

Report on study visit

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Primorje-Gorski Kotar County

Date and location

The study tour took place on Tuesday and Wednesday, **23rd and 24th of May 2023, in Primorje-Gorski Kotar County (sites of Kraljevica, Grobnik, Malinska, Vrbnik, and Krk)** according to the programme below.

Programme

Tuesday, 23 May 2023:

- 1:00 - 1:30 p.m. Tour of the Nova Kraljevica Castle
- 1:00 - 2:30 p.m. Lunch at the Frankopan Restaurant in Kraljevica: a meat dish inspired by the Frankopan family
- 3:00 - 5:00 p.m. Tour of the Nine Cities' Law Trail and Frankopan castle Grobnik
Tasting of Grobnik beer and polenta with potatoes
- 8:00 - 10:00 p.m. Dinner by chef Leo Jurešić inspired by the Frankopan family in Malinska
- Concert by Maja Valjak and accompanying musicians – performance of Renaissance music

Wednesday, 24 May 2023:

- 9:30 - 11:00 a.m. Visit to DUBoak – Dubašnica-Malinska Maritime Heritage Interpretation Centre
- 12:00 - 12:30 p.m. Visit to Katunar Winery in Vrbnik
- 12:30 - 1:30 p.m. Visit to Krk Island Maritime Heritage Interpretation Centre
- 1:30 - 2:30 p.m. Tour of Frankopan castle in Krk
- 2:30 - 3:30 p.m. Lunch at the Frankopan Restaurant in Krk: fish dishes inspired by the Frankopan family

Short description of study visit

The Primorje-Gorski Kotar County, the leading partner of the Adripromtour project, organized a study visit in the Kvarner region that took place on May the 23th and 24th.

Twenty-one persons from 15 different institutions and organisations took part in the study tour. They were tourism, culture, education and media workers and influencers. They were all given AdriPromTour project promotional materials and souvenirs as gifts.

Study tour participants were familiarised with the locations, castles and exhibits of interpretation centres by professional guides – employees of these institutions. Participants were representatives from institutions and organizations related to tourism, culture, education, and the media who visited the Frankopan castles in Kraljevica, Krk and Grobnik during a two-day study trip. They also visited DUBoak - Maritime Heritage Interpretation Center Dubašnica - Malinska. These are examples of good practices of valorizing historical, cultural and natural heritage, i.e., putting them at the service of modern tourism. The participants of the study trip agreed that the Primorje-Gorski Kotar County can become recognized in the world for its maritime and Francophone heritage.

The thematic education and study visit organized by the LP were closely interconnected with the same participants to create a thematic sequence of first learning / knowledge acquiring activity about the developed thematic-cultural routes and tourist products based on cultural/maritime heritage, and then continue with practical approach through study visit that enabled the participants to experience firsthand what was presented and learned at the education.

Within the attached study visit programme, it is visible which locations / points of interest important for the valorization and promotion of the cultural and maritime heritage of the Primorje-Gorski kotar county had been visited, connected to the previous S and S+ projects (*Nova Kraljevica Castle, Nine Cities' Law Trail and Frankopan castle Grobnik, Frankopan castle in Krk*), i.e., related to the **HERA and HERCULTOUR projects**. For example, Nova Kraljevica Castle and Castle in Krk were reconstructed within the EU project HERA from the IPA program of Adriatic cross-border cooperation, which was further capitalized through clustered HERCULTOUR project by supporting the sustainable tourism approach, mitigating high seasonality pressure by improving the offer for integrated destination management and development of rural tourism while exploiting the preserved joint cultural assets. All three visited castles are part of the "The Routes of the Frankopans", a very important cultural-tourist route that was fostered in valorization activities by Hercultour project, within which the Management Plan and Sustainability Plan for "The Routes of the Frankopans" and its visitor centres were developed. Also, visited *DUBoak–Dubašnica-Malinska Maritime Heritage Interpretation Centre* was equipped within the clustered **ARCA ADRIATICA project** and promoted within the Adripromtour project, as well as *Krk Island Maritime Heritage Interpretation Centre* which was established within Mala barka 2 project implemented within Interreg SI-HR programme, but upon which experiences' and knowledge the ARCA ADRIATICA project was built on, as well as included in some of the ARCA ADRIATICA activities, namely, as part

of the developed cross-border and local tourism itineraries and the implemented ARCA ADRIATICA study visit as part of the promotional campaign activity implemented by Kvarner region tourism board – project partner in ARCA ADRIATICA project and the main public governed body for the promotion of tourism products and activities in the Primorje-Gorski kotar county).

Participants

The representatives of the following organizations/institutions participated in the study visit:

1. Novi list
2. Association "Mali dub"
3. Kanal Ri
4. Radio Capodistria
5. Lynx and Fox
6. Faculty of Tourism and Hospitality Management
7. Faculty of Maritime Studies Rijeka
8. CREW MEDIA d.o.o.
9. Tourist Agency TAMARA
10. DANDY d.o.o. Otočac
11. Association of renters PGŽ "Kvarner"
12. IRTA d.o.o.
13. Interpret Europe
14. Promo Verse Agency
15. Music School of Ivan Matetić Ronjgov, Rijeka

The LP procured an external expert for the organization of education, as well as the study visit. They conducted research on the most suitable stakeholders to include in these activities, based on the consultations with the LP representatives about their prior collaborations and experiences from clustered ARCA ADRIATICA and HERCULTOUR projects, as well as available contact info for reaching the stakeholders and involving them in awareness-raising activities. The external expert, after the advice and guidelines received from the LP, contacted several organizations and institutions acting in the cultural, educational, and promotional aspects of valorizing cultural and maritime heritage. For example (a) Novi list, Kanal Ri, and Radio Capodistria are media representatives that learned about the project and, consequently, disseminated the information via their promotional channels; (b) Association Mali dub, Lynx and Fox, and Interpret Europe are organizations that are promoting natural and cultural heritage; (c) Faculty of Tourism and Hospitality and Faculty of Maritime studies are education institutions relevant for the project, e.g., they were engaged as external experts in clustered project ARCA ADRIATICA in the creation of Marketing Plan and Technical specifications and descriptions of traditional wooden small boats as part of the promoted tangible maritime heritage. Other involved stakeholders are active in the mentioned fields as well. The feedback from participants was collected both verbally in the form of video interviews (shown in D.2.3.3 Study visit video by LP) and in form of written questionnaires, in which they were asked about their general

impression of the visit (if it was useful or not), about the quality of visiting and presenting main points of interest (three castles on "The Routes of the Frankopans" cultural-tourist route and maritime interpretation centre DUBoak in Malinska), the quality of the additional programme of the visit, and opinion if they would like to participate in similar study visit again in the future, related to Adriatic cultural and natural heritage. All feedback and impressions were positive and participants expressed their satisfaction and will to be further involved in similar actions and events.

The gathered feedback from the participants in the form of written questionnaires and interviews in the study visit video depicted their impressions about the study visit and acquired knowledge, as well as raised awareness about the visited cultural/maritime heritage locations. Next to the mentioned feedback, we would like to point out to the effect that the study visit had on some of the participants, as well as ways in which they continued to promote project results and raise awareness to a wider public:

A) Ivan Tokić, social media manager chosen as a relevant actor in modern and digital promotion, for encouraging him to further promote project results and thematic tourism-cultural routes via social media tools. As a result, influencer Ivan Tokić posted YT Shorts and TikTok video about the study visit to which he participated and, thus, raised awareness about the Adripromtour activities and results to a wider online audience.

B) Dario Marčac, social media manager chosen as a relevant actor in modern and digital promotion, for encouraging him to further promote project results and thematic tourism-cultural routes via social media tools. As a result, Dario Marčac posted a video about Frankopan family and history (connected to the visited castles on "The Routes of the Frankopans" cultural-tourist route) that was shared via TikTok, Instagram Reels, Facebook Reels, and YouTube shorts channels, and that reached over 20.000 views and 100 comments in the first day of publishing (the range of public that commented were from the children/students that learn about the Frankopan history in school to the elderly population who posted some detail/information they know about this specific topic).

