THEMATIC BEST PRACTICES CATALOGUE ON SPECIALIZED AND INNOVATIVE FORMS OF TOURISM IN THE CROSS-BORDER AREA AND BEYOND

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Work Package Title	WP 3 – CLUSTERING THEMATIC ACTIVITIES
Activity Number	3.1.2
Activity Title	Activity 3.1 Exchange and exploitation of project results
Partner in Charge	Friuli Innovation Consortium
Partners involved	TECNOPOLIS Science and Technology Park, Marche Region, SPIRO Development Agency, FRIULI INNOVAZIONE Consortium Regional Institute for the Cultural Heritage of Autonomous Region of Friuli Venezia Giulia, STEP RI Science and Technology Park of the University of Rijeka, City of Rijeka, ZADRA NOVA Zadar County Development Agency
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Summary

Introduction

The «THEMATIC BEST PRACTICES CATALOGUE ON SPECIALIZED AND INNOVATIVE FORMS OF TOURISM IN THE CROSS-BORDER AREA AND BEYOND» (D 3.1.2) , together with the "INVENTORY OF HERITAGE IN MINOR TERRITORIES" (D 3.1.1) set the base for the first "BOOST5" output called « Guidelines for design and exploitation of alternative Natural and Cultural Routes in the IT- HR area promoting accessibility, sustainability and delocalization of touristic flows toward fewer known attractions».

Based on desk research, state of play analysis and on interactions promoted by project partners with local stakeholders1, this Catalogue aims at supporting the exploitation of previous projects findings with reference to : digitalization and capacity building models for sustainable tourism, 360° accessibility strategies for less known in-land, underwater and industrial/urban areas and re-use and temporary-use models for regenerative tourism policies. Further inputs include Boost5 partners ongoing experiences as well as other relevant good practices beyond the IT-HR Program area.

BOOST5 partnership include the following organizations:
- TECNOPOLIS Science and Technology Park- Bari (Puglia-Italy);
- FRIULI INNOVATION CONSORTIUM – Udine (Friuli Venezia-Giulia, Italy);
- SIPRO Development Agency of Ferrara (Emilia Romagna-Italy),
- STEP RI SCIENCE AND TECHNOLOGY PARK OF THE UNIVERSITY OF RIJEKA LTD (Croatia);
- MARCHE REGION (Italy); Zadar County Development Agency Zadar Nova (Italy),
- CITY OF RIJEKA (Croatia);
- ERPAC - Regional Institute for the Cultural Heritage of Autonomous Region of Friuli Venezia Giulia (Italy);

The present document contains:
- over 30 examples of best practices selected within "BOOST5" partnership with the aim to exploit previous projects findings for strategies addressing in particular less known in-land, underwater and industrial/urban areas and re-use and temporary-use models for regenerative tourism policies.

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[1] Boost 5 involves stakeholders among various entities, including the general public, public authorities at local, regional, and national levels, public service providers, cultural and natural heritage management bodies, regional and local development agencies, enterprises, especially those in the cultural and creative industry, environmental and tourism sector, associations, regional innovation agencies, NGOs, education and training organizations, and universities and research institutes.

- local Design Thinking workshops' Guidelines and results achieved by partners at best practices on local level by scaling in view of new project ideas. As well as Design Thinking based methodology specifically created for involving local stakeholders in the generation of solutions inspired by best practices.
- A Strategic Road Map leveraging on the lessons learnt from five previous Interreg Projects for promoting innovative forms of tourism in the CB area based on "BOOST5" capitalization approach.

About BOOST5

The BOOST5 is a project financed within the Italy- Croatia Interreg Cluster Call for proposals focusing on the thematic area « *Joint development of thematic cultural routes*». It is build on the successful experience of (5) previous projects : ATLAS, MADE IN LAND, REVIVAL, TEMPUS UNDERWATERMUSE. These projects have represented and still represent a positive example of the cross-border cooperation between Italy and Croatia. Integrated benefits from the five (5) Italy – Croatia projects were able to activate and improve cooperation dynamics that made it possible to produce significant outputs for the BOOST5 project.

By leveraging on these and other successful experiences, BOOST5 seeks to accelerate the uptake and development of sustainable and innovative tourism ideas starting from the upshots of the five (5) IT-HR projects as well as from other significant examples. The purpose is to revitalize the varied natural and cultural heritage of the Italy-Croatia cross-border area – in particular minor areas of forgotten spaces / lost heritage with a low and fragmented digital tourist offer. The balancing of fragmented tourist landscape is paving the way for an innovative and sustainable tourism offer in a post-Covid era.

The Thematic Best Practice Catalogue: methodology

To gather relevant best practices, each Boost 5 partner organization was instructed to complete one best practice template related to the five projects that were capitalized in Boost 5. Additionally, each partner was assigned the task of identifying two to three local best practices and one EU or international best practice of their choice. Partners from the same region collaborated to provide a document that references their local best practices.

For a unified description of the best practices in the BOOST5 project, comprehensive data was required. This included information on the geographical area, which was specified at the country, major socio-economic regions, autonomous regions, province, local administrative unit, and city levels. The main thematic area and type of best practice must also be identified, with the title being clear and descriptive. A visual representation, such as a photo or illustration, was crucial in providing a clearer understanding of the initiative. The year or period of implementation and the required financial resources were specified, along with a concise explanation of the aim or goal of the best

practice. Finally, a comprehensive description of the initiative was needed, including details on its development, implementation, and impact. This information ensured a consistent and standardized presentation of the best practices in the BOOST5 project.

The following table was set up in order to collect the most useful pieces of information for capitalization.

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Please specify the primary subject matter and format associated with Boost 5 Matrix (see Annexes).
Best Practice Title
Picture (photo, visual…)
Year/period BP implementation
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Aim/Goal - short explanation to implement the best practice
Description; who developed what, when, for whom and why (max 500 words)

Thematic areas

In order to maximize the experiences and results achieved primarily by "BOOST5" projects [2]but not only, **six main thematic areas** were identified as a result of a blending between the main topics addressed by "BOOST5" and the prorities highlighted for the next programming period[3]in the relevant sector.

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[2] IT-HR CLUSTER n. 3: Joint development of thematic cultural routes
[3] https://www.italy-croatia.eu/web/it-hr-interreg-2021-2027

Here below the six areas identified:

1. **Accessibility strategies (for less known in-land, underwater and industrial/urban areas - new transport networks)**
2. **Communicating niche destinations**
3. **Innovative territorial management systems**
4. **Regenerative tourism ideas-beyond sustainability**
5. **Spreading the flow of tourists**
6. **Creating future tourism routes**

Considering the diversity of experiences ranging from tourism tool design to research analysis or management systems implemented, five best practices typologies were tackled during the analysis, namely:

- **TOOLS** including concrete produts such as software applications, dashboard, interactive map etc.
- **METHODOLOGY** including methods used in a particular area of study or activity such as regulatory frameworks, position papers, observatory, pilot actions, peer exchanges, study visits, sustainable business models etc.
- **KNOWLEDGE** including theoretical and practical results from research such as study, paper, repository, website, guidelines etc.
- **FORMAT** including capacity building or other topic events such as training program, capacity building program, remote area event, public-private partnership agreement, co-creation paths for inclusiveness etc.
- **INFRASTRUCTURE** including virtual/physical infrastructure such as business incubators, clusters, museums, competence centre/hubs, showrooms, mobility/transport infrastructures, mobility tools vehicles, observatory area etc.

The six strategies can be linked to the desired results of the Interreg IT-HR program 2021-2027[4] as follows:

- **Accessibility strategies** - can contribute to the implementation of sustainable cross-border mobility solutions, reducing cross-border obstacles and enhancing institutional capacity.
- **Communicating niche destinations** - can help to valorize cultural heritage through the development of sustainable and diversified touristic products.
- **Innovative territorial management systems -** can help to promote sustainable economic development through green and blue innovation policies, protect natural assets and enhance biodiversity, and fight pollution.

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[4] https://www.italy-croatia.eu/web/it-hr-interreg-2021-2027

- **Regenerative tourism ideas beyond sustainability** - can further contribute to promoting sustainable economic development, protecting natural assets, and enhancing biodiversity.
- **Spreading the flow of tourists** - can help to reduce regional vulnerability to tourism, enhance institutional capacity, and reduce cross-border obstacles.
- **Creating future tourism routes** - can help to promote sustainable economic development, valorize cultural heritage through sustainable and diversified touristic products, and implement sustainable cross-border mobility solutions.

The Thematic Best Practice Catalogue is an innovative approach to showcasing and sharing the best practices in the field of cultural heritage and sustainable tourism. Through its visual representation, it provides a comprehensive and easy-to-understand overview of the various initiatives and projects that have been implemented with the goal of promoting and improving IT-HR cross-border cultural and natural heritage. Either for experts in the field, decision-makers, or simply interested in learning more about addressed topics, the Boost5 Thematic Best Practice Catalogue is the perfect resource to explore and discover new and innovative approaches to sustainable tourism.
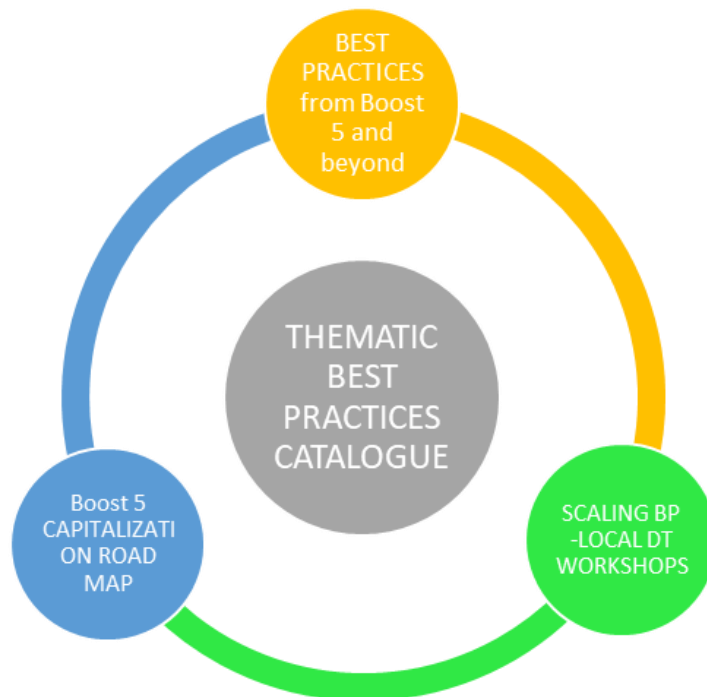
Scaling Best Practices on local level

To amplify the impact of successful local initiatives, a novel methodology was established utilizing the principles of Design Thinking to actively involve local stakeholders in the preservation of cultural heritage within the Italy-Croatia Program area. Through interactive workshops, either conducted virtually or in-person with project partners, guidelines were followed to address the needs of regional cultural heritage and generate practical solutions rooted in three thematic best practices listed in the Catalogue. The outcome of these workshops was the emergence of innovative ideas, serving as a foundation for the development of future local and cross-border project proposals.

Design Thinking workshop methodology

The Design Thinking Workshops are tailored to bring about new and innovative solutions to local challenges. The workshops are interactive sessions that engage local stakeholders, with a duration of approximately two hours and a group size of 6-8 participants.

The workshops follow a three-step methodology to encourage active participation and idea generation:
1. IDENTIFYING LOCAL NEEDS: Participants list their top three local needs and take them as a challenge to be addressed during the workshop.
2. BEST PRACTICE LEARNINGS: The facilitator presents three best practices from BOOST5, while participants take note of the most relevant solutions to their local needs.
3. NEED-LEARNING MATCHING AND IDEA GENERATION: Participants then match the best practices to their local needs, and use the IDEA GENERATION model to summarize the results into a feasible initiative to address the local challenges.

Guidance for conducting these workshops can be found in the "Design Thinking Workshop Guidelines" located in the Annex section.

RESULTS

Workshop outputs and next steps

The initial implementation of BOOST5 saw the successful completion of six local Design Thinking Workshops, with over 40 local stakeholders and 27 students participating. These workshops took place in various territories in Italy and Croatia, including the City of Rijeka, the Kvarner/Primorje Gorski Kotar County, Zadar County, Friuli Venezia Giulia Region, Puglia Region, Marche Region, and the Province/City of Ferrara.

The local needs and solutions identified during the workshops are valuable contributions to future project proposals within BOOST5. The facilitation tools and workshop guidelines offer a practical

way to build on previous successful experiences and stimulate the development of potential solutions.

The output of these workshops will serve as a foundation for developing new project proposals and advancing the goals of BOOST5. Moving forward, the next steps will involve further refining and implementing these solutions to bring about positive change in the local communities.

The local needs identified by workshop participants are related to five macro areas, as outlined in the following table:

ACCESSIBILITY	DIVERSIFICATION	DELOCALIZATION	DESEASONALIZATION	SUSTAINABILITY
Needs addressed	Needs addressed	Needs addressed	Needs addressed	Needs addressed
Need for Strengthening infrastructural capacities	Need for Industrial heritage renovation and tourist exploitation	Need for Systemization of the offer of cycling tourist roads from coast to inner lands	Need to improve the promotion of intangible heritage, which can be enjoyed all along the year	Lack of cooperation between stakeholders (private – public, culture – hospitality...)
ACCESSIBILITY	DIVERSIFICATION	DELOCALIZATION	DESEASONALIZATION	SUSTAINABILITY
Need for improving physical and cultural accessibility to heritage, including submerged heritage.	Need to find new and innovative ways to engage the visitors	Need to valorize the architectural, cultural heritage of the region, "entrusting" widespread cultural assets to communities;	Need to extend the stay of the visitors by offering a more comprehensive content catalogue	Lack of awareness of regional heritage in local communities. Need to create heritage communities
ACCESSIBILITY	DIVERSIFICATION	DELOCALIZATION	DESEASONALIZATION	SUSTAINABILITY

Lack of new strategies of cultural and natural tourist offer through the **intramodality of the regional infrastructures**	Inadequate promotion of the hinterland on foreign tourist markets	Need to valorize former railroad lines and abandoned sites;	Lack of local products on the market, lack of additional offer throughout the year	Lack of business networks and work groups and systematic tools for market / territory analysis
ACCESSIBILITY	**DIVERSIFICATION**	**DELOCALIZATION**	**DESEASONALIZATION**	**SUSTAINABILITY**
Inadequate transport connections in the hinterland and with the islands	Need to have a better and integrated slow tourism promotion (sustainable tourism)	Need of bike sharing, cycle paths and charging stations (sustainable mobility);	Need to improve the attractiveness of the territory by strengthening essential services for residents, as they are also useful for tourists;	Lack of collaboration among all the stakeholders involved in the creation of tourist product
ACCESSIBILITY	**DIVERSIFICATION**	**DELOCALIZATION**	**DESEASONALIZATION**	**SUSTAINABILITY**
Need for a shared strategical approach at county/regional level for the relaunch and the management of the cycleways;		Need to valorise the trans Adriatic culture through religious sites;		The need to foster the start-up and the growth of businesses and services related to the cycleway's tourism offer
ACCESSIBILITY	**DIVERSIFICATION**	**DELOCALIZATION**	**DESEASONALIZATION**	**SUSTAINABILITY**
Need to support operators in bike tourism to better manage the tourism flows (knowledge + technology)				need of a shared sustainable mobility plan, integrated both with national cycleways and the local network of

ACCESSIBILITY	DIVERSIFICATION	DELOCALIZATION	DESEASONALIZATION	SUSTAINABILITY
				secondary and tertiary cycleways
Need to better regulate the access to sensitive sites with regional ecosystems and promote the valorisation of artistic and culinary routes;				Need for knowledge (digital& circular upskilling) thus need of training for tourism operators

As a result of the workshops implementation on local level, several inputs for potential solutions were generated based on thematic best practices as well as from the participants interaction. The following table synthetized the main results.

"BOOST5" Thematic Best Practices leveraged during DT workshops	Inputs for potential solutions generated during the workshops
❖ «AQUILEIA Talking Map » ❖ «Alpe Adria Radweg » cross-border bike route (x2)	A digital tool (mobile/web/virtual app) with points of interest and stories that explain, educate and engage visitors with the rich industrial heritage of the city and or with the natural environment addressed based on public/private partnerships and collaborations.
	A virtual platform/digital container for a better presentation of the offer can be developed based on the existing materials. The project would connect stakeholders on all levels ensuring the visibility of the region and tourist offer.

