

# EUSAIR Flagship paper

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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 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:

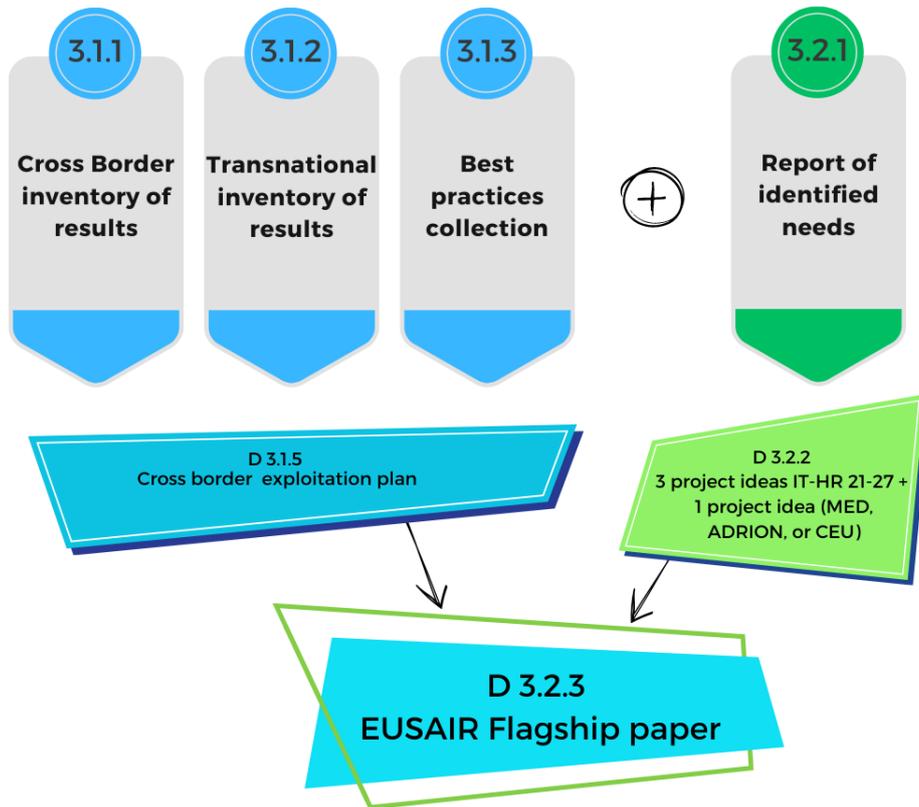
- Cross Border exploitation Plan containing solutions for further valorization and capitalization of the relevant Standard and Standar+ project's results;
- Project ideas for INTERREG Italy-Croatia 2021-2027 and Transnational Cooperation programmes;
- Eusair Flagship paper describing the thematic contribution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

The **purpose of Cross Border exploitation Plan** is to set a **methodology and actions** for further enhancement of projects' results, as well as to promote them and favour the transferability and scalability, thus building on existing knowledge and experience.

### Objectives:

- Making the knowledge and results generated by projects more accessible, thus improving the transfer of knowledge, among Interreg and beyond;
- Promoting the re-use and/or transfer of this knowledge and results, in order to support performance and delivery, future policies developments;

- Raising awareness and improving communication of results in order to raise awareness of potential “takers” of the practice/result, even at higher level to influence policies.



## Executive summary

The Deliverable 3.2.3 – EUSAIR Flagship paper describes the thematic contribution that Cluster project can give to EUSAIR Strategy, Pillar 4: Sustainable tourism. The paper has been shared with all institutions involved in the identification of needs in order to widen the common understanding of the proposed contribution.

As it was already mentioned in the Deliverable 3.1.5 – Exploitation plan, the results capitalized by Adripromtour are embedded in the two pillars of the EUSAIR Strategy - Pillar 4 Sustainable Tourism: “Diversification of the macro-region’s tourism products and services along with tackling seasonality of inland, coastal and maritime tourism demand” and “Improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region”. These pillars reflect the Communication (COM(2010)352) “Europe, the world’s No 1 tourist destination – a new political framework for tourism in Europe”, in which the European Commission focuses on two key concepts mutually influencing each other: the need for a sustainable approach and the need to boost the competitiveness of the European tourism sector.

The diversification of tourism products and services can lead to an increase of the quality and quantity of tourists (different types of tourists; prolonging of tourist season). This results in a positive impact on the Region’s job market. The EUSAIR strategy identifies in the joint cooperation at macro-regional level the key to create the diversification of the tourism offer, “profiting from business opportunities, reducing the sector’s dependence on the seasonal model, limiting the environmental footprint and taking into consideration the impacts of a changing climate” .

