

Cross Border inventory of projects results

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FOREWORD

AdriPromTour objective is to valorize the results of relevant Standard+ and Standard projects in order to promote them at a higher level and to wider public in a new, sustainable way, as well as to 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.

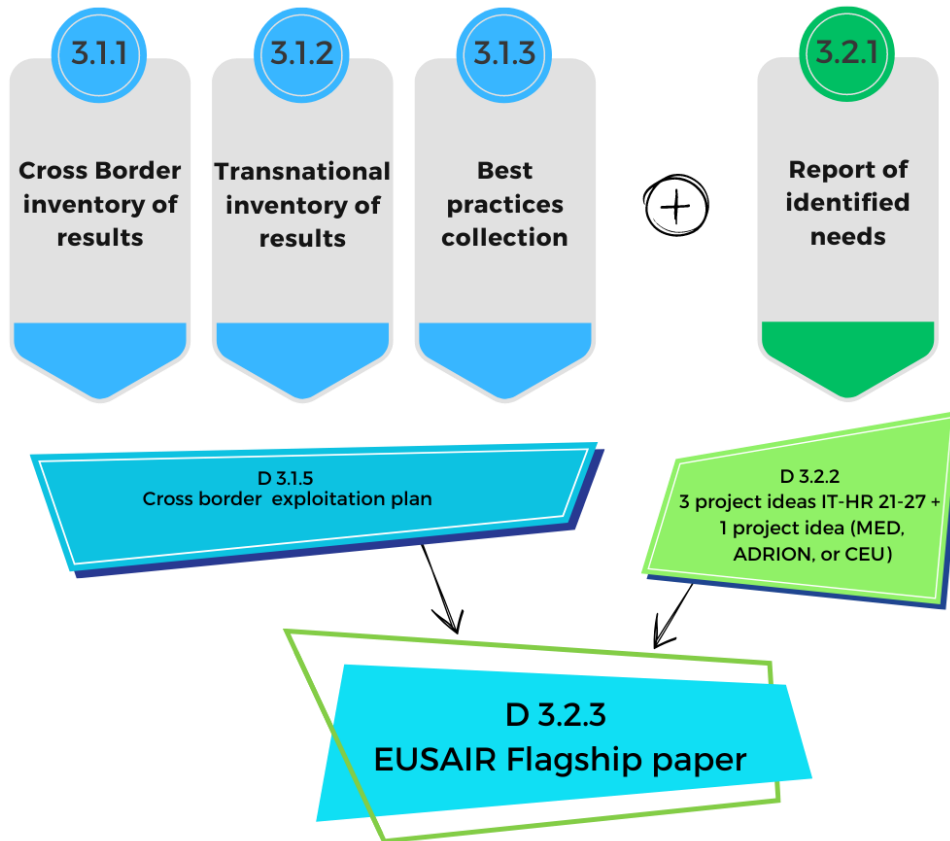
The Standard+ and Standard projects involved are ATLAS, Arca Adriatica, HERCULTOUR, REMEMBER, REVIVAL, UnderWaterMuse, VALUE, whose main results will be exploited to enhance the are's common cultural identity and to prepare conditions for further development in the framework of EU Programmes. This will be done by developing a set of documents useful to contribute to the Capitalization Plan of INTERREG Italy-Croatia 2021-2027, and EUSAIR Strategy:

- Cross Border Inventory of the main results of Interreg Italy-Croatia Standard and standard+ projects
- Transnational Inventory of projects main results containing the outputs from different EU funded projects (mainly INTERREG) to capitalize knowledge
- Collection of best practices containing the most significative practices and experiences in previous projects participation
- Reports on needs identified by each partner at local level in the field of enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

These documents will provide valuable information to elaborate the following documents:

- Cross Border exploitation Plan containing solutions for further valorization and capitalization of the relevant Standard and Standard+ project's results;
- Project ideas for INTERREG Italy-Croatia 2021-2027 and Transnational Cooperation programmes;
- Eusair Flagship paper describing the thematic contribution of AdriPromTour to EUSAIR Strategy.

According to the framework above described, the purpose of the Cross-Border Inventory of results is collecting the main most important projects' results, in order to provide useful information for further development, dissemination and capitalization.



Methodology

To prepare the Cross-Border Inventory of project’s results, project partners were asked to fulfill a specific template with the information of the relevant result of the project bearing in mind the main features of the new Interreg Italy-Croatia Programme 2021-2027 in order to highlight the relevant

information for the purpose of this document, as well as of the CB Exploitation Plan, the EUSAIR Flagship paper and new project ideas.

The partners were asked to indicate the **type of result** (tool - including strategies & action plans -, service, joint pilot action, policy, other); the **area of intervention** (enhancement and promotion of immaterial cultural heritage, enhancement and promotion of material cultural and natural heritage, upskilling and reskilling, cultural and natural routes /thematic networks, digitalization & smart solutions, creative industry, data gathering, other); the **framework** in which the result was achieved by describing the project's objectives, problems, needs; description of the **result** including involved actors, time of implementation, impact; **main elements** of the result (resources used, strengthen, weaknesses, transferability, sustainability); possibility to capitalize/scale up the result within new projects in the Italy - Croatia 2021-2027 Programme; contribution to Italy - Croatia 2021-2027 Programme and EUSAIR Strategy.

Executive summary

Problems and challenges

In the Interreg Italy-Croatia area, there are several challenges related to cultural heritage promotion, tourism demand, and preservation of historical tangible heritage.

One of the primary issues is the absence of an integrated management and promotion strategy for Adriatic cultural heritage, which emerged within the project Hercultour and VALUE. That means, there is a lack of involvement of community actors in cultural heritage promotion and valorisation activities, resulting in limited perception of the types of heritage that can be interesting and usable for cultural tourism. In some cases (REVIVAL), the perception could also be negative or dissonant due to cultural heritage linked to recent history (fascism), making its promotion a challenging task.

Another significant challenge is the high seasonality of tourism demand and uneven development level of tourism offer between Croatia and Italy. This has led to mass tourist flows crossing port historical areas, particularly during peak seasons, causing physical deterioration of historical tangible heritage (REMEMBER, UNDERWATERMUSE). Moreover, human pressure and environmental pollution due to ordinary port activities exacerbate this issue even if Port authorities share the responsibility, as stipulated by national law, to ensure the preservation and maintenance of cultural tangible heritage located in port areas.

However, mass tourist flows can also damage relationships between the ports, main terminals of tourists' flows, and the cities, which are not always able to exploit the potential economic benefits fully.

Needs

The main needs of the programme area are centered around increasing tourism offers, promoting cultural tourism and reducing the seasonality.

This requires the development and strengthening of ICT tools and a coordinated common development approach to attract and keep tourists in the area.

Sustainability is also a key concern, and there is a need for a more sustainable approach to tourism that mitigates high seasonality pressure and exploits the preserved joint cultural assets. To achieve these goals, there is a need to valorize the Adriatic maritime cultural heritage, to differentiate tourist and cultural offers, reorient touristic flows toward no-peak seasons, and reduce human pressure on historical areas.

Additionally, there is a need for more skills to develop new tourist services and exploring innovative forms of tourism.

Project objectives

The project objectives fulfilled by the projects are divided in two categories. A first group is related to the cultural heritage:

- to preserve and valorise the common (maritime) historical heritage of the cooperation area;
- to exploit in a smart way the cultural heritage of the '900 (while preserving it and increasing its value).

A second group is focused on the development of the tourism destinations:

- to support a cultural heritage-based economic growth by stimulating new and innovative cultural tourism models;
- to develop a common tourism destination;
- to promote currently less visible destinations;
- to manage and promote sustainable tourism based on common cultural heritage, in order to reduce seasonality of tourism;
- to restore the identity link between the heritage and the local communities;
- to boost the social-economic potential of cultural assets for integrated development strategies.

Type of result

The result most achieved by the projects is the creation of *joint pilot actions* that was developed by 4 projects, followed by *tools* (3 projects), *services* (2 projects) and *other* (1 project) that promoted

the material cultural and natural heritage along with cultural and natural routes and thematic networks.

Areas of intervention

The areas of intervention most represented are the *enhancement and promotion of material cultural and natural heritage* and *cultural and natural routes/thematic networks*, both with 7 records. *Digitalization & smart solutions* is represented by 5 projects, *enhancement and promotion of immaterial cultural heritage* by 4 and *upskilling and reskilling - training* by 1.

Sustainability

The main result in terms of sustainability is related to the involvement and commitment of partners to continue the cooperation on cultural and tourism valorization after the end of the project, in line with the existing local developing strategies and building upon existing cooperation frameworks among the project partners.

Sustainability is connected to digital technology and can ease the whole process. For instance *REMEMBER* project ensures durability, allowing content updating also after project end. The virtual museum developed by *Arca Adriatica* can be implemented in the future by including further cultural elements of the Adriatic maritime heritage as a common feature of the cooperation area. On the other hand, financial durability remains a topic not entirely addressed.

Transferability

The capitalized projects represent new opportunities of business development, mainly in the cultural sector, developing entrepreneurship in creative industries and investments for preserving cultural heritage as a driver for more competitive and balanced development paths.

The use of virtual reality technology to present historical sites could be easily applied to other heritage sites that are difficult or inaccessible to visitors.

Also the development of new touristic products through innovative approaches could be transferable to other regions or countries with similar heritage assets.

Resources used

Apart from the natural and cultural resources that in different ways represent the basis of the projects' development, all the projects were funded by ERDF funds (85%) and own co-financing of partners (15%). Some projects, like Arca Adriatica, are also based on results developed thanks to a previous project. In this field, human resources, with their personal skills and knowledge, were also reported as crucial to the success of the project.

