

# E-newsletter

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Final Version of 31.12.2023

Deliverable Number D.2.3.5

<b>Project Acronym</b>	<b>AdriPromTour</b>
<b>Project ID Number</b>	10419486
<b>Project Full Title</b>	Valorisation of Adriatic cultural and natural heritage through strengthening of visibility and tourist promotion
<b>Priority Axis</b>	3 - Environment and cultural heritage
<b>Specific objective</b>	3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
<b>Work Package Number</b>	WP2
<b>Work Package Title</b>	Communication activities
<b>Activity Number</b>	2.3
<b>Activity Title</b>	Digital and web-based activities
<b>Partner in Charge</b>	PP6 – COPE
<b>Partner(s) Involved</b>	All PPs
<b>Author</b>	Emiliano Galluccio
<b>Status</b>	Final
<b>Version</b>	1.0
<b>Preparation Date</b>	27 / 06 / 2023
<b>Distribution Level</b>	public

#### **ACKNOWLEDGEMENT**

The work described in this document was supported by the INTERREG V-A IT-HR CBC Programme- “Cluster” - Project: “Valorisation of Adriatic cultural and natural heritage through strengthening of visibility and tourist promotion, AdriPromTour” (Project ID: 10419486).

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## Introduction:

The implementation phase of Adripromtour has seen active collaboration from all project partners, resulting in the successful collection and dissemination of crucial information and updates.

The compilation and dissemination of 3 issues of newsletters throughout the Adripromtour implementation have proven instrumental in conveying the essence of the project's activities. Through strategic use of social media, following the editorial plan, the communication level has been elevated, creating a platform for engagement and fostering a broader understanding of the project's impact. The collaborative efforts of all partners have significantly contributed to the success of this communication initiative.

By disseminating updates through newsletters, the project aimed at contributing to fostering a sense of cross-border collaboration and understanding, crucial for the overall success of the Italy-Croatia Programme.

## Partners' Contribution:

All project partners actively participated in providing relevant news and information on the activities carried out during the Adripromtour initiative.

Each edition of the 3 newsletters reflects a collective effort, incorporating diverse perspectives and updates from all involved entities.

## Content Highlights:

The newsletters collected significant milestones, achievements, and project developments over the course of its implementation.

Key information on collaborative efforts, cultural exchanges, and noteworthy events were included to offer a comprehensive overview of Adripromtour activities.

## Social Media Platforms:

The newsletters were published on various social media platforms to broaden the project's reach and engage a diverse audience.

Platforms such as Adripromtour official webpage, Facebook, LinkedIn and Instagram were utilized to ensure effective communication and information sharing.

Social media served as a dynamic tool to enhance communication levels, providing a direct channel for stakeholders, beneficiaries, and the public to stay informed about Adripromtour developments.

The newsletters aligned with the goals and objectives of the Italy-Croatia Programme, ensuring that the information shared remained in sync with overarching programmatic themes.

Links to the newsletters published on Adripromtour social media profile:

#### 1<sup>st</sup> newsletter

Official Webpage	Facebook	Instagram	LinkedIn
<a href="https://www.italy-croatia.eu/web/adripromtour/-/1stn">https://www.italy-croatia.eu/web/adripromtour/-/1stn</a>	<a href="https://www.facebook.com/adripromtour/posts/154879574042286">https://www.facebook.com/adripromtour/posts/154879574042286</a>	<a href="https://www.instagram.com/p/CpKN9JqNXeR/">https://www.instagram.com/p/CpKN9JqNXeR/</a>	<a href="https://www.linkedin.com/posts/adripromtour-project-71548524b_adripromtour-culture-heritage-activity-7035893652098887681-YeAT">https://www.linkedin.com/posts/adripromtour-project-71548524b_adripromtour-culture-heritage-activity-7035893652098887681-YeAT</a>

#### 2<sup>nd</sup> newsletter

Official Webpage	Facebook	Instagram	LinkedIn
<a href="https://www.italy-croatia.eu/web/adripromtour/-/2nl">https://www.italy-croatia.eu/web/adripromtour/-/2nl</a>	<a href="https://www.facebook.com/adripromtour/posts/191685807028329">https://www.facebook.com/adripromtour/posts/191685807028329</a>	<a href="https://www.instagram.com/p/Crvi_Z4N9RP">https://www.instagram.com/p/Crvi_Z4N9RP</a>	<a href="https://www.linkedin.com/posts/adripromtour-project-71548524b_adripromtour-culture-heritage-activity-7059161072905129984--9qP">https://www.linkedin.com/posts/adripromtour-project-71548524b_adripromtour-culture-heritage-activity-7059161072905129984--9qP</a>

#### 3<sup>rd</sup> newsletter

Official Webpage	Facebook	Instagram	LinkedIn
<a href="https://programming14-20.italy-croatia.eu/web/adripromtour/-/3nl">https://programming14-20.italy-croatia.eu/web/adripromtour/-/3nl</a>	<a href="https://www.facebook.com/adripromtour/posts/225956010267975">https://www.facebook.com/adripromtour/posts/225956010267975</a>	<a href="https://www.instagram.com/p/CuH4ZWYNYZ2/">https://www.instagram.com/p/CuH4ZWYNYZ2/</a>	<a href="https://www.linkedin.com/posts/adripromtour-project-71548524b_3rd-adripromtour-newsletter-booklet-versionpdf-activity-7080599999239065600-MLLj">https://www.linkedin.com/posts/adripromtour-project-71548524b_3rd-adripromtour-newsletter-booklet-versionpdf-activity-7080599999239065600-MLLj</a>

The 3 editions of published newsletters

# E-newsletter n.1

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Final Version of 24/02/2023

Deliverable Number D.2.3.5.

<b>Project Acronym</b>	<b>AdriPromTour</b>
<b>Project ID Number</b>	10419486
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<b>Distribution Level</b>	Public

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# AdriPromTour

Valorisation of Adriatic cultural  
and natural heritage through  
strengthening of visibility  
and tourist promotion



*Innovative sustainable  
thematic cultural routes*

## NEWSLETTER n°1

# Adripromtour activities

## June - December 2022



## Summary:

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<p>START DATE 01.06.2022</p> <hr/> <p>END DATE 30.06.2023</p> <hr/> <p>TOTAL BUDGET € 590.000</p>	<p><b>SPECIFIC OBJECTIVE</b></p> <p>3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development</p> <hr/> <p><b>LEAD PARTNER</b> AdriPromTour - Primorje-Gorski Kotar County</p>	<p><b>TARGET GROUPS</b></p> <ul style="list-style-type: none"> <li>• Cultural and natural heritage management bodies</li> <li>• General public</li> <li>• Local, regional and national public authorities</li> <li>• Associations, regional innovation agencies</li> <li>• Education and training organisations as well as universities and research institutes</li> <li>• Regional and local development agencies, enterprises ( in particular SMEs within cultural and creative industry as well as the environmental and tourism sector)</li> </ul>
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## Project activities and goals

The aim of Adripromtour project is to valorize the cultural and natural heritage of the partners' territories in order to develop and promote common cross-border identity. The valorization is based on the sustainable implementation of thematic cultural routes to contribute to the distribution of tourism flows in a wider geographical area.