C) Tamara Jurković, the participant of the study visit, in role of a president of the association KUBS Baštinica from Otočac – Lika-Senj County, initiated significant processes within cultural policies in the local community, as well as cultural and educational programs and projects. Based on the initiative of Ms. Jurković, Lika-Senj county organized an exhibition "The Routes of The Frankopans" in a Museum Lika in Gospić that was open from 29 September to 24 October 2023. As a proof, we are attaching the announcement on the LP's official website about the mentioned exhibition inspired by the Adripromtour study visit. It is worth mentioning that the exhibition was moved to Karlovac County as well at the end of October 2023 and, thus, the story of the Frankopan history developed and promoted within Standard and Cluster IT-HR projects has been spread to other counties as well and the awareness raised inside and outside of the Programme area

Photographs

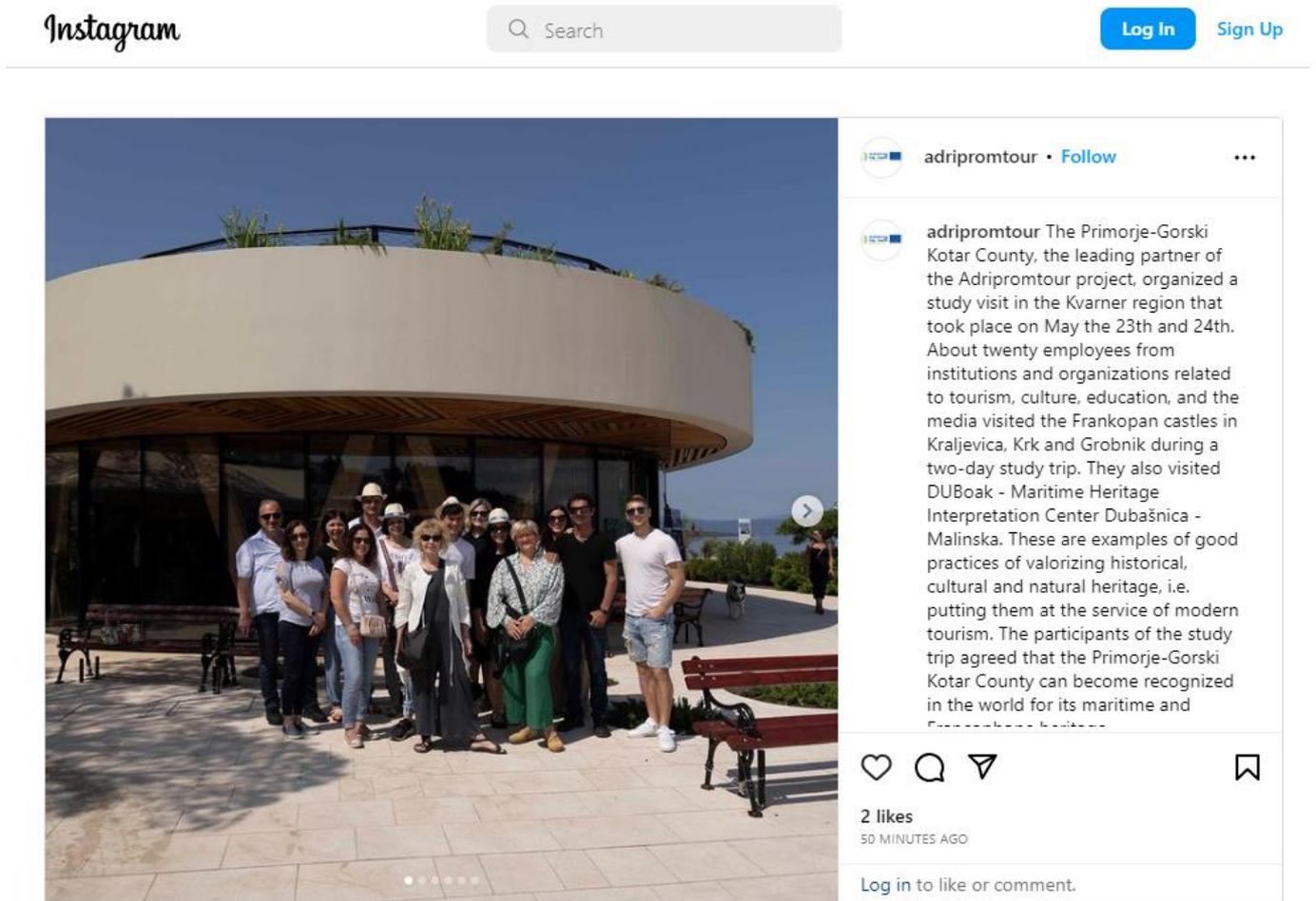


External links and screenshots

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

Project official Instagram page

<https://www.instagram.com/p/CsqsUYsN6Yv/>



Project official Facebook page

<https://www.facebook.com/adripromtour/posts/205105079019735>



Project official LinkedIn page

https://www.linkedin.com/posts/adripromtour-project-71548524b_adripromtour-culture-heritage-activity-7067487082163634177--q4Q?utm_source=share&utm_medium=member_desktop



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







👍 You and 2 others

Primorje-Gorski kotar county official Facebook page

<https://www.facebook.com/photo/?fbid=787627876434413&set=pcb.787630029767531>



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

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PRIMORJE-GORSKI KOTAR COUNTY ORGANIZED A STUDY VISIT FOR CULTURAL AND TOURISM OPERATORS

Published on 25/05/2023 (last modified 25/05/2023)

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

Primorje-Gorski kotar county official website

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



0 ŽUPANIJI | ŽUPANIJSKI USTROJ | DJELOSRUG | VIJESTI | INFORMACIJE | DOKUMENTI | MULTIMEDIJA



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Natječaji

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građiteljstva

Matični uredi

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Dvodnevno edukacijsko-studijsko putovanje kulturnom i povijesnom baštinom PGŽ

MANIFESTACIJA

📅 25.05.2023
🏷️ 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

<https://www.pgz.hr/objave/pomorska-i-frankopanska-bastina-temelj-razvoja-turistickih-sadrzaja-primorsko-goranske-zupanije/>



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Tržani pučani



Pomorska i frankopanska baština temelj razvoja turističkih sadržaja Primorsko-goranske županije

KONFERENCIJA

26.06.2023
KULTURA

Primorsko-goranska županija u svijetu može postati prepoznatljiva po svojoj pomorskoj i frankopanskoj baštini. Složili su se oko toga sudionici studijskog putovanja organiziranog na Kvarneru u sklopu projekta AdriPromTour – valorizacija jadranske kulturne i prirodne baštine kroz jačanje vidljivosti i turističke promocije.

Dvadesetak djelatnika iz institucija i organizacija vezanih uz turizam, kulturu, obrazovanje i medije tijekom dvodnevnog su studijskog putovanja obišli frankopanske kaštele u Kraljevici i Krku te na Grobniku. Posjetili su i DUBoak – Interpretacijski centar maritimne baštine Dubašnica – Malinska. Primjeri su to dobre prakse valorizacije povijesne, kulturne i prirodne baštine, tj. njihova stavljanja u službu suvremenog turizma.

„Lokalna zajednica mora biti s ljubljena s povijesnom, kulturnom i prirodnom baštinom. Ako nije, ta baština neće živjeti. Lokalna zajednica najlakše podržava projekte očuvanja baštine u kojima jasno vidi ekonomski dobitak, no potrebno je osvijestiti da je naša sadašnjost izgrađena na toj baštini, a da uz nju trebamo moći vezivati i svoju budućnost. Turizam ne smijemo prođavati samo burgerima! To nema ni priče ni topline! Kako bismo očuvali svoj identitet i tradiciju, naš turizam treba imati poveznicu s baštinom“, kazala je Manuela Hrvatin, zamjenica koordinatorice za Hrvatsku europskog udruženja Interpret Europe.