Strengths

A first group of strengths identified by the project partners pertain to the territories: richness of cultural heritage; diversity of stakeholders; geostrategic position; good offer of hotels and private accommodations; high quality and professional service for individuals and groups

A second group of strengths belongs to the actors involved: interdisciplinarity; high level of technical and legal detail; awareness of the importance of the related intangible heritage.

Some strengths are connected to the results obtained by the projects capitalized. ARCA ADRIATICA, for instance, developed a comprehensive and detailed research of the entire material and intangible heritage of the involved areas, with the purpose of inscribing it in the Virtual Museum to enable its content to target audiences, such as disabled and virtual tourists. REMEMBER increased the accessibility to the eight ports sites involved through the digital representation of tangible and intangible heritage through the Adrijo platform. UNDERWATERMUSE used virtual reality technology to allow the presentation of underwater sites to a wider population, regardless of sea conditions or physical abilities. The reconstruction of historic details through virtual reality was accomplished without violating the underwater site. The project created a new touristic product that can be promoted and developed in the future.

Weaknesses

The weaknesses reported by the project partners are related to different causes. The local and national government are responsible for the strong bureaucratic procedures. The lack of funds can be addressed to local, national and European governance. Lack of content and content diversity, poor marketing and poor social media usage can be shared between the public and private sector involved in the management of the tourist destinations. The lack of adjusted accessibility for the disabled people is connected to the law in this matter. Finally, the project partners themselves notice a weakness in the project implementation: the insufficient disclosure to the public of communities and stakeholders of the results obtained.

1. ATLAS PROJECT RESULTS

Adriatic Cultural Tourism Laboratories

The project ATLAS capitalized the baseline methodology and tools developed by the IPA Adriatic SMART INNO project. It was aimed at supporting the economic growth by stimulating innovative models of cultural tourism and leveraging creation of innovative tourism products, by means of digital technology tools, promotion of new business ideas and improving infrastructure accessibility for disadvantaged groups, that will all contribute to develop competitive tourism destinations and to decrease the seasonality.

Partnership: LP - Friuli Innovazione; Croatian PP: Istrian Development Agency, Juraj Dobrila University, STEP RI Science and technology park, University of Rijeka; Italian PP: SIPRO Development Agency; Tecnopolis; Creative Apulia Cluster Association; Unioncamere Veneto

1.1 Context in which the result was achieved

Problems and challenges:

The main aim of the ATLAS project was to tackle the 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.

Needs:

Strengthening and development of ICT tools for the purpose of promoting cultural tourism as an untapped potential in partner countries. The project would lead to the development of entrepreneurship and creativity among young people through educational workshops, encouraging the involvement of the wider local community in free education, transnational networking, and strengthening the local economy and the development of innovative business ideas.

Project's objectives:

The project aimed to support a cultural heritage-based economic growth in the cross border area, by stimulating new and innovative cultural tourism models. ATLAS capitalized on the methodology

developed in the SMART INNO project for the development of an innovation-friendly ecosystem, by promoting a diversification of the tourism offer leveraging local assets, experiences and innovative approaches and contributing to the development of local economies. ATLAS intended to enhance the cultural heritage, emphasizing its role as a factor of attractiveness that may be able to create growth, innovate tourism business models, create employment and contributing to a general improvement in the quality of life, making more sustainable the exploitation of the territories and of their peculiarities. Developing and testing innovative methodologies as “living labs” may represent a key success factor to trigger a radical change toward a bottom-up and integrated vision of cultural tourism policies.

1.2 Description of the result - ATLAS Experience Tour – Ližnjan Adventure

Type of result: joint pilot action

Areas of intervention:

- enhancement and promotion of immaterial cultural heritage
- enhancement and promotion of material cultural and natural heritage
- cultural and natural routes /thematic networks
- digitalization & smart solutions

The main results obtained by the project ATLAS are: digital mapping of cultural tourism stakeholders, implementation of "smart coaching" workshops, guidelines for strategic management of natural and cultural heritage destinations, creation of an innovative virtual tourist itinerary.

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, which consists of:

- County of Istria (Administrative Department for Tourism, Administrative Department for Culture),
- Tourist Board of the Municipality of Ližnjan,

- Municipality of Ližnjan,
- DDI - Society of dystrophies of Istria,
- Tourist Board of Istria County
- IRTA – Istrian Development Tourist Board,
- Archaeological Museum of Istria

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.

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. The first Mash Up was held in Treviso (Italy), where 49 people participated, resulting in 24 presented business ideas. Mash Up Event participants networked with each other and developed their ideas through mentoring with experts, and the best two ideas were then awarded. The second edition of Mash Up will be held in Pula on September 26, 2019.

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. It resulted in the participation of 7 secondary schools from Istria, and 16 successful entrepreneurial ideas were presented at the final ceremony.

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:

- Eye tracking device
- GoPro Hero Fusion
- Canon professional video camera + tripod, microphone, 2 microSD cards

- Television: Samsung LED TV
- Computer + 2 monitors, speakers, keyboard, mouse
- Conference camera Logitech

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:

- Church of the Mother of God from Kuj
- Cesare Rossarol memorial park
- Monte Madonna fortress
- Church of St. Mary in Kostanjica
- Nezakcij archaeological site

In addition to the mentioned 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.

ATLAS Platform (<https://friulinovazione.it/atlas/>) - 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 Fig. 52 stakeholders have been mapped in the territory of Istria.

Involved actors were: County of Istria (Administrative Department for Tourism, Administrative Department for Culture); Tourist Boards of the Municipality of Ližnjan; Municipality of Ližnjan; DDI - Society of Dystrophists of Istria; Tourist Board of Istria County; IRTA - Istrian Development Tourist Board; Archaeological Museum of Istria.

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 were 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, in particular focused in Croatia and Italy, and on the possibility of extending the summer season three forms of selective tourism, which dominates today tourist flows in CBC area. With particular reference to cultural tourism, ecotourism.

1.3 Elements characterizing the result

Sustainability:

The project planned to activate, among others, “open laboratories” to encourage entrepreneurship, sharing problems, developing solutions adopting digital tools as well as for establishing a local and bilateral network of cultural and tourism players in the addressed crossborder 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.

Transferability:

The project had as one of the main objectives, the promotion of more sustainable tourism approaches, models and initiatives, inspired by principles of economic, social and environmental sustainability. This is particularly clear whereas the project demonstrative actions were expected to show the benefits deriving from a strategic diversification of the tourism offer, in particular when the exploitation of the cultural/natural heritage is concerned, avoiding the over-concentration of tourism flows to major destinations, reducing the pressure on main tourism sites and incentivising minor areas valorising specific territorial assets.

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. 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 crossborder 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.

Resources used:

Resources were the hidden potential of (un)discovered natural and cultural heritage in the area of Ližnjan Municipality, pointing out the importance of valorization and preservation of local tangible and intangible heritage.

The area in front of the Ližnjan Municipality building was the starting point of the experiential tour. In addition to olive oil tasting, the present stakeholders visited a small fair of traditional crafts, souvenirs and delicacies. In addition to the traditional one, there was also a modern, technological desk of the ATLAS project - the stakeholders enthusiastically tested the Eye Tracking device, a device for detecting and monitoring the direction of the gaze, which played an important role in the project during research and determining the location for valorization.

This was followed by an interesting interpretive walk in Ližnjan, led by a local resident and heritage interpreter, and a visit to the church of Our Lady of Kuja with a beautiful floor mosaic. From there, the real adventure and the final stage of local research began; tourist stakeholders went on a tour of the hill and underground fortress of Monte Madonna in Šišan. The multi-hour experiential tour is rounded off with an opportunity to socialize with fish delicacies and local wines and desserts - again in Ližnjan, where it all began.

As part of the ATLAS project, an experiential video that will connect five locations in the municipality of Ližnjan was created. The held tour covered only two, symbolically, as a part of its natural and cultural wealth that will intrigue and encourage further exploration of the destination.

The ATLAS project was aimed at solving the main challenges in the region in order to valorize and preserve the wealth and diverse cultural heritage, while supporting economic growth and development, while encouraging the sustainable development of innovative models of cultural tourism, promoting natural and cultural heritage destinations, and enabling inclusion and accessibility for all interested stakeholders.

Strengths:

Stakeholders diversity

Rich cultural heritage and CH sites

Geostrategic position

Regions' authentic and unique offer

Good offer of hotels and private accommodations

High quality and professional service for individuals and groups

Knowledge about digital tourism aspects
Creditable usage of social media
Virtual walks and online stores
Prominent international festivals
International awards and certifications
Rich eno-gastronomic offer
Traffic connection
Cultural and natural heritage management bodies
Tailor-made experiences
High-valued natural sites
Hospitality of local community and people
Numerous non-profit organizations in different sectors
Successful local and regional projects

Weaknesses

Strong bureaucratic machinery
Lack of content/content diversity
Poor marketing
Lack of funds
Poor social media usage
Lack of adjusted accessibility for the disabled people

1.4 Sources and links

<https://programming14-20.italy-croatia.eu/web/atlas>

<https://fet.unipu.hr/fet/atlas>

2. ARCA ADRIATICA PROJECT RESULTS

Protection, promotion and touristic valorisation of Adriatic maritime heritage

Thematic tourism is a trend in the world and contrary to the massive one, which is currently dominant in the coastal area of Adriatic, it is not strictly connected to the summer period, and suitable to consume in periods when there are no crowds. Therefore, it is ideal to help solve the general problem of tourism seasonality. Arca Adriatica aimed at enhancing and protecting the existing material and intangible maritime heritage and systematically “exploited” it through a series of measures, in order to develop and revive a common tourism product.

