



MADE IN-LAND. Management and Development of INLANDs

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

3.1. NATURAL AND CULTURAL HERITAGE ASSESSMENT

1 January 2022- 30 June 2022

WP 3: DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS

Deliverable 3.1.1. Guidelines for natural and cultural heritage analysis; 3.1.2. CB database of natural and cultural heritage; 3.1.3: Natural and cultural heritage assessment

Activity 3.1.: NATURAL AND CULTURAL HERITAGE ASSESSMENT

PP in charge: PP1, PP6

PPs Involved: PP2, PP3, PP5, PP7, PP9

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3.1.1. Guidelines for natural and cultural heritage analysis

1 January 2022- 30 June 2022

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Deliverable 3.1.1: Guidelines for natural and cultural heritage analysis:

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METHODOLOGICAL GUIDELINES FOR IDENTIFYING NATURAL AND CULTURAL ASSETS*

Drafted by the Scientific Team for WP3 _ Deadline: June 30, 2019

1. **DELIMITATION OF THE STUDY AREA(S)**, not strictly within the administrative border of the town/county, but defined considering the environmental and functional relationship between the resources and the context. The areas of interest are:
 - The most densely urbanized and populated areas (most often along the coast), visited by mass-tourism [Area 1];
 - The less popular, inhabited and somehow disadvantaged inland areas (isolated and marginal islands included), with difficult-to-reach and difficult-to-enjoy assets, not always known and often abandoned/in decay [Area 2].

Deliverable 1: partners will provide a **map of the region**, identifying Area 1 and Area 2, as precisely as possible.

In attachment, there are rough examples for each region. The outlined areas are just indicative, and the local partners should define the borders of the areas following these guidelines, recommendations and suggestions¹.

- In the case of **Pilot Action 1** (*territorial branding strategy + smart card system*), we suggest to identify Area 2 as a landscape-homogeneous region.
 - In **Istria County** (cf. map. 1), we suggest to consider just one side, or part, of the coastline as Area 1, and a somehow related hinterland as Area 2 (whether a hilly or mountainous area; for instance, whether hinterland 1 or 2);
 - In **Zadar County** (cf. map. 2), we suggest to split Area 2 into 2 or 3 subcases. Zadar urban area would be Area 1; the somewhat isolated and marginal islands Area 2/a; and Zadar hinterland stretching towards Paklenica National Park, somehow connected to the Velebit mountain range, Area 2/b (and/or the most inland area, somehow connected to the Dinaric Alps).
- In the case of Pilot Action 2 (*One Stop Information Centre between fast and slow mobility systems*), we suggest **Marche Region** to focus on the inland area of Macerata province as Area 2, with Civitanova as Area 1 (map. 3).
- In the case of Pilot Action 3 (*virtual eco-museum and augmented reality system*), we suggest to broaden the areas of the two municipalities according to the further involved local partners:
 - In the case of **San Leo** (cf. map. 4), we suggest to consider the Adriatic coast around Rimini as Area 1, and the inland area around San Leo, including the Regional Park of *Sasso Simone e Simoncello* and other possibly significant natural areas (if any, for instance, along Marecchia river), as Area 2;

¹ Partners might also think to consider and evaluate, in advance, the type of Pilot Action they should develop in WP4, and partially define both areas according to this criterion too.

- In the case of **Riccia** (map. 5), we suggest to consider the Adriatic coast around Termoli and Lesina as Area 1, and the inland area around Riccia, possibly included in the land coverage of PP5 (Molise toward 2000), as Area 2.
-

2. **SURVEY AND FIRST DATA COLLECTION OF THE NATURAL AND CULTURAL ASSETS** within study area 2 (drawing from existing literature, acquired knowledge, field survey, completed researches and available databases of local administrations). Natural and cultural assets should match the following principles:
- **Territorial rooting** of the resource, which has to be historically rooted in the region and belong therefore to the history of the local communities (namely, as an autochthonous, native component, not *alloglot*);
 - **Representativeness** of the resource with respect to the whole area: the possibility of recognizing in that resource characteristic signs or features of the region and vice-versa (“branding ability”);
 - **Identity value/values** of the resource: its ability of connoting specific identities, favouring the attachment and anchorage to the region of local communities, which recognize the resource as an element of collective identification.

These three requirements should help partners to identify the single resources within the study area (Area 2). The resources do not have to meet all the three conditions at the same time.

Deliverables 2: according to the above criteria, partners will provide a **list of resources**, as complete as possible, both in the form of a **table**, with links/references to databases or repositories where they will have collected the basic info about the resources, and in the form of a **GIS map**** (geo-locating them in Area 2). A specific **database** (cf. the *excel table* in the annexes) will finally integrate the GIS map. In other words, the map of the natural and cultural assets in the project areas will be created using a GIS software in order to develop a project geodatabase. GDB should contain the info requested in the annexed excel file.

N.B. the selection of the resources will follow the above criteria, without considering their **state of conservation**, their **accessibility** and their **potential of attracting people** (not only specialists, lovers and scholars of that particular asset, but also a wider range of users, tourists included, able in many ways to convey interest and attention to that resource). All this information will become essential in the following phase of description and assessment of the assets, and in the relative design options for the regional redevelopment plan.

3. **ASSESSMENT OF THE NATURAL AND CULTURAL ASSETS**. The assessment of the resources identified above, will follow different criteria and parameters whether the asset is **tangible** or **intangible**.
- 3.1 In the first case of **tangible assets**, the assessment will follow **three main evaluation criteria** (each of which with specific indicators and rating scales), and will enable partners, after outlining the **unexploited potential** of the resource, to provide a preliminary set of **first recommendations** for their enhancement. The three evaluation criteria are:

- a) **Conservation status** and related fragility of the assets – with first recommendations for improving their protection)
- b) **Accessibility conditions** of the assets (physical and virtual), and their connections with coastal areas – with first recommendations on how to improve the connections with coastal areas
- c) **Attractiveness and market potential** of the assets (including an analysis on connected services and products) – with first recommendations for touristic and sustainable valorization through common actions with coastal areas

Deliverables 3.1: partners in the end will provide, in the form of a **table** (below), synthetic info about the assessment of the resources, summarizing and drawing from the specific deliverables required for each of the three criteria (see further below).

N.B. Each of the following classifications/rankings, based on qualitative, descriptive and somehow subjective criteria and parameters (assessed now by experts from their partial point of view), should be validated/double checked/benchmarked with the perspective and the opinion of the local communities and stakeholders, as soon as the local Committees will start their work on the natural and cultural assets.

Asset	Conservation status	Accessibility	Attractiveness	Potential	Recommendations
1					
n					

3.1.1 **Conservation status** and related fragility of the assets, unexploited potential and first recommendations for improving their protection. The conservation status of the **tangible assets**, will be assessed on the base of:

- Physical availability, practicability, viability and usability of the asset (whether a building, a structure, an open space or a place), to assess from 1 to 5 according to the following rating scale:

- 1 = 100% non-practicable (totally unusable)
- 2 = rarely practicable (open/used few days a year and/or for a minor part – less than 50%)
- 3 = partially practicable (open/used seasonally and/or for half part – 50%)
- 4 = regularly practicable (open/used almost daily and/or for a major part – more than 50%)
- 5 = 100% practicable (every day open, totally usable and enjoyable in complete safety)

N.B. the indicators listed here above are aimed at assessing the conservation status of the natural/cultural asset and not the accessibility itself, which is evaluated at the point 3.1.2. Therefore, such proxy indicators should be applied considering the viability/practicability of the natural/cultural asset strictly connected with its capacity to provide benefits to the end-users (local communities, tourists, researchers, etc.) according to its maintenance or restoration. In the evaluation should be considered to which extent the asset, i.e., could be open or to which extent, i.e., could be used due to its conservation status.

- Need for restauration/protection, to assess from 1 to 5 according to the following rating scale:

- 1 = Great and urgent need for restauration/protection, with no planned restoration works or protection interventions
- 2 = Great and urgent need for restauration/protection, with planned restoration works or protection interventions
- 3 = Ongoing restoration works or protection interventions
- 4 = Slight and not-urgent need for restauration or protection
- 5 = Normal need for ordinary maintenance and no need for restauration or protection interventions

- Energy and environmental certifications, and/or other awards of high-quality standards, to assess from 1 to 5 according to the following rating scale:

- 1 = No certification in this sense
- 2 = Certification requested
- 3 = One certification/award
- 4 = Two certifications/awards
- 5 = More than two certifications/awards

Deliverables 3.1.1: partners will provide the above info in the form of the **table** below:

Asset	Physical practicability ...	Need for restauration	Certifications/awards	Potential	Recommendations
1					
n					

3.1.2 **Accessibility conditions** of the assets (physical and virtual), their connections with coastal areas, and their unexploited potential, with first recommendations on how to improve the connections with coastal areas.

3.1.2.1 The **physical accessibility** of the **tangible assets** will be assessed on the base of:

- Effectiveness and quality of public transport (including in particular the accessibility to public transport stops). This indicator evaluates the integration of the surface public transport network, and analyses the effectiveness of public transport in terms of number of routes, rides per day, coverage at rush hour, and type of connection (urban and suburban). It also measures how the resource (within an area of 1-km radius) can benefit from different public transport and stops. From 1 to 5 according to the following rating scale:

- 1 = No public transport and stops within 1 km radius
- 2 = Shortage of public transport and stops (e.g. one line, few rides per day, few stops, no weekend service ...)
- 3 = Sufficient public transport and stops (users can reach the asset easily enough by public transport)
- 4 = Good service of public transport and stops (different options and possibilities, with few drawbacks)
- 5 = Well-developed public transport with different stops, integrated and fully covering different users' needs

- Accessibility to the network of cycling paths. This indicator measures the proximity of the asset to the network of biking paths (within an area of 1-km radius), and evaluates the integration of the public transport network with the network of biking paths.

1 = No cycling paths nearby, and no chance to get to the asset by bike

2 = Poor cycling network (e.g. one lane, bad maintained, underused and not integrated with public transport)

3 = Sufficient cycling options and services (users can reach the asset by bike, though with some disadvantages)

4 = Good cycling network (different options and possibilities, with a few drawbacks)

5 = Optimal cycling network integrated with public transport (users can reach the asset in full comfort & safety)

- Presence of primary roads connecting the resource. This indicator assesses the presence of primary roads near the asset (within an area of 20-km radius) as an advantage that facilitates accessibility by private or public transport (especially to and from the coast).

1 = No primary roads within an area of 20-km radius

2 = Presence of 1 or more primary roads within an area of 20-km radius but connected with the asset by local/urban roads with high travel time and/or poor traffic carrying capacity (more than half an hour)

3 = Presence of 1 or more primary roads within an area of 20-km radius connected with the asset by local/urban roads with low travel time and/or good traffic carrying capacity (around 20/30 minutes)

4 = Presence of 1 or more primary roads within an area of 20-km radius connected with the asset by secondary roads (around 15/20 minutes)

5 = Presence of 1 or more primary roads within an area of 20-km radius connected with the asset by main roads (10 minutes or less)

- Presence of parking areas nearby the resource. This indicator assesses the presence of parking spaces nearby the asset (within an area of 1-km radius) or somehow connected to the asset.

1 = No parking areas within an area of 1-km radius neither parking areas farther than 1-km radius connected to the asset

2 = No parking areas within an area of 1-km radius but parking areas farther than 1-km radius connected to the asset

3 = Presence of parking areas within an area of 1-km radius with insufficient capacity (supported by connections with parking areas farther then 1-km radius)

4 = Presence of parking areas within an area of 1-km radius with sufficient capacity

5 = Presence of parking areas within an area of 1-km with sufficient capacity and different parking options (e.g. camper area ...)

- Degree of accessibility for disabled and elderly people. This indicator assesses the level of accessibility for socially weak subjects, such as disabled or elderly people.

1 = totally inaccessible

2 = partially accessible

3 = sufficiently accessible

4 = well accessible

5 = totally accessible (with specifically designed pathways, services, devices, options ...)

Deliverables 3.1.2.1: partners will provide the above info in the form of the **table** below:

Asset	Public transport	Bicycle	Primary roads	Parking	Special accessibility	Potential	Recommendations
1							
n							

3.1.2.2 The **virtual accessibility** of the **tangible assets** will be assessed on the base of:

- Presence/evidence of the asset on the national media, to assess from 1 to 5 according to the following rating scale:

1 = No trace or very low presence/evidence of the asset on the media

2 = Low presence/evidence (i.e. the asset is appearing on the media on seasonally basis)

3 = Normal presence/evidence (i.e. the asset is appearing on the media on monthly basis)

4 = High presence/evidence (i.e. the asset is appearing on the media on weekly basis)

5 = The asset is appearing on the media regularly/on a daily basis (e.g. very well-known and widespread through recurrent images, logos or the like).

- Presence/evidence of the asset on the local media, to assess from 1 to 5 according to the following rating scale:

1 = No trace or very low presence/evidence of the asset on the media

2 = Low presence/evidence (i.e. the asset is appearing on the media on seasonally basis)

3 = Normal presence/evidence (i.e. the asset is appearing on the media on monthly basis)

4 = High presence/evidence (i.e. the asset is appearing on the media on weekly basis)

5 = The asset is appearing on the media regularly/on a daily basis (e.g. very well-known and widespread through recurrent images, logos or the like).

- Presence/evidence of the asset online/on social media, to assess from 1 to 5 according to the following rating scale:

1 = No trace or very low presence/evidence of the asset on the media

2 = Low presence/evidence (i.e. the asset is appearing on the media on seasonally basis)

3 = Normal presence/evidence (i.e. the asset is appearing on the media on monthly basis)

4 = High presence/evidence, with a specific web-site (i.e. the asset is appearing on the social media or its website is visited on weekly basis)

5 = The asset is appearing on the media regularly/on a daily basis (e.g. very well-known and widespread through recurrent images, logos or the like, in many different web-sites, Wikipedia and social media).

Deliverables 3.1.2.2: partners will provide the above info in the form of the **table** below:

Asset	National media	Local media	Online/social media	Potential	Recommendations
1					

n					
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3.1.3 **Attractiveness and market potential** of the assets (including an analysis on connected services and products), and first recommendations for touristic and sustainable valorization through common actions with coastal areas. This criterion should highlight, for each resource, its potential of attracting people. It should assess the unexploited potential, the competitive advantages and the positioning on the market of the resource, and should therefore take into account the previous two criteria, which influence indeed its competitiveness on the market, representing in fact a disadvantage or an advantage, depending on the corresponding identified rate. The **attractiveness and market potential** of the **tangible assets** will be assessed on the base of:

- Recognition of the value of the asset (e.g. whether it is included or not in Unesco lists or the like). From 1 to 5 according to the following rating scale:

- 1 = No recognition
- 2 = At least 1 official recognition at regional level
- 3 = At least 1 official recognition at national level
- 4 = At least 1 official recognition at international level
- 5 = More than 1 official recognition at international level

- Attendances, namely, the average number of people using or visiting the asset per unit of time (year), whether on a regular basis or not (seasonal)². From 1 to 5 according to the following rating scale:

- 1 = from 0 to 1,000 visitors/users
- 2 = from 1,000 to 10,000 visitors/users
- 3 = from 10,000 to 100,000 visitors/users
- 4 = from 100,000 to 1,000.000 visitors/users
- 5 = more than 1,000,000 visitors users

- Integration with other assets, namely, whether the resource is inserted, networked, integrated within travel routes, tour packages, food and wine tours, thematic pathways, etc.

- 1 = non integrated
- 2 = partially integrated
- 3 = sufficiently integrated
- 4 = well integrated
- 5 = fully integrated

- Conservation status (cf. above)

- Accessibility (cf. above)

² Issues of seasonal imbalance could fall within the column: Unexploited potential

Deliverables 3.1.3: partners will provide the above info in the form of the **table** below:

Asset	Value	Attendances	Integration	Conservation	Accessibility	Potential	Recommendations
1							
n							

3.2 In the second case of **intangible assets**, the assessment will follow only these 4 indicators:

- Recognition of the value of the asset (e.g. whether it is included or not in Unesco lists or the like).

