

# INNOCULTOUR

Innovation and Promotion  
of Adriatic Cultural Heritage  
as a Tourism Industry Driver

## PROJECT PARTNERS



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**rerasd**



PRIRADOGLOVNI  
MUZEJ RIJEKA  
NATURAL HISTORY  
MUSEUM RIJEKA

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**PROJECT  
INNOCULTOUR:  
AN OVERVIEW**

## 1.1 PROJECT DESCRIPTION

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INNOCULTOUR is an European Project within the **Interreg Italy-Croatia Programme**, aimed at increasing the visibility and accessibility of sites of undoubted cultural and environmental importance, but less known to the general public, located in the Adriatic coastal areas between Italy and Croatia. The objective is pursued by **integrating the traditional cultural offer** with the possibilities offered by the **new technologies** and the creative industry.

INNOCULTOUR **capitalized the results of MUSEUMCULTOUR** – IPA Adriatic Programme, a project aimed at introducing modern, interactive and innovative techniques and approaches for the promotion of the cultural heritage. More specifically, the first objective of MUSEUMCULTOUR was to **improve the museum attractiveness** through new permanent or temporary exhibitions and through the renew of the collections.

Involving the creative industries, the local population and the main stakeholders in the museum and tourism sector, INNOCULTOUR aimed to use cultural and environmental heritage as a lever for **sustainable and balanced territorial development**.

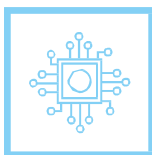
INNOCULTOUR was settled in Priority Axis 3 of the Interreg Italy-Croatia Programme: “Environment and Cultural Heritage”. Under this priority, the Italy-Croatia Cooperation Programme addresses key socio-economic challenges and needs related to sustainable growth as defined in the Europe 2020 Strategy.

## 1.2 GENERAL OBJECTIVE OF THE PROJECT + 3 SPECIFIC OBJECTIVES

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The project overall objective was to **contribute to a sustainable and more balanced territorial development** using less known cultural heritage sites as leverage. Among the intended consequences, the decreasing pressure on major tourism destination in the Programme Area, the reduction of the seasonality in the tourism offer as well as the contribution to the economic development of the areas involved.

Project INNOCULTOUR has also defined 3 specific objectives:



*Improving the capacities of the cultural sector to promote and improve the cultural tourism offer through the use of the latest technologies;*



*Improving accessibility to museums and cultural heritage sites;*



*Unlocking the economic potential of cultural heritage by capitalising existing marketing strategies and implementing a marketing and promotion campaign for selected sites.*

## 1.3 KEY PROJECT NUMBERS

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**Start Date:**

**01-01-2018**

**End Date:**

**30-09-2019**

**778.700 €**

**ERDF Amount**

**+ 137.300 €**

**National**

**Co-Financing**

**916.000 €**

**Total Budget**

**Amount**

**8 cultural sites  
involved**

**1 marketing  
promotion  
campaign  
for the 8 sites**

**20 total workshops  
involving  
stakeholders, local  
population and  
experts**

**10+ creative ideas  
collected with  
the Joint Call  
Competition**

**40+ mentions  
in the press**

**400+ social posts**

## 1.4 THE PARTNERS

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### **Lead Partner - Delta 2000**

DELTA 2000 is a local Development Agency and Local Action Group LAG in Po Delta area and FLAG in the Emilia-Romagna region.

It is a mixed company of 64 partners representing the main local institutions, economic and social stakeholders; total register capital is € 200.000. The main aim is to promote local resources and economic activities in an integrated way in order to support economic growth and create new development opportunities, focusing our attention on local resources and needs.

[www.deltaduemila.net](http://www.deltaduemila.net)



### **PP1 – Molise Region**

The Molise Region Presidency Office main competences are: Institutional affairs; International relations; EU projects design and implementation; Development of strategies for European Territorial and Development cooperation. Molise Region is a public body and its administrative organisation is divided into several departments. This system enables an efficient governance providing development of economy, protection of historical and cultural heritage, support for local investments and research.

[www.regione.molise.it](http://www.regione.molise.it)



REGIONE del VENETO

## PP2 – Veneto Region

The Direction of Cultural heritage Cultural activities and Sport coordinates: several regional networks in order to harmonize the actions related to cultural heritage, services, cultural activities and entertainment; the “cultural system” in the Veneto Region, through the networking of cultural resources, landscape and economic resources by promoting regional initiatives at the national and international level; the planning of EU funds for the cultural sector for 2014/2020 programming period.

[www.regione.veneto.it](http://www.regione.veneto.it)

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## PP3 – RERA S.D.

PI RERA SD for Coordination and Development of Split Dalmatia County is multidisciplinary institution established by Split-Dalmatia County (2009.) with the aim of efficient coordination of regional development, development and implementation of projects financed through EU funds, national and regional funds. The goal is to be the link between public, private & civil sector in building-up of strategic partnerships in application & implementation of projects contribute to rising of life standard.

[www.rera.hr](http://www.rera.hr)





## PP4 - Natural History Museum Rijeka

Natural History Museum Rijeka is a regional specialized museum, which operates in Rijeka and the Zrinski Castle at Gorski kotar. Activities include collecting, researching and interpreting the natural heritage, as well as communicating the heritage to the public. The Museum takes care of 90.000 samples in 28 collections, registered as protected cultural heritage of the Republic of Croatia, also is one of the leaders in introducing new technologies and services into Croatian museum practice.

[www.prirodoslovni.com](http://www.prirodoslovni.com)

## 1.5 THE CHALLENGES AND THE APPROACH

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The Programme area covered a culturally rich and worldwide-recognized territory with a big common historical and cultural heritage. The common territorial challenge was the **insufficient ability to use and promote natural and cultural heritage as a mean for economic development**; this has combined with the need to **diversify the tourist offer** and to **extend the tourist seasons**, while tourism demand is constantly evolving.

Changing demands require the development of attractive and sustainable products that provide unique and customized experiences. **Two major issues** that potentially interesting sites must overcome were:

- insufficiently effective promotion;
- poor linkages with the rest of tourism offer in the Adriatic area.

The proximity of world-known tourist destinations and high tourist flows provided the opportunity to intercept tourist segments interested in the Adriatic natural and cultural heritage and attract potential new segments.

Therefore, the project partnership implemented a series of jointly defined measures to **enhance the capabilities of cultural heritage sites to carry out marketing and promotion activities**. There was an inclusive participatory process in each directly involved territory, involving relevant stakeholders for the definition of the marketing and promotion campaign. This way, the project implemented a promotion campaign that intercepts the tastes of the main identified target groups and contributed to develop final products in line with the expectations of the whole community.

