

# Project ideas for new IT-CRO Programme and Transnational Cooperation Programme

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| <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> | WP3  |
| <b>Work Package Title</b>  | Clustering thematic activities   |
| <b>Activity Number</b>     | 3.2  |
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#### **DISCLAIMER**

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## Summary

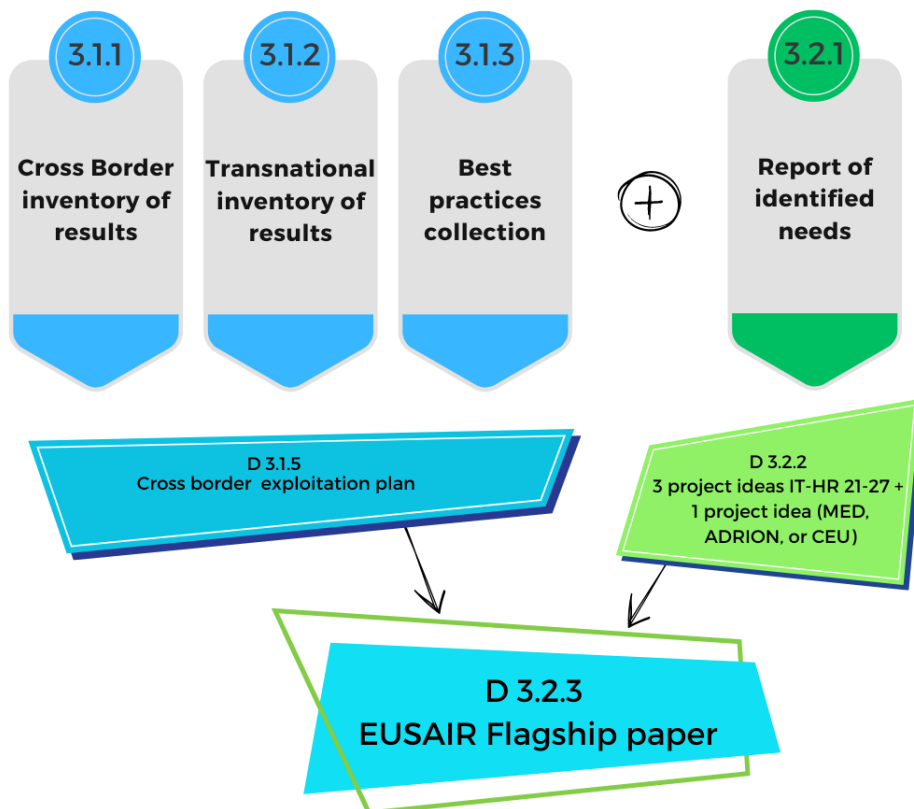
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## Logical framework

The Cross-border inventory of projects results will contain the main outputs of the relevant S+ and S projects involved in AdriPromTour (ATLAS, Arca Adriatica, HERCULTOUR, REMEMBER, REVIVAL, UnderWaterMuse, VALUE), and will contain also recommendations and guidelines for the further development and dissemination.

This document, together with the Transnational inventory of projects results (D3.1.2), and the report on best practices (D3.1.3) is the basis for the elaboration of the Cross-border exploitation plan (D3.1.5), the most important deliverable of Adripromotour providing solutions for further valorisation of the results of relevant S+ and S projects on a higher level.



While preparing your document take into consideration that the Programme identified the following **main problems** in the field of sustainable tourism:

1. Over-reliance of the local economy on seasonal touristic flows
2. Few number of integrated offers of coastal tourism and tourist routes in peripheral areas
3. Low-skilled and unstable jobs in the tourism industry
4. Lack of promotion strategies and territorial marketing campaigns engaging local stakeholders and ensuring the well-being of the residents
5. Lack of use of digital tools and services to ensure access to cultural heritage of more vulnerable people

## Abstract/Executive Summary

The four proposal ideas for Interreg Italy-Croatia and Interreg IPA Adrion are rooted in a thorough analysis conducted through the report of identified needs, Deliverable 3.2.1. This report consists of eight documents prepared by the project partners and assesses the strengths, weaknesses, opportunities, and threats of the territories in question.

