

EXCOVER

EXPERIENCE, DISCOVER &
VALORISE HIDDEN
TREASURE TOWNS AND
SITES OF THE
ADRIATIC AREA



Interreg
Italy - Croatia
EXCOVER

European Regional Development Fund



EUROPEAN UNION

LIRA DEVELOPMENT AGENCY OF LIKA-SENJ COUNTY

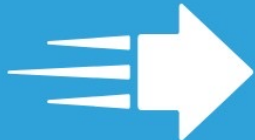
Andrija Brkljačić

Kick-Off Meeting | Karlovac | 12.03.2019



Project in Pills

EXCOVER



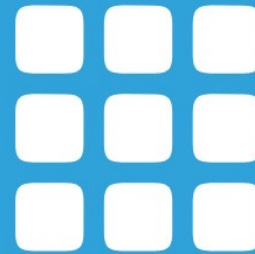
**Experience, Discover &
Valorise Hidden Treasure
Towns and Sites of the
Adriatic Area**

Tourism, Cultural and Natural
Heritage



EUR 2.474.876,05

ERDF Funding € 2.103.644



13 partners

4 Croatian and 9 Italian

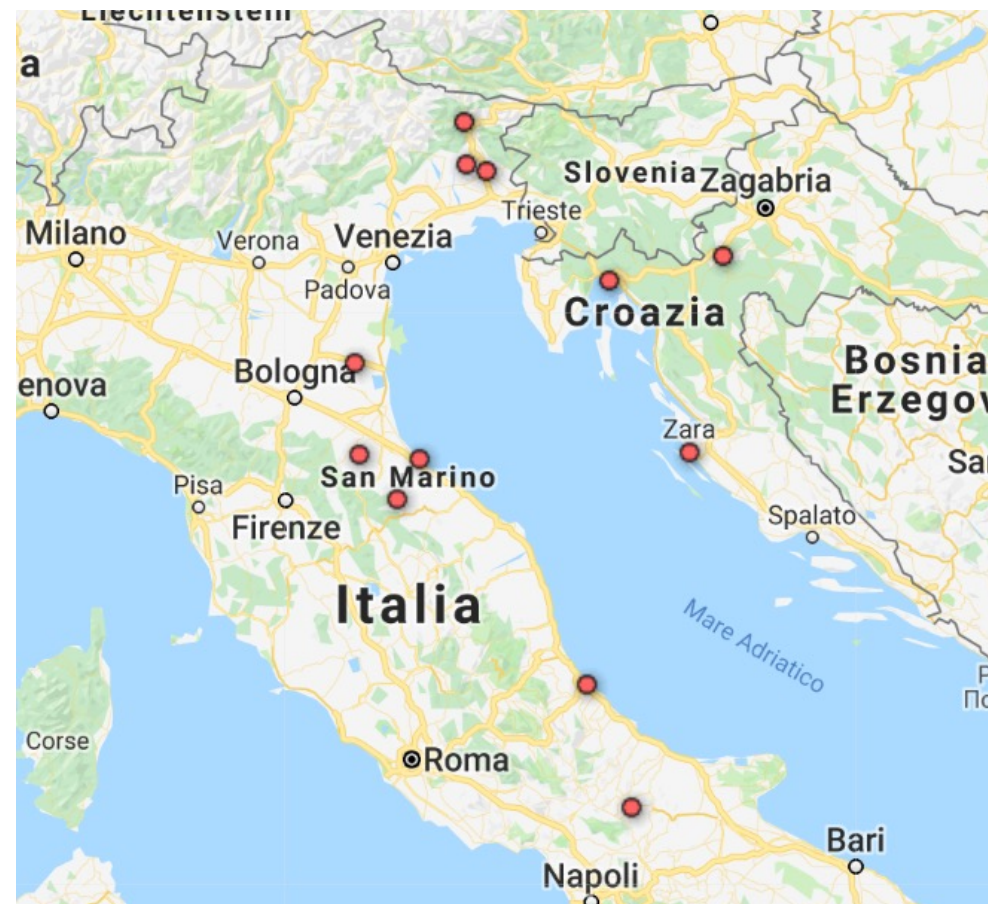


30 months

01 January 2019 - 30 June 2021

Project Partners

- LP DEVELOPMENT AGENCY OF LIKA-SENJ COUNTY - LIRA
- PP1 UNIVERSITY OF ZADAR
- PP2 PRIMORJE-GORSKI KOTAR COUNTY
- PP3 DEVELOPMENT AGENCY OF KARLOVAC COUNTY KARLA
- PP4 UNION OF MUNICIPALITIES OF CARNIA
- PP5 ALMA MATER STUDIORUM – UNIVERSITY OF BOLOGNA
- PP6 UNIVERSITY OF UDINE
- PP7 MUNICIPALITY OF RIVE D'ARCANO
- PP8 DELTA 2000 CONSORTIUM
- PP9 MUNICIPALITY OF CAMPOBASSO
- PP10 INTERREGIONAL PARK AUTHORITY SASSO SIMONE E SIMONCELLO
- PP11 TERRE DEL PIACERE
- PP12 MUNICIPALITY OF PREDAPPIO



Context

- Tourism flows in the Adriatic Region are not homogeneously distributed over time (overconcentration during summers) and among territories.
- In Italy and Croatia, many small towns with very relevant historical, cultural and natural heritage assets, are visited by a little number of tourists, because many people do not know them yet

Main Constraints

This improper exploitation of the local assets, notwithstanding constantly growing investments by communities, is strictly connected to the lack of:

- satisfactory local tourist supply chains, unable to provide a satisfactory tourist experience,
- marketability of these destinations

Main Goals of EXCOVER

1. contribute to a better territorial and seasonal distribution of tourist flows in Croatia and Italy, still over-concentrated on some areas along the coasts and some art cities
2. identify innovative ways for solving identified constraints for tourism development of small towns with relevant local assets but with poor tourist flows

Project Approach

- Activating and implementing a **totally new regional tourist development process** in the tourism industry: only now, technology, development and social acceptance of sharing economy permits the creation of a Tourist Supply Chain based on resources underused owned by “ordinary” residents in the little towns of the project.
- For the first time the early stages of a tourism development process do not need heavy investments, money and space consuming in tourist facilities

Contacts



- Andrija Brkljačić
andrija@lsz-lira.hr