Through the exploitation of new forms of promotion 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 cross-border destination by promoting the results and diversified tourist product that will bring additional contribution to shared theme and common narrative in forms of manifestations, study visits and developed virtual reality platform.

### The project activities will aim at:

- improving visibility and increasing number of visitors;
- carrying out promotional campaigns;
- encouraging public to actively participate in the local cultures and communities;
- improving the skills of tourist stakeholders in presenting common heritage;
- managing the identification of territorial needs;
- participating on fairs to foster the level of promotion at international level,
- making cultural-tourist destinations more attractive.

## ADRIPROMTOUR @TTG INTERNATIONAL TOURISM FAIR IN RIMINI



In October 2022 AdriPromTour project, participated at the international tourism fair Travel Experience TTG in Rimini with an innovative tool and devices using virtual reality technology for the promotion of the partners' cultural and naturalistic heritage and tourist cultural routes in an international context.

Worldwide sectoral operators and institutions, at Adripromtour stand,

have tested an innovative model of tourism promotion approach based on the emotional immersive "WOW" experience that only 360° virtualized environments could give to tourists and visitors in a smart and sustainable way.



## URBAN HERITAGE VALORISATION VIA ICT DEVELOPED TOOLS

On the 29th of September 2022, during the European Research Night, the Polytechnic University of Marche organized an event related to AdriPromTour project.

A urban walk along Ancona's waterfront between tangible, intangible and digital heritage.

In the framework of Adripromtour awareness and sensitization activities, the "Waterfront Walk" event was designed by Polytechnic University of Marche partner (Distori Heritage Department) in collaboration with Central Adriatic Port Authority.

General public, institutional stakeholders and associations involved in tourism sector participated to the urban walk, also braving the rain. Researchers' speeches informed the participants about cross-border activities related to the Remember and the AdriPromTour projects. In this occasion, there has been carried out an interactive activity, testing an ITC tool in Augmented Reality app developed in the field of cultural heritage valorisation, by the Adrijo network.



## ADRIPROMTOUR PRESENTED IN KAŠETICA PRIMORSKO-GORANSKA

Primorje-Gorski Kotar County organized a press conference on the 20th of October to communicate AdriPromTour activities and expected results.

Heads of department, Sonja Šišić and Mladen Brajan, presented to the public and press representatives the “AdriPromTour” project, financed in the framework of Cross-border Cooperation Programme Interreg V-A Italy - Croatia 2014-2020, in which the Primorje-Gorski Kotar County is the lead partner.

Through the joint and coordinated implementation of the activities of the Administrative Department for Tourism, Entrepreneurship and Rural Development as well as Culture, Sports and Technical Culture, the aim is to additionally promote the maritime and cultural heritage

of the Primorje-Gorski Kotar County that has been valorized through the “Arca Adriatica” or “Hercultour” projects.

“Through the ArcaAdriatica project, we equipped the interpretation center in Malinska and renovated eight small boats. It is a continuation of the two successful projects “Mala barka 1” and “Mala barka 2”, through which, in addition to the restoration of the maritime heritage, we also adapted interpretation centers in Krk, Mali Lošinj and Mošćenička Draga. Now, together with the Administrative Department for Culture, Sports and Technical Culture, we are promoting them through AdriPromTour”, said Mr. Brajan.

“We worked on the application and partnership creation of “AdriPromTour” project in order to capitalise Hercultour project, which financed the implementation of the Cultural-Tourist Route “Frankopan Routes”, and within its framework, we adapted a visitor center in Kraljevica. We continue with our mission to promote the rich natural and cultural heritage including the “Frankopan Routes” in the tourist offer. Our administrative department, moreover, will carry out awareness activities targeted to the public and stakeholders, we are preparing a whole series of educational and promotional workshops, as well as an appropriate activity program”, finally commented Ms. Sonja Šišić.



## FROM SHARED RESOURCES TO JOINT SOLUTIONS

How can we foster the economic, environmental and social development of our shared Blue Basin?

“From Shared Resources to Joint Solutions” is the claim of the Italy-Croatia Interreg Programme which promotes the capabilities of many Entities of the two Countries in uniting their projecting efforts, to achieve positive results in many different development sectors related to the Adriatic basin.

AdriPromTour representatives (Primorje-Gorski Kotar as Lead partner and European Point Consortium as Communication responsible) participated in the succesful annual event organized in Venice by the Interreg Italy-Croatia Programme Authorities, aiming at the cross-fertilization of AdriPromTour ideas and building effective partnerships in the view of project results capitalization for the new financing opportunities and call for proposals that will be published within the end of 2022.

Focused objectives + new modalities + stronger cohesion -> more effective projects!



Watch the recorded streaming of the event:

<https://fb.watch/gp7dodpNqi/>



## 1ST PROJECT STEERING COMMITTEE IN CERVIA



We all know how good is to work together to implement project activities in a partnership meeting with all people's contributions.

But, how better is to, finally, be together, not just via webcams, after all these years of COVID restrictions?

The 1st steering committee meeting of Interreg Italy-Croatia ADRIPROMTOUR project, organised by Cervia Municipality, has been the most pleasant occasion to meet in person. Because an European territorial cooperation project is surely about dealing with technical aspects, policies development, tasks and innovative actions implementation to maximize the benefits for the cross border territories.

But it's, first of all, a reminder on how much more proficient and funnier is to jointly work together, sharing ideas and social time while looking in each other's eyes. So to regain the human touch and to feel that profound and solid friendship connecting the two Countries.

P.s. What people are looking at, inside those VR headsets???

Stay tuned and you will find out, very soon...



## ADRIPROMTOUR @BITESP TOURISM FAIR IN VENICE

In November 2022, Adripromtour project participated to the BITESP, the international tourism fair in Venice devoted to innovation and experience, with more than 100 international buyers, Local Entities and tourism operators.



A unique occasion to meet with potential partners and stakeholders, share new ideas and promote the Italy-Croatia territories through the ADRIPROMTOUR innovative VR platform which exploits virtual reality technology in order to valorise the cultural and natural heritage of partners' locations.

