

Guided tours

Final Version of 30/06/2022

Deliverable Number D.5.3.1.



REGIONE DEL VENETO

Regione Emilia-Romagna



Project Acronym	VALUE
Project ID Number	10046694
Project Title	EnVironmental And cuLtUral hEritage development
Priority Axis	Environment and cultural heritage
Specific objective	3.1
Work Package Number	5
Work Package Title	Promotion of the district and of the tourism products/service
Activity Number	5.3
Activity Title	Guided tours
Partner in Charge	PP6 Grad Cres
Partners involved	All
Status	Final
Distribution	Public

Index

Summary	3
Delta Po Veneto Regional Park, guided tours for operators	3
Kaštela – History, Culture, Heritage.....	5
Town of Cres	8
“Streets of Korčula”	8
Annexes – photos of the guided tours.....	10

Summary

The activity was carried out in the archaeological parks through the implementation of guided tours and field visits for operators and tourists. The partners involved in the activity were PP1 Delta Po Veneto Regional Park, PP5 City of Kaštela, PP6 Town of Cres and PP7 Korčula Town.

Delta Po Veneto Regional Park, guided tours for operators

A series of events coordinated by PP1 took place on October 9th and 10th, starting at 2.30 p.m. and ending at 7 p.m. on Saturday, and from 9 a.m. to 2 p.m. on Sunday, for a total of 10 hours and 30 minutes. The programme for the two days included a presentation of the project at the premises of the National Archaeological Museum in Adria, a Bike & Boat tour with departure by motorboat from Adria along the Canalbianco to reach the locality of Retinella, near Loreo then a visit to the “Antiquarium” of Loreo, a small museum displaying the important finds obtained during the excavations of "Corte Cavanella", located nearby, and the return of the group along the Canalbianco embankment to the Museum of Adria (duration approx. 3h), educational workshops, guided tours inside the museum, guided tours of the historic centre of Adria at the Places of History and a conclusive presentation of the project activities at the San Basilio site. Moreover, a light trekking through the fossil dunes of San Basilio to the excavation area and a guided tour at the Cultural Tourist Centre concluded the 2-day events.

Guided tours at the National Archaeological Museum of Adria

After the conference-presentation, guided tours of the museum began, conducted by a qualified guide who also works in the field of archaeology. The tours lasted about 1.30 hours. The first round started at 3.30 p.m., while the second group started at 5.00 p.m. The participants have been divided into two groups of 15 people.

The guided tour was aimed at deepening themes and aspects more related to the Value Project, i.e. related to archaeological excavations and the presence of the Etruscans in the northern Adriatic. The occasion was very important, for some it was a chance to get to know and visit the Archaeological Museum of Adria, for others it was a chance to explore little known aspects, and for others it was a moment to relive and perhaps learn new things about the ancient city and the valuable collections on display.

This activity was also included in the event held at the Archaeological Museum of Adria on 9 October 2021.

Bike & Boat tour

Also the bike and boat tour, included in the event, had the task to connect the traditional potentialities of visiting the territory, connecting with aspects that are probably less known and less used by tourists, both by those who stay for longer periods of time. The boat and the bicycle, as it is known, are the two favourite means of transport for eco-tourists visiting the Po Delta, and are therefore chosen and used by an increasing number of people year after year. This potential has led the organisers to exploit the attraction exerted by these means to convey the important message of combining them with archaeology.

The tour started from Adria, at the docking station in front of the Museum, and followed the route of the Canalbianco as far as Volta Grimana. In ancient times the Canalbianco was an important communication and commercial route, connecting the coast of the Adriatic Sea with the interior of the Po Valley, attracting very important populations, such as the Greeks, Etruscans, Celts and Romans. The Canalbianco, moreover, was probably an ancient branch of the Po in the past, which is identified by some scholars with the no longer existing Po of Adria. In addition to this, the excavation carried out in 1938 to make the river navigable brought to light an important necropolis, the contents of which represent the core of the exhibition of the Archaeological Museum of Adria.

For these reasons, the route devised was considered extremely valuable, precisely because it represents a link between history - archaeology - nature - hiking - visiting. The navigation ended right at the point where, between 1600 and 1604, the Venetians dug the Taglio di Porto Viro, a work that gave rise to the modern Delta. The group disembarked at the Vincian gates that regulate the outflow of the Retinella canal, where the assistance service had prepared the bicycles to face the return route.

