

# Best Practices

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## Foreword

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

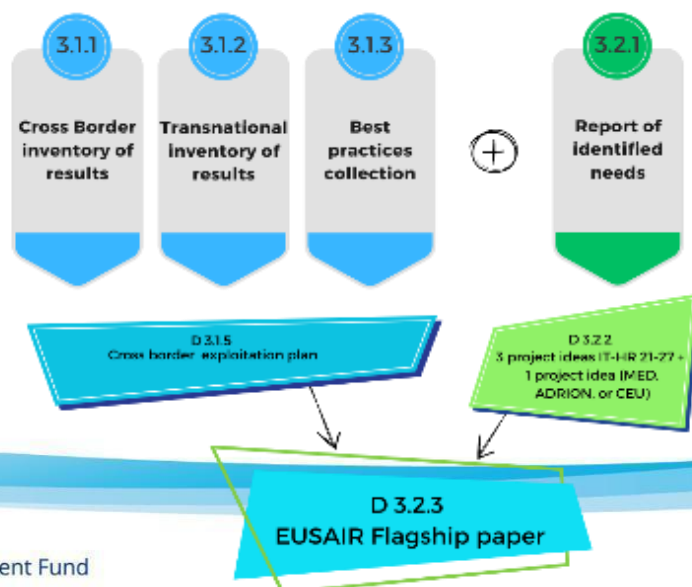
The valorization is based on sustainable promotion of rich natural and cultural heritage of the border area through development of sustainable thematic cultural routes to contribute to the distribution of tourism flows in a wider geographical area.

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 significant 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 Standar+ 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 with the framework above described, the purpose of the Transnational 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 Transnational Inventory of project's results, project partners were asked to fulfill a specific template with the information of the relevant result of INTERREG projects implemented in the field of enhancement and preservation of natural and cultural heritage 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 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 Italy - Croatia 2021-2027; contribution to Italy - Croatia 2021-2027 Programme and EUSAIR Strategy

## Executive summary

### Problems

The problems quoted by the project partners can be divided in two categories. On one hand, they emphasize the issues connected to the sustainability of tourism in the considered territories, which usually represents a very strong sector of the local economy. The mass tourist flows have a negative impact especially in peak seasons. Environmental pollution is one of the main consequences. Another one is the deterioration of the relationships between the tourist areas 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. The urbanization and the modernization 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. On the other hand, the partners recognize an uncoordinated development of the tourism offer, which leads to composite and unrecognizable tourism products and packages. Seasonality is also quoted as a negative factor for the tourism system: the great interest of tourists to visit the considered areas in July and August is not confirmed for the rest of the year, especially for the winter season. A last problem focused regards the lack of technological innovation in the tourism sector.

This is affecting competitiveness; thus, the entire ecosystem should be encouraged to work according to more integrated approaches driving stakeholders to embrace open and collaborative innovation.

#### Needs

The needs envisaged are also divided into two groups: the first one is related to needs related to the sustainability of the tourist destination; the second one regards the improvement of the tourism offer.

The need belonging to the first group is the valorization of the Adriatic maritime cultural heritage. Indeed, Adriatic cultural heritage recognized by European and world tourism demand makes Adriatic tourism potentially the most important sector for the development of local economies and for employment.

Regarding the improvement of the tourism destination, the following items emerged from the inventory: 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; to increase tourism offers through the valorisation of the common maritime heritage and to increase the economic effect of tourism; to coordinate common developments to have thread that will attract and keep the tourist in this unique area. In the same group it is included the need to strengthen and develop ICT tools for the purpose of promoting cultural tourism as an untapped potential in partner countries.

#### Title of the practices

- Adriatic ports cultural network and Cross Border Cultural Tourist Management strategy;
- Centers of excellence;
- Experience Tour – Ližnjan Adventure;
- Archeological survey, reconstruction and VR presentation of the historical site Balavan;
- Archeological survey and VR presentation of the underwater site Siculi;
- Cultural and natural heritage (tangible and intangible) promoted.

#### Areas

##### Area (Peculiar of Italy-Croatia Programmes)

- 3/6 enhancement and promotion of immaterial cultural heritage
- 6/6 enhancement and promotion of material cultural and natural heritage
- 0/6 upskilling and reskilling
- 4/6 cultural and natural routes /thematic networks
- 3/6 digitalization & smart solutions – trainings Area (Peculiar also of other Programmes)
- 2/6 creative industry

- 1/6 participatory processes
- 2/6 stakeholders/community involvement
- 0/6 other (specify) \_\_\_\_\_