The results that are embedded in this pillar are: Virtual Museum (Arca Adriatica) and International Cultural Tourism Route (HERCULTOUR).

As the management of sustainable tourism is considered rather limited in the programme area and in the whole Region, the concept of “sustainable development” among tourism stakeholders is key for the exploitation of the flagship results. Improving the quality and innovation of tourism offer in a sustainable way will include “horizontal interventions promoting establishment of generally accepted standards and rules, and improved cooperation between public bodies and private tourism associations”. The purpose is to increase the tourist flows and access to new tourism markets, more business opportunities, diffusion of new technologies and know-how, increased employment and enterprise development, better resource efficiency and preservation of natural capital and cultural heritage.

The flagship results that are embedded in this pillar are: Experience Tour – Ližnjan Adventure (ATLAS); Virtual Museums for Tangible and Intangible cultural heritage in ports (REMEMBER); Digital Documentation Centre on lost heritage of ‘900 (REVIVAL); Immersive Underwater Museum Experience for a wider inclusion (UNDERWATERMUSE); Virtual maps of the thematic paths for the Archaeological Parks (VALUE); Interpretation centers, virtual museum and a maritime heritage

database (MALA BARKA 2); App for Rail Travel Experience (RAILtoLAND). The results from the transnational projects are also embedded in this pillar: joint Strategy for preservation of Cultural heritage based on ecomuseums (CULTURECOVERY); Interpretation centers, virtual museum and a maritime heritage database (MALA BARKA 2); App for Rail Travel Experience (RAILtoLAND).

From the analysis developed within the Deliverable 3.2.3 EUSAIR Flagship paper, a polarized scenario emerged. The results capitalized by Adripromtour are mainly focused on the EUSAIR flagship *Development of sustainable and thematic cultural routes/connecting cultural routes in eusair air cultural routes macroregional challenge / need / strategic* (8 results) and *Training and skills in the field of tourism businesses (vocational and entrepreneurial skills) des\_air* (7 results). The first one is due to the many results oriented towards the promotion of material and immaterial cultural heritage that can easily be part of cultural routes: this was sometimes explicit in the project's design and sometimes implicit. The second flagship quoted is due to the emerging of focus on the new and digital technologies: these were inserted in several results in order to improve and modernize the capacity of the considered territories.

Regarding the other EUSAIR flagship results, the deliverable shows a little contribution: 1 result for both *Development of the network of sustainable tourism businesses and clusters green mapping for the ai region - supporting development and market access for responsible and sustainable tourism destinations and micro/sme operations in the EUSAIR region* and *Expanding the tourist season to all-year round cruisair*. The result *Research & development for improvement of sme's performance and growth-diversification Cultourair* is not even represented.

This document provides the analysis of the contribution of the main INTERREG results collected in the frame of D 3.1.1 and D 3.1.2 to EUSAIR Strategy – Pillar 4, as well as the thematic contribution of the activities of capitalization and promotion foreseen by the cluster project Adripromtour.

## EUSAIR FLAGSHIPS 2021-2027 and Adripromtour

### Virtual Museum (Arca Adriatica)

The Virtual Museum implemented by Arca Adriatica is aimed to support the development of a common tourism product, based on the principles of social and ecological sustainability which, at the same time, valorises, preserves, protects and promotes the rich maritime heritage of the border area present in small-medium cities with local ports.

The virtual museum is focused on 4 main objectives: (i) enhancement and promotion of immaterial cultural heritage; (ii) enhancement and promotion of material cultural and natural heritage; (iii) cultural and natural routes /thematic networks; (iv) digitalization & smart solutions.

This result does not exactly fit into any EUSAIR flagships. However, it may be connected to the flagships *Development of sustainable and thematic cultural routes* and *Training and skills in the field*

*of tourism businesses (vocational and entrepreneurial skills)*: the development of a complete connection relies on future capitalization projects.

#### Interpretation centers and markings (Arca Adriatica)

The Interpretation centers and markings (Arca Adriatica) complement the Arca Adriatica virtual museum. They are aimed to provide a greater visibility of the destinations, increase the availability of the maritime heritage, as well as the number of the permanently protected maritime intangible and tangible heritage. 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.

The Interpretation centers and markings implemented by Arca Adriatica is focused on 3 main objectives: (i) enhancement and promotion of immaterial cultural heritage; (ii) enhancement and promotion of material cultural and natural heritage; (iii) digitalization & smart solutions.