The return trip followed the Retinella canal embankment, to reach the town of Loreo. In this little town, the group visited the Antiquarium, a multi-purpose room housing a small collection of artefacts from the excavations carried out at the nearby "Corte Cavanella", relating to the discovery of a Roman "*mansio*", along a road that, following the coastline, after passing through San Basilio, headed north, passing through the Loreo area.

Subsequently, the group crossed the AIA area, and after stopping at Villa Papadopoli, an eighteenth-century Venetian manor court, returned to the Adria Museum along the course of the Collettore Padano drainage canal.

Guided tour to the San Basilio area "A walk through history"

At San Basilio an excursion was planned with the double objective of combining the great natural and environmental value of the area with the cultural, historical and archaeological aspects, another excellence that certain areas of the Delta abound.

In short, it was a light trekking activity led by an environmental guide, entitled "A walk through history", i.e. a walk of about 12 km through the fossil dunes of San Basilio, the Bosco Nichetti, the Rotta di Martino, up to the area of the excavations, for a total duration of about 3 hours and 30 minutes.

The participants, in this case, started from the Centro Polivalente towards the site called Bosco Nichetti, and then continued through the Dune Fossili di Duna Gozzi, to the area of the archaeological excavations, before returning to San Basilio. In this case, the aim was to combine environmental and naturalistic emergencies with historical and archaeological ones, trying to make people understand how the environment and nature are closely connected with human activities and how the development of different societies over time is linked to the physical state of the territory as well as to the resources available in it.

Guided tours at the San Basilio Cultural Tourist Centre

During the same morning, guided tours were also planned to the San Basilio Cultural Tourist Centre and the other exhibition sites on the site, such as the Romanesque Church and the area of the open excavations. This activity was attended by four people and lasted about 2 hours.

Kaštela – History, Culture, Heritage

INTERREG project VALUE, a result of cooperation between the Italian Republic and Republic of Croatia, focuses on combining and valorizing environmental and cultural heritage. City of Kaštela, as a partner in the project, recognized Archaeological locality Ostrog in Kaštel Lukšić as a viable project, which aims to integrate cultural tourism with new technologies and solutions, and will help to create a sustainable tourist product that could complement the existing supply.

Throughout the project, Archaeological locality Ostrog with Balavan hill will undergo restoration and conservation studies, landscape organization, it will become more accessible through road and path clearing and it will be suitable for tourist visits. Natural and historic heritage will be presented to visitors by creating guided tours that will combine the locality with other attractions in Kaštela region.

Guided tours will focus on history, heritage, culture and gastronomy of Kaštela, combining archeological site with the Museum of Kaštela, wine tastings, local products, and other tourism stakeholders in the area. Tours will also combine classic guiding aspects with new technologies like live coverage of the tour via social networks, that will make the site accessible to all in a different sense of the word.

First step towards the realization of the tours is to survey the current situation in Kaštela regarding tourism. An important aspect of economy, tourism in Kaštela has been rapidly evolving over the last 10 years. Area of Kaštela offers many natural, historical and cultural attractions, with the constantly growing number of manifestations. The biggest obstacle in the way of further development is seasonality. However, tours such as these, along with quality cultural and gastro project is one of the ways to prolong the tourist season.

City of Kaštela recognized Archaeological locality Ostrog in Kaštel Lukšić as a potential tourist attraction, that could in combination with the existing tourist offer, result in creating a new, sustainable tourist product. Goal of this product is expansion of the tourist season by providing facilities that are not necessarily closely connected to summer activities. By valorizing the locality that is off the beaten tourist tracks, new opportunities arise for all the stakeholders in Kaštela region willing to battle the seasonal character of Croatian tourism.

Archaeological locality Ostrog with Balavan hill will be presented with a pilot tour which could sometime in the future be used as an example, or as a starting point of potential new tourist products. The tour is designed with strong sense of sustainability and inclusiveness.

Pilot tour is a half-day trip titled: „Kaštela – History, Culture, Heritage“, and the emphasis is put on the rich history and culture of the area, but also promotes recreation, gastronomy and customs, to satisfy the needs of modern travelers who seek unique experiences as ultimate souvenirs from the destination. Tour is also inclusive to all the people who are not able to attend in person, so the trip will be available via live stream on YouTube.

