



Dipartimento per le Politiche di Coesione
Presidenza del Consiglio dei Ministri



*Agencia per la
Coesione Territoriale*

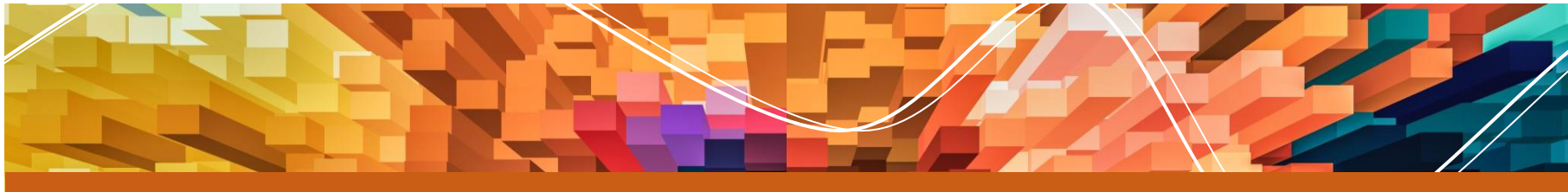
P4 PROJECT BOOKLET

AIR CULTURAL ROUTES – DEVELOPMENT OF SUSTAINABLE AND
THEMATIC CULTURAL ROUTES/CONNECTING CULTURAL ROUTES
IN EUSAIR

Interreg 
ADRION **ADRIATIC-IONIAN**
European Regional Development Fund - Instrument for the Accession & Fund
EUSAIR FACILITY 


EU Strategy for the
Adriatic and Ionian Region
EUSAIR


**EUSAIR
STAKEHOLDERS
PLATFORM**



WHY THIS BOOKLET

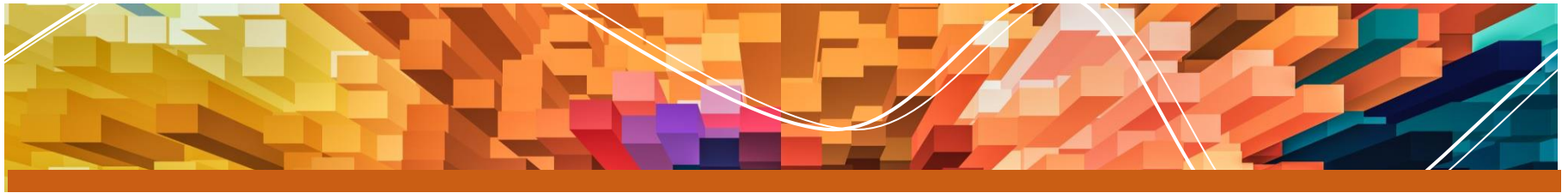
All the programs in the EUSAIR area funded a lot of projects that turned out into great results. These results are a common and sound ground we can build together upon, so to explore common paths that support the embedding of the EUSAIR in the 2021-2027 programs.

In this booklet you will find a first and not exhaustive list of projects whose results are coherent with the strategic projects that emerged for each pillar of the EUSAIR.

The collected projects are not the only ones and we warmly invite you to contribute to a better and more complete list of inspirational projects that can serve as a common basis for embedding EUSAIR.

Consider this collection as a first step and pure food for thought that can feed mutual knowledge and support the co-creation process among all the programs and the Managing Authorities.

The same purpose considered, please visit also the database of the projects and of the results for the EUSAIR area that can be accessed through the following link: <http://esp.aimacroregion.eu>