Djelatnici iz kulture i turizma istaknuli su da Primorsko-goranska županija veliku pozornost pridaje interpretaciji svoje baštine te razvoju turističkih sadržaja namijenjenih širokom krugu ljudi – od djece do umirovljenika.

„Drago nam je da smo dio onoga što činimo, mogli predstaviti ljudima koji će pronositi glas o frankopanskoj i pomorskoj baštini Kvarnera. Najbolji su promotori baštine upravo ljudi koji o njoj govore kroz vlastito iskustvo. Frankopani su dali velik doprinos u mnogim područjima svojeg djelovanja – od diplomacije preko zakonodavstva do kulture i umjetnosti. Freko tih područja lakše ih je predstaviti ljudima danas – kako domaćima, tako i gostima“, rekla je Sonja Šišić, pročelnica Upravnog odjela za kulturu, sport i tehničku kulturu.

Taj odjel i Upravni odjel za turizam, poduzetništvo i ruralni razvoj PGŽ-a naime surađuju na provedbi projekta AdriPromTour na kojem je Primorsko-goranska županija vodeći partner. Projektom AdriPromTour promoviraju se projekti Arca Adriatica te Kulturno-turistička ruta Putovima Frankopana koja je valorizirana projektom Hercultour.

„Trebamo osvijestiti da pomorska baština nije samo ona materijalna u kojoj su tradicijski brodovi i brodice, nego i nematerijalna poput tradicijskih pomorskih vještina u kojoj su ribolov i jedrenje tradicijskim barkama. Tu nematerijalnu baštinu možemo očuvati samo zahvaljujući ljudima s ovog područja koji baštine te tradicijske vještine“, rekao je Robert Mohović, profesor na Pomorskom fakultetu Sveučilišta u Rijeci.

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Online portal media articles:

1. bodulija.net / 25-05-2023
<https://bodulija.net/foto-pomorska-i-frankopanska-bastina-temelj-su-za-razvoj-turistickih-sadrzaja-primorske-goranske-zupanije/>
2. novilist.hr / 25-05-2023
<https://www.novilist.hr/rijeka-regija/otoci/projekt-adripromtour-posjet-interpretacijskom-centru-duboak/>
3. otok-krk.org / 25-05-2023
<https://otok-krk.org/krk/pomorska-i-frankopanska-bastina-temelj-razvoja-turistickih-sadrzaja-primorsko-goranske-zupanije>
4. poduzetnik.biz / 25-05-2023
<https://poduzetnik.biz/produktivnost/adripromtour-pomorska-i-frankopanska-bastina-temelj-su-za-razvoj-turistickih-sadrzaja/>
5. riportal.net.hr / 25-05-2023
<https://riportal.net.hr/rijeka/pomorska-i-frankopanska-bastina-temelj-razvoja-turistickih-sadrzaja-pgz/392386/>
6. torpedo.media / 25-05-2023
<https://torpedo.media/novosti-regija/adripromtour-pomorska-i-frankopanska-bastina-temelj-su-za-razvoj-turistickih-sadrzaja-primorskegoranske-zupanije>
7. teklic.hr / 26-05-2023
<https://www.teklic.hr/aktualno/aktualno-hrvatska/pomorska-i-frankopanska-bastina-temelj-su-za-razvoj-turistickih-sadrzaja-primorske-goranske-zupanije/253406/>
8. tunera.info / 26-05-2023
<https://tunera.info/projekt-adripromtour-turizam-nije-prodavanje-burgera/>

Polytechnic University of Marche

Executive summary

The study visit titled " DIGITAL TRANSFORMATION OF HERITAGE & TOURISM PRACTICES " was organized to discuss and exchange best practices on the topic in support of various schools in the area and business operators in the tourism and cultural heritage development market.

Location

Loggia dei Mercanti, via della Loggia, Ancona and Ancient Port of Ancona.

Programme

10.00 Adrijo: a network of Adriatic Ports for tourism enhancement

Guido Vettorel - Port System Authority of the Central Adriatic Sea

- 10.30 Digitization of heritage as a lever for educational and interactive experiences

Ramona Quattrini - Marche Polytechnic University

- 11.15 Coffee Break

- 11.30 Outdoor session with visit to the Arch of Trajan and DEMO Augmented Reality

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. Università degli studi di Macerata
10. Inarcheck
11. Visioni d'archivio
12. ICOM Marche
13. Ancona Municipality

The invitations were sent to a larger public, after some exchanges PP1 obtained several participants, all in line with the partner expertise and the goal of the Study visit. In fact, besides the general aim of raising awareness on natural and cultural heritage valorised through the capitalized projects and provide/collect suggestions for the development of sustainable tourism practices, a specific goal of

the Ancona study visit was about digital preparedness and the potential of digital transformation for natural and cultural heritage tourism dissemination.

From one side, thus, a significant target group can be found among educational institutions (High-schools and Universities) as foresaw from the AF (Education and training organisations as well as universities and

research institutes). Other participants were selected considering who in recent years have developed - in their respective fields of action - significant experiences in the field of tourist valorisation of heritage by ICT and digital innovative tools. In addition, some TGs (Cultural and natural heritage management bodies and Local, regional and national public authorities) were chosen as relevant for locally raise awareness of available tools and thematic routes (ICOM Marche, Comune di Ancona and Clvic Gallery of Ancona).

The feedback from the participants was collected in form of video interviews, then used in the D.2.3.3 Study visit video.

Considering the approach of the PP1 Study Visit, specifically oriented to shade light on the digital transformation of tourism practices and its advantages in sustainable development of cultural heritage, the feedback collection regarded the tech acceptance of digital tools and the appreciation of the Target groups.

We are attaching a report about a survey with 42 respondents:

https://drive.google.com/file/d/19Y4XMXCU25oOOpfyfMZVhnsLu_eqCfy8/view?usp=sharing

Short description of the study visit

The study visit was aimed to investigate the digital transformation of heritage and tourism practices and required careful planning and coordination. The Objectives of the study visit were clearly articulated, whit the determination of specific aspects of digital transformation in heritage and tourism practices to be explored, such as the use of virtual reality, augmented reality, mobile applications, supporting the development of touristic paths and presenting the Adrijo platform, born from the REMEMBER project.

The destinations were searched and identified in the Ancona metropolitan area, visiting specific sites where digital technologies have been successfully implemented to enhance visitor experiences and preservation efforts thanks to the involvement of the Central Adriatic Sea Port Authority as LP of the Remember project. The project delt in fact with the development of a touristic path in the Ancient Port of Ancona, with QR codes, interactive experiences and AR applications.

The PP1-UNIVPM created a detailed itinerary that includes visits various destinations and experiencing with different demos, carried out by the Lab Dhekalos of the Polytechnic University of

Marche. Thus the study visit engaged representatives by different institutions relevant to topics of the event, incorporate a mix of presentations, demonstrations, and hands-on experiences. The timing of the study visit also ensured that the itinerary allows enough time for discussions, networking, test for evaluating experiences and Q&A sessions with local experts.

The arrangement of the study visit was also a way to engage with the Local Community, including the possibility for schools' teachers and students to gain insights into the social and cultural aspects but also results obtained so far.

The study visit was based on lectures provided by experts (see the presentations here: https://drive.google.com/drive/folders/1KK0grVP9jrBAGYOh-9QB0i61SdhJ04aM?usp=drive_link) but also on a demo session of technologies that can deeply change the touristic practices. The demo session was also evaluated by the participants through a questionnaire. See the 3rd column of the present table.