Plan is to hold two tours, the first one being for the tourism stakeholders of Kaštela and surrounding areas, and the second one for local population and tourists. Idea is to point out the Balavan locality and the attractive tourism offer of Kaštela to the workers in tourism who perhaps have not recognized its full potential yet. On the other hand, tours will also familiarize the “ordinary” population to the unique qualities of Kaštela region.

Trip can be divided into three parts, which take place in different localities and put emphasis on different attractions. First part takes place on archaeological locality Ostrog on Balavan hill. Balavan hill is a protruding stone cliff above Kaštel Lukšić area on southern slopes of Kozjak mountain. From there, one can see the entire Kaštela area, as well as the neighboring cities of Split and Trogir. Area is dominated by the church of St. Lawrence, beside which there are also remains of the Medieval fort stretching 60-70m on top of the steep cliff. Fort was built on the remains of a previous prehistoric settlement, which also expanded to the area beneath the cliff where numerous artifacts from prehistory, Antiquity and Middle Ages were found. Balavan is an excellent starting point to present early

history of the area, get to know the surroundings, first settlements and the way of life of the locals who preferred living on hardly accessible locations for centuries, using the plains for agricultural purposes.

Second part of the tour takes place in Kaštel Lukšić, more precisely in the Museum of Kaštela situated in Vitturi castle. Vitturi castle is the largest and best-preserved Renaissance fort in Kaštela, that was built by noblemen Jerolim and Nikola Vitturi at the turn from 15th to 16th century to protect themselves and the settlers of Ostrog village from Ottoman onslaught. Museum of Kaštela was established in 1999. and apart from collecting, preserving and presenting historic and cultural heritage of the area, it is also the main initiator of various events. Museum is the ideal place to present the rich heritage of Kaštela, and the most famous story from the past is that of Miljenko and Dobrila, often called Romeo and Juliet of Kaštela. Licensed storyteller brings the character of Dobrila to life and introduces visitors to an interesting world of 17th century love, intrigue, pride and tragedy.

Final part of the tour takes place in one of the wineries in Kaštela that offer travelers a glimpse into the rich history of winemaking in this area, that stretches back to Antiquity and Greek and Roman influences. Lately, winemaking in Kaštela has seen a rise mostly because of the discovery of the link between the Zinfandel sort and local Crljenak sort. It has made Kaštela a very interesting and attractive Eno-gastro destination to travelers from around the world. Number of winemakers in the area is constantly growing and most of them offer tastings of wine paired with food courses, as new ways of direct advertising and channels of sales.

Pilot tour titled “Kaštela – History, Culture, Heritage” was designed and presented two times, both to general population and tourism stakeholders, who might in future benefit from using the tour or parts of the tour as pieces of some new product.

The pilot tour is designed as a six-hour journey through time and space, starting from prehistoric Illyrian settlements, spanning across the castles of Kaštela, and ending with a modern view on the iconic heritage in a winery. The emphasis of the trip is put on the rich history and culture of the area, but it also promotes recreation, gastronomy and customs, to satisfy the needs of modern travelers who seek unique experiences as ultimate souvenirs from the destination. Small groups of 10-12 visitors were transported from site to site by jeeps, that allowed easy access to remote areas. On each of the locations, visitors were introduced to some of the most important episodes from the history of Kaštela, retold by skilled, professional storytellers. Thanks to the use of modern technologies, anyone interested could participate in the tour via video link, thus justifying the inclusiveness of the tour.

Feedback gathered from the participants and organizers suggests that the trip was extremely successful. Size of the group, transportation and good organization got the highest praise, while the level of physical demand and the length of the tour was not suitable for everyone. However, itinerary of the pilot tour is subject to changes in the future. Being a three-part tour, each segment of the tour is unique

and it is possible to interchange and combine the segments to form new products, depending on the demands, preferences and price restraints.

