

Publications

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Publication aim and definitions

The publications produced under the Adripromtour initiative were crafted with the specific purpose of elucidating the significance of sustainable common cultural routes. These publications delve into multifaceted aspects, including the nurturing of cultural identity, the merits of thematic tourism, and the pivotal role they play in mitigating the challenges posed by seasonality in the tourism sector.

One of the primary objectives of these publications is to disseminate knowledge widely among a diverse audience. Targeted readers encompass professionals and enthusiasts from various domains such as tourism, hospitality, science, economics, health tourism, as well as public bodies engaged in matters related to tourism and sustainable development. By making these publications widely accessible, Adripromtour aims to create a comprehensive resource that resonates with individuals across a spectrum of disciplines.

The potential readership base extends to stakeholders keen on leveraging the insights provided by these publications. Whether one is involved in the tourism industry seeking innovative approaches to enhance services or an academician interested in contributing to the scholarly discourse, the Adripromtour publications offer a versatile toolkit. Professionals can draw upon this resource for the development and refinement of new products, be it in the improvement of business practices or the creation of impactful scientific articles.

In essence, these publications serve as a bridge between theoretical understanding and practical application, fostering a collaborative environment where knowledge exchange contributes to the evolution of the tourism landscape. By providing valuable insights and perspectives, the Adripromtour publications aspire to catalyze positive changes, ultimately contributing to the sustainable development of cultural routes and the tourism industry at large.

The editorial placement and the data collection

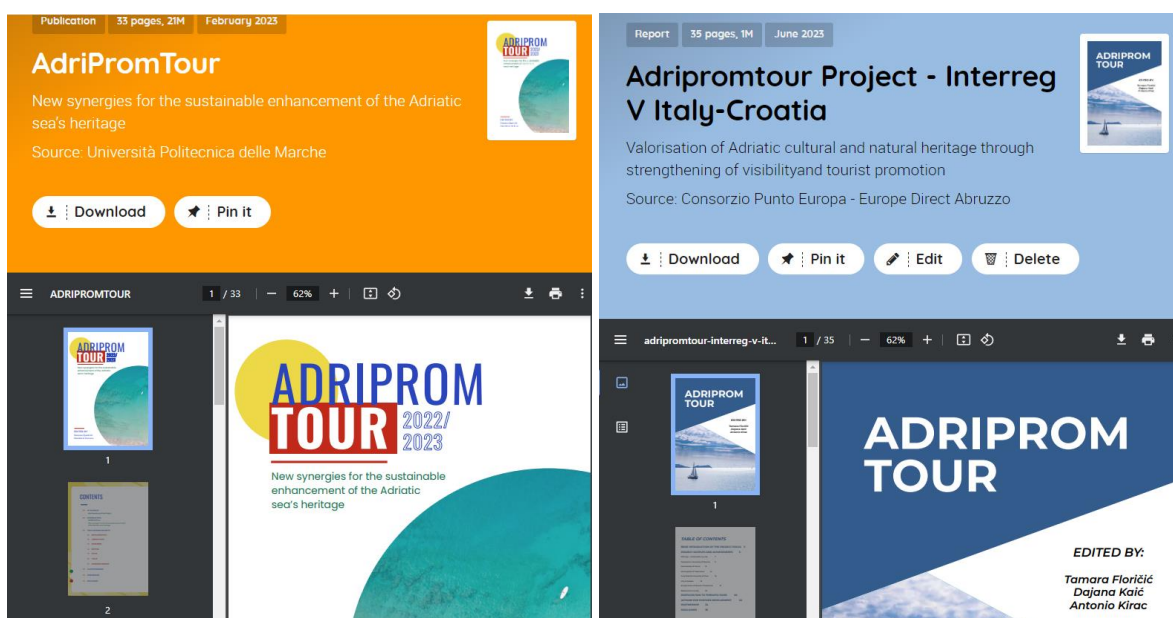
In the process of selecting an appropriate platform for publishing an article among various relevant EU magazines in digital format, the partners engaged in a thorough analysis of available options. The objective was to identify the most viable choice that would effectively showcase and promote the project's activities and achievements. Following this assessment, and after consultation with the Lead Partner (LP), the Work Package 2 (WP2) responsible, and the Joint Secretariat (JS) project officer, the decision was made to utilize the EU Agenda platform (<https://euagenda.eu/>).

EU Agenda was deemed as an optimal choice due to its role as a digital repository specializing in articles and publications. It serves as a valuable tool for promoting EU projects and associations, aligning seamlessly with the collaborative goals of the Adripromtour initiative.

The responsible partners took the lead in organizing a comprehensive data collection effort involving all project partners. This collaborative endeavor aimed to collate relevant information for the creation of a publication. The process involved meticulous arrangement of contents, careful consideration of the publication's structure, and the drafting of both an introductory and a concluding paragraph to provide context and coherence to the article.

This deliverable, the publication on EU Agenda, stands as a tangible contribution to the achievement of Program Output Indicator 3.105, specifically focusing on the promotion of cultural and natural heritage (both tangible and intangible) through a specified number of digital activities. The publication also aligns with Cluster Output Indicator, contributing to the count of digital activities conducted, excluding events and campaigns.

The publications online



Link to the publications

1st issue: <https://euagenda.eu/publications/adripromtour-2023-02-27>

2nd issue: <https://euagenda.eu/publications/adripromtour-project-interreg-v-italy-croatia>



ADRIAPROM

TOUR

2022/
2023

New synergies for the sustainable
enhancement of the Adriatic
sea's heritage

EDITED BY

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At a Glance

Brief Summary of the Project

The aim of the project is to valorize the results of relevant Standard+ and Standard projects implemented within EU Cross-border Cooperation Programme "Interreg Italy-Croatia" 2014-2020, in order to develop and promote common cross-border identity and heritage. The valorization is based on sustainable promotion of rich natural and cultural heritage of the border area through development of sustainable thematic cultural routes to contribute to the distribution of tourism flows in a wider geographical area.

New forms of tourism are trend in the world and are appropriate to solve the problem of massive and seasonal tourism. Through development of new forms of experimental tourism, tourists will be encouraged to actively participate in the local cultures and communities. Cross-border cooperation multiplies the effect, and common development guarantees quality, success and exchange of tourists. By developing a common cross-border identity and heritage, Adriatic area will become unique tourist area that will connect contents and economic, social and cultural cross-border exchange.

The key results will be innovative diversified tourist product that will bring additional contribution to shared theme and common narrative from relevant Standard+ and Standard projects in forms of manifestations, study visits and developed virtual reality platform.

INTRODUCTION

AdriPromTour: New synergies for the sustainable enhancement of the Adriatic sea's heritage

This report presents the first results of the Interreg Italy-Croatia cluster project AdriPromTour, which aims to valorize the main achievements of relevant previous projects thanks to the development and promotion of a common cross-border identity arising from the tangible and intangible heritage. The two coasts of the Adriatic sea highlighted a lot of invariants and a common identity, also boosted thanks to the Interreg programme, that is looking also for new solutions in order to face the contemporary challenges (i.e.: climate change, digital transition, post- covid needs).

The valorization is based on sustainable promotion of rich natural and cultural heritage of the border area through development of sustainable thematic cultural routes to contribute to the distribution of tourism flows in a wider geographical area. New forms of tourism are trend in the world and are appropriate to solve the problem of massive and seasonal tourism.



Experimenting new forms of experiential tourism, tourists will be encouraged to actively participate in the local cultures and communities. Cross-border cooperation multiplies the effect, and common development guarantees quality, success, and exchange of tourists. By developing a common cross-border identity and heritage, the Adriatic area will become a unique tourist destination that will connect contents and economic, social and cultural cross-border exchange.

The key results are innovative diversified tourist product that brings an additional contribution to the shared theme and common narrative in forms of manifestations, study visits and developed virtual reality platform. It will improve visibility and increase the number of visitors. In addition, the lessons learnt from the projects are helpful in the identification of needs, finding bottlenecks and in preparation of new project ideas.

Beside the action of encouraging visitors to actively participate in the local cultures and communities; educations and study visits can improve the skills of tourist stakeholders to present common cross-border heritage on a higher level.

AdriPromTour deals with 3 thematic axes relevant for the programme Italy-Croatia, all related to the implementation of cultural routes: the **PROMOTION** of common cross-border identity and heritage, the use of **INNOVATIVE AND ADVANCED SOLUTIONS** and the **CONTRIBUTION TO THE DISTRIBUTION OF TOURISM FLOWS**.

The clustered projects

There are some invariants and common topics among all the projects clustered in AdriPromTour: first of all, the idea to support sustainable thematic cultural routes and encouraging visitors on active participation in local cultures and communities. The success of the initiatives connected here will significantly help in prevention of tourism seasonality and boost on a higher level the promotion of the local cultural offer. Another common feature of the clustered project is the use of innovative digital technologies, paving the way to new forms of cultural experiences and educational tools.

Connecting the results from previous projects and promoting them, the tourist offer will become thematic, sustainable, innovative and will expand offer to a wider geographical area.

As there are a lot of eligible Standard and Standard+ projects included in the AdriPromTour project:

ATLAS, Arca Adriatica, HERCULTOUR, REMEMBER, REVIVAL, UnderWaterMuse, VALUE.

All of their results are included in the AdriPromTour project will be consolidated and further developed in a profitable way.