As for the virtual museum, also this result does not exactly fit into any EUSAIR flagships but can be connected to the flagships *Development of sustainable and thematic cultural routes* and *Training and skills in the field of tourism businesses (vocational and entrepreneurial skills)*. The development of a complete connection relies on future capitalization projects.

#### International Cultural Tourism Route (HERCULTOUR)

The activities implemented within the project HERCULTOUR included the setting up of the HERA Adriatic Heritages Association for management and promotion of sustainable tourism based on common cultural heritage.

The International Cultural Tourism Route is focused on 3 main objectives: (i) upskilling and reskilling; (ii) training; (iii) cultural and natural routes /thematic networks.

The International Cultural Tourism Route is connected with 2 flagships: *Training and skills in the field of tourism businesses (vocational and entrepreneurial skills)* and *Development of sustainable and thematic cultural routes/connecting cultural routes in EUSAIR*. On one hand, the capitalized result focuses on the implementation of training and skills for relevant stakeholders in tourist destinations. On the other hand, it builds on cultural and natural routes to improve the diversification of tourism products. In the background, the result refers to the possible “synergies between creative and cultural industries and the hospitality sector and sustainable tourism valorization of coastal and underwater cultural heritage”<sup>1</sup>.

#### Experience Tour – Ližnjan Adventure (ATLAS)

ATLAS project 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

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<sup>1</sup> EUSAIR FLAGSHIPS 2021-2027, adopted on 12th Extraordinary EUSAIR Governing Board meeting on 10 June 2020.

disadvantaged groups, that will all contribute to develop competitive tourism destinations and to decrease the seasonality.

The Experience Tour is focused on 4 main objectives: (i) enhancement and promotion of immaterial cultural heritage; (ii) enhancement and promotion of material cultural and natural heritage; (iii) cultural and natural routes /thematic networks; (iv) digitalization & smart solutions.

The Experience Tour is the only result presented by Adripromtour that can be connected to the flagship *Development of the network of sustainable tourism businesses and clusters green mapping for the ai region - supporting development and market access for responsible and sustainable tourism destinations and micro/sme operations in the EUSAIR region*. Indeed, the enhancement and promotion of material and immaterial cultural heritage is developed to create innovative tourism products that can be adopted also by SMEs. However, the inclusion of new and digital technologies makes the result also connected to the flagship *Training and skills in the field of tourism businesses (vocational and entrepreneurial skills)*.

#### Virtual Museums for Tangible and Intangible cultural heritage in ports (REMEMBER)

REMEMBER was aimed to promote the shift toward sustainable tourism and blue growth in the Programme area through the valorisation 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.

The Virtual Museums for Tangible and Intangible cultural heritage in ports is focused on 3 main objectives: (i) enhancement and promotion of immaterial cultural heritage; (ii) enhancement and promotion of material cultural and natural heritage; (iii) cultural and natural routes /thematic networks.

The Virtual Museums for Tangible and Intangible cultural heritage in ports can be connected to the flagship *Development of sustainable and thematic cultural routes* as ports sites and maritime cultural heritage can be inserted in a cultural route. This result is particularly interesting because it can contribute also to the flagship *Expanding the tourist season to all-year round cruisair*: future development of capitalization projects could focus on this dimension.

#### Digital Documentation Centre on lost heritage of '900 (REVIVAL)

REVIVAL project allowed to transform the lost cultural heritage in a leverage for a sustainable and more balanced territorial development, in which a relevant abandoned man-made heritage will play a central role.

The Digital Documentation Centre on lost heritage of '900 is focused on 2 main objectives: (i) enhancement and promotion of material cultural and natural heritage; (ii) cultural and natural routes /thematic networks.

The Digital Documentation Centre contributes to the flagship *Development of sustainable and thematic cultural routes* through the promotion of material cultural and natural heritage of lost heritage of '900.

### Immersive Underwater Museum Experience for a wider inclusion (UNDERWATERMUSE)

UNDERWATERMUSE project applied 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 Immersive Underwater Museum Experience for a wider inclusion is focused on 2 main objectives: (i) enhancement and promotion of material cultural and natural heritage; (ii) digitalization & smart solutions.

The Immersive Underwater Museum Experience for a wider inclusion contributes to the flagship *Training and skills in the field of tourism businesses (vocational and entrepreneurial skills)* for the development of new training and skills in the digital and smart solutions field.

### Virtual maps of the thematic paths for the Archaeological Parks (VALUE)

The objective of VALUE project was to define a new model of development centered on the integration between cultural chain and tourism 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.