❖ S.LI.DES. Dashboard ❖ "The Routes of the Frankopans" ❖ "#Mattinata2025" ❖ TERRA DI PASSO: Riccia virtual ecomuseum.	A "Tourist experience" based on the local resources, homemade food and authenticity. Complete offer could for example offer olive picking, production of oil and finally tasting and cooking experience
	The creation of a unique advanced digital portal for promoting access to the regional tourist offers avoiding the fragmentation of the resources deployed, and focusing on the possible results that could be achieved thanks to a complete and uniform visualisation of all sites of cultural interest / territories involved.
	The enhancement of cycle paths and tourist routes in the province of Ferrara, (some of which are strongly connected with 3 of the national cycleways, such as VenTo, Sole, Adriatica) through the synergy between the political part and the commercial enterprises.
	Co-Experience project (inspired by the Chairos platform and by the Everywhere Tew project) that does not require specific digital skills: through simplified tutorials and consulting services, everyone will be able to understand, live and nurture the Co-Experience network.
	Develop sustainable mobility, paying attention to "slow-fast" connection, as a tool to continue to focus on implementing tourism without negative environmental impacts.
	Establish a Community Heritage School to promote learning and recognition of the values of the Marche region to encourage young people to stay in or repopulate the small and medium-sized cities of the Marche region (the idea includes a modern course to raise community awareness);
	Build local DMOs to market the Marche region as a tourism product (DMOs are essentially a hybrid form of organization that includes businesses and entities of different types and with different needs, with the goal of uniting, spontaneously or planned, a variety of local actors to collectively enhance a destination through the exchange of "tacit" knowledge);
	Create a tourist hub conceived by the community to strengthen the network of cultural sites of the region with a high quality technical-scientific coordination, using online platforms and also physical spaces to create meeting centres (community as protagonist of the territory).

The methodology offered a unique opportunity to engage local stakeholders beside BOOST 5 partner organizations' experts. Here below further details as reported by partners within their activity reports:

"BOOST5" GEOGRAPHICAL AREA	Design Thinking stakeholders VS geographical area
Zadar County	• Dijana Rados, regional development agency stakeholder, ZADRA NOVA • Karla Ciketić, regional development agency stakeholder, ZADRA NOVA • Ana Pejdo, University of ZADAR, external expert • Jadranka Brkić-Vejmelka, University of Zadar, professor, teaching Tourist Geography • Marta Pintor Bosna, vicepresident, Civil society organization for rural development Ravni kotari • Dario Vištica, Civil society organization for rural development Ravni kotari, project manager for AgroSTEM • Deni Ivanov, University of Zadar, project manager
Friuli Venezia Giulia Region	Rita Auriemma/UNISALENTO – Expert for UnderWaterMuse Project Guido Comis/ ERPAC Regional Institute for the Cultural Heritage of the Autonomous Region of Friuli Venezia Giulia – "Villa Manin" Director • Diego Bernardis/Regional Councilor for Friuli Venezia Giulia Region • Fabio Dandri/Transport Infrastructure and Mobility Dept. for Friuli Venezia Giulia Region • Silvia Danielis/PROMOTURISMO - Strategies, Development and Operations for Tourism and Food&Wine for Friuli Venezia Giulia Region • Giulio Selvazzo and Marina Cigui/INFORMEST- Agency for Cooperation in the South-Est European Area for Friuli Venezia Giulia Region • Erica Zanon and Elisa Simionato/Fondazione Aquileia • Tomaz Konrad and Michela Passon/GECTGO – European Grouping of Territorial Cooperation • Saverio D'Eredità, Friuli Innovazione
City of Rieka, Kvarner /Primorje Gorski Kotar County	• Rijeka Development Agency • Gorski Kotar Tourist Board • HKD – Croatian Cultural Centre Sušak, Rijeka • PRIGODA – Regional Development Agency • The City of Rijeka • CEKOM – Center of competence for Smart Cities
Ferrara Province	• Antonio Fiorentini (AMI Ferrara) • Associations, regional innovation agencies SMEs' representatives: Diego Benatti (CNA Ferrara), Davide Bellotti (CNA Ferrara), Chiara Bertelli (LegaCoop Estense) • Luca Bianchi (Visit Ferrara Consortium)

Puglia Region	- Bianca Bronzino, regional agency for tourism promotion PUGLIAPROMOZIONE; - Lorenzo Scaraggi, director and videomaker; - Massimo Bozzo, Puglia Sviluppo agency; - Tonio Giordano, Galloforie culture promotion association; - Davide Monteleone, bike tourism entrepreneur; - Alfio Cangiani, artist; - Andrea Natale, TOU.PLAY startup dealing with gamification and cultural experiences; - Paolo Valente, councilor for tourism of municipality of Mattinata (FG); 27 students currently studying in the Master in General Management and Business Development of SPEGEA Business School;
Marche Region	- Andrea Spaterna, *President of MontI Sibillini National Park* - Concetta Ferrara, *Research Fellow of University of Macerata* - Daniele Salvi, *CNA* - Giovanni Issini, *Superintendent of Archeology, Fine Arts and Landscape for the provinces of Ascoli Piceno, Fermo and Macerata* - Giuseppe Bonaccorso, *Professor of University of Camerino* - Paola Marchegiani, *Tourism Manager of Marche Region*

"BOOST5" Capitalization Road

"BOOST5" builds on the main lessons learned from the five Interreg Italy-Croatia projects (ATLAS, MADE IN LAND, TEMPUS, REVIVAL, UNDERWATERMUS) by capitalizing on best practices and methodologies developed in these projects.

This will be done through the implementation of a work plan that further develops these best practices and tools, ultimately leading to the production of expected deliverables and outputs.

- Guidelines for the design and exploitation of alternative natural and cultural routes in the IT-HR area, promoting accessibility, sustainability, and decentralisation of tourist flows towards less-known attractions.
- A financial dialogue perspective booklet for project ideas (at least four project ideas, two for IT and two for HR) for the 2021-2027 programming period, including abstracts, possible project partners, expected results, and outputs.
- Upgrading of the cross-border observatory (CBO) to achieve a more coordinated management of tourism in the area, and to monitor and leverage natural and cultural heritage as drivers for sustainable territorial development.
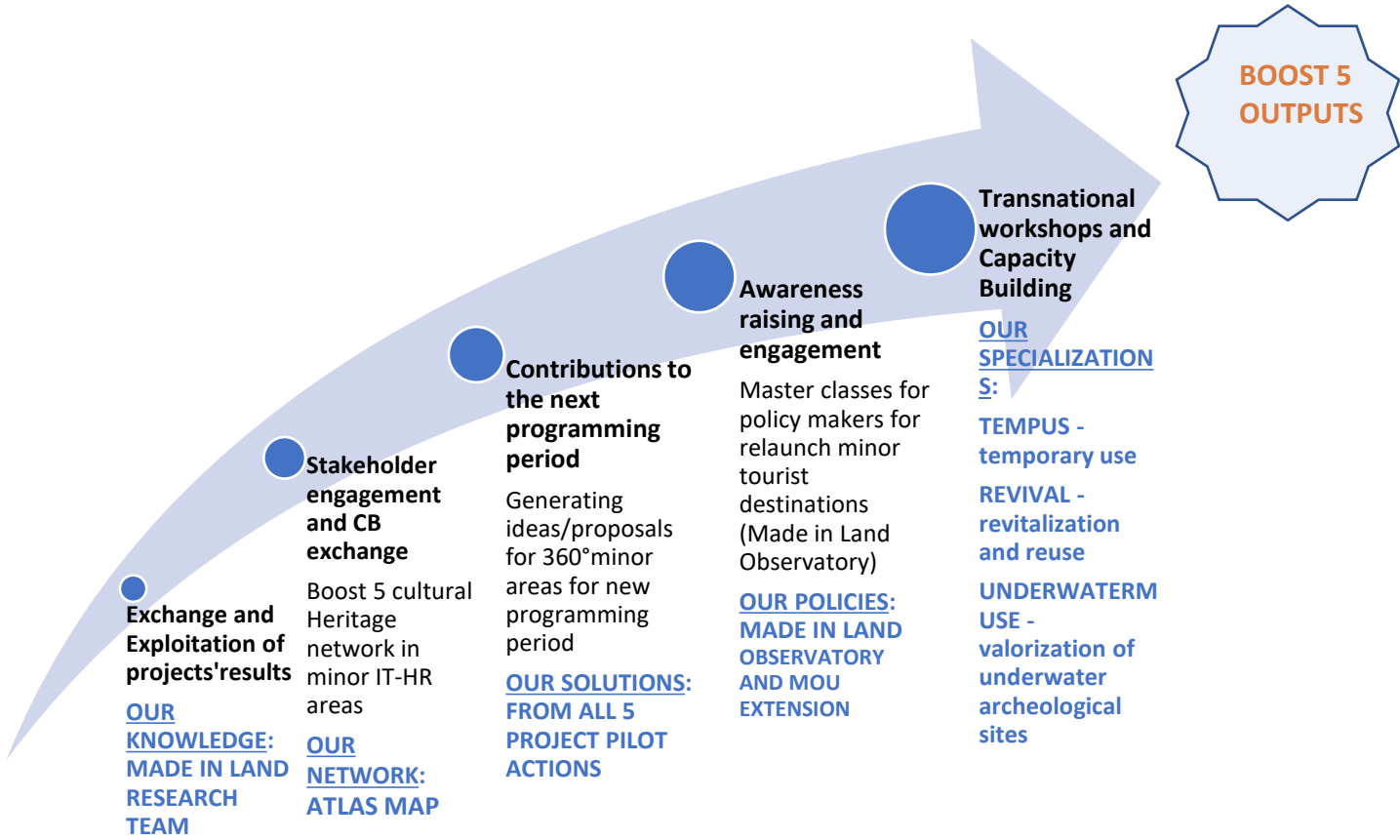
The table provided illustrates how "BOOST5" builds on the previous projects to achieve these goals.

"BOOST5" – WORK PLAN THEMATIC ACTIONS	ATLAS, MADE IN LAND, TEMPUS, REVIVAL, UNDERWATERMUSE – CAPITALIZATING ON	"BOOST5" – DELIVERABLES	"BOOST5" - OUTPUT
COMMUNICATION ACTIVITIES - Promotional campaigns and media relations	**...OUR NETWORK:** **CAPITALIZATION OF ATLAS WEB BASED MAP**	2.3.2 Project website update 2.2.4 Journalist study visits 3.3.1 Study visit digital report	**Guidelines for design and exploitation** of alternative Natural and Cultural Routes in the IT-HR area
ACTION 3.1 Exchange and exploitation of projects' results	**...OUR KNOWLEDGE** **CAPITALIZATION OF THE SCIENTIFIC AND RESEARCH TEAM FROM MADE IN LAND** **CAPITALIZATON OF ATLAS INTERACTIVE METHODOLOGY (DESIGN THINKING APPROACH)**	3.1.1 Inventory of heritage in minor territories 3.1.2 Thematic best practice catalogue 3.2.1 White paper 3.2.2 EUSAIR Pillar 4 "Air cultural Routes" flagship paper	Booklet on **Financial dialogue perspective** for 4 (new) project ideas for 2021-27 programming period
ACTION 3.2 Contributions to the next programming period	**OUR SOLUTIONS: RESULTS FROM PILOT ACTIONS BY:** **ATLAS, MADE IN LAND, TEMPUS, REVIVAL, UNDERWATERMUSE -** Generating ideas/proposals for 360°minor areas for new programming period	3.2.2 EUSAIR Pillar 4 "Air cultural Routes" flagship paper 3.3.2 Masterclasses programme	**Cross-border Observatory (CBO)**
ACTION 3.3 Awareness raising and engagement	**OUR POLICIES: MADE IN LAND OBSERVATORY AND MOU EXTENSION**	3.3.3 Trans. Workshop & capacity building programme per tourism public policy makers 3.3.4 Memorandum of understanding - MoU	
ACTION 3.3 Awareness raising and engagement	**OUR SPECIALIZATION :** **TEMPUS - temporary use**		

	REVIVAL -revitalization and reuse	3.2.2 EUSAIR Pillar 4 "Air cultural Routes" flagship paper	
	UNDERWATERMUSE - valorization of underwater archeological sites	3.3.2 Masterclasses programme	

ROAD MAP GRAPHIC

BOOST 5 OUTPUTS

Transnational workshops and Capacity Building

OUR SPECIALIZATIONS:

TEMPUS - temporary use

REVIVAL - revitalization and reuse

UNDERWATERM USE - valorization of underwater archeological sites

Awareness raising and engagement

Master classes for policy makers for relaunch minor tourist destinations (Made in Land Observatory)

OUR POLICIES: MADE IN LAND OBSERVATORY AND MOU EXTENSION

Contributions to the next programming period

Generating ideas/proposals for 360°minor areas for new programming period

OUR SOLUTIONS: FROM ALL 5 PROJECT PILOT ACTIONS

Stakeholder engagement and CB exchange

Boost 5 cultural Heritage network in minor IT-HR areas

OUR NETWORK: ATLAS MAP

Exchange and Exploitation of projects'results

OUR KNOWLEDGE: MADE IN LAND RESEARCH TEAM

CONCLUSION

The BOOST 5 **Best Practices Catalogue (D.3.1.2)** and the **Inventory of Cultural and Natural Heritage (D.3.1.1)** provide a comprehensive and unified overview of the main information on cultural and natural heritage within the partnership area (Interreg Italy-Croatia Programme area). These two deliverables serve as the **foundation for the capitalization activities** planned in the approved Annual Work Plan.

The BOOST 5 Best Practices Catalogue gather information from the previous Interreg Italy-Croatia projects, such as ATLAS, MADE IN LAND, TEMPUS, REVIVAL, and UNDERWATERMUES. This catalogue collects the best practices, methodologies and tools that have been developed and tested in the past projects, and will be used as a reference for future projects in the field of sustainable tourism, cultural and natural heritage.

The inventory of cultural and natural heritage, on the other hand, will provide a detailed overview of the existing cultural and natural heritage resources within the partnership area, including their conservation status, accessibility, and potential for sustainable tourism development. Together, the BOOST 5 Best Practices Catalogue and the Inventory of Cultural and Natural Heritage will support the implementation of the BOOST5 project and the Interreg Italy-Croatia program by providing a comprehensive and reliable source of information for the identification and development of new project ideas, and for the promotion and enhancement of the cultural and natural heritage resources in the area.

The Best Practice Catalogue content will be particularly useful for a range of activities, including:

- Implementing the BOOST 5 Web Map, where the main initiatives will be recorded and visualized, offering a useful tool for quickly accessing available information.
- Inspiring and promoting BOOST 5 local events by leveraging available Best Practices resources, including involving partners' experts as speakers.
- Identifying ideal good practices for generating solutions to main local problems that have been identified.
- Expanding the BOOST 5 platform of stakeholders, starting with participants involved in the Design Thinking Workshops.
- Applying effective methodologies aimed at increasing the participation of local stakeholders during the development of new ideas.
- Inspiring new research activities aimed at solving problems related to priorities.
- Developing contents for BOOST 5 Masterclasses.

All these activities will be aimed to support the implementation of the BOOST5 project and the Interreg Italy-Croatia program by providing a comprehensive and reliable source of information for

the identification and development of new project ideas, and for the promotion and enhancement of the cultural and natural heritage resources in the area. The Web Map will be a useful tool for stakeholders to access the information and the local events will be aimed to raise awareness and engage local communities and stakeholders. The good practices will be used as reference for solving local problems, The Stakeholder platform will be useful to involve local communities and the masterclasses will provide training and knowledge sharing opportunities.

The Interreg IT-HR program for 2021-2027 has a goal to improve cross-border mobility and enhance the capacity of institutions, promote sustainable economic growth, protect the environment, and conserve cultural heritage through diverse and sustainable tourism offerings. The Best Practices Catalogue, through its six thematic strategies, will support these objectives by providing comprehensive and trustworthy information to identify and develop new project ideas. The main themes, which are a **combination of the main focus of the BOOST5 projects and the sector's priorities for the next programming period,** are aimed at optimizing the results achieved and include:

- Improved accessibility to lesser-known land, underwater, and industrial/urban areas through new transport networks
- Effective communication of unique tourist destinations
- The implementation of innovative systems for territorial management
- The adoption of regenerative tourism ideas that go beyond just sustainability
- Diversifying the flow of tourists
- The establishment of future-oriented tourism routes.