ARCA ADRIATICA



Renovated small boat MD 400 (Kvarner guc), Mošćenička Draga

The main aim of the ARCA ADRIATICA project was the development of a common tourism product, based on the principles of social and ecological sustainability which, at the same time, valorises, preserves, protects and promotes the rich maritime heritage of the border area. Within the area of the included partners, the project intended to maximally protect the existing material and intangible maritime heritage and to systematically exploit it through a series of measures, in order to develop and revive a common tourism product in the cross-border area, that will connect contents, and increase the economic, social and cultural cross-border exchange. The project partners were Primorje-Gorski Kotar county acting as Lead partner, Kvarner County Tourist Board, Association and Ecomuseum "House of batana" Rovinj-Rovigno, Municipality of Malinska-Dubašnica, Municipality of Cervia, Municipality of Cesenatico, Ciheam IAMB, City of San Benedetto del Tronto, Ca Foscari University of Venice, and Tkon municipality.



Start Date

01.01.2019

End Date

31.12.2021



TOTAL BUDGET

€ 3.168.790,00€



PARTNERSHIP

Primorje-Gorski Kotar County (LP)
Municipality of Malinska-Dubasnica
Kvarner County Tourist Board
Association and Ecomuseum "House of Batana"
Municipality of Cesenatico
CIHEAM-IAMB
Municipality of San Benedetto del Tronto
Ca' Foscari University of Venice
Municipality of Tkon

Innovative Approach

The project ARCA ADRIATICA comprised three mutually linked concepts/innovative approaches:

(1) THE SYSTEMATIC DEVELOPMENT (elaboration of common guidelines, for the development of a sustainable cultural tourism based on maritime heritage of local ports, and the establishment and coordination of Centres of Excellence);

2) THE PROMOTION (the establishment and coordination of promotion centres, as well as a universal promotional campaign that includes also the maintenance of tourism manifestations with a display of the maritime heritage);

(3) THE PERMANENT PROTECTION OF MARITIME HERITAGE (the adaptation of interpretation centres, the renewal of traditional little boats, including a permanent record of their technical characteristics, the creation of a common maritime heritage base through which it will be possible to update National Registers, develop virtual museums and most essentially - the systematic education of children and youth, through the establishment of the Academy for Maritime Crafts and Skills).

The project promoted the concept of virtual museums, outdoor museums and established interpretation centres, where general public could easily access to information disseminated also with modern media, about the common maritime heritage of our cross-border area. Also, an Academy of old Maritime Crafts and Skills has been established to educate visitors and especially children about the art and the craftworks characterizing the heritage vessels of Adriatic Sea.



*Festival and regatta of traditional sailing boats
MALA BARKA, Mošćenička Draga*



Maritime Heritage Interpretation Centre
"DUBoak", Malinska

Results & Achievements

Impact snapshot

8

Renovated
Small Boats

6

Boats
in Kvarner region

2

Boats
in Malinska area

24

Local and cross-border
tourism itineraries

STUDY OF TECHNICAL DESCRIPTIONS

In addition to the renovation of the boats, a detailed technical description was made for each boat by the Faculty of Maritime Studies, University of Rijeka

Also, technical records and drawings were made by Faculty of Engineering, University of Rijeka.

All boat renovations were videotaped and short documentary films were produced by Studio INSOMNIA Rijeka, they can be viewed on the official ARCA ADRIATICA YouTube channel.

ACADEMY OF TRADITIONAL SHIPBUILDING

Realization of workshops by Coordination of Associations for the Preservation and Revitalisation of Maritime, Fishing and Shipbuilding Heritage of Kvarner and Istria

UNIQUE TOURIST MARKINGS OF THE MARITIME HERITAGE

48

Markings
in Kvarner region

4

Languages:
CRO, IT, EN, DE

CULTURAL-TOURISM MANIFESTATIONS IN KVARNER REGION

Kvarner Festival of the Sea and Maritime Tradition FIUMARE, Regatta of traditional sailboats, Krk Sails, Fisherman's Week, and Lošinj Sails around the World Festival, Homo na jidra.

YouTube Channel



ADAPTED INTERPRETATION CENTRE IN MALINSKA IN PRIMORJE-GORSKI KOTAR COUNTY CALLED "DUBOAK"

MARITIME HERITAGE BASE AND UPGRADED ARCA ADRIATICA VIRTUAL MUSEUM

The goal was to connect the entire border area as one tourism destination that is not based on massive tourism and encourages visits outside of the main tourism season. In this way, the project has contributed to increase Seasonality.

The key results have been a greater visibility of the included destinations, an increased availability of the maritime heritage for all the society, an increased number of visitors in the cross-border area, an increased number of the permanently protected artifacts of the maritime intangible and material heritage (through the interpretation centres, the virtual museum, the maritime heritage base), an increase in the tourism infrastructure based on the maritime heritage (interpretation centres in Malinska, Cervia, Venice, Rovinj and Tkon), the renovation of little boats that are live examples and exhibits in little ports and regattas, the increase in the number of educated children and visitors about the maritime crafts and skills (Academy of Maritime Crafts and Skills) and recognition of the entire coastal cross-border area, as one of the tourism destinations.

HERCULTOUR



HERCULTOUR project is a continuation of the HERA project - Management of sustainable tourism based on the shared cultural heritage of the Adriatic, in which the Primorje-Gorski Kotar County was also one of the partners. The main activities of HERA were the development of cultural and tourist routes and the development of visitor centers.

The purpose of this project was to capitalize on the achievements of the HERA project and enhance their sustainability by strengthening the activities of the HERA Association and strengthening the management of cultural-tourist routes and visitor centers bearing the HERA mark in the territories of local partners through the creation of management plans, marketing plans and additional promotional activities.



Start Date

01.01.2018

End Date

30.09.2019



TOTAL BUDGET

€ 1.176.467,40



PARTNERSHIP

Zadar County (LP)
Europe Point of Teramo Consortium
Primorje-Gorski Kotar County - Department
for culture, sport and technical culture
Šibenik-Knin County
Dubrovnik and Neretva County
Tourist destination "Romagna (Province of
Ferrara, Forlì-Cesena, Ravenna and Rimini)"
ADSU - Teramo

Innovative Approach

The project promoted increase institutional and human capacities for managing and promoting cultural tourism. Increase visibility and operational sustainability of existing HERA certified products.



Šibenik Info Kiosk



Nova Kraljevica Castle, part of the Cultural-tourist route "The Routes of the Frankopans"



Kraljevica Visitor and Interpretation Centre inside Nova Kraljevica Castle



Results & Achievements

Development of the Operational Plan (management and sustainability) for Cultural-Tourist Route:

"The Routes of the Frankopans"

Impact snapshot



Website

2 Krk and
Kraljevica
Renovated
Castles

REMEMBER

REstoring the MEmory of Adriatic ports sites.
Maritime culture to foster balanced territorial growth



The overall objective is to promote the shift toward sustainable tourism and blue growth in the Programme area through the valorization of the important maritime cultural heritage of 8 Adriatic Italian and Croatian ports sites (Ancona, Venice, Trieste, Ravenna, Rijeka, Zadar, Dubrovnik, Split), four of which are Unesco sites. The joint valorization was carried out by partners, with cross-cutting competences and multidisciplinary experiences: 6 port authorities, 1 public agency, 1 transport cluster, 1 Museum and 1 University (UNIVPM), the last two serving as scientific and technological advisors. REMEMBER aims also at increasing the attractiveness of local economies through the use of ICT for the digitization of cultural contents, differentiate the tourist offer to reduce tourism seasonality, and create new and qualified jobs linking digital and cultural competences. The project set up the methodological and theoretical framework and developed the Virtual museums for the 8 ports, with different local activities.



Start Date

01.01.2019

End Date

30.06.2022



TOTAL BUDGET

€ 2.813.460,00



PARTNERSHIP

Central Adriatic Ports Authority (LP)

North Adriatic Sea Port Authority

Port of Ravenna

Port Network Authority of the Eastern

Adriatic Sea

Intermodal Transport Cluster

Dubrovnik Port Authority

Port of Zadar Authority

Public Institution RERA S.D. for coordination

and development of Split-Dalmatia County

National Museum Zadar

Polytechnic University of Marche

The common concept envisaged the development of a cloud-based tool as the first gate of the Virtual Museum project and provided all PPs with a baseline for setting up cultural and technological virtual museums, for the enhancement and promotion of ports' cultural elements.

Innovative Approach

The project REMEMBER encompassed three mutually linked concepts/innovative approaches:

(1) The establishment of a network. Setting up of Adriatic port cities networks for the promotion and valorisation of port maritime cultural heritage and commercial relations, improvement of common actions.

(2) The study of an identity and its branding. The network and its representing platform is called ADRIJO: a name derived from the combination of the Italian word ADRIATICO and the Croatian JADRANSKO to indicate the Adriatic Sea. In this light the name reflects the intention to give in a word the perception of the ties and links connecting different cultural identities along the two shores of the Adriatic Sea;

(3) The innovative presentation of contents according to the paradigms of the digital cultural heritage. The Virtual Museum was initially intended as an open community to be populated by a variety of contents ranging from texts, pictures, videos to 3D models, panoramic tours and digital high-quality contents. To make the platform as scalable and sustainable as possible, it was conceived as a cloud-based website, with a related app. In addition, the way in which the contents can be interacted is innovative: in fact, the Virtual Museums and the apps exploit Virtual Reality and Augmented Reality technologies, claiming for contents via QR codes and georeferenced AR.



