

## D.2.2.4 Journalist study visits

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Final Version of 06/02/2023

Deliverable Number D.2.2.4

Project Acronym	BOOST5
Project ID Number	10419539
Project Title	BOOST5 Leveraging results of 5 IT-HR projects to boost touristic valorisation of cultural, off-road, industrial and natural heritage
Priority Axis	3
Specific objective	3.1
Work Package Number	2
Work Package Title	Communication activities
Activity Number	2.2
Activity Title	Promotional campaigns and media relations
Partner in Charge	PP5 – ZADRA NOVA
Partners involved	PP3, PP4, PP6
Status	Final
Distribution	Public

## Summary

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## 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.

<b>Organizing Partner:</b>	Zadar County Development Agency ZADRA NOVA, PP5
<b>Date and place:</b>	27th of January 2023.
<b>Region:</b>	Zadar county
<b>Tour visit / experience title:</b>	Discovering the natural and cultural heritages of Zadar county

### Tour visit / experience description and added value

Rare are the areas that provide possibility to absorb so many different atmospheres within small distances. Zadar County is just one of them. On a total area of just 7.486.91 km<sup>2</sup> (of which to land belongs 3.641.91 km<sup>2</sup>, the sea area of 3.845.00 km<sup>2</sup> and the island surface of 587.6 km<sup>2</sup>) we can: feel the freshness of the Lika air, see the sparkle of karst rivers, enjoy the delights of sailing and visiting 116 islands and islets, enjoy walks through the old towns' centres, national beauties and nature parks, Bukovica karst and Ravni kotari fertile land, experience fishing on the largest Croatian lake, try hiking the longest Croatian mountain and in all other natural, cultural and historic beauties that our county is abundant of.

BOOST5 project tackles one of the region's main challenges: valorising and preserving the rich and varied cultural heritage and taking advantage of it in a sustainable way to support economic development. The purpose of this study visit is to support the sustainable tourism approach in Zadar county and the development of rural tourism while exploiting the preserved joint cultural assets. Also, it aims to present the less-known natural and cultural heritage of the Zadar rural area to stakeholders and the general public.

During this tour, journalists discovered the native museum Benkovac, Asseria, Fort Kličevica, Vransko lake, and Heritage hotel Maškovića Han.

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

This journalist study visit was in line with WP3 project outputs to promote accessibility, sustainability, inclusive tourism, and to rediscover experiential tourism and new ways of telling

tangible and intangible cultural assets. The participants of this study visit were local and national journalists in relation to one of the project outputs: to promote best practices in supporting territorial development via sustainable tourism and to promote less known rural areas.

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

## Agenda

### **STUDY VISIT and JOURNALIST STUDY VISIT PROGRAMME**

<b>Date: Friday, 27th January</b>
<b>Venue: Agencija za razvoj Zadarske županije ZADRA NOVA</b>
<b>Address: Put Murvice 14, 23000 Zadar</b>
Contact info: Larisa Maruna, <a href="mailto:larisa.maruna@zadra.hr">larisa.maruna@zadra.hr</a> , 385994076681

**8.30 am:** Departure with organized transportation to locations  
(ZADRA NOVA, Put Murvice 14, 23000 Zadar)

12:30 am: Lunch

### **During this tour, you will discover the following natural and cultural heritage:**

#### **1. Native museum Benkovac**



The Museum of Benkovac is one little gem hidden away from most of the “regular” tourists. Actually, it is not listed on tours of any agency except on our “Lost Roman Cities” day trip in Zadar area.

Museum is located in the historic fortress of Benkovic Family dating back to the 15th century and the wars between the local nobility. Benkovac was important ever since the Roman times and continued to be so up to the Turkish conquest of the region. The fortress is in need of urgent works to continue

preservation of the walls and the buildings but also to create a permanent exhibition of the riches it houses.

The museum houses mostly the artifacts from the Roman period found on the nearby Asseria – ruined Roman city. Another artifacts come from the medieval period when Croatian warriors started populating these areas and there are some pieces from the Turkish wars. The area is constantly in turmoil ever since the Illyrian tribes settled here.



Majority of the artifacts are the remains from Asseria: parts of the frieze, different sacral monuments, unique tomb marks called “cipus” and originating from Illyrian times before Roman conquest.

The most precious piece ever found in the area is definitely an altar with representation of the Roman she-wolf. one of the two ever found outside Rome itself!!! It was probably a gift from someone very important in Rome, to the community of Asseria which was a very important city in it’s times. It is

documented that the Emperor Trajan even visited here on his way to Dacia – in modern day Romania.

## 2. Asseria

ASSERIA, originally a Liburnian settlement near Podgrađe set 6km east of the city of Benkovac, was founded long before the Romans set foot on Dalmatian lands. The Liburnians were an old Illyrian tribe dating back to the Late Bronze Age and Asseria was one of their powerful cities in their conquered region stretching all the way from today's Istria to river Krka.

During the 1st and 2nd century AD, Asseria was at its most blossoming point and it served as one of the main settlements of the Liburnians. The oldest remains date to 5th century BC and include the town's walls at 7m heigh and 3.2m thick built as a military belt to protect the city and its culture from the Barbarians coming from inland.

After the Liburnians, Romans built the city according to their significant construction style including a town square, water system, public baths and a necropolis upon which they posthumously build cylindrical gravestones known as „cipus“. But the most important remnant of the Roman legacy is a triumphal arch as one of the seven entrances to the city which was built in 113 AD in honour of Roman Emperor Trajan. Considering all the facts, it is no wonder that the city of Asseria is a remnant of one of the oldest European civilisation.





### 3. Fort Kličevica

This medieval fortress is located near Raštevčić village near Benkovac on an elevated plateau above the river with the same name. The fortress was created after Dalmatia was sold to the Venetians because this area was located on the border between Dalmatia and Croatia, and was built to monitor the Croatian borders. The Croat royalty Kurjakovici erected the fortress, and Kličevica itself was part of the defence system made up of numerous castles and fortresses. The Venetians at first did not approve of the construction and it was stopped, but resumed in 1457 due to the upcoming danger from the Turks. In the Ottoman conquest the tower had fallen into Turkish hands, but they did not modify it so it retained its original appearance. Today, apart from the fortress itself, the remains of a fortification wall that follows the outer walls of the building can also be seen.



#### 4. Vransko lake

Lake and sea in closest vicinity – that is how we might describe Vransko Lake – the largest natural lake in Croatia. Immersed in the Mediterranean climate, but by no means deep – for the lake is two to five meters deep at the most – Vransko Lake is a natural phenomenon of a submerged karst field full of life. Due to the conservation of a substantial area of reed surfaces and endangered wetland habitats, the lake is an ornithological paradise. It is included in the list of Important Bird Areas in Europe, and the Ramsar List of Wetlands of International Importance. Bird lovers will undoubtedly cherish their visit an unforgettable experience. From hiding places, one can observe the life of birds, their nesting and care for the nestlings. Vransko Lake is a treasure of ornithofauna, with more than 260 bird species recorded so far, over one hundred of them nesting in the territory of the Nature Park. Brackish water provides habitat to a unique combination of marine and freshwater species, which makes the area highly attractive for fishermen. Vransko Lake is connected with the sea by a man-made channel of Prosika, which was dug out back in 1770, and connects the lake with the bay of Pirovac. The panorama trail around the lake is forty kilometers long. Visitors who decide to enjoy a walk frequently stop at the little port of Prosika, and then proceed to the sightseeing point of Kamenjak, which awards visitors with a rare opportunity – a spectacular panorama of both the lake and the Dalmatian islands. The specific position of Vransko Lake right by the sea is the source of all its attractions and its abundant biodiversity. Mediterranean marshlands, Ravni kotari countryside together with the sea and islands make Vransko lake an ideal destination even for the most demanding visitors.





5.

**Heritage hotel Maškovića Han**



Maškovića Han is a heritage hotel located in Pakoštane, just a little inland from Zadar and on the lake of Vrsana. The property includes an archaeological site of an original 17th century Turkish hammam, as well as a museum.