For the same reason, the views of **young people** concerning the **fruition of media content on modern electronic devices** was gathered in order to deliver promotional material that will quickly attract their interest and attention.

## 1.6 TARGET GROUPS

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The main target group was identified in the **millennials**, with a specific description in the joint promotional strategy provided by PP3 RERA.

Millennials are the greatest working generation ever and one of the **most influential** generations when it comes to consumer power.

For Millennials, **travelling** is no longer seen as an indulgence, but a **great opportunity to develop life and work skills**. Millennials are looking for new travel destinations and extraordinary activities that give their holiday a unique feel.

New and unusual experiences have special value for Millennials during their travels. They perceive themselves **not as tourists but as explorers**: for them, experience is the new social currency.

## THE YOUNG AND CURIOUS TOURIST

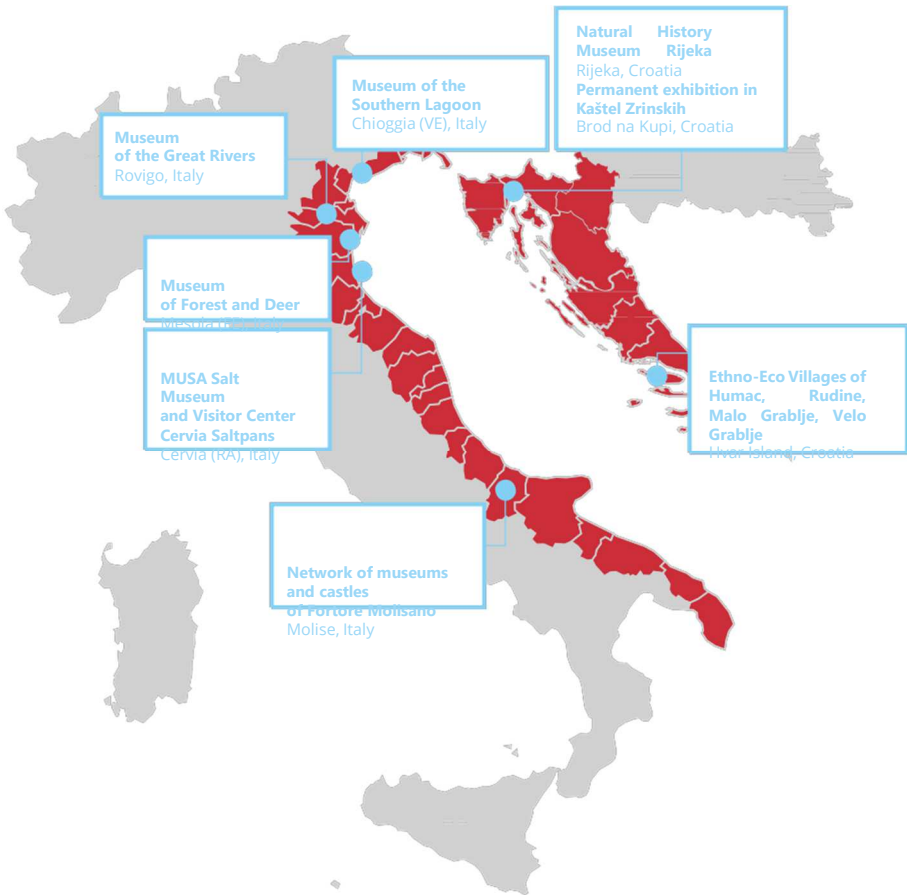


### Other targets:

- Local, regional and National public authorities
- Cultural and natural heritage management bodies
- Regional and local development agencies
- Cultural and Creative sector Enterprises

## 1.7 CULTURAL SITES INVOLVED

The INNOCULTOUR project focused on the promotion of 8 cultural sites along the Italian and Croatian Adriatic coast. These are little known destinations, but with a strong relevance in the cultural heritage of their territory from the perspective of society, history and natural character.



**A BOTTOM-UP  
PROCESS:  
IDEAS AND  
STRATEGIES FOR  
A FULLY SHARED  
CULTURAL  
HERITAGE**

## 2.1 THE PROJECT MEETINGS AMONG THE PARTNERS

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The partners met on several occasions to discuss, verify the activities carried out and make strategic decisions on the progress of the project. The meetings took place in different locations, each time hosted by one of the partners.

### 2.1.1 1<sup>st</sup> PROJECT MEETING OSTELLATO (FE), MARCH 14, 2018

During the kick-off meeting, partners and experts discussed together the possibility of increasing the attractiveness of museums thanks to the possibilities offered by the creative industry and the tools of the new information technologies.

Thanks to the contribution of the museum partners and the municipalities involved in the Province of Ferrara and Ravenna, which presented the experiences of the museums involved and the presence of cultural experts on museum exhibition activities, ideas, opinions and knowledge of best practices were shared on how creative people industry and new technologies could improve the attractiveness of small museums.

### **2.1.2 2<sup>nd</sup> PROJECT MEETING RIJEKA, JUNE 18-19, 2018**

The meeting focused on verifying the first activities carried out with the aim of involving institutional actors in the joint promotion of cultural heritage, together with the first communication activities and events realized during the spring by project partners.

During the meeting, the partners defined important activities to involve the interested parties and to organize the Joint Call Competition. During the days of the meeting, the host partner Natural History Museum Rijeka organized study visits in the project area, to discover the Museum and other nearby areas.

### **2.1.3 3<sup>rd</sup> PROJECT MEETING VENICE, 22 OCTOBER 2018**

During the meeting, the steering committee evaluated the activities implemented and the state of the art of the results and deliverables of the project, as well as defined in detail the activities for the creation of a joint competition aimed at improving accessibility to cultural heritage through of innovative technologies.

## 2.1.4 FINAL PROJECT MEETING STARI GRAD (HVAR), 17-18 SEPTEMBER 2019

The first day of the final meeting was reserved for project partners and experts; on the second day, the final event continued with the final press conference with media coverage, both days in the municipality of Stari Grad.

The partners discussed the activities carried out and the results achieved, but also the possibility of continuing cooperation in the future and how to increase the attractiveness of the museum thanks to the possibility offered by the creative industry and the tools of the new information technologies.