Points Of Interest – Port of Ancona



Results & Achievements

The ADRIJO - Adriatic Ports Cultural Network is established through the signature of a dedicated Memorandum of Understanding on 31st May 2019. Its main aim was to make ports more attractive and worthy to be visited not only by passengers and tourists but also by people that are living in the surrounding areas, thus addressing different target groups and strengthening port-cities relationship. The network realized its own platform in 2022, representing in one single website the virtual museums of the eight passengers' ports.

ADRIJO: THE VIRTUAL MUSEUM OF PORT HERITAGE

3 CATEGORIES

3 Languages:
CRO, IT, EN

Setting up a joint tool to promote the cultural heritage of ports, tangible and intangible, as an additional instrument to welcome port passengers and users. ADRIJO has contributed to qualify the accessibility of port areas, creating wayfinding paths and permanent installations to valorise the maritime heritage and mix it with innovative digitalized contents, activating synergies and cooperations with scientific and local institutions to jointly preserve and promote maritime heritage for a virtuous sustainable approach to territorial development.

A main achievement is also to outline a long-term strategy highlighting the role of the involved ports as "cultural hubs" able to constantly generate connections, exchanges of cultures and jobs linked with their maritime relations and heritage.

Impact snapshot

8

Virtual Ports
Museums

1

Multi-device
Platform

154

Multimedia
contents

Adrijo Website





The project was about the revitalisation of dismissed buildings. Many of these realities have an architectonic and historical meaning.

REVIVAL took the challenge to transform the lost cultural heritage in a leverage for a sustainable and more balanced territorial development.

Innovative Approach

REVIVAL tackled the challenge 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;



Start Date

01.01.2019

End Date

31.12.2021



TOTAL BUDGET

€ 1.825.035,00



PARTNERSHIP

Municipality of Forlì (LP)
Municipality of Campobasso
Municipality of Cesenatico
Municipality of Pesaro
Municipality of Rijeka
Municipality of Zadar
Public Institution RERA S.D. for coordination
and development of Split-Dalmatia County
University of Zadar
City of Rijeka

- 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.



Dalmatinka, Split-Dalmatia County, Croatia



Cultural routes created



Results & Achievements



To reach a higher level of sustainable economic and territorial development in the cities/areas involved, by exploiting in a smart way the lost cultural heritage of the '900, while preserving it and increasing its value.

Impact snapshot

7

Municipality
Involved

57

Locations
Revitalized

7

Cultural Routes
Created



The main aim of the ATLAS project was to tackle challenge of the development of rich and varied cultural heritage that is deeply permeating the programme area, while at the same time supporting the economic development in a sustainable way. Moreover, the lack of technological innovation in the tourism sector is affecting its competitiveness, thus, the entire ecosystem should be encouraged to work according to more integrated approaches driving stakeholders to embrace open and collaborative innovation. Bearing all this in mind, the ATLAS project was a pioneer in supporting a quadruple-helix based comprehensive supporting framework, which also includes demonstrative actions in the environmental and cultural tourism sector. Based on Smart Inno achievements Atlas aimed at deploying an effective systemic approach at a cross-border level, involving private and public actors in the adoption of actions and strategies for cultural and landscape identity of the area.



Start Date

01.01.2018

End Date

30.06.2019



TOTAL BUDGET

€ 965.000



PARTNERSHIP

Friuli Innovazione research and technology transfer centre (LP)

Istrian Development Agency - IDA ltd

SIPRO Development Agency - Ferrara

TECNOLOGIS science and technology park

Creative Apulia Cluster Association

Juraj Dobrila University of Pula

Unioncamere | Regional Union of the

Chambers of Commerce of Veneto Region

Step ri science and technology park of the

University of rijeka ltd

More in detail the project approach was to set-up and implement a strategic framework for implementing impact actions by means of: focused analysis and mapping of key players; dedicated web-based platform as virtual training and exchange framework; dedicated training and talent activation activities like workshops, events, peer-reviews, study trips, staff exchanges aimed at enabling the addressed stakeholders to learn, adapt the good practices to the realities of their regions and implement on this bases new measures and actions leading to concrete improvements in terms of accessibility, innovative business ideas, and development of sustainable cultural tourism models based on digital tools. Starting from the stakeholders mapping identifying needs, strengths and competences, the project provided a simulated open space - Platform - gathering specialized support services, assessment and training digital tools, local and cross-border multidisciplinary linkages, established private and public networks and financing resources where topics of interest for environmental and cultural tourism was developed. This path led to the implementation of demonstrative actions aimed at testing and improving ideas in the field of cultural tourism and cultural heritage valorization. The project planned to activate, among others, "open laboratories" to encourage entrepreneurship, sharing problems, developing solutions adopting digital tools as well as for establishing local and bilateral network of cultural and tourism players in the addressed cross-border area.

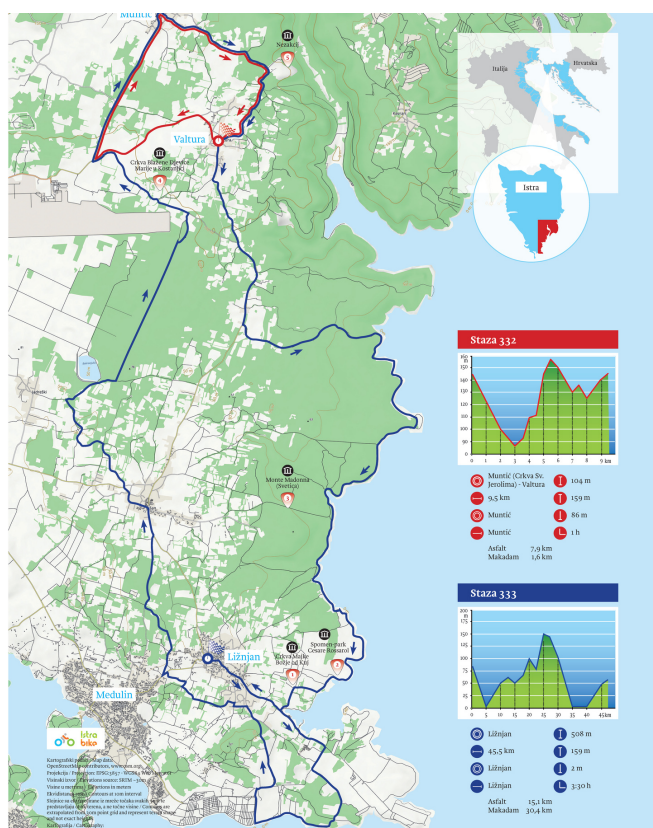
The methodology adopted is the "Living lab" approach whose aim was to promote and structure stakeholder collaboration, and its key feature is that users become fully fledged stakeholders in the co-creation process and are involved from the very beginning, in a real-life environment. Through living labs, tourist service providers had obtained insight into what tourists actually want and had an opportunity to improve and develop new services targeted to different customer segments. This approach had developed and structured new forms of cooperation, improving the cultural tourism offer and fostering the uptake of innovative business models.

Innovative Approach

Atlas made use of the following knowledge and practices connected to the main areas of improvement tackled.

1) **ACCESSIBILITY.** In order to broaden its impacts and extend its benefits over time, all material produced within Atlas for improving accessibility was open and available also through ENAT portal and in the European Directory of Accessible Tourism (PANTOU);

2) **COMPETITIVENESS.** Atlas had built on European Tourism Indicators System for sustainable destination management. ETIS is a system of indicators suitable for all tourist destinations, encouraging them to adopt a more intelligent approach to tourism planning. It includes: a management tool, supporting destinations who want to take a sustainable approach to destination management; a monitoring system, for collecting data and detailed information and to let destinations monitor their performance from one year to another; an information tool useful for policy makers, tourism SMEs and other stakeholders. Living Lab methodology: Atlas had capitalized on existing results and ongoing successful national projects. Atlas had directly benefit from results and best practices achieved within Puglia Smart Living Lab developed within the area of the "Internet-based Service Engineering", devoted to the research of scientific analytical methodologies for the design, production and deployment of innovative services. Open innovation approach: ATLAS ecosystem platform and demonstrative actions were based on Open innovation approach that is about increasing and improving collaboration with an ecosystem's stakeholders and engaging users in the co-creation process. Digital Single Market Strategy: in particular with reference to new rules allowing Europeans to travel and enjoy online content services across borders offering new tourism opportunities;



Atlas had made use of material and tools available on the Digital tourism Eu Platform providing tools and resources to boost the competitiveness of small businesses in the European tourism sector, integrate them into global digital value chains, and improve their ability to create more jobs.

3) SEASONABILITY: Atlas had built on available Research data and papers focused on impact of selective forms of tourism particularly focused in Croatia and Italy and on the possibility of extending the summer season three forms of selective tourism, which dominates today's tourist flows in CBC area. With particular reference to cultural tourism, ecotourism and nautical tourism.



Experience tour



Kostanjica



Results & Achievements

In cooperation with the Istrian Development Agency, three educational workshops were held for local and regional cultural tourism stakeholders, young people, students, freelancers, and all interested citizens. A total of 105 people attended the workshop, and the following topics were covered:

- Experience design to create a quality tourist offer of the destination;
- Digital marketing in tourism;
- Branding in tourism;

Signed Memorandum of Understanding as a document supporting the ATLAS project activities and the formation of the Regional Working Group for Cultural Tourism.

