

Report on thematic education for stakeholders

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Primorje-Gorski Kotar County

Date and location

23 May 2023 from 10 a.m. to 12:30 p.m. in the **Frankopan family castle Nova Kraljevica** in Kraljevica (Rovina Street 6)

Short description of the education activity

Primorje-gorski kotar county organised an educational workshop on tourism heritage interpretation and promotion. Operators in tourism, culture, education, media and marketing sectors were educated on the maritime and Francophone heritage. The two-days educational workshop, which was followed by a study trip, was organized as part of the project "AdriPromTour" by Primorje-Gorski Kotar County in the Nova Kraljevica castle. Robert Mohović, professor at the Maritime Faculty of the University of Rijeka, and Manuela Hrvatin, deputy coordinator for Croatia of the European Association Interpret Europe, gave lessons about the historical heritage of Kvarner and how to exploit it with positive growth and impacts on sustainable tourism.

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

Participants

The representatives of the following organizations/institutions participated to the education:

- Novi list
- Association "Mali dub"
- Kanal Ri
- Radio Capodistria
- Lynx and Fox
- Faculty of Tourism and Hospitality Management
- Faculty of Maritime Studies Rijeka
- CREW MEDIA d.o.o.
- Tourist Agency TAMARA
- DANDY d.o.o. Otočac
- Association of renters PGŽ "Kvarner"
- IRTA d.o.o.
- Interpret Europe
- Promo Verse Agency

Programme



AdriPromTour - valorizacija jadranske kulturne i prirodne baštine kroz jačanje vidljivosti i turističke promocije

Edukacija i studijsko putovanje
23. i 24. svibnja 2023.

Utorak:

10.00 – 10.30

Okupljanje u frankopanskom dvorcu Nova Kraljevica u Kraljevici

10.30 – 12.30

Edukacija:

Robert Mohović, profesor na Pomorskom fakultetu Sveučilišta u Rijeci: *O pomorskoj baštini Kvarnera*

Manuela Hrvatín, zamjenica koordinatorice za Hrvatsku europskog udruženja Interpret Europe: *Turistička vrijednost frankopanske baštine*

13.00 – 14.30

Ručak u restoranu Frankopan u Kraljevici: mesno jelo nadahnuto Frankopanima

15.00 – 17.00

Obilazak Šetnice Zakona **devet gradova** i frankopanskog kaštela Grobnik
Kušanje grobničkog piva i palente kompirice

/smještaj u hotelu Blue Waves u Malinskoj/

20.00 – 22.00

Večera chefa **Lea Jurešića** nadahnuta Frankopanima

Srijeda:

9.30 – 11.00

Posjet DUBoaku – Interpretacijskom centru maritimne baštine Dubašnica – Malinska

12.00 – 13.00

Posjet Vinariji Katunar u Vrbniku

13.30 – 14.30

Obilazak frankopanskog kaštela u Krku

14.30 – 15.30

Ručak u restoranu Frankopan u Krku: riblja jela nadahnuta Frankopanima

16.00

Povratak u Kraljevicu

Dodatne informacije:

- automobile je od edukacije do završetka studijskog putovanja moguće ostaviti kraj dvorca Nova Kraljevica
- za studijsko putovanje (od Kraljevice do Grobnika i po otoku Krku te nazad do Kraljevice) osiguran je prijevoz autobusom
- molim Vas javite se ako jela predviđena programom ne odgovaraju Vašem načinu prehrane