Photographs







AdriPromTour

Valorisation of Adriatic cultural and natural heritage through strengthening of visibility and tourist promotion



L'UNIVERSITÀ POLITECNICA DELLE MARCHE

è lieta di invitarla alla **STUDY VISIT** sul tema:

DIGITAL TRANSFORMATION OF HERITAGE & TOURISM PRACTICES



20 Aprile 2023
ore 10.00 - 13.00



Loggia dei Mercanti
via della Loggia, 34 - Ancona

PROGRAMMA

- 10.00 **Adrijo: un network di Porti adriatici per la valorizzazione turistica**
Elena Montironi - Autorità di Sistema Portuale del Mar Adriatico Centrale
- 10.30 **La digitalizzazione del patrimonio come leva per esperienze didattiche e interattive**
Ramona Quattrini - Università Politecnica delle Marche
- 11.15 Coffee Break
- 11.30 **Sessione outdoor con visita all'Arco di Traiano e DEMO Augmented Reality**

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Municipality of Cervia

Executive summary

This report presents a study visit “Discovering Cervia's tangible and intangible heritage” held in the frame of AdriPromTour project. The goal of the study visit was to present sustainable thematic routes, and to actively experience the local culture and community as leverage of alternative tourism possibilities.

Location

Municipality of Cervia

Programme

21 June 2023	
09:30 – 10:30	Visit to the historic shipyard “De Cesari”.
10:45 – 11.45	Historical boat excursion.
18:30	Walk through the Milano Marittima Garden City.
21:00	Night tour to the Bunkers and Dragon's Teeth of Milano Marittima.

22 June 2023	
10:00	Visit to the Cervia Salt Pans and Visitor Centre.
11:00	Walk along the tamarisk path - Cervia salt pans

Participants

From a numerical point of view, the participants were:

- 3 persons working in Municipality of Cervia;
- 1 person working for “Italo Americano” magazine
- 1 person working for “Interventi. The Travel Magazine” newspaper;
- 1 person working for “Kid Pass” magazine;
- 1 person working for “Ravenna Notizie” regional magazine;
- 1 person working for “Il Resto del Carlino” regional magazine;
- 1 person working for “Agenda Viaggi” magazine
- 1 person working for “RAI Voce”, national TV and magazine;
- 1 person working for “Pensalibero.it” magazine;
- 1 person working for “EcoMuseo Cervia”, an institution dedicated to the study, protection and dissemination of global collective memory;
- 1 person working for “Atlantide”, an important regional stakeholder in the field of environmental education with awareness-raising and dissemination initiatives reserved for companies, programmes for the enhancement of territories and cultural heritage, for the growth of sustainable tourism and a new environmental culture;
- 1 person working for “GN Filmmaker” in the field of communications and audiovisual narratives.

The participants were selected considering the aim of the Study visit, which was to raise awareness on natural and cultural heritage valorised through the capitalized projects, and provide hints for further development of sustainable tourism routes. Therefore, PP2 decided to organize a study visit by involving the main local players of the area with regard enhancement of local identity and environment (namely Ecomuseum and Atlantide), as well as journalists having different perspectives/specialization (sailing tourism, family tourism, environment, general). The study visits were organised to enhance the main features of Cervia identity, thus maritime heritage, nature, as well as some original and lesser-known aspects of the local history which are rather of great attraction. Driver of the study visit was meeting with locals in order to allow the participants to directly experience the local culture and community.

At the end of the study visit all participants were interviewed and in particular the journalists, whose impressions and evaluations are recorded in the video of the study visit DT 2.3.3 (as extract for communication purpose). Full interviews are available as raw material by PP2.

The added value was important as we matched main local bodies dealing with natural and cultural heritage with journalists who spread information to a broader public (both specialized and non), and who provided useful and interesting perspectives for further enhancement and sustainable tourism development. As a result, after the study visit a good number of editorials on Cervia and “his people” and authenticity was produced both within project end and also after through specialized socials. PP2 considers this result a good awareness raising campaign on local identity as well as a sort of promotional legacy of the study visit.

The participants clearly caught the essence of the proposal as the interviews demonstrate.

The evidence of feedback collection are summarized in the study visit video.

Full interviews are uploaded here:

https://drive.google.com/drive/u/1/folders/1TEAqN_dUuJ4NVXfMQBs6TF-C6UQmZ8vH

As the interviews are in Italian, we provide here the transcription of the main statements of participants which demonstrate the goal of the study visit was reached:

1. E. Binacchi: (0:00-0:29) he explains by showing curative mud of saltpan that **there is more than the beach tourism** in Cervia; (0:30-0:50) states that he spent 2 full days **experiencing the sea, shipyards, biodiversity, thus the city of Cervia in a citizenship atmosphere**, therefore you can really come to Cervia and feel a citizen for 1 or 2 days of this city which is known for the sea and the sand but it is **rather expression of a lot of local characters and a lot of heritage**; (0:51 up to end) he states that more **effort has to be done to promote the originalities and lesser known story** such as bunkers
2. Chianese: (0:48-1:40) Cervia has a lot to offer, the territory is heterogeneous, and **besides the beach there are a lot of interesting things to discover and to do**. One of these are the saltpans which offer a peculiar **environment** where you can be in touch with nature and relax, discover **biodiversity**. This aspect has to be further promoted addressing nature lovers; (1:41- 1:48) Also city center is very lively, the **pinewood** is very relaxing, so once again nature is predominant; (3:40-4:00) it is important to enhance peculiarities of the territories. **Beauties are everywhere, but in some case they are not enhanced at all, while I noticed that here what you have you make efforts to enhance it, and this is very appreciable and other territories should do the same**
3. Curradi: (0:40-0:47) I appreciated a lot the **excursion on traditional boat**, which is **very thrilling** ; (0:48 -1:15) even if I’m not a **nature** passionate, I realized that saltpans and

butterfly house **have great appeal and are suitable for different targets of tourists** including families; (1:16-1:47) there are a **lot of things to do besides the traditional beach holiday**, in fact you can also discover interesting details of the recent history like bunkers

4. Del Bimbo: (0:30-1:00) I was **impressed by the nature and biodiversity** you can enjoy here, I appreciated a lot the butterfly house; (1:03 -1:32) **the greatest experience was the boat excursion on 2 traditional boats restored, sailing with traditional sails of two families of Cervia** ;
5. F. Binacchi: (0:16- 1:14) We had a **wonderful experience of an excursion on an historical boat, which is something really peculiar and difficult to experience somewhere else and in the way it was proposed**. I was very much **impressed** by the **initiative of a local cultural group who refurbished a bunker of the 2nd world war along the coast**. To discover such a thing in such a central area of the city it is very particular and is a curiosity able to attract different kind of tourism besides the traditional beach and leisure tourism
6. Perer: (0:19-0:42) I think it is **very important that initiatives like this one are organised by local Administrations because it allows to communicate the territory through the experience**, so we can talk about it with consciousness; (0:43 - 1:23) today we learned the **significance of sailing the sea under full sail on the historical boat** owned by the Municipality. I believe there is nothing more beautiful than a **cruise moved by the wind, a green cruise by definition**, and above all we were able to **appreciate the mastery of those who steer the boat, the history, the knots, we also visited a shipyard**. Cervia has a lot to tell: the saltpans, bunkers which tell another piece of history; (1:24- 1:50) I think these are really important initiatives. **I'll write about it**, and I'll also dedicate a text to the butterfly house. Today we had an experience based on the sea, the underground with the bunker, and the sky with those wonderful butterflies; (1:51-3:08) **I was impressed by the environmental richness, I'm fascinated by saltpans, so I think that often people just go to the beach without knowing what's inland**. I believe this **environmental richness has to be communicated**. It is not easy and so **the tourist should be invited to know more about the history of Cervia**, which is very peculiar, and is told/shown for instance through the salt museum, and so on. **There really is a "mine" of things to tell about Cervia, which stands out for this reason among the localities of the upper Adriatic**. Maybe it is not that easy to effectively communicate how much there is to do besides sunbed and sun umbrella
7. Vianello:(0:11 - 1:18) I look for interesting things to do by families with children. There are many here to do, and in particular it was wonderful to discover that here in Cervia children can experience becoming salt workers for a day, or either little ornithologists because they can do birdwatching in the saltpans. **Cervia offers a lot in the nature, in the sea with the**

historical boats, there are many visit possibilities by bike, by foot, thus in a sustainable way for a slow tourism tailored for families with children; (1:19-1:49) the thing I liked most is finding authenticity of people who told their professions, from the sailors to the shipwright, naturalistic guides, salt workers. There are really wonderful things both for adults and children

Short description of the study visit

From 21st to 22nd June, a study visit was held in Cervia for professional journalists in the fields of tourism, culture, and the innovative attractiveness of Italian territories.