LIŽNJAN ADVENTURE ORGANIZATION (ATLAS EXPERIENCE TOUR)

A proposal for an experiential itinerary in which stakeholders from the tourism sector are presented with a symbolic snippet of the hidden potential of the (un)discovered natural and cultural heritage in the area of Ližnjan Municipality, pointing out the importance of valorizing and preserving local tangible and intangible heritage.

ATLAS PLATFORM

An online platform for networking cultural tourism stakeholders from different sectors, where analysis, factsheets, information about events, educational materials, ideas, examples of good practice, initiatives and stakeholders have been mapped in the territory of Istria.

ATLAS LIVING LAB

A creative laboratory of marketing/market innovations with the aim of acquiring and expanding the application of certain types of knowledge in solving business and social challenges, designing and conducting various types of quantitative and qualitative research and adopting modern research methodology. The laboratory is equipped with modern equipment that was acquired as part of the project.

Atlas Platform



ORGANIZATION OF THE "CATALOG OF ENTREPRENEURIAL IDEAS+" (SMART INNO)

An educational two-month program for the development of entrepreneurial ideas intended for high school students, which includes lectures and workshops, study visits, and the final presentation of projects. The goal is to develop entrepreneurial spirit and creativity among young people, and encourage entrepreneurship through self-employment and strengthening of competencies.

7 Secondary Schools
Involved

16 Entrepreneurial
ideas presented

ORGANIZATION OF THE MASH UP EVENT

A free competition in business ideas whose purpose is to gather and connect creative people, ICT experts, videographers, cultural tourism stakeholders, students, professionals, young talents, entrepreneurs, civil society, i.e. all those interested in a multidisciplinary and multicultural approach to realization ideas/products/services in the field of cultural tourism. Participants networked with each other and developed their ideas through mentoring with experts, and the best two ideas were then awarded.

CREATION OF PROMOTIONAL VIDEO "CREATE YOUR ATLAS OF ROUTINERARIES - EXPERIENCE LIŽNJAN"

The video shows a cycling route that has been enhanced with digitization elements. Through the video, it shows five cultural facilities in the area of Ližnjan Municipality. In addition to the locations, the video shows the procession on the occasion of the anniversary of the Mother of God from Kuj and the manifestation of the legend of Šišan.

CREATION OF THE THEMATIC MAP "CREATE YOUR ATLAS OF ROUTINERARIES - EXPERIENCE LIŽNJAN".

The map includes the area of Ližnjan Municipality, on which 5 cultural objects shown in the promotional video are indicated, as well as bike routes 333 and 332.

Impact snapshot

15

Training Courses

9

Pilot Actions

3

Languages:
CRO, IT, EN

VALUE



In all the project areas, tourism represents a significant ecological footprint. The Value idea and approach was to qualify and share the cultural and natural assets through identification of the common identity cultural paths on which establish districts and management plan, create the network and promote the off-season tourism. Overall objective is to define a new model of development centred on the integration between culture, nature and tourism to make cultural heritage and natural assets a tool for territorial development. The project areas share common problems, opportunities and challenges to be tackled: a rich cultural and environmental heritage and various protected areas, unsustainable exploitation of natural resources and assets, environmental pressures due to seasonal peak of touristic flows, some deficiency in the management of touristic flows. The common need was the management of tourism for a sustainable



Start Date

01.01.2019

End Date

30.06.2022



TOTAL BUDGET

€ 3.251.055,00



PARTNERSHIP

Municipality of Comacchio (LP)
Po Delta Veneto Regional Park
Veneto Region – Direction of Cultural
Heritage Cultural Activities and Sport
DELTA 2000 Consortium Company
City of Kaštela
Town of Cres
City of Korčula
Emilia-Romagna Region

exploitation of cultural and environmental heritage resources through a cross border coordination to promote the exchange of best practises, local sustainable development and to increase the service quality. The objective was to enhance resources, both promoting archaeological and cultural heritage in an innovative way and diversifying the off-season tourist offer. Furthermore, VALUE intended to spread knowledge about archaeological and historical heritage also among other categories than archaeologist and archeo lovers.



Innovative Approach

The approach was to qualify and share the cultural and natural assets through identification of the common identity cultural paths on which establish districts and management plan, create the network and promote the off-season tourism. The accessibility would be increased thanks a ICT tools for the promotion of natural and cultural heritage and tourism services and products.



Results & Achievements

- CREATION OF AN "OPEN AIR" ARCHAEOLOGICAL PARK IN COMACCHIO (ITALY);
- OPEN NATIONAL ARCHEOLOGICAL MUSEUM OF ADRIA (ITALY)
- CREATION OF A NETWORK OF HISTORICAL ROUTES AND PATHS IN THE ARCHAEOLOGICAL AREA OF CRES (CROATIA)
- ENHANCEMENT OF THE OSTROG ARCHAEOLOGICAL SITE WITH THE BALVAN HILL IN KASTELA (CROATIA)
- RECONSTRUCTION OF A SETTLEMENT COMPLEX IN KORCULA (CROATIA)

Impact snapshot

3

Open air archaeological site enhanced

11

Network stages

10

Unique sights included

UnderwaterMuse



From the historical-archeological point of view, the Adriatic sea has been a unique basin, for millennia the priority transport link for the people living on the seashore. Their transit left numerous traces in the seabed of the areas concerned by these ancient commercial routes, and ruins of landing places, harbors or inhabited villages by the sea remain. The project aims at applying on sample areas (maritime landscapes of Torre Santa Sabina, Grado, Resnik/Siculi, Caorle) a methodological and technological protocol based on research/knowledge and development/communication of an underwater archeological site that is complex and multi-stratified, characterized by strong diversity.



Start Date
01.01.2019

End Date
30.06.2022



TOTAL BUDGET
€ 1.586.930,25



PARTNERSHIP

ERPAC – Regional Institute for the Cultural Heritage of Autonomous Region of Friuli Venezia Giulia (LP)

Ca' Foscari University of Venice
Public Institution RERA S.D. for coordination and development of Split-Dalmatia County
City of Kaštela

Apulia Region – Department of Tourism, Economy of Culture and Valorization of Territory

Innovative Approach

The project's objective was to transform the site into an underwater archaeological park (or eco-museum) through innovative and/or experimental methodologies and techniques in order to try to reduce the loss of important cultural heritages as well as to guarantee an economic spin-off deriving directly from the creation of a sector linked to the tourist-cultural promotion of the context of reference.



Results & Achievements

By this project some parts of hidden and inaccessible heritage were researched, preserved and by virtual reality presented to wider population. For visitors who are unable to visit underwater sites due to different reasons, sites are brought to museums where can be visited during the whole year no matter the sea conditions or ability of visitors. By preparing virtual reality many historic details were reconstructed without violating underwater site. The site was presented in interesting and safe way for everyone to enjoy it. New touristic product was created with these project and it will be promoted and developed through new projects in the future.

Impact snapshot



45

Wrecks



26

Underwater Structures



20

Museums

Sites Map



A LOOK FORWARD

The models of the cross-border cooperation for the joint valorisation of all the projects clustered by AdriPromTour can be easily transferred to all the Adriatic-Ionian region contributing to the objective of EUSAIR pillar IV of “brand-building of Adriatic-Ionian tourists services” and to exploit the multiplier effect for the enhancement of attractiveness towards the cultural heritage of involved areas. The same outputs and results can be transferred to other organizations in the field of tourism and culture in charge of preserving and promoting cultural heritage in a social and economic territorial development perspective.

The EUSAIR action plan calls for the development of the sustainable and responsible tourism potential of the whole Adriatic-Ionian Region through the innovative and quality tourism products and services (see also main objective of Pillar 4 “Sustainable tourism”). This goal is in line with the AdriPromTour project since partners are creating and preserving cultural touristic offer in the form of different digital tools to utilize the best potential for the cultural offer in each place/city/area. With the virtualisation of the cultural offer, on one hand it is possible to attract a wide variety of tourists, such as students, disabled, elders, and on the other hand to diversify the products availability to the whole year and not just seasonal availability. Virtual tools used are also sustainable since the cultural products are recorded and showcased to the wider public without the need to damage the original artefact. With the help of virtual tools and modern technology the original heritage are not only protected from the mass

tourism but also enhanced in the form of virtual restoration and 3D models, the time-lapse images and videos and virtual reality.

With this goal in mind, for example, each partner of Remember created their own Cultural Touristic Management strategy as well as part of their own Virtual Museum (VM) available at the innovative ADRIJO platform open to the public. Then is the moment of valorise and promote it as one of the cultural destination of the Adriatic Sea.

An additional task, already included in the AdriPromTour project, is the development of the existing networks to the entire Adriatic-Ionian area, as well as the networking and joint work of the interpretation centres and eco-museums. In this light, the exchange of knowledge is mandatory for boosting the local cooperation models and involving new actors, promoting sustainable development actions and producing concrete results in terms of coordination capacity of the subjects responsible for the policies.