Kontakt: Krešimira Rendulić

098 720 221

kresimira@prorsus.hr

Photographs

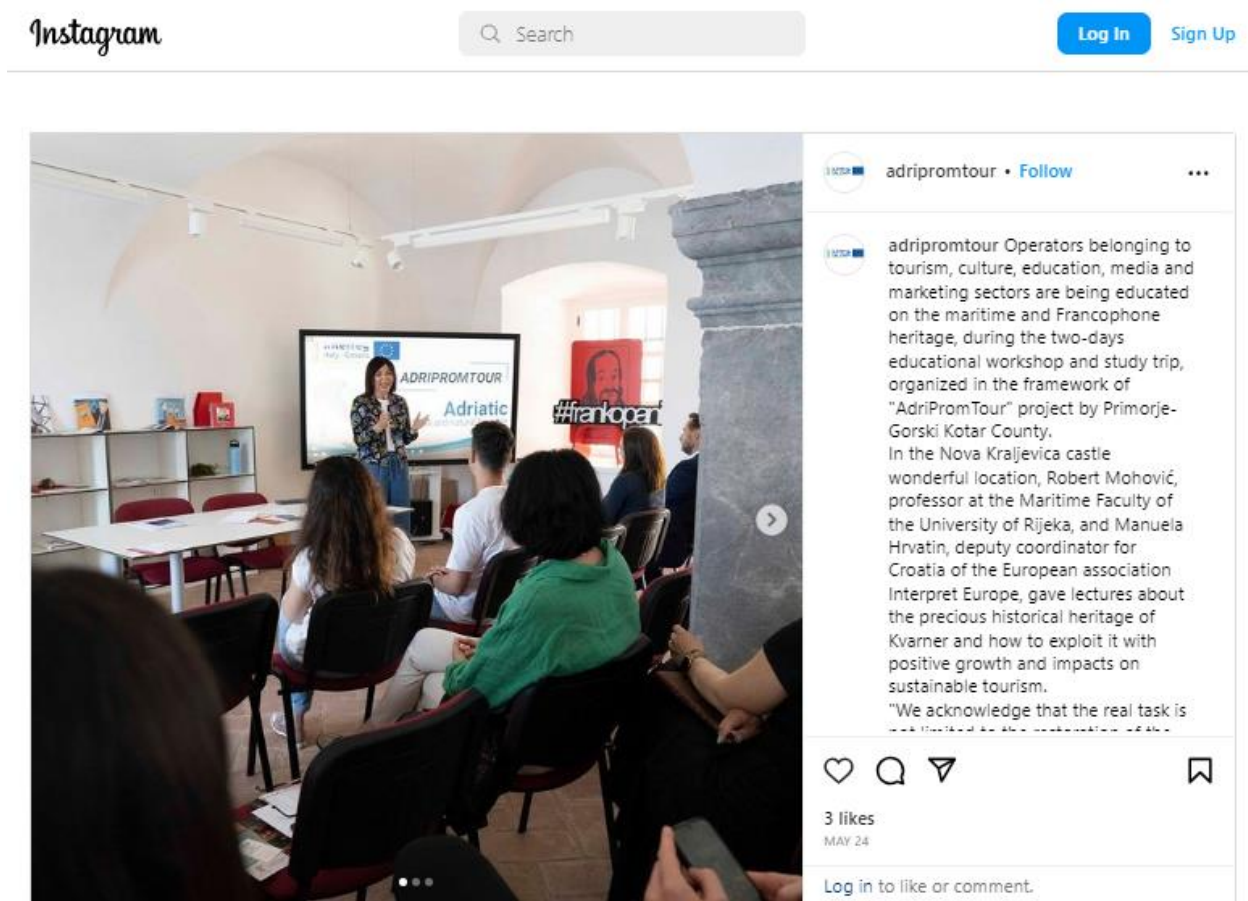


External links and screenshots

News about workshop was covered in media portals, as well on project web and social media:

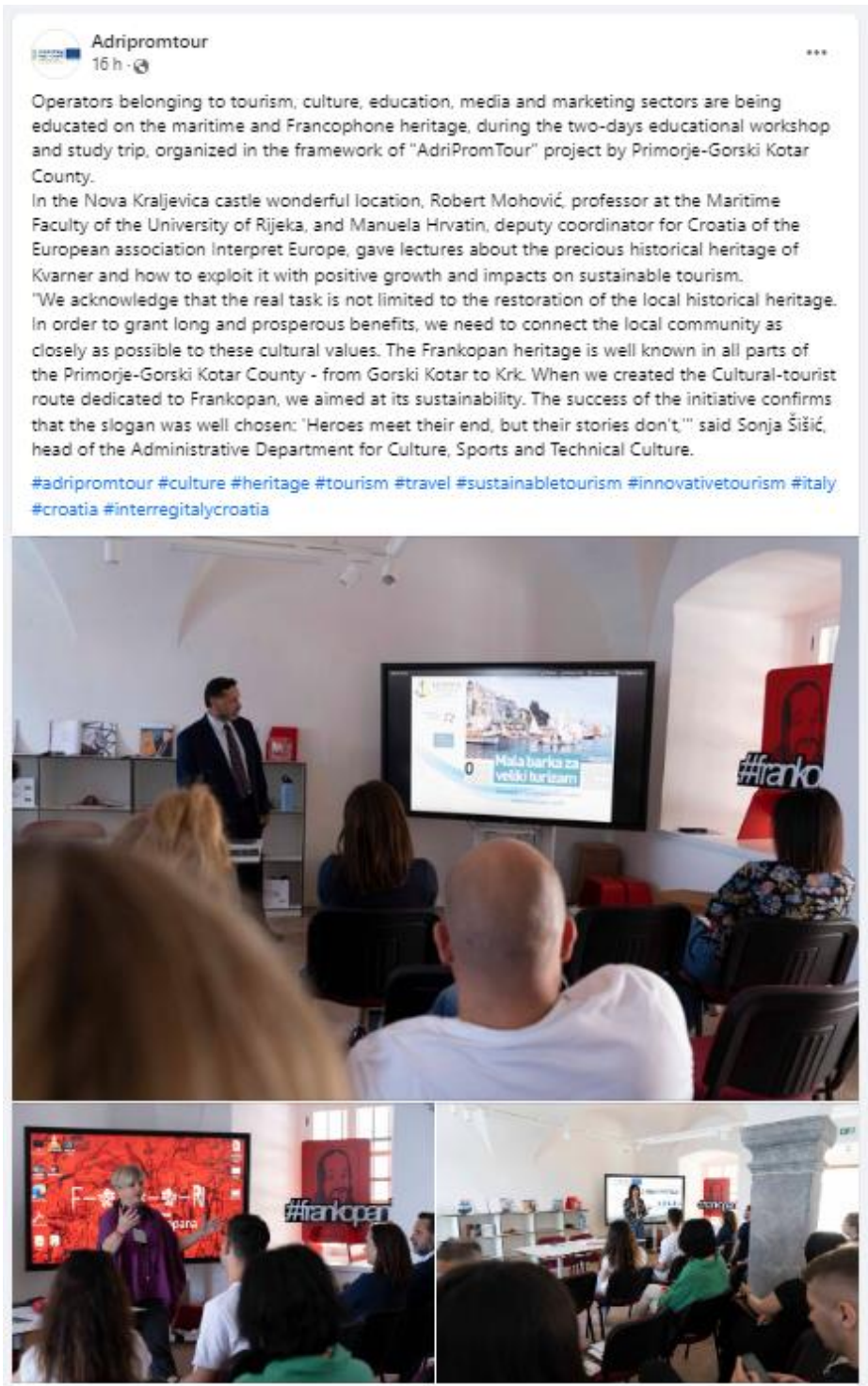
Project official Instagram page

https://www.instagram.com/p/CsodOq1tdBc/?img_index=1



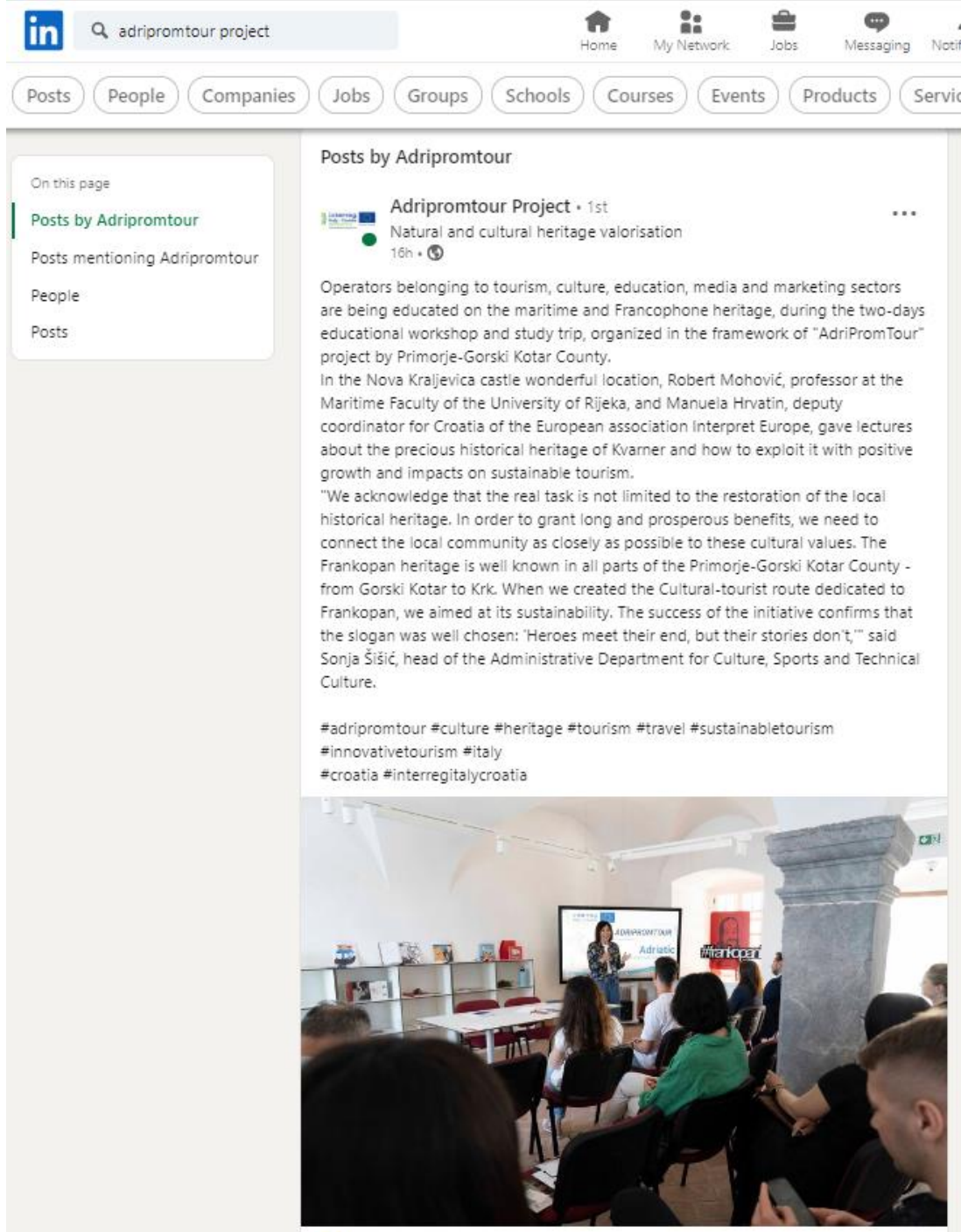
Project official Facebook page

<https://www.facebook.com/adripromtour/posts/204641589066084>



Project official LinkedIn page

https://www.linkedin.com/posts/adripromtour-project-71548524b_adripromtour-culture-heritage-activity-7067170455639478272-ZYey



Adripromtour Project • 1st

Natural and cultural heritage valorisation
16h • 🌐

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

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

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

#adripromtour #culture #heritage #tourism #travel #sustainabletourism
#innovativetourism #italy
#croatia #interregitalycroatia

Primorje-Gorski kotar county official Facebook page

<https://www.facebook.com/photo?fbid=786400143223853&set=pcb.786410013222866>



Project website: <https://programming14-20.italy-croatia.eu/web/adripromtour/-/pgkew>



[Home \(ITA-CRO\)](#) / [Projects \(ITA-CRO\)](#) / [AdriPromTour](#) / [News](#) / [Rjeka Educational Workshop](#)

PRIMORJE-GORSKI KOTAR COUNTY ORGANISED AN EDUCATIONAL WORKSHOP ON TOURISM HERITAGE INTERPRETATION AND PROMOTION

Published on 24/05/2023 (last modified 24/05/2023)

[BACK TO ALL NEWS](#)

Employees in tourism, culture, education, media and marketing sectors are being educated on the maritime and Francophone heritage. During the two-days educational workshop, which includes a study trip, that was organized as part of the project "AdriPromTour" by Primorje-Gorski Kotar County in the Nova Kraljevica castle.

Robert Mohović, professor at the Maritime Faculty of the University of Rijeka, and Manuela Hrvatin, deputy coordinator for Croatia of the European association Interpret Europe, gave lessons about the precious historical heritage of Kvarner and how to exploit it with positive growth and impacts on sustainable tourism.

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Primorje-Gorski kotar county official website

<https://www.pgz.hr/objave/dvodnevno-edukacijsko-studijsko-putovanje-kulturnom-i-povijesnom-bastinom-pgz/>



Dvodnevno edukacijsko-studijsko putovanje kulturnom i povijesnom baštinom PGZ

MANIFESTACIJA

23.05.2023.
KULTURA, TURIZAM

U utorak, 23. svibnja 2023. u 10.00 sati u frankopanskom dvorcu Nova Kraljevica u Kraljevici (Rovina ulica 6) započinje dvodnevno edukacijsko i studijsko putovanje tijekom kojeg će biti predstavljen dio kulturno-povijesne baštine Primorsko-goranske županije.