01	INNOVAGRO	V-B Adriatic - Ionian	Pag. 4	16	TRACES	V-A Greece - Italy	Pag. 11
02	QNeST	V-B Adriatic - Ionian	Pag. 4	17	Heritage route	IPA CBC Hr - BA - Me	Pag. 12
03	SMART HERITAGE	V-B Adriatic - Ionian	Pag. 5	18	3C	IPA CBC It - Al - Me	Pag. 12
04	ViCTour	IPA CBC Croatia-Serbia	Pag. 5	19	3D-IMP-ACT	IPA CBC It - Al - Me	Pag. 13
05	AuthentiKK	IPA CBC Greece - Albania	Pag. 6	20	CIRCE	IPA CBC It - Al - Me	Pag. 13
06	CLLD-CulTour	IPA CBC Greece - Albania	Pag. 6	21	Due Mari	IPA CBC It - Al - Me	Pag. 14
07	CULTURAL LANDS	IPA CBC Greece - Albania	Pag. 7	22	HERCULTOUR	V-A Italy - Croatia	Pag. 14
08	Cult2Routes	IPA CBC Greece - Albania	Pag. 7	23	I-Archeo.S.	V-A Italy - Croatia	Pag. 15
09	InClust	IPA CBC Greece - Albania	Pag. 8	24	CLAUSTRA+	V-A Slovenia - Croatia	Pag. 15
10	PROSFORA	IPA CBC Greece - Albania	Pag. 8	25	In cultura veritas	V-A Slovenia - Croatia	Pag. 16
11	CI-NOVATEC	V-A Greece - Italy	Pag. 9	26	LIVING CASTLES	V-A Slovenia - Croatia	Pag. 16
12	COHEN	V-A Greece - Italy	Pag. 9	27	MINE TOUR	V-A Slovenia - Croatia	Pag. 17
13	HERMES	V-A Greece - Italy	Pag. 10	28	MITSKI PARK	V-A Slovenia - Croatia	Pag. 17
14	P.A.T.H	V-A Greece - Italy	Pag. 10	29	RIDE&BIKE II	V-A Slovenia - Croatia	Pag. 18
15	SPARC	V-A Greece - Italy	Pag. 11				

1

INNOVAGRO**Development of an innovative network for the promotion of extroversion of agro-food companies in Adriatic - Ionian Area**

V-B Adriatic - Ionian

The project focuses on the development of links and synergies between farmers, agro-food enterprises, Research Institutes and Public Authorities, for a) the promotion of agro-food products' extroversion, b) the development of agro-food companies' internalization, and c) the promotion of environmentally - friendly farming practices.

Project's main outputs are: 1) a Transnational Cooperation Network in agro-food & tourism sector; & 2) a Virtual Transnational Business Innovation & Entrepreneurship Center (VIBIEC), offering support through e-incubators, e-business network platform, and other self-assessment tools.

Expected outputs: a) the improvement of agrofood SMEs' productivity, competitiveness and access to the international market, b) increasing the percentage of agrofood SMEs involved in networking, internalization and innovation process, c) strengthening the links between R&D Institutes, SMEs, and Regional & Local authorities in the field of innovative entrepreneurship and, d) increasing the use of environment- friendly farming practices.

<https://innovagro.adrioninterreg.eu>

Quality Network on Sustainable Tourism

V-B Adriatic - Ionian

2

QNEST

Through a transnational model of participative interaction between private and public the project will contribute to: improve and spread a common awareness on quality and sustainable tourism among different types of actors in Adriatic Ionian area; manage the local seasonality demand of tourism through the design and implementation of joint de-seasonal solutions; valorise the less well-known destinations through the fruition of new and updated routes between coastal areas and hinterland; facilitate the start-up and enhancement of tourist services through the promotion of joint marketing activities and the exchange of good practices at local and transnational levels.

Expected outputs: One of the main results is the launch of an Adriatic-Ionian network with a quality brand, based on common features of best practices related to sustainable tourism. A model of recognition of qualitative initiatives, adopted measures and capacities of economic operators will contribute to: valorize and preserve the cultural heritage related to the traditional know-how of crafts; promote and improve a safe environment and a sustainable fruition of territories; offer high quality and traditional food typical of Mediterranean Diet; offer services for niches of tourists such as disadvantages and elders people.

<https://qnest.adrioninterreg.eu>

Overall objective of SMART Heritage is the promotion, valorisation and protection of cultural heritage in Adriatic and Ionic regions, in particular by raising tourism attractiveness and reducing tourism seasonality of project area consisting in Zadar County (Croatia), Gerace (Italy), Forlì (Italy), Mostar (Bosnia-Herzegovina), Chalkis (Greece) and Albania.

Expected outputs: R1. Raised awareness on common heritage in Adrion area
R2. Strengthened long-term tourism planning and management system through developed planning tools and increased human resources capacities
R3 Empowered potential of common cultural heritage to become a growth asset for tourism
R.4. Prolongation of tourism season by empowerment of cultural tourism.

<https://smartheritage.adrioninterreg.eu>

The main objective of the project is to enhance continental tourism in CB region in order to sustain social, economic and territorial development. We will promote sustainable development of CB region through effective, innovative and modern use of promotion which will reflect on improving tourism offer and ultimately on tourism development in CB region by increasing the share in the overall tourism.