Accessibility represents a challenge for a future in which the increased sensitiveness toward less advantaged target groups combined with the rising age-average of tourists calls for a major attention on the topic of accessibility. Competitive tourism destinations will be those adopting smart solutions allowing accessibility that are lacking infrastructures and services addressed to unpaired groups or elderly people. Actions will be focused on analyzing and implementing actions improving accessibility for disadvantaged groups by setting up

demonstrative actions that may benefit from ICT tools and applications, as well as a change in the attitude of tourism operators. Accessible tourism is about making it easy for everyone to enjoy tourism experiences. Making tourism more accessible is not only a social responsibility – there is also a compelling business case for improving accessibility as it can boost the competitiveness of tourism in Europe. Evidence shows that making basic adjustments to a facility, providing accurate information, and understanding the needs of disabled people can result in increased visitor numbers. Improving the accessibility of tourism services increases their quality and the enjoyment of all tourists. It also improves the quality of life in local communities. Taking Europe as an example, the accessible tourism market has been estimated at approximately 27% of the total population and 12% of the tourism market. These figures take into account the large proportion of senior travelers, (since people over 60 years of age will constitute 22% of the global population in 2050), people with disabilities and families with small children. The accessible travel market presents an opportunity for destinations that are ready to receive these visitors, since they tend to travel more frequently during the low season, usually accompanied or in groups, make more return visits and, in some parts of the world, they spend more than average on their trips. Facilitating travel for people with disabilities is therefore not only a human rights imperative, but also an exceptional business opportunity. Yet, a change in mind-set and in the model of tourism services provision is needed in order to meet this major market demand. Accessible

environments and services contribute to improve the quality of the tourism product, thus increasing the overall competitiveness of tourism destinations. Accessibility, therefore, must be an intrinsic part of any responsible and sustainable tourism policy and strategy. There is an increasing attention of public bodies in offering and financing projects of this type and at the same time a consistent involvement of private stakeholders who support and create innovative solutions to facilitate holidays for people in difficulty or not self-sufficient. Much work remains to be done, especially as regards the connections of individual projects or interventions with the surrounding realities and the transport system, but it must be pointed out, however, the presence on the territory of an ever-growing number of bodies and entities that deal with accessible tourism, they will hopefully inspire others to take steps towards broadening the availability of accessible offers in tourist destinations.

Partnership



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Primorje-Gorski Kotar County (PGC) is a regional government authority responsible for initiating and co-financing of projects in fields of culture, education, tourism, regional development, infrastructure, social welfare, and others.

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€ 590.000

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**Questions?
Contact us.**

ADRIPROM TOUR

EDITED BY:

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BRIEF INTRODUCTION OF THE PROJECT FOCUS

The aim of the project is to valorize the results of relevant Standard+ and Standard projects in order to develop and promote common cross-border identity and heritage. The valorization is based on sustainable promotion of rich natural and cultural heritage of the border area through development of sustainable thematic cultural routes to contribute to the distribution of tourism flows in a wider geographical area. The project will highlight the main results of the relevant Standard+ and Standard projects in order to promote them on a higher level and to wider public in a new, sustainable way. New forms of tourism are trend in the world and are appropriate to solve the problem of massive and seasonal tourism. Through development of new forms of experimental tourism, tourists will be encouraged to actively participate in the local cultures and communities.

Cross-border cooperation multiplies the effect, and common development guarantees quality, success and exchange of tourists. By developing a common cross-border identity and heritage, Adriatic area will become unique tourist area that will connect contents and economic, social and cultural cross-border exchange. Project partners will promote their regions as part of one integral crossborder destination by promoting the results of their relevant Standard+ and Standard projects on a higher level. The key results will be innovative diversified tourist product that will bring additional contribution to shared theme and common narrative from relevant Standard+ and Standard projects in forms of manifestations, study visits and developed virtual reality platform.

It will improve visibility and increase number of visitors; identification of needs will help in finding bottlenecks and in preparation of the proposals for new financial period; strong promotional campaign will improve visibility, highlight the main ideas of the project and encourage visitors to actively participate in the local cultures and communities; educations and study visits will improve the skills of tourist stakeholders to present common cross-border heritage on a higher level; participation on fairs will improve the level of promotion in cross-border area and outside, so the participants will improve their skills and knowledge about higher level of promotion and valorization of heritage, and visitors will find out new attractive cultural tourist destinations.



AdriPromTour deals with 3 thematic axes relevant for the programme Italy-Croatia, all related to the implementation of cultural routes:

PROMOTION of common cross-border identity and heritage

use of **INNOVATIVE AND ADVANCED SOLUTIONS**

CONTRIBUTION TO THE DISTRIBUTION OF TOURISM FLOWS

PROJECT OUTPUTS AND ACHIEVEMENTS

AdriPromTour project has promoted rich natural and cultural heritage through valorization of results of relevant Standard+ and Standard projects by developing a sustainable thematic cultural routes. The goal was promotion and valorization of the natural and cultural heritage through common cross-border identity and heritage to develop new form of experimental tourism that is not based on massive tourism and that encourages visitors to actively participate in the local cultures and communities through participation on manifestations, thematic fairs and by visiting the points of heritage on virtual reality platform. By participation on study visits and educations, relevant tourist stakeholders had improved their knowledge about common cross-border identity and heritage on a higher level.



By gathering all results of relevant Standard+ and Standard projects, the common cross-border heritage was established. Through study visits, manifestations and virtual reality platform, thematic cultural routes were presented and promoted to wider public. The aim was to develop a sustainable tourist offer based on cultural heritage of the partner organizations area, so the visitors can introduce the uniqueness of area. The cultural heritage of the cross-border area is extremely rich and it has been valorized in last few years through different EU projects, but through development and wider use the virtual reality platform the overall heritage is valorized on a higher and more sustainable level.



The AdriPromTour project is based on experiences and know-how of the projects ATLAS (Adriatic Cultural Tourism Laboratories), ARCA ADRIATICA (Protection, promotion and touristic valorisation of Adriatic maritime heritage), HERCULTOUR (Hera trademark, cultural tourism routes and visitor centres strengthening), REMEMBER (REstoring the MEMory of Adriatic ports sites. Maritime culture to foster Balanced tErritorial growth), REVIVAL (Revitalization and Reuse of the lost heritage in the Adriatic landscape), UnderwaterMuse (Immersive Underwater Museum Experience for a wider inclusion) and VALUE (EnVironmental And cuLtUral hERitage development).

Primorje - Gorski kotar county



The Lead Partner, Primorje-Gorski kotar county, promoted clustered project results via AdriPromTour dissemination activities, as promotion on the institutional website and social media, on project web and social media channels, as well as through the kick-off press conference (held on 20/10/2022) and the press conference held on 17 May 2023 in Rijeka which resulted in many articles published by online media portals. The press conference in May announced the upcoming stakeholders' education, study visit, and manifestation. Also, LP produced promotional video as well for the promotion of maritime and cultural heritage within the project, but also can be further used for future promotion.

The LP members participated in the Zagreb tourism fair "Place2GO" where they promoted AdriPromTour project and disseminated produced promotional material, as well as to the Interreg Programme annual event "Our Shared Blue Basin" held in Venice on 24-25 October 2022.

The Primorje-Gorski Kotar County organized a **study visit** in the Kvarner region that took place on May the 23th and 24th. About twenty employees from institutions and organizations related to tourism, culture, education, and the media visited the Frankopan castles in Kraljevica, Krk and Grobnik during a two-day study trip. They also visited DUBoak - Maritime Heritage Interpretation Center Dubašnica - Malinska. These are examples of good practices of valorizing historical, cultural and natural heritage, i.e. putting them at the service of modern tourism. The participants of the study trip agreed that the Primorje-Gorski Kotar County can become recognized in the world for its maritime and FRANKOPANS heritage.



Prior to the study visit, operators belonging to tourism, culture, education, media and marketing sectors were being educated on the maritime and FRANKOPANS heritage, during the **educational workshop** held on 23rd of May.

Sailing in traditional boats, shipbuilding, and salting fish - these are some of the traditional maritime skills of Kvarner that were presented to tourists during the manifestation “Evening of the Sea” that was held in Mošćenička Draga on 9 June 2023 within the Adripromtour project. In order for the participants of the event to get to know the traditional boats as well as possible, an exhibition by Marko Valjak and Robert Mohović “Traditional boats restored in the Arca Adriatica project” was set up on the waterfront, as well as regatta of traditional boats was held. During the Evening of the Sea, visitors were guided by expert guides to the House of the Sea - the Interpretation Center of Fishery and Maritime Heritage of the Mošćenička Draga Ecomuseum, and the youngest visitors participated in the traditional maritime skills workshop. The Evening of the Sea ended with a maritime festival and a concert held by Trio Asi.

Polytechnic University of Marche

The **educational workshop** was designed and arranged in the form of a meetings with presentations by experts in the Marche region and at Adriatic level relevant for the topics to be discussed by AdriPromTour on the 20th April 2023 and was held at the Sala Boxe (Mole Vanvitelliana) in Ancona. In particular, it was coordinated with the partner organizations and experts to schedule meetings, presentations, and interactive sessions. The workshop also arose in a discussion with heritage experts, technology professionals, digital marketing specialists, and representatives from tourism organizations.

The topics discussed ranged from culture and new digital media that allow a new generation of user-centered and adaptive experiences, social and digital trends in tourism promotion analysing also weak points in the current scenario, to the 3D digitization as a special focus and need in the new requirement enabling virtual and remote experiences able to bring people to visit the places. A special focus was deserved to the Adrijo platform: an innovative tool for tourism promotion at the Adriatic level, carried out in the project Remember, currently clustered in AdriPromTour. Thanks to the communication activities it was possible to reach out to appropriate organizations, institutions, and stakeholders involved in digital transformation initiatives in heritage and tourism. This included museums, cultural centers, technology companies, tourism boards, and local government agencies and municipalities. The previous established collaboration allowed to organize the educational workshop and gain insights into their projects and experiences, as well as to raise awareness in project results by Remember and AdriPromTour.