In particular, two intense days of visits were organized in cooperation with the Ecomuseum of Salt and the Sea of Cervia, with the aim of making Cervia's identity known through original and authentic experiences, also thanks to meetings with "the people of Cervia".

First of all, the town's seafaring soul was introduced with a visit to the historic De Cesari shipyard where Paolo, a historic shipwright, narrated the evolution over time and the consolidation of his company's reality through the creation of unique pieces, true jewels of the sea built by hand that still represent an exclusive brand in traditional and non-traditional boating. From storytelling to experience with a sail on the historic Tenza di Cervia boats "Tre Fratelli" and "Tre Sorelle", restored thanks to funds from the Arca Adriatica Interreg Italy-Croatia European project.

The study visit then focused on the theme of nature and biodiversity with a visit to the House of Butterflies and Insects, where journalists strolled among hundreds of colorful tropical butterflies, and learned about the many thematic activities and workshops for children and adults aimed at raising awareness of the role of biodiversity and the importance of its conservation.

Late in the evening, local history was also discussed with a visit to the bunkers dating back to the end of the Second World War, where the German occupation was preparing for the supposed landing of the Allies off our coast.

The second day was instead dedicated to the salt-making tradition, with a visit to the Salina, where the counter-visitors accompanied the delegation along the tamarisk path after illustrating the workings of the salt mine and the activities that take place, also in collaboration with MUSA and the Gruppo Culturale Civiltà Salinara.

The aim of the study visit was to promote and enhance the material cultural and natural heritage of the Cervia area with a view to integrating thematic routes based on values and traditions with the more traditional tourist offer: routes suitable for everyone, adults and children, and especially not only during the summer season.

Moreover, the study visit was based on tangible and intangible heritage of Cervia, explained and experienced during the education workshop, and which likely was largely experienced during the study visit with the contribution of locals who are willing to “tell the story” of Cervia. Furthermore, it was shown in practice how the mix of ICT and analogic tools can help in enhancing such heritage.

Therefore, the authenticity of the city and its people becomes an original non mass and non seasonal tourism offer. These concepts, which are peculiar of the so called “heritage walks” were explained and tested during the education, to teach how local cultural identity can be a leverage for the development of alternative sustainable tourism with the involvement of the local community. As said, this heritage, which is not always evident as a monument would be, or known when talking about immaterial traditions, finds in new technologies a great means of enhancement and preservation at the same time. In fact, thanks to Arca Adriatica, a great work of recordings, video making, storytelling on maritime heritage was done, uploaded in the APP Immagina Cervia and supported by signs, so that it can be enjoyed just while hanging around the city alone, at a distance, or in a group in the frame of heritage walks.

In the frame of Arca Adriatica the thematic path “Cervia maritime city” was created with this methodology, which was used for the organization of the education and the study visit. A study visit accompanied by locals, and foreseeing meetings with locals expressing the traditions and identity/history of the city. The thematic path includes most of the points subject of the study visit (marina, traditional boats and sailing, shipyard, fishing techniques, saltpans, pinewood), which was widened with some novelty (like lately restored bunkers and buildings) we would like to integrate in the APP as well as in the tourism proposal with the same method.

See info about Innagina Cervia APP and the path “Cervia maritime city” here: <https://www.turismo.comunecervia.it/it/download/app-e-podcast/immagina-cervia>

See brochure of the path and APP here: <https://drive.google.com/drive/u/1/folders/1nnhwpxPkc6nfNFKqqyzmEnTVHvKgEkA2>

The above-described information and materials used during the education were provided and given to the participants of the study visit together with the material about the Adripromptour project.

Photographs









Link to the video: <https://www.youtube.com/watch?v=PqZsoB0fyp8>

Municipality of Cesenatico

Summary

This report presents the study tour that Municipality of Cesenatico organized as activity planned in the framework of the project AdriPromTour.

The study tour had the aim to involve some of the most active subjects in the field of safeguarding and enhancing the maritime heritage, in particular traditional sailing boats, in order to exchange experiences and best practices and reflect together on the most appropriate ways to involve the public and also make this practice a possible tourist opportunity.

The study tour took place on Friday 12 May 2023, within the public event dedicated to Romagna lugsail also included in the AdriPromTur project (see D 3.3.3); it took place mainly at the Maritime Museum of Cesenatico and at the canal port.

Contents of the study tour

The program (see attachment) first of all provided a welcome social moment on the canal port in the late afternoon of the previous day. On the morning of May 12, the participants were registered and the information and promotional materials were delivered, including those created with the AdriPromTur project logo; later, after a short briefing, took place the visit to the Maritime Museum, visiting not only the public exhibition but also the operational areas such as the sail storage and dyeing laboratory, the covered open area used for small maintenance, completed and equipped through the ARCA Adriatica project, and the interior of the *Giovanni Pascoli* transport lugger. The group was also able to see a demonstration of dyeing the sails with the traditional method. The visit continued to the port facilities where a fisherman illustrated the fishing methods still in use in the port of Cesenatico and the fishing tourism experiences he had achieved; the wholesale fish market was also visited and the methods of auctioning were illustrated. The lunch for the group was hosted at the restaurant of the Cesenatico Nautical Club.

In the afternoon, the participants in the study tour met the community of owners of traditional lugsail boats moored in the harbour area reserved for this type of boat (heritage harbour of Cesenatico), exchanging observations and opinions with them, and collaborating with the evaluation commission which had to examine these boats to evaluate their correspondence to the criteria established for being part of the heritage harbour.

Subsequently, at the Maritime Museum, a meeting was held in which all participants were invited to speak in particular on the following topics:

- presentation of the activities carried out by the group represented by each participant;
- what are the problems in proposing the sailing experience with traditional boats to the public;
- how to foster a generational turnover for activities related to the valorisation of the maritime heritage.

The presentations were not meant to be a simple illustration or promotion of one's own activities, but everyone was asked to get to the heart of the problems and critical issues, and also highlight the most significant solutions that had been found. In the debate, very different approaches and ways of working also emerged, from the more structured and institutional ones to those more linked to volunteering and the contribution of individuals.

The study tour ended with dinner at a fishermen's cooperative in Cesenatico.

Moreover, the study visit was implemented using the materials and situations already prepared as part of the previous ARCA Adriatica project, and the solicitations and requests that emerged during the thematic education. In particular, as shown by the report, the aspects linked on the one hand to the sustainable conservation of maritime heritage, both tangible and intangible (for example the restoration of boats, but also the maintenance of ancient knowledge such as tailoring and dyeing sails) were explored in depth. Furthermore, a strong urge has emerged to experiment with how the practice of navigation with traditional boats can become an innovative and sustainable tourist proposal. The PP3 study visit was mainly based on the results of the Standard ARCA Adriatica project results (for example the restoration of boats, but also the maintenance of ancient knowledge such as tailoring and dyeing sails).

Participants

For the study tour was sought and obtained the participation of some associations active in the Venice area, of great interest because they are mainly made up of young people, in particular TVB Traditional Venetian Boats and Ass. Batipai, and also the Ass. Nave di Carta. Also represented were ISTIAEN Institute for Naval Archeology and Ethnology of Venice (which brings together scholars and experts of maritime heritage), FIBAS Federazione Italiana Barche Storiche (which brings together the main associations of traditional and vintage Italian boats), the University of Ca' Foscari Venice (engaged in research projects on maritime heritage) and Finproject (involved in some EU projects related to enhancement of tourism). Also present were two members of Agwe, a working group of ethnological videomakers engaged in a research project on the communities of traditional sailing practitioners, and two journalists respectively from Radio Capodistria and the webmagazine BEC

Barche d'Epoca e Classiche (see signature list). These groups also collaborated in defining the contents and program of the study tour.