It also identifies the main problems anticipated in the field of sustainable tourism, pinpoints specific needs associated with the described problems, and highlights areas for improvement.

Several key areas of focus emerge from the reports, including the enhancement and promotion of immaterial cultural heritage, the preservation and promotion of material cultural and natural heritage, upskilling and reskilling for more stable and sustainable jobs, the establishment of cultural and natural routes and thematic networks, digitalization and smart solutions, deseasonalization strategies and actions, stakeholder and community involvement, and the identification of key actors in the tourism sector.

The project ideas are also aligned with the flagship pillar 4 of the EUSAIR initiative, which emphasizes sustainable tourism, the four proposal ideas address the common goals and solutions outlined for the region. Each proposal tackles specific thematic priorities identified within the EUSAIR framework, in particular:

**F1 - AIR Cultural Routes:** This flagship aligns with the EUSAIR Thematic Priority to develop sustainable and thematic cultural routes, aiming to distribute tourism flows harmoniously across macro-regional territories. It proposes the use of Cultural Routes as a tool to create innovative and diversified tourism products. The focus is on supporting the development of cycling, walking/hiking, and sailing routes that better connect all EUSAIR Cultural Routes, particularly addressing the challenge of regional connectivity for locally micro-managed routes.

**F2 - CulTourAir:** This flagship addresses the need for structured and harmonized data on cultural tourism demand in the Adriatic-Ionian Region. It aims to establish a unified methodological framework to monitor cultural tourism demand characteristics effectively. By enabling joint regional and transnational entrepreneurial projects and research, this flagship seeks to track "cultural" tourists, analyze their impact on local communities and the economy, and create new business opportunities. It aligns with the EUSAIR Thematic Priority of Research & Development for SMEs' performance improvement and growth-diversification.

F4 - CRUISAIR: This flagship responds to the EUSAIR Thematic Priority of expanding the tourist season to be year-round. It focuses on the better management of cruise destinations, both seaside and continental ones, by diversifying the tourism product and promoting special interest tourism. It aims to exchange good practices and increase the number of tourist arrivals and overnights. The proposal also emphasizes the development of events, performances, entrepreneurial initiatives, and SMEs related to cruise tourism.

Additionally, the proposals align with the specific objectives of the Programme Italy-Croatia, which seeks to modernize cultural heritage policies and enhance innovative and sustainable offers in coastal and island tourism. These objectives aim to diversify and de-seasonalize tourist flows, improve accessibility to culture, and foster stable business and job opportunities. The program involves various stakeholders, including public institutions, private actors, associations, and NGOs, to enhance the well-being of local communities.

By addressing the identified needs and priorities from the reports and aligning with the EUSAIR flagship pillar 4 and Programme Italy-Croatia objectives, these proposal ideas aim to contribute to the sustainable development of the region's tourism sector.



## RIDE4CH - RIDE FOR CULTURAL HERITAGE

### Programme

Interreg IPA Adrion

### Call & Deadline

2st call for proposal – I semester 2024

### Priority Axis & Specific Objective

TBD

### Project Goal

The project aims to research and implement measures to reduce the tourism seasonality, a pressing issue along the Croatian and Italian coastlines, through actions in collaboration with the local community.

### Eligible Countries

ITA, HR, AL, SLO, BIH, ME, GR

### Partners type needed

Regional and local public authority, SME, Business support organization, Development agency, DMO

### Related Projects

HERCULTOUR, ATLAS

### Needs identified and linked to the project

- Enhancement and promotion of immaterial cultural heritage
- Enhancement and promotion of material cultural and natural heritage
- Upskilling and reskilling – more stable and sustainable jobs
- Cultural and natural routes /thematic networks
- Digitalization & smart solutions
- Deseasonalization strategy and actions

- Stakeholders/community involvement

#### Links

Also in line with EUSAIR flagships defined within Pillar 4 – Sustainable Tourism - F1 AIR CULTURAL ROUTES

## S.O.S. - SUPPORT THE OFF-SEASON

Programme

Interreg Italy - Croatia 2021-2027

Call & Deadline

4th call for standard proposal – II semester 2024

Priority Axis & Specific Objective

Priority 4. Culture and tourism for sustainable development

4.1 Specific objective - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Project Goal

The objective is to develop a tool that enhances the tourist and cultural experience associated with boat trips, with a particular emphasis on the arrival at tourist destinations (marinas) and the creation of local tourism experiences that prioritize authenticity, sustainability, and tradition.

