



Interreg
Italy - Croatia
EXCOVER

European Regional Development Fund



EUROPEAN UNION

Welcome! Discover Hidden Treasure Towns And Sites Of The Adriatic Area With Us

Are you small or medium enterprise, supplier of tourist services, policy-maker on a local or regional level, tourist blogger or influencer? If yes, join us on a journey of discovering hidden treasure towns and sites of the Adriatic Area. We are 12 partners from Italy and Croatia gathered around project Excover. During the following two years we'll be mapping the potentials, developing capacities and including local population in building innovative solutions and tourist products, improving the tourism supply chain, and trying to contribute to better territorial and seasonal distribution of tourist flows in Croatia and Italy.



Overlooking the Kupa river, Ozalj Castle is one of the pearls of Karlovac County (Croatia).

Excover - Karlovac County as a Starting Point of a Cross-Border Cooperation Project Aiming at Developing Tourist Potentials of Hidden Areas of Croatia and Italy

Italy and Croatia are rich with small towns with very relevant historical, cultural and natural assets. But such sites are visited by a small number of tourists. This is something where project Excover will try to make a change. The main goal of project Excover is to reduce this gap between resources and tourists, contributing to a better territorial and seasonal distribution of tourist flows in Croatia and Italy still over-concentrated on some sea-side areas along the coasts and a few art cities.

Excover will try to create basis for the increase of the tourist flows toward the communities involved in the project, foster a community-led participation process in the tourist development based on a sustainable valorisation of the natural and cultural endogenous resources, and enable a wide participation of residents in using their underutilized skills, goods, rooms, cars, kitchens etc. as tourism resources to set up a local Tourism Supply Chain based on the existing Sharing Economy platforms.

With those goals in mind 13 partner organisations gathered in Karlovac for a project Kick-off meeting where they started with the implementation of activities foreseen by the approved project application funded by the EU Programme Italy-Croatia.

“We are extremely satisfied with the fact that Karlovac is selected as a starting point of a project that will work towards discovering and promoting hidden tourist gems of Croatia and Italy, because here we have several such areas, waiting for the proper valorisation on the tourist markets. I'm sure each partner in this project has something similar in their area: beautiful but hidden. And this project is a great opportunity to put those areas on the tourist maps”, said Marijana Tomicic, head of the City development and EU projects department of the city of Karlovac, welcoming 13 organisations gathered on the Kick-off meeting of project Excover in Karlovac, Croatia.

[Find out more about Project Excover](#)

Video: Including the Local Population is the Key for Uncovering Hidden Potentials of the Tourist Area



Video interview: Dina Begic, head of the Tourist Board of the Karlovac County

[Find out more about the interview](#)



Widespread Welcoming: Exploring the Area, and Introducing the Locals with the Goal of Achieving Widest Participation Possible

A two-day work meeting of representatives of the Public Institution Regional Development Agency of Karlovac County with representatives of a scientific partner of the University of Udine was held in Karlovac on August 27-28, 2019.

The aim of the activity was to acquaint the Italian partners with the possibilities of involving the local population in the development of alternative tourism potentials of Karlovac County, as well as presenting the locality and its peculiarities. Prior to the tour, sociologist Monica Pascoli and tourism anthropologist Donatella Cozzi held a meeting with tourism development stakeholders in Karlovac County.



[Find out more about what was discussed at the meeting](#)



Pennabilli is a medieval town, capital of the southernmost municipality of Emilia Romagna. Despite its small size, the town has had various important people, who have enriched the city's culture.

Situational Analysis as the First Step Towards Creating the Innovative Tourist Products

First steps towards discovering and valorisation of the lesser known locations in the Italy-Croatia cross-border have been made. Part of Italian partners in the Excover project already started situational and reputation analysis of their territories. Interviewees were asked to share their opinions on locations that are a bit set aside, but with potentials to offer rich cultural or natural heritage, or any other experience sought by the tourists riding on the trend of alternative and sustainable tourism. Results of the analysis were being presented at the 2nd cross-border partners meeting held in Rimini, Carpegna and Pennabilli.



