

D.2.2.4 Journalist study visits

Final Version of 26/06/2023

Deliverable Number D.2.2.4

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Work Package Title	Communication activities
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Activity Title	Promotional campaigns and media relations
Partner in Charge	PP3 - STEP RI
Partners involved	PP2 - SIPRO PP4 – Marche Region PP5 – Zadra Nova PP6 – City of Rijeka PP7 – ERPAC
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Summary

Abstract / Executive Summary	3
Tour visit / experience description and added value	3
Main objectives and results of the Journalist study visit in relation to project outputs.....	4
Attendance list / Target groups reached.....	7
Satisfaction Survey results.....	7
Pictures	8
Background note	10
Press release and reviews:	10

Abstract / Executive Summary

Within BOOST5 project at least 6 journalist study visits (1 per PP region) are organized on site or online. Each PP will invite local stakeholders and media to promote best practises in supporting territorial development via sustainable tourism.

Organizing Partner:	STEP RI science and technology park of the University of Rijeka
Date and place:	06.06.2023
Region:	Primorje-gorski kotar county
Tour visit / experience title:	Study visit & journalist study visit in the City of Rijeka

Tour visit / experience description and added value

On Tuesday June 6th 2023 project partners Step Ri and City of Rijeka organized a study v exploration of Rijeka's industrial heritage in order to pilot an innovative cultural tourist route. Partners and stakeholders visited the exciting Art Kwart Bencic and Rijeka City Museum – Sugar Refinery Palace. This was a guided visit to the newly developed cultural district within the former Rikard Bencic factory complex, showcasing the historical significance of Rijeka's representative monuments. The exhibition at the Sugar Refinery Palace provides a fascinating journey through Rijeka's economic, political, cultural, educational, scientific, and sports history from the 18th to the 21st centuries. It tells a story of the city's transformation as a free royal port in 1719 to its recent designation as the European Capital of Culture in 2020.

Participants experienced the industrial vibe of Rijeka as we stroll along Vodovodna and Ruziceva street, reminiscing about the diverse factories that once thrived here, such as ice factories, leather processing factories, a slaughterhouse, a soap factory, a pasta factory, and more. They discovered the remnants of these industries, including the prominent complex of the Paper Mill Hartera, once the second most powerful cigarette paper factory in Europe.

Also, a boat tour took the participants from the Rijeka harbour to the former western industrial zone, in order to witness the historical landmarks that shaped Rijeka's industrial past, including the "Metropolis" port warehouses, the lighthouse and the former oil industry area.

Main objectives and results of the Journalist study visit in relation to project outputs

The tour was an opportunity to pilot an innovative cultural tourist route in the City of Rijeka, connecting rich cultural and industrial heritage of the city with its attractive seafront. This journalist study visit was in line with WP3 project outputs to promote accessibility, sustainability, inclusive tourism, and to create new ways of valorizing tangible and intangible cultural assets. The participants of this study visit were local and regional journalists that supported visibility of project activities and contributed to project outputs, specifically *SO1 Designing of tourism integrated approach addressing CB niche destinations*.

This tour will be promoted by local and regional media channels.

Agenda

Date & time: 06.06.2023. at 9:30

Departure point:

In front of the Rijeka City Museum - Sugar Refinery Palace, Kresimirova ulica 28, Rijeka
<https://goo.gl/maps/bKyJNF2vigHKGBt9>

Program

Meeting at departure point and presentation of the BOOST5 project

9:30 – 11:30

Guided visit of the Art Kwart Bencic and Rijeka City Museum – Sugar Refinery Palace

Visit to the new cultural district that emerged in the complex of the former factory Rikard Bencic. The district is a place of cultural and tourism valorisation of the representative monuments of Rijeka's industrial heritage.



The exhibition at the Sugar Refinery Palace offers an insight into the economic, political, cultural, educational, scientific and sports history of Rijeka in the period from the 18th to the 21st centuries, from the moment the city became a free royal port in 1719 up until 2020 when the city became a European Capital of Culture.