The extremely positive feedback by visitors stimulates us in pursuing our objectives and investing our efforts in the cultural valorisation tailored to experiential and sustainable

tourism, anticipating the development trends of this exciting innovative technological frontier of marketing and communication.



TRAVEL EXPERIENCE EXCHANGE  
**BITESP**  
Borsa Internazionale Turismo Esperienziale



## COMMUNICATION ACTIVITIES BY COPE



In the framework of communication activities addressed to the public and aimed at depicting the relevance of Adripromtour project, Consorzio Punto Europa organised a press conference in Teramo on december 2022.

“As part of the project - said the Sole Director of the Consorzio Punto Europa, Mr. Filippo Lucci - there will be many activities in the coming months, aimed at the promotion of cultural assets of the province of Teramo.

Through the joint and coordinated implementation of the activities the aim is to enhance the promotion of the cultural and natural heritage of Teramo province and stimulate the investment of tourism promotion at regional and international level.”



Moreover it participated in a TV program to present the objectives and planned activities of the Italy-Croatia projects which is implementing as a partner, and to discuss on what Adripromtour project will be a tool of interregional promotion .

Enjoy watching! (ITA audio)  
<https://youtu.be/gCNItBIAtOk>



## EDUCATIONAL WORKSHOP IN ŠIBENIK

Šibenik-Knin County organised the first thematic educational workshop in the framework of Adripromtour project.

The workshop was addressed to stakeholders in the field of culture and tourism, with topic of developing new forms of sustainable tourism. It's been held on the location of the medieval Šibenik wells. The area of Šibenik's wells is an ideal location for telling the story of water, which significantly influenced the historical development of Šibenik.

The workshop was organized in cooperation with representatives of the professional public, tourist guides and representatives of the organization that manages the area of the well.





# AdriPromTour

Valorisation of Adriatic cultural and natural heritage through strengthening of visibility and tourist promotion



*Innovative sustainable thematic cultural routes*

## PROJECT PARTNERS



## E-newsletter n.2

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Final Version of 02/05/2023

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<b>Project ID Number</b>	10419486
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<b>Work Package Title</b>	Communication activities
<b>Activity Number</b>	2.3
<b>Activity Title</b>	Digital and web-based activities
<b>Partner in Charge</b>	PP6 - COPE
<b>Partner(s) Involved</b>	PP6 - COPE
<b>Author</b>	Emiliano Galluccio
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# AdriPromTour

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*Innovative sustainable  
thematic cultural routes*

## NEWSLETTER n°2

# Adripromtour activities

## January - April 2023



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<p>START DATE</p> <p>01.06.2022</p> <hr/> <p>END DATE</p> <p>30.06.2023</p> <hr/> <p>TOTAL BUDGET</p> <p>€ 590.000</p>	<p><b>SPECIFIC OBJECTIVE</b></p> <p>3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development</p> <hr/> <p><b>LEAD PARTNER</b></p> <p>AdriPromTour - Primorje-Gorski Kotar County</p>	<p><b>TARGET GROUPS</b></p> <ul style="list-style-type: none"> <li>• Cultural and natural heritage management bodies</li> <li>• General public</li> <li>• Local, regional and national public authorities</li> <li>• Associations, regional innovation agencies</li> <li>• Education and training organisations as well as universities and research institutes</li> <li>• Regional and local development agencies, enterprises ( in particular SMEs within cultural and creative industry as well as the environmental and tourism sector)</li> </ul>
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## Project activities and goals

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Through the exploitation of new forms of promotion 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 cross-border destination by promoting the results and diversified tourist product that will bring additional contribution to shared theme and common narrative in forms of manifestations, study visits and developed virtual reality platform.

### The project activities will aim at:

- improving visibility and increasing number of visitors;
- carrying out promotional campaigns;
- encouraging public to actively participate in the local cultures and communities;
- improving the skills of tourist stakeholders in presenting common heritage;
- managing the identification of territorial needs;
- participating on fairs to foster the level of promotion at international level,
- making cultural-tourist destinations more attractive.

## ADRIPROMTOUR @FITUR INTERNATIONAL TOURISM FAIR IN MADRID



Have you ever been at Fitur International fair in Madrid? One of the most relevant European event in the tourism sector: 80k+ Exhibiting Companies and Trade participants and 30K+ general public, for tourism promotion. Well... Adripromtour project has been there. 5 days to boost the awareness on cultural and natural heritage of partners' territories of Italy and Croatia,

towards stakeholders, tourism operators and potential visitors. Exploiting innovative technologies and Virtual reality applications that take the promotion to another level.



## 1ST ADRIPROMTOUR NEWSLETTER RELEASE

The first Adripromtour newsletter has been released.

It summarizes the activities carried out in the first semester of project implementation.

You can find it [HERE](#)



### Summary:

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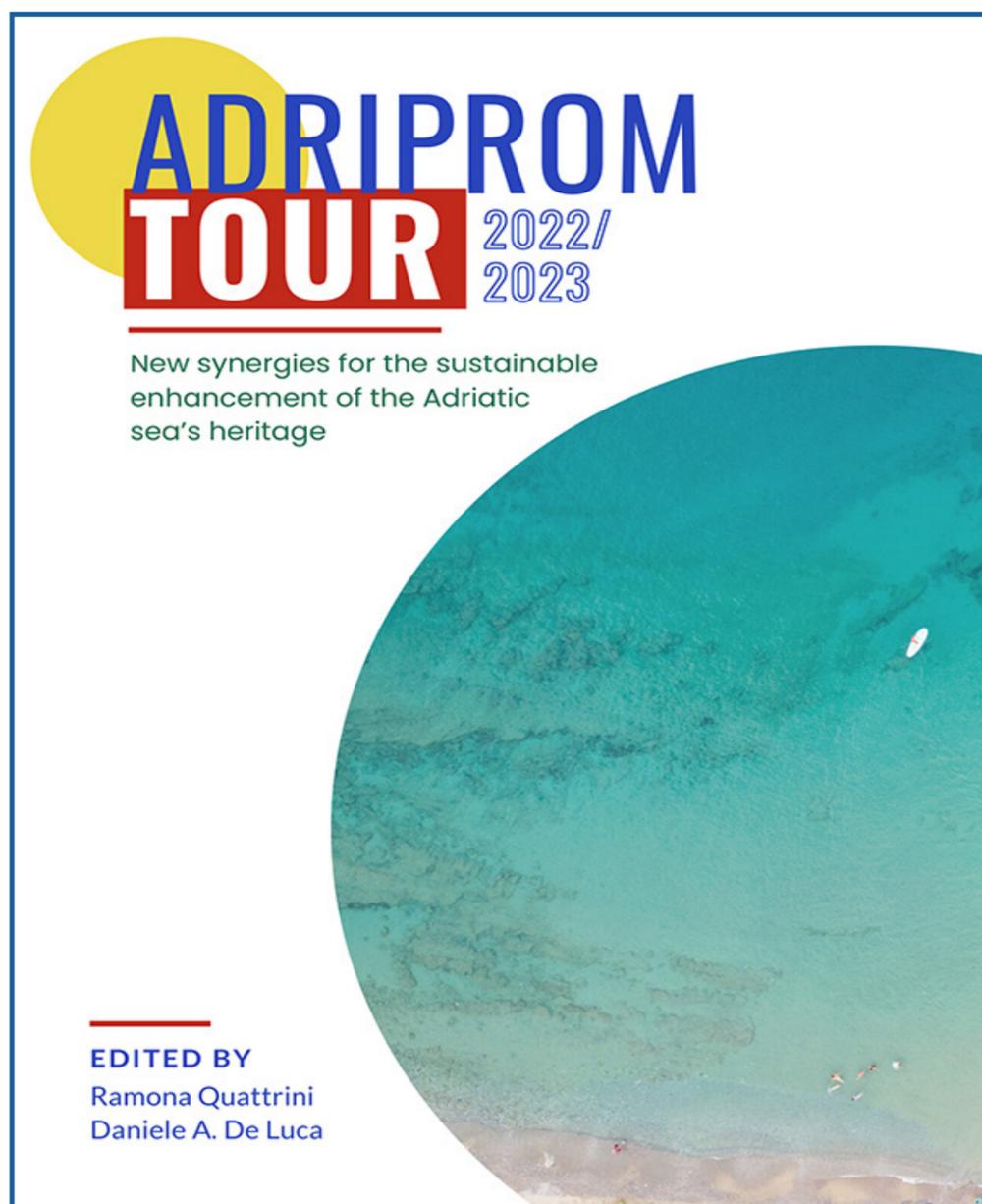
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## 1ST PUBLICATION ON THEMATIC JOURNAL