PRESENTING THE BEST PRACTICES

1. BEST PRACTICES IN: improving accessibility for less known in-land, underwater and industrial/urban areas -new transport networks

BEST PRACTICE: «MADE IN LAND» CROSS BORDER OBSERVATORY

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Italy / Central Italy / Marche Region   Italy / Central Italy / Emilia Romagna Region / Province of Rimini / Municipality of San Leo   Italy / South Italy / Molise Region / Province of Campobasso / Municipality of Riccia   Croatia / Adriatic Croatia / Istria County   Croatia / Adriatic Croatia / Zadar County
Specify the main thematic area and the type by completing ANNEX A (matrix) [5]
METHODOLOGY / Accessibility strategies for less known in-land, underwater and industrial/urban areas - new transport networks
Best Practice Title
Permanent Cross-Border Observatory of the MADE IN-LAND project   (MAnagement and DEvelopment of INLANDs) Eu project funded by Italy-Croatia CBC Programme 2014-2022
Picture (photo, visual…)
n/a
Year/period BP implementation
Starting in 2019 within Made in land project activities, the Permanent Cross-border Observatory (PCO) has been established by signing the Memorandum of understanding in May 2022. The signing of the

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[5] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

European Regional Development Fund

21

Memorandum commit the Project Partners and Stakeholders involved to long-term network cooperation within the PCO itself and based on EU programming periods. The duration of this Memorandum of Understanding will cover a first experimental period based on 2021-2027 EU programming and starts from the date of signature by each of the parties. After that, tacit renewals are foreseen.

Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)

The Permanent Cross-border Observatory PCO does not provide for financial contributions to be paid by members, is non-profit organization, and does not provide salaries for those who work within the PCO. The PCO is a network of subjects who combine their skills and activities to generate new project and financing opportunities consistent with the objectives of sustainable enhancement of the natural and cultural heritage of the territories).

Description; who developed what, when, for whom and why (max 500 words)

The study of local landscapes requires focus on the physical, objective, and a scientific component of the territory and the environment; as well as on the subjective perceptions of places which derive from the different interpretations that "users" can give to individual landscapes and places. In this sense, the European Landscape Convention has already underlined how, in order to understand territorial transformation processes, it is necessary to accept the subjective point of view of local populations. The Landscape Observatories, which have formed in large numbers following the issuance of the Convention itself, have brought back to the centre the role of local actors in the actions of government, control, and monitoring of the transformation processes of local landscapes.

Even the development of the internal areas, whose identity is expressed precisely by the deep relationships of historical belonging between the local landscapes and the communities that inhabit them, is part of those complex processes of territorial transformation, which need to be observed over the long term and with the contribution of local actors.

The Permanent Cross-border Observatory of the MADE IN-LAND project moves from these basic convictions. However, it stands out from the observatories in that it focuses on the results of a project to enhance the local landscapes of inland areas. The Observatory will be configured as a network among those members who actively participated in the MADE IN-LAND project.

It will feature the cooperation and networking between PCO members. National SHs must be available to support any revisions of other Cross-border Strategies aimed at enhancing the natural and cultural heritage. It will have to guarantee assistance to the project SHs involved.

Aim/Goal - short explanation to implement the best practice

The main objective of the Permanent Cross-Border Observatory is the capitalization of the CB Strategy and the related Action Plan in national and regional policies and planning tools. **The CB Strategy has identified two main strategic objectives**: Valorisation of the natural and cultural system: interaction with the

context; Development of a new way of the use of the assets. The fields of dissemination of MADE IN-LAND results are therefore identifiable in: Valorisation of the natural and cultural heritage; Sustainable and slow tourism in an integrated perspective; New technologies applied to the enhancement of local resources at tourist level.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)

To achieve the above objective, the Observatory will have to plan and implement a series of specific actions, aimed at ensuring the survival and evolution of the project outputs even in the long term: (i) Monitoring of pilot actions and results achieved; (ii) Assistance to stakeholders regarding the methods and opportunities for enhancing the natural and cultural heritage in internal areas; (iii) Communication of the MADE IN-LAND model, projects and results in other territories; (iv) Research on new potential projects for the evolution of the results; (v) Identification of strategic investments connected to long-term support for Pilot Actions; (vi) Identification of funding for the implementation of the Cross-border Strategy and the Action Plan.

Stakeholders involved

Italian and Croatian Regional and Municipality Authorities
Italian and Croatian Cultural and Natural heritage management Authorities
University of Camerino – IT
Italian and Croatian universities
Italian and Croatian Representation of private key stakeholders

Web /CONTACT references

https://www.italy-croatia.eu/web/madeinland

BEST PRACTICE: « UNDERWATERMUSE » Immersive Underwater Museum

Geographic area
Adriatic area: Friuli Venezia Giulia, Veneto, Puglia, Split County
Specify the main thematic area and the type by completing ANNEX A (matrix) [6]

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[6] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Accessibility strategies for less known in-land, underwater and industrial/urban areas -new transport networks
Best Practice Title: "**Immersive Underwater Museum Experience**"
Underwater heritage valorization and accessibility (Pilot action carried out in the framework of UnderwaterMuse project. Immersive Underwater Museum Experience for a wider inclusion (Interreg VA Italy-Croatia 2014-2020 cross-border cooperation program; ERPaC Lead Partner)
Picture (photo, visual…)
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
€ 200.000
Aim/Goal - short explanation to implement the best practice
The BP aims to enhance and promote underwater heritage through the full involvement of local communities, making it a strategic resource for sustainable growth in these territories. The main goal is to make submerged heritage and landscapes accessible, such as port and urban areas below sea level, shipwrecks and underwater stratifications. To achieve this, two types of action planning will be implemented: bringing people to heritage through the creation of underwater archaeological parks or blue trails for direct use, diving or snorkeling; and bringing heritage to people through the use of virtual/augmented reality and digital methodologies for remote/online use. These methods will not only preserve heritage, but also generate a strong economic impact from the development of the cultural, environmental and experiential tourist sector. The project aligns with UNESCO's 2001 Convention on the Protection of Underwater Cultural Heritage, the Faro Convention, and the EU's Blue Growth Strategy. It is also in compliance with the Maritime Spatial Planning process and UN's Sustainable Development Goal 14 for preserving and developing ocean resources.

Short description ((maximum 500 words) (if possible, describe how the asset was generated by an interaction between culture and nature and what is currently the meaning of that interaction)
The intervention was carried out between August and September 2021, by ERPAC with the scientific collaboration of Ca' Foscari University Department of Humanities, University of Salento and University of Udine. The pilot project aimed to enhance the cargo of amphorae of the Grado 2 wreck, which are likely intended for storing wine and date back to the second half of the third century BC. The project achieved the in-situ enhancement of the cargo, making it possible to highlight the entire load, document it accurately, reposition the existing grids, and add others to completely cover it, ensuring the protection and accessibility for underwater tourists. Excavation trenches were also realized, verifying the deposit consistency and the lack of the hull's wooden remains. A 3D model was also developed through photogrammetric survey, allowing for remote access and enjoyment of the site through an application that simulates a virtual diving experience. The project also aimed to raise awareness and involve diving clubs and other stakeholders in the protection and management of the site. A heritage education project was carried out with 25 divers and diving centers, providing training on submerged sites and correct approaches. The next step is to develop good practices of participatory management and involve diving centers, diving clubs and other regional stakeholders in the enhancement of the site through guided tours. The same approach was also carried out in other regions such as Puglia and Split County.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
1. Heritage awareness inside the communities 2. Cultural heritage as a common good and economic resource to improve the quality of life. It occurs going beyond the natural and cultural heritage protection: heritage must be conceived as productive economic activity with new solutions for long-term economic and social prosperity, developing new tourist attractions, diversifying activities in the protected areas, offering to local communities' employment opportunities integrated into the local economy, introducing new management models through substantial participation of stakeholders. 3. Archaeology for the territory, archaeology for the environment; the underwater tourism as sustainable tourism. 4. Research, conservation, protection, management and participatory enhancement as elements of a supply chain

Stakeholders involved
Multivocality of the target groups, like general public (local communities, children, visitors, particularly "green and experience-based" tourists, divers, boaters, kayakers, sport fishermen, tourist guides and activity guides as targets of knowledge impact); local, regional and national public authorities: territorial bodies such as MPAs, municipalities; public service providers of natural/heritage services of public interest; cultural and

natural heritage management bodies: Superintendencies and State or other public and private Museums; regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector:); associations/regional innovation agencies; NGO's (tourist&cultural associations, organisations in the field of tourism and culture, cultural/environmental heritage associations: diving clubs, diving centers, diving guides, aspiring diving guides, tourist associations, museums/ museum curators, beach establishments owners, sailing clubs, etc.

Web /CONTACT references

www.italy-croatia.eu/web/underwatermuse

www.facebook.com/Project-UnderwaterMuse-106106884192806/

Contact references http://erpac.regione.fvg.it/

BEST PRACTICE: «ALPE ADRIA RADWEG » CROSS-BORDER BIKE ROUTE

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
IT/FRIULI VENEZIA-GIULIA /Udine
Specify the main thematic area and the type by completing ANNEX A (matrix) [7]
Accessibility strategies for less known in-land, underwater and industrial/urban areas -new transport networks
Best Practice Title
Alpe Adria RADWEG, CROSS-BORDER BIKE ROUTE
Picture (photo, visual…)

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[7] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Year/period BP implementation
2010-2020
Financial resources
The infrastructures and the related activities were mainly financed by crossoborder EU Interreg projects. Regional and local municipalities integrated the financial resources with further fundings.
Aim/Goal - short explanation to implement the best practice
The Alpe Adria Radweg CAAR project, an example of cross-border cooperation for the development of sustainable mobility, stems from the common will of the three participating regions (Region Friuli Venezia Giulia, Land Salzburg and Land Carinthia) to identify a cross-border bicycle route that, by connecting Salzburg with Villach, Udine, Aquileia and Grado, crosses the physical border formed by the Alps and creates a direct connection between the Central European bicycle network and the Adriatic Sea.
Description; who developed what, when, for whom and why (max 500 words)
The BP is the result of several project initiatives and funding mix, by Regional Administration of FVG and Carinthia with own funds and INTERREG support (cross border cooperation programmes). The design and realization of the whole itinerary (about 300 km) took about 10 years and coordinated by the Regional administrations, with the support of tourism promotion agencies. The scope is to increase tourism flow out of season and boosting the "bike economy" at the same time valorizing hidden in-land attractions and old (dismissed) infrastructure as the railway.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
Bike tourism is one of the major trends of tourism flows in the last year: by combining healthy practices with cultural / natural attractions and the "slow mode" this practice is expected to grow and find new application elsewhere. The idea is pretty simple (a bike itinerary) and except the works for the road building it has low management costs.
Stakeholders involved

Tourism operators (guides), hotel, bike services, Public Administrations
Web /CONTACT references https://www.alpe-adria-radweg.com/

BEST PRACTICE: «EMOTIONAL PATH » in the Castle of Nardò

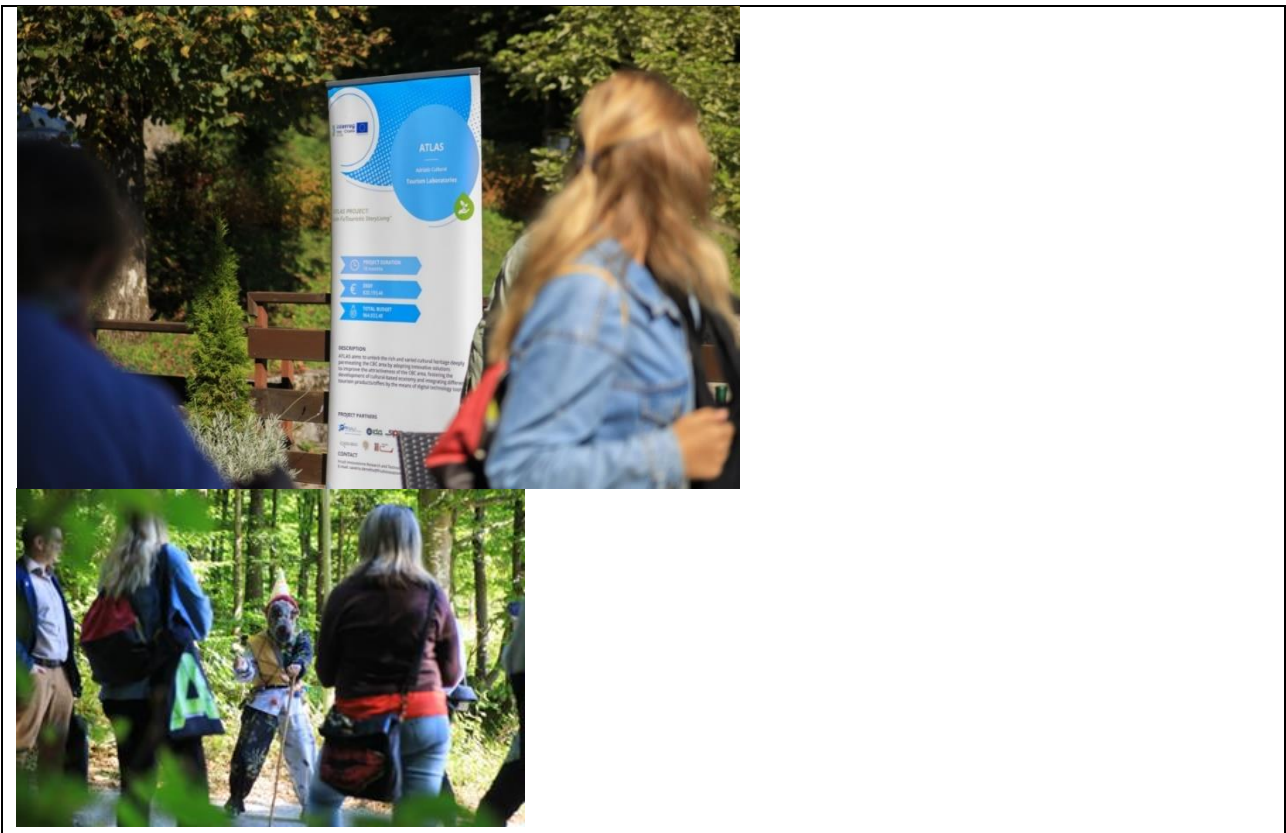| Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR) |
|---|
| IT – Puglia Region – Province of Lecce – City of Nardò |
| Specify the main thematic area and the type by completing ANNEX A (matrix) |
| Accessibility strategies … / Tool |
| BEST PRACTICE TITLE |
| "Emotional path" in the Castle of Nardò |
| Picture (photo, visual…) |
| Pictures and video here:
https://emoundergrounds.adrioninterreg.eu/news/the-undergrounds-of-the-castle-of-nardo-have-been-opened-to-the-public |
| Year/period BP implementation |
| 2022 – ongoing |
| Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters) |
| Funded under the Interreg ADRION 2014-2020 project: EMOUNDERGROUND - Emotional technologies for the cultural heritage valorisation within cross-border undergrounds.

The enhancement and access to the castle's undergrounds and terraces have been made possible thanks to the funding obtained by the Emoundergrounds project on the redevelopment of some parts of the building, that becomes in this way the centre of the city's cultural and tourist offer. |

Aim/Goal - short explanation to implement the best practice

The goal is to create a virtual experience that allows visitors to immerse themselves in the past and become "guests" of Giangirolamo II Acquaviva d'Aragona, with the opportunity to interact with dukes, barons, and common prisoners in the dungeons, transporting them to the summer of 1647. This experience aims to provide visitors with an emotional journey that allows them to experience the historical events surrounding Giangirolamo II Acquaviva d'Aragona and his mission to put down the revolt of Nardò.

Description; who developed what, when, for whom and why (max 500 words)

The areas involved in the project are the terrace of the tower overlooking via Roma, which will be used as a multifunctional area (a space for meetings and readings, a multimedia corner and a social area) and for children, but mainly the undergrounds, that will host a real virtual itinerary to discover the rich history of both the castle and part of the city (the entrance area, coming from via Roma, will be the 'welcome area').

Thanks to technological and computer aids, audio-guides, panels, augmented reality, simulations, intelligent mobile applications, interactive screens and projections, visitors will be able to take a virtual step back into the past, finding themselves 'face to face' with dukes and barons or with prisoners locked in dungeons.