### Description of the practice

- Adriatic ports cultural network and Cross Border Cultural Tourist Management strategy  
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.
- Centers of excellence  
The Centers of Excellence are a participatory practice of involvement of stakeholders and community, as well as actors interested in preserving and enhancing the maritime heritage. It focuses on ethnographic aspects, namely on the world of a seaman and maritime culture today almost completely disappeared, but which testifies a century-old tradition.
- Experience Tour – Ližnjan Adventure  
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
- Archeological survey, reconstruction and VR presentation of the historical site Balavan  
Research and reconstruction of the Balavan site; purchasing of one VR totem located on the coastal area of the City of Kaštela. With the help of VR content, the site became closer to a larger number of visitors and to people who are unable to physically reach the site. A new tourist tour has been designed and the tour connects the most important localities in the City of Kaštela.
- Archeological survey and VR presentation of the underwater site Siculi  
Fulfillment of an archaeological survey of the underwater site Siculi and organization of an exhibition. Purchasing of 4 pairs of VR glasses (located in the Museum of the City of Kaštela), and two VR totems to make the underwater site closer to a larger number of visitors and to people who are unable to physically reach the site.
- Cultural and natural heritage (tangible and intangible) promoted  
The existing HERA-certified products are strengthened and new HERA-certified products are developed, six existing HERA-certified products (four local cultural tourism routes and two visitor centers) are improved with new equipment and/or small-scale infrastructure, and one international cultural tourism route and one visitor center are developed. Nine local promotional campaigns for promotion of existing HERA-certified products were carried out and jointly promoted on wider markets.

### Operational modalities of implementation

The projects experienced different modalities of implementation according to the activities to carry out.

For the Adriatic ports cultural network and Cross Border Cultural Tourist Management strategy, 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.

The centers of excellence developed by Arca Adriatica, were established through a participatory process. The partners organized specific public workshops to present the project, the aim of the centers, and discuss the possible actions to recover maritime heritage according to the actions foreseen in the project.

In the cases of Balavan site research and underwater research, the activities and the presentation of results was made with the help of VR content and exhibition.

### Target groups

The target group most represented is *Local, regional and national public authorities* which was composed of policy and decision-making individuals representing public institutions with competences in the tourism sector. They were involved through the project's workshops and training seminars in order to orientate actions and decisions to reinforce territorial government and cohesion between sectors in the development and implementation of infrastructural services and assistance in sustainable usage of cultural heritage.

The target group *General Public* is the second most represented. It was composed of individuals reached to increase the awareness on the importance of valorising, protecting and sustainably exploiting cultural heritage. They were involved in the project in different ways, from the distribution of printed materials (such as leaflets and brochures) to local awareness campaigns, social media campaigns, involvement in exhibitions.

The target group *Education and training organisation as well as universities and research institutes* was composed of individuals fully representing universities and other educational institutions.

The target group *Cultural and natural heritage management bodies* was composed of individuals representing cultural heritage management bodies that are in charge of caring for cultural heritages included in the project activities.

Other target groups involved only in some projects are: *Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector); Associations, regional innovation agencies; NGOs.*

### Involved actors

Project partners; regional and local authorities; tourism boards; local organizations; companies; associations; external experts.

### Elements characterizing the result

- Resources used

The resource used in the best practices presented are mainly Interreg funds (85%) with a 15% on own contribution.

Most of the processes described were conducted with internal staff, by leveraging local knowledge of active citizenship and key actors' local ecosystem, so rather than financial resources, time resource was necessary.

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.

- Strengths

The establishment of networks aimed to improve the cross-border valorization of Adriatic Italian and Croatian heritage as a single integrated destination for cultural tourism, linked but at the same time alternative to the coastal tourism.

The involvement of locals to ensure the genuine enhancement of local identity, the transfer of traditions and knowledge. The involvement of experts on a voluntary basis to ensure a high quality of the result both in the field of cultural heritage preservation and cultural tourism offer structuration.

Some generic strengths belonging to the considered area: 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.

- Weaknesses

Strong bureaucratic procedures; lack of content/content diversity; poor marketing (including also the use of social media); lack of funds; lack of adjusted accessibility for the disabled people.

- Transferability

Transferability will be achieved:

- through the future enlargement of the platform created to other significant actors within the region;
- by submitting proposals in the next CTE-Programmes' calls;
- through joint cooperation activities to be realized;
- by an idea for a particular type of promotional material to be produced for similar tourism products in other areas with the aim of a more successful approach to marketing.

- Sustainability

The sustainability is granted in the following ways:

- By the strong interest of all partners and stakeholders involved who expressed their interested to continue the experience and to expand it with more contents and functionalities;
- On a voluntary basis by the subjects involved;
- Through “open laboratories” to encourage entrepreneurship, sharing problems, developing solutions adopting digital tools as well as for establishing local and bilateral network of cultural and tourism players in the addressed cross border area;
- Drafting of operating plans for existing products to enable partners to sustainably manage them.