Expected outputs: The main project results are recognized identity of the region, level of tourist promotion improved, capacities of tourist services providers improved and increased visibility of tourist offer of CB region.

<https://www.interreg-croatia-serbia2014-2020.eu/project/victour/>

Authentic Cultural Heritage Preservation and Smart Tourism Development in Korca and Kastoria

IPA CBC Greece - Albania

The main objective of this project is to preserve and celebrate authentic heritage offered by the two regions through smart and innovative tourism solutions meant to bring the two regions (Korce and Kastoria) closer together. These two regions that have so much in common especially in terms of the authentic experiences that they have the capacity to offer are going to be working together to create an Authentikk tourism product that will encourage the visitors coming to each individual region to explore its "sister" region and to get a taste of two regions that are unique in some ways but also similar in others.

Expected outputs: The tourist traffic in the selected cultural and natural heritage monuments will increase due to better accessibility as a result of repair works but also implementation of innovative solutions (especially tailored to younger publics the Music Festival and the Paragliding Competition that are expected to take place every year. The project will also deliver a number of intangible benefits that will last beyond the course of the project and the immediate aftermath. An increased tourism will most certainly allow the younger generation to gain a better understanding and deeper appreciation for their heritage.

<https://greece-albania.eu/projects/authentic-cultural-heritage-preservation-and-smart-tourism-development-korca-and-kastoria-authentikk>

Community-led Local Development of Cultural Tourism in Greece and Albania - CLLD-CulTour

IPA CBC Greece - Albania

CLLD-CulTour suggests that the area weaknesses can be overcome through the application of the Community-Led Local Development tool (CLLD) to the design and advancement of cultural tourism development, which proposes the application of community-based planning through the function of local stakeholder action groups. Nevertheless, due to the isolation of cultural resources in cross-border territories, CLLD needs to be customized to be used therein through the formation of cross-border action groups in the cultural tourism sector.

Expected outputs: CLLD-CulTour aspires through the formation and function of CB stakeholder action groups and the design, development and testing of the touristic route Culture of the Cradle of Europe and the corresponding digital tools to have the following results: 1. Adding cultural tourism to touristic offers of CB territories, thereby complementing mass tourism provided in the coastal zone of programme territories.

<https://greece-albania.eu/projects/community-led-local-development-cultural-tourism-greece-and-albania-clld-cultour>

CULTURAL LANDS is about how a joint route of promoting and preserving the CB cultural assets, can support non-homogeneous areas to flourish in the field of tourism development. Furthermore, the project embodies the establishment of a cooperation network in the service of sustainable, local and regional development in the field of preservation and promotion of similar cultural assets as a prerequisite of cultural tourism development. Furthermore, the CB cooperation is demonstrated through the development of a thematic CB cultural touristic path, in terms of a CB tourism brand development.

Expected outputs: The expected results of this project are: Both tourism destination branding and the development of a thematic CB cultural touristic path consisting of buildings and other cultural assets of high architectural and cultural heritage, will lead to an immediate multiplication of the results due to the numerous visitors and the achievement in practice of touristic growth.

<https://greece-albania.eu/projects/culture-lands>

The Cult2Routes project has as a primary goal to improve the tourist and cultural facilities in the participated municipalities by development of hiking and Cultural Routes with appropriate signposting, information panels and adequate mapping with i-tools and a complete Walking Routes Guide at the areas of interest.

Expected outputs: 1) The identification of the Cult2Routes in the project areas and their promotion will enhance of tourist product in the PP areas. 2) Improves the capacities of tourist actors to better address and promote the project areas through training. 3) Perform small scale restorations to cultural assets in both countries with scope to preserve and promote them further. 4) Enhances the virtual identify of the local communities. 5) Increase the visibility of the area 6) Offering new working and business opportunities to young people. 7) Improves the facilities to the visitors. 8) Offers new experiences

<https://greece-albania.eu/projects/emerging-cultural-tourism-discovering-hiking-and-cultural-routes-the-area-cult2routes>

**Local Clusters & Social Enterprises Incubators in the
Fields of Culture/Tourism & Folk Tradition**
IPA CBC Greece - Albania

The project, aims at the exploitation of local advantages and in promoting the exports of local cultural products, with ultimate goal the increase of national and foreign visitors to local events, and the enhancement in quality of life for the citizens. This process also creates new investment and job opportunities as a result of the economies of scale that will emerge.