From 1 to 5 according to the following rating scale:

- 1 = No recognition
- 2 = At least 1 official recognition at regional level
- 3 = At least 1 official recognition at national level
- 4 = At least 1 official recognition at international level
- 5 = More than 1 official recognition at international level

- Presence/evidence of the asset on the national media, to assess from 1 to 5 according to the following rating scale:

- 1 = No trace or very low presence/evidence of the asset on the media
- 2 = Low presence/evidence (i.e. the asset is appearing on the media on seasonally basis)
- 3 = Normal presence/evidence (i.e. the asset is appearing on the media on monthly basis)
- 4 = High presence/evidence (i.e. the asset is appearing on the media on weekly basis)
- 5 = he asset is appearing on the media regularly/on a daily basis (e.g. very well-known and widespread through recurrent images, logos or the like).

- Presence/evidence of the asset on the local media, to assess from 1 to 5 according to the following rating scale:

- 1= No trace or very low presence/evidence of the asset on the media
- 2 = Low presence/evidence (i.e. the asset is appearing on the media on seasonally basis)
- 3 = Normal presence/evidence (i.e. the asset is appearing on the media on monthly basis)
- 4 = High presence/evidence (i.e. the asset is appearing on the media on weekly basis)
- 5 = The asset is appearing on the media regularly/on a daily basis (e.g. very well-known and widespread through recurrent images, logos or the like).

- Presence/evidence of the asset online/on social media, to assess from 1 to 5 according to the following rating scale:

- 1 = No trace or very low presence/evidence of the asset on the media
- 2 = Low presence/evidence (i.e. the asset is appearing on the media on seasonally basis)
- 3 = Normal presence/evidence (i.e. the asset is appearing on the media on monthly basis)
- 4 = High presence/evidence, with a specific web-site (i.e. the asset is appearing on the social media or its website is visited on weekly basis)

5 = The asset is appearing on the media regularly/on a daily basis (e.g. very well-known and widespread through recurrent images, logos or the like, in many different web-sites, Wikipedia and social media).

Deliverables 3.2: partners will provide the above info in the form of the **table** below:

Asset	Value of the asset	National media	Local media	Online/social media	Potential	Recommendations
1						
n						

***WHAT ARE THE NATURAL AND CULTURAL ASSETS CONCERNED BY THIS SURVEY AND ASSESSMENT?**

As defined by the World Heritage Convention and the UNESCO’s 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, they are

1. Cultural heritage

- **Monuments:** architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of Outstanding Universal Value from the point of view of history, art or science;
- **Groups of buildings:** groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of Outstanding Universal Value from the point of view of history, art or science;
- **Sites:** works of man or the combined works of nature and of man, and areas including archaeological sites, which are of Outstanding Universal Value from the historical, aesthetic, ethnological or anthropological points of view.

2. Intangible cultural heritage

The practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. Such “intangible cultural heritage” is manifested inter alia in the following domains:

- **Oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;**
- **Performing arts;**
- **Social practices, rituals and festive events;**
- **Knowledge and practices concerning nature and the universe;**
- **Traditional craftsmanship.**

3. Natural heritage

- **Natural features consisting of physical and biological formations or groups of such formations, which are of Outstanding Universal Value from the aesthetic or scientific point of view;**

- **Geological and physiographical formations** and precisely delineated areas which constitute the habitat of threatened species of animals and plants of Outstanding Universal Value from the point of view of science or conservation;
- **Natural sites or precisely delineated natural areas** of Outstanding Universal Value from the point of view of science, conservation or natural beauty

[If any partner had any doubt about the above guidelines, or any proposal to modify them in a specific way, please do not hesitate to contact PP1 and/or PP6 at massimo.sargolini@unicam.it, massimiliano.pinat@unicam.it, flavio.stimilli@unicam.it, llenia.pierantoni@unicam.it ...]



MADE IN-LAND. Management and Development of INLANDs

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

3.1.2. CB database of natural and cultural heritage

1 January 2022- 30 June 2022

WP 3: DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS

Deliverable 3.1.2: CB database of natural and cultural heritage

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PP in charge: PP1, PP6

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D.3.1.2 CB DATABASE OF NATURAL AND CULTURAL HERITAGE

PROJECT MADE IN-LAND

ID 10048184

Geometry	Code	Type_1	Type_2	Basic_description	Name	Municipality_Town	County_Region	Country	Latitude	Longitude
point	101	Tangible	group of buildings	old town Zadar protected cultural-historical area	Old town Zadar- protected cultural-historical area	Zadar	Zadar County	Croatia	44,115646	15,22434
point	102	Tangible	sites	archeological site	Archaeological remains of fortresses at Velikogradina un	Stankovci	Zadar County	Croatia	43,880846	15,619799
point	103	Tangible	monument	archeological site	Archeological remains of the fort Poličnik	Poličnik	Zadar County	Croatia	44,179121	15,375640
point	104	Tangible	monument	archeological site	Fort Ostrovica	Lišane Ostrovičke	Zadar County	Croatia	43,955117	15,780402
point	105	Intangible	oral tradition	traditional singing	Ojkanje	Benkovac	Zadar County	Croatia		
point	106	Tangible	group of buildings	protected cultural and historical complex	Old village Bibinje	Bibinje	Zadar County	Croatia	440,674420	15,280620
point	107	Intangible	oral tradition	traditional a capella singing	klapa (a capella) singing	Bibinje	Zadar County	Croatia		
point	108	Tangible	group of buildings	cultural historic area	historical centre of Pag	Pag	Zadar County	Croatia	44,443809	15,054425
point	109	Intangible	traditional craftsman	production of cheese, lace and baškotin	Cheese, Lace and Baškotin	Pag	Zadar County	Croatia		
point	110	Tangible	group of buildings	archeological site	Old town Pag	Pag	Zadar County	Croatia	44,430012	15,062929
polygon	111	Natural	hydrological	ornitologic site	Veliko i Malo Blato	Pag	Zadar County	Croatia		
point	112	Tangible	group of buildings	historical center	Historical centre of Nin	Nin	Zadar County	Croatia	44,242738	15,183527
polygon	113	Natural	other	Natura 2000 site Nin Lagoon	Nin Lagoon and saltworks	Nin	Zadar County	Croatia		
point	114	Tangible	group of buildings	historical centre and castle	Castle Benkovic and centre of Benkovac	Benkovac	Zadar County	Croatia	44,033972	15,609694
point	115	Tangible	sites	archeological site	Asseria	Benkovac	Zadar County	Croatia	44,011274	15,667248
point	116	Tangible	monument	castle	Castle Kličevica	Benkovac	Zadar County	Croatia	44,033417	15,567555
point	117	Tangible	monument	fortress	Fortress Perušić	Benkovac	Zadar County	Croatia	44,010655	15,636703
point	118	Tangible	group of buildings	castle	Stojan Jankovic Castle	Benkovac	Zadar County	Croatia	44,169773	15,456299
point	119	Tangible	group of buildings	archeological site	Nedinum	Benkovac	Zadar County	Croatia	44,072831	15,509281
line	120	Tangible	group of buildings	churcehs along medieval road Via Magna	Churches along Via Magna	Benkovac	Zadar County	Croatia		
point	121	Tangible	sites	archeological site	Štrkovača hillfort	Polača	Zadar County	Croatia	44,014985	15,521674
point	122	Tangible	monument	church	Church of St. Luka	Škabrnja	Zadar County	Croatia	44,089194	15,440679
point	123	Tangible	monument	church	Church of St. Mary	Škabrnja	Zadar County	Croatia	44,101895	15,438130
polygon	124	Natural	geological/geomorph	Mountain Velebit	Velebit protected areas	Starigrad, Obrovac, Gračac	Zadar County	Croatia		
point	125	Natural	hydrological	spring	Una River spring	Gračac	Zadar County	Croatia		
point	126	Tangible	monument	church	Church of St. Catherine	Zemunik donji	Zadar County	Croatia	44,110609	15,385010
point	127	Tangible	sites	archeological site	Crkvina - remainings of old church	Galovac	Zadar County	Croatia	44,077961	15,405453
point	128	Tangible	other	paint	Picture of St. Michael with St. John the Baptist and St. Jer	Galovac	Zadar County	Croatia	44,070344	15,393984
point	129	Tangible	group of buildings	ottoman inn	Jusup Mašković Han	Pakoštane	Zadar County	Croatia	43,954101	15,549005
point	130	Tangible	group of buildings	medieval town - archeological site	Vrana	Pakoštane	Zadar County	Croatia	43,955074	15,549291
point	131	Tangible	other	undersea archeological site	Port complex in Pakoštane	Pakoštane	Zadar County	Croatia		
polygon	132	Natural	hydrological	nature park	Vransko jezero lake	Pakoštane	Zadar County	Croatia		
point	133	Tangible	monument	church	Church of St. Peter	Starigrad	Zadar County	Croatia	44,284883	15,456852
point	134	Tangible	monument	castle/tower	Večka kula tower	Starigrad	Zadar County	Croatia	44,279653	15,453440
point	135	Intangible	social practice, ritual	funeral customs in Velebit area	Mirila	Starigrad	Zadar County	Croatia	44,304100	15,436200
point	136	Tangible	group of buildings	archaeological site	Old settlement Obrovac	Obrovac	Zadar County	Croatia	44,200351	15,699638
point	137	Tangible	monument	old bridge	Kudin Bridge	Obrovac	Zadar County	Croatia	44,187996	15,845782
point	138	Tangible	monument	monastery	Franciscan Monastery	Benkovac	Zadar County	Croatia	44,128234	15,619396
point	139	Tangible	monument	monastery	Krupa orthodox monastery	Obrovac	Zadar County	Croatia	44,191990	15,887251
point	140	Tangible	group of buildings	historical centre	Obrovac historical centre	Obrovac	Zadar County	Croatia	44,200059	15,682714

Geometry	Code	Type_1	Type_2	Basic_description	Name	Municipality_Town	County_Region	Country	Latitude	Longitude
line	141	Natural	hydrological	river - protected area	River Zrmanja	Obrovac	Zadar County	Croatia		
polygon	142	Natural	hydrological	ornitological reserve	Blato Rogoza	Pag, Kolan	Zadar County	Croatia		
polygon	143	Natural	visual	Natural site	Coastline Dubrava - Hanzine	Pag	Zadar County	Croatia		
point	144	Natural	geological/geomorpl	cave	Modrič Cave	Starigrad, Jasenice	Zadar County	Croatia	44,257006	15,537213
point	145	Natural	geological/geomorpl	cave	Pazin cave	Pazin	Istria County	Croatia	45,242678	13,929558
point	146	Tangible	monument	castle / fortress	The Castle of Pazin	Pazin	Istria County	Croatia	45,240453	13,931146
point	147	Natural	hydrological	lake	Zarečki krov	Pazin	Istria County	Croatia	45,249236	13,961363
point	148	Tangible	monument	birth house of bishop Juraj Dobrila	J. Dobrila birth house	Pazin	Istria County	Croatia	45,222909	13,863062
point	149	Tangible	monument	church	The Church of St. Mary on Škripljinah	Pazin	Istria County	Croatia	45,256762	13,907192
point	150	Tangible	monument	church	Church of St. Martin	Pazin	Istria County	Croatia	45,253000	13,901000
point	151	Tangible	monument	church	Church of St. Nikola	Pazin	Istria County	Croatia	45,240881	13,934238
point	152	Tangible	group of buildings	monastery	Franciscan monastery with church of St. Mary	Pazin	Istria County	Croatia	45,239131	13,932967
point	153	Tangible	group of buildings	group of buildings	Cultural and historical complex of Beram	Pazin	Istria County	Croatia	45,252668	13,898908
point	154	Tangible	group of buildings	group of buildings	Cultural and historical complex of Lindar	Pazin	Istria County	Croatia	45,234116	13,962541
point	155	Tangible	group of buildings	group of buildings	Cultural and historical complex of Trviž	Pazin	Istria County	Croatia	45,264984	13,875106
point	156	Tangible	group of buildings	group of buildings	Cultural and historical complex of Pazin	Pazin	Istria County	Croatia	45,239685	13,938395
point	157	Tangible	group of buildings	group of buildings	Gortanov brijeg complex	Pazin	Istria County	Croatia	45,246209	13,912774
point	158	Natural	biological	tree	Cypress tree in Kaščerga	Pazin	Istria County	Croatia	45,302309	13,904722
point	159	Natural	geological/geomorpl	trees	Botanical Nature Monument Four Pinias u Karojba	Karojba	Istria County	Croatia	45,302260	13,822830
point	160	Tangible	monument	house	Fresco house in Draguč	Cerovlje	Istria County	Croatia	45,332435	14,003407
point	161	Tangible	monument	church	St. Kuzma and Damjan church in Boljun	Lupoglav	Istria County	Croatia	45,302598	14,121252
line	162	Natural	hydrological	river	Korita	Lanišće	Istria County	Croatia	45,380482	14,159747
point	163	Tangible	group of buildings	village	Memorial village Brgudac, Lanišće	Lanišće	Istria County	Croatia	45,381231	14,143111
point	164	Tangible	group of buildings	group of buildings	Historic buildings in Lanišće	Lanišće	Istria County	Croatia	45,407645	14,116617
point	165	Tangible	monument	palace	Palace Battiala-Lazzarini, Labin	Labin	Istria County	Croatia	45,086369	14,124601
point	166	Tangible	other	memorial collection	Memorial collection of Matija Vlačić Ilirik	Labin	Istria county	Croatia	45,087000	14,124738
point	167	Tangible	group of buildings	group of buildings	Hum	Buzet	Istria County	Croatia	45,349104	14,049399
point	168	Natural	hydrological	lake	Kotli	Buzet	Istria County	Croatia	45,369151	14,016703
point	169	Tangible	monument	church	St. Mary church	Gračišće	Istria County	Croatia	45,219359	14,009143
point	170	Tangible	group of buildings	town	Dvigrad	Kanfanar	Istria County	Croatia	45,130361	13,837990
polygon	171	Natural	hydrological	bay	Lim bay	Kanfanar	Istria County	Croatia	45,134067	13,635332
point	172	Tangible	monument	castle	Kršan castle	Kršan	Istria County	Croatia	45,171426	14,137358
point	173	Tangible	monument	belfry	Motovun belfry	Motovun	Istria County	Croatia	45,336826	13,828471
point	174	Natural	hydrological	spa	Istrian spa	Oprtalj	Istria County	Croatia	45,380446	13,879252
point	175	Tangible	monument	church	Church of St. Michael	Pičan	Istria County	Croatia	45,204346	14,041000
point	176	Tangible	monument	church	Church of St. Eufemia	Rovinj	Istria County	Croatia	45,083463	13,631043
point	177	Tangible	other	Eco museum	Batana Eco-museum	Rovinj	Istria County	Croatia	45,081827	13,632897
point	178	Natural	geological/geomorpl	cave	Feštini Kingdom cave	Žminj	Istria County	Croatia	45,103130	13,936536
point	179	Tangible	monument	Tower	Tower of St. Martin	Buje	Istria County	Croatia	45,410845	13,654400
point	180	Tangible	monument	church	Church of St. Servulus	Buje	Istria County	Croatia	45,410935	13,656374