The construction of Mašković Han began in 1644 by the order and funds of Jusuf Mašković, originally from Vrana, a high dignitary on the Sultan's court and a supreme admiral of the Turkish fleet. Han was

intended to be a summer house for Mašković when he returned from Constantinople to his homeland. In 1645 Mašković, with 60,000 warriors, conquered Crete, and the nobility that he showed towards the captured Venetian soldiers and citizens made him one of the most prominent warriors of all time, but he provoked the anger of the sultan who summoned him to the court where Mašković was then executed. His tragic destiny left a trace also on Han, which was not completed in the planned form, but rather in a much more modest form. The Renovation of the Maškovića Han (Caravanserai) and Economic Revival of the Town of Vrane Project was co-financed

by the EU and the Ministry of Culture of the Republic of Croatia and prepared in collaboration with the Municipality of Pakoštane and the Town of Vrana.



More than 370 years have passed since construction work began on the site of Mašković Han, which is now open as an impressive heritage hotel. The construction of Mašković Han in Vrana, a few kilometres from Pakoštane on the Croatian coast, began in 1644 by the order and funds of Jusuf Mašković, originally from Vrana, a high dignitary on the Sultan's court and a supreme admiral of the Turkish fleet. Han was intended to be a summer house/residence for Mašković when he

returned from Constantinople to his homeland. It was conceived as a luxuriant monumental and modern building that would have all the necessary comforts, including a Turkish bath-hamam. Significant funds were invested in the construction, and there were even 500 workers working on it every day.

In 1645, Mašković, with 60,000 warriors, conquered Crete, and the nobility that he showed towards the captured Venetian soldiers and citizens made him one of the most prominent warriors of all time, but he provoked the anger of the sultan who summoned him to the court where Mašković was then executed. His tragic destiny left a trace also on Han, which was not completed in the planned form, but rather in a much more modest form. That is how it was left until 2015 when it was finally reconstructed by the Pakoštane Municipality.

## Attendance list / Target groups reached

*N/A - GDPR safe version*

## Satisfaction Survey results

Journalists rated this study visit as excellent.

As the biggest problem, they point out the time of year in which this study visit took place, the impossibility of communicating with local people, given that the places are mostly abandoned, and the impossibility of more such tours.

## Pictures

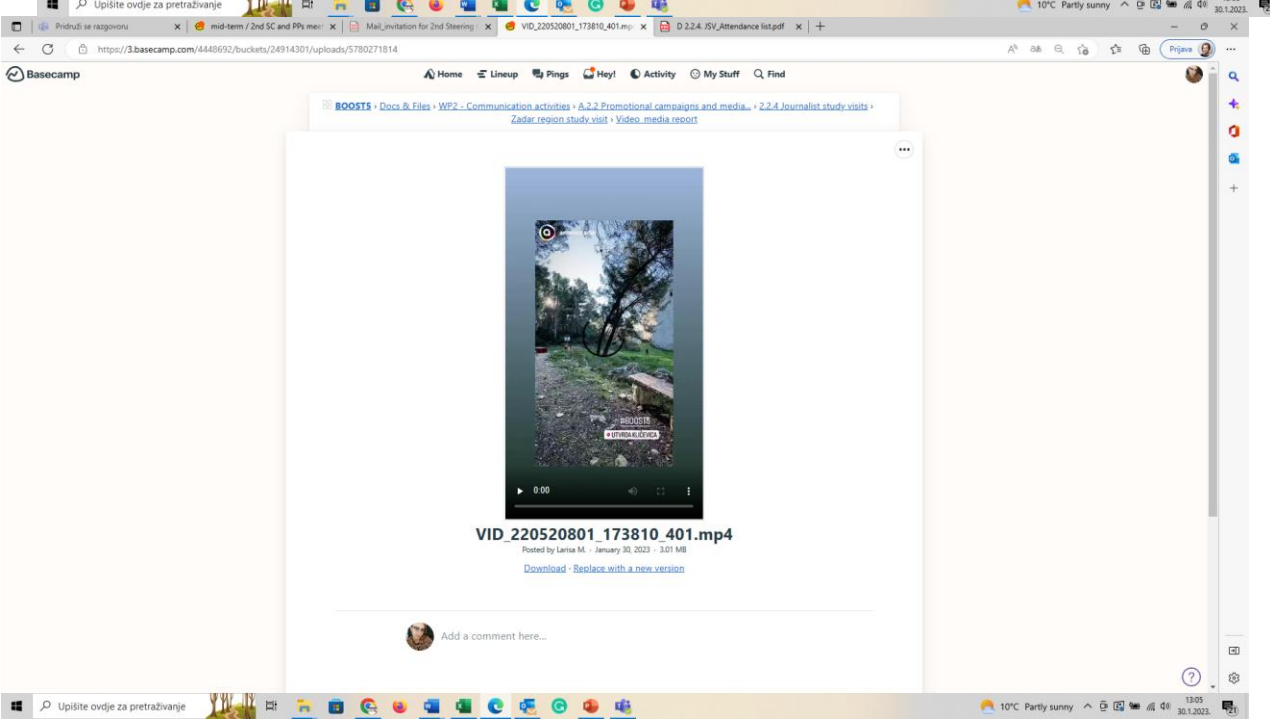
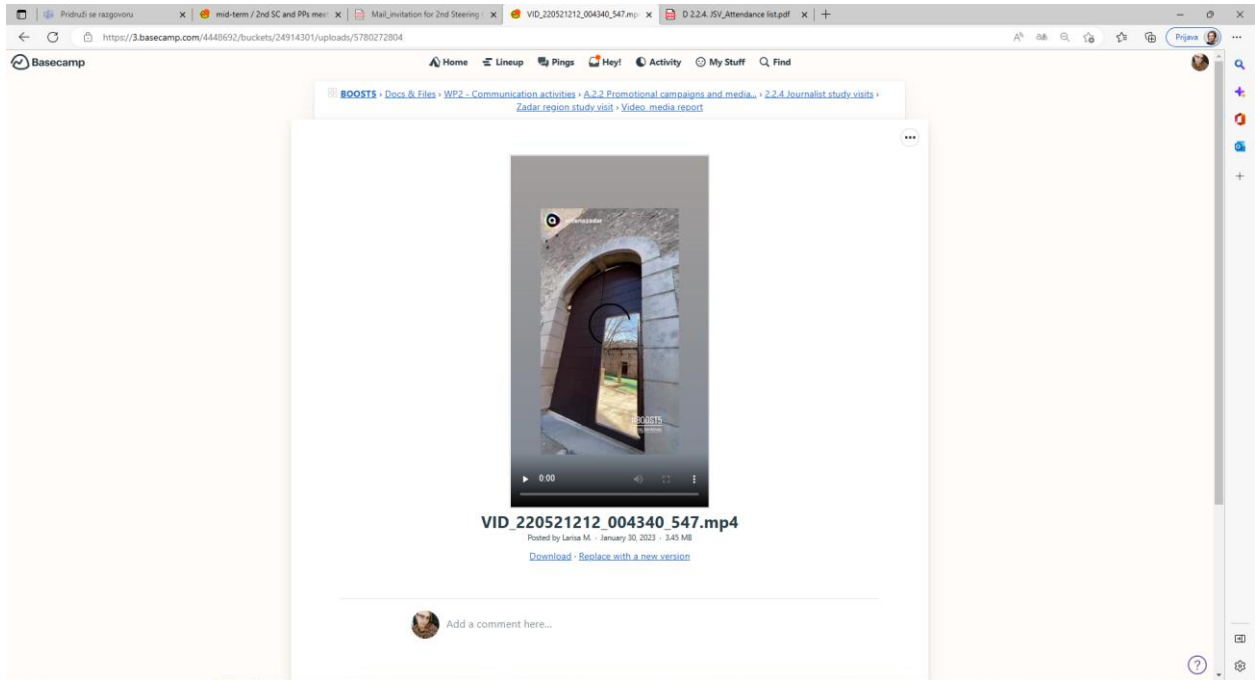