## 2.2 THE ESTABLISHMENT OF THE GROUP OF EXPERTS, TTCEG AND THEIR ACTIVITIES

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The Technical Tourism and Cultural Expert Group (INNOCULTOUR TTCEG) was created in the field of the WP3: “involvement of institutional actors in Joint promotion of the Cultural heritage”. Experts in the field of tourism communication, territorial marketing and digital communication have supported PPs:

- in the organization of workshops and participatory events realized in each area involved;
- in analysing the museums from the point of view of digital needs;
- in defining tourism development projects and the best ways to promote and value sites and the area involved, using in particular new IT technologies and services connected with creative industry.

The list of experts:

### **Lead Partner - DELTA 2000**

- Dr. Annalisa Canali, MUSA - Salt Museum Director
- Elisabetta Pozzetti - Art curator
- Stefano Casellato - Responsible Pro Loco of Mesola / Museum of Wood and Deer of Mesola
- Andrea Pollarini - president of the Loisir high school

### **PP1 - Molise Region**

- Sorrentino Fatica, INNOCULTUR Project Manager
- Sandro Arco, Molise Culture Foundation, Responsible for Coordination
- Susanne Meurer, art historian, Director of the castle of Capua, Castle of Gambatesa and Molise Museum Centre
- Prof. Angelo Presenza, researcher in Economics and Management of Tourism Enterprises, University of Molise

## **PP2 - Veneto Region**

- Rosanna Spanò, BAM! Strategie Culturali Soc. Coop.
- Marco Da Rin Zanco, Larin srls
- Cristina Penzo, Manager of the Civic Museum of Sotuhern Lagoon
- Chiara Vallini, Museum Curator

## **PP3 - RERA S.D.**

- Ana Penovič, dipl. Journalist, APIRA University College of Management and Design
- Romana Lekič, dr. sc., APIRA University College of Management and Design

## **PP4 Natural History Museum Rijeka**

- Professor Velerij Juresič, EU projects consulting and implementation support

## **2.3 THE DATABASE OF THE “GOOD PRACTICES”**

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The project has improved the awareness of the possibilities offered by modern technology and the integration between cultural tourism and creative industry through the selection of the best practices of promotion for cultural tourism, through the successful integration of cultural heritage, tourist offer, technology of information and creative industry.

By following this link you can discover the best practices identified [http://www.prirodoslovni.com/eu-projekti/innocultour/projects.php?fbclid=IwAR3Rkl6fZjh5JxKAvMWh3kylVPudzcF-qbKj1Q1KLGdua125y\\_\\_Mpb0bUVw](http://www.prirodoslovni.com/eu-projekti/innocultour/projects.php?fbclid=IwAR3Rkl6fZjh5JxKAvMWh3kylVPudzcF-qbKj1Q1KLGdua125y__Mpb0bUVw)

## 2.4 PARTICIPATORY WORKSHOPS WITH STAKEHOLDERS

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Within the bottom-up strategy of defining objectives, several territorial workshops have been organized by the Project Partners with stakeholders: on the one hand with experts in cultural enhancement, such as museum curators, on the other hand with school children, in order to understand what the new generation expect to find for a satisfactory experience and how to attract them to discover the local cultural treasures.

- Workshops in local communities: 10 (2 for every Partner)
- Workshops in schools: 10 (2 for every Partner)
- Total workshops: 20
- Workshop participants: over 400
- Main Outcomes:
  - experts elaborated proposals about the sites involved
  - learned how to apply modern technologies in interpreting heritage, with the aim of creating an authentic experience
  - provide knowledge about museums installations

## 2.5 THE JOINT CALL COMPETITION

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The Joint Call Competition was a competition of ideas activated in January and February 2019 by the Lead Partner. The specific purpose was to collect the best ideational proposals related to the following topics:

- a. communicating the small museums and the connection with the territory;
- b. finding the best technologies to communicate with museum visitors;
- c. proposing and identifying common guidelines for INNOCULTOUR Project Partners but also new ideas for connecting creative industries with the cultural heritage.

The financial allocation of Joint Call Competition was € 10.000. The three best proposals selected received a remuneration from € 2.000 to 5.000. Almost 20 proposing subjects participated in the call.

- 1. The first prize went to a project to enhance the Museum of the Great Rivers of Rovigo, aimed at its revival as a tourist attraction of the Delta and the Polesine, through a game App that starts from the Bronze Age to get to the Renaissance;
- 2. The second prize went to a project that involves the construction of a territorial playground with the use of digital technology, supported by a branding strategy on social media;
- 3. The third prize went to the “virtual symbolic revival of the Cave Bear”, a multimedia enhancement project for the Natural History Museum Rjeka.

By following this link you can discover [\*all the ideas collected with the JCC.\*](#)

**INNOVATION  
AND  
TECHNOLOGY  
AT THE SERVICE  
OF CULTURE AND  
UNDERGROUND  
TOURISM**

Capitalising what emerged from the actions described in the previous chapters – first of all the workshops and the Joint Call Competition – the pilot projects for the installation of technological tools at the service of an even more engaging experience emerged.

The following is a presentation of the cultural sites involved in the project and of the new technologies integrated in each of them to revive niche tourism in these lesser known tourist destinations that are hidden treasures of the Adriatic coast.



## 3.1 THE PO DELTA AREA

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### 3.1.1 MUSA SALT MUSEUM AND VISITOR CENTER CERVIA SALTPANS - CERVIA (RA)

The MUSA is an ethnological museum located in the “Torre” salt warehouse of Cervia. Born from the activity of the cultural group Civiltà Salinara, which wanted to keep alive the memory of the work in the salt pan, the museum preserves documents, tools and photos on the history of salt production and of the community on the territory.

The Salina of Cervia, which is home to almost 100 species of birds, is a unique natural habitat and offers an evocative landscape, particularly enchanting at sunset. The salina offers guided tours on foot, by bicycle and by electric boat, for families, schools and birdwatchers or nature photographers.

#### **New technologies for an interactive visit**

- The Delta del Po Musei app, which uses bluetooth technology to provide visitors with more contextual information thanks to the installation of 20 beacons
- 20 virtual video 360° 3D viewers compatible with smartphones
- App Game for an educational and recreational path in the museum



### 3.1.2 MUSEUM OF WOOD AND DEER OF MESOLA

The Museum of Wood and Deer is located in the Estense Castle of Mesola and exhibits flora and fauna of an area rich in unique species. A whole section is dedicated to the Deer of Mesola and its influence in the history, culture, art and tradition of the territory.

A structure halfway between a fortress and a luxury residence, the castle is situated on the edge of the former hunting estate, now the natural reserve of Gran Bosco della Mesola.

From March to November you can visit the Mesola Wood, to observe the Dune Deer up close: a really exciting way to live the wood, surrounded by the enchantment of its atmosphere.