It must be underlined that the best practice for the sustainability of the results was realized by the project REMEMBER. The “Adriatic Port Cultural Network” was established through a Memorandum of Understanding ensuring the cooperation beyond the project duration and putting the basis for network enlargement and enforcement.

### Impact

In order to broaden the impact and benefits, all materials produced in the mentioned best practices should be made available for a future use. For instance, the material produced within the project ATLAS for improving accessibility were open and available also through ENAT portal and in the European Directory of Accessible Tourism (PANTOU).

Another item emerged in the best practices that can support the impact is the capitalization of existing tools and policies. Again ATLAS had built on European Tourism Indicators System for sustainable destination management.

It is also important to build on available Research data and papers focused on impact of selective forms of tourism particularly focused in Croatia and Italy and on the possibility of extending the summer season three forms of selective tourism, which dominates today's tourist flows in CBC area. It is worth mentioning also the Digital Single Market Strategy with reference to new rules allowing Europeans to travel and enjoy online content services across borders offering new tourism opportunities. Impact can be ensured by the 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.

Open innovation approach is about increasing and improving collaboration with an ecosystem's stakeholders and engaging users in the co-creation process.

Possibility to capitalize /scale up the practice within new cooperation/IT-HR 21-27 projects

The models of the cross-border cooperation, developed through the best practices, for the joint valorisation of Adriatic Italian and Croatian sites and its joint promotion as single touristic destination can be transferred to all the sites of the Adriatic-Ionian region to contribute to the objective of EUSAIR pillar IV of "brand-building of Adriatic-Ionian tourists services" and to exploit the multiplier effect for the enhancement of attractiveness towards the cultural heritage of involved areas.

The results can be transferred to other organizations in the field of tourism and culture in charge of preserving and promoting cultural heritage in a social and economic territorial development perspective.

The partners involved in the best practices collected in this document can cooperate in the definition of new projects of enhancement of maritime heritage, can exchange practices, network and cooperate for research purposes and /or the organization of joint maritime events, maritime excursions, etc., thus contribute to further enhancement of tangible and intangible common cultural heritage, and give it greater visibility for tourism purpose.

The results that rely on virtual reality and ICT tools could be easily scaled up through other projects. The other results could be further capitalized by boosting education and capacity building, promotion and awareness raising activities.

## 1. ATLAS - Adriatic Cultural Tourism Laboratories

### Short description the context in which the practice took place

#### Problems:

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.

### 1.1 Title of the practice

ATLAS Experience Tour – Ližnjan Adventure

### 1.2 Area

(Peculiar of Italy-Croatia Programmes)

- 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 - trainings

(Peculiar also of other Programmes)

- creative industry
- participatory processes
- stakeholders/community involvement
- other (specify)\_\_\_\_\_



### 1.3 Description of the practice

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.

### 1.4 Operational modalities of implementation

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://friulinnovazione.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.

## 1.5 Target groups

Local, regional and national authorities

- Regional and local development agencies, companies
- Management of natural and cultural heritage

- Cultural associations, tourists
- General public

### 1.6 Involved actors

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

### 1.7 Elements characterising the result

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 enogastronomic 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

#### Transferability:

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.

#### 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 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.

### 1.8 Impact

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

### 1.9 Possibility to capitalize /scale up the practice within new cooperation/it-hr 21-27 projects

The programme area is suffering of high pressure especially in coastal zone that are main tourism destinations. Redesigning the offer by valorizing internal and rural areas and/or combining high valued maritime destinations with minor internal areas and their cultural and tradition heritage may represent a further step to cope with seasonality, with positive impact also on the environment and on the diversification of economic activities. Accessibility represents a challenge for a future in which the increased sensitiveness toward less advantaged target groups combined with the rising age-average of tourists calls for a major attention on the topic of accessibility. Competitive tourism destinations will be those adopting smart solutions allowing accessibility that are lacking of infrastructures and services addressed to unpaired groups or elderly people. Actions are focused on analyzing and implementing actions improving accessibility for disadvantaged groups by setting up

demonstrative actions that may benefit from ICT tools and applications, as well as a change in the attitude of tourism operators.