The **study visit** was held on the 20th April 2023, in the Loggia dei Mercanti in Ancona and Ancient Port of Ancona. It was aimed to investigate the digital transformation of heritage and tourism practices and required careful planning and coordination. The Objectives of the study visit were clearly articulated, whit the determination of specific aspects of digital transformation in heritage and tourism practices to be explored, such as the use of virtual reality, augmented reality, mobile applications, supporting the development of touristic paths and presenting the Adrijo platform, born from the REMEMBER project. The destinations were searched and identified in the Ancona metropolitan area, visiting specific sites where digital technologies have been successfully implemented to enhance visitor experiences and preservation efforts thanks to the involvement of the Central Adriatic Sea Port Authority as LP of the Remember project. The project delt in fact with the development of a touristic path in the Ancient Port of Ancona, with QR codes, interactive experiences and AR applications. UNIVPM created a detailed itinerary that includes visits various destinations and experiencing with different demos, carried out by the Lab Dhekalos of the Polytechnic University of Marche. Thus the study visit engaged representatives by different institutions relevant to topics of the event, incorporate a mix of presentations, demonstrations, and hands-on experiences. The timing of the study visit also ensured that the itinerary allows enough time for discussions, networking, test for evaluating experiences and Q&A sessions with local experts. The arrangement of the study visit was also a way to engage with the Local Community, including the possibility for schools' teachers and students to gain insights into the social and cultural aspects but also results obtained so far.

In the framework of Adripromtour awareness and sensitization activities, the “Waterfront Walk” was the manifestation designed by Polytechnic University of Marche partner (Distori Heritage research group) in collaboration with Central Adriatic Port Authority held on the 29th of September 2022. Other associations participated (see the attachment) such as Laboratorio Via Clementina, Fosforo - Next association and Diocesan museum.



The urban walk is part of the European Research Night, SHARPER, and is addressed to general public, cultural management associations and bodies as well as students of secondary schools: the goal was to disseminate ADRIPROMTOUR project objectives in the view of valorisation of local cultural heritage. A main topic was the Italian-Croatian common cultural identity, that is especially depicted by the Adrijo platform, the main output of the REMEMBER project that is clustered by AdriPromTour along with ARCA ADRIATICA, HERCULTOUR, REVIVAL, ATLAS, VALUE and UnderwaterMuse.

The associations were highly sensitized, especially about how they can improve their cultural offer, thanks to new applications and digital tools, such as an app exploiting AR technology that was tested during the manifestation. A discussion was also opened on the local needs that can arise in touristic valorisation and how the digitization of paths and cultural heritage artefacts can help the innovation of practices.

Municipality of Cervia

Before attending the final conference held by the Municipality of Cesenatico, the city of Cervia organised an education for stakeholders in the afternoon of June 12th during which the results achieved by the previous Adriatic territorial cooperation projects were presented, in particular Arca Adriatica (with reference to the center of excellence). The education was structured by inviting the participation of a number of local stakeholders related to the different sectors of the communication/marketing, higher education, culture. The guests (project partners and local stakeholders) were introduced to the maritime cultural heritage of Cervia including some interactive work such as the construction of fishing nets, and knots.



Due to the floods that hit the Emilia-Romagna region, 'Lo sposalizio del mare' was held in a reduced form on Sunday, 28 May 2023. The City of Cervia's traditional historical rite was attended by a large number of people including cultural associations, some tourism and fishing companies, and civil society. The ceremony was broadcast live on Facebook on the institutional channel of the municipality of Cervia, but also on the official channel of the Adripromtour project, with several posts on social channels. The ritual is meant to be a good auspice for the future, with the commitment to have as primary objectives the quality of life of citizens and tourists, the preservation of the natural environment and the protection of a healthy environment for all, socio-economic resilience and a balanced interaction between quality of life and competitiveness. Concerning the promotion and dissemination of project actions, the city of Cervia also hosted the General Assembly of SERN, one of the main transnational networks in Europe that promotes relations between Northern and Southern Europe. During the assembly, our delegation had the opportunity to present and promote the objectives and results achieved by the Adripromtour project.

The presentation was part of the session dedicated to sustainable tourism where a workshop was held to provide public authorities with the knowledge and tools to promote sustainable tourism practices in their communities, with a focus on the concept of 'local green deals'. On that occasion, we wanted to make the general public aware of the European Union projects that are being implemented or have been Build a solid link between tourism and cultural promotion associations and economic stakeholders in the field of sustainable tourism in order to further foster awareness of the value and opportunities of cultural heritage. Promote periodic implemented in the area of the city of Cervia. It was an excellent opportunity for guests - several Italian and foreign institutions are part of the SERN network - to find out how EU funds are used in their community and to learn more about future planned projects. For this reason, during the event, the important results that the AdriPromtour project is producing were presented, emphasizing the transnational character of the intangible heritage of the entire Adriatic territorial cooperation.



Municipality of Cesenatico

On the afternoon of 9 May, a meeting was held at the Marineria Museum in Cesenatico with some local stakeholders, mainly represented by owners of hotels and other local tourist facilities, who were made aware of the activities and results obtained with the cooperation projects Adriatic; with them we also reflected together on proposals for new actions and on the contents of the study visit which was carried out in the following days.



On Friday 12 May the **study visit** was held in Cesenatico in which the results achieved with the previous Adriatic territorial cooperation projects were presented, in particular ARCA Adriatica and REVIVAL. The study group was made up of journalists specialized in the enhancement of the nautical heritage and of Adriatic tourism, coming from all over Italy and from the Adriatic regions, and also of animators of associations involved in the navigation and restoration of traditional boats. In addition to showing the results of the work carried out e.g. at the navy

museum, the canal port of Cesenatico, the fishermen's activity area, an interesting meeting was also held with the community of owners of traditional boats with lugsails of Cesenatico, which was followed by a discussion on the various ways of safeguarding and enhancing the traditional boats and historic ports of the Adriatic for tourism.



From Thursday 11 to Sunday 14 May the event planned by AdriPromTour took place at the Marineria Museum in Cesenatico, which was dedicated to lugsail and to the traditional boats of Romagna and the Adriatic. In particular, through various meetings and activities proposed to the public, it was highlighted that lugsail and traditional boats of the Adriatic are a tangible and intangible cultural heritage to be safeguarded and an opportunity for innovative and sustainable tourism. During the event, the important result of the declaration of cultural interest of the lugsail of Romagna as intangible heritage was also presented, which is also the first application in Italy of the new article of the Italian law which also provides for the protection of the intangible cultural heritage: this is the final outcome of an action that had been started within the ARCA Adriatica project and which is now seeing its completion within AdriPromTour.



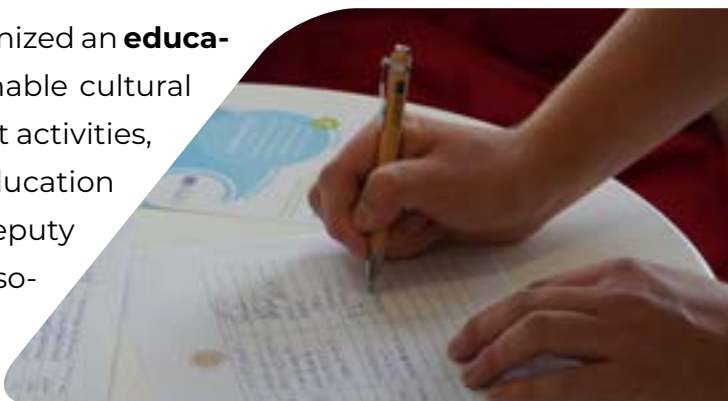
In particular, in front of the Maritime Museum, films dedicated to lugsail and the activities of the Maritime Museum and the group of traditional boat owners of Cesenatico were presented on a large video wall to preserve

and transmit this important material and immaterial cultural heritage; the careening of a boat with the traditional heeling method, as witnessed in vintage postcards; demonstrations of lugsail dyeing, knots and seafaring work, net repair; on display the "battana" Vanessa, protagonist of the recent Disney film Rosaline; a photographic exhibition on lugsail; free educational activities and readings to discover books and sea adventures; presentation of books dedicated to nautical tourism in the Adriatic Sea.

Furthermore, the CP274 offshore patrol boat of the Italian Coast Guard, coming from Ravenna, was present in Cesenatico on Saturday 13 May.

Juraj Dobrila University of Pula

Juraj Dobrila University of Pula had organized an **educational workshop** on the topic; "Sustainable cultural routes"; within the AdriPromTour project activities, which was held on May 19, 2023. The education was held by lecturer Manuela Hrvatin, deputy coordinator of the Interpret Europe Association for Croatia and the creator of the Istria Inspirit project, which affirmed material and immaterial cultural and



historical heritage of Istria through a series of interpretive storytelling, guides and events. The interpretation of heritage as a communication strategy and form of informal learning can be used in the larger measures than is used, not only in tourism and culture but also in the field of education, free time, learning for the future and sustainability.

Interpretation of heritage encourages activity and thinking, the use of new technologies and the preparation and creation of future jobs. It is created through heritage transformative tourism that preserves authenticity and heritage, and at the same time encourages the community to preserve that heritage as well as the identity of the destination. The workshop was attended by local stakeholders interested in the development and evaluation of innovative tourist products, tourist boards, local administrations, businesses and students, scientists and professors.