Dio je to projekta "AdriPromTour- valorizacija jadranske kulturne i prirodne baštine kroz jačanje vidljivosti i turističke promocije", a kao predavači sudjeluju Robert Mohović, profesor na Pomorskom fakultetu Sveučilišta u Rijeci koji će govoriti o pomorskoj baštini Kvarnera i Manuela Hrvatina, zamjenica koordinatorice za Hrvatsku europskog udruženja Interpret Europe koja će upoznati sudionike s turističkom vrijednosti frankopanske baštine. U aktivnostima će sudjelovati skupina djelatnika iz turizma, kulture, obrazovanja, medija te influencer marketinga.

Tijekom utorka u 15.00 sati studijsko putovanje obuhvaća i obilazak frankopanskog kaštela Grobnik. U srijedu u 9.30 sati predviđen je posjet "DUBoaku – Interpretacijskom centru maritimne baštine Dubašnica – Malinska", dok je za 13.30 sati najavljen obilazak frankopanskog kaštela u Krku.

Ispred Primorsko-goranske županije za izjave će biti dostupne Sonja Šišić, pročelnica Upravnog odjela za kulturu, sport i tehničku kulturu i Iris Bruketa, savjetnica za rad na projektima Upravnog odjela za turizam, poduzetništvo i ruralni razvoj.

Podijelite ovaj članak



-  Magazin
Zeleno i plavo
-  Otvoreni
proračun
-  Savjetovanja s
javnošću
-  Javna nabava
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novine
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-  Oglasna ploča
graditeljstva
-  Matični uredi
-  Registar birača
-  Česta pitanja
-  EU info točka

<https://www.pgz.hr/objave/procelnica-sisic-kako-bi-nastavila-zivjeti-povijesnu-bastinu-nuzno-je-povezati-s-lokalnom-zajednicom/>



Traženi pojam

0 ŽUPANIJA | ŽUPANIJSKI USTROJ | OBLASTI I OKRUGI | VJEŠTI | INFORMACIJE | DOKUMENTI | MULTIMEDIJA



Pročelnica Šišić: Povijesnu baštinu trebamo što bliskije povezati s lokalnom zajednicom

KONFERENCIJA

23.05.2023
KULTURA

Djelatnici iz turizma, kulture, obrazovanja, medija i marketinga u dvorcu Nova Kraljevica upoznaju se s pomorskom i frankopanskom baštinom Primorsko-goranske županije. Dvodnevna edukacija koja uključuje i studijsko putovanje organizirana je u sklopu projekta "AdriPromTour – valorizacija jadranske kulturne i prirodne baštine kroz jačanje vidljivosti i turističke promocije".

O dragocjenoj povijesnoj baštini Kvarnera te kako je staviti u službu turizma, govore profesor na Pomorskom fakultetu Sveučilišta u Rijeci Robert Mohović i zamjenica koordinatorice za Hrvatsku europskog udruženja Interpret Europe Manuela Hrvatinić.

„Materijalnu povijesnu baštinu nije dovoljno obnoviti. Kako bi nastavila živjeti, s njom trebamo što bliskije povezati lokalnu zajednicu. Frankopanska baština zajednička je svim dijelovima Primorsko-goranske županije – od Gorskog kotara do Krka. Kad smo stvarali Kulturno-turističku rutu "Putovima Frankopana", željeli smo da bude održiva. Njezina posjećenost potvrđuje nam da je slogan dobro izabran: 'Heroji imaju svoj kraj, ali priče o njima ne'", istaknula je Sonja Šišić, pročelnica Upravnog odjela za kulturu, sport i tehničku kulturu.

Projektom AdriPromTour promoviraju se projekti Arca Adriatica te Kulturno-turistička ruta Putovima Frankopana koja je valorizirana projektom Hercultour. Na projektu AdriPromTour sudjeluje osam partnera iz Hrvatske i Italije među kojima je Primorsko-goranska županija.

Magazin
Zeleno i plavo

Otvoreni
proračun

Savjetovanja s
javnošću

Javna nabava

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Službene
novine

Proračun

Oglasna ploča
građevinstva

Matični uredi

Registar birača

Česta pitanja

EU info točka

Podijelite ovaj članak

Online portal media articles:

novilist.hr / 23-05-2023

<https://www.novilist.hr/rijeka-regija/rijeka/frankopani-i-na-tiktoku-novo-vrijeme-trazi-nove-oblike-promocije/>

riprsten.com / 23-05-2023

<https://www.riprsten.com/kraljevica/sisic-povijesnu-bastinu-povezati-s-lokalnom-zajednicom>

torpedo.media / 23-05-2023

<https://torpedo.media/novosti-regija/procelnica-sisic-povijesnu-bastinu-trebamo-sto-bliskije-povezati-s-lokalnom-zajednicom>

riportal.net.hr / 24.5.2023

<https://riportal.net.hr/rijeka/procelnica-sisic-povijesnu-bastinu-trebamo-sto-bliskije-povezati-s-lokalnom-zajednicom/392065/>

Polytechnic University of Marche

Executive summary

The thematic educations for stakeholders titled " DIGITAL TRANSFORMATION OF HERITAGE & TOURISM PRACTICES " was organized to discuss and exchange best practices on the topic as well as to raise awareness in various educational formal and non-formal institutions and business operators in the tourism and cultural heritage development market. It foresaw invited speeches and a demo session.