Town of Cres



U sklopu projekta VALUE Interreg Italija-Hrvatska Grad Cres Vas poziva na

TEČAJ ZA NOSITELJE I ORGANIZATORE TURISTIČKIH SADRŽAJA U PRIRODI

PROGRAM EDUKACIJE

- **VOĐENJE POVJESNIM STAZAMA VIA APSYRTIDES TRANSVERZALE**
ČETVRTAK 25.11. I PETAK 26.11. 16:30 – 20:30 PREDAVANJA:
 Povijesne i prirodne znamenitosti na rutu od rta Jablanac do grada Cresa
 Biljke i životinje Via Apsyrtides staze
- **SUBOTA 27.11. TERENSKI DAN 8:30 – 16:30**
 Posjet Centru za posjetitelje i oporavilištu za bjeloglave supove Beli
 Prolazak cionice od Predošćice do grada Cresa (prijevoz i ručak osigurani)
- **TEČAJ SA HGSS CERTIFIKATOM**
PETAK 3.12. – SUBOTA 4.12.
 Polaganje za ovaj certifikat osnovni je zakonski uvjet za bavljenje vođenjem ljudi po prirodi. HGSS za potrebe projekta VALUE održat će iznimno tečaj u Cresu. Točno vrijeme održavanja tečaja naknadno će biti javljeno polaznicima.

In November 2021, training for holders and organizers of tourist content in nature was organized, within the guided tour activity 5.3. Public procurement process was conducted for hiring an organizer for the training and “Cres Momentum” organization was hired. A total of 16 students participated in a 5-day long intensive training which equipped them with all necessary knowledge and certificates to become tour guides in the non-urban areas. The students got the chance to put their knowledge into practice by leading their group along the historical paths renewed in the pilot action. Lectures were held by Cres Momentum tourist company and representatives of Croatian Mountain Rescue Service HGSS. Training was held in accordance with COVID-19 measures.

EDUKACIJE SU **BESPLATNE**. Na tečaj sa HGSS certifikatom mogu se prijaviti samo polaznici koji su odslušali cijeli program prvog tečaja.
 MJESTO ODRŽAVANJA TEORETSKOG DIJELA: **ZAJEDNICA TALIJANA U CRESU, 1. KAT**
 BROJ POLAZNIKA OGRANIČEN JE NA **15 OSOBA**.
 Prijave se primaju na e-mail rahela.veskovic@cres.hr.
 Za dodatne informacije obratite se na rahela.veskovic@cres.hr ili na telefon 051 304 168.



*Organizator zadržava pravo promjene termina održavanja edukacija, o čemu će sudionici biti pravovremeno obavješteni.

“Streets of Korčula”

Korčula Town organized the local public event “Street of Korčula” on 23rd April 2022. Traditionally Korčula is hosting a sporting event “Marco Polo Challenge – Korčula middle distance triathlon”. Future Marco Polo Interpretation Centre, considering part of the works on the Marco Polo house (pilot site of the partner) were implemented through project VALUE, hosted the event. In addition, given the that a considerable number of athletes and their families would have been visiting Korčula, it was thought to

be a good opportunity to enable a larger number of people to hear about the project and take part in the local event.

The event consisted of several activities attracting a large number of participants:

- “Street of Korčula” sporting/humanitarian event – the participants were asked to race by running or walking the streets of the Korčula old town. The winners in various age and sex categories were later awarded with medals and trophies. Triathletes and their families, local population and tourists took part in this event. Each participant received a street map, and project gadgets/promotional material. About 40 people participated in this activity;
- Guided tour around Korčula old town with a specific thematic on Marko Polo. Two groups were organized: one in Croatian and one in English. Over 60 people participated in this activity. The tour included the old town, Marco Polo house and ended with a visit to the Town Museum, which re-opened in 2021, with part of the renovation works implemented through the project;
- Conference held at the Museum to present the interventions implemented in the pilot sites and the project results and objectives.





Annexes – photos of the guided tours















VALUE
Environmental And social
Management

DESCRIPTION

IMPACTS

CONTRIBUTION

PROJECT PARTNERS

CONTACT

VALUE
Environmental And social
Management

DESCRIPTION

IMPACTS

CONTRIBUTION

PROJECT PARTNERS

CONTACT



























ARHEOLOŠKO
NAŁAZIŠTE

interreg
Italy Croatia
European Union

interreg
Italy Croatia
European Union









































A tall, vertical banner with a blue and white design. It features a circular graphic at the top with the word "WORLD" inside. Below this, there are several horizontal bars and a list of icons. The banner is positioned against the left wall of the room.