#### **New technologies for an interactive visit**

- The Delta del Po Musei app, which uses bluetooth technology to provide visitors with more contextual information thanks to the installation of 20 beacons
- 20 audio guides
- 2 video-projection systems for the 3D visualization of Alfonso D'Este and the Deer of Mesola, the symbol of the Museum, located respectively at the entrance of the Museum and on the second floor dedicated to the Deer
- 10 virtual video 360° 3D viewers compatible with smartphones





## 3.2 THE NETWORK OF CASTLES AND MICRO-MUSEUMS OF FORTORE MOLISANO

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Small towns perched on the hills, surrounded by a natural and wild territory. Landscapes that suddenly open up and range between the hills, and beautiful castles from which to admire the view. In the Fortore Valley there's a network of castles and small museums that are real hidden treasures of Molise.

### **Ethno-Anthropological Museum in Campolieto**

The Museum houses an exhibition of objects of popular tradition and a permanent display of fireworks, with a documentary archive and original material used for their preparation.

#### **New technologies implemented**

- A holographic showcase
- 5 4G tablets with audio guides and simultaneous translators
- 3 augmented reality viewers compatible with smartphones
- 6 beacons

### **MUFEG Grain Festival Community Museum in Jelsi**

The MUFEG preserves the artworks made of grain realized every year for the ritual parade of floats that, for over 200 years, occurs every July 26 in honor of the Feast of St. Anne.

#### **New technologies implemented**

- 14 4G tablets with audio guides and simultaneous translators
- 50" touchless entry point station
- A 3D hologram projector

### **Museum of Arts and Popular Traditions in Riccia**

Located in the historical centre of the village, in the ancient grain store of the lords, the museum exhibits tools related to the local artisan and gastronomic production.

### **New technologies implemented**

- A holographic showcase
- 8 4G tablets with audio guides and simultaneous translators
- 12 beacons

### **Capua Castle in Gambatesa**

The castle has a medieval design, but there are also sixteenth-century frescoes by the painter Donato da Copertino. On the second floor a contemporary art exhibition can be visited.

### **New technologies implemented**

- Multilingual and multimedia guide compatible with all Wi-Fi devices



## 3.3 VENETO REGION

### 3.3.1 CIVIC MUSEUM OF SOUTHERN LAGOON – CHIOGGIA (VE)

The Civic Museum of Southern Lagoon is located in the former Convent of St. Francis (which was built in 1314) and collects the most ancient archaeological and ethnographic evidences found in Chioggia and its surroundings.

#### **The museum is divided into three floors:**

- the ground floor hosts archaeological finds, from Bronze Age to the 4th century A.D.;
- the first floor is dedicated to Cristoforo Sabbadino, famous engineer who worked for Serenissima Repubblica di Venezia during the 16<sup>th</sup> century, and conserve findings from the 12<sup>th</sup> century to the 17<sup>th</sup> century;
- the second floor is dedicated to the local seafaring and shipbuilding industry, a beautiful collection that tell this story from 1700 to the present day.

#### **New technologies for an interactive visit**

20 bluetooth beacons as innovative audio guides which exploit the Bluetooth technology to provide visitors with curiosities, cultural insights and useful information to fully enjoy the museum experience.



### 3.3.2 MUSEUM OF GREAT RIVERS - ROVIGO

The Museum of the Great Rivers is located in the the old Olivetan Monastery of Saint Bartholomew. It highlights the history and environment peculiarities of the territory, hemmed in between the final stretches of the longest Italian rivers and characterised by the Po Delta.

Following an innovative and scenographic route, the exhibition guide you through 5 different historical eras. Beside the traditional series of archaeological finds, there are virtual reconstructions, stage settings, dioramas and scale models that take the visitors to an imaginary journey through the basic stages of their history.

#### **New technologies for an interactive visit**

20 bluetooth Beacon as innovative audio guides which exploit the Bluetooth technology to provide visitors with curiosities, cultural insights and useful information to fully enjoy the museum experience.



## 3.4 ETHNO-ECO VILLAGES IN HVAR ISLAND

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Quiet places with magnificent views, these villages are a paradise for family holidays, hikers, bikers and photo lovers.

Humac is a little stone village where the habitants have been occupied with cattle and wine-growing for thousands of years. Here you can find an amazing view of Hvar and the surrounding sea and an exceptional gastronomic experience in Konoba Humac, one of the most special restaurants on Hvar Island.

Velo Grablje represents an exceptionally well-preserved traditional architectural and environmental unit, surrounded by particularly valuable cultivated landscapes. A dry brook line connects Velo Grablje and Malo Grablje, a desert village where you can walk within the narrow streets, admiring the stone houses and their fascinating architecture.

Rudine is situated at only 2 km away from the town of Stari Grad, the major port of the island. With its locals, it's a sample of true life in the historical Island of Hvar and the last well-kept secret from tourists.

### **New technologies for an interactive visit**

For each ethno eco-village, you can experience a virtual walkthrough by VR glasses, with a focus on the key sights and on the emotional impressions. The four virtual walks are available in the Old Town Museum.

The visitors can also experience the technique of dry stone wall construction and have fun building their own wall in a village thanks to an educational and interactive app created in purpose of the promotion of the cultural heritage.

The virtual walkthrough and the educational-interactive application have been implemented in the model of the drystone wall posted

in the Museum of Stari Grad. Based on the best practices research, the storytelling approach is chosen as an obligatory element of the interactive experience.



## 3.5 NATURAL HISTORY MUSEUM RIJEKA AND CASTLE ZRINSKI

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At the museum you can explore permanent exhibitions on geological past and fossil life of the region, sharks and other underwater inhabitants, as well as land animals.

The flagship is the permanent exhibition The Deep – Marine Life Diversity in Kvarner Area: a sensorial journey at the discovery of marine flora, fauna and minerals from Rijeka region. You have chance to discover the wealth and beauty of submarine world and why it's so important to preserve it.

The Zrinski Castle Museum operates as dislocated unit in Brod na Kupi at Gorski Kotar, where a new permanent exhibit Don Wilderness with the sea view is being set up.

### **New technologies for an interactive visit**

First, a story of the cave bear (lat. *Ursus spelaeus*), represented with the holographic technology. Natural History Museum Rijeka in its collections preserves over a thousand bone remains and two hundred teeth of this ice-dormant animal, found in numerous caves in Rijeka surrounding. Visiting the site, you'll be surprise and impress with the size and physical strength of the cave bear, while you'll discover the story of his habits and the reasons of his extinction. The educational aim is to emphasize the fragile balance in which the survival of certain species is ensured in nature, encouraging feelings of engagement and regret that the cave bear as a species is irretrievably lost, to awaken the sense of responsibility for the survival of other living beings.