Video or video links

Link: <https://www.instagram.com/antenazadar/?hl=hr>




Browser tabs: Pridruži se razgovoru, mid-term / 2nd SC and PPs mee..., Mail invitation for 2nd Steering, VID\_220520316\_080557\_910.mp4, D 224\_ISV\_Attendance list.pdf

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Basecamp navigation: Home, Lineup, Pings, Hey!, Activity, My Stuff, Find

Breadcrumbs: BOOSTS > Docs & Files > WP2 - Communication activities > A.2.2 Promotional campaigns and media... > 2.2.4 Journalist study visits > Zadar\_region\_study\_visit > Video\_media.report



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Windows taskbar: Upišite ovdje za pretraživanje, 13:06 30.1.2023., 10°C Mostly cloudy

Browser tabs: Pridruži se razgovoru, mid-term / 2nd SC and PPs mee..., Mail invitation for 2nd Steering, VID\_220511223\_184535\_030.mp4, D 224\_ISV\_Attendance list.pdf

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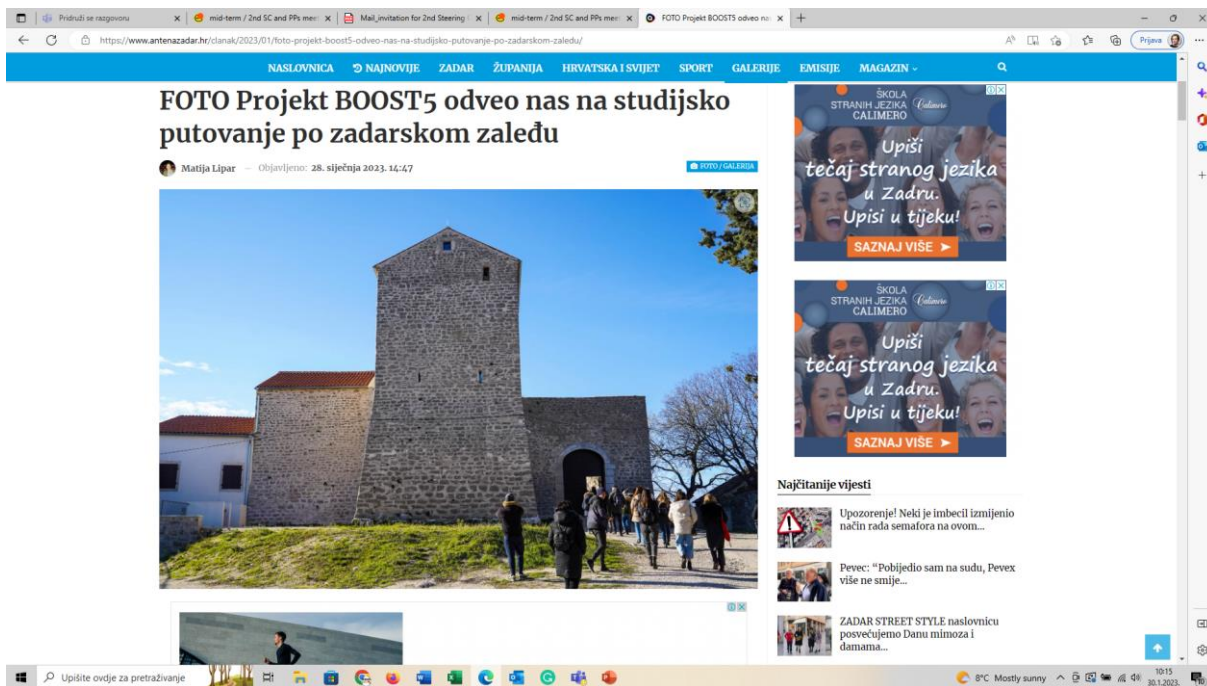


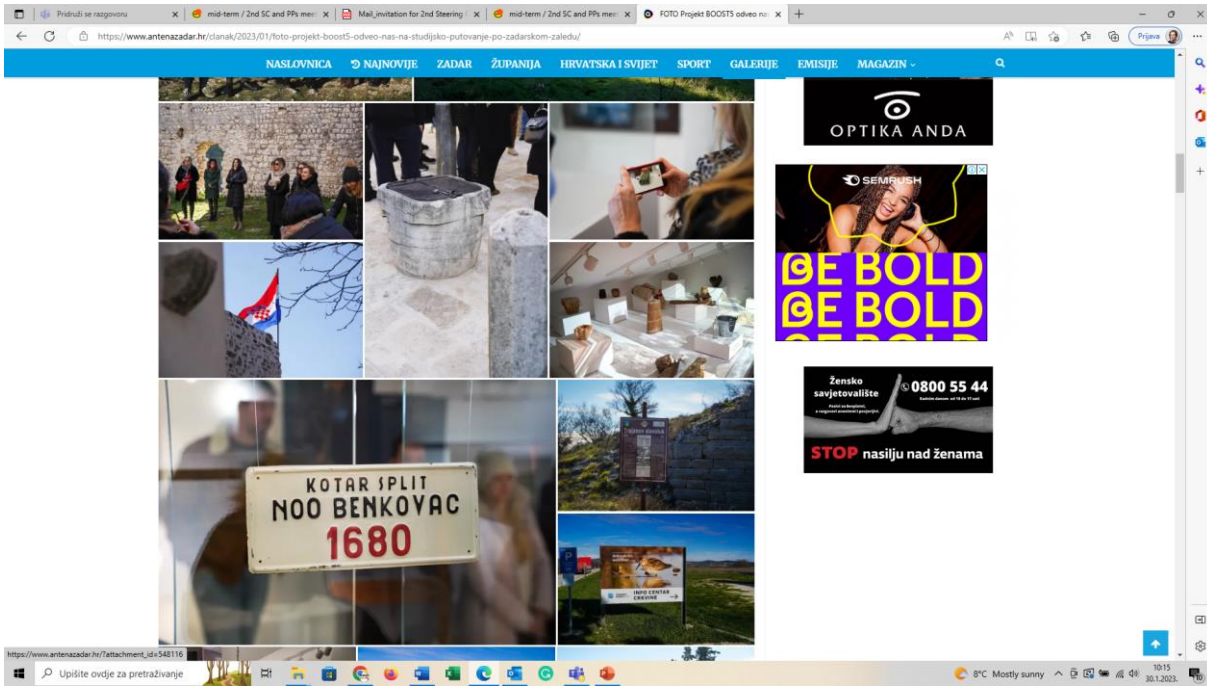
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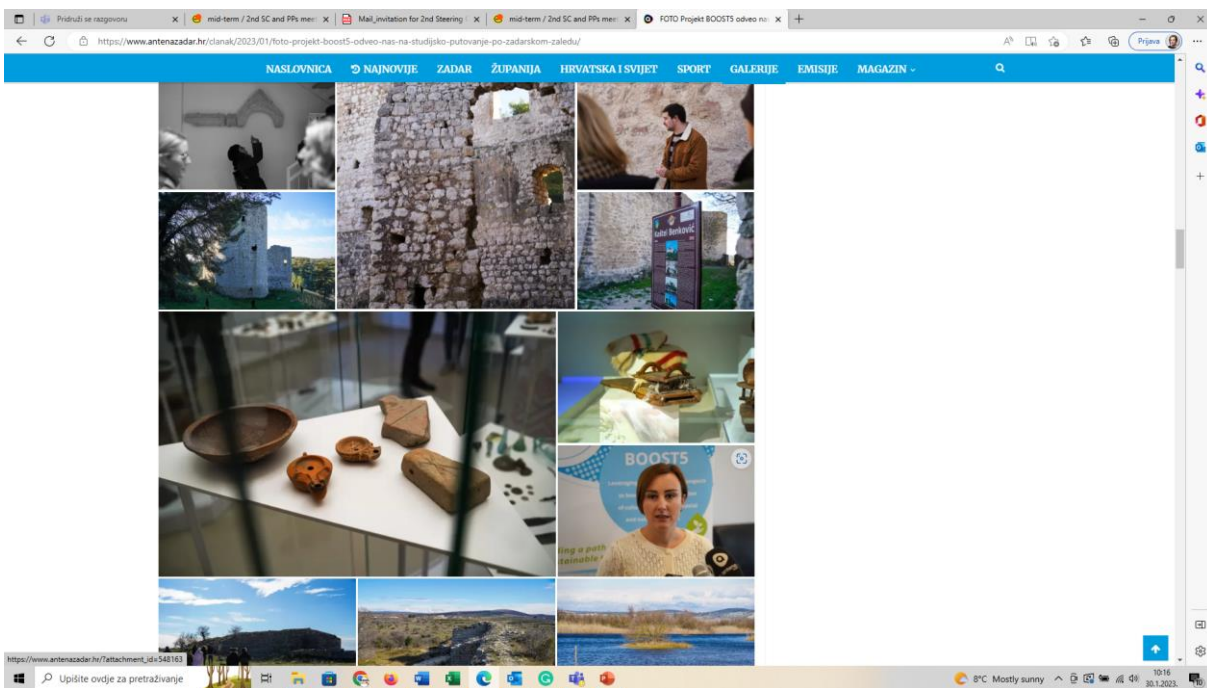
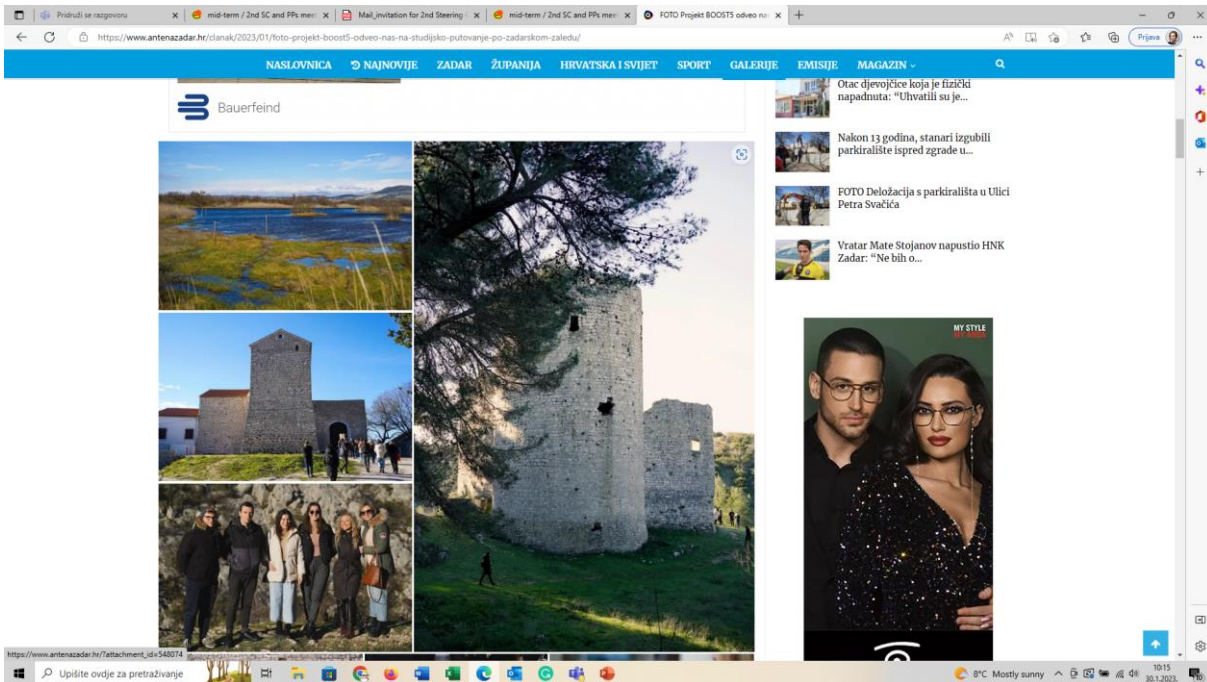
Journalist study visit promoted the cultural and natural heritage of Zadar's rural area, which is less known both at the regional, national and cross-border level. The goal is to include the lesser-known heritage of this region in new tourist routes, through media promotion and raising public awareness of the importance and potential of this region.