The Virtual maps of the thematic paths for the Archaeological Parks is focused on 3 main objectives: (i) enhancement and promotion of material cultural and natural heritage; (ii) cultural and natural routes /thematic networks; (iii) digitalization & smart solutions.

The Virtual maps of the thematic paths for the Archaeological Parks contributes to the flagship *Development of sustainable and thematic cultural routes/connecting cultural routes in EUSAIR air cultural routes macroregional challenge / need / strategic* to develop synergies between creative and cultural industries and the hospitality sector. It also contributes to the flagship *Training and skills in the field of tourism businesses (vocational and entrepreneurial skills)* for the development of new training and skills in the digital and smart solutions field.

### Interpretation centers, virtual museum and a maritime heritage database (MALA BARKA 2)

In MALA BARKA 2 project, the cross-border region that includes Slovenian Primorje (Litoral) and Croatian Istria and Kvarner, is one of the most attractive tourist destinations of both countries. The diversity of tourist offer has been recognized as one of the main objectives of the Tourism development strategy of both areas. Therefore, special emphasis is placed on the creation of common tourist products that attract tourists throughout the year. The relatively short distance between the destinations allows tourists to visit more countries and destinations within a single tourist package. This project offers precisely this possibility – connecting two coastal cross-border areas with a unique tourist offer based on the history and the story of maritime heritage.

The Interpretation centers, virtual museum and a maritime heritage database are focused on 1 main objective: (i) enhancement and promotion of material cultural and natural heritage.

The Interpretation centers, virtual museum and a maritime heritage database contributes to the flagship *Development of sustainable and thematic cultural routes/connecting cultural routes in eusair air cultural routes macroregional challenge / need / strategic* to develop synergies between creative and cultural industries and the hospitality sector.

#### App for Rail Travel Experience (RAILtoLAND)

RAILtoLAND project aimed to explore the social and educational value of the European cultural landscape, as a common heritage, and as a catalyser of consolidation of European identity processes, social cohesion, creation of local cultures and improvement of human well-being.

It is aligned with the aims of the European Landscape Convention, involving the target population in decision-making processes and designing landscape enhancement initiatives.

The App for Rail Travel Experience is focused on 2 main objectives: (i) enhancement and promotion of material cultural and natural heritage; (ii) digitalization & smart solutions.

The App for Rail Travel Experience contributes to the flagship *Training and skills in the field of tourism businesses (vocational and entrepreneurial skills)*: it developed new training and skills<sup>2</sup> in the digital and smart solutions field which is a key item as emerged also in the Deliverable 3.1.5.

#### Joint Strategy for preservation of Cultural heritage based on ecomuseums (CULTURECOVERY)

CULTURECOVERY project focused on eco-museums that have great potential for preserving the identity of places and people. The project was aimed to improve capacities of eco-museum managers and operators by promoting strategies and action plans for preservation and valorisation of immaterial cultural heritage. Innovative solutions were developed starting from the SWOT analysis. Strategy, local action plans for preservation and enhancement of ICH through eco-museums were developed, as well as a model of management of eco-museums. All the project activities were implemented through participatory processes involving and sharing the work in progress with the eco-museums, the communities and the stakeholders.

The Joint Strategy for preservation of Cultural heritage based on ecomuseums on 2 main objectives: (i) enhancement and promotion of immaterial cultural heritage; (ii) creative industry.

The Joint Strategy for preservation of Cultural heritage based on ecomuseums contributes to the flagship *Development of sustainable and thematic cultural routes/connecting cultural routes in eusair air cultural routes macroregional challenge / need / strategic*: it supports the development of creative and cultural industry and indirectly the “synergies between creative and cultural industries and the hospitality sector and sustainable tourism valorization of coastal and underwater cultural heritage”.

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<sup>2</sup> No LLL training programs and Masters' programmes.

## Contribution of AdriPromTour to EUSAIR 2021-2027

As mentioned in the executive summary, the specific objectives of Pillar 4 are:

-Diversification of the macro-region's tourism products and services along with tackling seasonality of inland, coastal and maritime tourism demand.

-Improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region.

On the other hand, AdriPromTour is conceived to be aligned and to contribute to EUSAIR Strategy. In fact the aim is to contribute to the diversification and innovation of the tourism offer based on sustainability deseasonalization principles, by enhancing the results of relevant Standard+ and Standard projects in order to develop and promote common cross-border identity and heritage.