On EuAgenda, a specialized magazine which aggregates the best policy content from thousands of qualified European sources and disseminates knowledge and contents of EU projects, it has been issued the 1st Adripromtour publication on new synergies for the sustainable enhancement of the Adriatic sea's heritage.

Good reading!

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



## ADRI PROMTOUR @ITB INTERNATIONAL TOURISM FAIR IN BERLIN

Adripromtour project participated to the ITB, the international tourism Fair in Berlin, with thousands of international exhibitors, Local Entities and tourism operators.

A unique occasion to meet with potential partners and stakeholders, share new ideas and promote the Italy-Croatia territories through the ADRI PROMTOUR innovative VR platform which exploits virtual reality technology in order to valorise the cultural and natural heritage of partners' locations.

Worldwide sectoral operators and institutions, at Adripromtour stand, have tested an innovative model of tourism promotion approach based on the emotional immersive "WOW" experience that only 360° virtualized environments could give to tourists and visitors in a smart and sustainable way.



## “SUSTAINABLE TOURISM IN ISTRIA” CONFERENCE IN PULA

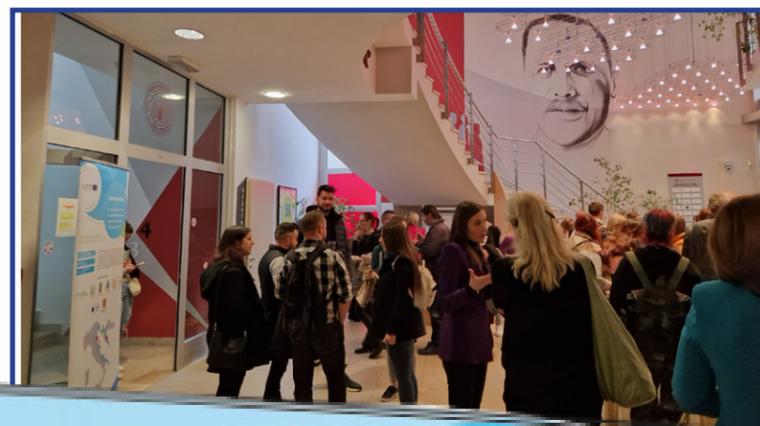


AdriPromTour project was presented as part of the cross-border cooperation program INTERREG V-A Italy - Croatia 2014-2020, during “sustainable tourism in Istria” Conference, by Jurja Dobrila University in Pula, Faculty of Economics and Tourism “Dr. Mijo Mirkovic” which is one of the project partners.

By promoting their regions, project partners promote the results of their relevant Standard+ and Standard projects, thus cross-border cooperation multiplies the effect, and joint development guarantees quality, success and exchange of tourist flows.

The key results will be innovative diversified tourism products that will make an additional contribution in the form of events, study visits and the development of a virtual reality platform. This will improve visibility and increase the number of visitors with a strong promotional campaign, highlight the main ideas of the project and encourage visitors to actively participate in local culture and community, education and study visits will improve the skills of tourism stakeholders for the presentation of common cross-border heritage at a higher level.

Project manager at the University, associate professor Ph.D.Sc. Tamara Floricic and expert collaborators on the project presented to a wider audience 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”.



## ADRI PROMTOUR @PLACE2GO TOURISM FAIR IN ZAGREB

AdriPromTour continues with the utmost commitment to showcase and valorise the cultural and natural heritage of our territories.

Also in Zagreb, during the Place2Go international tourism fair a great public success has been aroused by our technology applied to tourism enhancement.

European funds invested for the promotion of our territories, and further cooperation is foreseen beyond...



## 2ND STEERING COMMITTEE MEETING AND STUDY VISIT IN KASTELO



Do you know that in Kastela, two young lovers, Miljenko e Dobrila, lived a legendary story like Romeo and Juliet?

Nearby, among the many beautiful castles, there is a 1500 years old olive tree that could whisper endless tales of art, culture, peoples and dominations.

During the project steering committee meeting and the study visit organized by Municipality of Kastela, in the framework of Adripromptour project activities, Italian and Croatian project partners could reveal all the beauties belonging to the “one city and seven towns” of Kastela. They also presented project activities dealing with cultural and natural valorisation and tourism promotion, also via technological Virtual Reality tools, in the occasion of meetings and a public event attended by press operators.



## EDUCATIONAL WORKSHOP AND STUDY VISIT IN ANCONA

Would you be shocked if an ancient monument virtually materialized in front of your eyes, satisfying your need of historical and tourism information? That's the WOW effect several young people experienced during the study visit organized by Polytechnic University of Marche.

An entire day of events, including an educational workshop with experts in ICT, heritage interpretation and communication, which has been dedicated to the Digital transformation and the new possibilities offered by technologies, such as Augmented and virtual Reality, for the promotion of tourism and the cultural heritage of the territory which will positively impact and boost tourism sector in the next years!