Geometry	Code	Type_1	Type_2	Basic_description	Name	Municipality_Town	County_Region	Country	Latitude	Longitude
point	181	Tangible	monument	church	Church of St. Mary of Mercy	Buje	Istria County	Croatia	45,409926	13,656905
point	182	Tangible	group of buildings	city	Cultural and historical complex of Buje	Buje	Istria County	Croatia	45,408328	13,659027
point	183	Tangible	monument	monument	The gothic Parisi-Gonan palace in Poreč	Poreč	Istria County	Croatia	45,230591	13,594481
point	184	Tangible	monument	building	Istrian assembly hall	Poreč	Istria County	Croatia	45,228860	13,591579
point	185	Tangible	group of buildings	group of buildings	Euphrasian basilica complex	Poreč	Istria County	Croatia	45,228662	13,593612
point	186	Tangible	monument	house	The house of two saints	Poreč	Istria County	Croatia	45,227674	13,592707
point	187	Tangible	monument	palace	The Sinčić Palace (Heritage Museum)	Poreč	Istria County	Croatia	45,227819	13,593309
point	188	Tangible	group of buildings	square nad loggia	Town square and loggia	Svetvinčenat	Istria County	Croatia	45,088656	13,882709
point	189	Tangible	monument	castel	Morosini-Grimani Castle	Svetvinčenat	Istria County	Croatia	45,089171	13,880671
point	190	Tangible	sites	site	Insulae Sepomia	Umag	Istria County	Croatia	45,462000	13,512000
point	191	Tangible	group of buildings	oil mill	Oil mill	Umag	Istria County	Croatia	45,433315	13,518440
point	192	Tangible	sites	archaeological site	Sipar site	Umag	Istria County	Croatia	45,442715	13,510675
point	193	Tangible	group of buildings	city	Cultural and historical complex of Višnjan	Višnjan	Istria County	Croatia	45,276884	13,720891
point	194	Tangible	monument	building	The Bettica Palace, Vodnjan	Vodnjan	Istria County	Croatia	44,960178	13,848533
point	195	Tangible	group of buildings	historical village	Camerino historical Village	Camerino	Marche	Italy	43,133991	13,065859
point	196	Tangible	monument	fortress	Varano Fortress	Camerino	Marche	Italy	43,111618	13,125025
point	197	Tangible	monument	fortress	D'Aiello Fortress	Camerino	Marche	Italy	43,189000	13,064000
point	198	Tangible	monument	fortress	Tower del Parco	Camerino	Marche	Italy	43,196039	13,049830
point	199	Tangible	monument	castle	Lanciano Castle and Maria Sofia Giustiniani Bandini Muse	Castelraimondo	Marche	Italy	43,189643	13,037694
point	200	Tangible	monument	castle and museum	Castle and Fortress of Gagliole and Museum of Natural H	Gagliole	Marche	Italy	43,238338	13,067415
polygon	201	Natural	other	valley and abbey	Elce Valley, Sasso Pozzo Resurgence, Madonna della Mac	Gagliole	Marche	Italy		
polygon	202	Natural	hydrological	lake	Boccafornace Lake	Valfornace	Marche	Italy		
polygon	203	Natural	hydrological	lake and protected area	Polverina Lake and Wildlife Protection Oasis	Valfornace	Marche	Italy	43,085878	13,104840
point	204	Tangible	monument	castle	Beldiletto Castle	Valfornace	Marche	Italy	43,077913	13,086159
point	205	Tangible	monument	church	San Giusto in San Maroto Church	Valfornace	Marche	Italy	43,094316	13,138857
point	206	Tangible	monument	church	Santa Maria in Varano Church	Muccia	Marche	Italy	43,080828	13,051153
polygon	207	Tangible	group of buildings	historical villages	Fiordimonte historical villages	Valfornace	Marche	Italy	42,933460	13,013908
polygon	208	Natural	biological	protected area	Torricchio Mountain Natural Reserve	Monte Cavallo, Pieve Tor	Marche	Italy		
point	209	Tangible	monument	hermitage	Sant'Angelo in Prefiglio Hermitage	Pieve Torina	Marche	Italy	43,042434	13,014744
point	210	Intangible	traditional craftsman	museum	Museum of Our Land	Pieve Torina	Marche	Italy	43,040335	13,047268
point	211	Tangible	monument	ruins of fortress	Santa Lucia Fortress	Fiuminata	Marche	Italy	43,169794	12,895525
point	212	Tangible	monument	hermitage	Madonna of Valcora Hermitage	Fiuminata	Marche	Italy	43,189247	12,911650
point	213	Natural	hydrological	ponds	Stoni little Lakes	Fiuminata	Marche	Italy	43,182401	12,946372
point	214	Tangible	group of buildings	historical village	Pioraco historical village	Pioraco	Marche	Italy	43,178883	12,984788
point	215	Natural	hydrological	river gorges	Pioraco Gorge	Pioraco	Marche	Italy	43,180233	12,985482
polygon	216	Natural	other	highland	Montelago Highlands	Sefro, Serravalle di Chienti	Marche	Italy		
point	217	Tangible	other	natural caves and church	St. Bernard Caves and St. Tossano Church of Agolla	Sefro	Marche	Italy	43,150000	12,979000
point	218	Tangible	other	archeological area and church	Santa Maria di Plestia Basilica and Plestia archaeological	Serravalle di Chienti, Folig	Marche, Umbria	Italy	43,030000	12,904000
point	219	Tangible	other	hydraulic engineering work	Varano barrel and Roman duct	Serravalle di Chienti	Marche	Italy	43,053000	12,933000
point	220	Tangible	monument	abbey	San Salvatore of Acquapagana Abbey	Serravalle di Chienti	Marche	Italy	42,983528	12,930292

Geometry	Code	Type_1	Type_2	Basic_description	Name	Municipality_Town	County_Region	Country	Latitude	Longitude
point	221	Intangible	traditional craftsman	typical product wine-spumante	La Vernaccia di Serrapetrona	Serrapetrona	Marche	Italy	43,184487	13,146570
point	222	Tangible	group of buildings	castles	Caldarola historical village and its castles	Caldarola	Marche	Italy	43,138000	13,226000
point	223	Tangible	group of buildings	historical village	Serrapetrona historical village	Serrapetrona	Marche	Italy	43,175841	13,188610
polygon	224	Natural	hydrological	lake	Caccamo lake	Serrapetrona, Caldarola	Marche	Italy		
point	225	Tangible	group of buildings	historical village	Belforte del Chienti historical village	Belforte del Chienti	Marche	Italy	43,164218	13,237890
polygon	226	Natural	hydrological	lake	Fiastra Lake and its hills	Fiastra, Cessapalombo, S	Marche	Italy		
point	227	Natural	geological/geomorph	geomorphological phenomenon	The "Red Blades" of Fiastra	Fiastra	Marche	Italy	43,066727	13,188711
polygon	228	Tangible	other	river gorges and hermitage	Fiastrone Gorges and Hermitage of the Caves of the Friar	Cessapalombo	Marche	Italy		
point	229	Tangible	monument	abbey	San Salvatore of Rio Sacro Abbey (Santa Maria in Insula)	Cessapalombo	Marche	Italy	43,067423	13,235083
point	230	Tangible	monument	abbey	Colfano Convent	Cessapalombo	Marche	Italy	43,122277	13,255905
polygon	231	Natural	other	highland	Pian Perduto (Lost Plane)	Castelsantangelo sul Nera	Marche	Italy		
polygon	232	Natural	other	river sources and valley	Nera River sources and Vallinfante	Castelsantangelo sul Nera	Marche	Italy		
polygon	233	Tangible	other	historical village and mountain	Casali historical village, Monte Bove and Val di Panico	Ussita, Castelangelo sul Nera	Marche	Italy		
line	234	Natural	hydrological	paths along stream	Water paths along the Ussita stream	Ussita, Visso	Marche	Italy		
point	235	Tangible	monument	sanctuary	Macereto Sanctuary	Ussita	Marche	Italy	42,976969	13,115500
point	236	Tangible	group of buildings	historical village	Visso historical village	Visso	Marche	Italy	42,931263	13,087355
point	237	Tangible	group of buildings	historical village	Pieveboviciana historical village	Valfornace	Marche	Italy	43,062620	13,084048
point	238	Tangible	group of buildings	historical village	Castelsantangelo sul Nera historical village	Castelsantangelo sul Nera	Marche	Italy	42,894720	13,153246
polygon	239	Natural	other	highland	Ragnolo Plans (Ragnolo Lawns)	Acquacanina, Bolognola,	Marche	Italy		
point	240	Tangible	monument	abbey	Santa Maria di Rio Sacro Abbey (Santa Maria del Meriggio)	Acquacanina	Marche	Italy	43,028506	13,169159
line	241	Tangible	other	route	Great Way of the Park	Sibillini Park Towns	Marche	Italy		
point	242	Natural	hydrological	gorges and waterfall	Acquasanta gorge and waterfalls	Bolognola	Marche	Italy	42,979680	13,196515
polygon	243	Natural	biological	faunistic area	Apennine chamois wildlife area	Bolognola	Marche	Italy		
line	244	Tangible	other	path	Lauretana Route	Many towns	Marche, Umbria,	Italy		
polygon	245	Natural	geological/geomorph	geological excellence	Rupe di San Leo	San Leo	Emilia Romagna	Italy	43,896219	12,343380
point	246	Tangible	monument	castle	Fortezza di San Leo	San Leo	Emilia Romagna	Italy	43,897403	12,346209
point	247	Tangible	monument	church	Cattedrale Duomo	San Leo	Emilia Romagna	Italy	43,897048	12,342666
point	248	Tangible	monument	church	Pieve di San Leo	San Leo	Emilia Romagna	Italy	43,896703	12,343023
point	249	Tangible	monument	palace	Palazzo Mediceo	San Leo	Emilia Romagna	Italy	43,896969	12,343262
point	250	Tangible	monument	tower	Torre Campanaria	San Leo	Emilia Romagna	Italy	43,897526	12,342779
point	251	Tangible	monument	palace	Palazzo Della Rovere	San Leo	Emilia Romagna	Italy	43,896219	12,343380
point	252	Tangible	monument	convent	Convento di S.Igne	San Leo	Emilia Romagna	Italy	43,905167	12,349609
polygon	253	Intangible	other	the Montefeltro area is a historical region	Montefeltro	Many municipalities	Emilia Romagna, Marche	Italy	43,896219	12,343380
polygon	254	Natural	biological, hydrologic	valleys of two rivers: Marecchia and Conca.	Valmarecchia and Valconca	Municipality of Rimini (RN)	Emilia-Romagna	Italy		
line	255	Natural	biological, hydrologic	path that connects some protected areas in the territory	Alta Via dei Parchi	Municipality of Carpegna	Emilia-Romagna	Italy		
point	256	Tangible	group of buildings	renaissance court	Piano della Corte	Riccia	Molise	Italy	41,488349	14,837045
polygon	257	Natural	biological	prestigious naturalistic area	Bosco Mazzocca	Riccia, Castelvetera in Val	Molise	Italy	41,442927	14,868813
point	258	Intangible	social practice, ritual	religious festival of popular tradition	Wheat Festival and MUPEG	Jelsi	Molise	Italy	41,517928	14,798734
point	259	Tangible	sites	archeological area	Saepinum - Altiia	Sepino	Molise	Italy	41,433307	14,618583
polygon	260	Natural	hydrological	artificial lakes	Occhito lake	Macchia Valfortore, Gamm	Molise	Italy	41,576021	14,945864
line	261	Tangible	other	pilgrimages and historical routes	Historical and religious routes - Via Micaelica	Jelsi	Molise	Italy	41,517928	14,798734
point	262	Intangible	social practice, ritual	feast of rural tradition	Grape festival	Riccia	Molise	Italy	41,483976	14,835083
point	263	Tangible	other	historical centre	Sepino	Sepino	Molise	Italy	41,408024	14,618331
point	264	Tangible	monument	castle	Castello De Capua	Gambatesa	Molise	Italy	41,510993	14,912423
point	265	Intangible	social practice, ritual	medieval joust	Palio of Sant' Agostino	Riccia	Molise	Italy	41,473450	14,830019
line	266	Natural	other	historical tracks	Tratturi (Celano - Foggia, Casteldisangro - Lucera)	Many municipalities	Molise	Italy		
point	267	Intangible	social practice, ritual	family religious festival	Feast of Saint Joseph	Riccia	Molise	Italy	41,483976	14,835083
point	268	Tangible	group of buildings	castle	Pietracatella	Pietracatella	Molise	Italy	41,580640	14,872980
point	269	Tangible	monument	building	Palazzo De Capua	Campolieto	Molise	Italy	41,633360	14,766940
point	270	Tangible	sites	medieval archaeological site	Pianisi castle	Sant'Elia a Pianisi	Molise	Italy	41,630103	14,840565



MADE IN-LAND. Management and Development of INLANDs

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

3.1.3. Natural and cultural heritage assessment

1 January 2022- 30 June 2022

WP 3: DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS

Deliverable 3.1.2: Natural and cultural heritage assessment

Activity 3.1.: NATURAL AND CULTURAL HERITAGE ASSESSMENT

PP in charge: PP1, PP6

PPs Involved: PP2, PP3, PP5, PP7, PP9

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Introduction to the Natural and Cultural Heritage Assessment

The document for the assessment of natural and cultural heritage is the result of the collection data by Partner in the Activity 3.1.

The aim of the document is to provide a summary of the cultural and natural heritage assets and their conditions in the five different areas. In the following phases of work, Partners will take into account these general assessments, in addition to the specific evaluations they have carried out following the criteria and the indicators for the analysis of the single assets, natural and cultural, tangible and intangible (*for these detailed evaluations, please refer to the template filled by every Partner*).

The document tries to go beyond the assessment of natural and cultural heritage, also discussing the theme of the relationship with coastal and other areas; that could be connected with the single assets. In this sense, the document attempts to indicate possible opportunities to develop thematic pathways and itineraries, both towards the coastal areas and among the single assets.

Finally, the document suggests common actions between inland and coastal areas to promote forms of sustainable tourism. Taken all mentioned in the account the comparison with local stakeholders is necessary since they could indicate actions and special conditions for the sustainable tourism valorisation of the territory.

1 Area PA1 – Marche Region (ITALY)

1.1 The Pilot Area (description) – PA1

The Pilot Area can be identified in the central part of the Marche region (Italy), approximately included between the valleys of the Potenza rivers in the north and Chienti in the south. The morphology of the territory is characterized by the proximity between the Adriatic coastal plain, the hilly territory crossed by rivers, and the Apennine mountain range with peaks over 2.000 meters above sea level. The anthropization of the territory is revealed through historical components, such as the ancient villages built on the hills, and the design of the crops along the slopes. In recent decades, the intense process of urbanization of the coast and valleys has contributed to giving the territory a new structure and image.

The coastal area corresponds to the territorial area that gravitates to the Civitanova polarity; it extends north towards Porto Recanati and south towards Porto Sant’Elpidio. The coastal strip is characterized by an **urban sprawl** process as many parts of the Italian Adriatic coast, distinguished by a linear construction along the lines of the infrastructures, and by a very high consumption of soil. The historical and cultural contexts and the ecological continuities towards the inland areas have been fragmented by the new urbanization. Today they are compromised in many cases. The area is a destination for seaside tourism with a significant number of visitors in the summer season, which has partly favoured this process of territorial transformation.

The inland area extends west to the syncline camerte (of Camerino territory) and the foothills of the Sibillini mountains; in the north to the hills of Potenza river; south to the slopes of Monte Bove and the highest peaks of the Sibillini. The landscape is characterized by **landscape relations** that are still clearly recognizable between natural spaces and signs of anthropic activity over the centuries: fortified ancient villages and castles, prairies, wooded areas, crops on the hills and along the valleys crossed by rivers and streams. Over the past century, this peculiar design has changed due to various factors: new settlement additions around of historic centres; scattered settlements in rural areas; and above all a growing and widespread valley urbanization. Industrialization has introduced a new development paradigm, in which rurality, an identity element of local culture, has been reduced by new forms of living and producing. Today, the territory is characterized by a progressive depopulation; loss of the role of agriculture as an activity capable to produce income and support; increase in uncultivated spaces, albeit still in a limited way. In this context, also thanks to the evolution of the legislative framework, many distinctive elements of the landscape have been protected, such as lakes, rivers, mountains, wooded areas. The establishment of the Sibillini National Park, which occupies the southern part of the pilot area, was many important for these purposes.

