserved.

Music: Pizzica is the popular music and dance that characterizes all of Salento. On the subject of traditional seafaring, we recall the musical research that led to the release of the album "Mamma Sirena", by the well-known traditional music group from Salento, established internationally and which has greatly contributed to the rebirth of the musical tradition of this land. The album "Mamma Sirena" has the sea as the central theme of Salento culture and collects traditional songs about the sea or stories of those who have lived it (fishermen, sailors, explorers and dreamers). The album was presented for the first time in Tricase Porto, on the sailing ship Portus Veneris and is part of the research and conservation initiatives of the traditional navy, carried out with the Magna Grecia Mare Association, which led to the defence of the port of Tricase as a public port.

Local food and typical cooking utensils that accompanied sailors, fishermen, carpenters in their daily work: Fish, for obvious reasons, was the main food of the fishermen's diet. The fish used in the kitchen was, however, only unsold fish, that is:

- the part of the "mancia", that is the rancata of fish divided among the crew members (fish not sailable because of small size);
- the broken or ruined specimens, which, although aesthetically less attractive, from the point of view of flavour, the ruined fish (partially bitten by predators such as moray eels, snappers) had time to flavour with salt water, making it much tastier and cooked for example in soups and pasta in fish broth. The fantasy and experience of the woman, therefore, determined the variety of recipes, always having the common denominator in the fish ingredient. In broth, fried, roasted and in all possible variations, the fish was eaten 7 days a week. However, supplementation to the diet was a necessity that was taken into due consideration. All the fishermen had a small piece of land to take care of when they did not go to sea, to ensure additional types of supplies: vegetables, legumes (beans, chickpeas, peas), the hen and its eggs represented a source of sustenance and diversification of nutrition. The lucky ones, moreover, could also count on some olive trees, from which to obtain the precious oil, which is also an essential basis of the diet of our areas.

Among the local festivals most closely linked to the tradition of the port of Tricase, we recall:

**The Celebrations in honour of St. Nicholas**, protector of sailors, take place on 12 and 13 August of each year. The Gallone family dedicated the port of Tricase to the cult of San Nicola, so much so that they founded a small church in his honour, whose parish is still active today. The festival is organized by a committee of local fishermen and includes a Procession to the sea for the



religious part and a fish festival in the narrow streets of the fishing village of Tricase Porto.

**The Celebration in honour of Santa Teresa del Bambin Gesù** is the last Sunday in May and is organized by the women of the fishing village. An evocative detail of the event is the rain of roses that welcomes the statue at the exit from the Church, before being transferred to the largest boat out to sea for the procession to the sea. The fish festival is set up in the port with the typical dishes of the fishermen's cuisine that the grandparents have handed down from generation to generation.

**The Celebration of Madonna Assunta** is celebrated every year on August 15 at the Sanctuary of Marina Serra, a hamlet of Tricase with great devotion and involvement on the part of all the city parishes and every tourist and inhabitant of the place and neighbouring countries.

**Summer solstice festival** organized every year by the Magna Grecia Mare Association during which the Port Museum of Tricase and the sailing ship Portus Veneris are the setting for a large number of initiatives and events that enhance culture and the environment: presentations of books, non-competitive sailing, didactic laboratories of marine and traditional gastronomy and much more.

**The Salento International Film Festival** has been making a stop in Tricase Porto for 16 years. It is an independent film festival, now established in the panorama of national and international film festivals.

For several years, the **Irregolare Festival**, a traditional world music festival, has also made a stop in Tricase Porto.

Among the events of recent history, we recall:

**The arrival of the sailing ship Portus Veneris in May 2002 in the port of Tricase**, which brought 98 Iraqi Kurdish refugees to Italy, fleeing their lands. Its history has a symbolic importance of great relevance. About 100 years old, it represents a unique example as it is armed with two masts and two Latin sails, plus a series of bows, according to the most ancient tradition. It is the flagship of the fleet of the Museum of Boats and the first emblem of the Port Museum of Tricase, whose ancient name it bears.

### Resources

The territory of the municipality of Tricase is characterized by the presence of a considerable number of historical-architectural assets such as palaces and noble villas, churches, coastal towers, ergati, menhirs, a small and historic port, which constitute a real material heritage of undoubted value and prestige. In addition to the historical-architectural heritage, the territory is also characterized by the presence of environmental and naturalistic assets, some of which are

also of significant community importance such as the Boschetto di Tricase, the Bosco Le Chiuse di Tiggiano, the Bosco Guarini which is the frame the rural landscape as a whole, with the typical country buildings (pajare) and dry stone walls. To this is also added the intangible heritage of the Tricasican community which contributes to composing the identity expression of the lower Salento rich in customs, folklore, musical and artistic traditions, dances, typical products and gastronomic specialties, ancient crafts and craftsmanship related to traditional activities of the sea and the land.



## 2.7 Municipality of San Benedetto del Tronto

San Benedetto del Tronto is a city and municipality in Marche Region, Italy. The participation of the City of S. Benedetto del Tronto will give the project a significant benefit linked to the profound local tradition and activities that the city moves forward in preserving it through places, documents and events that characterize the annual program of initiatives. The main goal is to enhance touristic activities by preserving and valorising rich maritime heritage<sup>10</sup>.

### History Overview

The attractions and historical events related to our tradition are the following

- **Marine architecture: “casa bassa” and casa “cielo-terra”;**

The low house represents the typical maritime house of the Marche coast. This particular type of dwelling, defined and classified on the basis of its dimensional morphological characteristics, is more or less equally widespread throughout the coast and is often the predominant type in the seaside villages that developed between the end of the 17th and the 19th centuries. They are built with poor materials and often without flooring, made with simple beaten earth. In a second evolutionary phase, they assume a two-storey typology with a series of variations based on the position of the staircase and / or their planimetric development in relation to the urban fabric in which they are inserted.

The houses with two or more floors (house "sky-earth") arranged in blocks or in rows, despite having a development in height, do not differ much from the low house for public housing functions. At the popular levels, strongly conditioned by poverty, there is the presence of several

families in the sky-earth houses, each nucleus packed into one or two rooms arranged on the various floors.

- **The Mandracchio** (via Laberinto and via Gallo);

At the end of the seventeenth century, thanks to the retreat of the sea, the conquest of the beach began due to the size of the place and the fertility of the land. The Mandracchio, here better known as the pajarà (earthen houses mixed with straw), dates back to the end of the 17th century and the beginning of the 18th century, with a first small church dedicated to the "Madonna della Vittoria e del mare". The "Contado della Marina", now drained of the marshes, was characterized by the planting of vines, olive trees and then of numerous orange trees. Precisely in the Mandracchio of San Benedetto, initially formed with only warehouses for boats, caulkers, merchandise and fishermen, several Sambenedettese begin to build modest homes after concessions issued, from time to time, by the city of Fermo. Houses and warehouses, which arose here and there without a precise logic and urban symmetry, still follow the natural limit represented, towards the south, by the Albula stream. These are single-storey houses of a few square meters, the typical "case basse/low houses", to which the sober and typical multi-level units of the "case cielo-terra/sky-earth houses" are added. A tortuous intertwining of alleys forms a real labyrinth and the houses are devoid of any hygienic requirements and, above all, of adequate sewerage. With the demolition of about thirty buildings to open what would later become a new artery connecting south-north, the desire to improve this area is manifested, indeed to reclaim it completely. Other city priorities and the outbreak of World War II temporarily halt this irreversible process, but it is clear that precisely in those years a real profanation of one of the most representative ethnographic aspects of the San Benedetto maritime civilization began, under the grip of a recovery logic.

- **The Port;**

The lack of a port has involved landing on the open beach for several centuries, with enormous expenditure of energy and time for launching into the water and putting the boats back on land. This situation persisted until it was possible, around the early twentieth century, to build two small arms (north pier and south pier) perpendicular to the coast.

In July 1908, with the signing of the contract between the contracting authority and the contracting firm, the long process for the construction of the first arm of the north pier was completed, which was subsequently extended until reaching 230 meters.

In 1919, construction work began on the first section of the south pier, giving the affected beach area a first appearance of a port structured with two cliff-brushes perpendicular to the coast. The '30s-'39s saw the spread and relative affirmation of motor boats compared to sailing boats, now relegated to niche fishing; this variation is decisive in the evolution of the port structure which

increasingly requires a calm body of water, a deeper seabed and docks that can be used for mooring boats and landing fish. We must also address the age-old problem of silting up which too often renders part of the port unusable.