This goal is pursued by AdriPromTour by implementing two typologies of actions:

a) *promotion and communication activities in order to further enhance and exploit experiences of relevant Standard+ and Standard projects capitalized within the AdriPromTour for further promotion and dissemination*: online and offline events (organisation of project's conference, participation in thematic fairs); promotional campaign and media relations (thematic publications, press release, media campaign); digital and web-based activities (promo videos, e-newsletters, socials, project web site)

b) *clustering thematic activities foreseeing analysis and planning actions, as well as raising awareness and innovation actions for the development of sustainable tourism based on natural and cultural heritage*: exchange and exploitation of project results (CB and TN inventory of projects results, collection of BP, CB exploitation plan of projects results) , contributions to the next programming period (identification of needs, elaboration of new project ideas based on capitalized results, EUSAIR flagship paper); awareness raising and engagement (thematic educations for stakeholders, study visits, manifestations, implementation of VR)

These activities concretely contribute to EUSAIR Strategy as follows:

1) Encourage the development of sustainable tourism and strengthen the cooperation between main public and private bodies, favour competitiveness and innovate tourism offer

AdriPromTour concretely contributes to strengthening the cooperation between public and private for the diversification of products, innovation and improvement of the quality of the offer through awareness raising and engagement actions as:

- education workshops for stakeholders aimed at educating how to develop sustainable thematic cultural routes taking advantage of the results of the capitalized S and S+ projects, as well as by experiencing them
- study visits addressing stakeholders in tourism, hospitality, culture, and promotion, journalists, aimed at raising awareness on natural and cultural heritage valorized through previous projects and to actively participate in the local culture and community
- manifestations organized in cooperation with local stakeholders, targeting general public to promote natural and cultural heritage subject of the capitalized S and S+ projects. Manifestations are the occasion to create further synergy between public and private to enhance and promote local identity, as well as the new services and sustainable tourism offer developed thanks to previous projects (listed in the previous chapters), to strengthen the Adriatic identity as destination and cultural routes based on common heritage.

All together the partners developed nr. 8 education workshops and nr. 8 study visits and nr. 8 manifestations involving more than 100 different target bodies like associations, stakeholders in tourism, hospitality and promotion, journalists, with the aim of demonstrating how it is possible to include natural and cultural heritage in a tourism offer alternative to mass tourism. These activities were an opportunity to acquire knowledge, experience and learn about tourism products and routes based on cultural heritage and sustainable approach, for the potential inclusion of these results by privates in the tourism offer, itineraries, social media promotion, cultural happenings and exhibitions, etc., This means to raise the capability of territories to innovate thematic tourism offer and raise their competitiveness as well as the quality of the experience the tourist is expecting to do when choosing the destination.

An additional result of these activities were the multiplier and promotional effect produced in terms of additional promotion and communication through tourism sector channels and tools, contributing to the goal of awareness raising on the outstanding heritage of the Adriatic as opportunity for sustainable and alternative tourism and deseasonalization.

All together the 8 manifestations reached thousands of people, thus a wide audience both, in terms of general public and stakeholders.

Besides the above mentioned activities, targeting directly stakeholders, and general public, a series of actions were implemented to further develop sustainable tourism by building on flagship results of previous projects listed in this document. These activities mainly involved the partnership with the aim of concretely implementing results and planning for future concrete capitalization actions and projects:

- Implementation of the VR platform as concrete capitalization of Hercultur project result, in the field of specific contribution to tourism offer innovation.

Information and communication technology (ICT) is expecting that one of the most significant developments which will critically impact the tourism industry, in the shorter future, is Virtual

Reality (VR), which is in constant evolution due to many of the recent innovations (platforms, devices and content production tools). VR technologies offer unlimited aptitudes for mass virtual visitations to tourism destinations, showing their intricate abilities to simulate real-life contexts and making it a very powerful tool for meeting the needs of tourists.

As suggested by the "EU Strategy for the Adriatic and Ionian Region – pillar IV, report/analysis of the EUSAIR national tourism strategies for identifying common priorities and actions in relation to the EUSAIR action plan-pillar IV there is a clear need in "Innovation, ICT and digital agenda" (point 6), that is the development of a standardized ICT platform digitalization of the tourist services.