Accessible tourism is about making it easy for everyone to enjoy tourism experiences. Making tourism more accessible is not only a social responsibility – there is also a compelling business case for improving accessibility as it can boost the competitiveness of tourism in Europe. Evidence shows that making basic adjustments to a facility, providing accurate information, and understanding the needs of disabled people can result in increased visitor numbers. Improving the accessibility of tourism services increases their quality and the enjoyment of all tourists. It also improves the quality of life in local communities. Taking Europe as an example, the accessible tourism market has been estimated at approximately 27% of the total population and 12% of the tourism market. These figures take into account the large proportion of senior travellers, (since people over 60 years of age will constitute 22% of the global population in 2050), people with disabilities and families with small children. The accessible travel market presents an opportunity for destinations that are ready to receive these visitors, since they tend to travel more frequently during the low season, usually accompanied or in groups, make more return visits and, in some parts of the world, they spend more than average on their trips. Facilitating travel for people with disabilities is therefore not only a human rights imperative, but also an exceptional business opportunity. Yet, a change in mind-set and in the model of tourism services provision is needed in order to meet this major market demand. Accessible environments and services contribute to improve the quality of the tourism product, thus increasing the overall competitiveness of tourism destinations. Accessibility, therefore, must be an intrinsic part of any responsible and sustainable tourism policy and strategy. There is an increasing attention of public bodies in offering and financing projects of this type and at the same time a consistent involvement of private stakeholders who support and create innovative solutions to facilitate holidays for people in difficulty or not self-sufficient. Much work remains to be done, especially as regards the connections of individual projects or interventions with the surrounding realities and the transport system, but it must be pointed out, however, the presence on the territory of an ever-growing number of bodies and entities that deal with accessible tourism, they will hopefully inspire others to take steps towards broadening the availability of accessible offers in tourist destinations.

#### Sources and links

<https://www.italy-croatia.eu/web/atlas>;

<https://fet.unipu.hr/fet/atlas>; ATLAS Application\_Form

#### Contact details

[ured@unipu.hr](mailto:ured@unipu.hr); 0038552216416

## 2. HERCULTOUR - HERA trademark, cultural tourism routes and visitor centres strengthening

### Short description the context in which the practice took place

#### Problems:

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.

#### Needs:

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.

### 2.1 Title of the practice

Cultural and natural heritage (tangible and intangible) promoted

### 2.2 Area

(Peculiar of Italy-Croatia Programmes)

- 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 - TRAININGS

(Peculiar also of other Programmes)

- CREATIVE INDUSTRY
- PARTICIPATORY PROCESSES
- STAKEHOLDERS/COMMUNITY INVOLVEMENT



### 2.3 Description of the practice

Within HERCULTOUR's thematic work packages and in realization of project's results existing HERA-certified products are strengthened and new HERA-certified products are developed, six existing HERA-certified products (four local cultural tourism routes and two visitor centres) are improved with new equipment and/or small scale infrastructure, and one international cultural tourism route and one visitor centre are developed. Nine local promotional campaigns for promotion of existing HERA-certified products were carried out and jointly promoted on wider markets.

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.

### 2.4 Operational modalities of implementation

1 Activity Plan for HERA Adriatic Heritages Association was elaborated, 1 Heritage Interpretation Training Manual was elaborated, and 7 Heritage Interpretation Workshops were organized. 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. 1 International Cultural Tourism Route developed, 1 Visitor Centre developed, and 2 new products are HERA-certified.

### 2.5 Target groups

1. Target group General Public was composed of individual people whose awareness on the importance of valorising, protecting and sustainably exploiting cultural heritage was to be raised through project activities. They were involved in the project through the distribution of printed materials (such as leaflets and brochures), local awareness campaigns and online content (Facebook, Twitter, YouTube and LinkedIn profiles).

2. Target group Education and training organisation as well as universities and research institutes was composed of individuals fully representing universities and other educational institutions. They were included in the project to help raising awareness of the general public and local communities. They were specifically targeted in the local awareness campaigns, in order to be fully acquainted with the project's activities and results so they could implement them in their further actions.

3. Target group Local, regional and national public authorities was composed of policy and decision making individuals fully representing public institutions with competences in tourism sector. They were involved through the project's workshops and training seminars in order to orientate actions

and decisions to reinforce territorial government and cohesion between sectors in the development and implementation of infrastructural services and assistance in sustainable usage of cultural heritage.

4. Target group Cultural and natural heritage management bodies is composed of individuals representing cultural heritage management bodies that are in charge of caring for cultural heritages included in the project activities. They will be involved through the project's workshops and training seminars in order to orientate actions and decisions granting sustainability to exploitation of cultural heritage for the purpose of decreasing seasonality of tourism in Programme Area.

## 2.6 Involved actors

Project partners, regional and local authorities, tourism boards, external experts...

## 2.7 Elements characterising the result

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.

Transferability:

Outputs of this project are transferrable as they are applicable on many other local cultural tourism routes and visitor centres and many elements of local promotional campaigns could be transferred to other organisations/regions/countries in the form of an idea for a particular type of promotional material to be produced for similar tourism products in other areas with the aim of a more successful approach to marketing of those products.