During the war period, between 1940 and 1945, many fishing boats are requisitioned and used for paramilitary uses, fishing activities are almost totally suspended and the port structure is forced to suffer damage due to neglect and lack of maintenance that cause them a progressive cover-up, but above all it is the target of several bombings that heavily damage it making it almost unusable. To these are added decisive sabotage interventions by the retreating German troops. In the 60s of the last century there was a new variation of the San Benedetto fleet which, while maintaining the technical characteristics of local fishing, with other technically more advanced boats, expands towards the so-called "Mediterranean fishing" and therefore "oceanic". The boats, systems and places of fishing change and there is also a strong increase in commercial activities, which in this period reach the highest levels of expansion and productivity. The port must adapt, the stretch of water is no longer sufficient to accommodate all the vessels, but the infrastructure and completion services of this area must also be built or updated. In the two-year period 1962/63 the slipway and the related extension of the quay south of it were built.

On March 30, 1968, at the Office of the Civil Engineers for Maritime Works of Ancona, the Proposal for Updating the Regulatory Plan and Expansion of the Port of San Benedetto del Tronto was presented, a plan which provided for the construction of a third arm north the existing one never realized.

Among the many works carried out in the last decades of the twentieth century, we recall the gradual construction and expansion of the quays along the entire internal perimeter of the airport, works necessary to first reduce and then eliminate all those sandy areas, still largely present within the port basin. In the 70s, unusable for mooring and dangerous for boats.

Today, that of San Benedetto del Tronto, which is the southernmost of the ports of the Marche, hosts a large fleet of fishing boats and is the second most important port in the Marche. Fishing is mainly trawling, but there is also fishing for molluscs with manual dredges and "small fishing".

- **The historic boats;**

The main boats used along the Picenian coast, at least from the mid-eighteenth century to the late twentieth century, and, specifically, along the San Benedetto beach were: Paranze, Lancette, Papagnotti and Barchetti.

The "Paranze", one-mast boats with latin sail, practiced fishing in pairs remaining in the sea for fifteen days: from Monday of the first week to Saturday of the second week, weather permitting.

The "Lancette" were 7 to 10 meters long with a flat bottom and a third sail plus a mizzen sail

("fiocco") stretched overboard. They left at dawn and returned at sunset, then a close daily fishing. A medium-sized hand could be ruled by 4 or 5 sailors.

The "Barchetti", about 12 to 15 meters long, remained fishing from Monday to Saturday of each week.

The "Papagnotti" were boats with a mast, with trapezoidal sail, and could do fishing like the lancets, and also, preferably, approach the type of fishing of small boats and paranze, to stay fishing, from two to three days.

Another fishing system was that of the "Seine" which involved a certain number of men who, from the beach, gradually opened the net into the water with the help of a boat (also called seine) and to catch sardines, anchovies and other small fish.

- **Headquarters of the Sambenedettesi Fishermen's Association;**

In the sambenedettese navy, the cooperativism that had, during the first years of the 1900s, in Don Francesco Sciocchetti the most convinced precursor and supporter, failed during the first postwar period. The good intentions of the "parish priest of the sea" vanished within two decades not for lack of will or enthusiasm but because a series of contingencies, personalisms and indifference decreed the failure of the Fishermen's Cooperative, also and above all due to the abandonment of the Don Sciocchetti himself, who emigrated to San Francisco in California. The same headquarters of the cooperative, the "Casa dei Pescatori", was put up for sale and an icebox was opened in its place by private initiative. Only in 1947, in San Benedetto del Tronto, was the local section of the National Federation of Fisheries Workers founded, commonly known as the "Lega Pescatori". Born to protect the rights of the main working class of the city, adhering to the Italian General Confederation of Labor, it will dispose of the "Casa del Pescatore" after a couple of years, where our sailors began to find comfort and rest during short periods of work stop. With its own information organ, called "Il Pescatore Sanbenedettese", the Lega Pescatori informed and sensitized sea workers on the needs of the case, especially towards the shipping class. The Lega dei Pescatori of San Benedetto pursued its objectives by placing itself as a trade union but also as a welfare and mutual aid institution. In concrete terms, the company aimed to purchase and distribute to the shareholders foodstuffs, goods and products needed for the domestic economy, to manage meeting places, to rent or buy fishing boats, to promote the improvement of the living conditions of the partners through work and pursuing peace, cultural, physical and professional elevation. Today part of the premises of the former Lega Pescatori houses the San Benedetto Fishermen's Association, a recreational club for retired sailors.

- **Old fish market in via Mazzocchi;**

When mooring, the fishermen's first job was to unload their catch: baskets full of cod, cuttlefish, sole, fried fish, sardines, rays, octopuses, etc. they were brought ashore especially in the favorable season (from spring to October) to be launched for marketing not before, however, having set aside the part due to the owner and having paid each member of the crew the "mmuccegne". With this dialectal term, still in use today, we mean a subdivision of that part of the catch considered of little commercial value due to size, imperfection or quality and therefore left to the sailors for their own family use.

To pack the catch, crates full of snow and icicles were used (snow produced, obviously, during the winter and stored in Acquaviva Picena in special caves; the snow was then, if necessary, transported to the "marina" with horse-drawn carts, donkeys or oxen).

From the early 18th century to late 1800s, there is news of fish market activities carried out in a diversified manner. In addition to the street vendors who went as far as Umbria and Lazio, as far as fixed places are concerned, we know of the presence of shacks along the coast, within which, or on the threshold of them, commercial negotiations took place.

If in 1886 the Municipality built a fishmonger on the beach for wholesale trading, it was only in 1935 that in what was the Piazza del Carosello, once hosting rides and circuses, the retail fish market came into operation. Made in a sober way and according to a rationalist essentiality, it was abandoned in 1987. Although partially destroyed it still represents the heart of what was the daily bargaining of the village.

- **The various exhibits of the Maritime Civilization Museum of the Marche;**

The Museum of Maritime Civilization of the Marche, which is only one of the five realities of the museum that the city has dedicated to its sea, offers itself to the visitor's admiration in all its richness also thanks to the decisive contribution provided by many citizens who have donated objects of sea life kept for decades in their homes.

The museum itinerary is organized by "narrative units"; at the base of the exhibition there was a real investigation of a historical nature, carried out on a whole series of sources - the archive source, the material artifact, the bibliographic citation, the journalistic article, the very precious "oral source" - in able to provide information and data on the maritime past of San Benedetto and region.

The Museum of Maritime Civilization of the Marche is able to introduce us in a complete way to the socio-economic cross-section of a seaside city like San Benedetto del Tronto which has always based its *raison d'être* on the Adriatic. In addition to the actual seafaring activity, San Benedetto

del Tronto, after having maintained for a long time the primacy of the largest fishing port in Italy both for the number of fishing boats and for the fish trade, also boasts a long manufacturing tradition linked to the of rope and fishing nets. In the museum there is a specific unit that collects objects and tools of funai and canapini, the latter representing the other great soul of the local navy which, although complementary and collateral, has contributed to the development of the city of San Benedetto del Tronto.

- **Historical documents (including period images) on the fishing-seafaring activity.**

Among its peculiarities, the Museum of Maritime Civilization of the Marche also includes that of proposing a whole series of documents which - identified, recovered, studied and analyzed - are made usable through paper and multimedia publications.

The Municipal Historical Archive is closely connected to the entire museum complex, which preserves documentation on the history of the city and fishing activity since the 17th century.

Of considerable importance as an iconographic source are the numerous images that portray activities related to the sea which represent the highest documentary form to be preserved and enhanced, but above all to be disseminated. In fact, between the end of the 19th century and the beginning of the 20th century, photography in San Benedetto del Tronto immortalized the beautiful seafaring scenes, the scenes of the daily life of the sea people who almost exclusively drew the sustenance of the entire village from the sea. Enthusiasts, proto-photographers and painters have immortalized numerous seafaring scenes on film: the beautiful images of the seafaring, easily captured because they are favored by natural light, in a period in which technology still offered little, represent the attempt to honour and perpetuate an entire working class and at the same time celebrate the historical photographers who have made it possible to read at the same time the general dimension and the detail of the particular of a bygone era.