The mentioned workshop is an introductory activity for the **study visit** that will take place on May 27th at in the area of Ližnjan Municipality where stakeholders will participate in a tour of the cultural route created as part of the project Atlas

- Create your Atlas of Routineraries - Experience Ližnjan. Route connects cultural and natural heritage and valorizes five connected localities on the territory of the Municipality bike paths 332 and 333.

Faculty of Economics and Tourism “Dr. Mijo Mirković” at Jurja Dobrila University in Pula, as one of the project partners, organized a study visit for local stakeholders and the general public



on Saturday, May 27 th, which included a guided tour within the cultural route created as part of the Atlas - Create your Atlas of Routines project – Experience Ližnjan. Stakeholders had the opportunity to visit numerous local sights and cultural heritage and learn more about their history and interesting things, as well as participate in a guided bicycle tour along the coast starting from Šišan to the Kuje bay in Ližnjan.

The route connects cultural and natural heritage and valorizes five localities on the territory of the municipality connected by bike paths 332 and 333. Starting with Nezakcij, which records traces of human culture from the prehistoric to the early medieval period and which is considered the capital of the Illyrian tribe Histri, after which the Istrian peninsula was named, the route leads to the church of the Blessed Virgin Mary in Kostanjica, built in the 16th century, which is mentioned as the place of execution of St. Geronimo and in which there are remains of medieval frescoes on the walls and a Gothic inscription on the facade. The asphalt and macadam route leads to the fortress of Monte Madona, an underground military complex on the Svetica hill of the same name, not far from Šišan. Next comes the place, the memorial site

of the sinking of the warship Cesare Rosarol and the church of Our Lady of Kuj, known as a votive chapel and a spiritual refuge for farmers and fishermen.

The associates on the project presented to the participants of the study visit the activities of the AdriPromTour project and at the same time presented the results of the successfully implemented Interreg project Atlas, which marketing and promotionally valorized the bike - cultural route under the slogan: Create Your Atlas of Routineraries - Experience Ližnjan. This cultural and sports event further strengthens the attractiveness of the destination, thereby encouraging a wider tourist visit. These activities also promote the positioning of Istria as a tourist destination for year-round tourism.

The study visit is an example of good practice in the valorization of historical, cultural and natural heritage, i.e. putting them at the service of modern tourism. This also emphasizes the preservation of identity and heritage and their connection with tourism.



City of Kaštela

Thematic education for stakeholders was held on 5th April at the Museum of town of Kaštela in the Vitturi Castle. Partners were there also some local stakeholders, mainly represented by local tourist facilities, who were made aware of the activities and results obtained with the Adriptomtour project.



Study visit was held on the 5th April. Project partners and local stakeholders were introduced to the cultural heritage of Kaštela on a half-day excursion with a local licensed guide in English. The trip included four of the most important localities in Kaštela, which were also included in the digital platform, presented in the Vitturi castle in Kaštel Lukšić after the trip. The guests were introduced to the rich heritage by a licensed guide who, during the excursion, presented numerous interesting facts about Kaštela, the past, culture and tradition of the Kaštela region, with an emphasis on the points of interest covered by the digital platform.



Manifestation was held on 9th May in the park Đardin (Kaštel Stari). It was open to public and it was organized as an informative day of EU funds in general. AdriPromTour project was presented as well as other Standard projects. On this occasion, we would like to introduce the general public to European Union projects that are being implemented or have been implemented in the area of the City of Kaštela.

This was an excellent opportunity to citizens of Kaštela to get information about how EU funds are used in your community and learn more about planned future projects. We participated on thematic fairs in Madrid and Berlin, as well as on the study visits in Šibenik and Pula.

Europe Point of Teramo Consortium

Conorzio Punto Europa, as Communication Activities WP responsible, has managed the phases of information, communication and dissemination promoting clustered project results, by setting up and regularly updating of the project social channels to grant the wider public visibility to project results: Managing a media campaign on local tv, via tv news programs and press reports to inform public about project objectives and activities.

Participating to 5 international thematic fairs: TTG Rimini, BITESP Venice, FITUR Madrid, ITB



berlin and PLACE2GO Zagreb, to showcase Adripromtour outputs, to promote partners' locations and assess the VR platform with virtual reality guide tours.

Producing a promotional video of T eramo province territory which can be exploited in every public event context, to promote local cultural and natural heritage.

Organizing an **educational workshop** addressed to all the stakeholders and operators belonging to tourism, culture, education, media and marketing sectors in order to assess the state of the art of tourism promotion and best practices at local and regional level.

Organizing a guided **study visit** in Teramo for the tourism operators focused on the innovative frontiers of heritage digitization and the new forms of experiential tourism approaches.

Supporting the organization of a 3-day public manifestation involving all tourism stakehold-



ers and operators for the promotion of cultural and natural values of our Adriatic Sea, with boats expositions, traditional maritime skills presentation and VR technologies exploitation for communication and tourism purposes.

Coordinating the implementation of the VR platform which organizes the virtual reality audio/video/images guides of all 8 Adripromtour partners, as an innovative tool for the promotion of cultural and natural heritages of the Italy-Croatia territories.

Šibenik-Knin county

The final press conference was held in the City Library “Juraj Šižgorić” in Šibenik, where the final presentation was held and the results of the AdriPromTour project in Šibenik were presented. Project results were presented to the public and the media.

Šibenik-Knin County representatives participated in the International Tourism Fair in Berlin ITB and Zagreb tourism fair “Place2GO” where they promoted Adripromtour project and disseminated produced promotional material.

Šibenik-Knin County produced two different promotional videos within the project, but also can be further used for future promotion.

Šibenik-Knin County organized a **study visit** in the Šibenik-Knin region that took place on March 16th and the visitors were guided through the route by Danijela Marinčić, a tourist guide who has been practicing tours of Šibenik, Vodice and Šibenik - Knin County inspired by the route “Water - a powerful creator of history” for several years. The tour of Šibenik starts from the Šibenik waterfront, where visitors are introduced to the concept of water as a cultural heritage and the universality of the theme, which can be understood by visitors from various parts of the world, and which can be applied in different destinations, including those from which they come. This is followed by a tour of Šibenik and an example of how heritage can be (re)interpreted in a way that adapts the story to tourists, using the motif of water instead of the usual historical facts, years and people. After the tour of Šibenik, there was a visit to the wells on the main town square of Vodice and an interpretation of the history of Vodice through the relationship and management of water sources. After that, visitors went to the Vodice Tourist Board where they tested the virtual reality setup, designed and created as part of the AdriPromTour project.

The next point of visit was the Roški waterfall in the area of the Krka National Park in the in-



terior of the county, which has significantly less visitors than the overloaded Skradinski buk. In addition to enjoying the natural beauty, visitors had the opportunity to hear the story of water as the energy that powered the mills and thus was the source of economic power and prosperity of the entire region. This further strengthens the attractiveness of localities in the interior of the county and encourages more even tourist attendance throughout the county.

Šibenik-Knin County organized the manifestation named “A thousand faces of water - Water



as an element of cultural heritage and motif of tourist interpretation” that was held on Friday, May 29, 2023. It consisted of Thematic tour of the city (After the presentation, the guests were invited to a thematic tour of Šibenik city center. The tour was led by Zvonimira Krvavica, a professional tour guide.

The thematic tour was designed in accordance with the template of the Cultural Tourist Route “Water - a powerful creator of history”, developed as part of the AdriPromTour project.) and The manifestation “A thousand faces of water” on the green stage in front of the medieval Šibenik wells. The program for the public started at 11:30 a.m. on the open public area in front of the medieval Šibenik wells (the popular “Green stage” in front of the Azimut cultural center). The famous musician Borna Šercar played a set of musical classics with the help of an instrument popularly called “flashophone”, which creates tones with the help of bottles filled with water.

Two pop-up exhibitions of photographs of Krka National Park, Photo Club Šibenik and Ivana

Antić Stošić have been set up, inspired by water - from a small drop shot with a macro lens, to magnificent waterfalls and the beauty of the middle and upper reaches of the Krka River. As a symbolic link between natural and cultural heritage, the guests were presented with Aqua Dalmatica, a flavored water inspired by the work of the Šibenik botanist Robert Visiani.

The gastronomic part of the event was taken care of by the company Dalmatia Sea Food, which prepared dishes named „pidoće“, a shellfish that is a specialty of the Šibenik region, and which was created at the point where sea and fresh water mix. The goal of the event was to highlight the importance of water as an element of cultural and historical heritage and a potential motive for touristic interpretation. Unlike the usual stories about historical figures and buildings that are important for a certain area, the story about water as a creator of history and a key element of sustainable development is universal. It is a topic that is equally understood and experienced by local people and tourists, regardless of which country they come from.

Šibenik-Knin County contracted external expert to virtualize the route of cultural tourism “Water- the ultimate shaper of history”. VR reality was successfully completed and installed in tourist board in city of Vodice where visitors can try it on any time.



PARTICIPATION TO THEMATIC FAIRS

The activity aimed at promoting sustainable tourism actions encouraging the exploitation of sustainable tourism management systems and labels, and the promotion of cross-border brands and heritage interpretation and valorization targeted to local Authorities, agencies, tourism operators and public.

AdriPromTour project partners had participated in the following thematic fairs:

FITUR - Madrid (18-22 January 2023), ITB - Berlin (7-9 March 2023), Place2Go - Zagreb (24-26 March 2023). The participation to the international thematic fairs aimed at widening the knowledge of project brand and promote innovative tourism tools that the AdriPromTour partnership is implementing.