The participants in the study visit were chosen among various subjects who in recent years have developed - in their respective fields of action - significant experiences in the field of tourist valorisation of maritime heritage: among them, in particular, associations that offer navigation with traditional boats and active visits to shipyards or places linked to maritime heritage, agencies and university departments who have managed cultural tourism projects, video makers and specialized journalists who know the general context and can offer a contribution of knowledge.

All these subjects were involved not only as participants, but also before for the preparation of the study visit, to concretely define the themes and the program.

The feedback from the study visit was the subject of a specific debriefing moment at the end of the study tour, in which each participant expressed his comments in comparison with the other participants: useful indications emerged for defining the future lines of action of the museum and the municipality regarding the tourist valorisation of the reality of the museum and the local maritime community.

The level of feedback from the participants was very high: it should be underlined that the study visit program did not end with the tour of the realities and experiences shown, but included a second part dedicated precisely to the collection of feedback and the comparison of experiences. Some of the participants were media operators, and they also poured their feedback into the services they produced, others were representatives of associations, universities, institutions, and brought their feedback to the places they belonged to.

Examples of the awareness raised among the study visit participants:

The link to the Radio Capodistria broadcast/podcast created by the journalist Antonio Saccone at the Cesenatico study tour, with explicit reference to the AdriPromtur project:

https://www.rtvsllo.si/rtv365/arhiv/174959581?s=radio_ita

The GDdrive link to the article published in Nautica (the main Italian nautical magazine) by Giovanni Panella, participant in the Cesenatico study visit, on the presentation of the declaration of lug sailing as "intangible cultural heritage" held in the framework of the AdriPromTur public event:

https://drive.google.com/file/d/1SxDub0QnLh2lerHt9G4y-UhdYQAKb2gb/view?usp=drive_link

University of Pula

Executive summary

This report presents a study visit “Experience Ližnjan” held in the project AdriPromTour

Location

Municipality of Ližnjan

Programme

27th May 2023	
9.00 – 9.30	Registration of the participants @ Uvala Kuje (Ribarski mol), 52204 Ližnjan
STUDY VISIT – EXPERIENCE LIŽNJAN	
9.30 – 11.30	Guided tour of several locations (Nesactium and Monte Madonna)
11.30 – 13.30	Guided bike tour (Memorial park Cesare Rossarol and ST. Mary church in Kostanjica)
13.30 – 13.45	Conclusions, Q&A and discussion
14.00	Lunch @ Uvala Kuje (Ribarski mol)

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 City of Kaštela
- 2 persons working in Municipality of Ližnjan

- 1 person working in Puls Events
- 1 person working in Municipality of Medulin
- 2 persons working in Tourist Board Ližnjan
- 8 persons working and studying in Faculty of Economics and Tourism in Pula
- 1 person working in BylStria
- 1 person working in Tourist Board of Medulin
- 1 person working in BRB Sport
- 1 person working in Book Istria
- 1 person working in Redesign

During the organization of the study visit, the aim was to involve as many stakeholders from tourism operating in the southernmost part of Istria. These are stakeholders who have gained numerous knowledge through many years of work and experience that contribute to the creation of the overall experience of the cultural route. Joint engagement has created a unique cultural route that enriches the tourist offer of rural areas, and on the other hand contributes to the preservation of cultural heritage and natural landscapes of the Municipality of Ližnjan.

Stakeholders are involved already from the initial steps of preparing the study visit and later through active participation, cycling through the cycling cultural route, studying cultural monuments and entering military complexes. Stakeholders are familiar with the customs and traditions of all places encompassed by the Municipality of Ližnjan, thanks to a qualified tourist guide who informed and directed them all the way. Also, thanks to the Association for the Preservation of Fortifications, stakeholders also had a unique opportunity to enter the military complex.

All stakeholders discussed and expressed their opinions together, when they talked about new possibilities of expanding the offer or improving it by including culture, and actively acting towards the preservation of cultural heritage.

After the thematic education, the participants expressed interest in experiencing this cultural route, which they showed by coming to a study visit, and at a joint gathering through a conversation with a meal after the end of the cycling tour. In addition to the sights themselves, the participants were also interested in the garments that the tourist guide had on him, to which she presented them with a traditional scarf and apron ("traverša"). As tourist guides are immensely important for the

preservation of cultural heritage and customs, i.e., they are the key in conveying stories and information, the promotional video was accompanied by a statement and commentary by the guide herself, who played a significant role in the study visit through communication with the participants and their involvement in the overall activity of the cycling route, and finally receiving positive impressions from all participants.

Short description of the study visit

Faculty of Economics and Tourism "Dr. Mijo Mirković" at Jurja Dobrila University in Pula, as one of the project partners, organized a study visit for local stakeholders and the general public on Saturday, May 27th, which included a guided tour within the cultural route created as part of the Atlas - Create your Atlas of Routines project – Experience Ližnjan. Stakeholders had the opportunity to visit numerous local sights and cultural heritage and learn more about their history and interesting things, as well as participate in a guided bicycle tour along the coast starting from Šišan to the Kuje bay in Ližnjan. The route connects cultural and natural heritage and valorizes five localities on the territory of the municipality connected by bike paths 332 and 333. Starting with Nezakcij, which records traces of human culture from the prehistoric to the early medieval period and which is considered the capital of the Illyrian tribe Histri, after which the Istrian peninsula was named, the route leads to the church of the Blessed Virgin Mary in Kostanjica, built in the 16th century, which is mentioned as the place of execution of St. Geronimo and in which there are remains of medieval frescoes on the walls and a Gothic inscription on the facade. The asphalt and macadam route leads to the fortress of Monte Madona, an underground military complex on the Svetica hill of the same name, not far from Šišan. Next comes the place, the memorial site of the sinking of the warship Cesare Rosarol and the church of Our Lady of Kuj, known as a votive chapel and a spiritual refuge for farmers and fishermen.

The associates on the project presented to the participants of the study visit the activities of the AdriPromTour project and at the same time presented the results of the successfully implemented Interreg project Atlas, which marketing and promotionally valorized the bike - cultural route under the slogan: Create Your Atlas of Routineraries - Experience Ližnjan. This cultural and sports event further strengthens the attractiveness of the destination, thereby encouraging a wider tourist visit. These activities also promote the positioning of Istria as a tourist destination for year-round tourism. The study visit is an example of good practice in the valorization of historical, cultural and natural heritage, i.e. putting them at the service of modern tourism. This also emphasizes the preservation of identity and heritage and their connection with tourism.

The study visit is based on thematic education during which the stakeholders were presented with a cycling tour, as well as the sights encountered along the way. During the presentation, maps were distributed containing directions on movement and a description of individual sights. The stakeholders then participated in the study visit using maps and acquired knowledge.

Links to presentations:

https://drive.google.com/file/d/1r-ggBUDsXzdqj9K6N3KsyrImwtWDXqFd/view?usp=drive_link ,
https://docs.google.com/presentation/d/1DZLvGclHHDpa50g-z1IB-VQehOvAzoNw/edit?usp=drive_link&oid=115338401294799242349&rtpof=true&sd=true

Photographs





City of Kaštela

This report presents a study visit Kaštela held in the project AdriPromTour

Location

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>
13.30	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

The participants in the study visit were chosen considering their impact on the development of tourism in Kaštela, among them, in particularm touristic agencies/tour operators, media houses, Museum of town of Kaštela and Tourist board of town of Kaštela. They contributed with their knowledge and experience, not only as participants, but as well as study visit route designers.

Touristic agencies/tour operators because of their experience in designing routes and guiding tourists. Museum of town of Kaštela because of their knowledge of the localities that werеп art of the chosen route. Media houses because of their experience in the promotion of new tourist products and promotion in general. Tourist board of town of Kaštela because of their experience in the touristic development of the city, as well as connecting tourist with other stakeholders in tourism (touristic agencies, hotels, restaurants, etc). The Tourist Board is an important link because it is the main presenter of tourism in the Kaštela. With its annual trainings, they will present the results of the project to small private renters, hotels, camps, restaurants, etc. In this way, there will be a link between the project and other tourism stakeholders that were not included in this study visit. After the study visit, positive feedback was received (verbally). All stakeholders were satisfied with the proposed route which connected several important localities of the city area. Everyone believes that is necessary to continue working on the presentation of this established route, and that further tourism development of the city can only be achieved through joint efforts.