# AdriPromTour

Valorisation of Adriatic cultural and natural heritage through strengthening of visibility and tourist promotion



*Innovative sustainable thematic cultural routes*

## PROJECT PARTNERS





# AdriPromTour

Valorisation of Adriatic cultural  
and natural heritage through  
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and tourist promotion



*Innovative sustainable  
thematic cultural routes*

## NEWSLETTER n°3

# Adripromtour activities

## May - June 2023



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<p>START DATE</p> <p><b>01.06.2022</b></p> <hr/> <p>END DATE</p> <p><b>30.06.2023</b></p> <hr/> <p>TOTAL BUDGET</p> <p><b>€ 590.000</b></p>	<p><b>SPECIFIC OBJECTIVE</b></p> <p>3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development</p> <hr/> <p><b>LEAD PARTNER</b></p> <p><b>AdriPromTour - Primorje-Gorski Kotar County</b></p>	<p><b>TARGET GROUPS</b></p> <ul style="list-style-type: none"> <li>• Cultural and natural heritage management bodies</li> <li>• General public</li> <li>• Local, regional and national public authorities</li> <li>• Associations, regional innovation agencies</li> <li>• Education and training organisations as well as universities and research institutes</li> <li>• Regional and local development agencies, enterprises ( in particular SMEs within cultural and creative industry as well as the environmental and tourism sector)</li> </ul>
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## Project activities and goals

The aim of AdriPromTour project is to valorize the cultural and natural heritage of the partners' territories in order to develop and promote common cross-border identity. The valorization is based on the sustainable implementation of thematic cultural routes to contribute to the distribution of tourism flows in a wider geographical area.

Through the exploitation of new forms of promotion 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 cross-border destination by promoting the results and diversified tourist product that will bring additional contribution to shared theme and common narrative in forms of manifestations, study visits and developed virtual reality platform.

The project activities will aim at:

-  improving visibility and increasing number of visitors;
-  carrying out promotional campaigns;
-  encouraging public to actively participate in the local cultures and communities;
-  improving the skills of tourist stakeholders in presenting common heritage;
-  managing the identification of territorial needs;
-  participating on fairs to foster the level of promotion at international level,
-  making cultural-tourist destinations more attractive.

## TOURISM 360 CONFERENCE IN PULA



On Tuesday, May 9, 2023, the third KLIK conference entitled “Tourism 360” was held in the ECPD area, in time for Europe Day.

The organizers of the conference are the City of Pula and the Pula School of Tourism, Hospitality and Trade, as the project holder.

During the conference, the past results and future outcomes of the AdriPromTour project were presented, while representatives of the project team at Jurja Dobrila University also presented the project’s values and goals, as well as guidelines for future development. The project “AdriPromTour - valorization of Adriatic cultural and natural heritage through strengthening of visibility and

tourism promotion” was approved within the cross-border cooperation program cluster Interreg V-A Italy - Croatia 2014-2020. under the name “Joint development of thematic cultural routes”. The project collaborators also announced the upcoming activities that will be carried out in the area of South Istria until June, the goal of which is the promotion of cultural and natural heritage, which is a continuation of the further promotion of the achieved results of the realized projects.

During May, numerous activities will be carried out, such as a thematic manifestation, a study visit, education for stakeholders in tourism and hospitality, and the filming of a promotional video in the area of the Municipality of Ližnjan.

A strong promotional campaign will enable high-quality and sustainable promotion of the cultural identity of the area of partner organizations.

That way, thematic tourism will be developed and distributed to the entire area of partner organizations, which will prevent the problem of tourism seasonality, encourage the exchange of visitors and their active participation in local cultures and communities.



## ADRIPROMTOUR PRESENTED AT SERN ASSEMBLY

On the 11th and 12th of May, in Cervia there has been held the General Assembly of the SERN – “Sweden-Emilia Romagna network”, which is one of the most relevant transnational networks in Europe for the promotion of the relations between Northern and Southern Europe and in particular between Sweden and Italy .

During the two-days event, 60 members of the Italian and Swedish network, representing local authorities and associations, discussed on three thematic strands of interest, in relation to the continuous and urgent process of developing more inclusive communities.

Several seminars and workshops have been organized and focused on active citizenship and inclusion needs, promotion of quality education and development of digitised, green and sustainable communities, addressing actions aimed at reducing the vulnerability derived from climate change and enhancing tourism and smart mobility.

In this occasion, the Municipality of Cervia, which is one of the founding member of SERN Association, presented the Adripromtour Project activities and objectives, for the valorisation of cultural and natural heritage of the territory and the development of innovative tools to boost new forms of tourism promotion.

More info on: <https://www.sern.eu/it/>



## EDUCATIONAL WORKSHOP IN PULA

On the 19th of May 19, Juraj Dobrila University of Pula organized an educational workshop on the topic “Sustainable cultural routes” within the AdriPromTour project activities, .

The education was held by lecturer Manuela Hrvatin, deputy coordinator of the Interpret Europe Association for Croatia and the creator of the Istria Inspirat 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 27 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.



## PRESS CONFERENCE IN RJEKA

The eastern and western shores of the Adriatic should be presented to tourists as a unique area strongly connected by historical, cultural and maritime heritage. This was highlighted by Primorje-Gorski Kotar County at a press conference where the final activity of the AdriPromTour project was announced - the valorization of the Adriatic cultural and natural heritage through the strengthening of visibility and tourism promotion.

An educational workshop and study visit is being organized, addressed to culture, tourism and media operators, and it will be focused on the maritime and Francophone heritage of Primorje.

Moreover, on Friday, June 9, 2023, there will be organized the event “Evening from the Sea”, in Mošćenička Draga, targeted to the local population and general public, that will focus on traditional boats and maritime skills.

“It is not sufficient to restore, arrange and preserve cultural, historical and maritime heritage. These values need to be connected to people. The process includes, among other things, systematic promotion. And this is the relevant objective of European project “AdriPromTour” that enables us to capitalise and promote also the outcomes deriving from other projects we have worked on in the last years “Arca Adriatica” and “Hercultour” such as the Cultural-tourist route “Frankopan”. We do believe that these interconnected activities will contribute to the strengthening of the tourism offer in our County”, said Sonja Šišić, Head of the Administrative Department for Culture, Sports and Technical Culture.

In addition to live events, the project paid great attention to the creation of new digital content. An existing virtual platform created during Hercultour project will be enriched with immersive browsable contents in six locations. This will give tourists a new view of Nova Kraljevica Castle, the Frankopan Castle in Krk, the House of the Sea in Mošćenička Draga, the Interpretation Center of the Maritime Heritage of the Island of Krk, DUBoak in Malinska and the Lošinj camp Nerezinac.