### Traditions

Over the years other types of tourism have also developed around seaside tourism, such as food and wine, with delicious recipes based on fresh Adriatic fish including the traditional Sambenedettese broth (“brodetto”) and “paranza” fried fish, but also based on meat such as the famous Ascoli olives. The territory also offers excellent white wines such as Passerina and Pecorino or full-bodied reds such as Rosso Piceno and Rosso Piceno Superiore DOC.

Other sources of local tradition:

- oral sources (fishermen's tales) and popular songs;
- the dialect (including idioms and verses related to seafaring);

- gastronomy (Sambenedettese brodetto);
- Local festivals and traditions of San Benedetto; Feast of San Biagio.

### Resources

In the city there are many cultural, social and sports associations, as well as a fair number of museum offices. These include the Museum of the Sea, a pole that combines five museums dedicated to the sea, the Sistino del Piceno Museum which exhibits objects of sacred art and the MAM (Museum of Art on the Sea) with sculptures and paintings on the boulders of the breakwater barrier of the south pier.

The numerous sports facilities, the fishing port as well as the Tourist Port with annexed Nautical Club, sailing and water sports school, the degree courses of the University of Camerino and Marche Polytechnic University.

Between festivals and fairs, San Benedetto del Tronto has about twenty located throughout the year, but the most important are: the feast of the patron saint on October 13, the feast of the Madonna della Marina at the end of July, the Carnival, the fair of Santa Lucia on December 13, the "Natale al Borgo" (a commemorative event with glimpses of life in the old fishing village and with representations in the vernacular in the evocative scenery of the "High Country"). The members of the Sambenedettesi Fishermen Association - in the "old" headquarters of the "Lega Marittima" - and of the "Mare Bunazz" recreational club, are the custodians of the local maritime culture and the epic of Oceanic Fishing.

In San Benedetto del Tronto the "Sentina Nature Reserve" was established in 2004, a unique place on the mid-Adriatic coast, of considerable territorial, landscape and environmental importance, whose area is located near the mouth of the Tronto river.



### 3. Partners Action Plan (Summary Version)

#### 3.1 Municipality of Malinska - Dubašnica Action Plan

The development of the **Sustainable Tourism Action Plan for the Municipality of Malinska - Dubašnica** is an integral part of the project entitled **Protection, promotion and touristic valorisation of Adriatic maritime heritage – ARCA ADRIATICA** from the cross-border cooperation program Interreg in partnership between Italy and Croatia. Project partners are: Primorje - Gorski Kotar County as the leading partner, Municipality of Malinska - Dubašnica, Kvarner Tourist Board, Ecomuseum Batana House Rovinj, Municipality of Tkon, Municipality of Cervia, Municipality of Cesenatico - Maritime Museum, Mediterranean Agronomic Institute in Bari, Municipality of San Benedetto del Tronto and Ca Foscari University of Venice.

The main aim of the study was to create a new tourist product based on the maritime heritage of the municipality of Malinska – Dubašnica, in accordance with sustainable tourism principles, and with the long-term goal of providing local community wellbeing, economic prosperity and maximum protection of maritime and cultural-historical heritage of Malinska – Dubašnica region.

In order to achieve the defined project goals, the development of the Sustainable Tourism Action Plan for the Municipality of Malinska - Dubašnica is based on a partnership approach of all stakeholders involved in Municipality of Malinska – Dubašnica’s tourism development. In addition to desk and field research, workshops were organized to examine the attitudes of tourism service providers, maritime heritage experts and all others whose knowledge and experience will contribute to the quality of performance and increase the likelihood of successful implementation and sustainability of a new tourism product.

It is believed that the proposed measures and activities of the tourist product **Arca Adriatica Malinska - Dubašnica**, designed in a socially and environmentally acceptable way, will contribute to the further development of the municipality of Malinska - Dubašnica as a competitive and recognizable tourist destination, whose tourism offer is in line with contemporary trends in the tourism market.

### **3.2 Municipality of Tkon Action Plan**

Tkon is a relatively small municipality in terms of land area and population, and it is situated on the island of Pašman in the Adriatic Sea. It is characterized by untouched nature, clear sea, sandy beaches, indented coastline, rich history, and heritage. It is located in a convenient maritime location, so there is a seaport of great importance for Zadar County, connecting Tkon and Biograd.

When planning the further development of tourism in line with global trends, the aim is to be sustainable, assuming that the natural, cultural and other tourist resources are preserved for future use, but at the same time, use them in the present. The creation of new specific and characteristic tourist products is necessary, considering that nowadays the classic offer of "sun and sea" has become insufficient. When developing the cultural and tourist product Arca Adriatica, the first step is to determine the destination's resources. The importance of cultural and tourist attractions and their development potentials is objectively and permanently determined based on identification. Cultural resources play a significant role in creating a tourist identity.

The municipality is proud of its beautiful beaches, sandy lagoons, and above all - the coast surrounded by crystal clear waters. There are about 30 caves in the island area. The municipality of Tkon is rich in cultural assets, ranging from fortifications, rural architecture, and landscapes, archaeological sites, sacral monuments to sites related to maritime heritage. Traditional music and dance, as well as gastronomy, stretch through all spheres of everyday life and have been preserved to this day. Today, they are part of the tourist offer of the municipality through events and restaurant offers. One of the most famous events, for which Tkon is widely known, is Škraping, a unique international trekking race. Domestic products and skills are part of The Fair of Island Products related to the Croatian Island Product (HOP) project. Moreover, there is the traditional Lateen sail regatta called "Đir po konalu" which gathers about 100 traditional wooden boats such as leut, gajeta, and kaić. Also, Tkon hosts Fishermen's Night, the Meeting of Island Klapa, the Aquathlon and Pašman Half Marathon.

Besides the attractive factors - natural and cultural resources of the destination, the development of tourism is impossible without the appropriate tourist infrastructure. Accommodation capacities are based on privately owned accommodation and camps as there are no hotels in the municipality. The number of accommodation facilities is increasing each year, which indicates a growing demand for housing and the growth of tourism. Therefore, further investments in infrastructure and additional facilities are more than justified and welcome to raise the quality of the tourist offer of Tkon.

Domestic tourists and tourists from neighbouring countries are the ones that visit Tkon most frequently. The most common foreign tourists come from Slovenia, followed by Germany, Austria, and the Czech Republic. The number of arrivals and overnight stays by months agrees with the tourist image of cities and towns of the Croatian coast, mostly visited during the summer. When it comes to tourists' age groups, Tkon is mainly visited by families with small children, so they are the primary focus of the municipality. Most of them belong to the age group of 35 to 54, which coincides with the niche of potential cultural tourists, particularly if we consider that the specific branch of maritime heritage tourism is part of the cultural tourism niche.

The development of the Arca Adriatica tourism product is based on establishing a methodology for the systematic preservation of the maritime heritage of the border area. The maritime tradition and the offer of neighboring municipalities and cities, such as Betina on the island of Murter, Biograd na Moru, and Zadar, were also analyzed.

The main backbone of the Arca Adriatica tourist product and the potential future motive of arrival is the Interpretation centers in different locations. Interpretation centers unite and preserve maritime heritage connecting the Arca Adriatica project's implementation area - the Italian and Croatian Adriatic coast into a unique tourist destination. A total of 19 small boats will be renovated, two of which, gajeta and kaić, will be presented in Tkon. As well, traditional boats will be part of future cultural and tourist events that round up the offer. Workshops organized by Academy of Maritime Crafts and Skills will be an integral part, too. The Centers of Excellence will be involved in the development of future tourism products to maintain the same quality of the set product, adapting it over time and needs. Interpretation Centers, which include Promotional Centers, will be the starting points in the making of tourist itineraries for the Arca Adriatica tourist product.

The document presents the necessary future projects that support the goals of tourism development in the municipality of Tkon. Projects contribute to the repositioning of the destination, raise the quality of life of the local population, taking into account sustainable economic, social, and environmental development.