An emotional journey that has at its centre the character of Giangirolamo II Acquaviva d'Aragona, the 'Apulian Guercio', the son of Giulio I Acquaviva d'Aragona, Count of Conversano, and Caterina Acquaviva d'Aragona, Duchess of Nardò, who was sent by the Kingdom of Naples to put down the revolt of Nardò in the summer of 1647.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)

the adoption on new technologies allows the access and the interpretation of the underground gallery and boost fruition to the whole castle.

With the application of innovative technologies for the use of underground cultural heritage, EMOUNDERGROUNDS project creates in each of the involved sites' innovation in cultural offer, the local new underground cultural offer is inserted in the context of territorial tourist offer and in parallel in the wider ADRION macro-region.

Stakeholders involved

Several subjects and people have been working on the project: the Cetma consortium (design and emotional technological itineraries development), the firm Gaballo Andrea (recovery and redevelopment interventions), Co.M.Media (communication services), architects Roberta Biscozzo, Tommaso Greci and Giovanni De Cupertinis (analysis of literature sources and scientific and historical-cultural studies, useful for design and structuring of the itineraries), Katia Arreda Casa (furniture), Magitek (technological

equipment). The interventions and actions were developed and implemented in agreement with the Soprintendenza Archeologia, Belle Arti e Paesaggio. The management, animation and access services were entrusted to the a.p.s. Visit Apulia of Nardò.

Web /CONTACT references
https://emoundergrounds.adrioninterreg.eu/news/the-undergrounds-of-the-castle-of-nardo-have-been-opened-to-the-public

BEST PRACTICE: « LIVE THE STORY OF DELNICE » VALORIZATION OF GORSKI KOTAR REGION HERITAGE

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
City of Delnice, Primorje-Gorski Kotar County, Croatia (Adriatic Croatia)
Specify the main thematic area and the type by completing ANNEX A (matrix) [8]
Creating future tourism routes / Methodology - Pilot action
Best Practice Title
"Live the Story of Delnice" - valorization of the heritage of Gorski Kotar region as part of the Interreg IT-HR ATLAS project - Pilot activity
Picture (photo, visual…)

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[8] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Copyright STEP RI.
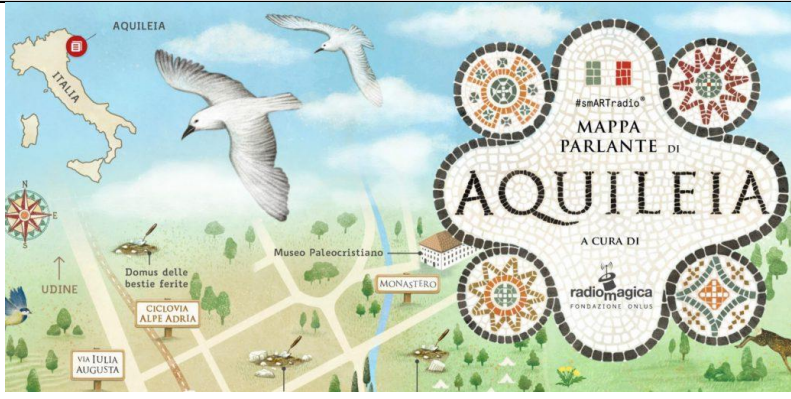
Year/period BP implementation
September 2019 (one-day event)

Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
The estimated minim amount for organising a similar one-full-day experience tour is 1400 EUR for approx. 15 people, depending also on the number of participants and locations visited. Organisers must also consider transport costs, digital tools (for ex. tablets), entrance tickets, extra tour guides, food and beverage costs when deciding on budget to allocate to activity.

Aim/Goal - short explanation to implement the best practice
The goal of the pilot activity was to valorize the heritage of Gorski kotar, with an emphasis on the cultural heritage of the town of Delnice, through direct experience

Description; who developed what, when, for whom and why (max 500 words)
Applying the Methodology for cultural tourism Lab developed within ATLAS Project, STEP RI implemented the Gorski kotar Living Lab, during which various ideas to valorise the heritage of Gorski Kotar area were

developed. Participants to the living lab were actors working with and for cultural and natural heritage in Gorski kotar. The fact that these actors were numeours and active in the Living Lab was also due to the successful cooperation among project partners and the local authorities, who formed a local Task force for Cultural Tourism and coordinated activities. The best ideas were polished and formed a new cultural path to experience the "story of Delnice".

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)

- ❖ Cooperation with Local Authorities
- ❖ Willingness to cooperate among different local and regional actors
- ❖ Promotion of Living Lab activities (workshops for developing and innovating ideas boosting natural and cultural heritage, communal space for idea cocreation and sharing)
- ❖ Promotion OF pilot activity before and after event

Stakeholders involved

STEP RI science and technology park of the University of Rijeka

City of Delnice
Delnice Tourist Board (now Gorski Kotar Tourist Board)
Lynx and fox
Popović Mill
Ethno Association Prepelinc – Rački House
Hunting lodge Delnice - Japlenški peak forest park
Crni Lug pesniki (traditional masks)
Grga Marjanović's house
Delnice public library
Delnice pharmacy and watchmaker (old trades)
Kauzlarićevi dvori

Web /CONTACT references
https://gorskikotar.hr/en/

2. BEST PRACTICES IN : communicating niche destinations

BEST PRACTICE: « AQUILEIA TALKING MAP »

Geographic area
IT/FVG/Udine/Aquileia
Specify the main thematic area and the type by completing ANNEX A (matrix) [9]
Accessibility strategies for less known in-land
Best Practice Title
Talking Maps
Picture (photo, visual…)
Year/period BP implementation
2019/2021
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Public funds supported the development of the product

[9] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Amount not available
Aim/Goal - short explanation to implement the best practice
The "Talking Maps" is a project based on the accessible storytelling. Each story tells about a material or intangible heritage object: a monument, a painting, a legend, a tradition. The design-for-all approach exploit writing and multimedia storytelling techniques to ensure a broad understanding of the content. The aim is to create beautiful and accessible stories for everyone, including children and young people, foreigners learning Italian or people with special needs.
Description; who developed what, when, for whom and why (max 500 words)
The team of "Radio Magica" - involving researchers, illustrators, writers and actors - meets local representatives (museum curators, children, young people and school teachers). Together, the cultural heritage items to be told are chosen. Professional writers realise the stories under the supervision of our team dedicated to taking care of the accessibility aspects of the texts. Each story is therefore the result of intense teamwork. Once finished, the texts are entrusted to actors, illustrators, video makers, music and audio production experts and of course computer experts in accessibility and usability. Radio Magica coordinates the production of the final audio and video stories and takes care of any foreign language versions of the audio and video with native speakers and translators. The stories thus produced are placed on the #smARTradio® platform and are disseminated through several channels: website, local and national web and radio stations, events, distribution of the paper Talking Maps through schools, museums and tourist offices.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
Being based on digitalization, the practice is easily replicable/adoptable by other actors in other territories. The major success factor is the accessibility of the contents through different channels, by different users and above all, easily by everyone.
Stakeholders involved
Foundations, Universities, Cultural Heritage association, Museum (Fondazione Aquileia, Università degli Studi di Udine, Museo Archeologico Nazionale di Aquileia, Fondazione So.Co.B.A. "Società per la Conservazione della Basilica di Aquileia, Università Ca' Foscari)
Web /CONTACT references
https://www.radiomagica.org/smartradio/it/mappa/aquileia#1

BEST PRACTICE: ATLAS EXPERIENCE « IN THE HEART OF THE COMACCHIO VALLEYS TO DISCOVER ITS TRADITIONS »

Geographic area (province of X, city of Y, region of z), country (IT/HR/other)

Province of Ferrara, City of Comacchio, Emilia Romagna Region, Italy
Specify the main thematic area and the type by completing ANNEX A (matrix) 10
Type of best practice: Methodology – Thematic Area: Communicating destinations
Best Practice Title
ATLAS Study Visit "In the heart of the Comacchio Valleys to discover its traditions"
Picture (photo, visual…)
Year/period BP implementation
2019, September 30th
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
2.800,00 €
Aim/Goal - short explanation to implement the best practice
• Promote the knowledge of the cultural and natural heritage of the territory • Increase accessible tourism within the province of Ferrara

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10 Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

- Promote new forms of experiential tourism, including unusual and non-traditional experiences, capable of involving the five senses.

Description; who developed what, when, for whom and why (max 500 words)
The itinerary was created Sipro Ferrara in collaboration with Visit Ferrara Consortium as part of the ATLAS project. It was an excursion by a motor ship, accompanied by an expert environmental guide following the historical-naturalistic path. This was the programme: ❖ Visit to the ancient "casoni" and to a plant from traditional fishing ("lavoriero") rebuilt with marsh reed; Lunch at a typical restaurant with traditional dishes ❖ Guided tour of "Manifattura dei Marinati", the eel pickling factory, including a flour and frying laboratory of fish and tasting
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
Involvement of local stakeholders, creating of new experiential tourism routes, promoting of Accessibility strategies
Stakeholders involved
Touristic operators of the province of Ferrara
Web /CONTACT references www.siproferrara.com

BEST PRACTICE : «THE ROUTES OF THE FRANKOPANS» - CULTURAL TOURIST ROUTE

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Croatia, Primorje-Gorski kotar region, districts and municipalities of Gradec, Krk, Grobnik, Trsat (Rijeka), Drivenik, Grižane i Bakar, Bribir, Novi Vinodolski, Brod na Kupi, Kraljevica, Ledenice, Hreljin, Severin na Kupi, Stara Sušica, Čabar, Košljun, Crikvenica and Gomirje
Specify the main thematic area and the type by completing ANNEX A (matrix) [11]
Communicating niche destinations / Knowledge - website
Best Practice Title
Cultural-tourist route „The Routes of the Frankopans"
Picture (photo, visual…)

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[11] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Source: https://ruta.frankopani.eu/en/ruta/gorski-kotar

Year/period BP implementation
Renovation of infrastructure and ideation of route was made in different intervals from 2005 until 2021 , with the route creation section and final renovations starting in 2015 and ending in 2021, and is now in full effect.

Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Approx 8 mil EUR for the phase from 2015 to 2021.

Aim/Goal - short explanation to implement the best practice
The project combines the natural, cultural, gastronomic and tourist offer of **Primorje-Gorski Kotar** region, points to the connection of Croatian medieval history with the European circle and serves as a great impetus to the development of the coastal hinterland and Gorski Kotar.   The network of innovative and highly experienced cultural and tourist contents based on the Frankopan heritage profiles the cultural-tourist offer, but also encourages the economic improvement of micro-environments. Interpretation centres and route-related events reduce the seasonality of the tourist and cultural offer and enable the local population to improve their lives in their own community through their associations and personal entrepreneurial projects (source: https://frankopani.eu/en/about-the-project/=

Description; who developed what, when, for whom and why (max 500 words)
This project was developed by **Primorje-Gorski Kotar County regional authority.**   The Counts of Krk Frankopans marked more than five and a half centuries of Croatian history. To this day, they have left behind numerous castles and fortified towns spread throughout the Primorje-Gorski Kotar County, which evoke the spirit of the past, intrigue, conflict, culture, literacy and religiosity.   Cultural-tourist route „The Routes of the Frankopans" is based on the project of the same name, which was implemented by the **Primorje-Gorski Kotar County** in the period from 2005 to 2008. At that time, the County, together with the local self-government units on whose premises the buildings are located, invested considerable initial funds in the arrangement and preparation of documentation for the

reconstruction of the Frankopan castles. The restoration of one of the towers on the castle in the town of Krk was a symbolic beginning of the restoration of the Frankopan heritage. The second phase of the project lasted from 2013 to 2016, within the EU project HERA from the IPA program of Adriatic cross-border cooperation, when the reconstruction project was extended to Rijeka, Krk and Gorski Kotar, or a total of twenty facilities, and the first Visitor Centre Kraljevica was opened, with the intention of creating a cultural and tourist route that will permanently integrate the facilities into the cultural life of the wider community. The third phase began in 2015 with the application of the project Cultural-Tourist Route „The Routes of the Frankopans" to the tender of the Ministry of Regional Development and EU funds. For the renovation of facilities, their arrangement, promotion and creation of new tourist products that will revive the Island of Krk, Vinodol hinterland and Gorski Kotar, HRK 47.3 million in grants from the European Union structural funds were approved, while the total project value is HRK 64 million. The implementation of the project lasted until May 1, 2021.

Cultural-Tourist Route „The Routes of the Frankopans" includes seventeen castles and fortified towns (castles Gradec, Krk, Grobnik, Trsat, Drivenik, Grižane and Bakar, Tower in Bribir, Castle with Kvadrac tower Novi Vinodolski, Zrinski Castle in Brod na Kupi, The Old Town of the Zrinskis in Kraljevica, the Old Town of Ledenice, the Old Town of Hreljin, the castles of Nova Kraljevica, Severin and Stara Sušica and the Zrinski Castle in Čabar) and three sacral complexes (Franciscan Monastery with the Church of the Annunciation of Mary in Košljun, Pauline Monastery in Crikvenica and Gomirje Monastery).

The visitor and interpretation infrastructure of the Cultural-tourist route „The Routes of the Frankopans" consists of eight interpretation centres (Trsat, Grobnik, Bakar, Bribir, Krk, Čabar, Brod na Kupi, Kraljevica), and the central Visitor Centre is located in the Nova Kraljevica Castle. This Centre is an example of heritage preservation with the implementation of elements of contemporary art and multimedia and presents the entire Cultural-tourist route. In other interpretation centres, visitors can get acquainted with various topics related to the Frankopans and each locality, and coming to each makes a unique experience (source: https://frankopani.eu/en/about-the-project/)

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
Valorisation of heritage Cooperation with local communities Excellent visibility and marketing Pluriannual strategic planning
Stakeholders involved
- **Primorje-Gorski Kotar County regional authority** **- policy makers and cultural representatives from** Gradec, Krk, Grobnik, Trsat (Rijeka), Drivenik, Grižane i Bakar, Bribir, Novi Vinodolski, Brod na Kupi, Kraljevica, Ledenice, Hreljin, Severin na Kupi, Stara Sušica, Čabar, Košljun, Crikvenica and Gomirje
Web /CONTACT references
https://frankopani.eu/en/

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Italy / Central Italy / Marche Region
Specify the main thematic area and the type by completing ANNEX A ([matrix]) [12]
INFRASTRUCTURE / Communicating niche destinations
Best Practice Title
One Stop Information Center MULINO DA VARANO
Picture (photo, visual…)
Year/period BP implementation
2021-2022 and on going. On the 25th of June 2021, as part of the Made in Land European project, financed by Interred Program Italy-Croatia 2014-2020, The Marche Region in cooperation with The Municipality of Muccia and with the project partner, the University of Camerino, inaugurated the new OSIC digital tourist information center, literally One Stop information Center.
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Financial resources € 127.000,00, financed by Interred Program Italy-Croatia 2014-2020
Description; who developed what, when, for whom and why (max 500 words)
One Stop Information Center MULINO DA VARANO was a pilot project developed and implemented by Marche Region, the Municipality of Muccia and UNICAM, to test a project strategy for supporting and the developing in land areas by the means of tourism accessibility improvement.