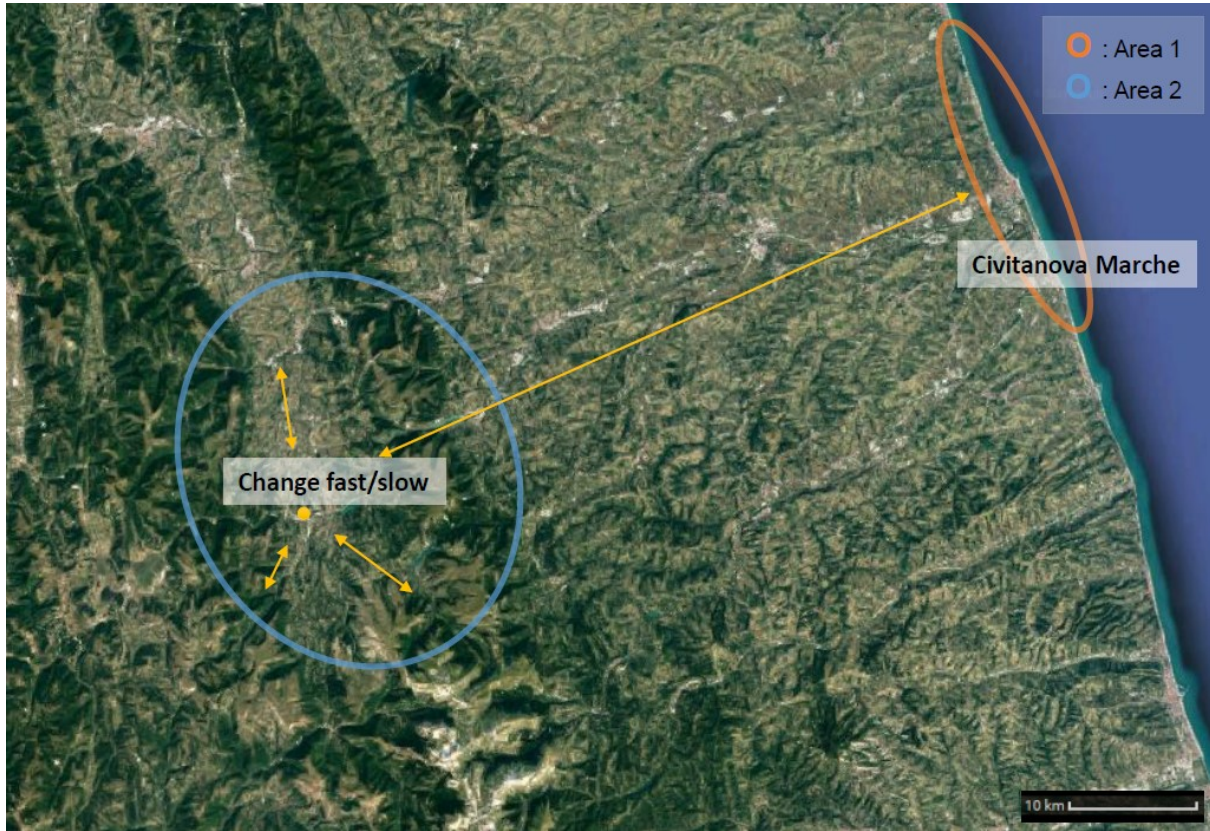


Figure 1 – Marche Region (ITALY): concept to identification pilot area
 Source: Google Earth

1.1.1 The environmental and functional relationship between inland and coastal areas

The main lines of connections between the coast and the inland areas are certainly identifiable in the valley corridors of the **Chienti river** to the north and the **Potenza river** to the south.

The main **functional connection** is the fast road of the SS 77 Valdichienti highway, which constitutes a strategic infrastructure in the fast connection between the inland area and the coastal area. In addition, the highway also connects the pilot area to the Umbrian and Lazio areas. The project territory is also connected to the coast by the SP del Potenza and the ancient ridge roads that connected the hilltop ancient villages since Roman and medieval times. This road system cannot have a fast connection role, but it can allow a progressive exploration of the territory, following the sequence of countries from the sea to the mountains.

Environmental connections are also indicated by the course of the Chienti and Potenza rivers. The Chienti river originates from the Sibillini Mountains within the National Park and flows into the Adriatic Sea. Along its course it generates and intercepts wooded areas, lake basins, ecological areas, also crossing natural reserves and protected areas.

Other **environmental and cultural connections** can be traced by following the presence along the valleys of the archaeological areas. Along the Chienti river, we find the Urbs Salvia site, close to the Fiastra Nature Reserve. But it is above all the Potenza river that connects three important archaeological sites, such as Potentia (in the municipality of Porto Recanati, near the coast), Helvia Revina (in the municipality of Macerata), Septempeda (in the municipality of San Severino). The proximity between the archaeological area and the rivers is an interesting opportunity to imagine cultural and environmental connections between the coast and the hinterland.

New environmental connections could be structured along the historical itineraries that are being developed, subject to increasing attention by bodies, associations and free citizens. These ancient ways could be imagined as "green infrastructures" to revitalize the historical environmental and cultural relationships between the contexts crossed from the hinterland to the coast.

1.1.2 The key natural and cultural assets in the Pilot Areas (*territorial rooting, identity, representativeness*)

Fifty assets were selected in the Pilot area. The assets most representative of the local communities and place identity it can be identified by broad thematic categories. However, these categories risk homologating the diversity of the individual territorial contexts. Rather, the landscape richness of the pilot area is revealed precisely in **the interaction between the natural and cultural assets and their context**. Below are some of these contexts that identify the natural and cultural heritage of the pilot area.

The historic centres in the landscapes of the cultivated hills.

The relationship between the building of the village, surrounded by the walls with the doors on the access roads, the towers, the bell towers, and the cultivations of the slopes below the walls, constitute one of the most known and representative of the historical and cultural identity of the local landscape. Furthermore, the ancient villages contain the territorial rooting of the communities; the squares and ancient buildings represent the way and the time in which the polis was formed, the places of collective recognition. Today, they are the house of civic centres and city services offices. Their recovery is urgently needed following the 2016 earthquake which makes them still unusable, also for the survival of the community identity itself.

The fortresses and castles in the landscapes of long views.

The fortification works created in the Middle Ages are still visible today and uniquely feature the piedmont landscape. Some of them visually target each other from a distance, according to a mediaeval defensive strategy that foreseen the visual control of the territory. Today, the fortifications, both those preserved and those in ruins, constitute landmarks in the landscape, visible also from the new road infrastructure of the valley plain.

The places of water and its "reflections" in the landscape.

The territory is characterized by the water as a natural element according to totally different forms, methods of use and meanings: waterfalls, lakes, streams, hydraulic engineering works, springs near settlements or abbeys, propitious signs for the foundation of a settlement. The different manifestations and meanings of water within its context, natural and cultural, reveal how communities have inhabited their landscape in past centuries; and today how the places of water are taking on new meanings, as places for sporting activities, naturalistic use, public enjoyment.

The hermitages and abbeys in natural landscapes.

The pilot area, like much of the Italian territory, is densely characterized by the presence of places of worship outside the ancient villages: the hermitages and abbeys. Both, in a different way, tell us about the essential and identifying relationship between the foundation of a monastic community and the natural environment in which it was built. **The hermitages** were often born in inaccessible places, carved out of the rock, or inhospitable, on the high mountains: they express man's desire to seek the transcendent within severe and isolated natural contexts. **The abbeys** link their identity to monastic prayer and the field work (*ora et labora*). The monastic settlements have given identity and name to many places, transforming them with agricultural and architectural interventions that have become an integral part of the landscape. The architectural heritage, as well as the artistic one preserved in them, narrate the spiritual and social importance of the faith places through the centuries. The set of abbeys, parishes, hermitages and other buildings of worship represent a key to know the pilot area historical and territorial evolution.

The great signs of nature in the Apennine landscape.

They are the depository areas of the biological wealth of the territory, at the same time fragile and fascinating. In the pilot area, a dominant role is occupied by the Sibillini National Park, which has not been identified not as an asset in its own right. Rather, it was preferred to identify specific areas in order to represent their ecological, landscape and cultural significance within specific reference contexts.

Historical and naturalistic itineraries in contemporary landscapes.

They allow a slow exploration of the territory, projecting the traveller in a condition suspended between knowledge of history and belonging to the current landscape. The growing rediscovery for **slow tourism**

makes them important occasions to build new ways of using the territory. However, their rediscovery can open up to new visions capable of renewing the systemic relationships of the territories crossed.

Intangible assets as products of local historical landscapes.

In the pilot area it is possible to identify multiple food and wine specialties, which narrate the ancient knowledge in the ways of processing the local natural resources. Among them, many have quality awards thanks to the production method. This expresses the importance of the environmental quality of the production context, and the value of the rural tradition as an opportunity to imagine new forms of local sustainable development.

1.2 The assessment of the natural and cultural assets - PA1

1.2.1 The conservation status and related fragility of the natural and cultural assets

The framework of the state of conservation is obviously diversified, considering that in the pilot area they are fifty assets have been identified. In general, the state of conservation of the **historical architectural heritage** is strongly compromised by the damage caused by the **2016 earthquake**. The historic villages are affected by the more negative effects of this situation.

Naturalistic assets, on the other hand, enjoy a generally **good level of conservation**, also thanks to the protection action carried out by the Monti Sibillini National Park and in general by the national and regional regulatory framework. In this sense, it should be noted that other naturalistic contexts are also subject to compatible activities, related to sport, ecotourism, trekking. In this post-earthquake period, naturalistic assets are recovering the role of aggregation and collective identification sites.

1.2.2 The accessibility conditions (physical and virtual) and the connections with coastal areas

1.2.2.1 The physical accessibility of the tangible assets

The condition of accessibility of tangible goods is **highly diversified**. The ancient villages are almost all close to the main road, and therefore well connected to it. Other isolated properties, such as villages or castles, and some naturalistic areas, are also found along the main road or on transversal connecting axes.

This however testifies to a good capillarity of the **road network** north and south of the ValdiChienti fast SS77 highways. However, this condition is not exploited in terms of integration with the public transport system, nor with other displacement systems or interchange nodes between fast and slow vehicles. Parking facilities are often insufficient and not integrated with other types of travel vehicles.

The **cycle paths** are divided for the most part on existing tracks, such as vehicular roads, often secondary. These routes have the criticality of the promiscuous use of the roadway. Other cycle paths

are built on existing paths, which can also be used as pedestrian paths. In these cases, these are lakeside paths and mountain and hilly paths for mountain biking. This entails a limitation of users: in fact, there is a low level of accessibility to assets for weak users. In this sense, some municipalities are implementing e-bike services.

1.2.2.2 The virtual accessibility of the tangible assets

The virtual accessibility of physical assets presents a rather **diversified condition**. The most well-known assets, that are the historical, cultural or naturalistic excellences, enjoy better visibility; lesser known assets have a lower degree of virtual accessibility. The degree of accessibility is very low at national level, except in some rare cases. At regional level, media visibility is medium to good. There is a widespread presence of almost all the assets selected on the institutional channels of the Municipalities and the Marche Region. Finally, it is significant that the greatest degree of accessibility is that via the web. The assets are highly promoted online, both in institutional and unofficial channels. In the sense, an active role is played by associations and individual enthusiasts.

1.2.2.3 The virtual accessibility of the intangible assets

The intangible assets selected are two: the Vernaccia di Serrapetrona wine and the Museum of Our Land in Pieve Torina. Their condition of virtual accessibility reflects the above. Vernaccia, excellence of the territory and well-known wine, enjoys a medium-high degree of virtual accessibility; the museum, a more local reality, has a lower level of accessibility.

1.2.3 The attractiveness and market potential of the natural and cultural assets

The attractiveness and market potential is currently conditioned by the inoperability of many assets due to the **2016 earthquake**. In fact, there is a low level of attendance. In this period, the **naturalistic assets** have the greatest attraction, both those located in the innermost areas of the Sibillini National Park, and those located in more accessible valley areas. The possibility of being used and easily reached strengthens its market potential. There is generally a presence of assets with few excellences, but with a high and widespread cultural, historical and naturalistic quality. However, this condition does not generate adequate attractiveness on the market. There are conditions of poor interaction among the assets which weaken their potential.

1.3 Final recommendations – PA1

1.3.1 Recommendations for improving the protection of the natural and cultural assets

It is necessary to identify forms of use of historical, cultural and naturalistic assets that guarantee their protection on the one hand; but on the other it is necessary to support **“the stay”** in the internal area

(residence, work). In this period, the pilot area is widely characterized by the damage caused by the 2016 earthquake. The improvement in the protection of natural and cultural heritage starts from the completion of the "**Reconstruction**" of historic buildings and the safety of roads and public spaces. In this sense, it could be useful to communicate the value of cultural assets for conservation for collective identity, also in order to attract resources and private investments. In this sense, initiatives aimed at the reuse of assets could be activated through projects of a cultural and scientific nature, but also aimed at younger users. **The naturalistic assets** represent one of the main factors of tourist attraction in the area, in this difficult period. To promote their protection, it is necessary to imagine ways of promoting that combine protection and sustainable enhancement. Innovative forms of communication of the value of the ecosystem services offered by the natural resources of the pilot area to the whole territory could be envisaged: in terms of quality of life, the environment and the fight against climate change.

1.3.2 Recommendations for the development of thematic pathways and itineraries

A first recommendation may relate to the creation of a **network of slow, wide and structured itineraries**, which systematizes the set of existing routes and completes them. This network should extend from the sea to the mountains, trying to touch the most interesting natural and cultural hot spots. In addition, the landscape richness of the area requires to imagine not only a new route network, but to **integrate services and routes**. In particular, the reception and hospitality system should be integrated into the travel network, in order to provide a service that can be used by tourists. Finally, the great itineraries could be imagined as "**green infrastructures**": environmental and cultural corridors that provide services to the territory not only on a tourist level, but according to a strategic oriented vision for a new model of sustainable development in the areas crossed. These infrastructures can highlight the relationships between assets and context, both on an environmental, historical, cultural and functional level. In this way, projects of greater interest can be devised, aimed at diversified users and designed for periods of permanence in the territory not only seasonal.

1.3.3 Recommendations on how to improve connections with coastal areas

Connections with coastal areas could be improved through the **hierarchization of the slow and fast mobility network** and the **enhancement of new environmental corridors**. The SS77 Valdichienti highway acts as a fast connection to the coast. It is necessary to build **intermodal nodes**, through which the traveller can exit a fast travel mode, and enter a slower travel mode. The traveller must be equipped with means and information suitable for a slower exploration of the territory. It is therefore a matter of thinking about parking areas, integration of different means of transport (cars, buses, shuttles, bikes), digital and physical information. This new method of penetration of the inland areas must be communicated and promoted in the coastal area, in order to attract and inform seasonal tourists above all.

In this context it is necessary to connect the identity of the selected assets to the slow mobility network, to make known the landscape identity, creating spaces of historical and naturalistic interest well connected and identified. In order to strengthen the connections with the coast, other assets in the valley can be intercepted. In this sense, one can imagine a connection along the valley of the Potenza river and the SP of Potenza, which is articulated on the sequence of the archaeological areas of Urbs Salvia, Helvia Recina, Potentia.