This proposition, integral to the broader strategy, envisions the incorporation of virtual tours as a transformative element in reshaping the tourism landscape. The strategic integration of VR platforms holds the potential to contribute significantly to the sustainable tourism objectives outlined by EUSAIR. The concept of virtual tours aligns seamlessly with the strategy's goals of diversifying tourism offerings and mitigating the challenges posed by seasonality. By leveraging advanced Information and Communication Technology (ICT) platforms, destinations within the Adriatic and Ionian Region can provide an immersive and accessible experience of their natural and cultural assets. This virtual engagement not only extends the reach of these destinations but also offers an alternative means for tourists to explore and appreciate the region without the constraints of physical presence. Adripromtour realized a cross-border virtual tour properly standardized, also thanks to the Common technical document (D3.3.4), and considering the huge diffusion of similar tools after the CoVid pandemics. The integration of virtual tours via a standardized ICT platform emerges as a tool compliant with the goals of the EUSAIR strategy for sustainable tourism. By embracing digitalization, destinations in the Adriatic and Ionian Region can offer engaging, sustainable, and accessible experiences that transcend the limitations of physical travel. This innovative approach not only aligns with the evolving trends in global tourism but also positions the region as a frontrunner in leveraging technology for the responsible and inclusive promotion of its rich cultural and natural heritage.

- Collection of CB and TN projects results and best practices as base for the development of capitalization projects in the frame of 2021-2027 programming period. This activity is based on a methodic collection of data according a common format developed on the basis of the 2021-2027 Italy-Croatia Programme vision, where previous results should be enhanced by adapting, consolidating, thus bringing novelties able to generate changes responding to identified needs. Therefore consistent results and best practices were collected and analyzed by baring in mind main problems remarked by the Programme, the expected results, the contribution to the Programme indicators and the contribution to EUSAIR Strategy. The contents of these documents are matched with the results of the nr. 8 reports on needs elaborated by the partners, who identified the main problems and needs envisaged in their territory in the field of sustainable tourism development. These data are the basis for the elaboration of nr. 4 project ideas (see details in Attachment 1) for the programming period 2021-2027, as well as the Exploitation plan of project's results, and the EUSAIR Flagship paper.

This package of activity could be defined in a way more “academic” or “desk” activity, not producing a direct immediate contribution to the EUSAIR Strategy as those described previously do. Nevertheless it provides a plan of actions and projects tailored on the new Italy-Croatia Programme, and EUSAIR, therefore able to bring a concrete contribution during the future implementation phase.

## 2) Overcome the seasonality and promote sustainability of tourism sector

The thematic cultural routes developed in the frame of the capitalized projects, as well as the education and study activities implemented in the frame of Adripromtour are based on common Adriatic heritage as well as local peculiarities, which are valuable alternative to mass summer tourism and provide good occasion for deseasonalization: cultural routes based on tangible and intangible maritime heritage, archaeological heritage, '900 heritage, as well as ICT application for a wider and more inclusive enjoyment of it. Therefore by implementing activities of education, study visit and organisation of manifestation involving key stakeholders, Adripromtour concretely contributes to embed and integrate such heritage in the tourism offer, favouring the way to deseasonalization.

The tourism offer developed in the frame of capitalized projects is characterised by innovative elements standing in the use of ICT rather than the active participation of the community the city story telling and heritage recovery in tight cooperation with the public authorities. The authenticity of the city, of its people and lesser known heritage becomes an original non mass, non seasonal slow tourism offer.

To promote this heritage towards public but also towards institutions which can take advantage of experiences and tools developed, a wide communication and promotion campaign was implemented both at local and international level:

- *Thematic publications* (nr. 2): one of the pivotal aspects emphasized in these publications is the imperative need for diversification of the macro-region's tourism offerings. The traditional models of coastal and maritime tourism, often characterized by mass influxes during specific seasons, have prompted a reconsideration of strategy. The publications underscore the importance of tapping into the rich natural and cultural heritage of the border area as a means to break free from the shackles of seasonality. A significant highlight of these contributions is the establishment of sustainable thematic cultural routes and presenting them in a very widespread magazine at the EU level. The publications shed light also on the innovative approach of elevating these cultural routes to a higher level and make them engaging for a wider public thanks to digital tools, such as Virtual Reality. All of this shows a clear contribution to both the objectives of the Pillar 4 “Sustainable Tourism” of EUSAIR strategy

- *participation in thematic fairs and public events* (nr. 7 in total) of national and international level targeting tourism to promote the sustainable tourism proposals clustered by Adripromtour, in order to widen the knowledge and promotion of this lesser known heritage thanks to the critical mass offered by the project, and the ICT developments (VR).

- press release spread by the partners during the project implementation (nr. 16): by employing a diverse range of media communication strategies, the Adripromtour project could effectively disseminate information about sustainable tourism practices, cultural preservation, and responsible tourism to a wider audience, ultimately contributing to the long-term success of the project's goals. The purpose of interesting media and press operators in publishing news about the Adripromtour project in various local and national media outlets aimed at promoting the project, attract support, engage stakeholders, and raise awareness about its goals and benefits.