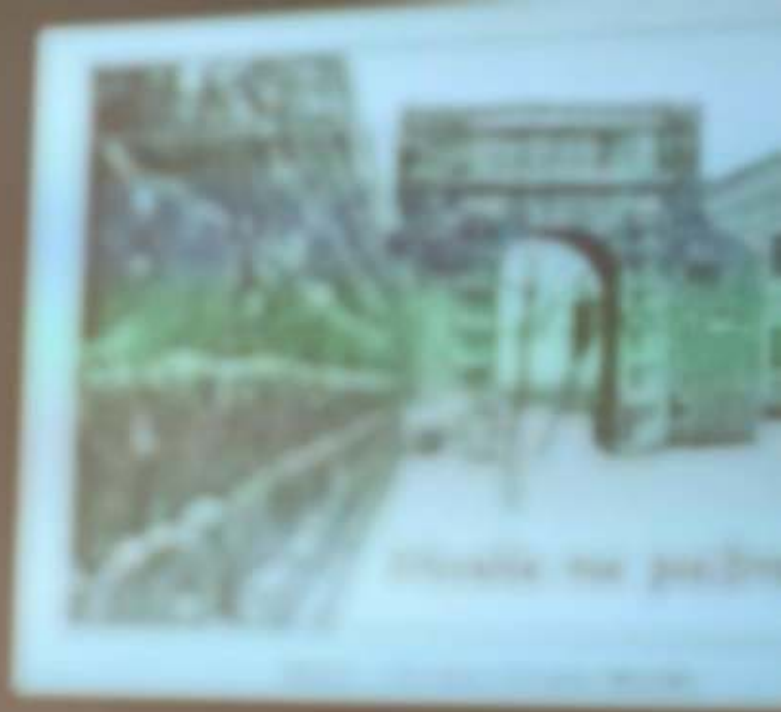
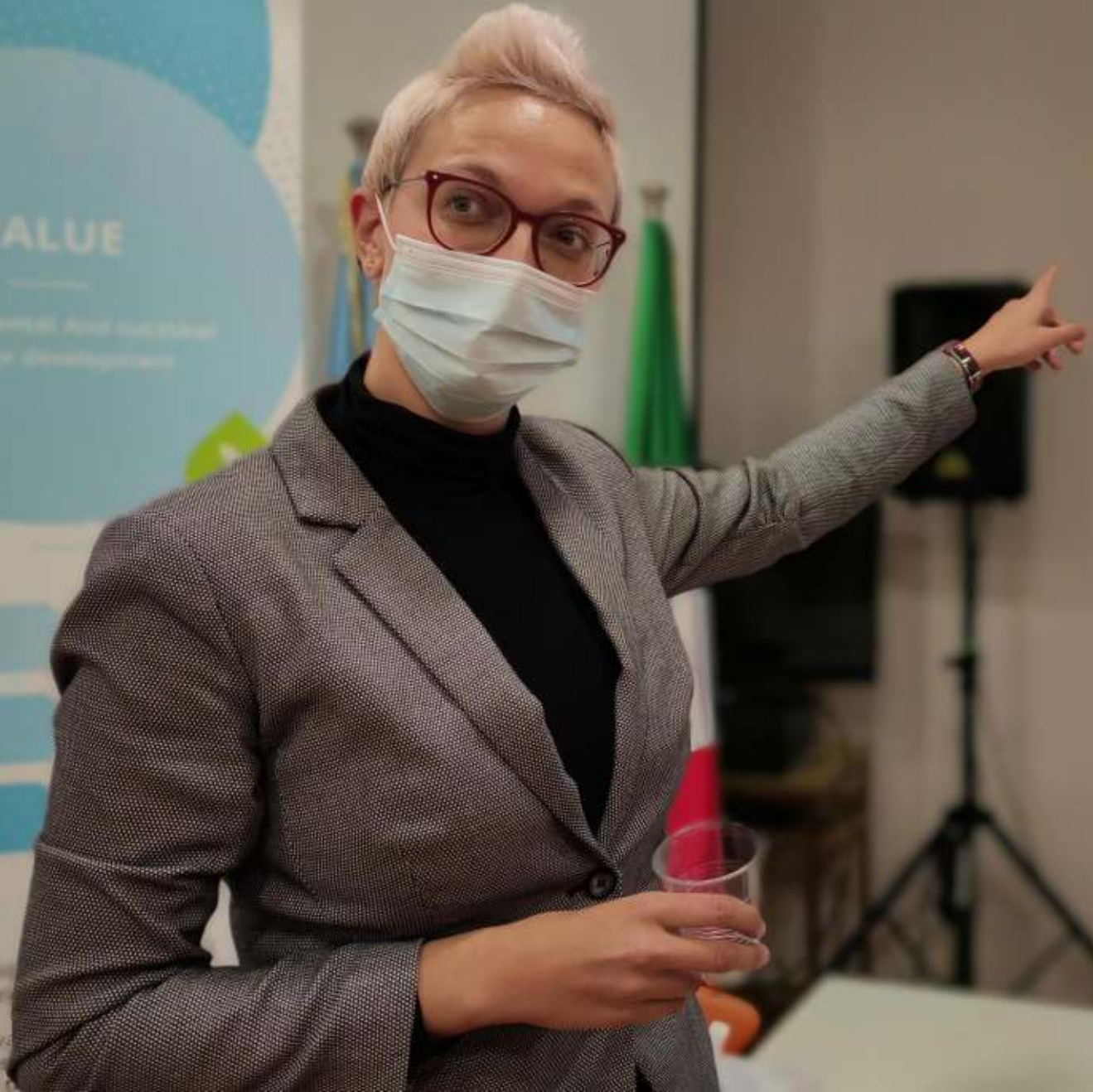
VALUE
Environmental and Cultural
Heritage Development