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[12] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

It presents the cultural and natural heritage of Muccia and the upper Macerata area, as well as the experiences of different eras and their stories. By visiting the Home of Travelers at the Mulino da Varano, as well as the most fascinating points of individual interest presented by the web-portal od OSIC Muccia, visitors and travelers are able to immerse themselves in local culture.
Aim/Goal - short explanation to implement the best practice
The project One Stop Information Centre of Muccia as The Home of Travelers at the Mulino da Varano is launched with the aim of improving physical and virtual accessibility to the natural and cultural assets of inland areas, enhancing them as a resource for sustainable local development. The activation of the tourist information center inside the "Mulino da Varano" in the Municipality of Muccia allows, through innovative IT and technological supports, to access goods, services and products offered by the territories of the inland areas and the upper Macerata area, with the specific purpose of enhancing the Alta Valle del Chianti as a pilot area object of the project.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
Through the One Stop Information Centre of Muccia it is possible for tourists to organize a travel experience in the inland areas of the Alta Valle del Chienti. Furthermore, it is also possible to carry out educational visits on site, of the Mill itself, and to be directed to other thematic points of interest in the area. The OSIC was developed as the Management Model for the area's stakeholders as it was intended as a reference point for all the tourism actors (mainly businesses) of the surrounding area acting as the physical and digital container of all the information and the experiences available around Muccia, providing integrated services for tourists.
Stakeholders involved
Local community, cultural and natural management authorities, travelers and visitors
Web /CONTACT references
https://osicmuccia.it/en/osic-muccia-2/

BEST PRACTICE: FONTE AVELLANA CULTURAL HERITAGE INTERPRETATION CENTRE

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Italy / Marche Region / Province of Pesaro Urbino / Municipality of Serra Sant'Abbondio
Specify the main thematic area and the type by completing ANNEX A (matrix) [13]
Communicating niche destinations
Best Practice Title
Fonte Avellana Cultural Heritage Interpretation Centre
Picture (photo, visual…)

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[13] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Year/period BP implementation
In the month of August 2022, as part of the TAKE IT SLOW strategic project financed by Interreg Program Italy-Croatia 2014-2020, SVEM – Sviluppo Europa Marche in cooperation with the Congregation of Monks of Fonte Avellana, inaugurated the "Fonte Avellana Cultural Heritage Interpretation Centre" at the Monastery of Fonte Avellana.
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
- TAKE IT SLOW PROJECT - Interreg Program Italy-Croatia 2014-2020 (€ 30.500 external expertise and services + € 10.500 staff involved in the pilot action implementation)   - Donations and funds of Camaldolese Congregation of Monks of Fonte Avellana
Description; who developed what, when, for whom and why (max 500 words)
In the facilities provided by the Congregation of Monks, located at the Monastery of Fonte Avellana, Svem has designed and established a cultural heritage interpretation site as venue to showcase the Camaldolese Forest Codex and increase its accessibility, aimed at visitors and local communities. The Centre was opened in August 2022 and it is managed in a non-profit manner by the Congregation of Monks of Fonte Avellana. The pilot action realised by Svem aims to narrate the Codex, as a local cultural identity, and the invisible parts of natural resources management, trying to reconstruct the relationship between mand and the environment. The Codex - comprising over 850 years of regulations on forest and land management - represents an example of multifunctional, flexible and sustainable management of environmental resources, and, as an ethical value, it becomes the foundation of an Immaterial Cultural Heritage to be preserved and valorised.
Aim/Goal - short explanation to implement the best practice
The mission of the pilot action realised by Svem is to cultivate and safeguard the ethical dimension of the Forest Codex through a larger conservation and accessibility process including the following dimensions: dissemination, popularisation, presentation and interpretation of the Codex. A Strategy Plan was designed on the basis of the following main goals and lines of interventions: a. INTERPRETATION: to raise public awareness and enhance understanding of the Forest Codex in the need for its protection and conservation.   b. PRESENTATION: arrangement of interpretative information, physical access and interpretative infrastructure at the cultural heritage site in order to communicate the meaning of the Codex to a range of audience through documented contents.

c. INTERPRETATIVE INFRASTRUCTURE: to design a physical facility and related installations used for the purposes of interpretation and presentation of the Codex, including those supporting interpretation via new technologies. The outcome of this process was the design and establishment of the "Fonte Avellana Cultural Heritage Interpretation Centre".
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
The purpose of the centre is to facilitate the presentation and valorisation of the local heritage, to offer possible interpretations for an active enjoyment of the heritage itself and to restore the conditions of cultural heritage resources which is instrumental to the creation of a tourism destination. The centre is built around a permanent digital exhibition that explains the Codex and offers an overview of the Monastery and insights into local landscape and natural/cultural attractiveness. The main mode of exhibition and display is through fixed graphic and information panels combined with audio-visual content (included recorded interviews/videos and digital and interactive displays), with fewer material objects. This design not only achieves the centre purpose of «musealising» and safeguarding the Codex but also allows Intangible Cultural Heritage practitioners (i.e. tourists) to actively interact within the contents museum.
Stakeholders involved
Local community, cultural and natural management authorities, museum professionals, monastic community
Web /CONTACT references
https://svemarche.eu/ https://fonteavellana.it/ https://www.italy-croatia.eu/web/take-it-slow/-/take-it-slow-the-monastery-of-fonte-avellana

3. BEST PRACTICES IN: innovative territorial management systems

BEST PRACTICE : #MATTINATA2025

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
IT – Puglia Region – Province of Foggia – City of Foggia
Specify the main thematic area and the type by completing ANNEX A (matrix)
Innovative territorial Management system / methodology
Best Practice Title
#MATTINATA2025
Picture (photo, visual…)

Year/period BP implementation
2022-2025
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Public funds of municipality of Mattinata Public funds of Puglia Region
Aim/Goal - short explanation to implement the best practice
The goal of the Strategic Plan is to provide visitors with a virtual and immersive historical experience that brings them back in time to the summer of 1647. The aim is to let them become "guests" of Gian Girolamo II Acquaviva d'Aragona, allowing them to interact with various historical figures such as dukes, barons, and prisoners, and experience the events surrounding Giangirolamo's mission to suppress the revolt of Nardò. This plan serves as a tool to provide visitors with an emotional journey through history.
Description; who developed what, when, for whom and why (max 500 words)
The Mattinata strategic plan is an operational plan in which we find not only territorial marketing strategies to be applied in the short-medium-long term, but also positioning, segmentation and targeting, the tourism products to focus on, a careful analysis for a communication plan feasible between now and 2025 and a series of actions agreed between the administration and sector operators that will allow Mattinata to finally take off
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
the Mattinata strategic plan has the potential to be replicable due to its focus on a well-defined process, clear documentation, and continuous evaluation and improvement. By sharing the lessons learned from this plan, other destinations can benefit from the successes of Mattinata and apply similar strategies to their own contexts
Stakeholders involved
Local public authorities Local citizens and operators
Web /CONTACT references
https://www.comune.mattinata.fg.it/mattinata/po/mostra_news.php?id=74&area=H

BEST PRACTICE : DIFFUSED HOTEL SAURIS/ Albergo Diffuso di Sauris

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
IT/FVG/Udine
Specify the main thematic area and the type by completing ANNEX A (matrix) [14]
Innovative Management System
Best Practice Title
Albergo Diffuso di Sauris
Picture (photo, visual…)
Year/period BP implementation
2018-2020
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
35.000 Euro
Aim/Goal - short explanation to implement the best practice
The objective is to increase the tourism flow during the so called "low season", at the same time reaching new markets and type of customers, by growing the local economy. The "Albergo Diffuso" model (that adopt a strategy of tourism reception spread in the private houses of local communities) integrated with experience tourism approaches is particularly competitive for inland and rural destination characterized by minor tourism flows.
Description; who developed what, when, for whom and why (max 500 words)
The tourism company "Albergo Diffuso Sauris" has become aware that in order to be competitive without giving to the price war imposed by the global tourism destination market, there is a need to renovate the offer. Albergo Diffuso di Sauris has therefore developed its own value proposition to meet the growing expectations of increasingly "educated/informed" travellers, who seek travel experiences

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[14] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

through the new tools offered by Web 4.0. This has led to the identification of "tourism products" based on experiential tourism model (i.e by valorizing local attractions, may be natural, cultural or "well being"experiences) integrated with the tourism reception in small private houses (Albergo Diffuso) that strenghten the sense of being part of a community rather than a simple customer. Tailor-made offers have been designed for each segment and sub-segment of travellers.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
A small community with ancient tradition mixed with innovative tourism offer based on experience rather than standardized mainstream product is probably the key for success in this best practices. The involvement of the whole community is one of the main success factors and also an added value as management strategy for local communities. Sauris candidate for Best Village UNWTO 2022 https://www.riglar.it/en/sauris-unwto-best-tourism-village-2022/

Stakeholders involved
Tourism operators (guides), hotels, restaurant, local companies (producers of typical wine & food products) Public Administrations, Tourism companies, business support organziations (Friuli Innovazione).
Web /CONTACT references https://www.albergodiffusosauris.com/

BEST PRACTICE : LAKE COSTANCE WINE TOUR

Geographic area
Germany, Austria, Switzerland, Liechtenstein, (Alpenrhein - Bodensee - Hochrhein)
Specify the main thematic area and the type by completing ANNEX A (matrix) [15]
Innovative territorial management systems
Best Practice Title
The wine region of Lake Constance as an international communications and knowledge platform for tourism and the wine-growing sector
Picture (photo, visual…)

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[15] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Year/period BP implementation
2014-2020

Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Total budget/expenditure: EUR 409 105.57 European Union funding: EUR 204 059.45 Co-financing sources: ERDF, Third-country contribution

Aim/Goal - short explanation to implement the best practice
The aim of the project is to promote the attractiveness of the four-country and wine region of Lake Constance with services and products that impart knowledge. Wine-growing and tourism are ideal partners to mutually support one another in the development of services and the associated joint marketing with the help of their networks. The experience shows that this is particularly lacking in cross-border offers. The specific exchange to initiate joint measures promotes international cooperation and works to the benefit of visitors to the wine region of Lake Constance at the same time. The more experiences and different inputs that are supplied from the individual regions, the more promising the outlook for sustainable solutions.

Description; who developed what, when, for whom and why (max 500 words)
With the establishment of specialist tours, talks, seminars, conferences and training offers, exchanges will not only be promoted in the programme area. The aim is also to attract knowledge from outside and to pass it on externally. Cooperation with further training institutions, particularly with vocational and sommelier schools, as well as research and teaching facilities in the field of viticulture and fruit growing, as well as tourism, is classed as forward-looking. Workshops and talks, as well as company tours and educational trips to the wine region of Lake Constance, are designed.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
The engagement of citizens in the region should be stimulated via the training of international Lake Constance wine culture managers. On-site, they bring visitors closer to the tradition, the culture that has evolved, the beauty of the countryside and knowledge about wine growing and wine.

People can aspire to take ownership of the knowledge. This harbors the opportunity to bring many people together, unite them and inspire them. Wine is generally a bonding element. The general public and the realm of specialists combine well over wine.

Also the international "Lake Constance Gardens" network has been promoting the region's fantastic gardens for 8 years and is inviting visitors to explore a total of 40 parks and gardens in four countries. Anyone embarking on this journey will become a time traveller: From the Stone Age, through medieval times and the 19th century right up to the present, as they move from one era to another and experience horticultural history at first hand.

Stakeholders involved
General public, Local, regional and national public authorities, tourism agencies
Web /CONTACT references
https://keep.eu/projects/21218/The-wine-region-of-Lake-Con-EN/

BEST PRACTICE: « LOD » LANDSCAPE OBSERVATORY DOCUMENTATION

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Europe
Specify the main thematic area and the type by completing ANNEX A (matrix) [16]
INFRASTRUCTURE / Innovative territorial management systems
Best Practice Title
LOD Landscape Observatory Documentatio
Picture (photo, visual…)
Year/period BP implementation
2015 - …

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[16] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
n/a
Description; who developed what, when, for whom and why (max 500 words)
"Landscape observatories, centres and institutes" (LO) are one of the recommended instruments for the implementation of the European Landscape Convention (ELC). Their mission is to study and monitor the dynamics of the landscapes, and to facilitate the collection, production and exchange of information and study protocols between states and local communities.
Aim/Goal - short explanation to implement the best practice
The LOD Project aims at promoting the scientific cooperation among the existing LO. The first objective is mapping Landscape observatories, centres and institutes. The LOD website provides a tentative list, which possibly will be completed by users. The second objective is promoting scientific exchange, linking LO and people for thematic interests. The LOD website proposes a list of working groups (WG) on selected issues. The missions of existing "Landscape observatories, centres and institutes" (LO) are very varied, and hardly cover the entire range of activities which the ELC recommends: Awareness raising, education   Participation   Documentation   Assessment and monitoring   Relationships with landscape and spatial policies, planning, and design   Functioning and Institutional framework
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
The LOD (Landscape Observatory Documentation) website offers a platform for: • mapping Landscape observatories, centres and institutes,   • linking people involved (scholars, public officials, citizens, etc.).   • exchanging information among LO on key-issues   • promoting shared initiatives   The project is open to anyone who wants to contribute as follows: • sending information and documentation,   • joining the working groups.
Stakeholders involved
Universities, civil society and territorial public authorities.
Web /CONTACT references
https://www.uniscape.eu/landscape-observatories/   https://areeweb.polito.it/LOD/who.htm

BEST PRACTICE: MADE IN-LAND MANAGEMENT AND DEVELOPMENT OF INLANDS

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Croatia, Istria County, Zadar County, Italy, Marche region, Marche Region, Municipality of San Leo, Municipality of Riccia
Specify the main thematic area and the type by completing ANNEX A (matrix) [17]
Best Practice Title
MADE IN-LAND MAnagement and DEvelopment of INLANDs
Picture (photo, visual…)
Year/period BP implementation
2019-2022
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
€ 2.218.069,31
Aim/Goal - short explanation to implement the best practice
The project main objective is to enhance the protection and valorization of natural and cultural unexploited capital of inland areas by means of tourism development and improved accessibility. MADE IN-LAND aims at setting up a new cross-border strategy that unleashes the potential of inland assets through their inclusion in wider networks and markets. The cooperation with coastal areas, considered as mass-tourism destinations, through the common and innovative means of integrated management, marketing and promotion foreseen by the project, gives such opportunity to the inland areas and the project regions as a whole. MADE IN-LAND not only aims at increasing the specific value of hinterlands cultural/natural heritage and their conservation through the empowerment of local communities as custodian of those resources, but

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[17] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

also at catching non-seasonal touristic flows and opening to new touristic offers that will enhance the functional, environmental and cultural continuity between the different areas. Main objective of the project is to make natural and cultural heritage a leverage for sustainable and more balanced territorial development.

Description; who developed what, when, for whom and why (max 500 words)
There are several results of the project through which the hinterland in parts of Italy and Croatia will be further valorized. They are mostly based on digital tools through which tourists can get acquainted with the offer of the hinterland in a simple and intuitive way, and even book the same offer. These are: - Virtual Eco-Museum "Terra di Passo" (Municipality of Riccia, Italy)   - One-stop information center "Traveler's House" (Marche Region, Italy)   - Sensory path of Istrian heritage (Agency for Rural Development of Istria, Croatia)   - MusLeo Virtual Museum (Municipality of San Leo, Italy)   - Territorial brand "In quest for the fifth element" (Zadar County Development Agency ZADRA NOVA, Croatia)   Also, Permanent Cross-Border Observatory was launched during the final technical conference, by signing a memorandum of understanding - between all partners and project stakeholders. This means that there is a defined space for future cross-border cooperation within the MADE IN-LAND project, which may result in further development of the hinterland. Thus, the MADE IN-LAND project does not stop, but plans to further actively promote the heritage of the continental parts of the involved regions, both at the local and inter-territorial level.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
This example consists of several different actions developed according to the needs of a specific territory. It is a good example how new tourist product whether it is a new route or a museum can prolong tourist season and increase the visibility of the hinterland by developing innovative management models of fragile inland areas.

Stakeholders involved
General public, Local, regional and national public authorities, Public service providers Cultural and natural heritage management bodies, Regional and local development agencies, enterprises, regional innovation agencies, Education and training organizations as well as universities and research institutes

Web /CONTACT references
https://www.italy-croatia.eu/web/madeinland

4. BEST PRACTICES IN: regenerative tourism beyond sustainability

BEST PRACTICE: EVERYWHERE TEW – TRAVEL EXPERIENCE WORK

Geographic area
IT – Puglia Region – Province of Bari - City of Gravina in Puglia
Specify the main thematic area and the type by completing ANNEX A (matrix) [18]
Regenerative tourism ideas-beyond sustainability / Tool
Best Practice Title
EVERYWHERE TEW – TRAVEL EXPERIENCE WORK
Picture (photo, visual…)

More pictures on website. |
| Year/period BP implementation |
| 2021 - on going |
| Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters) |
| The entrepreneurial idea behind this company is the co-founding of a private company by Mariarita Costanza, former CTO of Macnil, a well-established player in the information and communication technology sector. Mariarita brings with her 20 years of experience in the business sector and is based in Gravina in Puglia. The company has private partners and investors involved, and it is likely that affiliate programs offered by the company are subject to payment. Unfortunately, no further public details about the company are available at this time. |
| Aim/Goal - short explanation to implement the best practice |
| The founder, Mariarita Costanza, believes that the COVID-19 pandemic has revealed the potential for many jobs to be performed remotely, leading to a rethinking of living and working patterns. To address |

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[18] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

this change, the company aims to create a technological platform that connects the needs of remote workers (referred to as "tewer") with the cultural, tourist, and social offerings of lesser-known places.

By introducing remote workers to the unique experiences and local culture of these destinations, the company aims to create a new model of experiential tourism combined with the flexibility of remote work. The first implementation of this "Everywhere Tew" lifestyle model will take place in the Alta Murgia Park territories in Puglia, Italy.