## Press release and reviews:

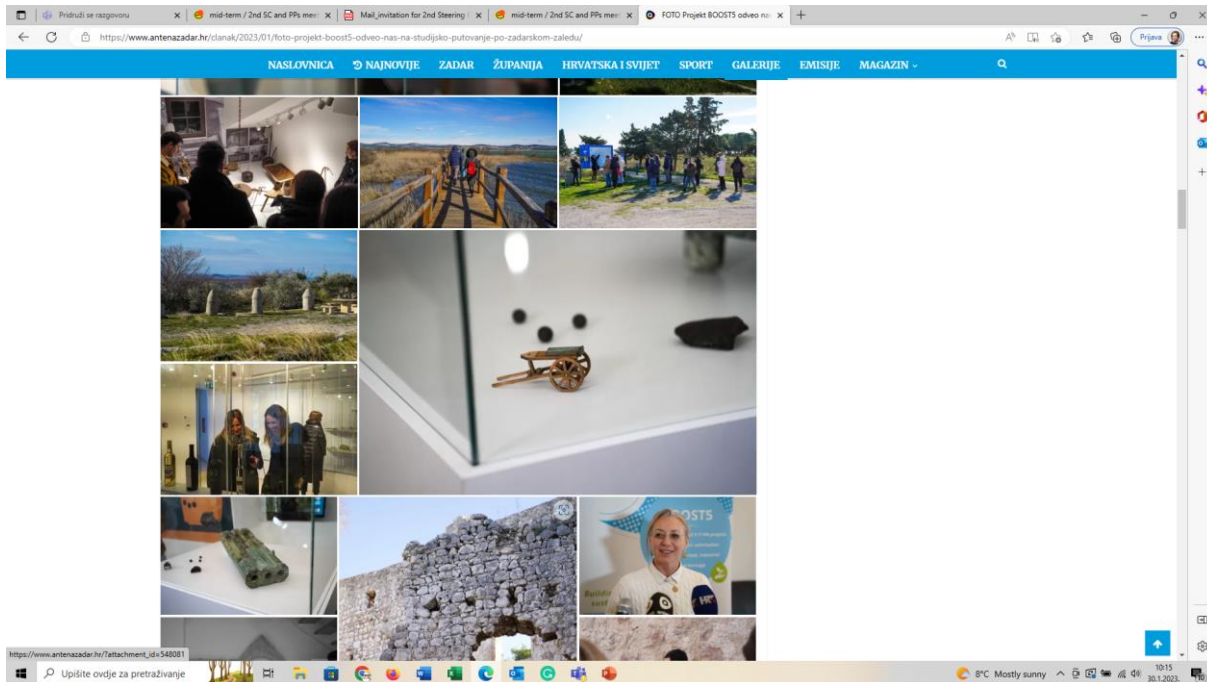
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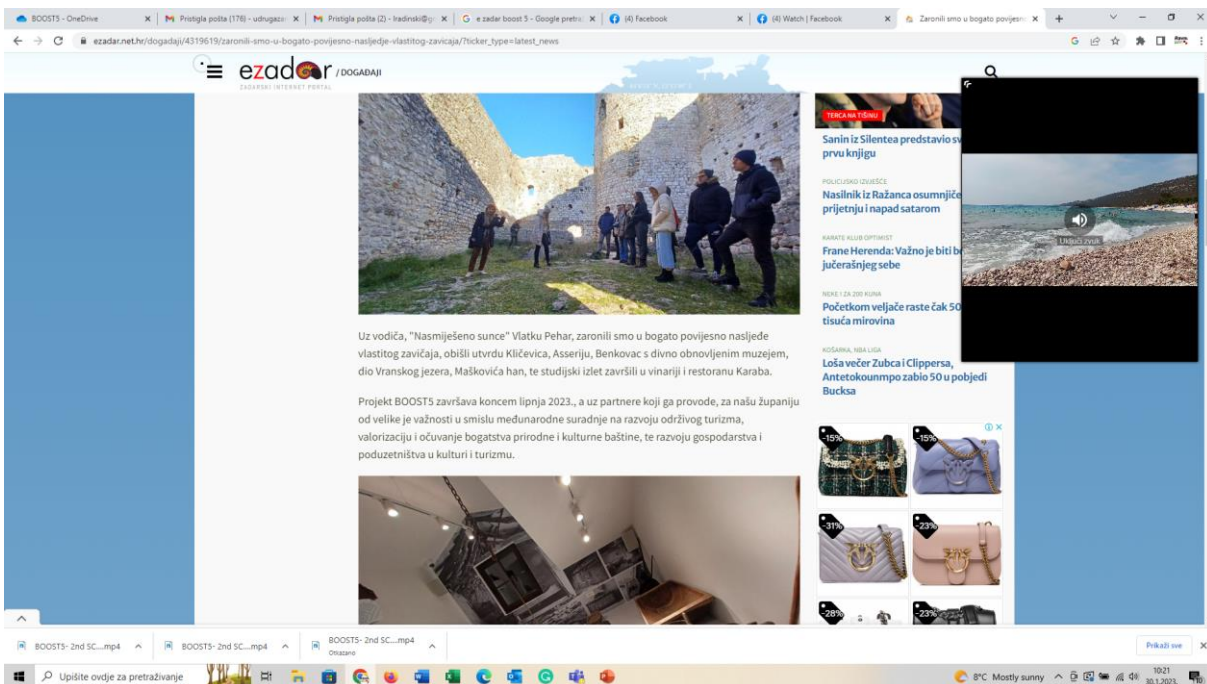