The particularity of Tkon is the diversity and coexistence of the various target tourist markets. Tourist product Arca Adriatica fits and upgrades to other products of this destination and the tourist products of the nearby destinations. Only by fitting into the complete system and a unified offer can the expected level of competitiveness in the demanding tourist market be achieved. Through the network of Promotion Centers and the cultural and tourist product of the project area's maritime heritage, whose activities are covered in the document, Arca Adriatica tourism product will be permanently and systematically promoted. Promotional materials illustrate the

'brand story' of the Arca Adriatica project. They will be used at fairs, study trips, events, and other events related to the project and the tourist product. Although offline promotion is still very popular, digital advertising is taking precedence. An essential part of the project promotion is the events that will be held as part of the Arca Adriatica project in different locations. 6 Interpretation Center, together with restored traditional ships, the Academy of Maritime Crafts and Skills, but also the Center of Excellence and Promotional Centre should be an example of active cooperation between the project team and the local community, as well as the interested public and tourists based on social, economic and environmental sustainability.

### **3.3 Municipality of Cervia Action Plan**

#### **Historical Overview**

The port of Cervia has been involved by two commercial activities: the main one is linked to salt and to the route to Ravenna and Venice and the second one to the transportation of wood and crushed stone in connection with Istria. Here in the port, 11 historical boats are moored and in this area the commercial activities of shipyards and mussel farming are practiced. Every year this cultural heritage revives thanks to events related to the sea world such as the Marriage of the Sea, the most intensely felt manifestation of Cervia.

#### **Tourist Industry Highlights**

The tourist offer is aimed to the seaside sector which extends along 9 km of coast and presents 232 beach resorts. To this sector other important element are added: the thermal, congressional, natural, sporty, cultural and nautical fields.

Tourism is the main industry of Cervia.

Overall, between hotel and extra-hotel, it is estimated a hotel accommodation capacity of 26.254 beds (approximately 44,000 including also the approximately 2,000 furnished apartments for tourist use), with a prevalence of 3-star facilities (57,69% of the total).

The tourist offer of Cervia generates an average annual volume of 600 thousand arrivals and over 3.5 million presences.

The tourist market of Cervia is mainly a domestic market which is worth about 85% of the total volume of total presences, even if in the four-year period a growth of about 50.000 foreign presences has been reported.

### *Statistics and Tourist Trends*

In the Italian market, Lombardy covers the priority basin with 1.230.188,00 presences in 2018, equal to 33,92% of the total. Emilia Romagna, Veneto and Tuscany follow for importance.

Regarding the foreign basin, the priority one is the German-speaking one, in particular from Germany, Austria and Switzerland. In 2018 Germany generated 182.994 presences, equal to 4.9% of the total and Switzerland, in the same year, generated 86.020 presences, equal to 2.3% of the total. The Russian market follows with 60.000 visitors and the French market with 33.000 presences. The UK and the Polish market have grown steadily since 2015 and generated respectively 13.351 and 13.309 presences in 2018.

In historical series, the destination has the following trends:

- decrease of the number of visitors, also from historical areas such as Lombardy in Italy and Germany as regards foreign markets;
- decrease of the average length of stay, which in 2019 was 4.72 days;
- poor penetration on international markets. With 502.906 presences, foreign tourism still represents only 14,062% of the total, with a reduction compared to 2018 of 7.74%;
- growing impact of major events. The Ironman weekend showed a growth of 13.032 presences in the weekend between 19th and 21st September compared to the previous year, with around 4.000 more presences on each day of the event.
- growing interest of the market for extra-hotel accommodation in the extra-hotel sector which records 663.326 presences (+ 0.39% on 2018), with a boom in B&Bs which with 2.184 presences, mark an annual percentage growth of 55.33%.

### **Vision and starting point for the Arca Adriatica project**

In the last 5 years the city of Cervia started an urban regeneration policy to transform its tangible and intangible cultural heritage into tourist asset. From an infrastructural point of view, the Administration of the city, through project financing, structural funds and actions on the leader, started the redevelopment of properties with historical value.

Regarding the intangible cultural heritage, through European cooperation projects, efforts have also been made to build digital experiences of the city's intangible cultural heritage. Through the installation of Beacon in the historic center, along the port and through the development of a dedicated app, the visitor will be able to walk around the city today and explore the city of yesterday and tomorrow at the same time. With the innocultour project, the MUSA (Salt Museum) and the Visitor Center of the Salina Park have been told. With the Culturecovery

project, the Historic Center has been told too, which still preserves the houses of the salt workers along the entire walls.

Essential for both intervention on intangible cultural heritage has been the Ecomuseum of Salt and Sea of Cervia. Its key point is the relationship between citizens and territory. It is public, established and managed by the Municipality of Cervia and it is supported by public funds. The strong involvement of the citizenship and of the voluntary associations is guarantees vivacity and the enlargement of available intangible cultural heritage.

The project Arca Adriatica fits in this perspective. Aim of the project is to contribute to the recovery, protection and spread of the intangible cultural heritage linked to navy. It intends to recover the tangible cultural heritage represented by the historical boats; enlarge the installation of Beacon; improve the range of action of the Ecomuseum of Salt and Sea.

### **3.4 Municipality of Cesenatico – Museo della Marineria Action Plan**

Cesenatico is an Italian town of 25,760 inhabitants, located in the centre of the Romagna Riviera. The history and traditions of this town are inextricably linked to its maritime heritage. A given proof of this connection is given by the high presence of monuments, places, cultural events and culinary specialties related to the Adriatic maritime heritage, as well as the presence of one of the most important Italian museums dedicated to the maritime traditions of the middle-upper Adriatic, the Maritime Museum and the Leonardo Canal Harbour.

At the same time, the town is the capital of cycling tourism and it is also well-known for its sandy coastline and natural resources. However, 566,754 demands for tourist accommodation and 3.439,222 of overnight stays registered during the year 2018 of whom 84% in the summertime, still configure Cesenatico as the typical tourist seaside resort of the Romagna Riviera.

Therefore, in order to redefine Cesenatico as a sustainable tourism destination of the Romagna Riviera, capable of overcoming the seasonality of the tourist flows, thanks to the presence of a cultural offer linked to the sea, its traditions, its stories and its symbolic places, the Action Plan of Cesenatico, in line with the objectives of the ARCA ADRIATICA project aims to:

- ❖ promoting the existing maritime heritage and integrating it with the current tourist offer, in order to develop a common tourist product that combines both cultural and entertainment offerings giving tourists the opportunity to take advantage of both.

Symbols and motifs of this heritage - which is the starting point for the development of an ARCA

ADRIATICA product in Cesenatico - can be found in the Adriatic ancient boats, the Leonardo Canal Harbour, the city squares, the Maritime Museum, the culinary traditions and events and celebrations as well.

The realization of this common and integrated tourist product will firstly require:

- the improvement of the Maritime Museum through new acquisitions/renovation and valorisation of Adriatic Boats, sails, artefacts and fishing instruments;
- the strengthening of the symbolic and historical value of Leonardo Canal Harbour to make it more directly perceptible as the main site of the city regarding maritime heritage and social life;

and secondly, the definition and integration within the existing tourist offer of Cesenatico's maritime heritage, symbols and motifs, as follows:

- symbols and motifs will be included in the spaces of the destination through intervention in the outdoor areas where main events are held (mainly squares and buildings) with subsequent expansion to other outdoor and indoor areas;
- careful involvement of tourism stakeholders such as hotel companies, restaurant owners and services providers, in the sharing process of symbols and motifs;
- introduction within existing events of ARCA ADRIATICA motifs and symbols as well as the commercialisation of exclusively local products.

In order for the tourism project to be successful an appropriate tourism infrastructure is also needed. For this reason a promotion centre will be established in Cesenatico, with the aim to develop a comprehensive tourism campaign. The final goal will be to systematically inform the largest possible number of tourist professionally, as well as tourists, about the new tourism product linked to the ARCA ADRIATICA project.

### **3.5 Ca' Foscari University of Venice Action Plan**

The Action Plan of the Ca' Foscari University of Venice is divided into three distinct parts. According to the methodology suggested by the Lead Partner and shared with the other Partners, the first part was dedicated to the "Destination Market Profile" with a description that includes the history, facilities and research activities of the Institute.

The second part focused on defining the "Market Strategy". The project was created with the specific intent of participating in the creation of a common tourist product in the North Adriatic area based on principles of ecological and social sustainability shared by all the partners.

In the document it was specified how, given the temporal changes linked to the pandemic emergency, some strategic actions are still being finalized but it was still possible to illustrate some of the results obtained.

In the first place, through the joint work of the entire Ca' Foscari University working group, various actions of analysis, collection and cataloguing of finds, tools, history, traditions, information from significant witnesses were carried out aimed at identification and production of digital and non-digital narratives relating to the places of importance of the local Venetian reality to implement and enhance the maritime heritage from the point of view of tourism and set up possible common itineraries.