Cross Border cooperation multiplies the effect, because the common development of such measures guarantees a greater quality, successfulness and exchange of tourists. Maritime heritage is a large, unexploited tourism potential for Italy and Croatia, which are rich in small-medium coastal cities with presence of local ports most of time representing authentic “treasures” with great potential appeal, and to be therefore enhanced and preserved. Considering the tourists trend in changing their habits, becoming more and more mobile and wishing to visit several “authentic” places and states during their sojourn, in this context, the Adriatic region represents an area that tourists experience as a unique space.

Partnership: LP: Primorje-Gorski Kotar County; Coatian PP: Municipality of Malinska-Dubasnica; Kvarner County Tourist Board; Association and Ecomuseum "House of Batana". Italian PP: Municipality of Tkon; Ca' Foscari University of Venice; International Centre for Advanced Mediterranean Agronomic Studies - Mediterranean Agronomic Institute of Bari; Municipality of Cervia; Municipality of Cesenatico; Municipality of San Benedetto del Tronto

2.1 Context in which the result was achieved

Problems and challenges:

The border area that comprises the Northern and Central Adriatic Region is one of the most popular and most exploited tourism destinations of both countries. Tourism is an extremely important economic branch and economies largely depend on tourism, which means that for this area it is of extreme significance to develop tourism and encourage its growth.

However, at the same time, four distinctly negative phenomena can be noticed, which represent the precondition and challenge for the development of tourism in the future. The first one, is the

fact that tourism, especially massive as the one that is currently dominant, also carries adverse consequences to the environment, to society and to cultural attractions. Adverse consequences in terms of an increased, often even unsustainable, water consumption, waste creation, a negative impact on the air quality, an increase in the level of stress within society following major crowds/traffic, etc. On the other side, space urbanization and the modernisation of society, which are a consequence of development, are destroying the traditional maritime heritage of this area, threatening to an irreversible disappearance of a large part of it. Examples of this are the traditional wooden ships, which have completely disappeared from daily use, the disappearance of crafts such as shipbuilders in wood, the disappearance of many fishing tools and skills, etc. The third phenomenon is an uncoordinated development of the tourism offer, which leads to unified and unrecognizable tourism products and packages. The tourism product has become equal and without a clear identity towards the rest of the competition in Europe and in the world. It all comes down to traveling through the coast and visiting towns and smaller places and to the consumption of the sea only as a form of relaxation. A distinct maritime heritage, so special and valuable, becomes marginalized and it does not represent the basis for the tourism product of any country. And finally, the tourism system in this entire region suffers from the issue of seasonality, that is, a great interest of tourists to visit in July and August, but not enough interest for the rest of the year, especially for the winter season. Thematic tourism is one of the solutions, as this type of guests actually has an aversion towards summer crowds, and wishes to experience the tourism product in a less crowded period.

Needs:

For centuries, these areas have developed in constant interaction and mutual exploitation. The Adriatic Sea was dividing the two countries, but seafaring was connecting them. The commercial and social exchange represented an economic bridge, especially for the Croatian coast which back then, but also today, largely lived in interaction with Italy. The aim of the project is to increase tourism offers, through the valorisation of the common maritime heritage and, finally, to increase the economic effect of tourism. Cross-border cooperation multiplies, as the common development guarantees a bigger quality, success and exchange of tourists. One of the aims is the exchange of tourists between destinations in Croatia and Italy, and for this reason, common itineraries based on maritime heritage are being created. Maritime heritage of local ports (which are predominant in the cooperation area) is a large, unexploited tourism potential for both countries, special precisely because it is really common.

Considering the tourists' trend in changing their habits, becoming more and more mobile and wishing to visit more places and states during their sojourn, in this context, the Adriatic region represents an area that tourists experience as a unique space. By developing and promoting a common tourism product we become a unique tourism area. The common maritime heritage is the thematic thread that can realize that. If there is no coordinated common development – there is no thread that will attract and keep the tourists in this unique area. Finally, the mutual offer connection, with the realization of unique and attractive manifestations, provides a contribution to the greater recognisability of the border area, with the creation of additional values. Integral cross-border cultural-tourism products will connect contents, and increase the economic, social and cultural cross-border exchange. Tourism subjects will promote two cross-border regions as one integral cross-border destination, by promoting the region's similarities and the complementarities of the common cultural offer. An additional cross-border value will manifest also in the cross-border exchange of experiences, knowledge, practice, people and capital. Common activities will contribute to the improvement of the coordination of common policies that take into account the economic, environmental and social influences, which contributes to a better management of the natural and cultural resources.

Project's objectives:

1. To develop a common tourism destination

To develop a tourism offer based on maritime heritage in the area of the partner organisations, in a way to make it unique, to develop it and promote it commonly, to enable a mutual fluctuation and tourism exchange, that is, to develop the tourists perception of it as a unique area. The Adriatic Sea represents a state border between Italy and Croatia but, at the same time, it represents a permanent social and economic connection and a generator for the tourism content. Through history, the Adriatic has represented the connection between two peoples and states. With this project we will valorise this, and represent it - for the present and for the future - as a common tourism space where there is no state border, but only a formal administrative control. The Adriatic must be one common tourism destination in order to exploit its full potential for the benefits of all the partners included.

2. To promote currently less visible destinations

The current tourism offer is based on individual initiatives that promote their destinations, and on larger destinations that own a more significant promotion budget.

This leads to their overcapacity in the seasons peak periods, while less known destinations often do not fulfill their potential and capacities. The maritime heritage in this border area is equally valuable in all the destinations – smaller and larger ones.

Therefore it is an excellent basis for the development of these smaller (or less visible) destinations.

3. To preserve the maritime heritage

Interpretation centres, virtual museums and the Academy of Old Crafts and Skills, will become a place where part of the maritime heritage will be permanently protected from decadence and, at the same time, it will allow visitors and participants to have an insight into its treasure. Even though the maritime heritage of the border area is extremely rich and valuable, it has never been listed and professionally cataloged, in order to be introduced in the National Register and revived through a virtual museum. Investing in the Info Centre is a necessary prerequisite for a successful common promotional campaign.

2.2 Description of the result – Arca Adriatica virtual museum

Type of result: service

Areas of intervention:

- enhancement and promotion of immaterial cultural heritage
- enhancement and promotion of material cultural and natural heritage
- cultural and natural routes /thematic networks
- digitalization & smart solutions

Description:

ARCA ADRIATICA museum <https://arcaadriatica.eu/> is a **virtual museum of the Adriatic maritime heritage** (material and immaterial) carried out by the Croatian and Italian project partners. The purpose of the virtual museum is to enable a virtual walking tour through this cross-border area to learn about the rich maritime heritage that is an important part of the local identity. Maritime heritage in the virtual museum ARCA ADRIATICA has been presented through various categories, such as: architecture related to the maritime heritage, objects of maritime signalization, museums, interpretation centers, collections and visitor centers, monuments and memorial plaques with maritime titles and motifs, cultural-historical heritage on the shore and in the sea and many other that you can explore on your own.

ARCA ADRIATICA virtual museum also contains products created as a part of the implementation of the Malabarka2 project within the Cooperation Programme INTERREG V-A Slovenia – Croatia. Within the ARCA ADRIATICA project, as opposed to the previous platform, the virtual museum was upgraded with a slightly different design. Map with positions of the objects was removed. Visibility

of all 18 categories to the users was added, as well as the new label with 24 local and cross-border tourism itineraries that were also developed within the project.

On the main page of the platform there is an introduction part of the museum after which there are videos and their short descriptions. Upon clicking on the video, the user can see basic information about the boats and then he/she can click on the icon below the video with a movie camera and then it transfers to a part where you can press play and see the video on full screen. Below videos, the user can see 18 maritime heritage categories and more than 570 maritime material and immaterial heritage elements. When you click on each category, you are transferred to a link where you can see all the objects inscribed in that category. At the end of the main page, there is a part dedicated to the logos and names of all included project partners- upon clicking on the logo, the user is transferred to their main page. New label with tourism itineraries was added and upon clicking the link on it, the user can see all 24 itineraries and objects shown within itineraries which are inscribed in the virtual museum. They are all linked together. There is a possibility to send an eCard with 88 previously chosen objects which are most representative of their respective areas. The user can fill the form and add their email address, e-mail address of the recipient and the message. There is also a label which, upon clicking, transfers the user to the part where he/she can read basic information about the project.

Each of the objects in the virtual museum have at least one picture. When the user clicks on one object, he/she can see basic information about the object which include name, category in which it is inscribed, classification according to Croatian/Italian heritage list, type of heritage, city in which it is situated, valorisation, and description. There is also a small photograph which has an icon with an “eye” below. When the user clicks on it, it opens another window in which he/she can see the bigger picture and other ones if they are added. Also, more additional information is available there.

2.2.1 Elements characterising the result

Sustainability & Transferability:

The Virtual Museum can be implemented in the future by including further cultural elements of the Adriatic maritime heritage as a common feature of the cooperation area. It is a means of preservation and promotion of material and immaterial cultural heritage connected to traditions, artisanship techniques, etc. which might be lost. Sustainability is granted by the Lead partner of the Arca Adriatica project who is in charge of its maintenance. Furthermore, the virtual museum can be capitalized and transferred to other areas thanks to further cooperation projects or specific

exploitation and/or promotion actions aimed at enlarging the network of cities contributing to the implementation of contents.

Resources used:

The Arca Adriatica Virtual Museum is an evolution of the platform developed thanks to a previous project. Resources for adjustment and implementation of contents were funded by ERDF funds (85%) and own co-financing of partners (15%).