Description; who developed what, when, for whom and why (max 500 words)

SOLUTIONS FOR COMPANIES: traveling while Remote Working
Travel and work with our Tewer Plans, a solution designed for Remote Workers that integrates travel and experiences, without giving up the work objectives to be achieved, reconciling the needs of the company and the worker.
Everywhere TEW provide companies with Tewer Plans to offer to their employees.

PROVIDE AN EXPERIENCES
Are you a craftsman, a chef, a walker, or an art lover?
Organize an experience for new Tewer travelers. Show them what you are a master at, whether it is an activity of Art and Culture, Crafts, Wellness, Food and Wine, Innovation and Technology, Nature, Sport, …. You who are an expert of the place, can guide them to discover a new lifestyle, transforming your passion into a very pleasant job.

REGISTER YOUR PROPERTY
Whether you have a flat, a masseria, a hotel or a b&b, you can join the Everywhere TEW network.
Our goal is to build a new lifestyle model that proposes a unified vision of Travel, Work and Leisure for the economic, environmental and cultural growth of unexplored territories rich in culture, history, traditions and nature, in an eco-sustainable form.
To join the Network, it is important to get to know your facility better, to help you improve your business and acquire a new market, that of Remote Workers from Italy and the rest of the world (more than 5 million in Italy alone).

BECOME AN AMBASSADOR

Everywhere TEW's mission is to enhance unexplored territories through a network of certified territorial Ambassadors, contributing to the relaunch of tourism in Italy. Do you want to host the Smart Workers of the world in your territory? We are exclusively selecting those who want to relaunch tourism in Italy. If you are interested, don't miss this opportunity!

By becoming an ambassador, you will receive a media kit and attend an interactive training, achieving the Everywhere TEW Territorial Ambassador badge. By joining the Everywhere TEW Circuit, you can seize a new business opportunity by networking public and private operators in your area.
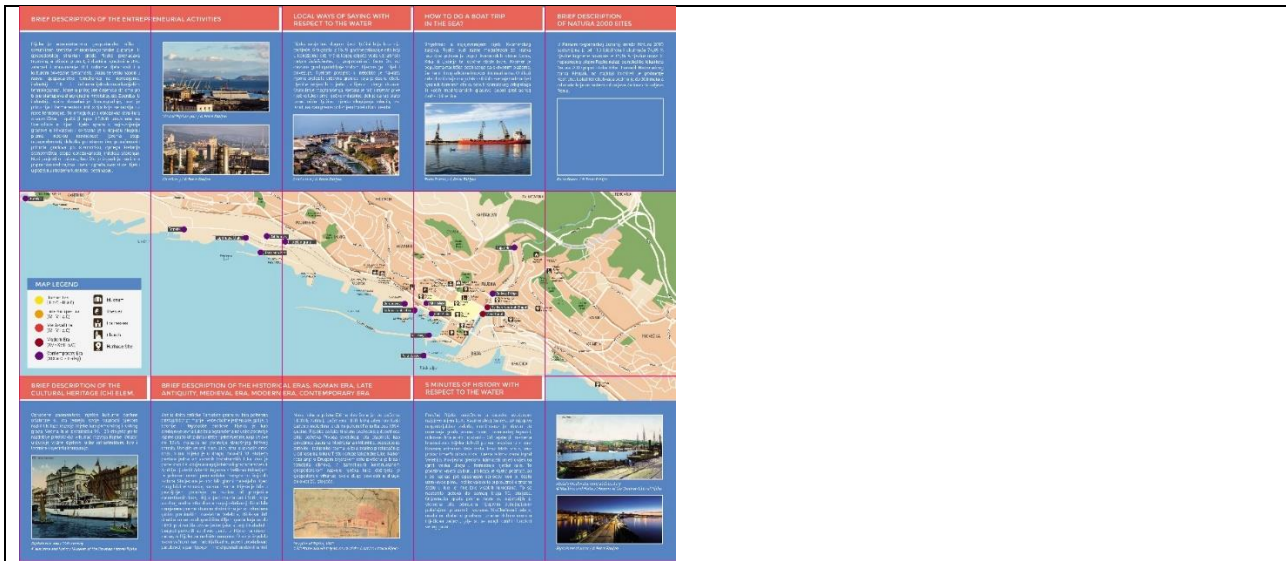
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
Enhancing the Territories Contribute to the revival of the territories, creating "Smart Working Places" with the involvement of tourism operators, communities, and public institutions Developing Local Economies Promoting the economic, environmental, and cultural growth of unexplored territories rich in traditions, culture, nature, and history, with a focus on eco-sustainability Encourage the flow of travelers Welcoming Remote Workers from all over the world, managers, entrepreneurs and business teams who like to travel the world without giving up their work objectives Promoting Deep Tourism New travelers want to get to know territories in-depth, experience them daily, value them, protect them, to spend a period of their lives there
Stakeholders involved
Private partners and investors involved. Remote workers. Craftsmen, chefs, walkers, or an art lover. Owners of flat, masseria,hotel or b&b. Private companies having remote workers. Public authorities
Web /CONTACT references
https://everywheretew.it/en/

BEST PRACTICE: TEMPUS TEMporary USes

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR))
City of Rijeka, Primorje-Gorski Kotar County, Croatia (Adriatic Croatia)

Specify the main thematic area and the type by completing ANNEX A (matrix) [19]
Regenerative tourism ideas-beyond sustainability
Best Practice Title
TEMPUS: Temporary USes as start-up actions to enhance port (in)tangible heritage
Picture (photo, visual…)

Year/period BP implementation
1.01.2019. – 30.06.2022.

Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Total budget for the project TEMPUS is **2.706.920,00 €**. The City of Rijeka had a budget of **188.980,00 €.**

Aim/Goal - short explanation to implement the best practice
The TEMPUS project aims to connect cities with their ports and create a new space for social life that will encourage creative entrepreneurship, as well as entrepreneurial initiatives in culture and tourism. One of the project outputs is the TEMPUS Platform, consisting of 3 different segments. Mapping: interactive multimedia map based on a Geographic Information System (GIS) allowing users to detect port heritage sites, companies exploiting it and association/social enterprises working on temporary uses. Each Point of Interest (PoI) – which may be filtered by category, accessibility status and epoch. Promoting: information collection and composition section gathering materials, from pdf documents to promotional videos and multimedia contents, giving an overview of the activities, raising awareness of port's latent cultural and entrepreneurial potential, and stimulating people's curiosity to facilitate the take-up and concrete exploitation of the project results. Practicing: restricted-access virtual meeting room providing the Community of Practice (CoP) with specific interactive tools for the output's exploitation, so to preserve, valorise and promote port heritage and entr. Ecosystems.

Description; who developed what, when, for whom and why (max 500 words)
The connection of heritage and entrepreneurs in the goal of increasing the valorization of the space and its regeneration for new users.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
Valorisation of heritage
Cooperation with local communities and entrepreneurs
Excellent visibility and marketing

Stakeholders involved
Entrepreneurial community

Web /CONTACT references
https://www.italy-croatia.eu/web/tempus

BEST PRACTICE: REVIVAL, REVITALIZATION AND REUSE OF THE LOST HERITAGE

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Croatia, Zadar County, Split-Dalmatia County, Primorje-Gorski kotar County, Zadar, Split, Rijeka, Italy, Municipality of Forli, Municipality of Cesenatico, Municipality of Campobasso Municipality of Pesaro
Specify the main thematic area and the type by completing ANNEX A (matrix) [20]
n/a
Best Practice Title
REVIVAL, Revitalization and Reuse of the lost heritage in the Adriatic landscape
Picture (photo, visual…)
Year/period BP implementation
2019-2021
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
€ 1.825.035,00
Aim/Goal - short explanation to implement the best practice
The main goal of the project is to make natural and cultural heritage a leverage for sustainable and more balanced territorial development.

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[20] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Description; who developed what, when, for whom and why (max 500 words)
REVIVAL tackled the issues through a result-oriented approach consisting of: Realization of small works to clean and make accessible (with sufficient safety standards for users and visitors) the buildings/fortifications of public property and in an acceptable status;   Organization of artistic and creative events hosted in the dismissed buildings/areas concerned (made accessible through the small works mentioned above), to attract creative people and tourists as well as to raise the awareness and attention of local communities, policy-makers and potential investors on the lost heritage concerned;   Promote a new tourism offer, joined by a common joint cross border brand and linked to a Cultural Route of the lost heritage of '900 in the Adriatic to attract cultural tourists;   Search for potential private investors for wider future projects of reuse.   After a project implementation new route has been established and tourist agencies can now promote additional tourist offer.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
All the regions have parts of almost totally lost heritage, that today must be re-discovered, revitalized and reused for multiple reasons: memory building and keeping; making the cities and towns more compact and hence more sustainable, instead of pursuing an endless territorial/urban development based on the urban sprawl; fill in the urban/territorial/social voids, caused by the presence of abandoned areas and buildings, situated often in central areas; create spaces to host temporary cultural/artistic events and hence new poles and community hubs for the attraction of creative people as well as of tourists and social life.
Stakeholders involved
General public, Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector),   Cultural and natural heritage management bodies, Local, regional and national public authorities, Education and training organisations as well as universities and research institutes, NGOs
Web /CONTACT references
https://www.projectrevival.eu/en/location-map?location=zadar#croatia

BEST PRACTICE: ADRION 5 SENSES - METHODOLOGY

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Albania, Greece, Montenegro, Slovenia, Serbia, Bosnia and Herzegovina, Italy, Croatia
Specify the main thematic area and the type by completing ANNEX A (matrix) [21]
n/a

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[21] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Best Practice Title
ADRION 5 SENSES
Picture (photo, visual…)
Year/period BP implementation
2018-2020
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Total budget: EUR 1,437,076.09 EU contribution: ERDF budget EUR 803,833.14 IPAII budget EUR 417,681.50
Aim/Goal - short explanation to implement the best practice
This project started in 2018 and aimed to address the common territorial challenges within ADRION areas, namely the lack of a sustainable tourism model based on innovative, high-quality tourism products and services. The project suggested a holistic approach to sight, hearing, smell, taste and touch to develop effective branding strategies and boost the performance of ADRION destination by creating conditions to enhance tourist experiences. This integrated approach (sensory marketing) was new and innovative for the ADRION area.
Description; who developed what, when, for whom and why (max 500 words)
Project developed multilingual Web Platform for the ADRION destination with a digital Map of Sensations to promote attraction spots based on their sensory and emotional features, 9 Virtual and Physical Exhibition Centres, operated by the project partners, showcasing the ADRION sensory experience and Road Map for replication of the ADRION 5 SENSES methodology. The project suggests a holistic approach to sight, hearing, smell, taste and touch to develop effective branding strategies and boost the performance of ADRION destination by creating conditions to enhance tourist experiences. This integrated approach (sensory marketing) is new and innovative for the ADRION area. The overall objective is to build and promote the ADRION brand name in tourism by indulging all five senses of tourists.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)

All tourist areas must always try to develop new, more sustainable tourism practices in order to attract tourists but also to save the environment.
Stakeholders involved
Regional and local development agencies, Cultural and natural heritage management bodies, Local, regional and national public authorities
Web /CONTACT references
https://adrion5senses.adrioninterreg.eu/#Phase1

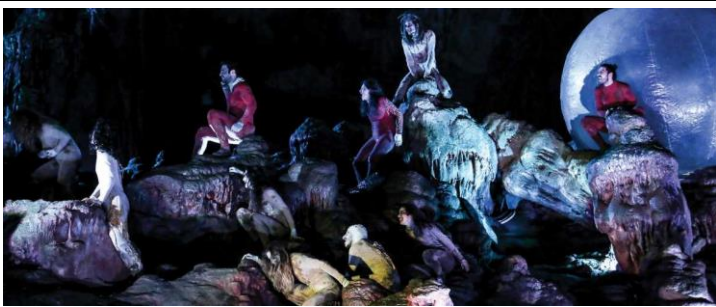## BEST PRACTICE: CENTER OF EXCELLENCE CEROVAC CAVES

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Croatia, Zadar County
Specify the main thematic area and the type by completing ANNEX A (matrix) [22]
n/a
Best Practice Title
Center of excellence Cerovac Caves – sustainable management of natural heritage and karst underground
Picture (photo, visual…)
Year/period BP implementation

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[22] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

2018-2021
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Overall project value: 68 453 850,00 kuna EU co-funding: 53 233 632,80 kuna
Aim/Goal - short explanation to implement the best practice
Project aims to develop a new, competitive and integrated tourist offer by developing a new supported infrastructure for visitors of Nature Park Velebit. It also aims to increase the educational, interpretation and scientific potential of Nature Park Velebit and establish an efficient and sustainable system of management and business for the Park. The project improves the presentation of one of the primary tourist attractions of Nature Park Velebit which are Cerovac caves by building a modern day-center for visitors, reconstructing the tourist infrastructure and promenades to the caves and inside the caves for parts already used for tourist purposes. Also, it aims to do a communal- fit out of the sidewalk- road surfaces for the reception of a larger number of visitors and vehicles. The entire area will be modernized with state-of-the-art interpretation and educational contents connected with the phenomena of Cerovac caves, karst and the natural and cultural heritage of Nature Park Velebit. As part of this project, Center of Excellence – Regional Speleological Reference Center will be established that will enable Public institution Nature Park Velebit to provide specialist speleological research services for different economic operators and further develop the offer of different educational, sports and recreation and tourist services.
Description; who developed what, when, for whom and why (max 500 words)
Centre was built in order to promote one of the most important natural assets in Zadar County. Centre will not be used only by tourists but also for local population, for educational purposes and for scientists doing their research in Karts areas.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
In cases when important asset is situated in a remote area and without the adequate infrastructure it is necessary to make infrastructure that will fulfill tourist offer, enable tourists to come and stay longer and learn more on natural and cultural assets of the region they are visiting. Also center in center scholars can cooperate during their stay and do important research on the natural and cultural phenomena.
Stakeholders involved
Regional and local development agencies, Local, regional and national public authorities
Web /CONTACT references
https://cerovacke-spilje.hr/visitor-center/more/112/about-the-project

5. BEST PRACTICES IN: spreading the flow of tourists

BEST PRACTICE: HELL IN THE CAVE

Geographic area
IT – Puglia Region – Province of Bari - City of Castellana Grotte
Specify the main thematic area and the type by completing ANNEX A (matrix)
Spreading the flow of tourists / Format
Best Practice Title
HELL IN THE CAVE
Picture (photo, visual…)
Year/period BP implementation
2011 – ongoing
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Public funds: Puglia Region, local authorities Private funds: Grotte di Castellana srl Tickets
Aim/Goal - short explanation to implement the best practice
Joining natural and cultural assets in offering a unique touristic product to a wide range of users.
Description; who developed what, when, for whom and why (max 500 words)
The "Caves of Castellana", a vast underground system of karst caves, located approx. 1,5km outside the town of Castellana Grotte, is an important tourist attraction and generally defined as one of the most beautiful and spectacular cave systems in Italy. The caves extend for 3.348 meters total and reach a maximum depth of 122m below street level. Inside the cave system the temperature stays constantly around 16,5°C. ''Hell in the cave – dancing verses through the gloomy ether'' is an underground aerial show set in the cave of the Castella Caves ravine amid stalagmites and stalactites: an original journey through the verses of Dante's Divine comedy. Perfect for the scenery of the caves, Hell in the Cave is an important multimedia setup, which manages to turn the whole cave environment into a stage set, where innovative theatrical dynamics captivate and embark the audience on an extraordinary adventure into Dante's inferno.

The show portrays the first cantica of the Divine Commedy with the aim of making it more accessible to the general public. The show takes place at Grave, the biggest cave that measures 100 meters in length, 50 in width, 60 in-depth.