Secondly, the collaboration with the Lead Partner and the Management of the Project produced an important synergy that favoured the working group in identifying the objectives and related strategies for the promotion of the tourist potential of the area under analysis and to preserve the tangible and intangible Venetian maritime heritage through the involvement of stakeholders, the creation of an interpretation center, the organization of exhibitions and events of an educational, demonstrative and didactic nature.

Thirdly, it was possible to carry out a preliminary analysis of the nascent Museum Network made up of the Partners involved in order to implement relationships and set up a virtuous circle aimed at cultural promotion and the relaunch of a common tourist product.

At the conclusion of the Action Plan, the third part contains the synoptic table "Implementation activities programme" in which the actions undertaken and those still in progress are listed and briefly described in accordance with the five Work Packages of the Arca Adriatica project.

### **3.6 International Centre for Advanced Mediterranean Agronomic Studies - Mediterranean Agronomic Institute of Bari Action Plan**

The Port Museum of Tricase is by its very nature an eco-museum institution committed to seeking and implementing strategies to enhance cultural and environmental heritage, so it could serve as a model for providing concrete answers to the demand for change expressed by the local community, which is the actual driver of choices and strategies. This will only be possible if the museum is strengthened as institution and the local community is actively involved. Within this framework, the adoption of the Action Plan of Tricase Port Museum, shared and agreed with local stakeholders, offered a good opportunity to initiate a process leading to the definition of priority actions to develop the tourist destination. The Action Plan describes the activities and actions that are deemed necessary to strengthen the infrastructure and organisation of Tricase



Port Museum in order to boost development based on the enhancement of the natural and cultural heritage and the promotion of services and infrastructures for cultural, natural and scientific tourism. The overall objective is to create favourable framework conditions for the development of sustainable and experiential tourism activities with a view to improving the territory's competitiveness within the international tourism market.

The first part of the Action Plan is dedicated to analysing the territorial context in which the Port Museum of Tricase is living and operating. It reviews the main economic sectors (agriculture, industrial and manufacturing sector, traditional crafts, small-scale fishing, etc.) and describes the territory's resources and dynamics that can influence the tourist attractiveness of Tricase Port Museum, both directly and/or indirectly. A large part of the analysis is focused on the description of the environmental and natural values, rural heritage, and architectural, historical, archaeological, and cultural attractors in general. Moreover, great emphasis is given to the whole territorial system, in terms of authenticity and relationships, by looking at the most innovative practices of experiential tourism in the area. The analysis of the territorial context is completed by the description of the ecomuseum project of Tricase Port Museum, which is nowadays internationally recognised as a best practice in the field of the protection and enhancement of the maritime and coastal heritage due to its capacity to generate relational synergies between metaorganising entities. Basing on a SWOT analysis which takes into account both internal and external variables, the Action Plan provides a reference framework to define the strategic guidelines.

Therefore, the second part describes the vision, the market strategy and required future projects emerged from the consultation with the local community, in terms of priority actions for the strengthening of Tricase Port Museum.

The detailed proposals included in the Action Plan are complex and well-structured; however, the actions indicated are consistent with the overall objective to be achieved, that is the infrastructural and organisational reinforcement of the Port Museum of Tricase.

Leveraging on the available assets (both natural and cultural), the Action Plan strategy is to "Develop a genuine, sustainable, identity-making, shared tourist offer of Tricase Port Museum via the strengthening, upgrading and enhancement of the tangible and intangible resources of the maritime and coastal heritage, by implementing actions consistent with the guidelines of the Charter of Principles of the Port Museum". The proposed actions have been identified thanks to the active participation of the local community. This has required the establishment and implementation of a specific stakeholder consultation methodology that has allowed the different components of the local community to be effectively heard through an active

involvement tool (questionnaire). Then, the classification of priorities expressed by the same interviewees has resulted in the selection of the actions that the interviewed sample (90 stakeholders) considered the most effective for the strategic reinforcement of Tricase Port Museum.

### **3.7 Municipality of San Benedetto del Tronto Action Plan**

San Benedetto del Tronto is a coastal town in the middle Adriatic located on the southern border of the Marche Region. The territory is mainly flat and rises slightly up to the hills close to the coast and the urban centre. The town is characterised by a long sandy beach and good quality of the sea and the environment, which has been certified for over 20 years by the "FEE blue flag". The City is well-known, above all, for the palms of all species that grow on the seaside. San Benedetto is the landmark of a stretch of coast that extends to Cupra Marittima called Rivera delle Palme. Pride of the city is the promenade, considered one of the most beautiful promenades in Italy. Built in the 30s, it is one of the most sumptuous of the peninsula with its about 5 kilometres long. Tourism was born here in the middle of the 19th century with the first hotels and bathing establishments. The harbour is capable of accommodating hundreds of pleasure boats. The favourable position makes the area perfectly integrated into the urban fabric, giving it a tourist vocation thanks to suggestive views to be admired while strolling along piers and quays. San Benedetto thus combines a holiday by the sea with the possibility of living, among fishermen and museums, the true tradition of maritime civilization. For example, the Museum of Maritime Civilization of Le Marche is just one of the five museums that the city has dedicated to its sea.

Within the marine environment, working methods, customs and pastimes have been handed down from one generation to the next. Alongside tourism and fishing, the town's economy has seen the growth of numerous commercial activities that make it one of the most important shopping and entertainment centres in the area. In the southernmost part of the territory, close to the Tronto River, there is the "Sentina Regional Nature Reserve", a natural oasis of exceptional naturalistic importance declared "Site of Community Importance" by the European Union. Consisting of a sandy cordon with flat dunes and brackish environments, it is home to over 400 plant species and has guided routes and observation points for the many migratory birds that have one of the rare stopping points along the Adriatic route.

In addition, as examples of what San Benedetto has to offer is the great cuisine. The culinary traditions and typical dishes based on fresh fish are a must-try, e.g. the so-called paranza (fried fish) and Brodetto sambenedettese. The latter has a historical value as it has been the main meal

for fishermen for decades.

Second, the port of San Benedetto del Tronto, which is the southernmost port in the Marche region, hosts a large fleet of fishing boats and is the second most important port in the Marche region, not to mention its fabulous view.

San Benedetto del Tronto is one of the most important destinations of Adriatic tourism. The culture of hospitality here comes from afar, starting from the end of the 19th century.

Today the city boasts a wide and qualified tourist offer of almost a million tourists a year who enjoy our customary events, traditional cuisine, seafaring history, and spectacular venues.

#### 4. Synoptic Table of Partner Actions

**Synoptic Table of Partner Actions**

Type of activity	Partner	Action	Description
<b>Public Tourist Infrastructure</b>	<b>Cervia</b>	Recovery of historic boats from the Adriatic area	Functional recovery of the historic boats of the Cervese navy traditionally moored in the historic port of the city (lances, lancioni and cutters)
		Interpretation center setup in the lighthouse area	Outdoor setting up of an "interpretation center" of seafaring culture along the canal port of Cervia in the area of the lighthouse
		Recovery of the Darsena Salt Warehouse	Recovery of the largest of the seventeenth-century salt warehouses in order to build a multi-service cultural center and a covered market for quality food products
		Urban regeneration of the Faro area	Functional recovery of the canal port area hosting the lighthouse and the former fish market
		Construction of an environmental tourism product in the salt sector	Strengthening of environmental tourism services connected to the salt pan area. The project involves the activation of widespread hospitality in the old toll booths and the installation of observation points for bird watching
	<b>Cesenatico</b>	Maritime Museum improvement	Improvement of the museum through new acquisitions/renovation and valorisation/promotion of Maritime Heritage linked with the touristic offer.