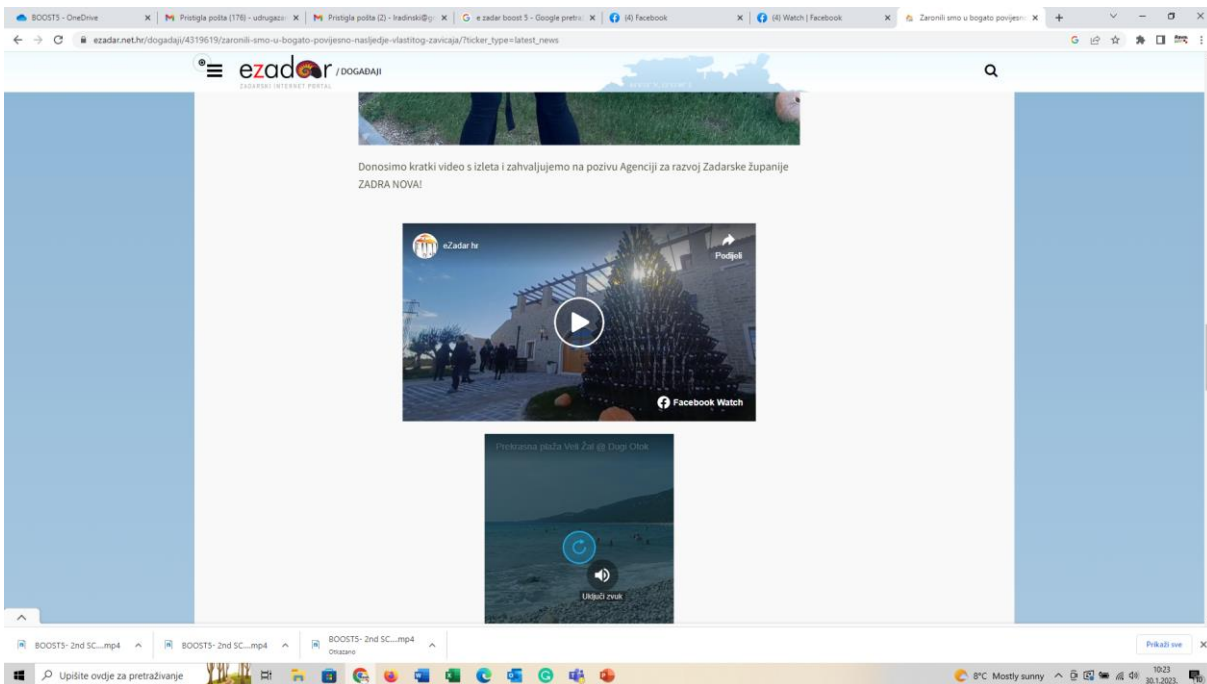
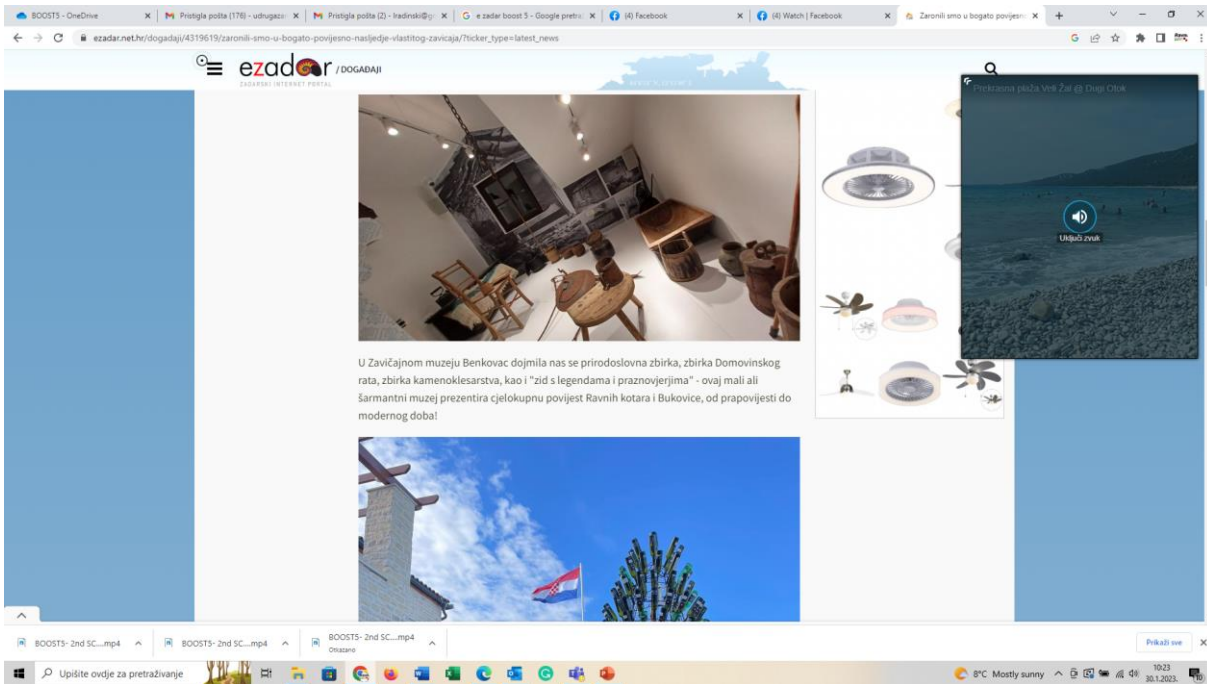