Sustainability:

Drafting of Operating plans for five existing products enabled project partners to sustainably manage their products, thereby adding durability to the main underlining outputs, which are sustainable LCTRs and VCs. The local promotional campaigns are not durable, but the increase in tourist visits they will generate will add durability to the main underlining outputs - LCTRs and VCs. Regarding durability of infrastructural improvements of LCTRs and VCs, each involved partner has a long-term contract with local public authorities for maintaining them.

## 2.8 Impact

There are no major infrastructural interventions planned throughout the project as well as large expansions of the existing cultural tourist routes so there was no negative effects on the environment by increment of carbon emission. Some of the visitor centres were equipped with some additional equipment none of which was bad impact the environment. Electronic communication was used to the maximum so the usage of paper and travel could be reduced. Also one of the main goals of the Project was reducing seasonality in tourism and promoting environmentally friendly tourism. Achieving that goal through the promotion of cultural and natural tourist products' networks all year round positively influenced the environment.

Within the project's main output six existing HERA-certified products improved with new equipment and/or small scale infrastructure, realized through the activities of Visitor Centres were equipped also with Guided Visit with Headphones for providing the visitors tales and explanations in at least two different languages synchronized with the 4 videos which are in Italian and subtitles in English. This new functionality will enable the VC to offer its services also to blind people (and not Italian Speaking). Consequently, the target value for Programme output indicator Natural and cultural heritage destinations with improved accessibilities (e.g.: to disabled tourists, virtual tourists etc.) in place is one.

## 2.9 Possibility to capitalize /scale up the practice within new cooperation/it-hr 21-27 projects

Hercultour results could always be further enhanced by boosting education and capacity building, the promotion and awareness raising activities for aspiring, image changing or image reinforcing locations, in conjunction with the event organisation activities and with the contribution to external events like seminar or technical panels, will represent the key deliverable for interesting and endorsing policy makers, local and regional Authorities and stakeholders in the aims of capitalising the financial and operative opportunities of the project.

### Sources and links

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

### Contact details

Lucija Madzar for Šibenik-Knin County as project partner

Emiliano Galluccio for European Point Consortium as Communication responsible partner

### 3. REMEMBER - REstoring the MEmory of Adriatic ports sites. Maritime culture to foster Balanced tERritorial growth

#### Short description the context in which the practice took place

##### Problems:

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 touristic 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 touristic 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 of 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 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.

### 3.1 Title of the practice

Adriatic ports cultural network and Cross Border Cultural Tourist Management strategy

### 3.2 Area

(Peculiar of Italy-Croatia Programmes)

- 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 - TRAININGS

(Peculiar also of other Programmes)

- CREATIVE INDUSTRY
- PARTICIPATORY PROCESSES
- STAKEHOLDERS/COMMUNITY INVOLVEMENT
- OTHER (SPECIFY)\_\_\_\_\_

### 3.3 Description of the practice

The Best Practice resulted from REMEMBER project 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.

### 3.4 Operational modalities of implementation

To contribute to this Best Practice, 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 the following 18 local workshop involving 358 actors, more than the 250 set as target in the Application Form:

LP – ADSPMAC on 28th of September 2021, 30th of June 2022;

PP1 – NASPA on 7th and 11th of April 2022 and 3rd of June 2022;

PP2 – ADSP RA on 25th of November 2021, 5th of April 2022 and 17th of June 2022;

PP3 – ADSPMAO on 22nd of April 2022, 21st, 22nd, 24th, 25th and 28th of February 2022 and 3rd of March 2022;

PP6 – ZPA on 10th, 12th and 30th of June 2022.

Additional actors were involved in the Activity 5.2 “Promotional activities for the Adriatic cultural ports networks” aiming at promoting the Adriatic cultural port cities Network as a cultural touristic destination, through the participation to the following tourism and cultural fairs:

TTG RIMINI – Italian Touristic fair in Rimini, from 12th to 14 October 2021;

ITALIAN CRUISE DAY – Savona, from 28th to 29th October 2021;

MUSEUM CONNECTIONS – Paris, from 30th to 31st March 2022;

Place2GO – International tourism Fair Zagreb, from 8th to 10th April 2022

General Assembly of MEDCRUISE, Palamos (Spain), from 24th to 27th May 2022;

VENICE BOAT SHOW – 31st May 2022.

### 3.5 Target groups

It is documented that REMEMBER project reached during its implementation the following Target Values (TV) in the related Target Groups (TG):

TG General public: TV - 76.279

TG Education and training organisations as well as universities and research institutes: TV - 99

TG Local, regional and national public authorities: TV - 109

TG Cultural and natural heritage management bodies: TV - 70

TG Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector): TV - 214

TG Associations, regional innovation agencies: TV - 58

TG NGOs: TV - 34

For target groups “General Public” and “Education and training organisations as well as universities and research institutes” it is not possible to quantify the target values amount strictly linked to the best practice described, however, it can be said that the whole target can benefit from the new-born cultural network.