Through the evaluation process and the JCC result guidelines it was chosen the holographic technology as the best option for presenting and transferring all interpretative tasks that was planned with this intervention.

Second, a story of Olm (lat. *Proteus anguinus*), represented with the augmented reality technology. The olm or proteus is an aquatic salamander, the only exclusively cave-dwelling chordate species found in Europe. The aim is to impress visitors, encourage awareness to fragility and vulnerability habitats and awake the sense of responsibility for their survival and for conservation of biodiversity.

Through the evaluation process and the JCC result guidelines it was chosen the augmented reality technology as the best option for presenting and transferring all interpretative tasks that was planned with this intervention.





**PROMOTING  
AND  
RELAUNCHING  
THE HIDDEN  
PEARLS OF THE  
ADRIATIC COAST:  
STRATEGIES AND  
INSTRUMENTS**

## 4.2 A JOINT MARKETING AND PROMOTION STRATEGY

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The Joint Promotional Strategy for the selected cultural heritage sites was implemented by RERA. The objective was to frame the context in which it had to operate, the main target group and its characteristics, and to define from these points the most suitable actions and tools for communication and site promotion.

### THE CULTURAL TOURISM IN EUROPE

Cultural heritage tourism involves visiting **places that are significant to the past or present cultural identity** of a particular group of people. It provides an opportunity for people to experience their culture in depth.

Tourists who are interested in cultural heritage generally want to **learn something** about the beliefs and practices - and the struggles and successes - **that shaped the shared identity** of a people.

69% travellers of all age groups are looking for **experiences and/or to see something new**. For every euro they spend on accommodation, three euros are being spent on any type of activity (Airbnb).

Travellers are likely to **spend more on sightseeing** (56%) than on shopping, souvenirs and nightlife combined (TripBarometer).

4 out of 10 tourists choose their destination based on its **cultural offering** (European Commission).

## KEY TARGET GROUP AND THE IMPORTANCE OF ONLINE PRESENCE

Millennials use technology to communicate with a global audience as part of their travel experience

They are most engaged in social media, where they find inspiration for traveling in most cases

Staying connected and making new connections online are the most important things for most young travellers.

Millennials shouldn't be seen as impulsive young consumers, because they are one of the most informed groups of travelers ever



As Innocultour key target lives, connects and receives information exclusively on digital channels, many promotional activities were steered towards online platforms and solutions.

In summary, some pillars of the joint promotional strategy have been defined:

- Uniform narration for all cultural heritage sites
- Content that attracts Millennials and nurtures conversation on social media
- Video with viral potential
- Simple Web page with all the information on all five historical sites
- Well-maintained social media channels

All these directives have been followed and treated with good results.

## 4.3 STRATEGIES PROPOSED FOR THE INDIVIDUAL SITES INVOLVED

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### 4.3.1 PROPOSED STRATEGY FOR THE VENETO REGION

For the cultural sites of the Veneto Region (Civic Museum of the Southern Lagoon in Chioggia and Museum of Great Rivers in Rovigo), two reports have been produced by BAM! Strategie Culturali and Larin Group, as experts. The reports analysed the context and proposed new approaches to promotion strategies.

Both museums are located in cities with a good level of tourism - in Chioggia seaside tourism prevails - but this is certainly a level that can be improved.

The two sites involved in the Innocultour project, like many other tourist attractions, have a **greater potential** than they are currently told. Nevertheless, both have a strong identity, made up of human resources, objectives and activities of great cultural interest.

In order to make the museums attractive to young people, **digitalization and the creation of a modern and accessible experience** have been identified as the pillars of the new promotional strategy.

Besides a more marked digital communication, the objective is therefore to **enrich the visit experience with interactive tools** and, at the same time, to **strengthen the identity** of cultural sites, leveraging their strengths:

- As for the Museum of Rovigo, the sensory experience that it offers in the journey through the historical periods of the area.
- As for the Museum of Chioggia, the strong connection of the sea with the history and culture of the city.

## 4.4 AGREEMENTS BETWEEN SMALLER SITES AND BIGGER AND BETTER KNOWN SITES AND INSTITUTIONS IN ORDER TO ENHANCE THEIR DEVELOPMENT AND PROMOTION

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### 4.4.1 AGREEMENT IN PREPARATION FOR THE EUROPEAN ASSOCIATION OF SALT CITIES

The agreement was signed between museums more and less known: in particular the agreement in the Po Delta area has been signed between Museo Delta Antico of Comacchio and Museo Classis of Ravenna, cultural sites of international relief and Musa and Visit Center of Cervia Salt pans and Museum of Wood and Dear of Mesola, less known sites involved by DELTA 2000 in the INNOCULTOUR project.

The aim is to create a network of museums of Po Delta area to a joint cooperation of cultural and natural sites to jointly promote the local offer.

### 4.4.2 AGREEMENT BETWEEN THE CASTLES OF FORTORE MOLISANO AND THE POLO MUSEALE DEL MOLISE

The agreement was signed between the **Polo Museale del Molise**, the MuFeG Wheat Festival Museum, the Campolieto Ethno-anthropological Museum, the Capua Castle and the Riccia Museum of Popular Arts and Traditions. The aim is to promote cooperation between museums and cultural sites that can establish and **strengthen the effectiveness of their actions as a network in their area**, combining their efforts to reach young people interested in experiencing cultural heritage sites with hidden potential.

The actions, to be defined at least once a year, include eventual ticketing pricing policies able to increase the number of visitors and the identification of promotional schemes able to increase the visibility and attractiveness of the museums of the network for the younger generations.

#### 4.4.3 AGREEMENT BETWEEN CHIOGGIA, ROVIGO AND THE POLO MUSEALE DEL VENETO

On September 10, 2019, at the Civic Museum of Chioggia, an agreement was signed between the municipalities of Chioggia and Rovigo and the **Polo Museale del Veneto**. This agreement aims to enhance the cultural and tourist offer of the territory between the Lagoon of Venice and Polesine by promoting itineraries that combine museums belonging to the Polo Museale del Veneto with lesser-known and representative museums of an area that is rich in archaeological, artistic, historical and naturalistic evidence.

The signing of the agreement guarantees the sustainability of the results and their continuation beyond the end of the INNOCULTOUR project.