		Leonardo Canal Harbour	Strengthening of the symbolic and historical value of Leonardo Canal Harbour to make it more directly perceptible as the main site of the city regarding maritime heritage and social life.
		Project of defining the destination through maritime heritage symbols and motifs	Inclusion of Cesenatico symbols and motifs in the spaces of the destination. This will include interventions in the outdoor areas and public spaces where main events are held (mainly squares and buildings) with subsequent expansion to other outdoor and indoor areas. The process needs to be carefully integrated with the inclusion of other tourism stakeholders (hotel companies, restaurants, etc.)
	<b>Malinska – Dubašnica</b>	Key public infrastructure, new product centre	Project for the construction of a multifunctional interpretation center in the port. The facility will be built on the site of a mobile, temporary facility used by ŠRD "Lastavica" on the border of the main beach "Rupa" and the southern origin of the port. The building will be of interesting architecture, a real "landmark", which will attract attention and together with the chapel of St. Nikola, the patron saint of seafarers, to emphasize the maritime tradition of Malinska-Dubašnica in the heart of the municipality, on the coastal promenade of the port of Malinska. There will be enough space in the facility for the activities envisaged in the action plan. Important partners in the implementation of planned activities - ŠRD "Lastavica" and JK "Malinska" will have their headquarters in the facility. The interpretation center will also have the role of the central reception of the new experiential tourist product and the place from which the product will be managed.
		Key public infrastructure for mooring traditional boats on sails and "big boats" (bracers) and for maintaining most of the program (sailing on traditional boats, "green-blue boutique").	The project of reconstruction of the ground floor, breakwater, moorings of the part of the port where public programs take place and which is a very busy promenade. Renovated, paved with stone

	Restoration of traditional sailing boats that will be moored in the mandrac, next to the Interpretation Center	As part of the project, traditional sailing boats (two boats) are being renovated, which, along with the already renovated one, will be the basis of a new tourist product closely related to activities at sea.
	<p>A small, last preserved family shipyard with a tradition through four generations. It is located on the coastal promenade as a farm building open for tourist purposes. What, for example in Rovinj, must be improvised as a tourist attraction, Malinska already has as the self- sustainable economic object of the highest level of attractiveness. It is also a strong link in the new tourism product.</p> <p>Organizing the sale of excellent products from the interior of the municipality and twinned municipalities in the continental part of Croatia and products from the coastal parts of the municipality in the area of the former fish market</p> <p>Thematization of catering facilities with food service.</p>	<p>A small traditional, family shipyard is a real gem of Malinska. It is a great fortune that at a distance of 200 meters we have a preserved traditional shipbuilding and a modern interpretation center of maritime heritage. By combining visits to both points, the visitor can get a complete picture of the value of traditional wooden shipbuilding. In the end, there is a wooden boat on sails, so sailing on such a boat is especially appreciated. The owner of the shipyard, Franko Kraljić, is also the host of guests who announce themselves through the website. These guests have the opportunity to tour the miniature shipyard and learn about the technique of handmade and repairing the boat.</p> <p>In the area of the former fish market on the "Big Boat Waterfront" will organize the sale of excellent agricultural and food products such as olive oil, honey, sheep cheese and the like. Only family farms from the area of the municipality of Malinska - Dubašnica and twinned municipalities from the continental part of Croatia will have the right to sell.</p> <p>Catering facilities that provide food service and meet the requirements: at least one seasonal dish on offer consisting of fresh seafood and fresh vegetables with the addition of homemade olive oil, homemade desserts and wine žlahtina, that the waiter can explain to the guest how to deliver groceries and their value with regard to the season and freshness, and that the guest receives a recipe, - will receive a label belonging to the club of products "Arca Adriatica".</p>

		Thematic accommodation that provides added value through the experience of maritime heritage.	Hosts who have maritime and fishing skills include these skills in their accommodation offer (driving guests by boat on oars, sails, motorbike, fishing). Hosts who do not have personal skills and the ability to transfer them to their guests, will hire other people to provide such an experience, primarily from ŠRD "Lastavica" and JK "Malinska".
	<b>o Museo di Tricase</b>	Restoration of a vintage boat (Portus Veneris) type Trekenderi with latin sail for medium and small coastal navigation and	Refurbishment of a historic wooden boat that represents the representative sailing ship of the municipality of Tricase used as a Latin sailing school

		relative service boat	
		Infrastructural recovery of the ancient Cisternone del Porto formerly used for the collection of rainwater and enhancement of the historic Piazzetta San Nicola	The project, through the recovery of sites of historical interest from the material heritage of the Port Museum of Tricase, also provides for the creation of an access point capable of inviting guests to discover the valuable material and intangible heritage of the Port of Tricase. Through an elevator it will be possible to access
		Recovery of a historic architecture	The project involves the recovery of a historic building (former San Luigi elementary school) located in the Borgo dei Pescatori del Porto Museo di Tricase to be used as a residence for the traditional arts and crafts of the sea (Master of the ax, ropers, retail, weavers, pot constructions, etc.)
		Development of an app and multimedia content for the guided tour of the Port Museum of Tricase	a) App for narration and multimedia content (storytelling, special tools for the target, multilingual) that allows connection with a simple smartphone and free wi-fi supplied. Installation of interactive devices
			b) Wireless broadband installation in the areas of the Museum Port. Each area will have an open wi-fi connection.
		Installation of signage	The action aims to ensure that all the points of interest of the Museum Port can be reached thanks to a sign in line with the overall communication project of the Museum Port, on the walking and cycling routes, etc.

	Definition of the destination through the reasons related to the cultural heritage of the Porto Museo di Tricase (storytelling)	Elaboration of storytelling as tools capable of making the stories related to the people and places of the Museum Port more attractive. The aim is also to strengthen the community's sense of identification around the culture of the sea and its tangible and intangible heritage.
	Development of tourism products / packages	In line with the development of tourism products and services, BtoBs have been created with Italian and Greek tour operators for the design of tourist product packages based on experiential tourism for the market in collaboration with accommodation providers, restaurant owners and other suppliers of services related to tourism
	Internal strengthening of relations and direct involvement of the stakeholders of	a) Involvement of the local community in actions for the identification, understanding and appreciation of tangible territorial resources (for

	the Port Museum of Tricase	example landscape, buildings, objects, etc.) and for the identification of intangible territorial resources (for example, oral traditions , oral testimonies, traditional crafts, language, festivals, music, songs, dances, etc.)
		b) Joint initiatives between stakeholders and the promoter of the Port Museum to encourage the local population to visit the eco-museum sites
	Project for the overall improvement of the quality of the Porto Museo offer	a) Elaboration, production and offer of experiential tour itineraries co-produced between the various operators of the local territorial system able to offer visitors a high quality experience in all aspects of their visit.
		b) Indication of reception rooms (traditional and small-sized structures) that guarantee the genuineness and quality of the food and wine offer with the Porto Museo brand (farmhouses, inns, restaurants, B & Bs, bars, trattorias)



		Qualification and enhancement of local products (short chain)	Establishment of an identification mark for local products (fished with artisanal and sustainable methods, low-impact territorial agricultural products, etc.) and definition of agreements between local production and marketing circuits of local agri-food and fishing products with territorial excellence catering, hospitality, culture, typical craftsmanship, contemporary creativity
	<b>n Benedetto del Tronto</b>	1 Refurbishment of 2 historic wooden boats owned by the Municipality of San Benedetto del Tronto	1.1 Drafting of the restoration project and preparation of the technical documentation
			1.2 Contract of works
			1.3 Carrying out the restoration work of the boat
			1.4 Testing and approval
		2.Revisiting and adaptation of the museum section to the most modern standards envisaged for exhibition spaces as part of a concept of "dynamic museum".	2.1 agreement with UNICAM for scientific advice
			2.2 analysis and pre-cataloging of the museum heritage
			2.3 Drafting of the project and preparation of documentation technique
			2.4 Contract of works
			2.5 Choice of material to be exhibited, identification of the exhibition areas and their general characterization
			2.6 Implementation of works and local preparation
			2.7 Drafting of information texts, exhibition panels and additional multimedia contents (images, texts, videos ...)
			2.8 opening to the public

	3.1 Musealization of the interior spaces of the former Castello school	3.1.1 Drafting of the project and preparation of documentation technique 3.1.2 Contract of works 3.1.3 Implementation of works and local preparation 3.1.4 opening to the public
	3.2 External museum building on a portion of Piazza Sacconi, in front of the former Castello school, affected by archaeological excavations	3.2. 1 Drafting of the project and preparation of documentation technique 3.2.2 Contract of works 3.2. 3 Implementation of the works 3.2. 4 opening to the public
	4 The action aims to ensure that all the points of interest of the historical cultural route from the old embankment to the “Museo del Mare” can be reached thanks to a sign in line with the overall communication project for the enhancement of the maritime culture heritage.	4.1 Editing and revision of texts and graphic design 4.2 realization of signs 4.3 signage installation
	5.1 Restoration of the prow of the motor trawler aimed at creating a symbolic monument for the city	5.1.1 Drafting of a structural recovery project 5.1.2 Contract of works 5.1.3 Implementation of the conservation restoration works in a monumental key 5.1.4 Allocation of the work