Moreover, participating to the international tourism fairs is important for AdriPromTour, which deals with cultural valorization and tourism promotion, because it helps the project and the IT-HR Programme in gaining visibility and attract potential partners, investors, and tourists.

International tourism fairs typically bring together representatives from various tourism-related industries, including travel agencies, hotels, and destinations, which can provide a valuable networking opportunity for the project. Additionally, participating in a fair also helps the project showcase its initiatives, such as its cultural valorization and tourism promotion efforts, to a wider audience and potentially generate interest and support for the project.

FITUR Madrid, ITB Berlin, and PLACE2GO Zagreb are three important international tourism fairs that focus on different aspects of the tourism industry.

FITUR Madrid is one of the largest and most important tourism fairs in the world, and is held annually in Madrid, Spain in January. ITB Berlin is another major tourism fair, and is held annually in Berlin in February, along with PLACE2Go Zagreb which is a newer fair, but is quickly gaining popularity. AdriPromTour had also participated at two Thematic Fairs which took place in TTTG in Rimini in October and BITESEP in Venice in November, promoting to public and stakeholders the project activities and VR innovative tool which is under implementation for the tourism promotion of the partners' locations. During participation in TTTG in Rimini and BITESEP in Venice fairs, representatives of Adripromtour partners have shown, exploiting VR headsets, to public and operators, the functions of the platform for the virtual reality tours that is being exploited in Adripromtour project.



All three fairs are important for different reasons. FITUR Madrid is known for its focus on cultural tourism, and attracts a large number of visitors from around the world. ITB Berlin is known for its focus on sustainability and technology in tourism, and is a key event for industry professionals.

PLACE2GO Zagreb is known for its focus on destination management and urban tourism, and provides a unique platform for showcasing the latest trends and developments in these areas.

Participating in these fairs is crucially beneficial for the Project dissemination and capitalization of the outcomes, because they offer a different focus and audience. By participating in those fairs, the project had gained brand visibility, showcase its initiatives, enlarged the net-



work with potential partners and investors, collected further feedbacks and ideas for a more efficient implementation of the AdriPromTour activities and replicability in other contexts and locations.

ACTIONS FOR FURTHER DEVELOPMENT

The idea for the further actions is implementing measures to enable/encourage cultural-tourism product development in the wider area, meaning ensuring organizational, financial and promotional measures. Further promotion through manifestations, videos, workshops (transfer of knowledge and preservation of traditional skills), growth of social content of the social media and website, etc. Integration and upgrade of Adripromtour results (e.g. VR platform) in future projects and within collaboration with other initiatives and stakeholders. Continued of promotion and upgrading of a strong „The Routes of the Frankopans“ brand (partially established through Hercultour project)

The set of methodological tools and guidelines produced: 1) Common concept of cloud-based tool for Virtual Museums; 2) Common methodology for collection of information on intangible cultural heritage; 3) Technical specification tender of the VM: common tender to reach the same VM output for all involved partners; 4) Guidelines for story-telling for VM contents; as well as the measures adopted to preserve the ports historical cultural sites from the externalities of port activities can be transferred to all ports of the Adriatic-Ionian region to enhance the rich maritime culture and to make it a basis for cultural promotion and sustainable territorial development policies. The concept for cloud-based tool for the VM and the related technical specification tender are common frameworks to be transferred to other Adriatic-Ionian macro-region institutions for the valorization of cultural elements in a shared regional approach.

The same tools can be transferred to other maritime regions characterized by the centrality of ports for the evolution of the related city willing to exploit the historical heritage to increase the common sense of identity and create the conditions for sustainable economic development paths. This methodological framework and the resulting tool pave the way for further developments, described in the following.

The ICT-based tool for the virtual museum can be developed by all ports of the Adriatic-Ionian Macro-Region and integrated to the Adrijo platform to increase the cross border cooperation between ports with similar background and characteristics, to strengthen the promotion of the Adriatic maritime cultural heritage as a unique touristic destination and to homogenize the cultural-touristic offer thus boosting the opportunities for balanced territorial development in the two shores of the Adriatic sea, also beyond the programme area. Physical activities to upgrade the usability and accessibility to the port cultural heritage can be used as Best Practices to stimulate the preservation and valorization of cultural tangible assets also in other ports, increasing attractive elements for tourists and citizens, thus re-positioning the port at the heart of the social and economic life of the respective cities.



As possible action to scale-up the result obtained so far, a technological improvement can be in the direction of Metaverse experiences. Studies and research already demonstrated that metaverse products and experiences could aid in expanding the range of tourism resources and support sustainable tourism by providing alternative and profitable resources. Producing licensed and profitable metaverse tourism products and experiences could increase profitability for tourism destinations and should be developed in accordance with the UNWTO Sustainable Development Goals (SDGs). Beside the innovation and the interest arising from cutting-edge tourism offers, we should take into account the possibility of licensed metaverse tourism products, experiences, or metaverse tour sessions by tourism official organizations.

As in the music or movie industry, official tourism organizations could consider creating metaverse tourism content and adopting a licensing system. While private sector businesses and organizations could sell various metaverse products of the tourism destination, official tourism organizations could produce, manage, or support qualified metaverse tourism prod-

ucts and experiences for sustainable tourism using the licensing system. Thus, tourism organizations can promote their destination and profit from selling licensed metaverse products without increasing the direct contact between tourists and natural resources. This additional cultural offer is also in line with the goal of de-seasonality and diversification of touristic offer.

To continue the meetings, even direct ones, with the individual owners of tourist facilities, to further encourage the establishment of awareness of the value and opportunities of the cultural heritage: direct meetings offer the opportunity for a more immediate relationship with the operators compared to the mediation that always exists with the representative organizations (e.g. hotelier's association, etc.)

Schedule a series of stable meetings and maintain contact with the other groups that value lug sail and traditional Adriatic boats, for a joint participation project that could flow into the next programming of European projects

The programme area is suffering of high pressure especially in coastal zone that are main tourism destinations. Redesigning the offer by valorizing internal and rural areas and/or combining high valued maritime destinations with minor internal areas and their cultural and tradition heritage may represent a further step to cope with seasonality, with positive impact also on the environment and on the diversification of economic activities. Accessibility represents a challenge for a future in which the increased sensitiveness toward less advantaged target groups combined with the rising age- average of tourists calls for a major attention on the topic of accessibility.

Competitive tourism destinations will be those adopting smart solutions allowing accessibility that are lacking of infrastructures and services addressed to unpaired groups or elderly people. Actions are focused on analyzing and implementing actions improving accessibility for disadvantaged groups by setting up demonstrative actions that may benefit from ICT tools and applications, as well as a change in the attitude of tourism operators. Accessible tourism is about making it easy for everyone to enjoy tourism experiences. Making tourism more accessible is not only a social responsibility – there is also a compelling business case for



improving accessibility as it can boost the competitiveness of tourism in Europe.

Evidence shows that making basic adjustments to a facility, providing accurate information, and understanding the needs of disabled people can result in increased visitor numbers. Improving the accessibility of tourism services increase their quality and the enjoyment of all



tourists. It also improves the quality of life in local communities. Taking Europe as an example, the accessible tourism market has been estimated at approximately 27% of the total population and 12% of the tourism market. These figures take into account the large proportion of senior travelers, (since people over 60 years of age will constitute 22% of the global population in 2050), people with disabilities and families with small children. The accessible travel market presents an opportunity for destinations that are ready to receive these visitors, since they tend to travel more frequently during the low season, usually accompanied or in groups, make more return visits and, in some parts of the world, they spend more than average on their trips. Facilitating travel for people with disabilities is therefore not only a human rights imperative, but also an exceptional business opportunity. Yet, a change in mind-set and in the

model of tourism services provision is needed in order to meet this major market demand.

Accessible environments and services contribute to improve the quality of the tourism product, thus increasing the overall competitiveness of tourism destinations. Accessibility, therefore, must be an intrinsic part of any responsible and sustainable tourism policy and strategy. There is an increasing attention of public bodies in offering and financing projects of this type and at the same time a consistent involvement of private stakeholders who support and create innovative solutions to facilitate holidays for people in difficulty or not self-sufficient.

Much work remains to be done, especially as regards the connections of individual projects or interventions with the surrounding realities and the transport system, but it must be pointed out, however, the presence on the territory of an ever-growing number of bodies and enti-

ties that deal with accessible tourism, they will hopefully inspire others to take steps towards broadening the availability of accessible offers in tourist destinations.

Forecasted actions for further development are envisaged in approaching the future challenges of tourism sustainability and accessibility in which the growing competitiveness stresses the need of adoption of integrated strategies aiming at the awareness and interest raising to public and innovative and highly qualified services for tourists, with a special focus addressed to disadvantaged groups.

In these regards, new project actions, which will be hopefully implemented during the new programming period, are foreseen in order to enhance the assessment of accessibility, which involves: - analyzing and implementing measures that benefit disadvantaged groups; - the use of information and communication technology (ICT) tools and applications; This approach will help overcome the limitations of lacking infrastructure and services, in the consideration



that operating and fine-tuning basic adjustments to services and facilities, providing accurate information, and understanding the needs of disadvantaged people, tourism services can increase their quality and appeal to a broader range of tourists, which lead to the improvement of the quality of life in local communities.

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