Date and Location

20th April 2023

Mole Vanvitelliana - Sala Boxe

Banchina Giovanni da Chio - Ancona

Programme:

- 15:00 Institutional greetings

- 15:20 Adrijo: a network of Adriatic Ports for tourism enhancement

Guido Vettorel and Elena Montironi - Port System Authority of the Central Adriatic Sea

- 15:45 Culture and new digital media: the innovative vision of the Museum of Macerata

Francesco Mastrofina and Luca Modugno - Rainbow CGI

- 16:15 Coffee break

- 16:30 Social and digital trends in tourism promotion

Sandro Giorgetti - osservatoriodigitale.info

- 16:50 Digitization of heritage leveraging tourism experiences

Ramona Quattrini - Marche Polytechnic University

- 17:10 DEMO session AR technologies - Q&A

Participants:

1. Central Adriatic Sea Port Authority
2. Istituto scolastico Savoia Benincasa (Ancona)
3. ITET Bramante Genga (Pesaro)
4. Liceo Scientifico Galilei (Ancona)
5. Liceo Classico e Linguistico Leopardi (Macerata)
6. Rainbow CGI s.r.l.
7. Pinacoteca Civica di Ancona
8. Polo 9
9. Università degli studi di Macerata
10. Inarcheck
11. Visioni d'archivio
12. ICOM Marche

13. Ancona Municipality

14. COPE Consorzio Punto Europa

Short description of the education activity:

The educational workshop was designed and arranged in the form of a meetings with presentations by experts in the Marche region and at Adriatic level relevant for the topics to be discussed and delat by AdriPromTour. In particular it was coordinated with the partner organizations and experts to schedule meetings, presentations, and interactive sessions. The workshop also arose in a discussion with heritage experts, technology professionals, digital marketing specialists, and representatives from tourism organizations.

The topics discussed ranged from culture and new digital media that allow a new generation of usercentered and adaptive experiences, social and digital trends in tourism promotion analysing also weak points in the current scenario, to the 3D digitization as a special focus and need in the new requirement enabling virtual and remote experiences able to bring people to visit the places. A special focus was deserved to the Adrijo platform: an innovative tool for tourism promotion at the Adriatic level, carried out in the project Remember, currently clustered in AdriPromTour. Thanks to the communication activities it was possible to reach out to appropriate organizations, institutions, and stakeholders involved in digital transformation initiatives in heritage and tourism.

This included museums, cultural centers, technology companies, tourism boards, and local government agencies and municipalities. Th previous established collaboration allowed to organize the educational workshop and gain insights into their projects and experiences, as well as to raise awareness in project results by Remember and AdriPromTour.

News about workshop was covered in media, as well on project web and social media:

See press release:

https://drive.google.com/file/d/1f3hrx4tAzByzJGjKBeTN6GhQyNaeCT0M/view?usp=drive_link

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

Photographs:





Municipality of Cervia

Executive summary

This report presents the thematic education workshop held in Cervia, Italy AdriPromTour. The goal of the educational workshop was to learn how local cultural identity can be a leverage for the development of alternative sustainable tourism with the involvement of the local community.

For this reason, with the aim of enhancing results of Arca Adriatica project and capitalize and promote them in the frame of Adripromtour, an educational walk along the city was organized, focussing on maritime heritage.

Location

Viale Nazario Sauro, 1, Cervia, Italy

Programme:

12 June 2023	
18.00-18.15	Transfer from Cesenatico to Cervia
18.15 – 20.00	<ul style="list-style-type: none"> <input type="checkbox"/> Walk along fishermen village <input type="checkbox"/> Introduction to the material and immaterial cultural heritage of the city of Cervia <input type="checkbox"/> Interactive laboratory by the Fishermen Cooperative <input type="checkbox"/> Aperitif
20.00	Dinner by „La Pantofla restaurant” – Restaurant and cultural Association http://www.circolopesicatoricervia.it/
22.00	Transfer to Cesenatico

Participants:

The workshop was addressed to cultural management associations and bodies, higher education bodies, tourism and marketing sector.

Attendants:

- ② 2 persons working in “Cooperativa Pescatori”, association set up to provide opportunities for fishermen's families and those who care about the recovery and enhancement of maritime traditions to get together..
- ② 1 person working in “Gruppo culturale civiltà salinara”, cultural association for the preservation of buildings, assets, archaeological finds and the management of the 'Camillone' salt mine of an open-air museum section with salt collection.
- ② 1 person working in “LIBERA Università per Adulti” in Cervia
- ② 1 person working in tourism marketing sector as freelance
- ② 1 person working in “Tenza di Cervia”, cultural association promoting historical research and knowledge of sailing;
- ② 1 person working in “Eureka Projects Srl”, consulting company in the field of marketing and communication.

Beside the above mentioned attendants, also the project partners joined the thematic education workshop.

Short description of the education activity:

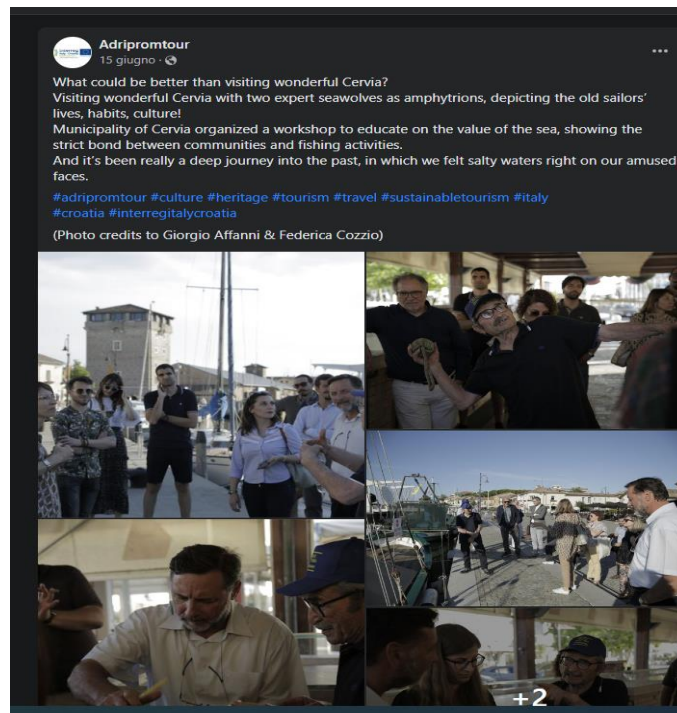
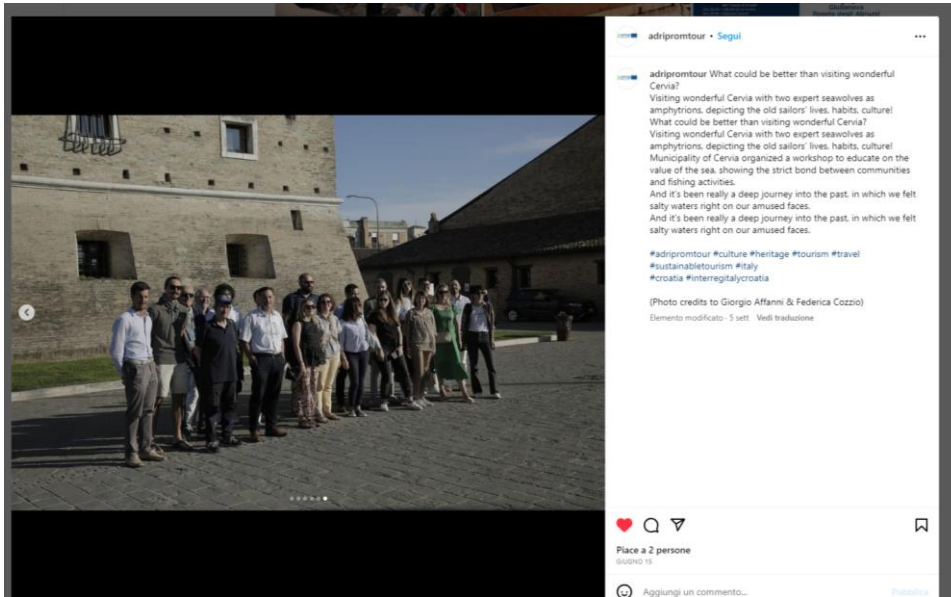
The Municipality of Cervia hosted a thematic educational workshop, within the activities of the AdriPromTour project, which was held on June 12th 2023 in Cervia. The education was first opened by Simona Melchiorri, Head of Delegation of the EU Policies Office of the Municipality of Cervia, who briefly outlined the material and intangible cultural and historical value of the Cervia marina. The tour then continued to Cervia's old fish market, where, thanks to the care and attention of the fishermen, the ancient and sustainable techniques for constructing nets were shown, together with curiosities on knots and modern fishing. The valuable testimonies of the old fishermen aim at not dispersing the old intangible heritage of historical knowledge about seafaring with a view to passing this knowledge on to new generations.

It was created with the aim of preserving the authenticity and heritage of the Cervia community, while at the same time encouraging the community to preserve this heritage and the identity of the destination. The workshop was attended by local stakeholders interested in the development and evaluation of innovative tourism products, tourism boards, local governments, businesses and students, scientists and professors.

Photographs:







Municipality of Cesenatico

Executive summary

This report illustrates the thematic education workshop for stakeholders which was held in Cesenatico as part of the AdriPromTur project, with the aim of involving tourism, cultural and museum operators and the local community in the promotion and definition of a new tourism model based on the protection and enhancement of traditional seafaring and local identity. For several decades, starting from the creation of the Maritime Museum in 1983, the city of Cesenatico has founded its own tourism development and promotion strategies in respect and valorization of the history and identity of its community, with evident results in terms of the creation of new opportunities and the dissemination of good practices that actively involved the local community and tourism operators; however, the training and involvement of tourism operators and the community must be a permanent action, to be carried out continuously, and for this purpose the workshop planned by AdriPromTur and illustrated here was carried out.

The educational workshop was planned in order to explain how local cultural identity can be a leverage for the development of alternative sustainable tourism with the involvement of the local community. For this reason, the programme was organised in 3 parts:

1. first part of explanation of the value of local cultural maritime heritage, both tangible and intangible as base for the development of sustainable tourism. Therefore achievements of the project Arca Adriatica were explained as capitalization in the frame of AdriPromTur project.
2. Second part of discussion among the participants as interactive session of the workshop to build on the information and experiences provided.
3. Third part of active testing for better understanding and further inspiration for the development of sustainable tourism offer based on maritime heritage through the on site guided visit by the Maritime Museum.

Date and location

The workshop took place 9 May 2023 at the Maritime Museum of Cesenatico (conference room and pavillion), starting at 3:00 P.M. until 7:00 P.M.

NB: the workshop had a lower number of participants than expected and some organizational difficulties (e.g. it was not possible to have a professional photo shoot) due to the period immediately following the first flood in Romagna on 3-4 May; however, it took place regularly respecting the program established and reported here.

Programme

- Introductory speech: Emanuela Pedulli, Delegate for Culture, Municipality of Cesenatico
- Presentation of the ADRIPROMTOUR project: Silvio Mini, project coordinator
- Exchange of ideas and proposals among participants
- Guided tour to Maritime Museum: Davide Gnola, director of museum and staff AdriPromTur
- Brunch at the museum

Participants

The workshop was addressed to tourist operators, and in particular in this case to hotel owners also active in the local associations and groups of tour operators, and to local guides and people charged of the maritime museum activities.

Attendants were in particular:

- 9 people who work in hotels in Cesenatico, chosen from among those who deal most with aspects linked to the promotion of innovative tourist routes; among them, 2 people also represent hotel consortia (Cesenatico Bellavita and Cesenatico Holydays) with which the museum has already activated collaborations on the knowledge side of maritime cultural heritage;

- 2 people from the Cesenatico Servizi company, which takes care of the management services of the maritime museum, particularly involved in the development of new experiential and laboratory activities, e.g. dyeing sails, etc.

- 1 person from the company Formula Servizi Srl, which takes care of the services of the Maritime Museum aimed to visitors, including the development of new proposals for tours and experiential activities to be carried out at the museum or in local maritime places;

- the Councilor for Culture of the Municipality of Cesenatico, the Director of the Tourism and Culture Sector, the Director of the Maritime Museum and of the city's cultural institutes also participated as speakers, as indicated in the program.