While it can be stated that all the other target groups have been reached mainly thanks to the Adriatic ports cultural network and Cross Border Cultural Tourist Management strategy.

### 3.6 Involved actors

For the purpose of involving several kinds of actors, ad hoc promotional material on Adriatic tangible and intangible heritage and on the Virtual Museums has been created. Here is the list of the involved actors in this Best Practice.

- **Local actors**: 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.
- **Key local stakeholders**: involved through dedicated workshops aiming at promoting the Adrijo network and the Cultural Touristic Management Strategy that were organised to valorise the common maritime cultural heritage and boosting new economic opportunities for a sustainable tourism and cultural sector. See the list of workshops organised by PPs above.

**Additional actors** were involved in the Activity 5.2 “Promotional activities for the Adriatic cultural ports networks” aiming at promoting the Adriatic cultural port cities Network as a cultural touristic destination, through the participation to several tourism and cultural fairs (see the list above).

### 3.7 Elements characterising the result

#### 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.

#### Transferability:

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.

#### Sustainability:

The future sustainability of the 8 cultural heritage sites (and related Virtual Museums promoted through the Adrijo platform [www.adrijo.eu/en](http://www.adrijo.eu/en)) is favoured 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 interested 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 to the two initiatives is the evidence of a strong commitment of all parties to continue to invest in the Adrijo Platform, beyond REMEMBER project duration and financial resources.

### 3.8 Impact

This Best Practice contributed to the following:

#### **Tangible Impacts:**

- **Reduced environmental impact:** One of REMEMBER’s best practice consistent impact is raising awareness on cultural richness and environmental/social responsible tourism as new pathways for sustainable development. REMEMBER project leads to new social and economic opportunities for balanced development paths starting from an innovative and more environmentally and socially sustainable touristic offer.
- **Business development:** Through the valorisation of the important maritime cultural heritage of 8 Adriatic ports sites and through the adoption of the Cultural Tourism Management strategies in each port, 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.
- **Job creation:** The Adrijo network, as well as the adoption of the Cultural Tourism Management strategies in each port, contributes to increase the attractiveness of the maritime professions, and to attract new forms of tourism leading to possible creation of new jobs.
- **Improved competitiveness:** Improving the knowledge and skills of project stakeholders increases their competitiveness and visibility in the field of efficient and sustainable tourism.

### **Intangible Impacts:**

This Best Practice contributed to the following Intangible Impacts:

- **Raising awareness:** the development of a cross border network of Virtual Museums with digitalized cultural contents, the restoration of historical buildings/rooms for touristic purposes (WP4) and the joint promotion of the cultural assets during thematic exhibitions (WP5), enhanced awareness on the Adriatic maritime heritage.
- **Influencing policies:** 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 CTM strategy able to revitalize and increase the value of the available cultural assets.
- **Leveraging synergies:** through the Activity 5.2 “Promotional activities for the Adriatic cultural ports networks” aiming at promoting the Adriatic cultural port cities Network as a cultural touristic destination, REMEMBER developed synergies with MEDCRUISE association, the association of Mediterranean Cruise ports, with APPRODI project of ADRION programme, with the Forum of Adriatic-Ionian Chamber of Commerce and with the Adriatic-Ionian initiative.

### **3.9 Possibility to capitalize /scale up the practice within new cooperation/it-hr 21-27 projects**

The model of the cross-border cooperation for the joint valorisation of Adriatic Italian and Croatian ports sites and its joint promotion as single touristic destination, the new-born Adriatic ports cultural network and the Cross Border Cultural Tourist Management strategy can be transferred to all the ports of the Adriatic-Ionian region to contribute to the objective of EUSAIR pillar IV of “brand-building of Adriatic-Ionian tourists services” and to exploit the multiplier effect for the enhancement of attractiveness towards the cultural heritage of involved areas. The same outputs and results can be transferred to other organizations in the field of tourism and culture in charge of preserving and promoting cultural heritage in a social and economic territorial development perspective.

#### **Sources and links**

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

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

## 4. VALUE - Environmental and cultural heritage development

### 4.1 Title of the practice

Archeological survey, reconstruction and VR presentation of the historical site Balavan

### 4.2 Area

(Peculiar of Italy-Croatia Programmes)

- 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 - TRAININGS

(Peculiar also of other Programmes)

- CREATIVE INDUSTRY
- PARTICIPATORY PROCESSES
- STAKEHOLDERS/COMMUNITY INVOLVEMENT

### 4.3 Description of the practice

As part of the project, the access road to the site was arranged, and research was carried out on the site as well as the reconstruction of the Balavan site. Also, as part of the project, one VR totem was purchased, which is located on the coastal area of the City of Kaštela. With the help of VR content, the site became closer to a larger number of visitors and to people who are unable to physically reach the site. A new tourist tour has been designed with this project and this tour connects the most important localities in the City of Kaštela. In this way, it contributes to the tourist offer of the city in the field of cultural tourism and contributes to increasing the awareness of visitors and the residents themselves about the importance of that area in the development of the city.

