

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

Priority Axis: Environment and cultural heritage

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

D 4.1.2 – Adapted outdoor Interpretation Centre in Cervia

WORK PACKAGE 4 - Tourism infrastructure of the common tourism product
ACTIVITY 4.1 – Adaptation of Interpretation Centers

31/12/2021

PP4 Municipality of Cervia (Giovanna Magrini)

Status: Final
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General context

Alongside the effort of urban planning and restructuring, the Municipal Administration supports a project and research effort for European funding that will allow for the addition of targeted cultural and natural heritage enhancement actions to the planned projects. Therefore, as part of the first call for standard projects of the INTERREG Italy-Croatia Cross-border Cooperation Program, the Municipality participated in the candidacy of the ARCA ADRIATICA project, aimed at enhancing the maritime culture typical of small Adriatic ports. The project has been approved and will be developed from 01/01/2019 to 31/12/2021 and provides for a budget allocated to the Municipality of Cervia equal to 325,855 of which 85% financed by the ERDF and the remaining 15% by the Rotation Fund. National. The resources will be entered in the budget as soon as the loan agreement and the partnership agreement are signed.

The project contributes to the achievement of strategic objectives 1 and 3, and includes a series of actions whose effectiveness will go beyond the implementation time of the strategy itself.

The project has the general objective of recovering and enhancing the maritime cultural heritage for tourism and conservation purposes, as a driving force for economic development and seasonal adjustment.

It provides for actions to recover the marine cultural heritage both material (e.g. historic boats for port-museum set-up), and immaterial (historical research actions, collection of testimonies, stories, customs, the ancient commercial connection routes, etc., archiving and interpretation for the purposes of public use), which will be made accessible to the public thanks to ICT technologies, amplifying accessibility to this heritage, which will be usable on the web (virtual museum), and on site thanks to installations such as augmented reality or story telling, in places representative of the seafaring culture of Cervia (e.g. the lighthouse). Cultural itineraries will be outlined and set up (through predefined signs), focusing on seafaring culture within the city, within the Ecomuseum of Salt and Sea. Didactic itineraries reminiscent of the artisan traditions linked to fishing will be organized, specific entertainment events and tourist attractions, such as cross-border regattas, and a promotional campaign.

The project will therefore "turn on the spotlight" on the entire canal port, allowing to recover those values which, as described in the introduction, are likely to be lost, due to the dynamics of economic and social development of recent decades. It will make it possible to enhance the relationship of the city with the sea and other territorial areas (e.g. the relationship between the salt port and the ancient trade routes), and to project them internationally, which makes infrastructural recoveries even more significant and urgent. The project will be implemented through the involvement of trade associations,

cultural associations, volunteers, the Ecomuseum of Salt and the Sea and ecomuseum facilitators, fishermen's associations, tour operators, event organization consortia.

Implemented activities

In the area of canal port (and other areas near here), have been installed a set of beacons and panels, connects with an APP (Cervia Immagina) available on Google Play.

In particular were installed 35 panels, connects to 20 beacons.

Annexes

Photos of the areas, map, app.