The evidence of feedback collection are summarized in the study visit video. As some interviews are croatian and in Italian, we provide the transcription of main statements of participants which demonstrate the goal of the study visit was reached:

Bernarda Šustić, tour guide chosen as a representative of tour guides in the local area says: „ Kaštela had a lot to offer. I am convinced that anybody who comes here can have a full tourist experience while visiting Kaštela through these proposed routes“.

Filippo Lucci, as a representative of project partners, says: „This is one of the most beautiful destinations I have visited for sure and the Adriatic coast has left a very positive impression. That is something that perfectly matches the profile of the project and the activities on the field we have implemented throughout the last month as a form of promotional campaign in our destination.“

Iris Bruketa, as a representative of LP, says: „This is a great opportunity not only for partners to connect and to get to know each other in order to exchange our experiences and to see what new

innovation shall we implement next until the end of the project, but it is also a great time to visit the landscape and the nature of the place we are visiting.”

So we can conclude that we had reached the goal of this study visit and that we had very positive feedback.

Short description of the study visit

Study visit started with a gathering of guests in Kaštel Sućurac. Guests are introduced to the cultural heritage of Kaštela on a half-day excursion with a local licensed guide in English. The trip included four of the most important localities in Kaštela, which were also included in the digital platform, presented in the Vitturi castle in Kaštel Lukšić after the trip.

The guests were introduced to the rich heritage by a licensed guide who, during the excursion, presented numerous interesting facts about Kaštela, the past, culture and tradition of the Kaštela region, with an emphasis on the points of interest covered by the digital platform.

The excursion ended at the Vitturi castle, where the work part of the study visit continued.

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.

At the end, a closing speech was held, and the guests were served lunch in the form of "finger food" prepared by a local catering company, and the selection of dishes followed Mediterranean and Dalmatian cuisine.

Thematic education served us as a basis for designing the study visit and defining the localities that were presented. Stakeholders from the field of tourism participated in the training, primarily the tourist board of the town of Kaštela and tour operators and agencies from the area of city of Kaštela, as well as the Museum of the City of Kaštela as representatives of the cultural sector. The route is designed as a combination of cultural and touristic.

Some of the locations presented during the study visit were the part of guided tours established on **Standard Value project**.

Photographs







Consorzio Punto Europa

Date and Location:

31/05/2023 from 12.30 to 16.00 at the Sporting Hotel and at the resorted Castello Della Monica in Teramo

Participants

The representatives of the following organizations/institutions participated to the study visit:

- 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

The study visit organized by Consorzio Punto Europa for tourism operators, local administrators and stakeholders in the field of cultural and tourism development has been a very peculiar experience which served as a platform for knowledge exchange, inspiration, and networking among the regional administrators and stakeholders.

It combined a virtual study visit using the VR platform developed via Adripromtour and a “traditional” on-site visit.

The format was designed in order to provide participants with the opportunity to explore the region's cultural and tourism potential from two different perspectives:

a) the virtual visit involved an innovative approach to exploring the territory through a Virtual Reality (VR) platform and headsets introducing stakeholders to the local and region's potential and inspire them to work towards its sustainable development.

b) The second part of the study visit took place at Castello della Monica, a recently restored and now publicly accessible neogothic and baroque structure.

The study visit organized by COPE, which included tourism operators and local administrators as participants, was strategically designed to engage with the key actors in the field of cultural and tourism development with a holistic Perspective: Including various stakeholders leading to a more well-rounded and comprehensive knowledge exchange that addressed the diverse needs and interests of the area.

The goal was not only to inform them about the Adripromtour project but also to harness their involvement in maximizing the project's impact.

Stakeholders were selected because of their importance and potential contribution in the context of the Adripromtour project, mainly aimed at fostering their potential contributions from various perspectives:

Primarily, as part of the expertise criteria, the participation of tourism operators, including entities like Distretto Turistico Gran Sasso, Pro Loco Rocca di Mezzo, Consorzio COTUGE Monti Gemelli per il Turismo Montano, and Federalberghi Abruzzo, made valuable added value. Their contributions encompassed a deeper understanding of the distinctive qualities inherent in the region's cultural and natural heritage, active involvement in crafting novel promotional strategies, which also integrated Virtual Reality (VR) technologies and immersive experiences for tourists and safeguarding of this heritage, with the potential for these measures to be applied in their respective operational areas. This knowledge exchange was facilitated through immersive study visits conducted via VR headsets, showcasing the Adripromtour implemented platform.

Beyond the primary objectives of the project, the study visit served as a platform for conceiving new initiatives with an educational focus. As a result of their participation, the University of Teramo has chosen to incorporate VR tools and technology into the curriculum of a forthcoming 3-year degree program which will be launched in the next academic year. This inclusion will aim to prepare future tourism guides with the skills needed to meet the evolving demands of the tourism sector, particularly in the sector of innovative tourism guides.

The involvement of local policy makers was geared towards fostering networking and leveraging the outcomes of the Adripromtour project for long-term, sustainable development. The study visit proved invaluable in shaping strategies and facilitating the initiation of new projects centered around sustainable tourism. This, in turn, led to the establishment of multiple operational partnerships and synergies

a) Provincia di Teramo: The collaboration between COPE and the Province of Teramo has resulted in the initiation of a capitalization project named "Adri4future," stemming from the output of the VR Platform Adripromtour. This project has been submitted as part of the Italy-Croatia new call for standard projects, with COPE as the lead applicant and the Province of Teramo as an associated partner.

b) Rocca di Mezzo Municipality: COPE has actively promoted the methodologies and accomplishments established within the Adripromtour project. This effort led to the successful financing of a project under the Piani di Indirizzo Territoriale (PIT). This project focuses on the virtualization of the cultural and natural heritage of the entire mountain district and municipalities within the Altopiano delle Rocche district.

c) Italia Nostra: The involvement of the president of Italia Nostra, who is a former municipality museum director, has been instrumental in the initiation of two projects based on virtualization and the utilization of VR technology. These projects have received funding and are set to start around the half of the upcoming year. They include the establishment of an innovative "earthquake

museum” in Capitignano municipality and the development of the “Ponzio Pilato” museum in Bisenti, using VR platform and immersive tools.

The involvement of the Chamber of Commerce of Teramo played a significant role in facilitating the collaboration for the organization of the three-day event "TERAMARE," which was held in Giulianova and coorganised with Cope in the framework of Adripromtour project with a booth in which visitors had the possibility to exploit VR platform immersive experience.

Finally, in the context of modern tourism promotion, where social media plays an increasingly pivotal role, the active participation of representatives from Cookthelook, GOON, and Top Level Marketing&Media during the study visit provided a firsthand opportunity to witness the strategies employed across various social media platforms for the promotion of destinations and attractions. This participation allowed for the assessment of which specific platforms and promotional methods through social media prove to be most effective in terms of reaching their intended target audiences.

Interviews and main contributions of the stakeholders which participated to the study visit can be seen following this link: https://youtu.be/zwdb_9OZaI?si=5XCCLuJOVQbZ0CyE

The stakeholders which intervened to the study visit, demonstrated a keen interest in fostering new forms of sustainable tourism and promotions, for both educational and promotional purposes, as evidenced by their active participation in a television service here linked in the full-length version - > https://youtu.be/ipK0_olhGUg?si=YYod9yAZBbj7N9I, that formed the basis for the editing of the study visit video with translated into English interviews and participants comments that can be watched here ->https://youtu.be/zwdb_9OZaI?si=dMKnqhetL3jV7iA6).

The specifics regarding the outcomes attained, including new collaborations and prospective projects encompasses insights into the numerous initiatives that PP6 Cope plans to undertake within the territory, capitalizing on the heightened awareness and interest generated among municipalities, the university, and other key players in the tourism sector.