### 4.4 Operational modalities of implementation

Balavan site research, reconstruction and presentation of results with the help of VR content.

### 4.5 Target groups

General public, local, regional and national public authorities, public service providers, cultural and natural heritage management bodies, museum and existing archeological parks, regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as

well as the environmental and tourism sector), NGOs and education and training organisations as well as universities and research institutes.

#### 4.6 Involved actors

City of Kaštela, Museum of Town of Kaštela

#### 4.7 Elements characterising 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.

#### 4.8 Impact

New touristic product was created with these project and it will be promoted and developed through new projects in the future.

#### 4.9 Possibility to capitalize /scale up the practice within new cooperation/it-hr 21-27 projects

The project will involve and develop the existing networks of the entire Adriatic-Ionian area, reaching in particular the high Adriatic-Ionian area, and adapting tools and methods to the changed market conditions in recent years, using local cooperation models that involve new actors, promoting sustainable development actions and producing concrete results in terms of coordination capacity of the subjects responsible for the policies.

#### Sources and links

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

#### Contact details

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## 5. UNDERWATERMUSE - Immersive Underwater Museum Experience for a wider inclusion

### Short description the context in which the practice took place

The practice took place in the field of sustainable tourism.

#### 5.1 Title of the practice

Archeological survey and VR presentation of the underwater site Siculi.

#### 5.2 Area

(Peculiar of Italy-Croatia Programmes)

- 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 - TRAININGS

(Peculiar also of other Programmes)

- CREATIVE INDUSTRY
- PARTICIPATORY PROCESSES
- STAKEHOLDERS/COMMUNITY INVOLVEMENT

#### 5.3 Description of the practice

An archaeological survey of the underwater site Siculi has been done by this project. All findings were presented at an exhibition that was organized towards the end of the project. Also, as part of the project, 4 pairs of VR glasses were purchased, which are located in the Museum of the City of Kaštela, as well as two VR totems. With their help, the underwater site became closer to a larger number of visitors and to people who are unable to physically reach the site. In this way, it contributes to the tourist offer of the city in the field of cultural tourism and contributes to increasing the awareness of visitors and the residents themselves about the importance of that area in the development of the city.

#### 5.4 Operational modalities of implementation

Underwater research, analysis of obtained results and presentation of results with the help of VR content and exhibition.

#### 5.5 Target groups

General public, local, regional and national public authorities, public service providers, cultural and natural heritage management bodies, regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector), associations, regional innovation agencies, NGOs and education and training organisations as well as universities and research institutes.

#### 5.6 Involved actors

City of Kaštela, Museum of Town of Kaštela

#### 5.7 Elements characterising the result

By this project some parts of hidden and inaccessible heritage were researched, preserved and by virtual reality presented to wider population. For visitors who are unable to visit underwater sites due for a different reason site are brought to museum where can be visited during the whole year no matter the sea conditions or ability of visitors. By preparing virtual reality many historic details were reconstructed without violating underwater site. The site was presented in interesting and safe way for everyone to enjoy it.

#### 5.8 Impact

New touristic product was created with these project and it will be promoted and developed through new projects in the future.

#### 5.9 Possibility to capitalize /scale up the practice within new cooperation/it-hr 21-27 projects

We started with excavation and documentation of the site, documentation for the VR, and finally development of VR. Underwater site was documented, mapped and VR was presented in Museum of Kastela City. Our vision is to include more people as a participants in underwater heritage no matter the conditions. The City of Kaštela together with the Museum of the City of Kaštela will ensure that the results of the Underwatermuseum project are available through Virtual reality to tourists as well as to all interested parties. We plan to use gained knowledge and experience in other projects of this type.



#### Sources and links

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

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## 6. ARCA ADRIATICA - Centers of excellence

### Short description the context in which the practice took place

#### Problems:

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 distinctively negative phenomenon 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, carries also 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 urbanisation 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 the 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 unrecognisable 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 travelling 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 marginalised 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 tourist 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 tourist in this unique area. Finally, the mutual offer connection, with the realization of unique and attractive manifestations, provide a contribution to the greater recognizability 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 consider the economic, environmental and social influences, which contributes to a better management of the natural and cultural resources.