Strengths:

The Virtual Museum contributed to improve accessibility of the natural and cultural heritage, as a comprehensive and detailed research of the entire material and intangible heritage of the involved areas, with the purpose of inscribing it in the Virtual Museum to enable its content to target audience, such as disabled and virtual tourists. Apart from the entry of objects in the maritime heritage base for Croatian and Italian coasts, the elements of the base were introduced and virtualised in form of a virtual museum, that is available to platforms (PC, tablet, smartphone) and it will serve as a basis for further occasions, such as presentations in Interpretation centres adapted and established within the ARCA ADRIATICA project, on public surface displays, etc. Virtual museum will allow the presentation and the sightseeing of the maritime heritage of the entire area for all groups, especially for disabled people and people whose material conditions do not allow the physical visit of developed local destinations (Kvarner Region, Malinska, Rovinj, Tkon, Venice, Cervia, Cesenatico, Tricase Porto, and San Benedetto del Tronto), as well as the cross-border ARCA ADRIATICA destination.

ARCA ADRIATICA virtual museum is an evolution of an already existent platform created thanks to ERDF funds of another CB cooperation Programme, whose main result was capitalized, adapted and widened to other territories of the Adriatic sharing the same heritage. So no replications were done, which represents a strengthening of this result.

Weaknesses:

- Technological constraints might be detected in future upgrade phases, as technology evolution progresses very fastly
- Upgrade for accessibility of vulnerable groups (special reference to disabled) should be foreseen
- Implementation of contents should be secured according to specific guidelines, and therefore supervised by the manager of the platform in order to secure a good and common quality level of the contents which will / might be uploaded in the future in case of further implementation

- A system of implementation of the platform contents beyond cooperation projects should be elaborated
- Implementation of promotion actions of the a strategy of the platform beyond cooperation projects

2.2.2 Sources and links

<https://programming14-20.italy-croatia.eu/web/arcaadriatica>

<https://arcaadriatica.eu/>

2.3 Description of the result – Arca Adriatica interpretation centers and markings

Type of result: service

Areas of intervention:

- enhancement and promotion of immaterial cultural heritage
- enhancement and promotion of material cultural and natural heritage
- digitalization & smart solutions

Description:

The “interpretation centers” and markings complement the ARCA ADRIATICA virtual museum, so that visitors can enjoy the maritime cultural heritage in place. They are conceived to provide a greater visibility of the destinations included in the project, increase the availability of the maritime heritage, as well as the number of the permanently protected maritime intangible and tangible heritage.

All together they increase and upgrade the tourism infrastructure based on the maritime heritage, and the recognition of the entire coastal cross-border area, as one tourism destination as they apply the same visual identity.

Interpretation centres are part of the basic tourism and cultural infrastructure. Their sense is to allow a comprehensive overview of part of the heritage, in order to protect it from permanent disappearance. Apart from this valuable purpose, interpretation centres are also attractive spaces that attract tourists and create the touristic content. To develop touristic products based on maritime heritage it is necessary to ensure an infrastructure for the presentation of this heritage.

To this extent, indoor Interpretation centres were established in Malinska, Polo Museale Veneto and Tkon. In Cervia an outdoor Interpretation center was developed combined with a marking path with the same aim of presenting the heritage and its tourism valorisation.

Adapted interpretation centres in Malinska, Polo Museale Veneto, Cervia, Rovinj and Tkon implied the elaboration of a museum concept, the construction adaptation, the elaboration of multimedia content, the spatial equipping with multimedia equipment and artifact equipment. Adapted outdoor interpretation centre in Cervia implied the elaboration of a presentation concept combined with ICT tool, an outdoor story telling path, matched with an important investment of urban regeneration by the lighthouse, one of the maritime symbols of the city.

The interpretation centers in both countries promote their rich heritage. This is the best way to preserve the heritage from oblivion and disappearance and, at the same time, to achieve an additional value, considering that the heritage, in its function, becomes an attractive tourism offer. The physical enhancement of maritime heritage was accompanied by a unique marking and branding in order to systematically display the heritage and maximally exploit it, to conceive the tourism product.

All together in the project territories, more than 170 markings of maritime heritage were installed. Physical markings, interpretation centers, plus the virtual museum provide a great visibility of the common Adriatic heritage for tourism purposes.

2.3.1 Elements characterising the result

Sustainability:

Interpretation centres are under the property of project partners (municipalities), which will ensure the maintenance of the created infrastructures.

Transferability:

The concept is not border-limited and can be applied to any area and to any type of heritage. It would be actually advisable that such practice will be applied also in other territories in order to widen the tourism offer based on maritime heritage, thus widen the destination area

Resources used:

Interpretation centers and markings were funded by ARCA ADRIATICA project. In the case of Cervia the realization of the interpretation center was combined with an urban regeneration investment funded by EDF – European Development Fund

Strengths:

The replication of coordinated investments in several areas, addressing the enhancement of maritime heritage provide a great visibility of the common Adriatic heritage for tourism purposes according to the same strategy and branding. It is an upgrade of the tourism offer based on cultural heritage enhancing local identities with common elements characterizing the Adriatic area

2.3.2 Sources and links

<https://programming14-20.italy-croatia.eu/web/arcaadriatica>

<https://arcaadriatica.eu/>

3. HERCULTOUR PROJECT RESULTS

Hera trademark, cultural tourism routes and visitor centres strengthening

Adriatic cultural heritage recognised by European and world tourism demand makes Adriatic tourism potentially most important sector for the development of local economies and for employment. However, in the cooperation area tourism is too seasonal where the swarms in the summer months contrast sharply with the solitude of the winter period. HERCULTOUR supports the development of a more sustainable approach to tourism, mitigating high seasonality pressure by improving the offer for integrated destination management and supplementary development of rural tourism while exploiting the preserved joint cultural assets. This is done by achieving the project's overall objective, which is to strengthen the joint cross-border platform (HERA Association and its developed products and procedures) for management and promotion of sustainable tourism based on common cultural heritage, in order to reduce seasonality of tourism. Three important results were achieved:

R1. HERA Adriatic Heritages Association is strengthened and human capacities for Heritage interpretation are raised,

R2 Existing HERA-certified products are strengthened, and

R3 New HERA-certified products are developed.

Partnership: LP - Zadar County; Italian PP: Europe Point of Teramo Consortium; Tourist Destination "Romagna"; ADSU; Croatian PP: Primorje-Gorski Kotar County; Šibenik-Knin County; Dubrovnik and Neretva Region

3.1 Context in which the result was achieved

Problems and challenges:

Adriatic cultural heritage recognised by European and world tourism demand makes Adriatic tourism potentially the most important sector for the development of local economies and for employment. However, in the cooperation area tourism is too seasonal where the swarms in the summer months contrast sharply with the solitude of the winter period.

Needs:

HERCULTOUR supports the development of a more sustainable approach to tourism, mitigating high seasonality pressure by improving the offer for integrated destination management and supplementary development of rural tourism while exploiting the preserved joint cultural assets.

Project's objectives:

This is done by achieving the project's overall objective, which is to strengthen the joint cross-border platform (HERA Association and its developed products and procedures) for management and promotion of sustainable tourism based on common cultural heritage, in order to reduce seasonality of tourism. Three important results were achieved:

R1. HERA Adriatic Heritages Association is strengthened and human capacities for Heritage interpretation are raised,

R2 Existing HERA-certified products are strengthened

R3 New HERA-certified products are developed.

3.2 Description of the result - International Cultural Tourism Route

Type of result:

Joint pilot action

Areas of intervention:

- upskilling and reskilling - training
- cultural and natural routes /thematic networks

Description:

Overall objective of HERCULTOUR project is to strengthen the joint cross-border platform (HERA Association and its developed products and procedures) for management and promotion of sustainable tourism based on common cultural heritage, in order to reduce seasonality of tourism. By reducing seasonality of tourism, thereby creating conditions for sustainable and more balanced territorial development, HERCULTOUR project clearly contributes to Programme priority specific objective "Make natural and cultural heritage a leverage for sustainable and more balanced territorial development". It will be achieved by achieving its three specific objectives: "to increase institutional and human capacities for management and promotion of cultural tourism", "to increase visibility and operational sustainability of existing HERA-certified products", and "to verify HERA certification of International Cultural Tourism Routes and confirm other procedures". For R1,

1 Activity Plan for HERA Adriatic Heritages Association was elaborated, 1 Heritage Interpretation Training Manual was elaborated, and 7 Heritage Interpretation Workshops were organized. For R2, 5 Operating plans for existing HERA-certified products were elaborated, 9 local promotional campaigns for promotion of existing HERA-certified products carried out, and 6 existing HERA-certified products improved with new equipment and/or small scale infrastructure. For R3, 1 International Cultural Tourism Route developed, 1 Visitor Centre developed, and 2 new products are HERA-certified.

3.3 Elements characterizing the result

Sustainability:

HERCULTOUR's success depended heavily on its cross-border approach, as it dealt with joint challenges of both partner countries, such as a lack of an integrated management and promotion strategy of Adriatic cultural heritage, an insufficient involvement of community actors in cultural heritage promotion and valorisation activities, a high seasonality of tourism demand, an uneven development level of tourism offer between Croatia and Italy, and a lack of promotion of Adriatic area as a unique cultural tourism destination on the international markets.

Project results were achieved at local, regional or national levels because they were closely linked with the cross-border HERA Adriatic Heritages Association and its implementation and regulation documents. Project HERCULTOUR took one step further than HERA and, through its pilot project, developed and tested an International Cultural Tourism Route, which would be impossible without cross-border cooperation.