In the “Stories of Water” (Storie d’Acqua) brochure, a promotional output which follows the signing of the agreement, three itineraries have been created in which the civic museums enter the network with the state museums. Of these routes, two have unique tickets.

Among the national museums involved: the Giorgio Franchetti Gallery at Ca’ d’Oro, the Palazzo Grimani Museum in Venice, the National Archaeological Museum in Venice, the Oriental Art Museum in Venice, the National Archaeological Museum of the Venetian Lagoon, the National Museum of Villa Pisani in Stra (VE), the National Archaeological Museum of Fratta Polesine (RO), the National Archaeological Museum of Adria (RO).

## 4.5 EVENTS ORGANIZED AND ATTENDED TO PROMOTE THE DIFFERENT SITES

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### 4.5.1 PLACE2GO INTERNATIONAL TOURISM FAIR ZAGREB, 15-17 MAR. 2019

International tourism fair Place2go is the biggest travel fair in Croatia that provides to modern travellers interesting and useful information on domestic and international destinations.

In March 2019, Innocultour held a speech on stage to talk about the Project and to present the cultural sites involved. In addition, a stand was set up in the fair for the entire period, which was also visited by the Croatian Minister of Tourism.

### 4.5.2 WORLD TOURISM EVENT – ROME, 26-28 SEP. 2019

The Rome edition of the World Tourism Event for Unesco cities and sites was held in Palazzo Venezia. The exhibition was intended not only as an opportunity to promote cities and sites, but also as an opportunity for reflection and discussion on issues related to the development of sustainable tourism, which preserves the local cultural heritage and makes it, in a responsible manner, the driving force behind the development of the territory.

Innocultour attended the fair with its own stand, to promote and enhance the sites involved.

### 4.5.3 NATIONAL MEETING – VENICE, 23 OCTOBER 2018

In the European Year of Cultural Heritage 2018, the Veneto Region organized a convention aimed at professionals in the tourism and museum sector, as well as researchers, university students and all those involved. The event, titled *Telling the Territory, Communicating Europe – Strategies for cultural and tourist promotion in the Adriatic area*, was dedicated to find the best strategies to effectively encourage the public to discover the cultural heritage of the area involved in Project Innocultour.

In line with the motto of the European Year, “Our Heritage: where the past meets the future”, the conference itinerary was based on four fundamental axes:

- the importance of networking among organizations involved in tourist and cultural promotion;
- the sharing economy and its impact on the tourism sector;
- the analysis of the public;
- the use of new technologies in promoting our cultural heritage.



## 4.6 TOOLS ADOPTED

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### 4.6.1 THE PROJECT PORTRAIT

The Project Portrait is a tourist guide that promotes and enhances the cultural sites involved in the project Innocultour. It is designed for the main target (young people aged 25-45 years) and collects descriptions, curiosities and technological innovations introduced by the project in the different sites.



## 4.6.2 VIRAL VIDEOS



**Presentation of the Project: adults target**

<https://www.youtube.com/watch?v=XaUDtNV3Ygs>



**Presentation of the Project: young target**

<https://www.youtube.com/watch?v=tyKXqMEozc0>



### **Presentation of the Project: kids target**

<https://www.youtube.com/watch?v=9kvyI9hkoOc&t=>



### **A journey in the Po Delta area**

<https://www.youtube.com/watch?v=IPihljx89tk>

The promotional 360° video shot with VR technology wants to give the visitor the chance to take a look at the Po Delta territory and its UNESCO MAB recognized Park: an innovative and contemporary area, lively from a creative and cultural point of view, characterized by cultural, naturalistic and environmental excellences from Goro to Cervia and from small inland lowland villages. The aim is to enhance its attractiveness by stimulating the interest in a concrete fruition and discovery.



### **Video clip “Gianna”, song by Rino Gaetano**

<https://www.youtube.com/watch?v=lalH5AQqeH0>

The famous song by Rino Gaetano celebrates its 40<sup>th</sup> anniversary this year and, to celebrate it in the best possible way, a videoclip was made in the unique scenery of the Po Delta Park in two of the pearls of the territory: Cervia with its salt pans, the sea and the historical heritage of its historic center; and Mesola, a place where the presence of the Este dukes in the Castle and the beauty and uniqueness of the Bosco della Mesola remain indelible. The idea of creating a union between creative industry, musical arts and digital expressions intends to reach and speak to the younger generations, narrating with the instruments and techniques so well known to the digital natives what were modern poems for the youth of the seventies - now the their parents - and that today are attracting strong attention in the younger generations.



**Interview with Angela Nazzaruolo, DELTA 2000, project INNOCULTOUR**

<https://www.youtube.com/watch?v=1y51jr2T1Xg>

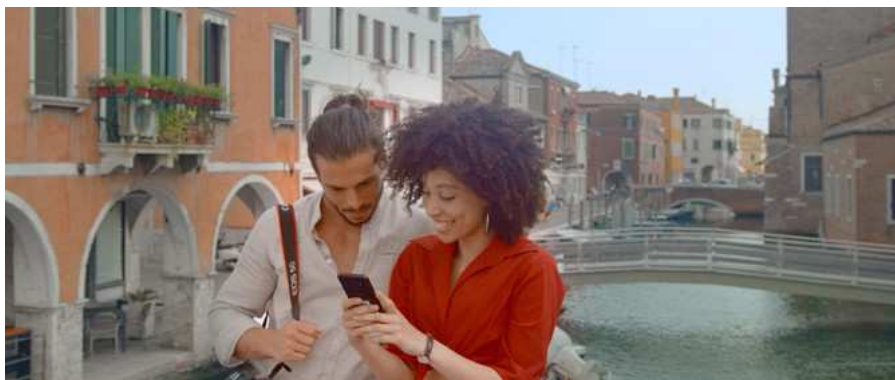
Interview with Angela Nazzaruolo, coordinator LP DELTA 2000, is a short explanation of INNOCULTOUR and the aim to use new technologies to attract new targets, in particular young people, to discover cultural and natural sites.



**Molise, un amore che non ti aspetti (“Molise, Unexpected love”)**

<https://www.youtube.com/watch?v=bh2INJL7BgQ&t=>

A touching love story that reaches the heart of some of the most important local tourism sites in Molise: the castle of Capua in Gambatesa; the Grain Museum in Jelsi; the Museum of Fireworks in Campolieto; the Museum of Arts and Traditions in Riccia.



## Museums on the Venetian Adriatic coast: a journey through Chioggia and Rovigo

<https://www.youtube.com/watch?v=U6z-lphiyBE&t=>

In a journey that starts from the sea and follows the lines of history and nature, we discover the Civic Museum of the South Lagoon in Chioggia and the Museum of the Great Rivers in Rovigo, two of the fascinating cultural sites involved in the INNOCULTOUR project.