11:30 – 11:50

Bus transfer to the eastern industrial zone (the paper factory Hartera)

11:50 – 13:30

Educational walk from the eastern industrial zone up to the Rijeka harbour

Walk along Vodovodna and Ruziceva street and encounter with the industrial vibe of Rijeka. In the XIX century the two streets were almost a mirror copy of one another and both streets had an ice factory, a leather processing factory, a slaughterhouse, a soap factory, a pasta factory, etc. Today we see only the remains of most of those industries, especially prominent being the complex of the Paper Mill Hartera, at the time the second most powerful cigarette paper factory in the whole of Europe.



13:30 – 14:45 Lunch in the city harbour

15:00 – 17:00

Boat tour from the Rijeka harbour to the former western industrial zone (and back to the meeting point)

The tour will pass near the complex of former port warehouses called “Metropolis”, the lighthouse and the area of the former oil industry, the building of the Hotel Emigranti that was the starting point for all the people from central and south-east Europe towards America, the place where the deadly torpedo was invented and tested, and in the end, Rijeka shipyard 3. Maj.



Target groups reached

Target Group	Target group by AF	Target Value reached
General Public	800	4 – four media organizations were present in the study visit (6 persons)
Local, regional and national public authorities	35	
Public services providers	14	
Cultural and natural heritage management bodies	35	
Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)	70	
Associations, regional innovation agencies	34	
NGOs	26	
Education and training organisations as well as universities and research institutes	23	

Satisfaction Survey results

Three representatives of the media filled in the satisfaction survey and express their great satisfaction with the organization of the tour. Among valuable feedback, significant points are:

- New technologies could be involved into sightseeing some larger sights, like mobile applications or radio transmitters with headphones, that would allow visitors to be more flexible to move around

and interact with the heritage, while at the same time listen to the information provided by the guide.

- Promotional campaigns of the cultural and industrial heritage sites could include incorporate more use of the social media platforms
- More interesting heritage sites in Rijeka could be included into the cultural routes like some interesting examples of military/historic heritage

Pictures





Background note

The journalist study visit was organized in conjunction with study visit (D.3.3.1) of Rijeka region, which was focused on showcasing valorisation of industry heritage in the area of the city of Rijeka. Some of the more significant examples of industry heritage valorisation in Rijeka are result of the Capital of culture: Rijeka2020 project. Local and foreign participants of the study visit witnessed some successful cases of revitalization of industry heritage and its transformation into valuable cultural and social sites. Besides that, participants learned about other historic and industrial sites in Rijeka that are still not revitalized but have great potential to be included into touristic cultural routes. This visit provided participants with a unique opportunity to exchange best practices and explore the history and rich industrial heritage of the city of Rijeka, as well as its transformation into a cultural destination.

Press release and reviews:

Press publication 1 - <https://lavoce.hr/cultura-e-spettacoli/boost5-per-un-futuro-esperienziale-e-sostenibile-foto>



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HOME POLITICA CRONACA CULTURA SPORT ESULI EDITORIALI INSERTI VIDEO

Home > Cultura e spettacoli > BOOST5 Per un futuro esperienziale e sostenibile (foto)

BOOST5 Per un futuro esperienziale e sostenibile (foto)

Autore: Ornella Sciucca, foto: Željko Jarnalčič - Giugno 19, 2023

La comitiva nella zona industriale della città

Il turismo responsabile ha acquistato, negli ultimi anni, sempre più valore e, a dimostrarlo,

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La comitiva nella zona industriale della città

Il turismo responsabile ha acquistato, negli ultimi anni, sempre più valore e, a dimostrarlo, è il sempre maggior numero dei viaggiatori attenti al rispetto del territorio e alla sostenibilità ambientale. In tale contesto è stato ideato il BOOST5, ora in fase conclusiva, un progetto teso a migliorare la valorizzazione turistica del patrimonio culturale, industriale e naturale dei territori coinvolti e incoraggiare lo sviluppo economico sostenibile, utilizzando i risultati di cinque progetti completati nell'ambito del programma di cooperazione transfrontaliera Interreg Italia-Croazia.