1.3.4 Recommendations for touristic and sustainable valorisation through common actions with coastal areas.

The implementation of common actions for tourism and sustainable development must first of all provide for coordination between the **local government bodies** and the **authorities** responsible for tourism management. Valorisations policies for the coast and inland areas have often been planned separately. It is therefore necessary to imagine new strategies and operating methods, also in the plans, projects and actions they activate. In this context, the involvement of private operators is also important, as they could identify common objectives between coastal and hinterland realities. In this sense, transversal themes could be cultural, scientific, educational and naturalistic ones, but also linked to typical products, which could guarantee an integrated use of the territory according to non-seasonal logics. This turnaround also requires innovative forms of communication and promotion, not linked to past models, which can start a new way of understanding the relationships between coast and inland areas.

2 Area PA2 – Molise Region (ITALY)

2.1 The Pilot Area (description) – PA2

The territory of the Pilot Area is located in Italy, in the southern part of the Molise Region.

The Adriatic coastal area, with strong tourist pressure, is mainly identified in the area of the city of Termoli. In any case, the areas of Vasto (north) and Lesina (south) also constitute poles of tourist attraction on the coast, with seaside tourism.

The inland area identified as the object of the Made in-Land program includes the "Upper Valley of the Fortore River" and the mountainous area of the "Matese". The area is located in the southernmost part of the Molise region, on the border with the Puglia region and the Campania region.

This territory is characterized by a hilly valley with a high landscape quality, also due to the low impact caused by the territorial transformation process.

The settlement system, still well recognizable and preserved in its territorial layout, consists of the ancient medieval villages founded on the hills. Within the ancient urban fabric, the fortifications of the towers and castles stand out, offering spectacular views of Lake Occhito and the Valle del Fortore.

However, in the innermost areas, there is a progressive abandonment of the cultivated spaces, the disappearance of skilled workers and the depopulation of urban centres. In this condition, the problems due to the hydrogeological instability and the devastation of the fires are accompanied.

The area is strongly characterized by the signs left by the **recurring presence of the “De Capua family”** in the natural and cultural heritage.

The “De Capua” was a noble Neapolitan family whose members have governed, in the period of maximum splendour (16th century), as feudal lords on over thirty countries, including Riccia, Campobasso, Termoli, Gambatesa, Sepino, Sant'Elia a Pianisi, Pietracatella, Monacilioni, Campolieto. A real "State" whose extension went from the Biferno river to the Fortore river, starting from the sea, and penetrating into the inland areas of the Molise, up to the Matese Mountains, lapping the Capitanata, along the lines of the “Regio Tratturi” (king’s *sheep trails*) . It was not only a political – military domain, but also an economic one that reflected its effects on a quarter of the population of Molise of that time and, indirectly on the entire County for the vast and dense system of established kinship and alliances.

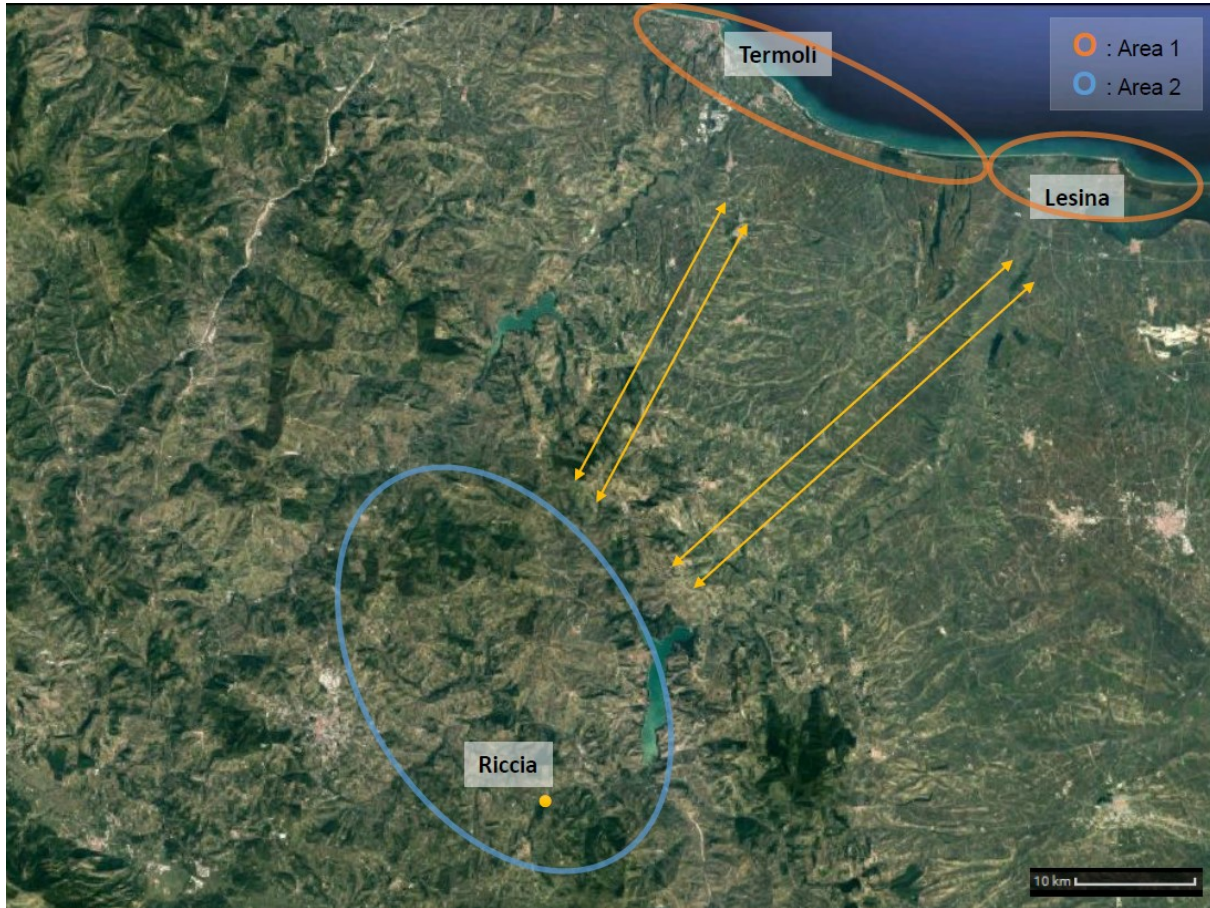


Figure 2 – Molise Region (ITALY): concept to identification pilot area

Source: Google Earth

2.1.1 The environmental and functional relationship between inland and coastal areas

The main territorial connection between the coastal area and the inland areas is the valley director of the **Fortore river**.

On a functional and logistical level, city of Campobasso is the hub that appears central in the connections between the coast and the hinterland. The hinterland Municipalities of the pilot area gravitate towards the centrality of Campobasso for services, work and production, as a place of closest importance. From Campobasso, the main infrastructure routes branch off towards the coast: the SS647 Fondo Valle del Biferno, up to Termoli. Another potential route, albeit more peripheral towards the

northern coastal area, is the SS 650 of the Valle del Trigno, which connects to the SS 16 Adriatica near Marina di San Salvo.

In the environmental connection between the coast and the hinterland, the Valle del Fortore constitutes a privileged corridor. The valley, located on the border between the Regions of Puglia and Molise, is characterized by limited and scarcely widespread urbanization, which has left ample cultivated spaces. It connects the southern area of the Molise Region and the northern area of the Puglia Region, with the district of the municipality of Riccia. The artificial basin of Lake Occhito was created along the course of the Fortore river in the mid-1900s, to address the drought problems in the area. The lake has generated a fascinating naturalistic context, with the presence of favourable habitats for fauna and flora, also interesting in terms of sustainable tourism and environmental education. For biodiversity, the protected areas of the internal area of the Matese are particularly important and constitute an important node in the Apennine ecological system: Guardiaregia and Campochiaro Oasis and the Matese Regional Park. An interesting role could play the "transhumance routes" system: the ancient sheep tracks (*gli antichi tratturi*). Their routes intersect transversely (with north-west, south-east direction) the east-west system of the road routes that connect the inland areas to the coast. The sheep tracks, also called as "green highways" are grassy paths, having an exact width of 111 meters, which allowed the movement of the animals on a seasonal basis, from the mountain areas to the plains. Today they are regaining interest as slow mobility itineraries, for the rediscovery of the territory, even if some of their original characteristics are partially lost.

2.1.2 The key natural and cultural assets in the Pilot Areas (*territorial rooting, identity, representativeness*)

The Valle del Fortore is dotted with villages, fortifications and castles located on the hills guarding the underlying valleys, according to the territorial system consolidated in the Middle Ages. The villages are often in an isolated position, with limited urban additions of recent times. Inside there are the **buildings symbol of the local territorial identity**, in which the community identifies itself and finds their historical memory. In particular, the elements that must strike are the defence structures, towers, castles, but also the churches erected in devotion to the patron saints. An era that particularly marked the configuration of the castle system was that of the Capua family dynasty (de Capua), at the end of the 15th century. The Castles, around which some villages develop, were transformed by the Capua family above all as military architecture to control the territory. They were in fact placed on the livestock passageways and their position guaranteed power and wealth to the dynasty. The majesty of the structures and the value of the artistic works in them underlines the importance of this historical era for the transformation of the territory and the conformation of its cultural roots.

The De Capua family's palaces and castles in relationship to the landscape's evolution

They are proof of its dominion, such as the castle of Gambatesa (Asset 3) which has medieval origins but from the fifteenth century, were transformed into a family residence, with the halls of the noble floor decorated with a cycle of frescoes by Donato da Copertino, disciple of Giorgio Vasari. Or the "Palazzo di Capua" in Campolieto (Asset 10), further evidence of the cultural and economic revolution promoted by the De Capua family within their feuds during the sixteenth century. Or the fortress of Pietracatella, of which nowadays only the ruins remain visible, set to defend the adjacent historic centre (Asset 2) which, together with the Castle of Gambatesa, is part of the network of fortified in altitude places that allowed the feudal power of De Capua to have total control over the underlying territory.

There are also **many artworks** for which the De Capua have been propagators or patrons with evidence traceable in the ancient urban plants of the ancient centres, such as in Sepino (Asset 1), where many material elements present in the historic centre and in the churches tell the succession of feudal families that ruled the city, in particular those connected to the Carafa, Leonessa families and, above all, to the De Capua.

But it is **Riccia, the oldest Capua feud**, who became the centre of irradiation and concrete witness of the power reached by the family since 1283 (or 1284), when Charles I of Anjou donated it to Bartolomeo I De Capua until 1792. In fact, his "Old Town" (Asset 14), a strategic and vital place of the medieval village, can be considered a clear example of the cultural and architectural revolution of the Renaissance period commissioned by Bartolomeo III di Capua. Shining examples are the tower, the church of Santa Maria delle Grazie (which contains the funeral chapel of the De Capua family) and the Magazzino. Another characteristic element of the historic centre is the system of stairs created spontaneously to overcome the levels of altitude, following the unorganized development of the housing settlement.

Other key assets are the following.

Route, pathways and itineraries and their multi-level relationships with the territory crossed during the century.

"Historical and religious paths" (Asset 5), such as the Micaelico path (from Rome to the sanctuary of San Michele of Monte Sant'Angelo - UNESCO heritage) - in the Puglia region, which has identified, marked and transformed over the years the popular and religious culture of the whole area.

"Tratturi, the ancient *sheep trails*" (Asset 9), an intangible and tangible heritage linked to the transhumant culture, through which it becomes easy to understand an ancient government of the territory with the anthropic presence indicated by villages, castles and taverns that still represent the timeline of an ancient power. The trails were not, in fact, only paths of communication and grazing for the flocks, but they were places of meeting, prayer, exchange and cultural contamination. Over 60 inhabited centres have sprung up on these paths, where precious architectural, archaeological and naturalistic remains are preserved.

Naturalistic areas and their different uses and during the century

Val Fortore is however punctuated by some naturalistic areas, which represent resources both for biodiversity and for the development of naturalistic tourism. The Guardaregia Regional Reserve - Campochiaro, WWF Oasis is already recognized as a Regional Protected Area and SIC and SPA Area. Other areas capable of attracting naturalistic tourism are Bosco Mazzocca, also Natura 2000, and Occhito Lake. The presence of Capua is also strongly associated with "Bosco Mazzocca" (Asset 12), already mentioned at the end of the 18th century by Lorenzo Giustiniani as one of the largest woods in the Kingdom of Naples, a hunting reserve and supply of family timber. These sites have the potential to create naturalistic tourism. There are in fact numerous hiking trails, which offer you to enjoy the nature of the place and the panorama. Mazzocca Wood also enjoys some equipped spaces and an educational area for children, called Bosco della Favole, created with environmentally friendly architectural techniques, equipment with paths, play areas, rest areas and a relaxation area. These areas are naturalistic sites. Valuable and worthy places to store and value are from the local community. The presence of the De Capua is also strongly associated with the "Bosco Mazzocca" (Asset 12), mentioned as early as the end of the 18th century by Lorenzo Giustiniani as one of the largest woods in the Kingdom of Naples, a hunting reserve and supply of the family's timber.

Intangible heritage and the interaction with the local traditions and historical landscapes.

The Pilota Area is strongly characterized by intangible heritage. The **historical memory is still rooted in local communities** and arouses particular interest also in tourists. The popular traditions, which are celebrated in the historical re-enactments of the country, are linked to ancient knowledge, to the local culture, to the use of the natural resources of the area. The annual celebrations are a **narration of the intense link between man and nature**, which has shaped the shape of the places and defined the local identity and culture. There are many re-enactments and activities related to them.

Grape festival of Riccia, an event that has been repeated for over eighty years, which tells the link between man's work and the product of the earth; its preparation involves all generations of the community and its development also attracts tourists from the rest of the region.

Wheat festival of S. Anna is a tradition that began as a propitiatory rite and devotion to the Saint during the 1800s; today it is a celebration felt as a moment of identification by the community of the town of Jelsi and contributes to the enhancement of Molise, offering a rich program that combines religion, art and tourism. The artisan creations of the Wheat Festival gave birth to the *MUFEG "Community Museum of the Grain Festival"* which collects a part of the artisan creations made during the annual festivals.

The "Palio di Sant'Agostino" is an event that takes place in Riccia on the occasion of the feast of the saint patron, Sant'Agostino. The "Palio di Sant'Agostino" is the most recognizable example of a medieval festival present in the area being, among the traditional festivals of the area, the only one with a clear reference to the aristocratic tradition of the noble families of the 500 'as the De Capua family.

2.2 The assessment of the natural and cultural assets – PA2

2.2.1 The conservation status and related fragility of the natural and cultural assets

The state of conservation of the assets presents a **very diversified situation**. The integrated historical architectural assets, partly not preserved, with the need for more or less thorough restoration interventions. The critical issues ensured therefore related both to their integrity of the structures and to the connected users. In this panorama, the village of Sepino and the Capua Castle in Gambatesa are exceptions. In fact, these two architectures also enjoy quality awards. The Borgo di Riccia, with its Court Plan, is currently undergoing interventions.

The degree of conservation of the naturalistic areas is also diversified: on the one hand, the Guardiargia Oasis and the Bosco di Mazzocca are areas already officially recognized, functionally preserved and practicable, therefore subject to controls and monitoring. On the other hand, the vast naturalistic area around Lake Occhito needs extensive and urgent redevelopment.

The paths and sheep tracks, although they are registered in their historical and environmental value, even with official acknowledgments, are in a critical state and are not entirely practicable.

2.2.2 The accessibility conditions (physical and virtual) and the connections with coastal areas

2.2.2.1 *The physical accessibility of the tangible assets*

The physical accessibility to the tangible cultural and natural heritage of the Area **is diversifies** according to the individual assets. However, we can find some common trends to most of the resources identified. The activities are well connected to the viability of the main connection, with an accessibility time not exceeding 15-20 minutes from the main road. The provision of parking lots seems to be the appropriate to the accommodation capacity of the area. At the opposite, the system of cycle paths connecting to individual assets does not seem structured.