## DISCOVER PO DELTA MUSEUMS WITH INNOCULTOUR: MUSEO DEL CERVO E DEL BOSCO DI MESOLA (FE)

<https://www.youtube.com/watch?v=EHY5XEi1AoQ>

## DISCOVER PO DELTA MUSEUMS WITH INNOCULTOUR: Musa Museo del sale & Centro Visite Saline di Cervia

<https://www.youtube.com/watch?v=01zjrALcjoU>

Two video tours to discover the new installations and new offer in Po Delta



### **A journey through the ethno-eco villages of Hvar Island**

<https://www.youtube.com/watch?v=IzjwPfuOwHc&t=>

A video tour to discover the ethno-eco villages of Humac, Rudine, Velo Grablje and Malo Grablje.



### **Videoclip “Jos jedan dan”, song by Marko Tolja**

<https://www.youtube.com/watch?v=3DIYzGr0Fko>

Music video realized in ethno-eco villages on the island of Hvar, Croatia, by a famous Croatian singer.



### **Natural History Museum Rijeka – presentation**

<https://www.youtube.com/watch?v=5q1GLMS0FHo>

A cultural spot for Natural History Museum Rijeka to present the exhibitions and encourage people to visit.



### **One day at Natural History Museum Rijeka**

[https://www.youtube.com/watch?v=3lxjWicHT\\_o](https://www.youtube.com/watch?v=3lxjWicHT_o)

Dinosaur footprints, ancient native animals of the region, fish that can change gender: these are just some of the impressive discoveries that you can make visiting the NHMR.

This video provides a tour of the NHMR, to engage potential visitors.



### 4.6.3 SOCIAL MEDIA

Once the project has found a uniform narrative, a series of topics of interest to the potential audience were identified and shared on social media, such as:

- The description of an heritage site with emphasis on its uniqueness and the reasons why to visit it;
- News about events organized by the cultural sites;
- Meetings and workshops organized by project partners.

#### Here are the results in numbers



**180+ post**



**130+ tweets**



**100+ post**



**10+ videos**

## Some examples of engaging social posts:

**Innocoutour**  
 Pubblicato da Sinfonia Lab (7) · 14 febbraio · 🌐

🇮🇹 Il Museo Civico Chioggia della Laguna Sud raccoglie le testimonianze archeologiche più antiche rinvenute a Chioggia e dintorni. Il percorso tematico si svolge su tre piani, uno dei quali è dedicato a una bellissima mostra di cantieristica e marineria locale che va dal 1700 ai nostri giorni 🍷🍷

🇬🇧 The Civic Museum of the South Lagoon collects the most ancient archaeological evidences found in Chioggia and its surroundings. The thematic route is on three floors, one of which is dedicated to a beautiful exhibition of local shipbuilding and shipping from 1700 to the present day 🍷🍷



✅ **Ottieni più "Mi piace", commenti e condivisioni**  
 Metti in evidenza questo post con 27 € per raggiungere fino a 14.000 persone.

**782** Persone raggiunte      **60** Interazioni      [Metti in evidenza il post](#)

👤 Natasa Ugrin, Angela Nazzaruolo e altri 4      Condivisioni: 7

👍 Mi piace    💬 Commenta    ➦ Condividi

**Innocoutour**  
 Pubblicato da Sinfonia Lab (7) · 25 febbraio · 🌐

🇬🇧 On Feb 15th, the 4th #Innocoutour project meeting was held in Ostellato (FE). The partners evaluated the activities carried out so far in technical and communication fields, and discussed the next activities on the theme "Improving accessibility in cultural heritage sites".

🇮🇹 Il 15 febbraio a Ostellato (FE) si è tenuto il 4° project meeting di Innocoutour. I partner hanno valutato le attività svolte finora in ambito tecnico e di comunicazione, e discusso le prossime attività sul tema "Migliorare l'accessibilità nei siti del patrimonio culturale"



✅ **Ottieni più "Mi piace", commenti e condivisioni**  
 Metti in evidenza questo post con 27 € per raggiungere fino a 14.000 persone.

**277** Persone raggiunte      **44** Interazioni      [Metti in evidenza il post](#)

👤 Marzia Cavazzini, Luita Nazzaruolo e altri 3      Commenti: 1    Condivisioni: 2


👍 Mi piace    💬 Commenta    ➦ Condividi

**Innocoutour**  
 Pubblicato da Sinfonia Lab [?], 18 luglio · 🌐

**Non capita spesso di visitare una foresta a pochi passi dal mare...**

Il bosco della Mesola è una delle ultime riserve di pianura di questo tipo. Per un weekend diverso dal solito, potrai vivere un'avventura alla ricerca dei bellissimi cervi che lo abitano 🌿  
 Scopri di più 📄 [bit.ly/visita-il-bosco-di-mesola](http://bit.ly/visita-il-bosco-di-mesola)

//  
 📄 You don't often get to visit a forest just a few steps from the sea... The Mesola wood is one of the last lowland reserves of this type. For a unique weekend, you can experience an adventure in search of the beautiful deer that live there 🌿



**Ottieni più "Mi piace", commenti e condivisioni**  
 Metti in evidenza questo post con 27 € per raggiungere fino a 14.000 persone.

**1518** Persone raggiunte    **129** Interazioni    **Metti in evidenza il post**

Alex Cavallari, Aurora Di Mauro e altri 9    Commenti: 1    Condivisioni: 14

👍 Mi piace    💬 Commenta    ➦ Condividi    ⋮

**Innocoutour**  
 Pubblicato da Sinfonia Lab [?], 4 aprile · 🌐

**Ecco le 3 idee vincitrici della Joint Call Competition! // Here are the 3 winning ideas of the Joint Call Competition!** 🏆

1) "Archigiochiamo il museo" 📄 <http://bit.ly/JCC-archigiochiamo>  
 2) Progetto di playground territoriale #museumsalad 📄 <http://bit.ly/JCC-museum-salad>  
 3) "Virtual symbolic revival of the Cave Bear" (in inglese) 📄 <http://bit.ly/JCC-cave-bear>



**Ottieni più "Mi piace", commenti e condivisioni**  
 Metti in evidenza questo post con 27 € per raggiungere fino a 14.000 persone.