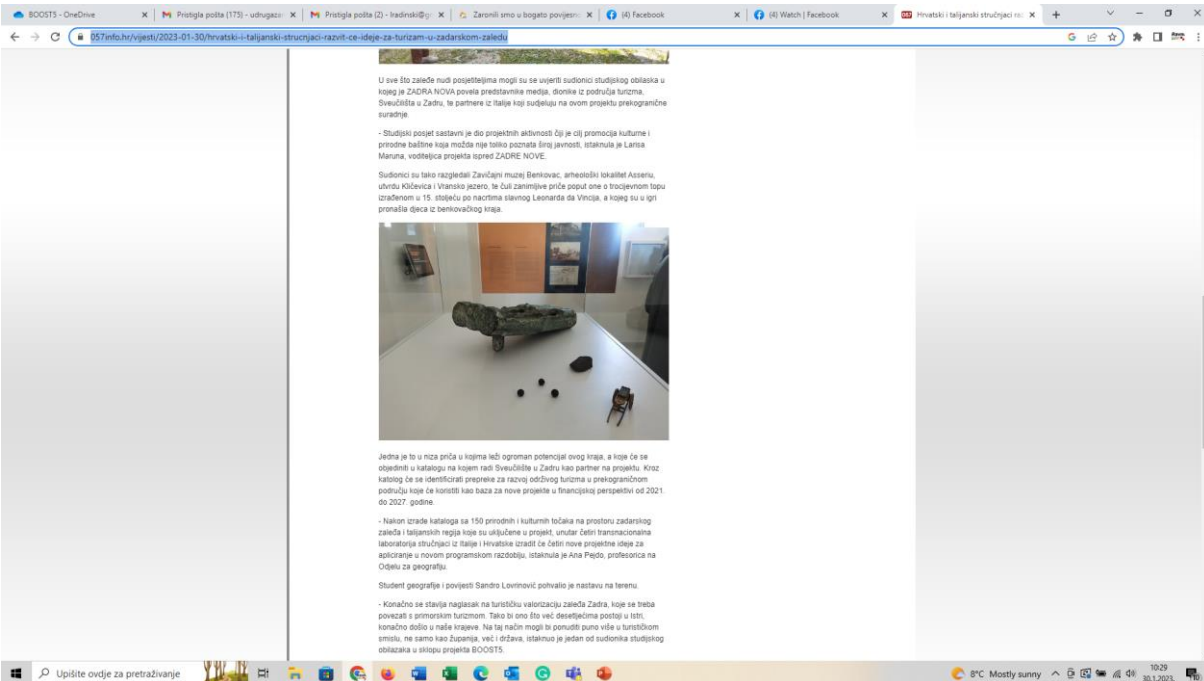
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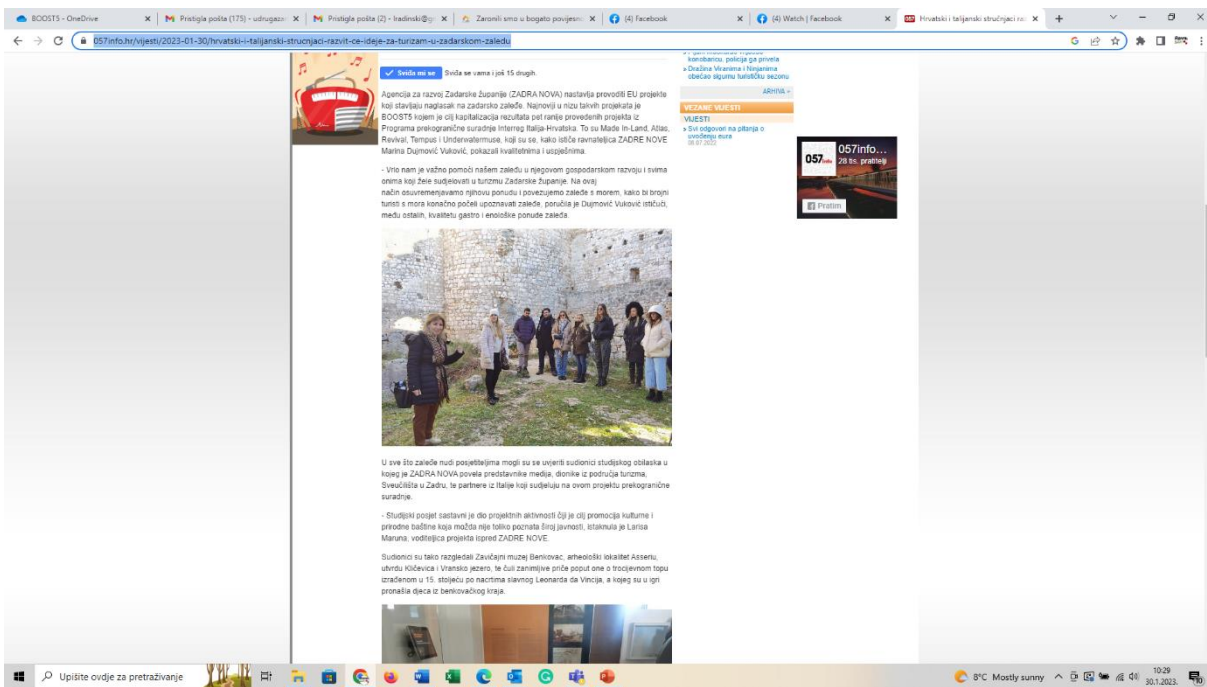




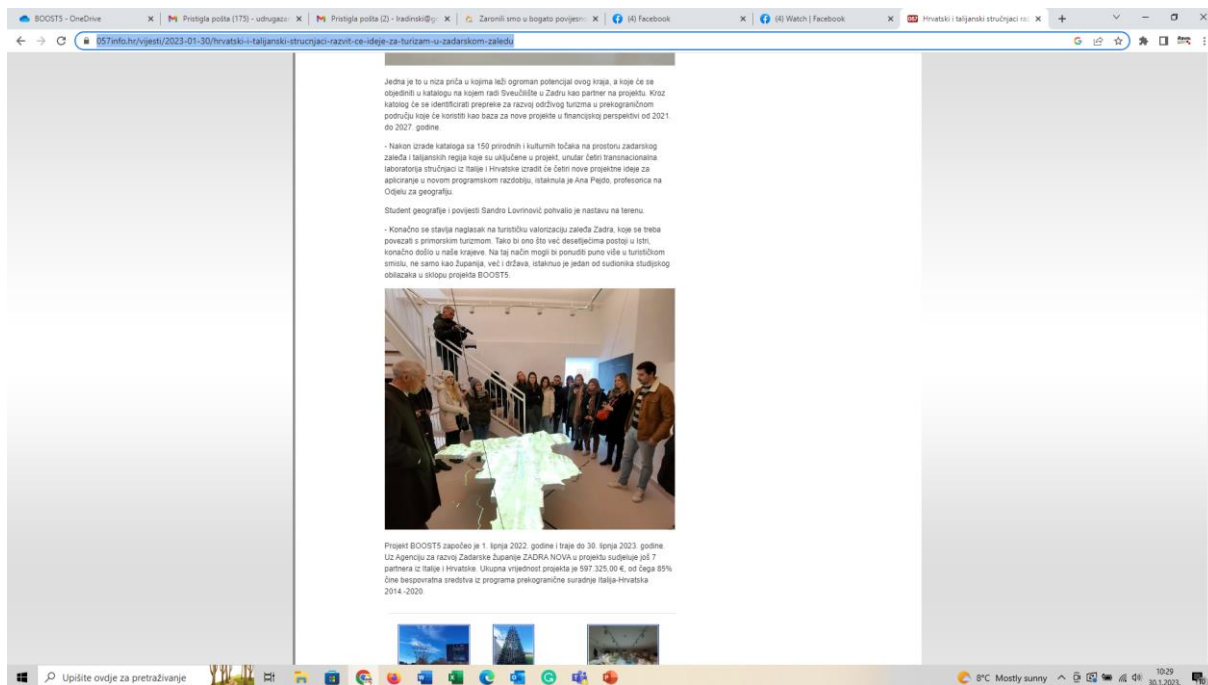


Press 3\_link: <https://www.057info.hr/vijesti/2023-01-30/hrvatski-i-talijanski-strucnjaci-razvit-ce-ideje-za-turizam-u-zadarskom-zaledu>