[Find out more about excovering Rimini region](#)



Castello di Arcano is the medieval castle on top of municipality Rive d'Arcano of Friuli-Venezia Giulia region - it is the place from where one can see the best of vast northern Italy. After the latest meeting, this fact can now be confirmed by all the partners of the Excover project.

Positioning Strategy will Help Shape a Joint Brand, Linking the Excover Area in the Tourist Market

Harmonised territory analysis is a prerequisite for tourist market positioning strategy of less known tourist destination in the Adriatic region. That was the conclusion of the 3rd transnational partner meeting, held at several locations in the Friuli-Venezia Giulia region - Ovaro, Rive D'Arcano, Udine. Within the meeting project partners discovered some of the hidden gems of this region and held working sessions about conducted analyses and about plans of developing positioning strategy. They all agreed that the challenge of the positioning strategy lies in need to unify the spectre of interesting but undiscovered locations. To come up with a solution that will be equally useful for each partner, the strategy will be created around things which are distinctive and appealing for each town or area. It will be based on results provided by the SWOT analysis, and developed based on a common cross-border methodology. Positioning strategy will thereby assess the usefulness and practicability of a joint brand, that will be linking the places involved in the project.

„In the following period we are facing some tough decisions that will shape the final results of the project. It will be interesting to see how will we use our creative potentials and come up with joint solutions for promotion of our diverse, but unique cultural and natural resources“, concluded Martina Šuper Štampar, director of the Public institution Development agency of Lika Senj County – Lira, lead partner of the project Excover.



[Find out more about the meeting in Friuli region](#)



Nikola Tesla Memorial Centre in Smiljan contains the birth house of the Croatian inventor, as well as the church of the Holy Apostles Peter and Paul, the monuments and benches, an auditorium, actual size prototypes, Tesla's test stations from Colorado Springs, Tesla's turbines and a remote control ship, multimedia centre and modern children's playground.

SWOT and Reputation Analysis of Lika-Senj County - Nikola Tesla is the Key

Public institution Regional development agency of Lika-Senj county – LIRA has finished conducting surveys with the target groups within SWOT and reputational analyses. Results of the surveys will be soon known, after thorough data processing on Alma Mater Studiorum – University of Bologna, with which will start the next project activities.

Trough all the project activities LIRA's main goal is to promote Nikola Tesla Memorial Centre and life of this interesting inventor that was born in Smiljan, small village near Gospic. Although Nikola Tesla is well known all over the world and his name became popular brand, memorial centre dedicated to his early life isn't adequately represented in the tourist market – but that will be changed trough Excover project.



Big stone building, known as Murkovica Mill on the river Novcica is one of the oldest and most recognizable symbols of Gospic. It was active until 1988, when the last miller was retired. Exact year of construction is still unknown, but that could be soon discovered through the project Excover.

Recollections and Storytelling of the Locals: Basis of Anthropological Research

Department of Teacher Education Studies in Gospic, within the University of Zadar, is conducting an anthropological research that will be involving the local population in the identification of cultural heritage. Expert in anthropology and ethnology, Tara Pivac Krpanic, was engaged for that activity, that will be focused on two old localities in Gospic – Murkovica Mill and Tower of aga Senkovic.

The research will be based on anthropology of memory, because of which there will be conducted interviews with key informants that will shine a light on two localities. Recollections and storytelling will make a foundation for further tourist valorization and ultimately for creation of new tourist content in Lika-Senj county.

„The first phase was historiographical preparation of those two localities, through which we concluded that Tower of aga Senkovic is the oldest building in Gospic, that was ruined and burned down in the 1990s. Murkovica Mill is, on the other hand, relatively modern building that in spite of that has no evidence of construction date, but we believe that through all collected data and recollections of our informants we could paint that picture, because the mill was

active for most of 20th century“, says Pivac Krpanic, noting that this research should show another, neglected aspect of Gospic history, with focus on the civic and folklore lifestyle.



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