## 6.1 Title of the practice

Centers of excellence

## 6.2 Area

(Peculiar of Italy-Croatia Programmes)

- 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 - TRAININGS

(Peculiar also of other Programmes)

- CREATIVE INDUSTRY
- PARTICIPATORY PROCESSES
- STAKEHOLDERS/COMMUNITY INVOLVEMENT
- OTHER (SPECIFY) \_\_\_\_\_

### 6.3 Description of the practice

The Centers of Excellence (CoE) are in fact a participatory practice of involvement of stakeholders and community, as well as actors interested in preserving and enhancing the maritime heritage.

The CoE have to contribute to the development of a high -profile tourism, conscious and sustainable, through protection and enhancement of the Adriatic maritime heritage, both tangible and intangible. It therefore focuses on ethnographic aspects, namely on the world of a seaman and maritime culture today almost completely disappeared, but which testifies a centuries -old tradition. A heritage that requires an urgent protection work and new conservation methodologies.

CoE were established by each Partner with the aim of promoting and developing tourism products in the maritime heritage segment, with a high quality content and offer, for domestic and foreign tourists. The preservation and valorization of traditional boats, as well as traditional seafaring and fishing, old maritime crafts and skill, become therefore means for the development of a sustainable tourism.

Members of CoE are tourism operators, local people (sailors, fishermen, craftsmen, ship building industry, etc), experts in the field of maritime heritage and history, etc. anyone who can offer his knowledge and help in the enhancement and preservation of maritime heritage. The coordinator is the Municipality and the participants committed themselves through the signature of a specific agreement, which was elaborated within the project.

So all project partners have the same structure of CoE. The agreement's validity goes beyond the Arca Adriatica project's life and is meant to permanently cooperate with the Municipality to recover, enhance and preserve maritime heritage.

The CoE also involves the creation of a tourist attraction, the creation of a standard level of the events, in order to extend and diversify the tourist offer, preserve and promote the maritime heritage and the maritime environment, as well as connect local people with the experts of maritime culture and heritage.

In each partner area, depending on the stakeholders ecosystem, the center of excellence sustained the Arca Adriatica project implementation in a slightly different way. Some focused more on the cultural heritage as such, some other in the definition of innovative tourism packages, some other on the creation of events.

## 6.4 Operational modalities of implementation

CoE were established through a participatory process. The partners organised specific public workshops to present the project, the aim of the CoE, and discuss about the possible actions to recover maritime heritage according with the actions foreseen in the project.

The interested actors committed themselves to cooperate by signing the CoE agreement.

In Cervia for instance about 20 members signed the agreement. They were then divided according with their possibility to actively contribute, into 4 working groups which actively helped the administration in the implementation of the project in the frame of a high participatory mechanism:

- 1) Ancient boats restoration
- 2) Crafts and Knowledge Workshop
- 3) Definition of touristic itineraries
- 4) Cataloguing and storytelling

Most of them are the ones who still have the knowledge of traditions, skills, crafts, stories connected to the local identity and maritime heritage, and were fundamental to structure the Interpretation center, the multimedia contents, the sites and items worth to be marked, etc.

## 6.5 Target groups

Local stakeholders and active citizens

## 6.6 Involved actors

Sailors, fishermen, craftsmen, ship building industry, local cultural associations, experts in the field of maritime heritage and history, ecomuseums, museums.

## 6.7 Elements characterising the result

Resources used:

Arca Adriatica resources. Most of the processes were conducted with internal staff, by leveraging local knowledge of active citizenship and key actors local ecosystem, so rather than financial resources, time resource was necessary.

Strengths:

The involvement of locals ensures the genuine enhancement of local identity on one hand, the transfer of traditions and knowledge. The involvement of experts on a voluntary ensures a high quality of the result both in the field of cultural heritage preservation and cultural tourism offer structuration.

#### Weaknesses:

The main weakness is the represented by the voluntary commitment and thus the capacity of the Administration to maintain the group active and involved in the city development. Furthermore, when talking about transfer of knowledge on traditions and skills, it means that the owners of such knowledge are old people, so it is very important but on the other side difficult to find young people keeping alive such traditions.

#### Transferability:

The practice is highly transferable in other territories and in other cultural fields.

#### Sustainability:

Financial sustainability is not a problem as the group cooperate on a voluntary base.

## 6.8 Impact

NA

## 6.9 Possibility to capitalize /scale up the practice within new cooperation/it-hr 21-27 projects

The CoE can cooperate in the definition of new projects of enhancement of maritime heritage, can exchange practices, network and cooperate for research purposes and /or the organization of joint maritime events, maritime excursions, etc., thus contribute to further enhancement of tangible and intangible common cultural heritage, and give it greater visibility for tourism purpose.

#### Sources and links

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

<https://arcaadriatica.eu/>