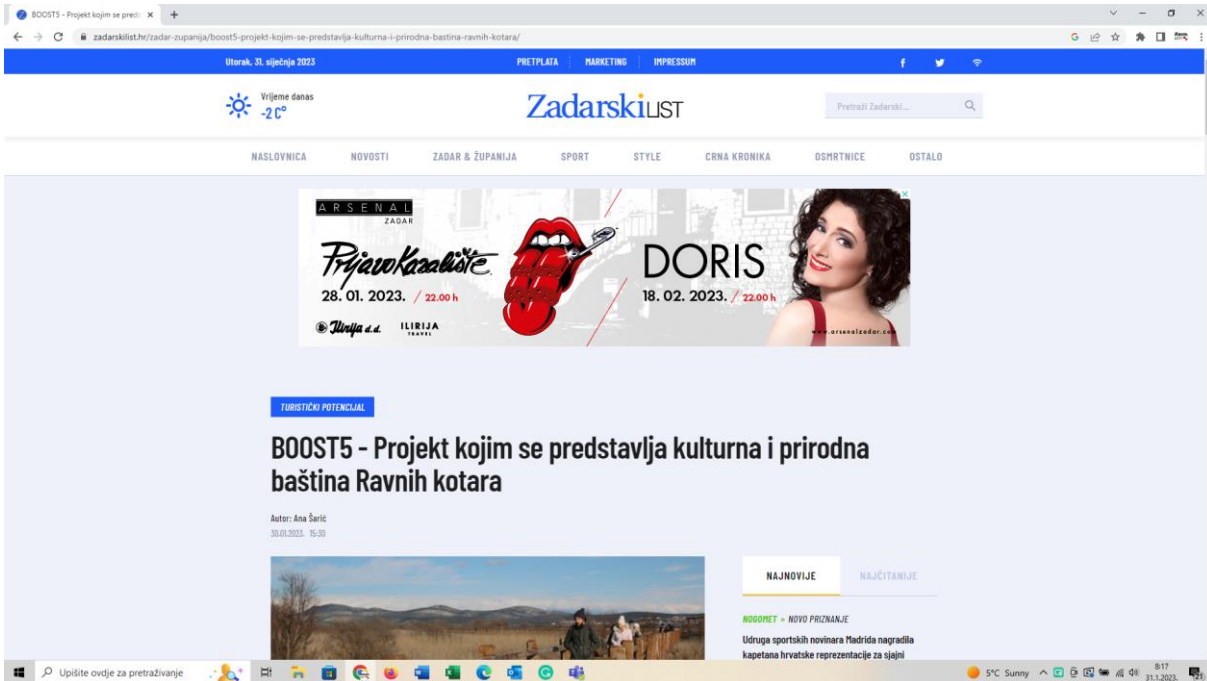




Press 4 link: : <https://www.zadarskilist.hr/zadar-zupanija/boost5-projekt-kojim-se-predstavlja->



[kulturalna-i-prirodna-bastina-ravnih-kotara/](#)



BOOSTS - Projekt kojim se predstavlja kulturna i prirodna baština Ravnih kotara

Autor: Ana Šarić  
 30.01.2023. 15:30

**ARSENAL ZADAR**  
*Prijavka za baštinu*  
 28. 01. 2023. / 22.00 h  
 ILIRIJA

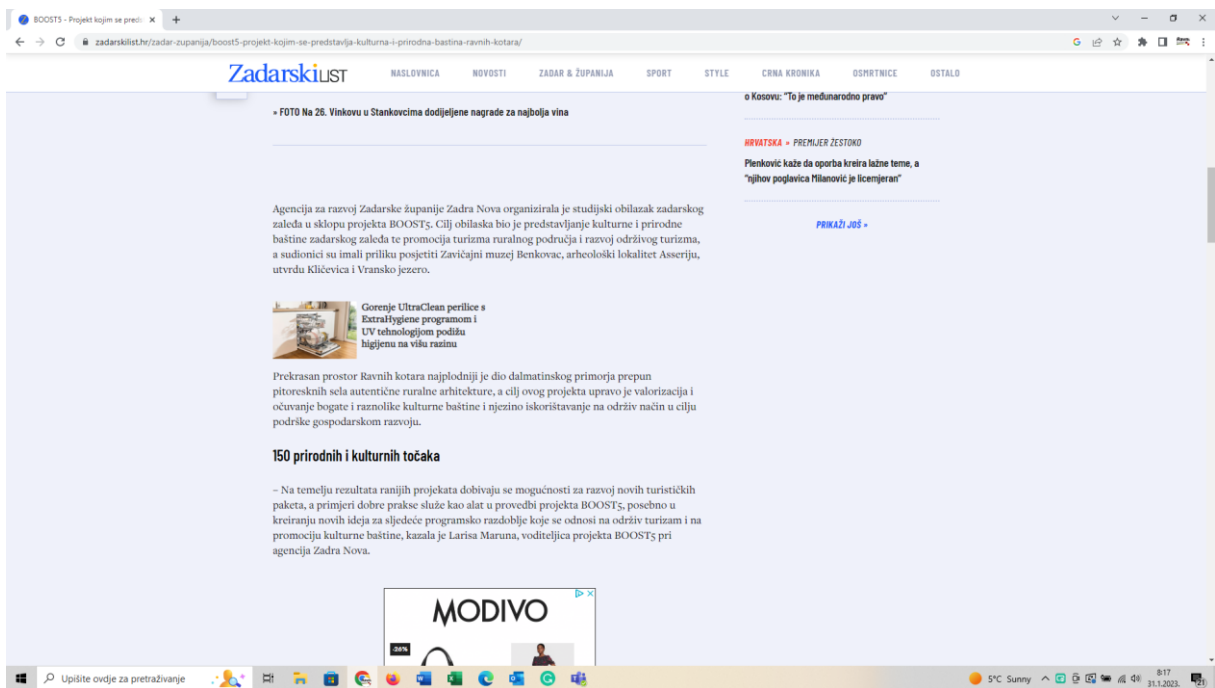
**DORIS**  
 18. 02. 2023. / 22.00 h

**TURISTIČKI POTENCIJAL**

**NAJNOVIJE**

**NAJČITANIJE**

**NOGOMET - NOVO PRIZNANJE**  
 Udruuga sportskih novinara Hadrada nagradila kapetana hrvatske reprezentacije za sjajni



**FOTO Na 26. Vinkovu u Stankovcima dodijeljene nagrade za najbolja vina**

o Kosovu: "To je međunarodno pravo"

**HRVATSKA - PREMIJER ŽESTOKO**  
 Plenković kaže da oporba kreira lažne teme, a "njihov poglavica Milanović je licenjeran"

**PRIKAŽI JOŠ**

Agencija za razvoj Zadarske županije Zadra Nova organizirala je studijski obilazak zadarskog zaleđa u sklopu projekta BOOSTS. Cilj obilaska bio je predstavljanje kulturne i prirodne baštine zadarskog zaleđa te promocija turizma ruralnog područja i razvoj održivog turizma, a sudionici su imali priliku posjetiti Zavičajni muzej Benkovac, arheološki lokalitet Asseriju, utvrdu Kličevica i Vransko jezero.

**Gorenje UltraClean perilice s ExtraHygiene programom i UV tehnologijom podižu higijenu na višu razinu**

Prekrasan prostor Ravnih kotara najplodniji je dio dalmatinskog primorja prepun pitoresknih sela autentične ruralne arhitekture, a cilj ovog projekta upravo je valorizacija i očuvanje bogate i raznolike kulturne baštine i njezino iskoristavanje na održiv način u cilju podrške gospodarskom razvoju.

**150 prirodnih i kulturnih točaka**


– Na temelju rezultata ranijih projekata dobivaju se mogućnosti za razvoj novih turističkih paketa, a primjeri dobre prakse služe kao alat u provedbi projekta BOOSTS, posebno u kreiranju novih ideja za sljedeće programsko razdoblje koje se odnosi na održiv turizam i na promociju kulturne baštine, kazala je Larisa Maruna, voditeljica projekta BOOSTS pri agenciji Zadra Nova.

**MODIVO**

BOOSTS - Projekt kojim se pre... x +

zadarskiLIST/zadar-zupanija/boosts-projekt-kojim-se-predstavlja-kulturna-i-prirodna-bastina-ravnih-kotara/


**ZadarskiLIST** NASLOVNICA NOVOSTI ZADAR & ŽUPANIJA SPORT STYLE CRNA KRONIKA OSVRTNICE OSTALO



Ana Pejdo s Odjela za geografiju Sveučilišta u Zadru radi na izradi kataloga kojim će se u sklopu projekta popisati priroda i kulturna baština koja se nalazi na prostoru na kojem djeluju projektni partneri, točnije na području Hrvatske i Italije.