Elegible Countries

HR, ITA

Partners type needed

Regional and local public authority, SMEs, Business support organization, Development agencies, NGOs, Tourism research centers

Related Projects

ATLAS, REVIVAL, VALUE

Needs identified and linked to the project

- Enhancement and promotion of immaterial cultural heritage
- Enhancement and promotion of material cultural and natural heritage
- Upskilling and reskilling – more stable and sustainable jobs
- Cultural and natural routes /thematic networks

- Digitalization & smart solutions
- Deseasonalization strategy and actions
- Stakeholders/community involvement

#### Links

Also in line with EUSAIR flagships defined within Pillar 4 – Sustainable Tourism - F1 AIR CULTURAL ROUTES, F4 - CRUISAIR, partially F5 - Green Mapping for the Adriatic-Ionian Region.

## CULINARY CROSSROADS: SUSTAINING ADRIATIC TRADITIONS AND ECOSYSTEMS IN CLIMATE CHANGE CONDITIONS

### Programme

Interreg Italy - Croatia 2021-2027

### Call & Deadline

4th call for standard proposal – II semester 2024

### Priority Axis & Specific Objective

Priority 4. Culture and tourism for sustainable development

4.1 Specific objective - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

### Project Goal

This project aims to safeguard the local food productions from climate change impacts, leveraging their potential for tourism, cultural activities, and education, making them a symbolic representation of the territory and a catalyst for sustainable growth.

### Eligible Countries

HR, ITA

### Partners type needed

Regional and local public authority, SMEs, Business support organization, Development agencies, Universities and Research Organization

### Related Projects

ARCA ADRIATICA, HERA

### Needs identified and linked to the project

- Enhancement and promotion of immaterial cultural heritage
- Enhancement and promotion of material cultural and natural heritage

- Upskilling and reskilling – more stable and sustainable jobs
- Cultural and natural routes /thematic networks
- Digitalization & smart solutions
- Deseasonalization strategy and actions
- Stakeholders/community involvement

#### Links

Also in line with EUSAIR flagships defined within Pillar 4 – Sustainable Tourism - F2 - CulTourAir and F4 - CRUISAIR.

## ENHANCING TOURIST EXPERIENCES IN NAUTICAL TOURISM: A SUSTAINABLE APPROACH FOR MARINAS AND COASTAL DESTINATIONS

### Programme

Interreg Italy - Croatia 2021-2027

### Call & Deadline

4th call for standard proposal – II semester 2024

### Priority Axis & Specific Objective

Priority 4. Culture and tourism for sustainable development

4.1 Specific objective - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

### Project Goal

The proposed project aims to leverage the existing cyclo-routes by connecting them transnationally (involving ship carriers and establish or promote cross-border boat connections) and establishing or enhancing local micro-routes. The micro-routes will enable cyclists to explore cultural landmarks scattered throughout the eligible territory. Additionally, a digital tool will support the local exploration including stakeholders connected with cyclist world.

### Eligible Countries

HR, ITA

### Partners type needed

Regional and local public authority, SMEs, Business support organization, Development agencies, Port authorities, Marinas

### Related Projects

REMEMBER, ARCA ADRIATICA

### Needs identified and linked to the project

- Enhancement and promotion of immaterial cultural heritage

- Enhancement and promotion of material cultural and natural heritage
- Upskilling and reskilling – more stable and sustainable jobs
- Cultural and natural routes /thematic networks
- Digitalization & smart solutions
- Deseasonalization strategy and actions
- Stakeholders/community involvement

#### Links

In line with EUSAIR flagships defined within Pillar 4 – Sustainable Tourism - F4 - CRUISAIR