	5.2 Preparation of an educational - museum area where cultural events of tourist value are held	5.2.1 Drafting of the project and preparation of documentation	
		5.2.2 Contract of works	
		5.2.3 Implementation of the works	
	6.1 Adaptation of the existing portal according to the new and more effective techniques of communication and integration with social networks that enhance the territory and its tourist offer	6.1 Preparation of an expression of interest notice	
		6.2 Online tender procedure and assignment	
		6.3 Design of digital infrastructure and content	
		6.4 Online Launch	
		6.5 Integration with institutional social platforms.	
	<b>Tkon</b>	Renovation of 2 traditional boats in Tkon Municipality	In the area of Tkon, two boats will be renovated, and traditional ships will be exhibited near the Interpretation Center in the port of Tkon municipality.
		Adaptation of Škraping Center into the Maritime Heritage Interpretation Center	Adaptation of the existing Škraping Center into the Maritime Heritage Interpretation Center. The existing Škraping Center is located in an excellent location, in the center. The Interpretation Center in Tkon will become the central tourist infrastructure of the maritime heritage.
Tkon as a tourist destination of maritime heritage		Kunjka is taken as the main theme that stretches and connects the rich past and present of the maritime heritage. Through the permanent exhibition, "kunjka" will be one of the themes in the Interpretation Center. The reflection of life on the island will be presented in a unique linguistic-sound pictorial way: Kunjka fed people of Tkon. Also, the interpretation center will	
		be equipped with maritime heritage motifs of the area and traditional historical objects.	

		Construction of a new ferry port	A new ferry port is currently under construction. The goal is to improve the organization of maritime transport services throughout the year to ensure access to daily activities for the island's population and reduce traffic congestion during the daily rush hour and tourist season.
		Development of water supply, drainage and water purification	The agglomeration project is working on the completion of the sewerage and water supply network and the reconstruction of the existing pipelines.
	<b>Venice</b>	Creation of structures dedicated to the illustration of the maritime heritage of the place	The digital Interpretation Center is under construction, allowing a virtual visit to the main places of the historical and traditional maritime heritage of Venice, the lagoon and the lagoon eaves. To this end, 55 place cards have been created, divided between: museums; associations; still active craftsmen, historic squeri, places of memory, as well as places testified by toponymy or by hydronyms. the cataloging of 40-50 relevant pieces from the Arzanà collection, Venice is nearing completion. The goal is to create the cards of the pieces within an online database, created by the Rijeka Sea Museum. The construction and installation of a 1-marking billboard (with the Arca Adriatica logo) that illustrates an important place of the traditional Venetian maritime heritage is currently being finalized.
<b>Connecting with other tourism stakeholders</b>	<b>Cervia</b>	Center of Excellence	Activate a group of local experts of the historical navy and form sub-groups with specific skills in historical boats, storytelling and tourism promotion
		Collaboration agreement between Ecomuseo del Sale e del Mare and Cervia Turismo Srl	The agreement is aimed at the inclusion in the tourist offer of the locality of the activities promoted by the local community such as patrimonial walks in the navy

	<b>Cesenatico</b>	Development of tourist products / packages	Design of a common tourist product package in cooperation with accommodation providers, restaurant owners and other tourism related service providers.
	<b>Malinska – Dubašnica</b>	Restoration of traditional sailing boats that will be moored in the mandrac, next to the Interpretation Center	As part of the project, traditional sailing boats (two boats) are being renovated, which, along with the already renovated one, will be the basis of a new tourist product closely related to activities at sea.
	<b>o Museo di Tricase</b>	Integrated and participatory promotion campaign of the tourist destination of the Port Museum of Tricase	Involvement of stakeholders in the dissemination of information on the existence and purposes of the Port Museum of Tricase
		Improvement of the general sustainability of tourism activities	a) Information campaigns for the reduction of waste and for the reduction of waste in the marine and coastal environment through participatory action between operators in the fishing sector, local authorities, associations and citizens.
			b) Incentive and awareness-raising actions aimed at the resident community and tourists to encourage "sustainable consumption behaviors"
			c) Actions to mitigate the tourist pressure in the central part of the summer
		Improvement of the accessibility of the Port Museum of Tricase	a) Actions of affordability for individuals with special needs
	b) Facilitate use in conditions of comfort and hygiene for tourists and visitors to the Port Museum		
		Improvement of the reception of tourists and visitors to the Port Museum of Tricase	a) Creation of the Port Museum Reception Network and monitoring of tourist flows with the involvement of local operators aimed at identifying the types of visitors, origin, expectations and detecting Porto Museo di Tricase and key stakeholders

			b) Actions to improve the skills of the operators of the Port Museum reception network
	<b>n Benedetto del Tronto</b>	7 Coordination with local tour operators for the design of tourist product packages	7.1 SWOT analysis of local tourism
			7.2 Creation of experiential tourism packages
		based on experiential tourism oriented to the reference market	7.3 Development of new product packages connected to cultural heritage enhancement events
		8.1 Involvement of stakeholders in actions for the identification, understanding and appreciation of tangible territorial resources (such as landscape, buildings, objects, etc.) and for the identification of intangible territorial resources	8.1.1 Educational, guided walks, self-managed walks, collection of testimonies, documentation, cataloging
		8.2 Joint initiatives between stakeholders and the managing body of the Sea Museum to encourage the local population to visit the museum sites	8.2.1 Information campaign aimed at developing awareness and knowledge of the role and function of cultural heritage
			8.2.2 Programs aimed at certain target groups in the area such as associations or companies, schools, educational institutions, groups of disabled people
		9 Coordination of tourism-cultural governance of the territory with the most representative associations of the tourism operators aimed at the realization of projects to enhance the cultural tourism heritage	9.1 Development of a design plan based on the experience and ideas coming from the operators
			9.2 project implementation

	<b>Tkon</b>	Development of a new tourist product within the Arca Adriatica project	The development of the Arca Adriatica tourism product is based on the establishment of a methodology for the systematic preservation of the maritime heritage of the border area.
		Integration of local tourist offer into a new tourist product.	The local offer will be complemented by newly created programs and an offer aimed at maritime heritage
	<b>Venice</b>	Activities dedicated to the development and preservation of the tangible and	The textual Storytelling on the Adriatic was completed and delivered in December 2019. The texts and interviews for the two virtual storytelling

		intangible maritime heritage for the development of a common tourist product	were created, respectively on boats in the Adriatic and on fishing in the lagoon and in the Adriatic; now the digital product is under construction, which will be articulated in a narration with videos and images. The Center of Excellence in Venice was established on May 18, 2020, with the adhesion of 21 members from local institutions and associations involved in the protection and enhancement of the historical and traditional maritime heritage.
<b>Events</b>	<b>Cervia</b>	Enhancement of the La Rotta del Sale event	Theatrical story of the history of the Cervese navy
		Enhancement of the Taste of Salt event	Cultural and gastronomic festival that revolves around the sweet salt of Cervia
	<b>Cesenatico</b>	Development of events in the destination connected to the ARCA ADRIATICA project	Introduction within existing events of ARCA ADRIATICA motifs and symbols as well as the commercialisation of exclusively local products