Transferability:

Transferability of outputs and results in other projects is very high as, based on regulations developed in HERA project and sustained through HERA Adriatic Heritages Association, it is possible and desirable to continually improve HERA-certified products through other projects, regardless of financing sources. Transferability of outputs and results in other geographical areas is also very high as the methodologies developed in HERA and built upon in HERCULTOUR can be easily used to guarantee high standards of quality of cultural tourism routes and visitor centres also outside of the Adriatic area. It will also be possible to use Heritage Interpretation Training Manual to raise human capacities for tourism in any geographical area.

Three aspects of the manual should be put into consideration for transferability:

a) flexibility: The manual provides guidelines on various aspects of tourism interpretation, such as visitor assessment, program planning, and evaluation. The content of these guidelines is not specific to a particular location, allowing for adaptation to different contexts.

b) adaptability: The manual provides a framework for tourism interpretation programs, but it can be adapted to suit different circumstances. Organizations can tailor the manual to meet their specific needs and objectives, taking into account the needs and preferences of their visitors.

c) sampling: the manual incorporates best practices from various locations: The manual draws on best practices from a range of locations. As a result, it includes a variety of perspectives and strategies that can be used to enhance visitor experiences in different locations.

Resources used:

Joint financing was ensured by there being only one Subsidy contract signed between the Managing Authority and Zadar County for the entire project. However, each beneficiary had separately assigned budgets to finance their activities, jointly coordinated according to the work plan. Each partner contributed 15% of their budget as co-financing. By including all partners early on in the project preparation phase, it was possible to valorise the skills of all project partners and develop the best approach to successfully capitalize project HERA. A wide set of activities requests a tightly coordinated joint participation, avoiding any overlapping of responsibilities between partners who share project implementation according to their precisely defined roles. Important resource of the project is the pooling experiences and know-how among the partners and in addition to normal networking activities, a more demanding joint work related to the development and promotion of new joint cultural tourism route and strengthening HERA Adriatic Heritages Association, used and enriched by experts and stakeholders. Partners play a real role in the project, assuming WP responsibility, according to specific skills, capacity and expertise.

Strengths:

The manual is written in a clear and concise manner, making it accessible to individuals with different backgrounds and levels of experience. Additionally, the manual is available in digital version, making it easy to distribute in different contexts and as a basis for training courses for tourism interpreters and stakeholders.

Heritage Interpretation Training Manual provides quality and uniform instructions contained in one document for local trainers to build capacities of local tourism workers for mutual benefit of all tourism products and their wider localities.

Weaknesses:

Lack of funds; Seasonality in tourism sector; Poor accessibility for the disabled people on many locations of cultural heritage.

3.4 Sources and links

<https://programming14-20.italy-croatia.eu/web/hercultour>

4. REMEMBER PROJECT RESULTS

REstoring the MEmory of Adriatic ports sites. Maritime culture to foster Balanced tErritorial growth

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 Italian and Croatian ports sites (ADRIJO - Adriatic Ports Cultural Network) as a driver for more competitive and balanced development paths.

Partnership: LP - Central Adriatic Ports Authority; Italian PP: Polytechnic University of Marche; Port Network Authority of the Eastern Adriatic Sea; North Adriatic Sea Port Authority; Port of Ravenna; Croatian PP: 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;

4.1 Context in which the result was achieved

The 8 Adriatic Italian and Croatian ports sites involved in REMEMBER project (Ancona, Venice, Trieste, Ravenna, Rijeka, Zadar, Dubrovnik, Split) share a rich cultural tangible and intangible maritime heritage belonging to a common historical past where the economic, social, and cultural life of the respective cities was strictly intertwined with the ports' evolution. Indeed, the cities' identity was forged around the ports activities that fostered the economic and social expansions of the cities themselves. The involved ports also share a common background and sense of belonging resulting from the intense commercial and social relations between the two Adriatic shores, that made the Adriatic "the sea of intimacy" to use the words of the Croatian writer Matvejevic.

Problems and challenges:

Today, this maritime cultural heritage is facing several challenges that are endangering its integrity and the same existence. Mass touristic flows crossing ports historical areas especially in peak seasons, as well as the environmental pollution due to ordinary port activities and to human pressure are the main externalities causing physical deterioration of historical tangible heritage. Port authorities project partners of REMEMBER project share the responsibility, foreseen by national law, to ensure preservation and maintenance of cultural tangible heritage located in port areas thus bearing the related economic costs. Mass tourist flows also cause deterioration of the relationships between the ports, main terminals of the tourists' flows, and the cities that are not always able to fully exploit the potential of economic benefits. Also, the intangible cultural heritage, made of

common traditions, art crafts, manufacturing, is getting lost as a consequence of the focus of local development strategies on summer and coastal tourism, usually representing a very strong sector of local economy.

Therefore, REMEMBER project aimed at turning the obligations foreseen by law to preserve port cultural tangible heritage and the negative externalities linked to seasonal coastal tourism into new social-economic opportunities for the 8 port sites involved and the respective cities and communities, able to pave the way for the creation of sustainable development paths. REMEMBER project intended to go beyond the preservation tasks and to actively promote and valorise the existing cultural asset to foster the knowledge sharing among the communities and activate economic opportunities.

Needs:

REMEMBER project tackled the common needs for all partners involved to preserve and, more importantly, to valorise the Adriatic maritime culture heritage of 8 Adriatic Italian and Croatian ports, to differentiate tourist and cultural offer and experiences during peak season, to reorient the touristic flows toward no-peak seasons and to reduce the human pressure on historical port areas. Such challenges have been efficiently addressed through a cross-border cooperation framework where the Adriatic maritime cultural heritage is presented as a single cultural and touristic destination, and where it is possible to exploit the multiplier effects of institutional cooperation among partners and the dissemination to the same target groups, represented by cultural and touristic public and private operators. Added value of the cross-border cooperation lied in the possibility for project partners to turn the task of the preservation into an opportunity for the creation of sustainable approaches to tourism, through the joint valorisation of the common heritage. Target groups benefit from the innovative cultural offer provided through digitalized contents, innovative services and renovated buildings that can be valorised on both sides of the Adriatic to create a virtuous sustainable approach for territorial development. The definition of joint methodologies for the collection of data and the setting up of virtual museums ensures the high visibility and coordination of the image of the Adriatic maritime cultural heritage thus fostering the potentiality for promotion and valorisation in the programme area and beyond. The Adriatic port cultural network and the cultural tourism management strategy (wp5) contributes to provide a shared framework for the cross-border cooperation setting the basis for the shaping of joint territorial development approaches in the future.

Moreover, the whole programme area has benefitted of the preservation and valorisation of the key elements characterizing the Adriatic region and of the shifting of traditional economic sectors

towards more sustainable, integrated paths, impacting less on the natural resources and producing new added value in the sector of sharing knowledge.

Project's objectives:

1. Restore the identity link between the ports themselves and with the local communities:

REMEMBER project aimed at enhancing and rediscovering the cultural values and the social and economic relations that linked the Adriatic Italian and Croatian ports and their surrounding territories, starting from the role of „cultural hubs” traditionally played by the ports. Increasing knowledge and awareness on the relations that forged the cultural identity of the involved territories, through activities aimed at safeguarding, systemizing, and valorising the common cultural heritage, strengthened the mutual understanding between ports, cities and surrounding territories contributing to the generation of added value under the social, cultural and economic aspects.

REMEMBER partnership had the support of cities and regions that do not have competences on the port cultural heritage maintenance and are committed to restore the social and cultural link with respective ports. In this light REMEMBER tried to obtain a change of mindset in the general public and in the people working in the port areas by the harmonization of cultural and touristic activities with the productive ones hosted in the ports.

2. Jointly preserve and valorise the common maritime historical heritage of the cooperation area:

REMEMBER project strategy was targeted to the joint preservation and promotion of tangible and intangible cultural heritage of the 8 ports sites as a unifying element that reflects the common historical past and influenced the territorial development of cities and territories behind. Preservation is essential to safeguard the value of the existing cultural heritage and has been pursued by identifying a common framework for the collection, systemization, and restoring of past traditions, knowledge, and art craft, and by identifying sustainable strategies for port development activities (WP3). Valorisation has been pursued through virtual museums to increase and disseminate knowledge on cultural richness of involved sites (WP4) and through the Adriatic Cultural port network (WP5) to orient in a CB perspective the preservation and promotion of common Adriatic culture as a unique cultural and touristic product, differentiating touristic offer for mass flows.

3. Boost the social-economic potential of cultural asset for integrated CB development strategies:

REMEMBER project contributed to the cultural promotion strategies to make ports "cultural hubs" already launched by all project partners and supported by local and regional institutions responsible for culture and tourism engaged in REMEMBER project through the Lol. Port authorities involved, responsible for the preservation and management of the port historical heritage, have been

committed to enhance the value of the existing cultural assets to reduce negative externalities of port activities toward the community and to pave the way for the launching of sustainable territorial development strategies, based on: non-seasonal tourism; wider cultural offer alongside the coastal tourism offer, integrated with the touristic offer of hinterland territories and with the cross-border "Port Cultural Network"; wider use of smart technologies; creation of qualified jobs with digital and cultural competences.