**867** Persone raggiunte    **101** Interazioni    **Metti in evidenza il post**

Elena Tammaro, Valentina Galan e altri 6    Condivisioni: 7

👍 Mi piace    💬 Commenta    ➦ Condividi    ⋮

**Innocultur**  
 Pubblicato da Sinfonia Lab [?] · 12 settembre alle ore 10:14 ·

Il 10 settembre, al Museo Civico Chioggia stati presentati i beacon, le nuove tecnologie attive qui e al Museo dei Grandi Fiumi. In questa occasione è stato firmato un importante accordo tra i comuni di Chioggia e di Rovigo e il Polo Museale del Veneto, con l'obiettivo di valorizzare l'offerta culturale e turistica del territorio, per garantire la sostenibilità dei risultati anche oltre la fine del progetto #Innocultur.

On September 10, at the Civic Museum of Chioggia were presented beacons, new technologies active here and at the Museum of the Great Rivers.

On this occasion, an important agreement was signed between the municipalities of Chioggia and Rovigo and the Polo Museale del Veneto, with the aim of enhancing the cultural and tourist offer of the territory, to ensure the sustainability of the results beyond the end of the project Innocultur.



**Ottieni più "Mi piace", commenti e condivisioni**  
 Metti in evidenza questo post con 27 € per raggiungere fino a 14.000 persone.

414 Persone raggiunte 88 Interazioni [Metti in evidenza il post](#)

Don Michele Da Rold, Cristina Perzo e altri 10 Condivisioni: 1

Mi piace Commenta Condividi

**Innocultur**  
 Pubblicato da Sinfonia Lab [?] · 16 settembre alle ore 11:00 ·

Want you to know a secret?  
 There are 8 wonderful places to discover, on an amazing journey through castles and fortresses, rivers and enchanted woods, great museums where to learn stories about bears, sharks and deers, or sailors and fishermen, and ancient villages on islands in the middle of the sea. Come and join the great adventure!

! Vuoi sapere un segreto?... Altro...



YOUTUBE.COM  
**Innocultur: the Great Adventure**  
 Want you to know a secret? There are 8 wonderful places to discover...

**Ottieni più "Mi piace", commenti e condivisioni**  
 Metti in evidenza questo post con 27 € per raggiungere fino a 14.000 persone.

207 Persone raggiunte 36 Interazioni [Metti in evidenza il post](#)

Clair von B, Luca Core e altri 9 Condivisioni: 1

Mi piace Commenta Condividi



**innocultur**

The "Sapore di Sale" festival in Cervia was an exceptional weekend dedicated to taste and tradition. The beautiful setting set the basis for the European Salt Cities Association, with a covenant between Cervia, Ston (Croatia), Trapani and Malta: an agreement that will intensify relations between the Mediterranean salt areas, to preserve and enhance the territories.

#EmiliaRomagna #SaporediSale #Cervia #StayLocal #Innocultur #EUproject #EuropeanProject #RegionalDevelopment #CulturalHeritage #ItalyCroatia

Pliace a 14 persone  
 2 GIORNI FA

Aggiungi un commento... [Pubblica](#)



**innocultour**

**innocultour** 📌 I Musei di Chioggia e Rovigo useranno i beacons per migliorare l'esperienza di visita: ma di cosa si tratta? 🤖  
I beacons sono piccoli trasmettitori che possono comunicare con dispositivi vicini: basterà il vostro smartphone per ricevere suggestioni ed esperienze che renderanno unica la vostra visita! 🤖

//  
📌 The Museums of Chioggia and Rovigo will use the beacons to improve the visiting experience: but what is it about? 🤖  
The beacons are small transmitters that can communicate with nearby devices: all you need is your smartphone to receive suggestions and experiences that will make your visit unique! 🤖

📌 **Piace a alessioflego e altri 21**

28 MARZO

Aggiungi un commento... [Pubblica](#)



**innocultour**

**innocultour** 📌 A unique example of well preserved rural architecture, Humac is one of the ethno-eco villages involved by RERA in #innocultour project. Situated at 350 m above sea level, it features a magnificent panoramic view of all the surrounding places: coves, Brač island and Makarska's coast. 🤖 📌 📌 Esempio unico di architettura rurale ben conservata, Humac è uno dei villaggi

📌 **Piace a bamstracut e altri 28**

4 FEBBRAIO

Aggiungi un commento... [Pubblica](#)



**innoculture**

...  
...  
The Aquarium, the multimedia display of the Natural History Museum in Rijeka, gives you a chance to dive in and get to know friendly and scary sea creatures at close quarters in conditions simulating their natural habitat. You can discover the wealth and beauty hiding below the sea surface and why it's so important to preserve and protect the submarine world. 🐟 🦈

//

♡ 💬 ↗ 📖

👤 Place a tati77pi e altri 22

7 MARZO

Aggiungi un commento... [Pubblica](#)

**INNOCULTOUR** @innoculture - 18 set

Today in Stari Grad #Innoculture Project has officially closed. Partners discussed about activities and outputs reached, and about the possibility to continue the cooperation in the future. 🌟

On the conference, partners presented the project results to wider public and press.

💬 ↻ 📌 📑

**INNOCULTOUR** @innoculture - 18 set

The final meeting of #Innoculture project started yesterday in Stari Grad. The first day was reserved to Project Partners and experts... Here are some photos! 📷

💬 ↻ 📌 📑



**INNOCULTOUR** @innocultour · 15 mar

Thanks to the Croatian Minister of Tourism for stopping by to visit the booth of the #Innocultour Project at Place2Go Fair 😊

Un grande grazie al Ministro del Turismo croato per essere passato a visitare lo stand del Progetto #Innocultour a Place2Go 😊



**INNOCULTOUR** - Interreg project Italy-Croatia

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**The hidden treasures of the Adriatic coast: discovering innocultour project**

[sub ITA] INNOCULTOUR project and the hidden treasures of the Adriatic coast · 3:32  
[sub Croatian] INNOCULTOUR project and the hidden treasures of the Adriatic coast · 3:32

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[sub ITA] The underground tourism routes of the Adriatic coast...  
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[sub ITA] Innocultour: the Great Adventure  
27 views · 2 weeks ago



Museums on the Venetian Adriatic coast: a journey...  
68 views · 2 weeks ago



Un Viaggio nel Delta del Po / A Journey in Po Delta  
27 views · 2 months ago

## 4.6.4 PROMOTIONAL MATERIAL

The Veneto Region has created a promotional postcard for the two museums involved in the project – the Civic Museum of Chioggia and the Museum of the Great Rivers of Rovigo – with the aim of telling the technological innovations introduced (the beacons) for an even more exciting visiting experience.





## **Disclaimer**

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