	<b>Malinska – Dubašnica</b>	Organizing a multi-day event called "Homo on sails" on 11 and 12 September 2020.	The review and regatta of traditional sailing boats has its own competition and show part as well as the part intended for the audience - parents with children. Namely, upon registration, it is possible to sail on paddles and sails for parents with children in traditional boats. It is also an indicator of future opportunities through the new unique tourism product Arca Adriatica. The event also has its own "green - blue boutique", ie eco - ethno fair. There are also interactive workshops with visitors as well as demonstrations of ancient shipbuilding, maritime and fishing skills. According to the possibilities, an entertainment and music program "fisherman's evening" would be organized.
	<b>o Museo di Tricase</b>	Planning and realization of events in the destination of the Port Museum of Tricase	a) Development and implementation of new and existing events (development of a series of thematic events linked together throughout the year, based on the enhancement of traditional seafaring activities and on the historical and cultural heritage of the territory)
			b) Establishment of an artistic residence at the recovered site of the historic
			Scuola San Luigi located in Borgo Pescatori in the Port Museum of Tricase with the aim of hosting artists of various expressive forms who will deal with developing themes related to the maritime cultural heritage of the territory. These are actions to stimulate the participation of "creative" artisans, artists, writers, actors, musicians, creating new resources and relating creativity with the territory and the local community.
	<b>n Benedetto del Tronto</b>	10.1 Development and implementation of new and existing events (development of a series of thematic events throughout the year, based on the enhancement of traditional seafaring activities and on the historical and cultural heritage of the	10.1 Development of a plan for planning and carrying out events. Feast of S. Biagio protector of funai.
			10.2 Realization of events. Inauguration of the new exhibition of the Fish Museum
			10.3 Realization of events Inauguration of the monument at the bow of the ocean-going ship Genevieve (epic of Atlantic fishing sambenedettse)



		territory)	10.4 Events realization. Launch of the restored boat "Tastutina" and Workshop for the presentation of the video and the project reconstruction of the vessel
			10.5 Realization of events. Living Sculpture. Festival of sculptures and murals inside the MAM (Museo d'Arte sul Mare)
			10.6 Realization of events. Commemoration of the shipwreck of the motor ship "Rodi" 50 years after the event
	<b>Tkon</b>	Implementation of events within the Arca Adriatica project	An important part of the promotion are the events that will be held as part of the Arca Adriatica project in different locations. The Marketing Plan prescribes the obligatory contents of the events in order for everything to be regulated. The goal of each event is the preservation, revitalization and tourist valorization of maritime heritage.
<b>Promotion</b>	<b>Cervia</b>	Development of the "Immagina Cervia" App for the multimedia story of the city	Innovating in a 2.0 sense the communication of the intangible cultural heritage of the city of Cervia, an interactive app has been created to enjoy descriptive multimedia contents of the historic center of the city

		Multimedia content production for Cervese seafaring story	Expand the app for multimedia communication of the intangible cultural heritage of the city of Cervia by including the story of the marine area
		Organizzazione di una campagna di promozione degli itinerari marittimi cervesi	Identification of itineraries on a sailing boat with a tourist value and promotion through T.O. specialized

<b>Cesenatico</b>	Establishing a promotion centre	In order for the tourism project to be successful an appropriate tourism infrastructure is needed. For this reason a promotion centre will be established in Cesenatico, with the aim to develop a comprehensive tourism campaign. The final goal will be to systematically inform the largest possible number of tourist professionally, as well as tourists, about the new tourism product linked to the ARCA ADRIATICA project.
<b>Malinska – Dubašnica</b>	Marketing tool for preferential purchase of tickets and services of AA products managed by the public sector. Basis for granting discounts to AA partners from the public and private sectors.	The main advantage of such a card is that it is worth "130", it costs the customer "100", and members of the club of accommodation providers can get that card for "50". That way, cardholders benefit - they get more content for less money. Members of the accommodation provider's club also provide the guest with greater added value for a lower cost instead of lowering the price of their basic service. "Points of interest" also benefit because their income increases in such a way that from each card sold, part of the income comes to their account, regardless of whether the user consumes their service. Another advantage of this card is that the same instrument also provides a discount on additional services provided by the Arca Adriatica product club. The card can also be purchased by accommodation owners who are not in the Arca Adriatica product club, but at the full price. The card should be managed by the DMO, it should be actively offered and sold. The card is also a source of income for the DMO.
<b>Porto Museo di Tricase</b>	Creation of a center of Excellence that brings together the Key stakeholders	Recognition as a center of excellence of the Port Museum of Tricase for the further development and promotion of tourism products based on maritime

	(local, regional and national authorities, entrepreneurs and other subjects in the tourism sector of the territory), in a platform whose objective is the systematic development of the tourism product but also the protection of heritage of the Port Museum of Tricase.	heritage. The center will play an active role in product development, promotion
<b>n Benedetto del Tronto</b>	11 Recognition as a Center of Excellence of the City of San Benedetto del Tronto for the further development and promotion of tourism products based on maritime heritage. The center will play an active role in product development, promotion, networking and training of relevant stakeholders at the local level.	11.1 Preparatory phase
		11.2 Functional Center of Excellence as an integral part of the Sea Museum
<b>Tkon</b>	Establishing Promotion center	The main task of the Center is to permanently and systematically promote the cultural and tourist product of maritime heritage of the area, with emphasis on the promotion of traditional maritime crafts and skills, maritime activities, but also the organization of events, scientific or professional gatherings and workshops, and all other activities related to maritime heritage and its preservation.
	Establishing Center of excellence	The Center of Excellence is a kind of a forum, ie a platform of experts, institutions and associations and has 23 members. The main goal of the Center is to promote and develop a tourist product.
	Establishing Academy of Old crafts and skills	The work of the Academy is focused on continuing education, starting from the local population, especially children and youth, to interested visitors and tourists, and the ultimate goal is to provide systematic education through schools.

	<b>Venice</b>	Creation of promotional material and campaigns for the development of a common tourist product	Established the establishment through an agreement between Ca 'Foscari and the head of tourist services in Venice, or with Ve.La. s.p.a .; moreover, 1 1,250 brochures on the maritime heritage of Venice and the lagoon will be produced, based on an editorial format that will be provided to all project partners by San Benedetto del Tronto. 2. Dissemination of n. 1,250 double leaflets, in an editorial format that will be provided by the Kvarner Region Tourist Board. 3. Production of n. 1 video spot of 60 'and n. 1 video spot of 30 ". 4. Production and installation of n. 1 marking / poster by Arca Adriatica.
		Communication and dissemination activities of the actions carried out within the ARCA Adriatica project	Apart from activities concluded, in progress or planned later, a contribution has already been delivered, published within the volume The Roman salt pan and the territory of Cervia, edited by C. Guarnieri, Bologna 2019 by S Medas; a contribution will be delivered shortly for the journal La ricerca folklorica by Beltrame-Medas-Vianello. Finally, an article by Casarin-Rosin-Bonazzi is being completed
<b>Management</b>	<b>Cervia</b>	Implementation of the governance model for the salt and sea ecomuseum	The goal is to implement the ecomuseum management model developed with the Interreg Central Europe Culture covery project in order to enhance operational effectiveness and financial autonomy
	<b>Cesenatico</b>	Event management / development system	Establishing a central system for the purpose of managing the organisation of events at various locations (including maritime heritage sites)
	<b>Malinska – Dubašnica</b>	Establishment of a municipal destination management company (DMO)	Our proposal is to establish a special tourist destination management company (DMO). That society would have its headquarters in the interpretation center. An employee of the center would have the role of managing the interpretation center, where tickets for the center would be sold, ie a "ticket package" for the center, a visit to a traditional shipyard and sailing with a traditional boat. DMO would be in charge of coordination with the "tenants" of the center, JK "Malinska" and SRD "Lastavica" Malinska in all activities envisaged by this plan. The center would also sell tourist souvenirs and organize workshops and meetings with loyal guests. The DMO

			would work closely with the tourism community to promote and organize events. Together they would create a product website "Arca Adriatica Malinska - Dubašnica" as the main tool for publishing, promoting and selling products. The DMO would use the achieved standards of tourist community promotion and the tourist community could (finally) promote the destination product. The company would be established according to the principle of a communal company for arranging places, with a similar structure of responsibilities. The drafters of this action plan undertake to convey to the future head of the DMO the plan and program of work with the tourism product is digital technology.
	<b>Porto Museo di Tricase</b>	Centralized event management / development system	Establishment of a central system for managing the organization of events in various locations (including maritime heritage sites).
	<b>n Benedetto del Tronto</b>	12.1 Establishment of a central system for managing the organization of events in various locations (including maritime heritage sites).	12.1.1 Development of a model for the management of tourist and cultural events in the City of San Benedetto del Tronto
	<b>Tkon</b>	Central event management / development system	Establishing a central system for the purpose of managing the organisation of events in the Municipality
	<b>Venice</b>	Activities carried out regularly dedicated to the management, coordination and internal communication to control and direct the project	These ongoing activities are carried out regularly and constantly to govern and direct the project; in fact, they provide for continuous comparisons between the project manager (Carlo Beltrame) and the stakeholders in the various sectors, covering from scientific and promotional issues to administrative and economic ones

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