Short description of the study visit activity:

The study visit organized by Consorzio Punto Europa for tourism operators, local administrators and stakeholders in the field of cultural and tourism development has proven to be an enriching experience with two distinct parts.

1. **Virtual study visit:** The first part of the visit involved an innovative approach to exploring the territory through a Virtual Reality (VR) platform and headsets. This allowed participants to experience the beauty and cultural richness of the region in a completely immersive way. By using VR technology, attendees could virtually visit various attractions

and sites, providing them with a unique and realistic perspective of the destination's offerings. Virtual study visits like this can be an effective way to introduce stakeholders to the local and region's potential and inspire them to work towards its sustainable development.

2. **On-site visit:** The second part of the study visit took place at Castello della Monica, a recently restored and now publicly accessible neogothic and baroque structure. On-site visits offer a tangible experience, allowing participants to witness firsthand the results of successful restoration and preservation efforts. This visit likely provided valuable insights into heritage conservation and how the restoration of historical sites can contribute to tourism development. It also showcased the importance of preserving and promoting cultural heritage as a means of attracting tourists and contributing to the local economy.

By combining a virtual study visit with an on-site visit, participants had the opportunity to explore the region's cultural and tourism potential from two different perspectives. The virtual aspect allowed for a broader overview of the region's offerings, while the on-site visit provided a more in-depth and tangible experience.

The study visit served as a platform for knowledge exchange, inspiration, and networking among the regional administrators and stakeholders. It allowed them to gain a deeper understanding of the region's cultural and tourism assets, paving the way for informed decision-making and collaboration to develop the region sustainably and responsibly.

The study visit was seamlessly integrated with an educational workshop. During the initial phase of this combined initiative, a specific process was undertaken to orally collect and analyze impressions and suggestions, aiming to discern the most efficacious strategies for leveraging technology in the innovative management of guided tours. This involved soliciting feedback on the practicality and impact of employing VR headsets, as well as conducting on-site visits to evaluate the traditional approach to tourism promotion and guidance.

The study visit, characterized by its dynamic utilization of VR headsets and immersive on-site experiences, was specifically designed to delve into and compare the nuances between these two distinct approaches. The overarching objective was to gain a comprehensive understanding of the strengths and limitations associated with each method, thus informing future decisions and strategies in the realm of tourism promotion and guided tours.

For the above said reasons, the study visit planned during the Adripromtour implementation for PP6 was not specifically designed to capitalize on the results of a particular cultural tourism product or location linked to a natural and cultural heritage valorized through previous projects. Instead, its primary focus was on the technological application of the VR platform. This approach capitalized the previous HerculTour outcome plus was considered the most proficient opportunity to enhance the potential of conducting study visits and guided tours in an innovative manner, in

a technological immersive wow-experience for guides and visitors, moving away from traditional approaches.

The sharing of the aforesaid technology (the VR platform created during **Hercultour project**, to all Adripromtour project partners), helped combining and promoting, via a single comprehensive tool, all new locations across Italy and Croatia partners' territories. Therefore, it formed the groundwork for the capitalization into Adripromtour project, as suggested and fostered by the Programme documents.

Photographs:





Šibenik-Knin County

Executive summary

This report presents the study trip that Šibenik-Knin County organized within project AdriPromTour. Study trip was thematic and the main theme was route of cultural tourism “Water – the ultimate shaper of history”. Study visit was held 16th March 2023, from 9 a.m. to 17 p.m.

Location

Study visit was held in Šibenik-Knin County : City of Šibenik, City of Vodice and National park Krka.

Programme

9:00	<i>Meeting point and departure from City of Šibenik bus station</i>
9.15 – 10.00	<i>Visit of St. James cathedral and The four wells square „Religious aspect of water in Christian belief“</i>
10.30 – 12.00	<i>Visit of City of Vodice – „Wells of Water, Wells of Life“; Presentation of newly created virtual reality platform</i>
13.00 – 14.00	<i>Visit of National Park Krka - „Water - Power That Moved the World“ Watermills and whirlpools in Roški slap</i>
14.45 – 16.00	<i>Lunch</i>
17.00	<i>Return to the City of Šibenik</i>

Participants

Tourist associations and bodies, regional self government, tourist boards and tourism and transport agencies. From a numerical point of view, the participants were:

- 2 persons working in a regional self government (Šibenik-Knin county)
- 1 person working in a local self government City of Kaštela
- 1 person working in Development Agency Kaštela

- 1 person working in a tourist board (City of Vodice)
- 1 person working in Association of tourist guides Mihovil
- 1 person working in marketing agency Kreator atk
- 1 person working as a tourist guide
- 1 person working in tourist agency Karika
- 1 person working in Šibenik Outdoor adventure Agency
- 1 person working in transport agency ATP d.d.
- 1 person working in Regional development agency Šibenik-Knin

The aim of the study visit was, first of all, to familiarise all stakeholders with the new tourist product, the cultural tourism route "Water – the ultimate shaper of history", which includes some of the most interesting and attractive locations in the Šibenik-Knin County interconnected by the story of Water. Therefore, after the market analysis, project partners and stakeholders related to tourism, catering, and promotion were invited to actively participate in the study visit, all to promote the cultural route and exchange knowledge. The study visit opened new perspectives for the stakeholders on the further development of this route, and new ideas were developed for improving the cultural and tourist offerings based on sustainable development. All participants were satisfied with the organization of the study trip and expressed interest in the promotion of the existing route as well as in the development of similar projects with the aim of sustainable development of cultural tourism, which is also evident from the promotional film created during the study visit.

By reviewing the study visit video, it can be seen that Krešimir Grubić (Kreator craft agency for market communication) and Danijela Maričić, tourist guide, talk about the connection (water) of the localities and the localities included in the cultural route "Water - the ultimate shaper of history". Tourist guides have a significant role in the "revival" of the cultural route, so Danijela Maričić has recognized the importance of the cultural route and organizes tourist tours of localities defined by the project cultural route (and, thus, spreading awareness about "Water - the ultimate shaper of history" route). This affected the raised awareness about the route among relevant stakeholders and motivated potentialities for its future development, further inclusion to tourist itineraries, and promotion.

Short description of the study visit

A study trip as part of the AdriPromTour project was organized on Thursday, March 18, 2023. , and the visitors were guided through the route by Danijela Marinčić, a tourist guide who has been practicing tours of Šibenik, Vodice and Šibenik - Knin County inspired by the route "Water - a powerful creator of history" for several years. The tour of Šibenik starts from the Šibenik waterfront, where visitors are introduced to the concept of water as a cultural heritage and the universality of the theme, which can be understood by visitors from various parts of the world, and which can be applied in different destinations, including those from which they come. This is followed by a tour

of Šibenik and an example of how heritage can be (re)interpreted in a way that adapts the story to tourists, using the motif of water instead of the usual historical facts, years and people. After the tour of Šibenik, there was a visit to the wells on the main town square of Vodice and an interpretation of the history of Vodice through the relationship and management of water sources. After that, visitors went to the Vodice Tourist Board where they tested the virtual reality setup, designed and created as part of the AdriPromTour project. The next point of visit was the Roški waterfall in the area of the Krka National Park in the interior of the county, which has significantly less visitors than the overloaded Skradinski buk. In addition to enjoying the natural beauty, visitors had the opportunity to hear the story of water as the energy that powered the mills and thus was the source of economic power and prosperity of the entire region. This further strengthens the attractiveness of localities in the interior of the county and encourages more even tourist attendance throughout the county.

The exchange of experience and knowledge from the thematic educational workshop and the presentation of the potential for further development of sustainable cultural tourism at the study visit are closely related. The study visit inspired tourist guides and other participants to start designing new thematic itineraries related to the cultural route project.

The study visit allowed the participants to discover localities of the cultural route “Water – the ultimate shaper of history”. The cultural route was created in the previous **HERA project, capitalized in the HERCULTOUR project**, and now again through the AdriPromTour project.

Photographs