2.2.2.2 *The virtual accessibility of the tangible assets*

The virtual accessibility to the tangible cultural and natural heritage of the Area reflects the **marginalized but potentially rich context**. The degree of virtual accessibility is in fact generally low, with sufficient visibility only on online channels.

However, there are some relevant exceptions: the archaeological site of Sepino, an excellence at national level; the Capua castle in Gambatesa which is a regional museum centre; the sheep tracks, to which even recent literature has paid considerable attention. These three properties, among other things, contain much of the historical identity of the pilot area.

2.2.2.3 *The virtual accessibility of the intangible assets*

The intangible heritage of the area is particularly rich and diverse. However, its virtual accessibility is of a **medium-low level**, i.e. with a modest presence on the information channels. In particular, visibility in the national media is almost absent. There is an average normal visibility on local media and

2.2.3 **The attractiveness and market potential of the natural and cultural assets**

The market potential of Molise's natural and cultural heritage **is still to be developed**. In particular, the attendance of tourists is particularly low. The following assets are an exception: Bosco Mazzocca, Sepino archaeological area, Capua Castle in Gambatesa, which are also the most promoted assets on the market and best-preserved; the festivals of historical re-enactments, which attract a considerable presence of tourists, albeit for an extremely limited period of time.

2.3 **Final recommendations – PA2**

2.3.1 **Recommendations for improving the protection of the natural and cultural assets**

The protection of historical and cultural heritage must first of all involve **restoration or completion** of the property in conditions of degradation and abandonment. Furthermore, to avoid their non-use, it is necessary to identify compatible modality of use, available for a large number of potential interested visitors. The natural and cultural heritage valorisation can be carried out by a project articulated on the identity of the De Capua family, as a key image to promote it on a tourism level.

For naturalistic areas, it appears necessary to reverse the trend towards **environmental degradation** in the area of Lake Occhito, identify areas of ecological protection, where conditions exist, and organize arrangements for the sustainable use of natural resources.

It also appears necessary to **involve the part of the communities** that still live a strong sense of belonging and rootedness towards the territory, assigning it an active role in the management of the resource.

2.3.2 **Recommendations for the development of thematic pathways and itineraries**

Despite numerous historical researches and public attentions, there seems to be no organic plan for the redevelopment of the route system, which may be necessary for their real tourist enhancement. It may be useful to imagine **a plan for enhancing the Tratturi and the Paths**, connected to the use of naturalistic and cultural resources by them intercepted. Starting from this network, it appears necessary to connect and integrate the cycle-pedestrian mobility paths at regional level. It may be advisable to check for any extensions of the routes along the course of the Biferno or Fortore, towards the coast. It is also necessary that the use of the Assets along the thematic itineraries is supported by a system of

welcome and accommodation. It is not just a matter of redesigning new routes, but of allowing tourists to make a slow exploration of the territory, in order to appreciate it in its historical, cultural and naturalistic dimension, in an adequately prolonged period of stay.

2.3.3 Recommendations on how to improve connections with coastal areas

The distance between the internal area and the coast is significant. The closest landing points seem to be Lake Occhito and some villages. It may be useful to check the tourist use of Lake Occhito, even with any cycle routes along the Fortore river. In general, an integrated plan for tourist mobility could build an integration between the articulated system of the Paths (Cammini), which has a superregional level, the historical cultural and naturalistic assets identified by the Made in Land project, and the places of coastal tourism. The goal could be to **integrate cultural and natural resources** through multiple and diversified tourist itineraries.

2.3.4 Recommendations for touristic and sustainable valorisation through common actions with coastal areas.

The historical and cultural identity of the internal area, despite its strong marginalization process, has a very recognizable image, which is still alive in the community, and is highly visible in the intangible heritage. The first common actions with coastal areas, for sustainable tourism enhancement, could concern the **promotion of intangible assets**. The existent historical re-enactments, linked to the products of the land, or to the Saints, or to the typical traditions, are very characteristic and very participated also by tourists. The enhancement of these opportunities, in terms of media communication and product promotion, could raise attention to other resources in the internal area and find synergies with other similar initiatives in coastal areas.

3 Area PA3 - Emilia Romagna Region (ITALY)

3.1 The Pilot Area (description) – PA3

The pilot area focuses on the historic village of San Leo and in its Apennine hinterland. Specifically, the identified assets are located in Romagna and extend from the Adriatic coast towards the Apennines, following the course of two rivers, Marecchia and Conca (Asset 1) and following the “Alta Via dei Parchi” path (Asset 2).

The **village of San Leo** is an important meeting point for the cultural and natural values of the area, it is also located in a strategic and elevated position, offering a wide view of the inland areas up to the coast. In San Leo it's expected to create a "Museum of the territory" with the role of "gateway" to the understanding and visit of the assets. Therefore, San Leo can be defined as an territory observatory, a starting point to learn and organize a visit to the inland areas, in connection with the coast.

The polarity of San Leo finds a close relationship with the great valley corridors drawn by the river Marecchia, the river Conca and the path of the Alta Via dei Parchi. This precise territorial system, articulated between **the polarity of San Leo and the three territorial routes**, identifies the Pilot Area and explains the environmental and functional relationships between the coast and inland areas.

The **Valmarecchia** is a valley crossed by the Marecchia river, which originates in the Tuscan-Emilian Apennines and flows into the territory of Rimini. It extends in the province of Rimini in Emilia-Romagna region, Pesaro-Urbino in the Marche region, Arezzo in Tuscany region and in the Republic of San Marino. Valmarecchia is characterized by a particular mix of geological features, history and human activity: the main inhabited centres and the fortresses rise on rocky cliffs that emerge from the bottom of the valley (Verucchio, Montebello, Torriana, San Leo, Pennabilli). At the Historical Mining Museum of Perticara the link between culture, human activities, the landscape and the geological history of the territory is tangible. The naturalistic importance of the Valmarecchia is evidenced by the presence of sites belonging to the Natura 2000 Network.

The **Valconca** is a valley crossed by the river Conca, extends over the territory of the provinces of Rimini in Emilia-Romagna region and Pesaro and Urbino in the Marche region. The territory is characterized by rolling hills that, on the top, hold fortresses and historic villages (eg. Montefiore Conca, Saludecio). Going up the river, is possible to reach the Sasso Simone and Simoncello Interregional Park, up to Monte Carpegna, where the stream born. The protected landscape of the Torrent Conca was established in order to protect the bed of the Conca stream, the Rio Montepietrino and the Ventena of Gemmano and the associated ecological and naturalistic corridor. In the Conca valley there is the Regional Reserve of Onferno, a small karst complex in the gypsum. The presence of a visitor centre and tourist facilities allows you to visit the caves that host the most important bat community in the region.

The inner dimension of the Pilot area is made explicit by the **Alta Via dei Parchi** (*High route of the Parks*), a route that runs in a north-west south-east direction along the Emilian Apennines, up to Mount Carpegna, in the interregional Sasso Simone and Simoncello Park. The route creates continuity with the corridor of the Marecchia and Conca Valleys, providing a further possibility for the relationship between the coast and the hinterland.

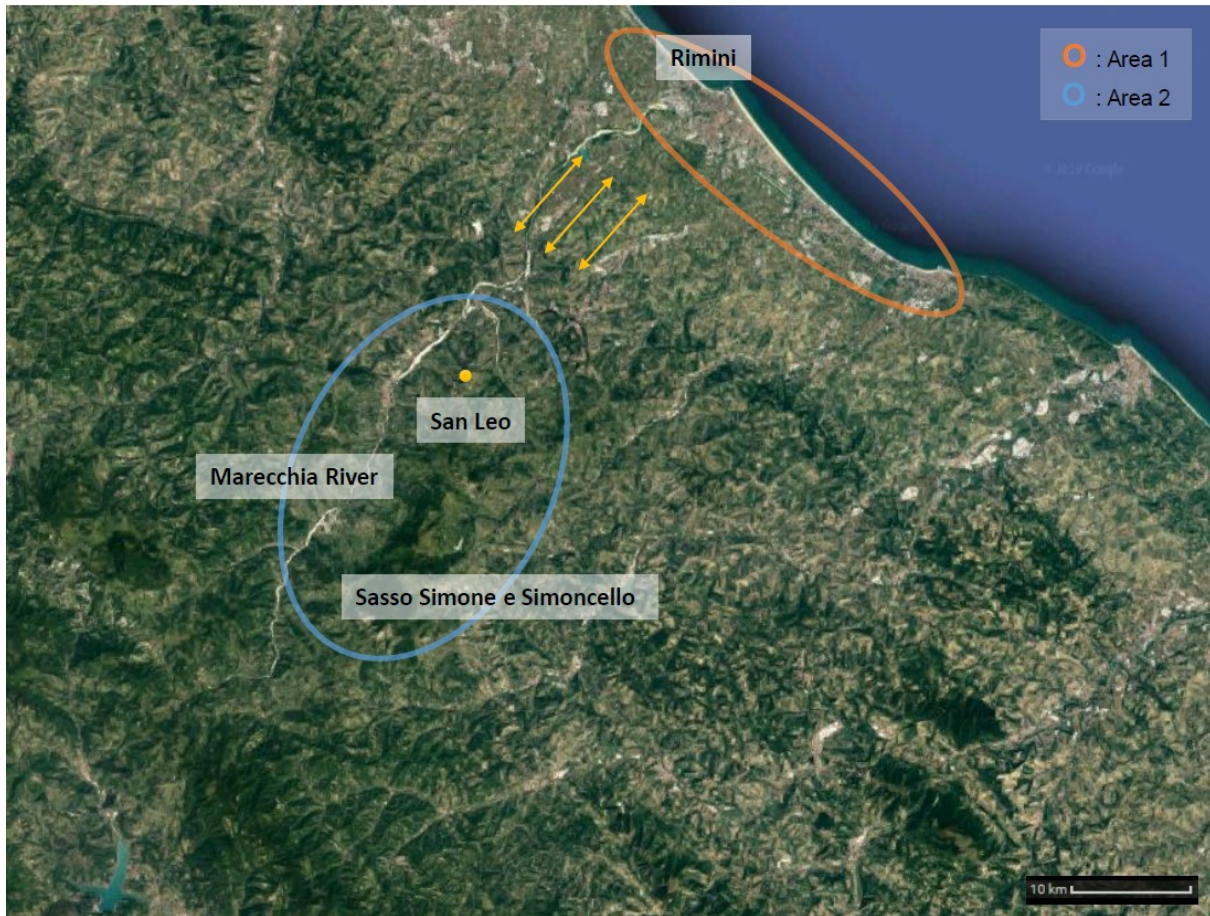


Figure 3 – Emilia Romagna Region (ITALY): concept to identification pilot area

Source: Google Earth

3.1.1 The environmental and functional relationship between inland and coastal areas

The territorial system of Romagna consists of two coasts: the Adriatic “Coast” and a mountainous “Coast”. The former is subject to strong tourist pressure, mainly related to beach tourism, with its

famous beaches throughout Europe; the latter has great natural and cultural resources and must be valorised, also with a view to rebalancing the tourist pressures. In this last area, because of its size, it was decided to identify three large corridors, which constitute for themselves three major systems of connection between the coast and inland areas. **The landscape components of these three major corridors** structure the environmental, historical, cultural and mobility relations between the coast and inland areas.

The environmental connections between the coast and inland areas are mainly developed along the valley corridors of the Marecchia and Conca rivers. They are divided into a sequence of natural parks, reserves, natural areas that wind from the Emilian Apennines to the mouths of the rivers. The high urbanization of the Adriatic coast highlights the fragility of the environmental network, in particular towards the coastal area. This appears evidently along the corridor of the Conca river.

The historical system is instead structured by the sequence of medieval villages that are articulated along the hills, in particular those of the Val Marecchia, finding the polarity of San Leo as the final terminal. In San Leo, a series of natural and cultural assets are gathering and preserving part of the identity roots of the Montefeltro area.

The relationship system between coast and inland areas is enriched by an important transversal route, the Alta Via dei Parchi. The path, which can be covered in twenty-seven stages, leads through a great variety of naturalistic environments: ridges, pastures and open areas, large forests, chalk cliffs; but also through the signs of human presence in such environments. The possibility of following it not only constitutes an opportunity for sustainable development, but gives evidence to the system of **biocultural relations** which can be activities between natural parks and their context. In addition, the itinerary can become a new form of functional relationship between the coast and inland areas, giving rise to opportunities for new forms of sustainable tourism.

The main functional connections are guaranteed by the valley floor road infrastructures of the Conca and Marecchia, which connect Rimini with the villages of the inland areas. In particular, reference is made to the three lines of the SP 14, SP 258, SS 72.

3.1.2 The key natural and cultural assets in the Pilot Areas (*territorial rooting, identity, representativeness*)

As already mentioned, this pilot area is divided into the polarity of San Leo and the large corridors of ValMarecchia, Valconca and the Alta Via dei Parchi. Given this conformation, the main natural and cultural assets are located in the municipality of San Leo and in the three identified territorial corridors. The assets that best express the identity, the territorial rooting and the representativeness the of the pilot area can be summarized in the following.

The historical building in San Leo and the system of ancient villages in the valleys

- The San Leo Rock, (Rupe di San Leo), symbol of the Montefeltro territory, recognizable, unique and impressive, allows the knowledge of the geological evolution of the territory;
- The San Leo Castle (Castello o Fortezza di San Leo), which stands at the end of the Rock, a medieval fort, which has become an icon of the territory, the main element of a system of medieval fortifications developed in the Marecchia valley.
- The San Leo Cathedral, one of the most important and evocative places of worship in the whole of Montefeltro, and which preserves the remains of San Leone in the crypt;
- The Parish Church of Santa Maria Assunta, which is the oldest place of worship in the area and the testimony of the first christianization;
- The Renaissance palaces of San Leo, which tell, also with their transformations, the historical and political evolution of the Montefeltro territory.
- The system of villages and fortresses in the Conca and Marecchia valleys, places still inhabited by communities, closely linked to the geomorphological emergencies of the territory, which ends with the excellence of the Fortress of San Leo;

Natural Parks and reserves

- The natural parks of "Sasso Simone e Simoncello" and "Foreste Casentinesi", expression of most important environmental and cultural values of inland areas.
- The nature reserves and Natura 2000 protection sites, located along the river corridors of the Conca and Marecchia rivers, attempting to build environmental continuity between the coast and the mountains;

Worship places in the naturalistic contexts

- The network of abbeys, hermitages, and monasteries tells how the work of monastic communities has transformed the territorial structure and accompanied the evolution of local communities;

Ruins and historical sites in the naturalistic contexts

- The remains of past eras, both more recent, linked to the places of the Resistance of the Second World War, and more remote, linked to archaeological areas.

3.2 The assessment of the natural and cultural assets - PA3

3.2.1 The conservation status and related fragility of the natural and cultural assets

The conservation status of cultural heritage is **generally satisfactory**. The selected assets are all usable, only a few need major restoration work. However, the conservation of the assets requires constant monitoring and the completion of some maintenance work still in progress. The state of conservation of the natural resources of the territorial assets is also **generally good**, especially in the Alta via dei Parchi, an environmental and cultural corridor that is growing in consideration of the local authorities and

visitors. Some areas of Valconca and Montefeltro could be better protected from an environmental point of view.

3.2.2 The accessibility conditions (physical and virtual) and the connections with coastal areas

3.2.2.1 *The physical accessibility of the tangible assets*

The framework of physical accessibility is highly diversified in the different areas of the Pilot Area. The assets belonging to the San Leo area are affected by **less favourable** accessibility conditions: insufficient parking facilities, inadequate service (or frequency) of public transport. Also due to the geomorphological characteristics, the presence of cycle paths and paths for the accessibility of weak users (elderly and disabled) is also low. At the opposite, along the valley corridors of Val Conca and Val Marecchia, as along the Alta via dei Parchi, the accessibility conditions are **favourable**: both road connections, the presence of parking lots and parking areas, and the presence of networks for slow mobility they seem, albeit in a diversified way, more suitable for the use of the assets.