“Tourism in the County has a seasonal dimension, but thanks to new contents and heritage innovative promotion and showcase, we can strengthen it even beyond summer. We have the opportunity to present Croatia as a maritime country and a country of rich cultural heritage. In order to preserve tradition, we are in strict cooperation with experts, but also with the local community, especially young people. It’s a real pride to see that they recognize the value of our castles, traditional boats and skills, like sailing”, said Mladen Brajan, interim head of the Administrative Department for Tourism, Entrepreneurship and Rural Development.



## EDUCATIONAL WORKSHOP BY PRIMORJE GORSKI KOTAR COUNTY

Operators belonging to tourism, culture, education, media and marketing sectors are being educated on the maritime and Francophone heritage, during the two-days educational workshop and study trip, organized in the framework of “AdriPromTour” project by Primorje-Gorski Kotar County.

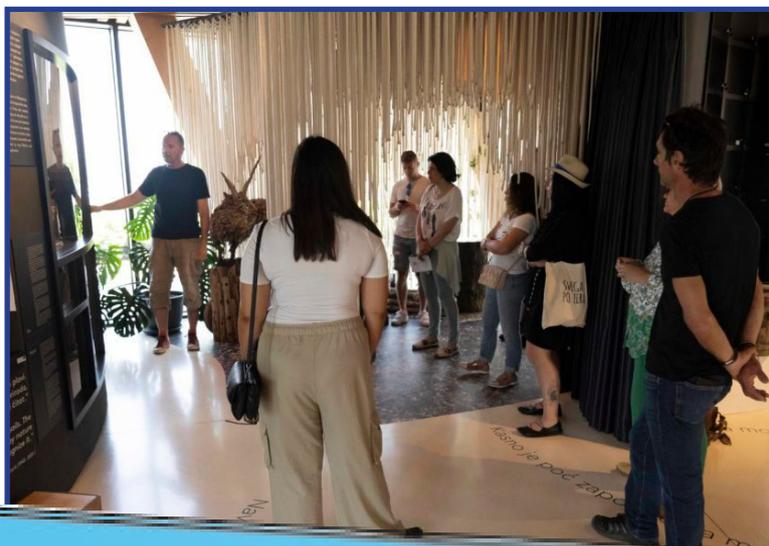
In the Nova Kraljevica castle wonderful location, Robert Mohovič, professor at the Maritime Faculty of the University of Rijeka, and Manuela Hrvatin, deputy coordinator for Croatia of the European association Interpret Europe, gave lectures about the precious historical heritage of Kvarner and how to exploit it with positive growth and impacts on sustainable tourism.

“We acknowledge that the real task is not limited to the restoration of the local historical heritage. In order to grant long and prosperous benefits, we need to connect the local community as closely as possible to these cultural values. The Frankopan heritage is well known in all parts of the Primorje-Gorski Kotar County - from Gorski Kotar to Krk. When we created the Cultural-tourist route dedicated to Frankopan, we aimed at its sustainability. The success of the initiative confirms that the slogan was well chosen: ‘Heroes meet their end, but their stories don’t,’” said Sonja Šišić, head of the Administrative Department for Culture, Sports and Technical Culture.



## STUDY VISIT IN KVARNER REGION

The Primorje-Gorski Kotar County, the leading partner of the Adripromtour project, 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 Francophone heritage.



## STUDY VISIT IN ŠIBENIK-KNIN COUNTY

Šibenik-Knin County organized a study visit, focused on 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.

Visitors have been guided through the cultural itinerary 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.

Starting from the Šibenik waterfront and proceeding, first, to the wells on the main town square of Vodice, then, in the Vodice Tourist Board (where they tested the virtual reality setup, designed for AdriPromTour project) and, finally, to the Roški waterfall in the area of the Krka National Park, visitors had the opportunity to hear the story of water as the energy that powered the mills and became the source of economic prosperity of the entire region.

These cultural values further strengthen the attractiveness of inland localities, thus encouraging a wider tourist attendance throughout the County.



## STUDY VISIT IN LIZNJAN

Faculty of Economics and Tourism “Dr. Mijo Mirković” at Jurja Dobrila University in Pula, organized the study visit “Experience Ližnjan” for local stakeholders and the general public, including a guided tour within the cultural route Atlas - Create your Atlas of Routines project – Experience Ližnjan.

Stakeholders visited numerous local sights and cultural heritage participating 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.

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.

There have been presented the activities of the AdriPromTour and Atlas projects, which are marketing and promotionally valorizing the bike - cultural route, in order to strengthen 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.



# PUBLIC EVENT IN ŠIBENIK-KNIN COUNTY

Šibenik-Knin County organized the event “A thousand faces of water - Water as an element of cultural heritage and motif of tourist interpretation”.

It consisted of three parts:

1. The final press conference - in the City Library “Juraj Šižgorić” in Šibenik, - to present the results of the AdriPromTour project.

2. Thematic tour of the city

After the presentation, the guests have been invited to a thematic tour of Šibenik city center, led by the professional tour guide Zvonimira Krvavica, on the Cultural Tourist Route “Water - a powerful creator of history”, developed as part of the AdriPromTour project.

3. The manifestation “A thousand faces of water” on the green stage in front of the medieval Šibenik wells  
In front of the medieval Šibenik wells the famous musician Borna Šercar played a set of musical classics with the help of an instrument popularly called “flashophone”, which creates tones from 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 whole event highlighted the importance of water as an element of cultural and historical heritage and a potential boost for touristic interpretation.



## EDUCATIONAL WORKSHOP AND STUDY VISIT IN TERAMO

Consorzio Punto Europa has organised an educational workshop addressed to the regional administrators and stakeholders operating in the field of cultural and tourism development. The event offered a valuable opportunity to explore and discuss new trends in the tourism sector, with a particular focus on sustainability and technological innovation in the field of digitalization of cultural and natural heritage.

During the workshop, in addition to an illustration of the activities carried out in the framework of Adripromtour project, the participants shared their experiences and knowledge on sustainable tourism, such as: best practices comparison, methodologies to be followed to reduce seasonality and environmental impact, territorial marketing planning, the development of eco-friendly tourist itineraries, the use of innovative technologies to improve the visitor experience.

After the workshop there have been organized a study visit in order to discuss and educate on the basis of the most effective models of tourism development evaluated and to enhance the local heritage promotion with a sustainable approach.