Press release had different purpose depending on the different topics afforded by the partners during the project implementation:

- a) Project Promotion: promotion of Adripromtour project itself, sharing details about the project's mission, goals, activities, and how it benefits the local and regional communities.
- b) Stakeholders Engagement: Media coverage engaged stakeholders, including local communities, businesses, and government entities, by informing them about the project and encouraging their participation or collaboration.
- c) Regional and Cross-Border Cooperation: media coverage highlighted the importance of cross-border cooperation and the benefits it brings to both regions.
- d) Tourism promotion: media coverage aimed to attract public and visitors to the involved territories. This included showcasing tourist attractions, cultural events and manifestations.
- e) Community engagement: media coverage served as a mean to inform residents about how they can participate or benefit from the project also in the educational sphere.
- f) Cross-Cultural exchange: involving cultural exchange between Croatia and Italy, media coverage has been exploited to highlight the cultural significance of the initiative and its potential impact on fostering cross-cultural cooperation.
- g) Project milestones and updates: Media coverage have, finally, been used to share project milestones, progress updates, and success stories to keep stakeholders and the public informed

- *media campaign (nr. 8)*: local media campaigns and participation in TV programs as part of the Adripromtour project produces several benefits and horizontally impacts on different target groups. It assures:

- a) Increased visibility: having exploited local media and participating in TV programs, partners have significantly increased the project's visibility in local communities, reaching a broader audience, including those who might not be actively seeking information about the project but come across it through these channels
- b) Credibility: TV programs and local media outlets are often seen as credible sources of information. Therefore the project gains credibility and trust among the general public and stakeholders
- c) Engagement: TV programs and local media campaigns provide opportunities for direct engagement with the audience, allowing to explain the project's goals, activities, and outcomes in-depth, answer questions, and address concerns, fostering a better understanding of the project

d) Awareness and education: These channels offer a chance to educate the public about the project's and Interreg IT-HR objectives and the importance of its activities, raising awareness about relevant issues and inspire action or support from the community

f) Community involvement: Local media campaigns encourage community involvement, support and participation to the Adripromtour public events and manifestation, being public more inclined to get involved, volunteer, or contribute in some way

- *promo videos (nr. 17)*: creation of different video clips to show the cultural and natural richness of partner territories and project activities to witness the impression of people experiencing the cultural routes and tourism offer developed thanks to Italy-Croatia clustered projects are a valuable and appealing communication tool to spread through socials during and after the project's end, for further dissemination and contribution to the promotion of sustainable and diversified tourism offer out of traditional mass proposals

- *e-newsletters (nr. 3)*: distributed to key stakeholders, policy makers and general public to report on the project progress and achievements

## ATTACHMENT NR. 1

### PROJECT IDEAS 2021-2027 PROGRAMMING PERIOD

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

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

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

The project ideas are matched with the possibility to build on capitalized project's results and best practices analyzed, and are also aligned with the flagship pillar 4 of the EUSAIR initiative, which emphasizes sustainable tourism, the four proposal ideas address the common goals and solutions outlined for the region. Each proposal tackles specific thematic priorities identified within the EUSAIR framework, in particular:

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

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

F4 - CRUISAIR: This flagship responds to the EUSAIR Thematic Priority of expanding the tourist season to be year-round. It focuses on the better management of cruise destinations, both seaside and continental ones, by diversifying the tourism product and promoting special interest tourism. It aims

to exchange good practices and increase the number of tourist arrivals and overnights. The proposal also emphasizes the development of events, performances, entrepreneurial initiatives, and SMEs related to cruise tourism.

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

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

#### Proposal nr. 1

PROGRAMME	IPA Adriatic 2021-2027
PROJECT IDEA ACRONYM / TITLE	Ride4CH - Ride for cultural heritage
PROJECT GOAL	The project aims to research and implement measures to reduce the tourism seasonality, a pressing issue along the Croatian and Italian coastlines, through actions in collaboration with the local community.
PARTNERS TYPE NEEDED	Regional and local public authority, SME, Business support organization, Development agency, DMO
RELATED PROJECTS	HERCULTOUR, ATLAS
NEEDS IDENTIFIED AND LINKED TO THE RELATED PROJECT	<ul style="list-style-type: none"> <li>• Enhancement and promotion of immaterial cultural heritage</li> <li>• Enhancement and promotion of material cultural and natural heritage</li> <li>• Upskilling and reskilling – more stable and sustainable jobs</li> <li>• Cultural and natural routes /thematic networks</li> <li>• Digitalization &amp; smart solutions</li> <li>• Deseasonalization strategy and actions</li> <li>• Stakeholders/community involvement</li> </ul>
LINK WITH EUSAIR FLAGSHIP	F1 AIR CULTURAL ROUTES