4.2 Description of the result - Virtual Museums for Tangible and Intangible cultural heritage in ports

Type of result: service

Areas of intervention:

- enhancement and promotion of immaterial cultural heritage
- enhancement and promotion of material cultural and natural heritage
- cultural and natural routes /thematic networks
- digitalization & smart solutions

Description:

REMEMBER promoted 8 cultural heritage sites represented by the 8 Adriatic Italian and Croatian ports involved, Ancona, Ravenna, Trieste, Venice, Rijeka, Dubrovnik, Zadar, Split and of the related cities of which 5 are Unesco sites (Ravenna, Venice, Dubrovnik, Split and Zadar) through the **Adrijo platform www.adrijo.eu/en**:

- Ancona: the VM is a result of multi-source contributions coming from different artists, communication and content production companies, authors, cultural and scientific institutions, such as the Polytechnic University of Marche that developed 3D contents, Virtual and Augmented Reality experiences;
- Venice: with its VM closely linked to the port's past and present history, featuring places such as Venice, Marghera and Chioggia;
- Ravenna: the VM with its 45 POIs about the history and culture related to the Port of Ravenna;
- Trieste: with a VM focused on the history and culture related to the Port of Trieste and the Port of Monfalcone;
- Rijeka: the VM focuses on the history of this northern Croatian port;

- Zadar: the VM is about the history and culture related to the Port of Zadar;
- Dubrovnik: focusing with its VM on the establishment of the old port, boatbuilding, inland and city port relations and the cultural heritage of the port city Dubrovnik;
- Split: the VM focused on typical and historical boat building, port's foundations, and a later industrial development.

Thanks to itineraries and installations set up at the ports under Activity 4.2 “Valorisation of tangible cultural heritage in Adriatic Italian and Croatian ports”, the maritime tangible cultural heritage was furthermore valorised, raising awareness on the specificities of each territory, port, and museum:

- D4.2.1 - Wayfinding system inside the Ancona port areas by LP – ADSPMAC: it consists in a cultural and touristic itinerary to allow travelers, citizens, and visitors to discover the most important and iconic sites of the port of Ancona. It's composed of 9 Points of Interests (POI) situated along the area of the Port of Ancona that correspond to Point of Interest in the Virtual Museum inside the ADRIJO platform.
- D4.2.2 - Outfitting of dedicated rooms by PP1 – NASPA: as an integral part of the Adrijo and the Virtual Museum of the Port of Venice and Chioggia, PP1 NASPA realized the design of a self-supporting double-sided totem to be installed inside the former warehouse and designed an installation of a dedicated interactive wall inside the Naval Historical Museum of Venice.
- D4.2.3 - Outfitting of a permanent exhibition by PP3 – ADSPMAO: as an integral part of the Adrijo Virtual Museum, PP3 ADSPMAO has set up a permanent exhibition at its premises. The exhibition itinerary concerning the history and historical-cultural heritage of the ports of Trieste and Monfalcone is designed to "recall" the value of the tangible and intangible cultural heritage linked to the relationship with the sea.
- D4.2.4 - Cultural itinerary in port areas by PP5 – DPA: as an integral part of the ADRIJO Virtual Museum, PP5 DPA has set up a permanent corner with touch screen and Karaka model in Dubrovnik maritime Museum.
- D4.2.5 - Outfitting of a room inside the Zadar port Authority by PP6 – ZPA: as an integral part of the ADRIJO Virtual Museum, PP6 ZPA has set up three video walls in the port of Gaženica. Artistic videos about the historical development of the port of Zadar are continuously projected on the video walls.

REMEMBER project indeed contributed to the improvement of the accessibility to the 8 cultural heritage sites:

- The 8 VM have been realized in the framework of a single cloud-based platform and are accessible from smartphones, tablets by downloading specific applications: this allows the accessibility to the cultural contents also from remote locations and virtual tourists, contributing to enhance the visibility of the cultural destinations.
- The Adrijo platform – Adriatic Cultural Ports - was set up in 3 languages, English, Italian and Croatian, increasing the accessibility to the cultural contents to the local communities of the involved partners, spreading the stories, the traditions, the skills and the cultural richness of the port environment.
- The Adrijo platform and the 8 VM therein contained, improved the accessibility also from remote locations and virtual tourists, contributing to enhance the visibility of the Adriatic cultural destinations, thus contributing to restore the link between the ports and the local communities of citizens and tourists. The Adrijo platform is also able to host contents for visual impaired people, thus increasing the accessibility to different typology of visitors.

4.2.1 Elements characterising the result

Sustainability & Transferability:

The future sustainability of the 8 cultural heritage sites (and related Virtual Museums promoted through the Adrijo platform www.adrijo.eu/en) is favored by the strong interest of all PPs and the 8 ports sites even when not directly involved in the project (Rijeka and Split) who expressed their interest to continue the experience of REMEMBER project, and to expand the Adrijo platform with more contents and functionalities.

The first result of this interest is the joint presentation in July 2022 by the port authorities involved in REMEMBER (Ancona, Venice, Ravenna, Trieste, Zadar and Dubrovnik) and the two port authorities not directly involved as partners (Rijeka, represented in REMEMBER project by KIP, and Split, represented in REMEMBER project by RERA) to the ESPO – European Sea Port Organization - AWARD 2022 with the proposal “ADRIJO – Adriatic Ports Cultural Network”. The “ADRIJO – Adriatic Ports Cultural Network” proposal was shortlisted with other 4 proposals and the winner will be selected on 8th November 2022.

The transferability will be achieved through the future enlargement of the Adrijo Platform to other ports of the Adriatic-Ionian region, by submitting a proposal in the next IPA-Adriion call, or through joint cooperation activities to be realized in the framework of MEDCRUISE association, that already declared the Adrijo Platform a best practice to be transferred to other Mediterranean ports.

Digital technology applied in the REMEMBER project ensures durability, allowing content updating also after project end. All PPs are committed to continue to invest on the valorisation of ports as

“cultural hubs” in line with the territorial development strategies adopted. Financial durability is strengthened by setting up local and international dedicated partnership.

All VMs represented concrete way to enhance the maritime cultural heritage in the short term, and at the same time, they will contribute to long-terms objectives of development sustainability of the territories, the valorisation of cultural and historical heritage, the revitalization of local communities and their economies, and finally the expansion of touristic seasonality. Furthermore, the involvement of local actors and territorial entities and the collaboration of entrepreneurs and *local population paves the way to the future sustainability of the outputs and results.*

Resources used:

Even though the resources used have mainly been the Interreg funds (85%) with a 15% on own contribution (which is public for Italian project partners), the “Adriatic Port Cultural Network” was established through a Memorandum of Understanding signed within the 1st project period, ensuring the cooperation beyond project duration even without project funding and putting the basis for network enlargement and enforcement.

Strengths:

This project results enhance awareness on the Adriatic maritime heritage through the development of a cross border network of Virtual Museums with digitalized cultural contents and the restoration of historical buildings/rooms for touristic purposes (WP4).

One of the main REMEMBER strengths is indeed the increased accessibility to the 8 ports sites through the digital representation of tangible and intangible heritage through the Adrijo platform. Cultural contents were made available to several typologies of visitors (low season, disabled, senior). The Adriatic maritime heritage was valorised as a single destination through renovated/outfitted port historical buildings and rooms for touristic purposes in Venice, Ravenna, Trieste, Zadar; a cultural touristic itinerary was set up in Ancona and in Dubrovnik to improve the accessibility and usability of port cultural heritage.

In fact, REMEMBER project helped enhancing and rediscovering the cultural values and the social and economic relations that link the Adriatic Italian and Croatian ports and their surrounding territories, starting from the role of “cultural hubs” traditionally played by the ports. REMEMBER project increased knowledge and awareness on the relations that forged the cultural identity of the involved territories, through activities aimed at safeguarding, systemizing, and valorising the common cultural heritage and this will surely strengthen the mutual understanding between ports,

cities and surrounding territories contributing to the generation of added value under the social, cultural and economic aspects.

4.2.2 Sources and links

<https://programming14-20.italy-croatia.eu/web/remember>

ADRIJO digital platform: <https://www.adrijo.eu/en/>

Metaverse tourism for sustainable tourism development: tourism agenda 2030.

Available from:

<https://www.researchgate.net/publication/365202483> Metaverse tourism for sustainable tourism development tourism agenda 2030

4.3 Description of the result - Adriatic ports cultural network and Cross Border Cultural Tourist Management strategy

Type of result: Tool (strategy)

Areas of intervention:

- enhancement and promotion of immaterial cultural heritage
- enhancement and promotion of material cultural and natural heritage
- cultural and natural routes /thematic networks

Description:

One of the main REMEMBER results has been the development of a coordinated cross-border framework for the promotion and valorisation of the Adriatic maritime cultural heritage through the setting up of the **Adriatic ports cultural network**. The network is composed by project partners and has been promoted at local level to engage the institutional actors (regions, municipalities, cultural and tourism competent bodies) also involved through the Lol, in the joint promotion, valorisation and institutional support of the Adriatic Maritime cultural heritage. The goal of the network is to enhance the attractiveness of the 8 ports sites and of the local communities to set the bases for the creation of new and better jobs with digital and cultural competences and of economic opportunities alternative to the coastal/summer tourism.

The new-born Adriatic ports cultural network drafted 8 Cultural Touristic Management strategies (corresponding to the 8 port cities involved) that led to the creation of a **Cross-Border Touristic Management strategy** drafted to contribute to the achievement of the EUSAIR pillar 4 objectives.

To contribute to this project result, local actors were involved by each partner since the beginning of project activities to inform about the objectives and activities of REMEMBER project and for the joint definition of the contents to be included in the Virtual Museum, in order to include all key aspects of the history, economic and social relations of the port with the own community. Workshops with key local stakeholders aiming at promoting the Adrijo network and the Cultural Touristic Management Strategy were organised to valorise the common maritime cultural heritage and boosting new economic opportunities for a sustainable tourism and cultural sector. PPs organized 18 local workshops involving 358 actors.

4.3.1 Elements characterising the result

Sustainability & Transferability:

The future sustainability of the 8 cultural heritage sites (and related Virtual Museums promoted through the Adrijo platform www.adrijo.eu/en) is favored by the strong interest of all PPs and the 8 ports sites even when not directly involved in the project (Rijeka and Split) who expressed their interest to continue the experience of REMEMBER project, and to expand the Adrijo platform with more contents and functionalities.