Short description of the education activity:

To well understand the contents of the workshop, it is necessary to clarify clearly that, as mentioned in the introduction, these types of activities that take place in Cesenatico are not isolated moments that take place occasionally within a project, but on the contrary, events that take place in a path of collaboration between culture and tourism and involvement of the community and local operators that dates back several decades. In particular, it was decided to involve hotel hospitality operators in this workshop in particular, because the request emerged from them and from the consortia that represent them to have a moment of in-depth analysis on the new experiential tourism proposals linked to the valorisation work and knowledge of maritime heritage and local identity conducted by the museum. Other moments more linked to the proposals and needs of other types of operators (e.g. restaurateurs, beach establishment managers) are continuously carried out during the year; in

this case, the opportunity of the thematic educational workshop of AdriPromTur was taken to focus on the theme of the proposals brought forward by the hotel operators.

The discussion was conducted as interactive workshop and was meant to be of bidirectional inspiration both for the stakeholders and the Municipality. In fact, given all the information, theoretical and practical, and the experiences and opportunities accrued in the frame of Adripromtour and Arca Adriatica, the group discussed on one side how to enclose them in a more sustainable tourism offer, and on the other side provided new proposals to the Municipality for further developments.

These are the topics in which the discussion was divided:

- at the beginning, the operators asked to be informed about the specific contents of the AdriPromTur project and the concrete opportunities aimed at tourism, e.g. in terms of organizing events and demonstrations, which was done by Dr. Silvio Mini;
- the Director of the Museum, Dr. Gnola, illustrated more specifically the activities of the AdriPromTur project and the connection with other previous projects on similar themes, e.g. ARCA Adriatica, also relating them to the international relations and cooperation activities carried out by the museum;
- during the subsequent discussion, the operators were asked to suggest lines of action by the museum for the development of new itineraries to propose to the public, e.g. linked to the activities to be carried out at the museum;
- a strong request emerged from a consortium of hotels to offer sailing experiences with traditional boats; a broad debate followed which however illustrated the organizational and regulatory difficulties;
- the operators involved in the museum's management services briefly illustrated some workshops and experiences that the museum could implement in the future, asking those present for their assessment of interest;
- subsequently, the Director of the Museum conducted a guided tour to illustrate to the operators the new multimedia and immersive equipment created at the museum;
- the workshop ended in the late afternoon with a small convivial moment at the museum.

The workshop was followed up by the active involvement of some of the operators present in defining the program of the AdriPromTur event to the public, in which some of the laboratories and proposals for visits illustrated at the workshop were actually tested (e.g. dyeing sails and repairing nets) and in general widespread knowledge of maritime heritage as a concrete opportunity for operators for new forms of conscious and sustainable tourism.

End note

Adripromtour's aim is to capitalize and concretely further build on previous Italy-Croatia projects and to further promote their achievements through a set of actions including the education

workshop addressed to stakeholders. Giving this, the local context, the results to be capitalized and further promoted to implement sustainable tourism, the Municipality of Cesenatico considered as appropriate and in line with the project's actions/goals to organise the education workshop as described, namely foreseeing and explanatory part, followed by an interactive dialogue and subsequent demonstrative/test experience. In this way all theoretical, creative and practical aspects, which are typical of training activities, were covered with the aim of developing sustainable tourism based on local identity.

Photographs



University of Pula

Executive summary

This report presents the educational workshop “Sustainable cultural routes” held in the project AdriPromTour

Location

Stanica 50, FET, Preradovićeva 1, Pula

Programme:

19 th May 2023	
9.00 – 9.30	Registration of the participants at Faculty of Economics and Tourism 'Dr. Mijo Mirković' (<i>Preradovićeva 1/1, 52100 Pula</i>)
Thematic education for stakeholders	
9.30 – 11.00	Sustainable cultural routes development part 1 (Manuela Hrvatin)
11.00 – 11.30	Coffee break
11.30 – 13.00	Sustainable cultural routes development part 2 (Manuela Hrvatin)

Participants:

General public, cultural management associations and bodies, students by higher education. From a numerical point of view, the participants were:

- 1 person working in Istria County
- 23 persons working and studying on Faculty of economics and tourism “Dr.Mijo Mirković”
- 1 person working in Tourist Board Medulin
- 2 persons working in Istrian Development Agency
- 1 person working in Municipality of Medulin
- 2 persons working in Labusca d.o.o.
- 1 person working in Medea

Short description of the education activity:

Juraj Dobrila University of Pula had organized an educational workshop on the topic “Sustainable cultural routes”; within the AdriPromTour project activities, which was held on May 19, 2023.

The education was held by lecturer Manuela Hrvatin, deputy coordinator of the Interpret Europe Association for Croatia and the creator of the Istria Inspirit project, which affirmed material and immaterial cultural and historical heritage of Istria through a series of interpretive storytelling, guides and events.

The interpretation of heritage as a communication strategy and form of informal learning can be used in the larger measures than is used, not only in tourism and culture but also in the field of education, free time, learning for the future and sustainability. Interpretation of heritage encourages activity and thinking, the use of new technologies and the preparation and creation of future jobs. It is created through heritage transformative tourism that preserves authenticity and heritage, and at the same time encourages the community to preserve that heritage as well as the identity of the destination.

The workshop was attended by local stakeholders interested in the development and evaluation of innovative tourist products, tourist boards, local administrations, businesses and students, scientists and professors.

The mentioned workshop is an introductory activity for the study visit that will take place on May 27 at in the area of Ližnjan Municipality where stakeholders will participate in a tour of the cultural route created as part of the project Atlas - Create your Atlas of Routineraries - Experience Ližnjan. Route connects cultural and natural heritage and valorizes five connected localities on the territory of the Municipality bike paths 332 and 333.