All of the 9 circles of Dante's Inferno are represented at the same time and the damned people meet at different points of the cave.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
Special events available for schools.
Available ticket for the show + visiting the caves
Wider target
Extend ticketing hours since the show is available in the night while visiting caves is only available until afternoon.
Stakeholders involved
Public local authorities
Caves of Castellana management body
Artists
Web /CONTACT references
http://www.hellinthecave.it

BEST PRACTICE: MArTA - NATIONAL ARCHAEOLOGICAL MUSEUM OF TARANTO
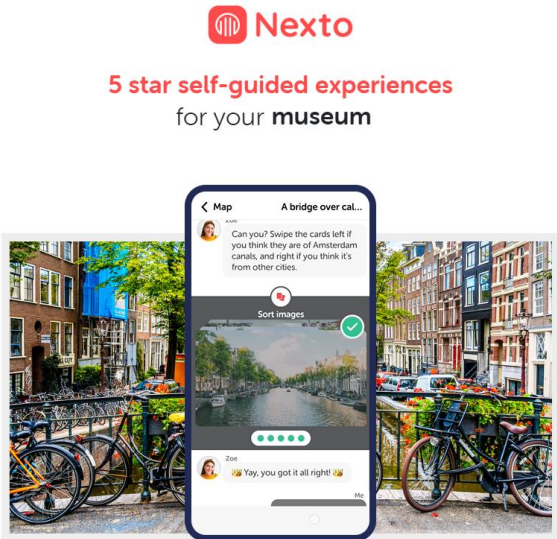
Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
IT – Puglia Region – Province of Taranto – City of Taranto
Specify the main thematic area and the type by completing ANNEX A (matrix)
Spreading the flow of tourism / Methodology
Best Practice Title
MArTA - NATIONAL ARCHAEOLOGICAL MUSEUM OF TARANTO
New communication strategy
Picture (photo, visual…)
Year/period BP implementation
Museum was established in 1887.

New communication strategy was presented in July 2019
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Ticketing (for collections and temporary exhibitions) with flexible prices based on different type of visitors. Organization of events Special project Implementation of funded projects (at national and EU level)
Aim/Goal - short explanation to implement the best practice
Informing the public about the MArTA collections is another cornerstone of the Museum's policy: temporary exhibitions and events are periodically prepared in collaboration with both Italian and foreign museums. The Museum also offers: digital craft and creative learning laboratories with 3D printers and scanners, laser cutting machines, robotics kits and educational classes. In recent years also the app »Past for Future« was developed, a scrolling 2D role-playing game which explores the human emotions associated with our present. It is an experience, a long investigative journey through the city of Taranto and through the treasures of Taranto's National Museum of Archeology.
Description; who developed what, when, for whom and why (max 500 words)
The museum developed a web platform that enriches and renovates the offer while waiting for a safe post-Covid reopening. Obviously, real visitors cannot be substituted, but the platform is an additional element for enjoying cultural heritage. During 2020 lockdown, MArTA received more than 1000 visitors, attracted by the distance courses on digital craft launched on the FabLab platform as a part of the scientific project MArTA 3.0. At the end of the course, and when museums will be accessible again, the participants in this session will have the opportunity to withdraw directly from MArTA, the digital printing of the three-dimensional (3D) archaeological finds they have produced. User-friendly technology is the challenge that MArTA is facing through full access to finds and documents and a virtual tour that, in this period of forced closure, allows an online shared museum experience. A multisensory digital setting has been created in which augmented reality makes ancient Taranto live again, with a system of logistics, cataloguing and conservation with two-dimensional (2D) and 3D reliefs of more than 45,000 displayed or stored finds. There is also a FabLab that makes 3D replicas of archaeological finds accessible to blind or visually impaired people. The real goal, then, is to make the museum accessible to all and a reference point in the 21st century society by means of digital innovation.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
The use of multimedia and other means of participatory communication in the field of cultural heritage is a main condition for transforming cultural institutions into socio-cultural platforms for integrated development, where communication with visitors is active and cultural heritage has no geographical borders: a future based on sharing and joining open access resources. The participatory processes that are activated in the participatory museum can turn it into a platform connecting people and even involving visitors in contributing to and/or producing user-generated objects and contents, in order to foster co-creation processes. Always following Bonacini (2011), these activities are the starting point for building a sense of belonging to a social group, for constructing shared identities and for broadening one's own communication horizon not only with the museum, but also with all the other users participating in the co-construction of the museum value.

Therefore, ICT are fundamental tools for joining cultural heritage in an interactive, participatory and immersive way.
Stakeholders involved
Museum management; Public and private stakeholders, Communication advisors
Web /CONTACT references
https://museotaranto.beniculturali.it/it/ https://www.neverbeforeitalia.it/portfolio/marta

BEST PRACTICE: NEXTO – SELF-GUIDED EXPERIENCES

Geographic area
Slovenia – City of Ljubljana
Specify the main thematic area and the type by completing ANNEX A (matrix)
N/A
BEST PRACTICE TITLE
NEXTO – SELF-GUIDED EXPERIENCES
Picture (photo, visual…)
Year/period BP implementation
2019 – ongoing
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)

Nexto was funded by Slovene Enterprise Fund.

Private founder: PROXIMA

Users: Free app in app stores

Customers: fee for content development and technical support.

Aim/Goal - short explanation to implement the best practice

Gives destinations and cultural institutions a tool to digitalize their cultural heritage and cultural contents, create interactive self-guided tours for visitor.

In open air destinations (cities, parks …) it enables all time accessible contents and guided tours.

It is innovative, fun and interactive.

Learning about destination, heritage, and culture trough gamification.

Description; who developed what, when, for whom and why (max 500 words)

It is a storytelling app that aims to give added value to the sightseeing experience of tourists by engaging them. The app is not a typical audio guide — it combines traditional audio guides with additional features, such as puzzles, riddles and the collection of items by scanning objects with your smart phone. Nexto creates game-like learning experiences with the help of virtual reality.

The app can also be used offline as the content can be downloaded beforehand.

Users also can chat:

Using chat for storytelling also helps to keep the attention of younger audiences that tend to be quickly distracted or bored, especially when faced with historic or educational content in the form of traditional audio guides. Breaking larger texts into smaller, bite sized messages that are presented in a format, so familiar and native to them, can be a lot more engaging. Chat structure enables to incorporate mini-games, puzzles, quizzes directly in the feed and thus making the exploration even more interactive and exciting. Adding elements of augmented reality that can display objects and virtual characters in the real world makes the whole experience truly unique and memorable.

It connects innovation, creativity, digitalization, cultural heritage, tourism and sustainability.

In 2019 Nexto was awarded "Best practice in digitalization" by European Capital for Smart Tourism initiative, which recognizes outstanding achievements by European cities as tourism destinations.

The app helps diverse customers to promote its content of cultural heritage in innovative way and it is also more affordable for smaller providers (not to develop its own app for content presentation).

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)

Attractive for younger generation

User friendly app

Professional and fun

Innovative presentation of cultural heritage

Features available:

- Create content in multiple languages (45 languages supported)
- Add audio narration to your stories
- Supports offline use
- Various monetization options
- Support for indoor experiences

- 8 different mini game options and counting
- Create branching stories with multiple choices
- Support for videos and gifs
- Integrate Facebook, Instagram and Snapchat augmented reality filters
- Integrate custom augmented reality experiences built in Unity
- Link to youtube videos
- App on Apple App Store and Google Play Store

The case shows how interdisciplinary work can be efficient. How important is that professionals in cultural heritage and tourism sector cooperates with innovative approaches and technology to present their contents.

It also shows how can be integrating existing tools, platforms (app stores, Fb and snapchat AR development) and everyday communicational habits (chating) used to approach also for cultural and heritage contents to youth and wider group of visitors.

Stakeholders involved
Founders: Proxima Institutions using app: City of Vienna (Austria), City of Ljubljana, Škofja Loka, Radovljica, Piran (Slovenia), City of Belem (Portugal), City of Mytilene (Turkey) Technical Museum of Slovenia, Museum of Architecture and Design, Museum of Contemporary Art, Museum of Recent History, International Center of Graphic Arts, National Gallery, Ljubljana Castle, National Museum of Slovenia, Natural History Museum of Slovenia, several regional Museum and national parks (SI); Arena Berlin (Germany)

Web /CONTACT references
https://nexto.io/

BEST PRACTICE: « IL CARRO DI TESPI ITALIAN THEATER IN THE SQUARE »

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Municipalities of Motovun, Oprtalj & Brtonigla (Nova Vas) in the Istrian Region (Adriatic Croatia)
Specify the main thematic area and the type by completing ANNEX A (matrix) [23]
Spreading the flow of tourists / Format – remote area event
Best Practice Title

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[23] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

/ Il carro di Tespi Italian theater in the square (Il carro di Tespi Teatro italiano in piazza / Il carro di Tespi talijansko kazalište na trgu)

Picture (photo, visual…)

Copyright Sanjin Smajlović, Dramma Italiano HNK Zajc and COMITES Fiume.

Year/period BP implementation
June 2022

Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
The estimated minimum amount for organizing a similar cultural event is 30.000,00 EUR, depending also on the number of public services eventually provided free of charge (for ex. space, permits, electricity, seating). The maximum amount depends on events size (number of locations and displays). For a three

folded event, as implemented in June 2022 by this best practice, with events taking places in three different locations (one show would be replicated two nights in a row at the same location) with three different shows/one show per location (total of 6 representations), the approximate estimated price is 35.000,00 EUR (a bit above 11.500,00 EUR per location for two nights).

Aim/Goal - short explanation to implement the best practice

Enhance cultural cross-border cooperation and cultural understanding between Italy and Croatia by organizing cultural events (bilingual* theatrical representations) in the Istrian region, a Croatian border region historically renowned for its Italian heritage. This region is also renowned for coastal tourism, thus organising inland events helps the spread of touristic flows.

Moreover, since strengthening the identity of minority people leads to equality and social inclusion, border regions having different minorities present in their territory could think of replicating this best practice by organizing bilingual (or plurilingual) cultural events to promote mutual cultures and intercultural understanding and cooperation, also adding to their cultural tourism offer.

Description; who developed what, when, for whom and why (max 500 words)

IL CARRO DI TESPI is a theatrical review, a point of scenic exhibition, but above all a meeting point of exchange between artists, actors, directors, creatives, critics, professionals and enthusiasts of contemporary theater from Italy and Croatia.

Taking its cue from the famous "Carri of Tespi", with reference to the figure of Tespi d'Icaria described by Orazio in Ars Poetica, the project refers to the idea of mobile theaters created to bring the theater into the squares to bring all social groups closer of the population to theatrical culture.

The project foresees the performance of 3 theater companies (2 Italian companies plus the Italian Dramma of Rijeka) in 3 inner villages of Istria during 3 summer weekends, for 2 performances each (Friday and Saturday evening), in the summer period, when the tourism tends to focus mainly on the coast. The 6 shows are in Italian, with Croatian / English subtitles projected on one or more separate screens, in order to include as many spectators as possible.

The first pilot action in June 2022 proved to be a success and will now become a staple of Istrian inland cultural tourism offer, promoting different inland areas.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)

Transnational cooperation established and maintained between cultural actors (theatres) in both countries (Croatia and Italy)

Cooperation with local authorities for the provision of public space & other services

Minority community engagement (enhancing visibility among the majority of population)

Fundraising activities started in due time

Targeted marketing activities

Stakeholders involved

Dramma Italiano – troupe of Croatian National Theater «Ivan pl. Zajc »of Rijeka COMITES Fiume NGO

Unione Italiana / Italian Union

Community of Italians "Andrea Antico" Motovun

Community of the Italians of Sterna

Community of Italians Brtonigla/Nova Vas

Consulate General of the Republic of Italy

Italian Institute for Culture in Zagreb

Istarska County

Municipalities and Tourist Boards Motovun
Municipality of Oprtalj
Municipality and Tourist Board of Brtonigla
Il Mulino d'Almleto theatrical troupe Turin
Collettivo Lunazione theatrical troupe from Naples
Web /CONTACT references https://hnk-zajc.hr/il-carro-di-tespi/

BEST PRACTICE: S.L.I.D.E.S. DASHBOARD

Geographic area (province of X, city of Y, region of z), country (IT/HR/other)
City of Ferrara, Emilia Romagna Region, Italy
Specify the main thematic area and the type by completing ANNEX A (matrix) 24
Type of best practice: Tool – Thematic Area: Spreading the flow of tourists
Best Practice Title
S.LI.DES. Dashboard
Picture (photo, visual…)
N/A

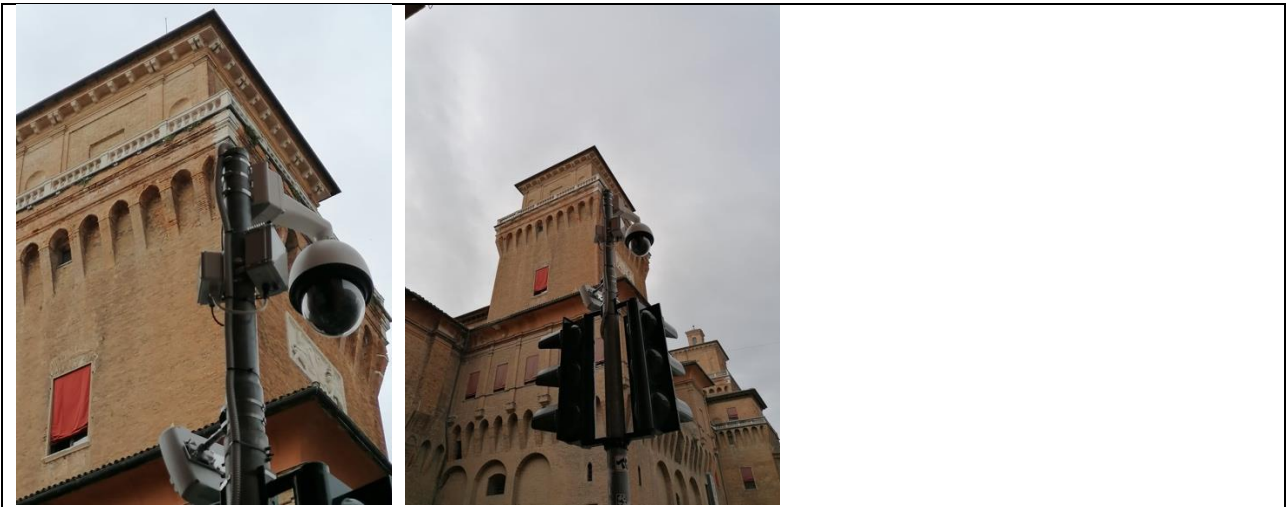| |
|---|
| Year/period BP implementation |
| 2021, April |
| Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters) |
| 4.900,00 € |
| Aim/Goal - short explanation to implement the best practice |

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24 Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

- the data analysis for a more sustainable and balanced territorial development;
- the monitoring of tourism flows and their impact on the destinations;
- the contribute to strategies to promote assets shaping the identity of destination

Description; who developed what, when, for whom and why (max 500 words)
The Destination dashboard, developed by the project's partners, provided city managers with an updated and dynamic tool to know and monitor their sustainable performance, analyze its evolution over time and develop customised simulations. It was based on a set of KPIs, derived from the integration and analysis of data stored in the central data hub. So, it provided decision makers with a clear and immediate picture of the visitor flows, the tangible/intangible cultural assets to valorize and the distribution of the sustainable and traditional economic activities to promote. These indications helped destinations to fine-tune the initial pilot action idea and to implement concrete interventions in order to transform cultural assets in valuable resources, foster diversification of the local economy, reduce seasonality and spatial concentration of visitor flows.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
As mentioned above, the Destination dashboard can provide local managers with the baseline to develop appropriate pilot actions and, in particular, initiatives to valorize from a tourism perspective the rich heritage of typical productions created by local know-how and skills. This can foster the diversification of the local economy, reduce human pressure on popular attractions and distribute visitors' flows over time and space. So, the Dashboard could be further improved for being an effective tool for supporting tourism policies, in order to define new touristic city routes and facilitate the mobility of visitors in less frequented areas of the historic center
Stakeholders involved
All the partners of S.LI.DES. project
Web /CONTACT references www.siproferrara.com

BEST PRACTICE: SENSORS INSTALLATION FOR DATA COLLECTING

Geographic area (province of X, city of Y, region of z), country (IT/HR/other)
City of Ferrara, Emilia Romagna Region, Italy
Specify the main thematic area and the type by completing ANNEX A (matrix) 25
Type of best practice: Tool – Thematic Area: Spreading the flow of tourists
Best Practice Title
Sensors installation for data collecting
Picture (photo, visual…)

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[25] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Year/period BP implementation
2020, July
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
25.000,00 €
Aim/Goal - short explanation to implement the best practice
• The data analysis collecting   • The integration of data in a dynamic mobility model
Description; who developed what, when, for whom and why (max 500 words)
The city of Ferrara experimented with new technologies for the analysis of tourist flows and, more generally, of mobility in the historic center. These technologies were implemented in an experimental campaign to test their potential based on the installation of 6 sensors able to recognize the presence of a mobile device connected to wifi in a specific area, recording an anonymized ID and a time of stay. These sensors were installed in 6 points of the historic center.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
The data analysis collected and the integration of data in a dynamic mobility model provided the Municipality new tools for the study and the management of tourist flows in historic centers. The data collected in real time can also be used by integrating them into a dynamic model for mobility, that reproduces a possible scenario for mobility flows along the streets of the historic center, also allowing short-term forecasts.
Stakeholders involved
Sipro Ferrara, CAST UniBO, Municipality of Ferrara
Web /CONTACT references   www.siproferrara.com

6. BEST PRACTICES IN: creating new Tourist Routes

BEST PRACTICE: PLAY ALGHERO

Geographic area
IT – Sardinia Region – Province of Sassari – City of Alghero

Specify the main thematic area and the type by completing ANNEX A (matrix)
Creating future tourism routes / Forma

Best Practice Title
PLAY ALGHERO

Picture (photo, visual…)
More picture on project website

Year/period BP implementation
2021 – on going

Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
EU funds

Aim/Goal - short explanation to implement the best practice
The purpose of the project is to revolutionise the traditional visit to cultural sites by using gamification techniques and technologies, both analogue and digital, to innovate and make unique the experience of those visiting the territories involved in the project. To turn Alghero into a Playable city where the act of play becomes a key resource for the social, cultural and touristic growth of the city, capable of conveying, through gamified experiences at the selected sites selected, key urban values such as its history, identity, traditions and to enhance the welcoming soul of Alghero.