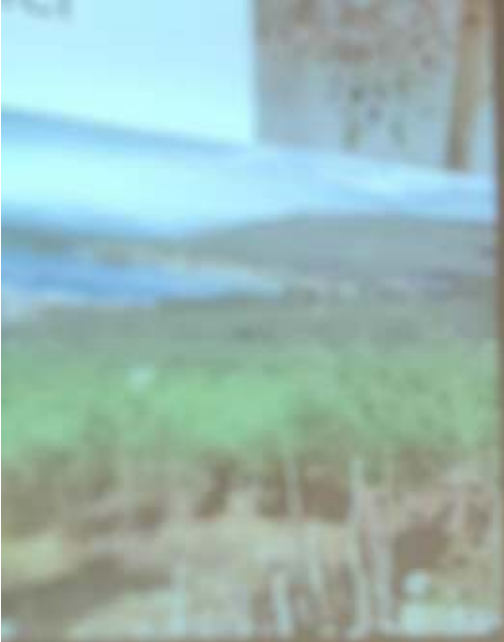
TRAJE PROJEKTA
1. 2018 - 30. 04. 2021

3.396,75

OPNI PROBAČUN
1.055,00

ni i arheoloških lokati
odela teritorijalnog raz
zma.
voja, promoviranje izv
hara osnivanjem klas
h guta












X - koordinata se iznosi u metrima od izvorišta u pozitivnom smjeru prema sjeveru

Y - koordinata se povećava za $z = 500.000$ m (Z je broj zone) kako bi se izbjegle negativne vrijednosti

E zona $y = 5.500.000$ - udaljenost prema sjeveru (+) ili zapadu (-) od srednjeg meridijana

E zona $y = 6.500.000$ - udaljenost prema sjeveru (+) ili zapadu (-) od krajnjeg meridijana





VALUE

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project

Value of the project





HRVATSKA GORSKA SLUŽBA SPAŠAVANJA

KRATKE OSNOVE PRVE POMOĆI

podsjetnik

Bratimir Štrelac, dr. med. @

Štrelac

Zagreb

Institucija HGSS-a

Stručno osposobljenost u području pustolovnog turizma:

prilike za prevenciju i liječenje zarazne





VALUE

Environmental and cultural
heritage development



TRAJANJE PROJEKTA
01.01.2019. - 30.06.2020.



ERDF
2.763.306,75



UKUPNI PRORAČUN
3.251.055,00

OPIS

Polazeći od unaprjeđenja kulturnih i arheoloških lokaliteta, glavni cilj VALUE projekta je definiranje novog modela teritorijalnog razvoja usmjerenog ka integraciji kulture, prirode i turizma. Ciljevi su povećanje održivog razvoja, promoviranje izvansvrhnoskog turizma i valorizacija kulturnih dobara osnivanjem klastera u kulturni i arheoloških parkova, osmišljavanjem turističkih ruta te stvaranjem javno-privatnih mreža za suradnju.

PROJEKTI PARTNERI



KONTAKT

Grad Cres
Creskoje starija 15 51037-Din
Iphela verakovic@gradcres.hr
Tel. +385 51 304 168







