3.2.2.2 *The virtual accessibility of the tangible assets*

The virtual accessibility of tangible assets is also **diversified**. There is good virtual accessibility for the most representative cultural heritage of the area (e.g. Castle and Rupe di San Leo); at the opposite, there is a lower accessibility of the San Leo other assets. Among the territorial assets, there is a good degree of accessibility of the Alta via dei Parchi. A common condition for all assets is to have accessibility that could be enhanced at national level.

3.2.2.3 *The virtual accessibility of the intangible assets*

Intangible assets have not been identified in the pilot area by the Partners. However, it should be noted that, particularly in Valmarecchia, but also in other areas crossed by the Alta via dei Parchi, the food and wine specialties are potential intangible assets, capable of increasing the market potential of the territory itself.

3.2.3 The attractiveness and market potential of the natural and cultural assets

The attraction and potential of the Emilia Romagna Pilot Area's natural and cultural heritage market reflects what is specified for accessibility. In other words, there is a **good potentiality of the most symbolic assets** of San Leo (or Castel and Rock of San Leo), and the itinerary of the high way of the Parks. They have in fact some awards and a good rate of tourist attendance. In contrast, the lesser known goods nationwide present a minor market attraction. In particular, the valley corridors of Val Marecchia and Valconca need a vision to communicate and to promote in an integrated modality the natural and cultural resources present.

3.3 Final recommendations – PA3

3.3.1 Recommendations for improving the protection of the natural and cultural assets

The protection of the natural and cultural heritage of the pilot area must be based primarily on finding a **balance between tourist pressure and the carrying capacity of assets**, especially natural ones. To this purpose, environmental education actions and programs, and in general knowledge of the natural and cultural heritage, should be encouraged, not only in the inland areas, but also in urban centres and on the coast. In addition, the safeguarding against the **hydrogeological instability** that characterizes both the San Leo area and other sites of the Pilot Area must be continued. Even the conservation of natural and cultural heritage must include constant maintenance, in order to guarantee its use in safe conditions.

3.3.2 Recommendations for the development of thematic pathways and itineraries

At the regional level, there are a multitude of paths that connect and enhance environmental, natural and historical-cultural resources (hiking, cultural routes), particularly in the area administered by the Parks Authority. Other thematic itineraries can be developed, both related to religious, historical and cultural themes, for example: **a route of the Valmarecchia Towers**, which also involves the San Leo Civic Tower; **a Franciscan path**, which already intercepts the Convent of Sant'Igneo; **a path of Renaissance art**, developed in Montefeltro and towards Tuscany; other cultural and **educational circuits**, also by strengthening initiatives already started. In addition, we particularly suggest a route along the course of the Conca river, and a connection route between San Leo and the Alta via dei Parchi.

At the management level, the main recommendations are: to organize information and make it accessible and **usable by tourists**; develop a connection with the manager of the regional tourism system; create a network between protected area managers; create a solid axis with San Leo that manages relations with the historical-cultural heritage network and acts as an "access point".

3.3.3 Recommendations on how to improve connections with coastal areas

It is important to bring information regarding the inland areas, the relative resources and accessibility directly in the territories where there is the highest density of presences. The focus of the activity must be **on the coast**, but also along **the Via Emilia** and in **the major urban centres**, where the basin of potential users of the inland areas is concentrated.

Steps can be taken to create and complete paths and itineraries: for example, the opportunity to **connect San Leo to the Alta Via dei Parchi path**; to extend the cycle path along the Conca torrent upstream.

With reference to the public transport network, positive initiatives have been launched with pilot projects which the aim to connect the coast to the resources of the inland areas. It can be useful evaluate the implementation and extension of these initiatives.

3.3.4 Recommendations for touristic and sustainable valorization through common actions with coastal areas.

With reference to sustainable enhancement through common actions with coastal areas, the main action consists in organizing meetings with the subjects that manage **tourism at regional level** (dialogue with public subjects) in order to develop a common strategy on tourism. An example may be the re-launch of the top-down strategy, that is a type of tourism that has the main focus on the inland areas, while the coast can be one of the destinations of the holiday period, but not the only and main destination.

Solutions can be, in **synergy with the competent local services**, the installation of information panels in areas characterized by greater presence and the dissemination of such information in tourist information points (IAT). Definitely, the priority is to make information about inland areas clear and usable.

4 Area PA4 - Istria County (CROATIA)

4.1 The Pilot Area (description) – PA4

The entire study is based on the territory of the Istrian County. Geographically, Istria is the largest peninsula of the Adriatic Sea and the westernmost county of the Republic of Croatia.

The whole area is fulfilled with the unspoiled natural landscapes, rich cultural heritage and is surrounded with gorgeous medieval places.

The landscapes of Istria are widely characterized by the process of evolution of the **geological substratum of the peninsula**, of karst and limestone nature. The signs of the anthropization of the territory are grafted onto a morphology already strongly marked by the hydrogeological transformations of the most remote ages. In the central-southern area, this condition has favored a remarkable fertility of the lands which, together with the Mediterranean climate, allow the cultivation of a large number of different crops, and consequently a vast agricultural production.

The coastal area is characterized by seasonal tourism which is also having an effect on the urban and territorial development of the East Coast. Coastal geography is characterized by gulfs, bays, and cliffs due to the limestone nature of the geological substrate. A testimony is also the numerous islets in front of the Istrian coast that still emerge from the surface of the sea. Thus, along the coastal flat land there is a proximity of beaches and low hilly areas full of vegetation, with a remarkable naturalistic value.

The inlands are characterized by a hilly orography in which the agricultural land use matrix already present in the coastal hinterland finds continuity. Even in the hilly landscape of the internal area, wooded areas and large cultivated spaces alternate, reflecting the specific morphology of the subsoil. The system of settlements, which gravitates to the centrality of Pazin, fits into this landscape mosaic.



Figure 4 – Istria County Region (ITALY): concept to identification pilot area
 Source: Google Earth

4.1.1 The environmental and functional relationship between inland and coastal areas

The main environmental connection is marked by the cultivated valley corridor of the **Limski valley**. The valley, followed by the geomorphology of the karst territory, connects the central area of the peninsula (Pazin) with the coastal area, until it creates the Gulf of Lim. The valley was created by the underground course of the Pazincica river, which today ends in the cave of Pazin. The erosive action of the river waters meant that the sea penetrated the old basin, creating the gulf as is it today. The valley is the main corridor of environmental connection between the coast and the hinterland.

Another important environmental connection can be represented by the **Mirna river valley**, which connects the Novigrad area, up to Buzet. Also in this case, the fertile substrate gives rise to a plain cultivated with the waters of the river regimented for irrigation use. Towards the interior, a rural landscape characterized by geological phenomena emphasized by waterfalls and other sites of water.

The functional connections within the coast and the inland areas link the main coastal centres of Novigrad, Porec, Rovinj, by a well-developed infrastructure network. The main node of the road network in the internal area is Pazin, connected with the main places in the rest of the Istrian region.

4.1.2 The key natural and cultural assets in the Pilot Areas (*territorial rooting, identity, representativeness*)

In the Pilot area, fifty assets have been selected, that define the image of Istrian region. But the **local identity and the territorial rooting** are defined by the interaction among single elements and their context. Following, it's tried to synthetize some **landscape relationships** expressed by the most relevance natural and cultural assets.

The karst cave and hydrogeological monuments in relationship to other typical elements of the Istrian landscape (castles, cultivated spaces and rivers).

Pazin cave and Pazin's castle. Pazin Castle (983) is the largest and best preserved medieval fortress in Istria. The Pazin Castle was conquered several times and looted, destroyed, rebuilt. It also had several owners and managers and even changed its name. It is characterized by imposing walls, overlooking the cliff. Today it houses the Ethnographic Museum of Istria and the Pazin Museum. Under the walls of the castle opens the deep foiba with the cave of Pazin which is the most picturesque example of the effect of natural forces on the karst terrain of the Istrian peninsula. The foiba was caused by the erosion of the limestone soil by the river Pazinčica. The underground cave is so suggestive and romantic it has flushed many writers including Jules Verne in the novel "Matias Sandorf". In the heart of the cave, the river ends its above-ground flow, continuing underground towards the south. In periods of heavy rains, a real lake forms in the canyon.

The „Feštinsko kraljevstvo “cave (Kingdom of Feštini), Žminj. In the heart of Istria, near the village of Feštini, near Žminj, the Feštinsko Kraljevstvo cave ("Kingdom of Feštini") stands out for its natural beauty. It is a cave discovered almost accidentally in the 1930s, during the cultivation of a vineyard, because of the typical sinkholes of the karst terrain. Inside, there is a suggestive environment due to the numerous limestone formations. In some points, the vine's roots, penetrating into the cave to draw the water, wrap the limestone formations.

The roof of Zarečje. The roof of Zarečje (Zarečki krov) is a spacious cave reminiscent to roof, above which the Pazinčica river creates a waterfall about 10m high and a lake nearly 10m deep, which makes it one of the highest waterfalls in Istria. It's one of the most interesting natural attractions of the Pazinčica Valley, with a several mills whose remains can still be seen today, located 3km from Pazin. All the Pazinčica waterfalls have this characteristic shape: a cave under the waterfall.

The ancient and small villages depositary of the deepest roots of the identity of the places

Hum, Buzet. In ancient times it was known as smallest town in the World. It was mentioned for the first time in 1102. According to a legend, originated when the giants built cities in the Mirna valley and eventually built Hum from the remaining stones. Town walls protected the town from frequent intrusions of the Venetians and the Turks. On the west town gates are two Glagolitic writings. Hum has only 2 streets and today has about 20 inhabitants.

Old town Buzet. Old town Buzet is one of the famous medieval Istrian towns. It's a type of a typical acropolis type, surrounded by magnificent walls. Buzet was first mentioned more than 1800 years ago. It was inhabited in prehistoric times, and during the Roman times it was called Pinquentum Fort. The settlement goes down the slope of the hill towards the south, it has two town gates, four squares connected by three main roads, while the square with the parochial church is built on the rock. The old town is characterized by presence of many important cultural and historical monument, from the centuries XV until XIII.

The castles and fortifications of the Middle Ages and the traces of the following local landscape evolution

Castle Morosini Grimani, Svetvinčenat. Morosini Castle is one of the most symbolic buildings in the city of Svetvinčenat. Its history and the stratifications visible in its architecture narrate the evolution of the different properties and political forces in the area. It was born in 983 as a military building, with the characteristics of fortress. Subsequently, it was transformed with the Morosini Grimani family into a noble palace. Numerous restorations followed as many destructions and fires. It is still possible today to admire its mighty fortified structure with inserts from the Renaissance period. The castle has now become an identity place, also used for cultural events, exhibitions and medieval historical re-enactments.

The old town of Žminj. The historic centre of medieval Žminj has retained all the characteristics of a medieval fortified city from the beginning of Croatia. This medieval settlement had an oval shape crossed by the main road in the north - south direction with radial roads that climbed towards the Castle and the main square with its parish church. The north-eastern tower (dating back to the 15th century) of the feudal castle has been preserved to this day. The castle also embraced the parish church of San Michele Arcangelo. Within the city there are many architectural and cultural testimonies of Istrian history.

Complex of Gortan Hill (Gortanov brijeg). The complex, now known as Gortanov brijeg, consists of buildings, outbuildings and a chapel. It is a historical complex, which has been known since 1177. Its rooms hosted many important personalities from Istrian and European history, including Drmitor, the bishop of Pićan and probably Dante Alighieri. Today a part of the complex is used by AZRRI (Agency for Rural Development of Istria) where the Educational Gastronomy Centre of Istria is established. The

centre was established with the aim of revitalizing and presenting typical high-quality products from the Istrian peninsula.

The noble buildings of Renaissance in relationship to their urban and socioeconomics context.

Bettica palace, Vodnjan. The palace, dating back to the 15th century, took its name from the family who lived there in the years following its construction. It is one of the most important buildings in the city of Vodnjan, and retains typical linguistic characters of the local Renaissance architecture. Inside, some of the original frescoes of the time have been recovered. Despite a long period of neglect, and subsequent stratifications, today the Palace is a public place used for shows and exhibitions.

The structures and the buildings of the rurality in relationships to water presence (mills, ancient oil mills, drinking troughs and hot water puddles)

Kotli, Buzet. Kotli is a settlement within the Town of Buzet in Region of Istria. Kotli was once the leading economic village of the Hum area- Humština, with well-known millers and tailors. Today Kotli is a protected rural complex with preserved courtyards, outer staircases, arched passages and picturesque chimneys. The Mirna River flows through the village forming waterfalls and hollowing cauldron-like forms in stone that gave the village its name (in Croatian language, „kotao“ means „cauldron“). In the village there were two very old watermills there, one of which was partially restored and has been preserved to this day.

4.2 The assessment of the natural and cultural assets – PA4

4.2.1 The conservation status and related fragility of the natural and cultural assets

The state of conservation of the historical and cultural heritage is quite diversified, also given the quantity of identified assets. However, there is a **good level of usability** of almost all the assets, although there is a need for restoration in some cases. The assets described above, most representative, almost all enjoy a high level of conservation. Natural assets also enjoy a medium - high level of conservation: they are all usable, albeit some with limitations. There is a general need for maintenance, some of which are in progress. They are recognized by ministerial protection measures.

4.2.2 The accessibility conditions (physical and virtual) and the connections with coastal areas

4.2.2.1 The physical accessibility of the tangible assets

Accessibility to natural and cultural heritage is generally of a **good standard**. The distance from the main connecting roads allows a rapid achievement of the assets, in most of cases. Parking facilities also seem sufficient. The services offered by public transport, while maintaining a sufficient level, vary from case to

case. The individual assets are connected to or close to soft mobility. There is a low level of accessibility for weak users (disabled and elderly), especially in natural areas.

4.2.2.2 *The virtual accessibility of the tangible assets*

Virtual accessibility is **generally medium - low**. The most exploited communication channel is the web, while there are still views on national and local media. This condition appears even more accentuated for natural assets.

4.2.2.3 *The virtual accessibility of the intangible assets*

No significant intangible assets have been identified in the pilot area by the Partners.

4.2.3 **The attractiveness and market potential of the natural and cultural assets**

Market attractiveness is **generally medium - low**. There are few official recognitions and a reduced turnout of visitors during the year. In this context, the main exceptions are Pazin's system of natural and cultural heritage and the Gulf of Limsky. In addition to them, other isolated assets have a quite exploited potential attraction, such as Kransky Castle; the bell tower of Motovun; Ecomuseum of Batana; the limestone caves of the Festinic Kingdom, and some religious buildings with historical and artistic interest. However, there is a **low level of integration** between the individual assets, which does not favor the creation of synergies that could increase the fruition opportunities for some lesser known assets.

4.3 **Final recommendations – PA4**

4.3.1 **Recommendations for improving the protection of the natural and cultural assets**

The protection of the historical and cultural capital of the pilot area must be pursued through agreements, protocols and understandings **involving the competent bodies**, in particular the Ministry of Culture. This is necessary above all for a coherent vision of the transformation and use of the individual assets. The method of protection that tends to protect not only the isolated good, **but the good in its context** (*i.e., the protection areas of the historical cultural unit of Bremen, Lindar and others ...*) **appears effective**. The protection of natural capital can be pursued by preserving the most naturalistic features of the areas, controlling growing tourist pressures, and implementing plans and projects for the use and management of natural areas. Particular attention must be paid to particularly fragile and risky areas if subjected to high visitor pressures.