Località abbandonate

Le aree incluse sono state zone naturali turistiche trascurate, luoghi dimenticati e patrimoni con un'offerta digitale bassa o frammentata. In seno allo stesso, al fine di dare luogo a uno scambio di buone pratiche e all'istituzione di rotte turistiche sostenibili, il Parco Scientifico e Tecnologico STEP RI dell'Università di Fiume e la Città di Fiume, quali suoi partner, hanno organizzato un'interessantissima visita studio giornalistica intitolata "Scoperta del patrimonio culturale e industriale della città di Fiume", alla quale hanno preso parte anche i partner italiani (Tecnopolis PST - Bari, Friuli Innovazione, SIPRO Agenzia Provinciale per lo sviluppo - Ferrara, Regione Marche, Regione di Zara, ERPAK - Ente Regionale Patrimonio Culturale FVG).

Fiume tra il XVIII e il XXI secolo

L'incontro è partito dall'area del complesso Benčić di Fiume, comunemente chiamato Quartiere artistico e, nello specifico, dal Palazzo dello Zuccherco (una delle sedi del Museo civico di Fiume), il segmento più prezioso nella ricchissima storia industriale del capoluogo quarenario. Qui i visitatori, attraverso il suo allestimento permanente, hanno avuto modo di viaggiare nel tempo e assaporare i graditi e sapienti racconti della bravissima guida, Kristina Pandža, collaboratrice esterna del Centro per il patrimonio industriale dell'Ateneo quarenario, relativi alla storia della città dal XVIII al XXI secolo, coprendo i suoi sviluppi economici, politici, culturali, educativi, scientifici e sportivi. Negli stessi sono state toccate svariate tematiche inerenti all'invenzione del siluro, all'Accademia di Marina, alla storia del Teatro fiumano, ai grattacieli, alla musica, alla scena rock fiumana, alla storia dei grandi stabilimenti industriali come la Cartiera, la Fabbrica tabacchi, lo Zuccherificio e altri, nonché lo spettacolo dedicato ai dipinti dei fratelli Gustav ed Ernst Klimt e a Franz Matsch, che decorano il soffitto del TNC "Ivan de Zajc" - "Il Klimt sconosciuto: amore, morte, estasi".

Un tuffo nel passato

A seguire, la comitiva ha raggiunto in autobus la zona industriale nella parte orientale della città, dove gli ospiti, accompagnati da Kristina Pandža e dai rappresentanti del succitato Parco, la vicedirettrice e responsabile, Jana Blažević Marčeta e il collaboratore ai progetti

VIDEO

Russia, Prigožhin contro Mosca: la Wagner in marcia - Video

01 agosto 24, 2023

FIUME
Cielo Sereno

27.9 °C

28.5°

25.4°

35% 4 kmh 0%

LUN	MAR	VEN	SAB	DOM
29°	28°	23°	27°	26°

Più articoli

Al vaglio l'attività della Società «Rijeka 2020»
Marzo 11, 2019

Due monumenti ai posteri chiedono Fiume, Capitale europea della Cultura
Maggio 29, 2021

Press publication 2 -

<https://www.facebook.com/radorozha/posts/pfbid02QBDsnUUkmKBpQ2NuhSnGdMXx4fDdwz37bv7Xj7buNUp1S9gLewdw6H3A3diHoCw/>

Radio Roza
10. lipnja u 12:01

[ROŽAIK]

U prošlom Rožaiku predstavili smo:

- Monty's Dog Beach u razgovoru s Ruby Montanari Knez (0:08:30)
- Boost5 Project - Interreg Italy-Croatia Programme u razgovoru s Mariom Vukelićem (0:31:20)
- Aktivnosti iz Galerija SKC u razgovoru s mladim umjetnicima Timnom Malešević, Larom Šebeljom i Dominikom Višnjčićem (0:53:00)
- Događaj Pozdrav sa Zameta u razgovoru s Marinom Nižićem i Marom Prpić iz Urbani separe (01:07:30)
- Fakultativni predmet Škola i zajednica u razgovoru s učenicima i nastavnicima iz Gimnazija Andrije Mohorovičića Rijeka, Prva riječka hrvatska gimnazija, Hotelijersko-turistička škola Opatija i Prva sušačka hrvatska gimnazija u Rijeci uključena u njegovu provedbu (1:22:25)

- vijestice (1:57:45)

Klik na link!
<https://m.mixcloud.com/RadioRoza/ro%5C5%BEaik-70/>