Description; who developed what, when, for whom and why (max 500 words)

Play Alghero is the brand that identifies the system of games created within the framework of the European project MED_GAIMS_GAmifIcation_for_Memorable_tourist_experienceS, supported by the European Union within the ENI CBC Mediterranean Sea Basin Programme with a contribution of 2.1 million euros.

Fondazione Alghero is one of the partners in the project, which involves six other organisations in Lebanon, Spain and Jordan.

The MED GAIMS project has resulted in the creation of 10 games in Alghero, including 5 physical and 5 digital games. These games involved active citizens, cultural associations, young gaming enthusiasts, and professionals. The games offer a range of experiences, including a playful itinerary of urban installations to explore cultural sites, a physical game of storytelling and urban exploration, a video game based on a point-and-click adventure, an immersive and interactive digital environment, a physical and digital sticker album to complete, an augmented reality digital game where players solve a mystery, and an urban game that involves cultural sites and stimulates interaction between citizens, visitors, and local businesses.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
Participation of active citizens, cultural associations, young gaming enthusiasts and professionals. Bringing games to life, to communicate them, to bring the user closer to these new experiences and to assess their sustainability in the long term.
Stakeholders involved
Municipality of Alghero, and in particular the Tourism and Culture Department Citizens Game designers
Web /CONTACT references
https://playalghero.it/en/ https://www.enicbcmed.eu/sites/default/files/2022-02/GDF_Italy.pdf

BEST PRACTICE: PALEOCITY (PAPER AND CYCLE OF EVENTS)

Geographic area
IT – Puglia Region – Province of Bari – City of Altamura
Specify the main thematic area and the type by completing ANNEX A (matrix)
Creating future tourism routes / Methodology
BEST PRACTICE TITLE
PALEOCITY (paper and cycle of events)
Picture (photo, visual…)

Year/period BP implementation
2019-2020
Financial resources
Paper and events were funded by city of Altamura.
Aim/Goal - short explanation to implement the best practice
The aim was to identify possible territorial development and enhancement strategies starting from the resources mentioned and the system of existing territorial connections. The intervention proposals are designed both on a territorial and local scale, with suggestions on possible functions that can be hosted and on the development of design layouts on individual sites of interest, with a specific focus on the current Lamalunga Visitor Center, where the finds are kept. of the site where the Man of Altamura was found.
Description; who developed what, when, for whom and why (max 500 words)
The cycle of events "PALEOCITY" gave visibility to the study of enhancement of the paths of the Man of Altamura wanted by the municipal administration of Altamura to emerge as a tourist destination starting from the excellent riches that the territory possesses and which include a very interesting quality landscape, a good cultural and food and wine offer, enriched by uniqueness and products of excellence and by important and unique traces of the past capable of representing fires of interest for different audiences.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
The research envisaged the carrying out of numerous dialogue activities with the interested parties, as well as direct inspections aimed at understanding the system relations and the state of conservation and use of the places that could potentially be involved in the enhancement process.
Stakeholders involved
City of Altamura

Fondazione Fitzcarraldo Other local and national stakeholders.
Web /CONTACT references
https://www.paleocity.it/

BEST PRACTICE: «ATLAS/ARTES DEVELOPMENT OF A TOURISM EXPERIENCE PRODUCT»

Geographic area
IT/FVG/Udine
Specify the main thematic area and the type by completing ANNEX A (matrix) [26]
Creating future tourism routes/ Model
Best Practice Title
Atlas/ARTES Development of a Tourism experience product
Picture (photo, visual…)
Year/period BP implementation
2019
Financial resources
Certified Tourism Product development expert* = 5ooo Euro Certified Product implementation for 20 participants (includes tourist guide) = 2000€
Aim/Goal - short explanation to implement the best practice
The scope of the pilot action is to diversify tourist offer by valorizing local culture and specific assets. This goal may be achieved through a process driven by some basic principles: relations (between people and

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[26] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

places), experience and exclusivity. Thanks to a methodology developed by ARTES is possible to develop a tourism product based on the unique experience of the customer.

Description; who developed what, when, for whom and why (max 500 words)
The action is developed by a Tourism Operator, guided by ARTES schedule, that designs an "experiential tourism" product, putting the customer at the center and leveraging on specific local assets and the uniqueness of the experience. Such a product may be offered during the whole year, overcoming the seasonality pitfalls typically hampering the tourism income. The tourism experience product may be offered both by private association of tourism guides and local tourism promotion agencies The product is particularly important to valorize local tourism assets (may be both tangible and intangible) and at the same generate some positive externalities for local small arts and crafts, commerce and local food specialties. The product has been tested in Cividale del Friuli during a demonstrative tour for 20 people (1 day) and is certified by ARTES (association certified by the Ministry of Economic Development)

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
The Pilot is particularly successful and thus replicable, whereas the places are characterized by "niche" attractions (may be both natural or cultural, generated by tradition or people or unique stories) that may be further valorized and developed thanks to an inspiring storytelling. Mixing local history and narrative creativity, it's possible to replicate such product almost everywhere, but is particularly suggested in minor tourism destinations. The product itself may be adapted on-going or may offer some variants according to the target clients or current situation.

Stakeholders involved
Tourism operatros (guides), local commerce, cultural heritage management structure, private citizens.
Web /CONTACT references Friuli Innovazione Storyliving Model tested within Atlas Expert Giovanna Tosetto https://www.linkedin.com/in/giovanna-tosetto/?originalSubdomain=it

BEST PRACTICE: «THE UNDERGROUND OF THE FORTRESS KATARINA B»

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
City of Rijeka, Primorje-Gorski Kotar County, Croatia (Adriatic Croatia)

Specify the main thematic area and the type by completing ANNEX A (matrix) [27]
Creating future tourism routes / Pilot action
Best Practice Title
"The underground of the Fortress Katarina B"
Picture (photo, visual…)
Year/period BP implementation

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[27] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Project REVIVAL lasted from January 2019., to June 2021. The event "The underground of the Fortress Katarina B" was organized in December 2021. – as a one-day event

Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)

Total budget for the project REVIVAL was € 1.825.035,00. The City of Rijeka had a budget of **180.395,00 €. The one-day event budget can vary from 2.000 € to 3.000 € depending on the number of visitors and other (technical) requirements.**

Aim/Goal - short explanation to implement the best practice

Make natural and cultural heritage, in this case the Katarina B Foritification, a leverage for sustainable and more balanced territorial development

Description; who developed what, when, for whom and why (max 500 words)

In December 2021, the promotion of the "Underground Fortress Katarina B" project was organized, which was preceded by the presentation of the results of the REVIVAL project to the media and guests. After that, the guests were divided into two groups, one went along the path of cleared and passable tunnels, while the other went around the outer walkway, and then went underground where they could see anti-tank positions, water, food and ammunition storage, generator, armored a turret for two machine guns and an observation deck. The entire presentation was accompanied by a concert of classical music with tasting of domestic autochthonous products.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)

o   Valorisation of heritage
       o   Cooperation with local communities
       o   Excellent visibility and marketing

Stakeholders involved

• Republic of Croatia – Military Heritage • Conservation department in Rijeka for the area of Primorje-Gorski Kotar County • History Department of the Faculty of Humanities and Social Sciences
Web /CONTACT references https://www.projectrevival.eu/en/object/fortification-sv-katarina-b/28

BEST PRACTICE: « MUSLEO» VIRTUAL MUSEO

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)
Italy / Central Italy / Emilia Romagna Region / Province of Rimini
Specify the main thematic area and the type by completing ANNEX A (matrix) [28]
INFRASTRUCTURE / Creating future tourism routes
Best Practice Title
The Virtual Museum of **MUSLEO**
Picture (photo, visual…)
Year/period BP implementation
Year/period BP implementation 2021-2022 and on going
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
Financial resources € 124.800,00 financed by Interred Program Italy-Croatia 2014-2020
Description; who developed what, when, for whom and why (max 500 words)
MUSLEO is the Eco museum that tells the territory through the witnesses of today and yesterday. It is a virtual museum where is possible to experience real emotions and from which is possible to discover exceptional historical and natural heritage around.
Aim/Goal - short explanation to implement the best practice

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[28] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

MUSLEO is a privileged access portal to the historical, natural, and environmental diversity and abundance of the Province of Rimini. The three illustrious witnesses, also pilgrims to San Leo: San Francesco, Dante and Cagliostro, lead the visitors and travelers to the cultural and architectural heritage of San Leo.

Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)

Through the stories of San Francesco, Dante, and Cagliostro, as historical witnesses and pilgrims to San Leo, it is possible to discover all the cultural and architectural heritage of San Leo that arises from centuries of history and events often shrouded in legends and in mystery. The journey begins within the walls of the Fortress of San Leo, at the hilltop. From here the visitor can cast his gaze at the Apennine crests that unite Romagna with the Marches, imagine the richness of life and history that, from Roman times to today, has animated these places that unfold between the fields, hills, and steep cliffs. It is a unique territory at the border between two different biogeographical regions - unique for the harshness of some places, and unique for its architectural jewels. Through an immersive, engaging, and exciting experience, divided into several rooms, the visitors become aware of the identity of the land they are crossing and will be able to continue their journey with a renewed soul to discover the beauties and typicality that surround MUSLEO.

Stakeholders involved

Local community, cultural and natural management authorities, travelers and visitors

Web /CONTACT references

https://www.MUSLEO.com/it/il-museo/

BEST PRACTICE « TERRA DI PASSO» Virtual Eco-Museum of Riccia

Geographic area (Country (IT/HR/other), Major socio-economic regions (IT) / Country (HR), Autonomous Regions (IT) / (non administrative) Regions (HR), Province (IT) / Counties (RH), Local Administrative Unit - Comune, City (IT) / Municipality, City (HR)

Italy / South Italy / Molise Region / Province of Campobasso

Specify the main thematic area and the type by completing ANNEX A (matrix) [29]

INFRASTRUCTURE / Creating future tourism routes

Best Practice Title

TERRA DI PASSO – Virtual Eco-Museum of Riccia

Picture (photo, visual…)

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[29] Annex A = Each Best Practice described should be reported in the matrix. For each Best Practice only the main Thematic area and type must be chosen.

Year/period BP implementation
2021-2022 on going
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
€ 153.800,00 financed by Interred Program Italy-Croatia 2014-2020
Description; who developed what, when, for whom and why (max 500 words)
The "Terr@" is the Virtual Eco-Museum of Riccia as a virtual place where the cultural and natural values of this territory are told through the history of an ancient noble family de Capua – which have controlled, defined, and modified the land of Riccia. The "Earth" is the place of origin, that set of places, landscapes and experiences that originated us. Earth is also the solid and grainy matter closed in one hand but also the place from which the universe can be observed. "A Terra" has always been, in the local jargon, the definition used by the people of Riccia and by the inhabitants of the neighboring municipalities to indicate the territory of Riccia. The Pass is that of shepherds, merchants and peoples who have crossed these places using the network that in this territory arises from the intersection of rivers, sheep tracks, pilgrimage routes and historical paths. The passage built the landscape, the road network gave birth to communities. The communities are the point of departure and arrival of this story because from listening to them comes the proposal of knowledge and to their growth and that of the territory the constitution of the Ecomuseum is finalized.
Aim/Goal - short explanation to implement the best practice
Terr @ di Passo Ecomuseovirtuale is a large project consisting of actions aimed at promoting and enhancing the cultural and natural heritage of the Riccia area and the municipalities of the Valley crossed by the Fortore river.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
The four virtual characters of the Virtual Eco-Museum of Riccia: Bartolomeo III de Capua, Constance of Chiaromonte, the Storyteller, and the Riccio (headgehog) are companions on the step by step virtual journey through the State and family, the History of Riccia, the Stories and traditions, and the experience of the Land and water. The journey is lead through the territories of the ancient state of the de Capua - through the stories of men and women, of lands and water, of castles and churches, of songs and rituals.

Stakeholders involved
Local community, cultural and natural management authorities, travelers, and visitors
Web /CONTACT references
https://www.terradipasso.it/ https://www.facebook.com/terradipassoriccia

BEST PRACTICE: TEMPORARY SHOWROOM

Geographic area (province of X, city of Y, region of z), country (IT/HR/other)
City of Ferrara, Emilia Romagna Region, Italy
Specify the main thematic area and the type by completing ANNEX A (matrix)
Type of best practice: Methodology – Thematic Area: Creating future tourism routes
Best Practice Title
Temporary showroom
Picture (photo, visual…)
Year/period BP implementation
2021, November
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
24.900,00 €
Aim/Goal - short explanation to implement the best practice
- The enhancement of the least considered parts of the city or commercial activities or heritage;   - The identification of a city tour through its historical shops and knowledge of products which have defined the history of the city;   - Support the restart of all activities related to the tourism sector after the health and economic crisis due to the pandemic

Description; who developed what, when, for whom and why (max 500 words)
The temporary showroom was located in the centre of Ferrara, focused on the excellence's products and artisanal local enterprises. A space for craft businesses (SMEs) and locals' artisans created to show their products to new consumers, tourists and locals. During the period were also organized 3 specific events / workshops related to the topic.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
The data provided by the S.LI.DES. dashboard on tourist flows and mobility helped to attract new visitors through the testing of this new temporary Showroom.
Stakeholders involved
Sipro Ferrara, CNA Ferrara
Web /CONTACT references www.siproferrara.com

BEST PRACTICE: VIDEO CLIP ADRION 5 SENSES

Geographic area (province of X, city of Y, region of z), country (IT/HR/other)
Cities of Ferrara, Argenta, Voghiera, Portomaggiore, Bondeno, Cento, Terre del Reno, Emilia Romagna Region, Italy
Specify the main thematic area and the type by completing ANNEX A (matrix)
Type of best practice: Format – Thematic Area: Creating future tourism routes
Best Practice Title
Video clip ADRION 5 SENSES
Picture (photo, visual…)
Year/period BP implementation
2021, May-June
Financial resources (the total amount in Euro to start the initiative, or any other relevant financial parameters)
9.800,00 €
Aim/Goal - short explanation to implement the best practice
•   Discover the artisan and food and wine excellences

- Promote the experiential tourism
- Integrate sensorial and experiential touristic paths
- Promote the intermodally

Description; who developed what, when, for whom and why (max 500 words)
Two paths to discover the artisan and food and wine excellences that are integrated into a sensorial and experiential tourist system where historical-artistic and natural attractions are virtually mixed with the traditions of the territory. The theme of the two proposed itineraries was the Renaissance in Ferrara recalled by the words of Ludovico Ariosto. History, traditions, artisan excellence and nature come together in sensory tourist routes along canals, woods and cycle paths.
Key success factors (here explore the how, needed to possibly adopt the best practice by other actors)
With a holistic approach to sight, smell, touch, taste and hearing, the creation of new routes and itineraries can develop effective branding strategies and increase the performance of the Adriatic-Ionian region by setting the groundwork to improve the visitor experience. So stakeholders can realize a sustainable planning of physical and virtual environments and encourage the enhancement and conservation of natural/cultural heritage to create return visitors thanks to positive memories of their experience.
Stakeholders involved
Sipro Ferrara, CNA Ferrara
Web /CONTACT references www.siproferrara.com