4.3.2 **Recommendations for the development of thematic pathways and itineraries**

The development of itineraries and thematic routes can be implemented through the identification of cycle paths, which allows to make a tour of the single local context, implementing a system of plurality

of historical, cultural and natural resources. The development of thematic itineraries can be considered by designing **thematic narratives** (i.e. storytelling), which illustrates **the landscape richness** of the individual contexts, according to a renewed vision of some identity elements. The construction of itineraries for tourism should be supported by the involvement of local operators in the welcome and accommodation sector. Other subjects that could be involved in the realization of itineraries are the Authority, the bodies and the associations, entitled to make an active contribution by virtue of their skills and their specific role in the community.

4.3.3 Recommendations on how to improve connections with coastal areas

The connections with the coast could be improved by leveraging the enhancement of existing **environmental corridors**, from the valleys and from the rivers. They represent not only ideal connection lines, but also traces of the landscape that express the link between the coast and the hinterland at a geological, naturalistic, anthropic and cultural level. Along their lines, which connect historic villages, archaeological remains, areas of geological interest, waterways, cultivated areas, new visions of the relationship between coast and hinterland can emerge. The **quality of the Istrian landscapes**, which follow one another from the coast to the interior, could constitute an interesting matrix to encourage interaction processes between the coast and inland areas.

4.3.4 Recommendations for touristic and sustainable valorisation through common actions with coastal areas.

To start sustainable development processes through common actions with coastal areas, it could be useful to imagine **a dialogue** between the authorities responsible for managing tourism, culture and the environment and local tourism operators. The presence of natural and historical cultural resources in coastal areas can facilitate the construction of **common valorisation strategies** with inland areas. However, given the diversity of the type of tourism, and also the distance between the coast and the innermost areas, it seems necessary to think of a coordinated strategic vision, rather than individual isolated actions.

5 Area PA5 – Zadar County (CROATIA)

5.1 The Pilot Area (description) – PA5

Zadar County is extremely well situated in the central part of the Croatian coast. The total area of the county, including land and sea, is about 7500 km² with about 170.000,00 inhabitants. It is geographically located so that it covers the coast of northern Dalmatia and the area of Ravni Kotari, Bukovica and south Lika. It has a key geo-traffic position in connecting the continental and coastal area of Croatia with a rich history influenced by the Liburnian tribes, Romans, Venetians, Turks and other cultures during her turbulent history. The main factor for the settlement of this area was the fertile area of Ravni Kotari with the coastline of Velebit and Lika and the proximity of the Adriatic Sea and islands.

For the purpose of the The Natural and Cultural Asset's analysis, the County was divided into 2 areas:

- Area 1(the coastal area), from north to south, with the principal centres of Pag, Nin, Bibinje
- Area2 (the inland area), which is delimited into 3 subzones:
 - Area 2 n. 1, the islands in front of Zadar;
 - Area 2 n. 2, the first innerland of Zara, that extends until Pakostane and Stankovici to the south est;
 - Area 2 n. 3, the innermost area to the east

The analysed area is related to 16 towns and municipalities: 5 towns (Zadar, Nin, Pag in the Area 1, as well as the town of Benkovac and Obrovac in Area 2) and 11 municipalities (Bibinje in the Area 1 and Pakoštane, Stankovci, Poličnik, Lišane Ostrovičke, Polača, Škabrnja, Gračac, Galovac, Zemunik Donji, Starigrad in the Area 2) .



Figure 5 – Molise Region (ITALY): concept to identification pilot area
 Source: Google Earth

5.1.1 The environmental and functional relationship between inland and coastal areas

The environmental connections between the coast and the inland areas are particularly articulated, by virtue of the specific definition of the pilot area. This is due to the presence of important naturalistic and environmental resources in the coastal area, a condition that appears to be peculiar in this area. Another particular condition is the presence of the islands in front of the coast. In this pilot area is necessary to imagine the relationship between the coast and inland areas in a more complex way: the coast is divided into different contexts, even distant from each other; the internal area is not defined only by the area which is further east than the coast, but also from those areas distant from the tourist attraction centres of Zadar County, with elements of naturalistic and cultural value. Therefore, in this territory, the inland areas should also be identified in areas closest to the coast, north and south of the centre of Zadar. We can therefore outline a layout that draws **environmental and functional**

relationships along the coast, from north to south, and environmental and functional relationships between the coast and the inner land, according to the common east-west direction.

To the north, there is a proximity between the Velebit National Park, the Placenska National Park and other environmental riches of the islands of Pag and Nin. In particular, in Pag, the Ornithological reserve of Velo and Malo Blato, Ornithological reserve "Blato Rogoza" in Kolan, are located in close proximity. To the south, in Nin, there is the Natura 2000 site of the Nin Lagoon; in the vicinity, the Saline; and the Nature Park Vrana Lake, with the ornithological reserve and the Ancient Roman Port as an underwater archaeological site.

Another axis of **environmental connection** between coastal areas and inland is the Zirmania river, a protected natural area, with sites of naturalistic interest and absolutely unique hydrogeological characteristics. It draws a connection between the strip of sea between the islands and the inland area.

Functional connections reflect this pattern. The road connections are mainly managed by the axis of the Adriatic highway and other secondary roads with less load capacity.

5.1.2 The key natural and cultural assets in the Pilot Areas (*territorial rooting, identity, representativeness*)

The analysis itself identified a total of 44 natural and cultural assets throughout the covered area – 9 natural and 35 cultural assets. Area 1 (coastal area) contains 10 assets (4 natural and 6 cultural assets). Area 2 (inland area) contains 34 assets (5 natural and 29 cultural assets). Along the ones mentioned in the project Application Form, the mentioned area also includes 3 additional municipalities/towns – municipality Starigrad, municipality Pakoštane and town Obrovac.

Area 1

It covers almost entire Zadar County coastline, and this area is already well visited by tourists especially in the period of May to September. The involvement of the assets in the Area 1, although located in the coastal zone, is necessary in order to divert the visitors from the coast towards the diversity and richness of the hinterland. The most significant assets are connected to towns Zadar, Nin and Pag as well as the village of Bibinje. **These towns are also protected by the Croatian Ministry of Culture as a category Protected cultural – historical area.** But it should be emphasized that these towns, as well as being protected as a whole, include numerous individual assets (churches, fortifications, etc); Works of defence and fortification, as City Walls of old town Zadar, built in 16th and 17th century as a part of the Venetian Work of Defence, and protected as UNESCO cultural heritage; Archaeological remains, as Roman aqueduct in Bibinje; Monastery and Church; Naturalistic areas, as Ornithological reserve of Island Pag and of Velebit and Malo Bato; as Nin lagoon; al Vrana Lake. Intangible assets as typical products.

Area 2

In the Area 2 a total of 34 assets are identified: 5 natural and 29 cultural assets. All of them represent a valuable heritage and a significant touristic potential. Some of the most valuable assets can be emphasized in the following wider areas. In these areas **the landscape relationships between natural and cultural assets and their context define the local identity.**

The historical settlements in a rural context

Benkovac area. Benkovac is a town in northern Dalmatia, located about 30 km east of Zadar in the agricultural zone Ravni Kotari and karst area of Bukovica. The historical centre of the town is protected as a *Cultural- historical area of Benkovac* by the Ministry of Culture, which is recognisable especially by a castle Benković situated on a hilltop above the city centre. Also, in the proximity of the town a Liburnian and later Roman settlement called *Asseria* is located. One more asset to be mentioned is the *Kličevica Fortress*, built in the middle of the 15th century, and the *Stojan Janković Castle* which is an example of fortified – residential architecture. A road called *Via Magna* is also important historical sight, as the churches situated along it. *Via magna* is a road formed to connect the royal cities Nin and Benkovac to Knin (Šibenik County).

The remains of Roman and Ottoman period in naturalistic context

Municipality Pakoštane. Is rich in cultural influences mainly from the middle ages and Ottoman empire, but there are also some cultural assets dating back to the ancient Roman period. Several assets could be mentioned as the most significant. Jusuf Maškovića Han (the summer house of a high dignitary of Sultan's court and an admiral of the Turkish fleet). Medieval town of Vrana and the Ancient Roman port as an underwater archaeological site. But there is also Nature Park Vrana Lake which is an ornithological reserve and is well visited by tourists.

The landscapes between Adriatic Sea and Velebit mountain

Municipality Starigrad Paklenica. Is defined by its geographical position since it is situated at the very Adriatic coast but also very close to the Velebit mountain. As a cultural asset in this area the, one of the most recognisable is Mirila - a unique gravestone-like monument made during the funeral. Mirila can be translated as „the measurements“, and these monuments were more visited by the families of the dead than the actual graves. In addition, other assets like *Večka tower* and *St. Peter' church* are also an important part of the historical cultural heritage in this area. *Modrič cave* is also identified as a natural asset, located next to the village with the same name near *National park Paklenica*.

The protected areas as “historical and cultural unit”

Obrovac area. Includes protected cultural heritage of *Old Obrovac* situated in a small village Bilišane, significant for the ruins of old Venetian and later Turkish fortress. In addition, the *city of Obrovac* is also a *Protected cultural – historical area*. Another cultural asset in the Obrovac area is *Kuda's bridge* which

spans the river Krupa. The bridge was built in the 19th century using the drystone technique to serve as a crossing for people and livestock between the surrounding villages. There are also two significant monasteries – the *Franciscan Monastery* and an orthodox *Monastery Krupa*. On the surrounding area there is *river Zrmanja* as a valuable natural asset popular for rafting, hiking and other outdoor activities.

The great signs of the nature in the Dinaric Alps landscape

Gračac area. In the area of municipality Gračac there are two natural assets identified. One of them is a *Protected area of mountain Velebit*. Velebit is the largest mountain in Croatia and is protected as a nature park. Within the NP Velebit there are also two National parks – *Paklenica* and *North Velebit*. Also, in the village Dona Suvaja, *the spring of river Una* is a protected area in the category a hydrological monument of nature.

The intangible assets connected to the historical and natural features of places

Throughout the included area there are other valuable gastronomic and culturological assets worth mentioning. Traditional klapa (a cappella) singing and ojkanje singing are mentioned within the analysis but cannot be connected to only one specific town/municipality. Both represent a valuable cultural asset protected and valued by UNESCO. Furthermore, traditional fests related to religious patrons and various gastronomical assets such as wines from Ravni Kotari area or Benkovac prisnac (a traditional cheese dish) fulfils the rich gastronomic offer for future tourists and other visitors.

5.2 The assessment of the natural and cultural assets – PA5

5.2.1 The conservation status and related fragility of the natural and cultural assets

By attempting to make a synthesis from the numerous natural and cultural assets identified in this Pilot Area, it is possible to identify some trends. The conservation status of **natural assets** is **generally very good**. There is a total usability of most of the Natural Parks and a good state of protection. In addition, the Parks and reserves enjoy multiple official awards (National Park of Velebit, Nin Lagoon, Ornithological site of Veliko Malo Blato ...). In this context, the Zrmanja river is an exception, as it requires urgent and major environmental redevelopment measures.

The conservation status of natural and cultural assets can be summarized as follows. In general, the **historical centres** of cities enjoy a **good state** of usability and conservation (i.e., Zara Old Town, Bibinje, old town of Pag, historical centre of Nin ...). Opposite, often **isolated assets**, such as castles, archaeological areas, monuments, albeit with some exceptions, have a **less good** degree of conservation. In some cases, fruition is still possible. In others, there are ongoing interventions. In still others, large and urgent interventions are needed to ensure their fruition and conservation.

5.2.2 The accessibility conditions (physical and virtual) and the connections with coastal areas

5.2.2.1 *The physical accessibility of the tangible assets*

The physical accessibility of the natural and cultural heritage reflects the territorial articulation of the Pilot area, as identified by the Partner. In general, the assessment of the degree of physical accessibility to the property follows this trend. **The assets best served** by the infrastructures, and most equipped with parking and public transport, **are located in the main town**. Obviously, the degree of accessibility along the coast is very good. Moving to **inner land, the accessibility level decreases** and there is a lower public transport service. This condition tends to worsen as you proceed towards the easternmost area of the pilot area. In this area, the level of accessibility through the **slow mobility network** also appears to be low. **Naturalistic assets** in general have a **good level** of physical accessibility, both from the vehicular network and from the soft mobility network.

5.2.2.2 *The virtual accessibility of the tangible assets*

The virtual accessibility of tangible assets reflects the condition already described above: the assets with a **higher level** of accessibility are those included **in the main cities**. Naturalistic areas, especially those recognized nationally as protected areas, also enjoy a good degree of promotion and communication in the media. On the other hand, **isolated assets**, like some castles, most monasteries and churches, and some archaeological sites, have a **very low level** of virtual accessibility.

5.2.2.3 *The virtual accessibility of the intangible assets*

The high level of virtual accessibility of the intangible assets confirms the identity value and the territorial rooting that these intangible assets have in the Pilot Area. In particular, traditional singing (a cappella) called "Kapla" has the **highest level** of presence both in the national and local media. The intangible assets typical of the village of Pag, *Cheese, Lace, And Baškotin* (a type of traditional bread) also have a **high degree** of virtual accessibility.

Other assets reported by the Partners are the traditional funeral costumes of the Velebit area, and the traditional song called "Ojkjane": they also have a **good level** of presence in the media.

5.2.3 The attractiveness and market potential of the natural and cultural assets

According to the evaluations assigned by the Partner, the overall market potential of the area **seems to be good**. In particular, there is a very high attendance of natural and cultural heritage in the coastal area already equipped with tourist services. For the innermost areas, those furthest from the coastal polarities, the following should be noted. The Pakostane area has a high market value in relation to Vrana Lake, while the nearby historical and archaeological resources do not yet seem to have the same attractiveness. The innermost area of Benkovac seems to have a good degree of attractiveness already

now, but it could develop it further, with restoration works on archaeological and architectural heritage. The Obrovac, Gracac and Starigrad areas also have good market potential. Their tourist attraction is mainly due to the presence of the Velebit Mountain Natural Park. However, there are other naturalistic and historical cultural assets, which have a fair degree of attractiveness and could further increase it.

5.3 Final recommendations – PA5

5.3.1 Recommendations for improving the protection of the natural and cultural assets

In order to protect natural and cultural assets it is recommended to consider some **agreements** (such as protocols with the local bodies and other relevant decision makers). Drafting of **management plans**, **landscape plans**, and other specific plans for protection and valorisation will ensure long term protection, monitoring, keeping and sustainability of the assets. Also, some innovative services for cultural and natural protection and valorisation also could be taken into account.

5.3.2 Recommendations for the development of thematic pathways and itineraries

The development of thematic itineraries and itineraries could be organized **for specific contexts**, i.e. the areas in which some of the natural and cultural assets indicated above have been identified. Or, it could be developed following the **different historical periods** that have transformed the landscape of the pilot area (ancient Roman and pre-Roman periods, the medieval period and the Ottoman influences). Furthermore, given the relevance and the degree of conservation of natural assets, the routes should attempt to intercept them on their traces.

Other itineraries could be developed taking into account the **relationships between intangible assets** and typical food and wine, with **their reference landscape context**.

5.3.3 Recommendations on how to improve connections with coastal areas

In order to promote a connection between the inland and coastal areas, **common historical features**, related to ancient, medieval and Ottoman influences in the cities of Zadar, Pag and Nin and the inland areas, could be used. Moreover, the connection could be activated by identifying connections, thematic, functional, and environmental, between the important and **recognized natural resources** present both on the coast and in the inland areas (Vrana lake, protected area of mountain Velebit, spring of river Una, and other).

5.3.4 Recommendations for touristic and sustainable valorisation through common actions with coastal areas.

The valorisation of the inland resources depends on cooperation with coastal zones where majority of visitors come. This interaction should raise awareness on the reciprocal benefits coming from the

cooperation of the local actors and their networking. Thus, clear communication should result with their motivation to cooperate and to develop **marketing tools** for common tourism development. It implies use of the **modern ICT tools** in order to increase tourist flow. Sustainability directly lays on **local community** and their involvement. Local communities include: touristic boards, SMEs, public authorities etc.