"Protection, promotion, and touristic valorization 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 4.1.3 – Realisation of Web portal – Virtual Museum
Output 3.1O3 Natural and cultural heritage destinations with improved accessibilities

WP 4 - TOURISM INFRASTRUCTURE OF THE COMMON TOURISM PRODUCT
ACT. 4.1 – ADAPTATION OF INTERPRETATION CENTRES

11/2021

PARTNER IN CHARGE: LP Primorje-Gorski kotar county and In-house body Maritime and History Museum of Croatian Littoral Rijeka
PARTNERS INVOLVED: All project partners

Final version
Public document

Report on the realized ARCA ADRIATICA Virtual Museum
- **Contribution to the project Output 3.1O3 -**

Link to the virtual museum: https://arcaadriatica.eu/

GENERAL DESCRIPTION AND PURPOSE

- ARCA ADRIATICA museum is a virtual museum of the Adriatic maritime heritage carried out by the Croatian and Italian project partners as part of the implementation of the EU cross-border project ARCA ADRIATICA: Primorje-Gorski Kotar County (CRO); Municipality of Malinska - Dubašnica (CRO); Kvarner County Tourist Board (CRO); Association And Ecomuseum "House of Batana" Rovinj (CRO); Municipality of Cervia (IT); Municipality of Cesenatico (IT); International Centre For Advanced Mediterranean Agronomic Studies - Mediterranean Agronomic Institute of Bari (IT); City of San Benedetto del Tronto (IT); Ca' Foscari University of Venice (IT); and Municipality of Tkon (CRO).

- The purpose of the virtual museum is to enable a virtual walking tour through this cross-border area to learn about the rich maritime heritage that is an important part of the local identity. Maritime heritage in the virtual museum ARCA ADRIATICA has been presented through various categories, such as: architecture related to the maritime heritage, objects of maritime signalization, museums, interpretation centres, collections and visitor centres, monuments and memorial plaques with maritime titles and motifs, cultural-historical heritage on the shore and in the sea and many other that you can explore on your own.

- It is a portal based on a jointly work of Italian and Croatian partners / maritime museums, aimed at creating a network of (eco)museums, in any case of actors of maritime heritage, based on common cross-border maritime content.

USER OPTIONS AND FUNCTIONALITIES

- ARCA ADRIATICA virtual museum also contains products created as a part of the implementation of the Mala barka 2 project within the Cooperation Programme INTERREG V-A Slovenia – Croatia.

- Within the ARCA ADRIATICA project, as opposed to the previous platform, the virtual museum was upgraded with slightly different design. Map with positions of the objects was removed. Visibility of all 18 categories to the users was added, as well as the new label with 24 local and cross-border tourism itineraries that were also developed within the project.

- On the main page of the platform there is an introduction part of the museum after which there are videos and their short descriptions. Upon clicking on the video, the user can see basic information about the boats and then he/she can click on the icon below video with movie camera and then it transfers to a part where you can press play and see video on full screen. Below videos, the user can see 18 maritime heritage categories. When you click on each category, you are transferred to link where you can see all the objects inscribed in that category. At the end of the main page, there is a part dedicated to the logos and names of all included project partners- upon clicking on the logo, the user is transferred to their main page. New label with tourism itineraries was added and upon clicking the link on it, the user can see all 24 itineraries and objects shown within itineraries which are inscribed in the virtual museum. They are all linked together. There is a possibility to send an eCard with 88 previously chosen objects which are most representative of their respected areas. The user can fill the form and add their e-mail address, e-mail address of the recipient and the message. There is also a label which, upon clicking, transfers the user to the part where he/she can read basic information about the project.

- Each of the object in the virtual museum have at least one picture. When the user clicks on one object, he/she can see basic information about the object which

include name, category in which it is inscribed, classification according to Croatian/Italian heritage list, type of heritage, city in which it is situated, valorisation, and description. There is also a small photography which has an icon with an "eye" below. When the user clicks on it, it opens another window in which he/she can see the bigger picture and other ones if they are added. Also, more additional information is available there.

DEVICES AND LANGUAGE OPTIONS

- Platform is available on all digital devices (mobile phones, tablets, computers) in Croatian, English, or Italian language.

LIST OF NEWLY ADDED MARITIME HERITAGE OBJECTS PER PP

- New maritime heritage objects that have been added within the ARCA ADRIATICA project to all 18 categories per each involved PP (listed in D 4.3.1 and D 4.3.2):
    1. 250 objects added by Primorje-Gorski kotar county (include objects from Municipality of Malinska-Dubašnica), for local/regional Kvarner Region destination,
    2. 60 objects added by Municipality of Tkon, for local Tkon destination,
    3. 23 objects added by Association and ecomuseum "House of batana", for local Rovinj destination,
    4. 41 objects added by Ca' Foscari University, for local Venice destination,
    5. 43 objects added by City of San Benedetto del Tronto, for local SBT destination,
    6. 30 objects added by Municipality of Cervia, for local Cervia destination,
    7. 66 objects added by Ciheam IAMB, Bari, for local Tricase Porto destination,
    8. 36 objects added by Municipality of Cesenatico and Maritime Museum of Cesenatico, for local Cesenatico destination.

- **Promotion of the virtual museum / presentation to the wider public** – Virtual Museum was presented during MariTime section of the Fiumare festival in Maritime and History Museum of Croatian Littoral Rijeka on 22nd September 2021. Also, a short presentation for the participants of the study tour in Kvarner region area within the project was held on 16th September 2021.

CONTRIBUTION TO THE PROJECT OUTPUT 3.1O3

- Project deliverable 4.1.3 Realisation of Web portal – Virtual Museum contributed to the project main output 3.1O3 Natural and cultural heritage destinations with improved accessibilities (e.g.: to disabled tourists, virtual tourists etc.) in place (target =1), as a comprehensive and detailed research of the entire material and intangible heritage of the included areas was carried out for the purpose of inscribing it in the Virtual Museum to enable its content to target audience, such as disabled and virtual tourists. Apart from the entry of objects in the maritime heritage base for Croatian and Italian coasts, the elements of the base were introduced and virtualised in form of a virtual museum, that is available to platforms (PC, tablet, smartphone) and it will serve as a basis for further occasions, such as presentations in Interpretation centres adapted and established within the ARCA ADRIATICA project, on public surface displays, etc. Virtual museum will allow the presentation and the sightseeing of the maritime heritage of the entire area for all groups, especially for disabled people and people whose material conditions do not allow the physical visit of developed local destinations (Kvarner Region, Malinska, Rovinj, Tkon, Venice, Cervia, Cesenatico, Tricase Porto, and San Benedetto del Tronto), as well as the cross-border ARCA ADRIATICA destination.