The first result of this interest is the joint presentation in July 2022 by the port authorities involved in REMEMBER (Ancona, Venice, Ravenna, Trieste, Zadar and Dubrovnik) and the two port authorities not directly involved as partners (Rijeka, represented in REMEMBER project by KIP, and Split, represented in REMEMBER project by RERA) to the ESPO – European Sea Port Organization - AWARD 2022 with the proposal “ADRIJO – Adriatic Ports Cultural Network”. The “ADRIJO – Adriatic Ports Cultural Network” proposal was shortlisted with other 4 proposals and the winner will be selected on 8th November 2022.

Moreover, representatives of the ports of Ancona, Venice, Ravenna and Zadar, on behalf of the rest of the ADRIJO network, presented ADRIJO platform during the SEATRADE Cruise Med event held in Malaga on 14th and 15th September and during the MEDCRUISE General Assembly on 16th September.

The participation in the two initiatives is evidence of a strong commitment of all parties to continue to invest in the Adrijo Platform, beyond REMEMBER project duration and financial resources.

The transferability will be achieved through the future enlargement of the Adrijo Platform to other ports of the Adriatic-Ionian region, by submitting a proposal in the next IPA-Adriion call, or through joint cooperation activities to be realized in the framework of MEDCRUISE association, that already declared the Adrijo Platform a best practices to be transferred to other Mediterranean ports.

Outputs and results will be ensured thanks to the further development and implementation of the Cultural and Touristic Management Strategy, involving all key actors, and of the Adrijo network and platform.

All VMs represented concrete way to enhance the maritime cultural heritage in the short term, and at the same time, they will contribute to long-terms objectives of development sustainability of the territories, the valorisation of cultural and historical heritage, the revitalization of local communities and their economies, and finally the expansion of touristic seasonality. Furthermore, the involvement of local actors and territorial entities and the collaboration of entrepreneurs and local population paves the way to the future sustainability of the outputs and results.

Resources used:

Even though the resources used have mainly been the Interreg funds (85%) with a 15% on own contribution (which is public for Italian project partners), the “Adriatic Port Cultural Network” was established through a Memorandum of Understanding signed within the 1st project period, ensuring the cooperation beyond project duration even without project funding and putting the basis for network enlargement and enforcement.

Strengths:

The established “Adriatic ports cultural network” aims at setting up the Adriatic ports cultural network for the cross-border valorization of Adriatic Italian and Croatian ports as a single integrated destination for cultural tourism, linked but at the same time alternative to the coastal tourism.

At the same time, the 8 Cultural Touristic Management strategies plus the Cross-Border Cultural Touristic Management strategy answers to a real need of involved partners to create added value for the territories from the cultural heritage that must be safeguarded. Therefore, all involved partners are committed to continue the cooperation on cultural and tourism valorization also after the end of the project, in line with the existing local developing strategies and building upon existing cooperation frameworks among the PPs.

Furthermore, through the valorisation of the important maritime cultural heritage of 8 Adriatic ports sites, REMEMBER project stimulated new opportunities of business development, mainly in the cultural sector, developing entrepreneurship in creative industries and investments for preserving cultural heritage as a driver for more competitive and balanced development paths.

Moreover, the Adrijo platform and the Adrijo network, as well as the adoption of the Cultural Tourism Management strategies in each port, contributed to increase the attractiveness of the maritime professions, and to attract new forms of tourism leading to possible creation of new jobs.

Finally, the joint valorisation by the 10 project partners, with cross-cutting competences and multidisciplinary experiences, of tangible and intangible cultural heritage enhanced the capacity of involved territories to generate added value from the full exploitation of the cultural asset. Local workshops and public events organised influenced cultural, tourism and social policies, switching to a different perspective for reducing seasonality in tourism and offering to the Programme area a Cultural Touristic Management strategy able to revitalize and increase the value of the available cultural assets.

4.3.2 Sources and links

<https://programming14-20.italy-croatia.eu/web/remember>

<https://www.adrijo.eu/en/>

5. REVIVAL PROJECT RESULTS

Revitalization and Reuse of the lost heritage in the Adriatic landscape

In all the Italian and Croatian cities and towns involved in REVIVAL, there are many dismissed areas, buildings (e.g. summer camps, schools, barracks, military fortifications) and industrial complexes lying in a state of neglect and decay. This is an almost totally lost heritage, that today must be re-discovered, revitalized and reused for multiple reasons. REVIVAL will allow to transform the lost cultural heritage into a leverage for a sustainable and more balanced territorial development, in which a relevant abandoned man-made heritage will play a central role. As the starting point is clear, the change that REVIVAL will introduce is to put at the center of attention of regional and local communities and potential investors the lost heritage concerned and try to find for it creative and sustainable solutions.

Partnership: LP – Municipality of Forlì; Italian PP: Municipality of Cesenatico; Municipality of Campobasso; Municipality of Pesaro; Croatian PP: 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

5.1 Context in which the result was achieved

Problems and challenges:

In the project activities, no particular internal problems were identified, which were carried out successfully; but the Covid19 emergency has heavily conditioned the progress of the project, making impossible direct exchanges, study visits, and mutual direct knowledge of the respective heritages and experiences.

Regarding the involvement of stakeholders and local operators, the problem is that there is still no perception that this type of heritage can be interesting and usable for cultural tourism (while in fact there are many sites, Facebook pages dedicated to the discovery of abandoned architectural); on the contrary, a part of this architectural heritage, linked to the period of fascism, constitutes a dissonant memory that brings with it a negative or positive bias, which however becomes a problem for use in tourism promotion.

Needs:

Some actions of the project, such as the cataloging of abandoned buildings, would have required a greater budget to deepen some aspects of research, mapping, photographic and video campaign; even the pilot action with a larger budget could set up a partial permanent recovery of the chosen building.

Moreover, skills are needed capable of developing feasible paths of tourist offer for people or groups interested in discovering this type of heritage: the training and support of start-ups dedicated to the exploration of these innovative forms of tourism is also essential in this field.

Project's objectives:

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.

5.2 Description of the result - Digital Documentation Centre on lost heritage of '900

Type of result: Tool

Areas of intervention:

- enhancement and promotion of material cultural and natural heritage
- cultural and natural routes /thematic networks

Description:

The result was a real mapping of the abandoned architectural heritage in the area, complete with all the data necessary for its inclusion in itineraries, but above all to identify future reuse hypotheses (e.g. ownership, constraints, photographic campaign, related intangible heritage, e.g. stories, memoirs, use in films, etc.).

The result was obtained by local experts and working groups who collected and organized the information in the various aspects, including a Digital Documentation Centre on lost heritage of '900 that will be a permanent tool at disposal of PPs that will then be managed & updated on the basis of a partnership agreement.

Also, a Model which is usable by any other area having a similar lost heritage in the Adriatic Region and elsewhere in Europe was developed.

The interactive and informative website has been launched representing the achievement of important project goals - documentation and visual presentation of all sites suitable for revival in the Adriatic landscape. Visitors can now discover project areas in Italy and Croatia, while information about each forgotten building, industrial complex or fort can be obtained through a list of categories or location maps while browsing photo and video galleries. In the last phase, a modern function was presented on the website that provides an interesting virtual tour along with stories of the major sites that have been given a new purpose as part of REVIVAL.

5.3 Elements characterising the result

Sustainability & Transferability:

In the REVIVAL project, the focus is not only on restoring an abandoned heritage site, but also on ensuring that the knowledge gained and processes developed can be applied in other contexts. The experience gained in the REVIVAL project can be transferred to other abandoned heritage sites, as well as to other contexts that require restoration or revitalization.

For example, the methods and techniques used in the REVIVAL project can be adapted and applied to other historical buildings or sites that have fallen into disrepair. The knowledge gained in the project can also be used to inform policy decisions related to heritage restoration and preservation.

In addition to transferability, the REVIVAL project is also focused on sustainability. This means that the restored heritage site will not only be functional and aesthetically pleasing, but will also be able to continue to thrive in the long term. The project aims to lay the foundations for a sustainable reinterpretation of the site, which will require ongoing time, money, and energy investments.

Resources used:

On REVIVAL human resources has been mainly used for the project. Experts such as architects, archivists, researchers, photographers, video makers, and local experts bring a wealth of knowledge, skills, and experience to the project.

Strengths:

The strength of any project lies in the degree to which it can effectively bring together different areas of expertise, technical knowledge, and awareness of cultural significance. In this regard, the project REVIVAL really stands out, thanks to its interdisciplinarity, high level of technical and legal detail, and recognition of the importance of related intangible heritage.

Interdisciplinarity is a critical aspect of any project that aims to address complex issues. In the case of REVIVAL, the project brings together experts from various disciplines such as anthropology, archaeology, cultural studies, legal studies, and technical fields such as engineering and information technology. This multi-disciplinary approach is essential in ensuring that the project can effectively identify, analyze and address the various challenges that arise in the course of its implementation. In addition, the high level of technical and legal detail that characterizes the project ensures that all aspects of the project are meticulously planned, designed, and executed. The technical expertise of the team ensures that the project is executed with the utmost precision, while the legal expertise guarantees that all aspects of the project conform to relevant laws and regulations. Furthermore, the project team's recognition of the importance of related intangible heritage is a testament to their appreciation of the cultural significance of the project's objectives. The team recognizes that cultural heritage is not merely a collection of physical artifacts but also includes the associated knowledge, traditions, and practices that define a culture's identity.