Photographs:



City of Kaštela

Executive summary

This report presents a Thematic education for Stakeholders in Kaštela held in the project AdriPromTour

Location

Museum of town of Kaštela (Vitturi Castle), Kaštela

Programme

05 th April 2023	
9.15 – 9.30	Registration of the participants
STUDY VISIT, THEMATIC EDUCATION	
9.30 – 12.30	Guided tour of the four locations (Castle Vitturi, Kaštilac, Podvorje and Old olive tree) that will be displayed on the digital platform
12.30 – 13.00	Presentation of VR platform <i>(PP6 Europe Point Consortium)</i>
13.00 – 13.15	Conclusions, Q&A and discussion <i>(LP Primorje-Gorski Kotar County)</i>
13.30	Lunch @ Vitturi Castle

Participants

From a numerical point of view, the participants were:

- 2 persons working in Municipality of Cervia
- 3 persons working in COPE
- 3 persons working in Municipality of Cesenatico
- 1 person working in UNIVPM

- 2 persons working in University of Pula
- 2 persons working in Primorje Goranska County
- 5 persons working in six different Touristic agencies
- 1 person working in Tourist board of city of Kaštela
- 2 persons working in Museum of town of Kaštela
- 2 persons working in two different media houses
- 4 persons working in City of Kaštela
- 2 persons working in Development agency of City of Kaštela

Short description of the thematic education

There was a presentation of the VR PLATFORM, an innovative digital content that presents the localities that the guests had previously visited during the excursion. held by mr. Emiliano. Stakeholders showed great interest and the education was very interactive.

Consorzio Punto Europa

Date and Location:

31/05/2023 from 10 a.m. to 12 p.m. in the Sporting Hotel in Teramo

Participants

The representatives of the following organizations/institutions participated to the education:

- 1) Provincia di Teramo
- 2) Comune Rocca di Mezzo
- 3) Distretto Turistico Gran Sasso
- 4) Pro Loco Rocca di Mezzo
- 5) Cookthelook webblog
- 6) Italia Nostra Teramo
- 7) Europe Direct Abruzzo
- 8) Università degli studi di Teramo
- 9) Consorzio Monti Gemelli per il turismo montano
- 10) GOON Comunità Integrata
- 11) Federalberghi Abruzzo
- 12) Camera Commercio Teramo
- 13) Top Level Marketing&Media

Short description of the education activity:

Consorzio Punto Europa has organised an educational workshop addressed to the regional administrators and stakeholders operating in the field of cultural and tourism development.

The event offered a valuable opportunity to explore and discuss new trends in the tourism sector, with a particular focus on sustainability and technological innovation in the field of digitalization of cultural and natural heritage.

During the workshop, in addition to an illustration of the activities carried out in the framework of AdriPromTour project, the participants shared their experiences and knowledge on sustainable tourism, covering several important topics related to sustainable tourism and technological innovation in the digitalization of cultural and natural heritage such as:

Sustainable tourism best practices: Participants shared their experiences and knowledge on successful sustainable tourism practices, especially in rural areas. This exchange of good and best practices model and strategies involved examples of environmentally responsible tourism initiatives, recent projects that have had, (and new financed projects that will have), a positive impact on the local communities and ecosystems.

Reducing seasonality and environmental impact: Strategies and methodologies to address the issue of seasonality in tourism were likely discussed. Participants, have explored ways to promote tourism during off-peak seasons (especially in the mountain area) and reduce the environmental impact caused by high tourist numbers during peak times.

Territorial marketing planning: Developing effective marketing strategies to promote the region's cultural and natural heritage in a sustainable manner. This could involve branding the region as a responsible tourism destination and targeting specific audiences.

Eco-friendly tourist itineraries: Creating tourism routes and itineraries that encourage responsible travel, minimize ecological footprint, and promote eco-friendly activities and services.

Innovative technologies for visitor experience and cultural heritage preservation: Participants likely explored the use of technology, such as virtual reality platforms and headsets, to enhance the visitor experience. Virtual reality can be an innovative tool for showcasing cultural and natural heritage in an engaging and immersive way and help preserving local cultures and traditions..

Tourism operators education: in local community engagement, in order to emphasize the importance of involving and empowering local communities in tourism development and encourage tourism operators to collaborate with local businesses and service providers to promote economic growth and sustainability.

Photographs:







Tv service on the event with interviews:
https://www.youtube.com/watch?v=ipK0_olhGUg

Šibenik-Knin County

Date and location

The workshop was held on the 21st of December 2022 on the location of the medieval Šibenik wells. The area of Šibenik's wells is an ideal location for telling the story of water, which significantly influenced the historical development of Šibenik. Square of four wells is actually a city cistern built in 1453. Since Šibenik was constantly lacking water, during the Venetian administration, a large cistern was built on the former property of the Dominicans. It is the only cistern built outside the city walls. It was named Four Wells after the four wells of the crown with which water was extracted from the cisterns.

Programme

- Introductory speech, Ph.D. Marko Jelić, County prefect
- Presentation of the ADRI PROMTOUR project, Lucija Madžar, project coordinator
- Research on medieval Šibenik wells, Josip Čuzela, retired conservator and historian
- Tourist visits to medieval wells today, Hrvoje Jelković, head of the Azimut cultural center that manages the area of the wells
- Presentation of the cultural-tourist route "Water - a powerful creator of history", Krešimir Grubić, communication expert and author of the cultural-tourist route "Water - a powerful creator of history"
- Exchange of ideas and proposals among participants for creating a cultural interpretation of the heritage of medieval wells in Šibenik, Krešimir Grubić

Participants

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

Short description of the education activity

The workshop part of the meeting with the tourist guides was led by Krešimir Grubić, expert associate on the project. Retired historian and conservator, Josip Čuzela, told the history of the construction and use of Šibenik's wells from the 15th century to the present day, as well as the different ways in which cities throughout history tried to provide their residents with this basic prerequisite for life. Hrvoje Jelković, representative of the cultural center Azimut, which operates in the premises of medieval wells, told about the experiences and challenges he faces every day in communicating with visitors. Šibenik tour guides also shared their experiences and provided a number of examples and ideas for improving the interpretation of medieval wells.

Photographs