### Proposal nr. 2

PROGRAMME	Interreg Italy - Croatia 2021-2027
PROJECT IDEA	S.O.S. - Support the Off-Season
ACRONYM / TITLE	
PROJECT GOAL	The objective of this project is to develop a tool that enhances the tourist and cultural experience associated with boat trips, with a particular emphasis on the arrival at tourist destinations (marinas) and the creation of local tourism experiences that prioritize authenticity, sustainability, and tradition.
PARTNERS TYPE NEEDED	Regional and local public authority, SMEs, Business support organization, Development agencies, NGOs, Tourism research centers
RELATED PROJECTS	ATLAS, REVIVAL, VALUE
NEEDS IDENTIFIED AND LINKED TO THE RELATED PROJECT	<ul style="list-style-type: none"> <li>• Enhancement and promotion of immaterial cultural heritage</li> <li>• Enhancement and promotion of material cultural and natural heritage</li> <li>• Upskilling and reskilling – more stable and sustainable jobs</li> <li>• Cultural and natural routes /thematic networks</li> <li>• Digitalization &amp; smart solutions</li> <li>• Deseasonalization strategy and actions</li> <li>• Stakeholders/community involvement</li> </ul>
LINK WITH EUSAIR FLAGSHIP	F1 AIR CULTURAL ROUTES F4 - CRUISAIR partially F5 - Green Mapping for the Adriatic-Ionian Region

### Proposal nr. 3

PROGRAMME	Interreg Italy - Croatia 2021-2027
PROJECT IDEA	Culinary Crossroads: Sustaining Adriatic Traditions and Ecosystems in
ACRONYM / TITLE	Climate Change Conditions
PROJECT GOAL	This project aims to safeguard the local food productions from climate change impacts, leveraging their potential for tourism, cultural activities, and education, making them a symbolic representation of the territory and a catalyst for sustainable growth.
PARTNERS TYPE NEEDED	Regional and local public authority, SMEs, Business support organization, Development agencies, Universities and Research Organization
RELATED PROJECTS	ARCA ADRIATICA, HERA
NEEDS IDENTIFIED AND LINKED TO THE RELATED PROJECT	<ul style="list-style-type: none"> <li>• Enhancement and promotion of immaterial cultural heritage</li> <li>• Enhancement and promotion of material cultural and natural heritage</li> <li>• Upskilling and reskilling – more stable and sustainable jobs</li> <li>• Cultural and natural routes /thematic networks</li> <li>• Digitalization &amp; smart solutions</li> <li>• Deseasonalization strategy and actions</li> </ul>

LINK WITH EUSAIR FLAGSHIP	<ul style="list-style-type: none"> <li>• Stakeholders/community involvement</li> </ul> F2 - CulTourAir F4 - CRUISAIR
<b>Proposal nr. 4</b>	
PROGRAMME	Interreg Italy - Croatia 2021-2027
PROJECT IDEA	Enhancing Tourist Experiences in Nautical Tourism: A Sustainable Approach
ACRONYM / TITLE	for Marinas and Coastal Destinations
PROJECT GOAL	<p>The proposed project aims to leverage the existing cyclo-routes by connecting them transnationally (involving ship carriers and establish or promote cross-border boat connections) and establishing or enhancing local micro-routes. The micro-routes will enable cyclists to explore cultural landmarks scattered throughout the eligible territory. Additionally, a digital tool will support the local exploration including stakeholders connected with cyclist world</p>
PARTNERS TYPE NEEDED	Regional and local public authority, SMEs, Business support organization, Development agencies, Port authorities, Marinas
RELATED PROJECTS	REMEMBER, ARCA ADRIATICA
NEEDS IDENTIFIED AND LINKED TO THE RELATED PROJECT	<ul style="list-style-type: none"> <li>• Enhancement and promotion of immaterial cultural heritage</li> <li>• Enhancement and promotion of material cultural and natural heritage</li> <li>• Upskilling and reskilling – more stable and sustainable jobs</li> <li>• Cultural and natural routes /thematic networks</li> <li>• Digitalization &amp; smart solutions</li> <li>• Deseasonalization strategy and actions</li> <li>• Stakeholders/community involvement</li> </ul>
LINK WITH EUSAIR FLAGSHIP	F4 - CRUISAIR