Watch the tv service on the event:

[https://www.youtube.com/watch?v=ipKO\\_olhGUg](https://www.youtube.com/watch?v=ipKO_olhGUg)



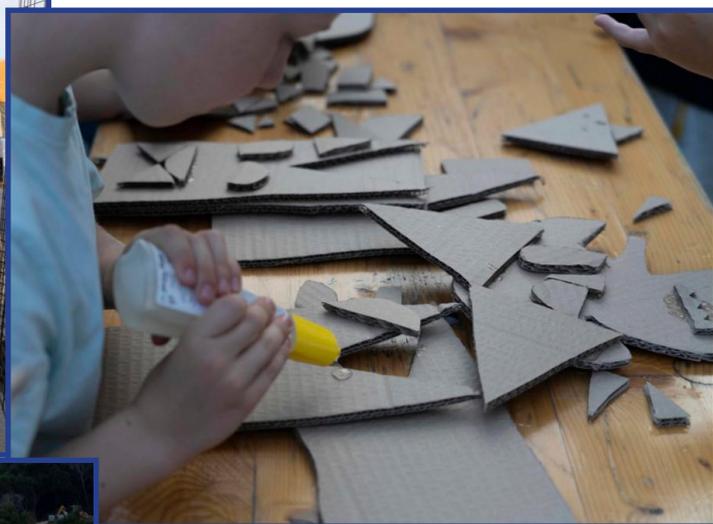
## PUBLIC EVENT IN Mošćenička Draga

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", organized by Primorje-Gorski Kotar County in Mošćenička Draga, 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.



## EDUCATIONAL WORKSHOP IN CERVIA

What could be better than visiting wonderful Cervia?

Visiting wonderful Cervia with two expert seawolves as amphytrions, depicting the old sailors' lives, habits, culture!

Municipality of Cervia organized a workshop to educate on the value of the sea, showing the strict bond between communities and fishing activities.

And it's been really a deep journey into the past, in which we felt salty waters right on our amused faces.



## FINAL CONFERENCE IN CESENATICO

It seems like yesterday when we started this Adripromtour adventure, while it's been almost one year of satisfactory activities and wonderful partners to work with, in the next new programming period.

The final conference and the study visit in the wonderful Marineria Museum organized by Cesenatico Municipality, has been the right places to evaluate the journey we've done so far, in just one year of implementation, and, especially, what can be done to further capitalize our upskilled expertise and good practices. We've just scratched the surface of new potentialities of cooperation and results that could positively impact far beyond the Adripromtour project deadline.

New project ideas produced, new methodologies tested, new networks of professionals created.

A big thank to all our partners, better.... to all our friends!

Video conference: <https://youtu.be/ROYKkoFWbZQ>



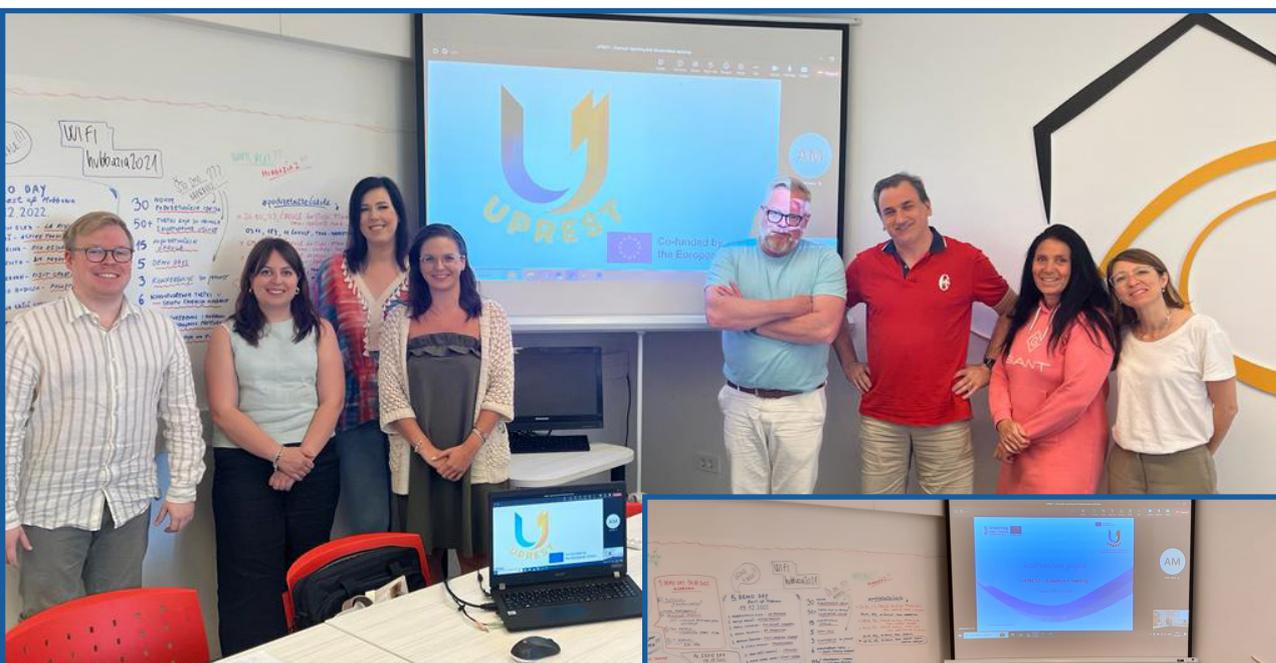
## ADFRIPROMTOUR PRESENTED IN UPREST MEETING

Adripromtour project has been presented within the UPREST partnership meeting in Opatjia, Croatia.

During the meeting there were planned the future tasks, which include the training activities that will take place in Sweden in September, addressed to stakeholders.

Following project activities and results presentation, there has been discussed the adoption of the Adripromtour Virtual reality platform as a best practice to be disseminated in one of the forthcoming training sessions.

Upskilling and Reskilling Sustainable tourism in a new digital aims at fostering sustainable tourism and digitization, being perfectly in line with Adripromtour capitalisation purposes.



## STUDY VISIT IN CERVIA

Cervia Municipality organised a study visit addressed to professional press operators belonging to the tourism, culture e innovative promotion sector. The objective of the study visit is the promotion and enhancement of the cultural and natural heritage of the territory with a view to integrating thematic itineraries based on values and traditions in the tourist sustainable and seasonally adjusted offer.

In collaboration with “Ecomuseo del Sale e del Mare di Cervia”, the two days visit has been finalized to showcase Cervia identity through its original experiences, also thanks to the meetings with “Authentic people of Cervia”.

Many relevant places formed the topics of the study visit. Among the others:

- historic boats of the Tenza di Cervia “Tre Fratelli” and “Tre Sorelle” restored under Italy-Croatia previous Arca Adriatica project;
- House of Butterflies and insects;
- second world war bunkers on the coast;
- salt working places;
- historical Woodpecker Discoteque.