Weaknesses:

One of the main weaknesses was the involvement of target audiences, particularly communities and stakeholders, which was not developed enough and thus led to low results in terms of the number of people involved in the project.

5.4 Sources and links

<https://programming14-20.italy-croatia.eu/web/revival>

[https://www.italy-](https://www.italy-croatia.eu/documents/284950/2777292/REVIVAL_Final+publication_ENG_WEB_Final.pdf/5d287d25-a7a1-3113-d5cc-53833525f528?t=1647600980955)

[croatia.eu/documents/284950/2777292/REVIVAL_Final+publication_ENG_WEB_Final.pdf/5d287d25-a7a1-3113-d5cc-53833525f528?t=1647600980955](https://www.italy-croatia.eu/documents/284950/2777292/REVIVAL_Final+publication_ENG_WEB_Final.pdf/5d287d25-a7a1-3113-d5cc-53833525f528?t=1647600980955)

6. UNDERWATERMUSE PROJECT RESULTS

Immersive Underwater Museum Experience for a wider inclusion

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. The project's objective is therefore 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.

Partnership: LP - ERPAC - Regional Institute for the Cultural Heritage of Autonomous Region of Friuli Venezia Giulia; Italian PP: Ca' Foscari University of Venice; Apulia Region - Department of Tourism, Economy of Culture and Valorization of Territory; Croatian PP: City of Kaštela; Public Institution RERA S.D. for coordination and development of Split-Dalmatia County

6.1 Context in which the result was achieved

Problems and challenges:

The Covid-19 pandemic caused adverse effects on the project, hindering its progress according to plan. Consequently, the project had to be extended. There was a limitation on direct exchanges, study visits and mutual experiences. Additionally, underwater localities remain unexplored and face imminent destruction.

Needs:

To ensure the sustainability of the local destinations.

Project's objectives: From the historical – archeological point of view, the Adriatic sea has been an unique basin, for millennia the priority transport link for the peoples 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.

The overall Project's objective contributes to: improve seasonality, diversifying touristic offer and highlighting minor sites. With transforming sites into underwater archaeological parks (or eco-museum) through innovative and/or experimental methodologies and techniques, it's attempted 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. The project focuses on underwater sites, highly valuable drivers for economic development. The aim of the Project is to improve managerial skills of site managers, build models of site-specific tourist promotion, adapt and use a participatory approach and integrate creative ideas by young professionals.

6.2 Description of the result - Immersive Underwater Museum Experience for a wider inclusion

Type of result: Tool and Joint Pilot Action

Areas of intervention:

- enhancement and promotion of material cultural and natural heritage
- digitalization & smart solutions

Description:

Project's pilot areas include the following heritage sites (maritime landscapes): Grado Heritage Site, Caorle/Venice lagoon, Resnik/Siculi and Torre Santa Sabina. The interdisciplinary partnership from four different regions carried on pilot actions focusing on transforming sites with a strong potential as experience-based tourist destinations testing a sustainable tourist offer in areas less interested by major tourist flows.

- Research on the site was done and its results were presented
- VR bought (4 pieces of Oculus glasses that include projections how locality looked in the past, 2 pieces of VR totems where locality is also presented; both glasses and totems found there place in the Museum of town of Kaštela so tourists as well as local people, can take a look)

- Adaptability for people with disabilities (using VR locality is available to the people who are not able to come and see locality on the spot)

6.3 Elements characterizing the result

By this project some parts of hidden and inaccessible heritage were researched, preserved and by virtual reality presented to a wider population. For visitors who are unable to visit underwater sites due to a different reason, sites are brought to museums where they 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 the underwater site. The site was presented in an interesting and safe way for everyone to enjoy it. New touristic product was created with this project and it will be promoted and developed through new projects in the future.

Sustainability & Transferability: The use of virtual reality technology to present historical sites could be applied to other heritage sites that are difficult or inaccessible to visitors.

The development of new touristic products through innovative approaches could be transferable to other regions or countries with similar heritage assets.

Those two main factors will contribute to the Transferability of the project.

Instead, dealing with sustainability, the project's use of virtual reality technology to present heritage sites can contribute to sustainable tourism practices by reducing the impact of physical visitors on fragile underwater sites.

Additionally, by creating a new touristic product that can be enjoyed year-round regardless of sea conditions, the project could potentially help to distribute tourism demand more evenly throughout the year, reducing the negative environmental and social impacts associated with high-season tourism.

Finally, if the project is successful in promoting and developing the new touristic product, it could potentially generate economic benefits for local communities and contribute to the sustainable development of the region.

Resources used:

The project leveraged the expertise of various organizations, including the Museum of the town of Kaštela, University of Zadar, and diving associations, to tap into their knowledge, skills, and experience.

Strengths:

The project successfully researched and preserved parts of hidden and inaccessible heritage.

The use of virtual reality technology allowed the presentation of underwater sites to a wider population, regardless of sea conditions or physical abilities.

The reconstruction of historic details through virtual reality was accomplished without violating the underwater site.

The project created a new touristic product that can be promoted and developed in the future.

Weaknesses:

Content that is on VR technology should be also presented online in order to ensure its wider visibility.

6.4 Sources and links

<https://programming14-20.italy-croatia.eu/web/underwatermuse>

<http://mizar.unive.it/underwatermusemap/>

7. VALUE PROJECT RESULTS

EnVironmental And cuLTUralhEritage development

The Objective of the project was to define a new model of development centered on the integration between cultural chain and tourism one in the district form connected between the transboundary area, by strengthening the competitiveness visibility at international level, through action of valorization of the existing heritage, by promoting innovative solutions and developing tourism products and destinations with huge cultural characterization.

Partnership: LP - Municipality of Comacchio; Italian PP: Po Delta Veneto Regional Park; Veneto Region - Direction of Cultural Heritage Cultural Activities and Sport; Emilia-Romagna Region; DELTA 2000 Consortium Company with limited liability; Croatian PP: City of Kaštela; Town of Cres; City of Korčula

7.1 Context in which the result was achieved

Problems and challenges:

The Covid-19 pandemic caused adverse effects on the project, hindering its progress according to plan. Consequently, the project had to be extended. There was a limitation on direct exchanges, study visits and mutual experiences. Additionally, underwater localities remain unexplored and face imminent destruction.

Needs:

To ensure the sustainability of the local destinations.

Project's objectives:

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. The accessibility would be increased thanks to ICT tools for the promotion of natural and cultural heritage and tourism services and products. Overall objective is to define a new model of development centered 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 exploitation of cultural and environmental heritage resources through a cross border coordination to promote the exchange of best practices, 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 arche lovers. 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 off-season tourism.

Moreover, this site is of high importance for the history of the city, but it was hardly accessible to visitors. Within this project, it was valorized, restored, and presented to a wider audience, even to those who are unable to reach the site itself, with the help of VR technology.

7.2 Description of the result

With this project the locality of Balvan was renovated, the access road was arranged, and a guided tour was designed that connects the locality with other localities in the area of the City of Kaštela.

Type of result: Tool, Joint Pilot Action

Areas of intervention:

- enhancement and promotion of material cultural and natural heritage
- cultural and natural routes /thematic networks
- digitalization & smart solutions

Description:

Project's pilot areas include the archaeological park in Comacchio (Italy), historical routes and paths in the archaeological area of Cres (Croatia), Ostrog archaeological site with the Balvan hill in Kastela (Croatia) and reconstruction of Marko Polo's house in Korčula (Croatia)

- creation of and "open air" archaeological park in Comacchio (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).

7.3 Elements characterizing the result

The project creates synergies in nature, cultural heritage and tourism and it contributes to the result and output indicator defined by the Programme because it will implement cross border cooperation in order to reach a higher level of sustainable economic and territorial development by exploiting the potentials of the natural assets and cultural heritage while preserving them and increasing their value: promotion of cultural and natural heritage, involvement of the actors in joint branding and tourism, improvement accessibilities in natural and cultural of heritage destinations.

The cooperation at cross-border level and enhanced exchange of experiences and knowledge between Italian and Croatian Regional/County institutions and operators, will strengthen cross border management and protection of Italian and Croatian cultural and natural assets and will optimize joint definition and further application of management of heritage.

Transferability:

The project's focus on creating synergies between nature, cultural heritage, and tourism can be applicable to other regions and countries.

The approach of exploiting the potentials of natural assets and cultural heritage while preserving them and increasing their value can be adapted and applied to different contexts.

Sustainability:

The project aims to contribute to sustainable economic and territorial development, which can have long-lasting impacts.

Preservation of natural assets and cultural heritage can lead to sustainable tourism, which can benefit local communities and the environment.

The project's focus on joint branding and tourism can create sustainable partnerships and collaborations between institutions and operators.

Resources used:

We leveraged the expertise of the Museum of the Town of Kaštela and the Museum of Croatian Archaeological Monuments, utilizing their wealth of knowledge, skills, and experience.

Strengths:

The project focuses on creating synergies between nature, cultural heritage, and tourism, which can lead to a higher level of sustainable economic and territorial development.

It aims to exploit the potentials of natural assets and cultural heritage while preserving them and increasing their value.

The project promotes joint branding and tourism, as well as improvement of accessibilities in natural and cultural heritage destinations.

Cross-border cooperation between Italian and Croatian Regional/County institutions and operators can lead to enhanced exchange of experiences and knowledge.

The project aims to strengthen cross-border management and protection of Italian and Croatian cultural and natural assets.

Weaknesses:

Due to its location, the locality is difficult to access for people with disabilities. Also, the locality is not sufficiently recognized by citizens and tourists, therefore, it would be necessary to invest efforts and financial resources in its promotion.

7.4 Sources and links

<https://programming14-20.italy-croatia.eu/web/value>