– Cilj tog kataloga je kapitalizacija već učinjenog i analiza pet projekata koji su provedeni i već implementirani u spomenutim regijama. Nakon izrade kataloga, u kojem je popisano preko 150 prirodnih i kulturnih točaka, cilj nam je izraditi četiri nove projektne ideje, objasnila je profesorica Pejdo dodavši kako će se time dobiti ideje za nove projektne aplikacije.

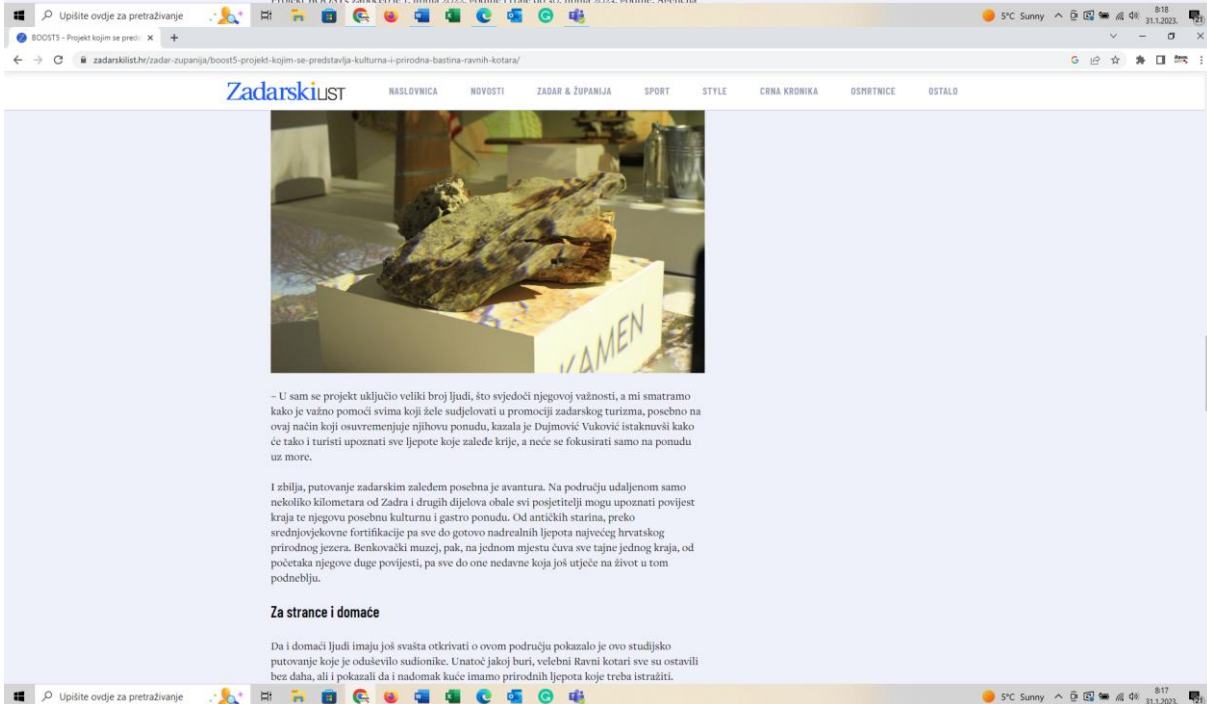
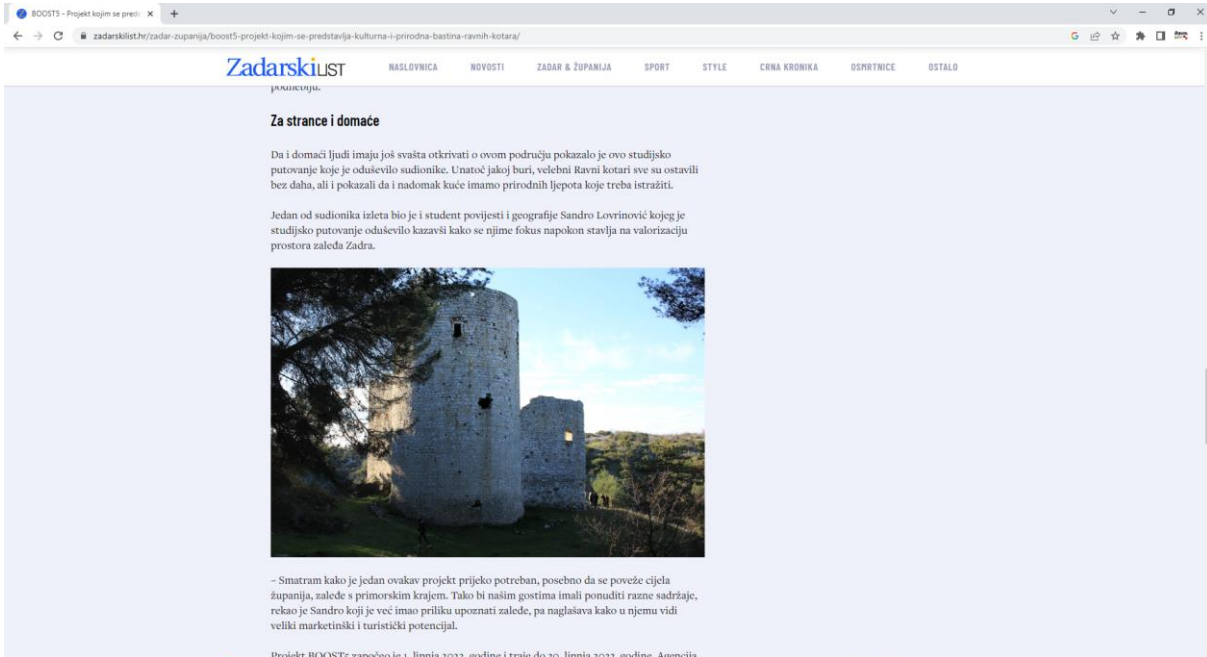
Na projekt se osvrnula i ravnateljica Zadre Nove Marina Dujmović Vuković koja je istaknula kako je glavna svrha projekta pomoći zaleđu u gospodarskom razvoju.



Upišite ovdje za pretraživanje

5°C Sunny 8:17 31.1.2023.







Press 5\_HRT: <https://hrti.hrt.hr/api/api/ott/socialshare?target=social&referenceId=a64e77bc-10b1-d16e-2abd-65269a915302&channelReferenceId=NULL&mobile=true&serie=true&operatorReferenceId=hrt>



17:01 42%

HRT: turizam.hrt  
hrt prikazuje hrt.hr

Petak, 3. veljače na Prvom  
Foto: turizam.hrt / HRT

Facebook, Twitter, WhatsApp, Email, Link

**Petkom na Prvom programu u 15:55 u emisiji o turizmu pratimo, propitkujemo i analiziramo turističke aktualnosti na obali, otocima i u unutrašnjosti.**

Preizgrađenost obale i apartmanizacija središnja je tema ovoj emisiji turizam.hrt. Kako joj stati na kraj, kako napraviti razliku između obiteljskog turizma i rentijerskog biznisa?

Pitamo se i zašto u sedam Kaštela nema nijednog hotela. Bili smo i na turističkom sajmu u New Yorku, najvećem u SAD-u, na kojemu se predstavila i hrvatska turistička ponuda.

U emisiji donosimo i priču o intenzivnoj obnovi kulturno-povijesne baštine zadarskoga zaleđa...



Turizam.hrt, 3. veljače 2023.  
26min 2023 Magazin

POKRENI MOJ ODABIR NAJAVA OCIJENI PODIJELI

Preizgrađenost obale i apartmanizacija središnja je tema ovoj emisiji. Kako joj stati na kraj? Bili smo i na turističkom sajmu u New Yorku, a donosimo i priču o obnovi kulturno-povijesne baštine zadarskoga zaleđa...

Autor: Senka Mošnja  
Producent: Hrvatska radiotelevizija  
Urednik: Senka Mošnja

2023. 2022. 2021.