## TERAMARE EVENT IN TERAMO

“TeraMare” event, organized by the Chamber of Commerce Gran Sasso and supported by Consorzio Punto Europa, has been participated by hundreds of citizens, tourists and national authorities for the entire weekend in Giulianova and Roseto, recalled by the presence of the Italian Navy and the Fanfara Academy of Livorno.

The three days event has been organized to encourage the development of local professionals and businesses, with the aim of generating projects and strategies for the enhancement and promotion of economic activities and tourism related to the sea and the possible connections with the other side of the Adriatic and with the hinterland.

Among the numerous activities, COPE managed a stand in order to distribute gadgets and publications and to give visitors the opportunity to have an immersive experience within the innovative tool for guided tours in Virtual reality, implemented during Adripromtour project.



## 2ND PUBLICATION ON EUROPEAN MAGAZINE

On EuAgenda, a specialized magazine which aggregates the best policy content from thousands of qualified European sources and disseminates knowledge and contents of EU projects, it has been issued the 2nd Adripromtour publication on project activities implemented for the valorisation and promotion of Italy and Croatia partners' heritage.

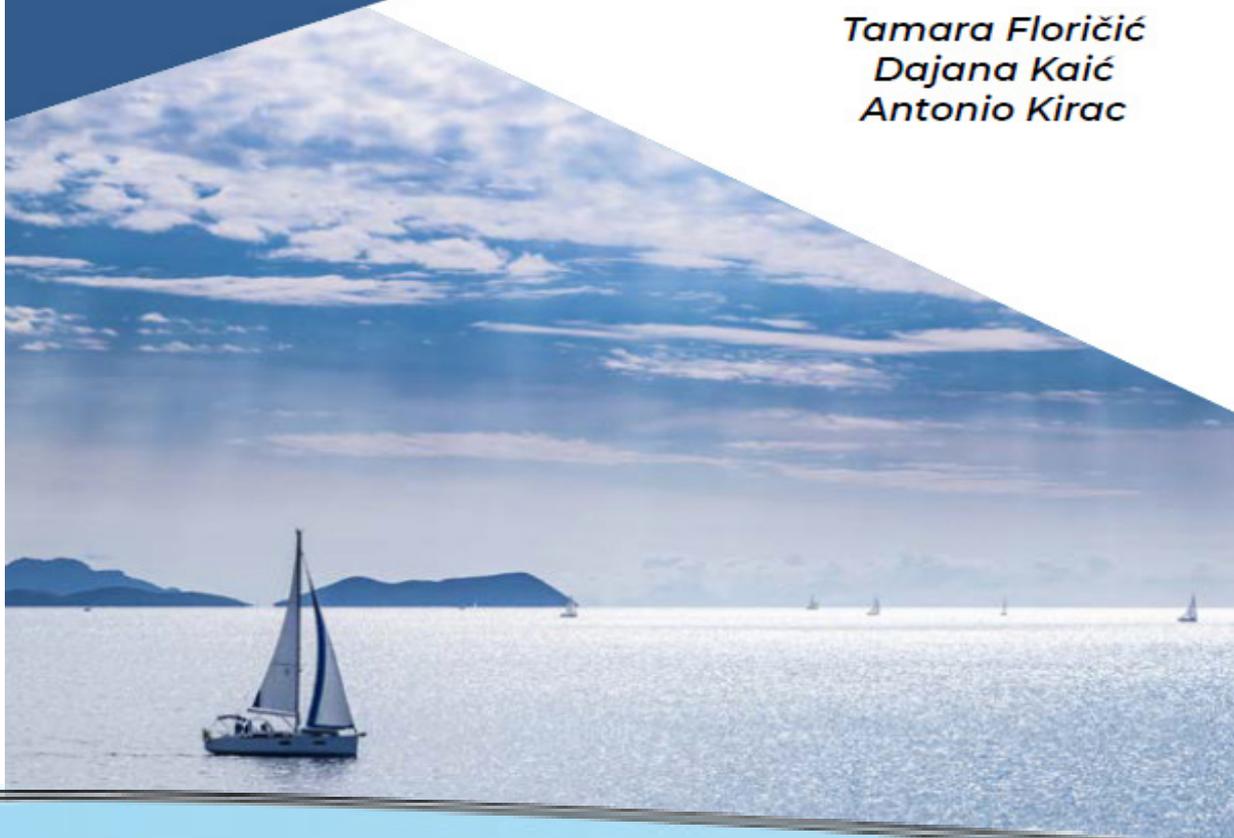
Good reading!

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

# ADRI PROM TOUR

*EDITED BY:*

*Tamara Floričić  
Dajana Kaić  
Antonio Kirac*



## ADRIPROMTOUR ON DISCOVERY MARCHE TV PROGRAM

Exciting news! The AdriPromTour media campaign is going strong! In an episode of Discovery on E'TV, Ramona Quattrini for @Univpm delved into the remarkable accomplishments of our project. We're thrilled to share how our collaborations have fueled the digital transformation of Cultural Heritage and tourism practices!

Check out the link below for more details and take a peek at some captivating screenshots. Don't miss out on this enlightening journey!

<https://www.facebook.com/etv.marche/videos/3577682355852117>



# PROMOTIONAL AND STUDY VISITS VIDEO

Let's discover together the beauties of the territories which have been valorised through Adripromtour implementation. **CLICK ON THE IMAGES!**



A summary of all partners' activities

- Primorje-Gorski Kotar County: <https://youtu.be/j3jCDQvun3U>
- Polythecnic University of Marche: <https://youtu.be/AIQRiUdTXzo>
- Municipality of Cervia: <https://youtu.be/PqZsoBOfyp8>
- Municipality of Cesenatico: <https://youtu.be/PvZH0Tdz1Rg>
- University of Pula: [https://youtu.be/duEVXUk\\_a4](https://youtu.be/duEVXUk_a4)
- Municipality of Kastela: <https://youtu.be/U-nfRAM8M8>
- European Point Consortium: [https://youtu.be/ipKO\\_olhGUg](https://youtu.be/ipKO_olhGUg)
- Sibenik-Knin County: [https://youtu.be/l\\_1k9vIF7rw](https://youtu.be/l_1k9vIF7rw)

And THIS IS ADRIPROMTOUR!

Watch the video ----->

**Interreg**  
Italy - Croatia  
**AdriPromTour**  
European Regional Development Fund

  
EUROPEAN UNION

**ADRIPROMTOUR**

**Adriatic**  
cultural and natural heritage



# AdriPromTour

Valorisation of Adriatic cultural and natural heritage through strengthening of visibility and tourist promotion



*Innovative sustainable thematic cultural routes*

## PROJECT PARTNERS