Expected outputs: The projects outputs focus on the promotion and creation of businesses in: organization of artistic events, management of multi-usage spaces, organization of exhibitions, festivals, and artistic services, cultural tourism etc. The basic structures of the initiative are the cultural clusters that will add value at the economy of culture and the creative industries, and the incubators/co-working spaces that will support existing and under-development social enterprises. These entities will stand on a solid theoretical background, developed through the search and analysis stage. The transnational network will ensure economies of scale and the capitalization of partners know-how and experiences.

<http://www.inclust.eu/#>

**Pilgrimage tours and pilgrimages to Greece
and Albania**

IPA CBC Greece - Albania

The key outcomes of the project are: -Development of a strategic study on pilgrimage tourism development in the cross border area. - Documentation, enhancement and promotion of monuments. - Development and application of a specialised tourism product, comprising of alternative Pilgrimage Tourism Routes. - Pilgrimage Tourism Routes Web Portal. - 3 specialised Pilgrimage Tourism Information and Promotion Centres.

Expected outputs: The project is expected to result to the significant increase of the tourist visits and stays overnight in the cross border area, the increase of the tourism income, employment and investments in the tourism sector, as well as to contribute to the overall socioeconomic growth of the intervention area.

<https://greece-albania.eu/projects/pilgrimage-tours-and-pilgrimages-greece-and-albania>

11

CI-NOVATEC

Customer intelligence for innovative tourism ecosystems
V-A Greece - Italy

Overall objective of CI-NOVATEC is to enhance local Tourism Ecosystems performance by introducing innovative techniques KAI technologies for collecting experience related (result-driven), visitor (bottom-up) data, which will be analyzed to outline customer (tourists) intelligence, in order to assist business-level KAI policy-level decision making.

Expected outputs: Registry with the Points of Interest (FPIs and PPIs) for each participating Region. ICT based system for collecting result-driven, bottom-up data, enhancing Customer Intelligence in CB Tourism Clusters of SMEs.

Scalable Customer Intelligence platform. Datasets of visitors' experience. Training seminars KAI material for Tourism Ecosystem members. CB LTC performance improvement study taking into consideration thematic KAI geographical characteristics of pilot LTCs. Regional Tourism development policy papers.

<https://www.interregcinovatec.eu>

12

COHEN

COastal HERitage Network
V-A Greece - Italy

The project has the ambitious goal to create an Adriatic-Ionian Coastal Route that will link important hallmarks of historic built heritage from all the eligible Regions of the cross-border area. The protection, preservation and enhancement of cultural heritage is one of the project's main goals. A second goal is to increase the attractiveness of the area for local residents and tourists by unleashing its endogenous potential for creating growth and employment in the areas involved.

Expected outputs: As the two of the area's strengths and drivers of economic growth are cultural heritage and tourism industry, the main objectives of the project are: to increase the attractiveness of involved territories by defining a common heritage management model; to strengthen participatory processes, involving the public bodies, the private stakeholders of culture and tourism sectors and the local communities; to enhance the visitors' experience by regenerating the historical aura of the involved areas, in a sustainable way.

<https://greece-italy.eu/rlb-funded-projects/cohen/>

Heritage Rehabilitation as Multiplier cultural Empowerment within Social contest

V-A Greece - Italy

HERMES is an infrastructural proposal which aims to enforce the synergy between public and private institutions to promote and empower the Greek and Apulian common territorial socio-cultural identity throughout integrated interventions which include infrastructural works in disused archaeological/rocky sites, accessibility interventions and innovative cultural services planned and managed in a sustainable way. The joint intervention between cultural operators and public authorities is crucial to promote the attractiveness of the territories involved, by focusing on the local identities and on the ancient routes shared by the 2 countries.

Expected outputs: Enhancing the capacity of cultural heritage management bodies to propose new actions and innovative services; Selecting sites of archaeological and cultural interest that will be a reference point. Enhancing cultural strategies. A common integrated cultural toolkit. The utilization of Information and Communication Technologies to create a common virtual environment of the project areas and the creation of an augmented reality space for joint transnational events.

<https://greece-italy.eu/rlb-funded-projects/hermes/>

Promoting Area Attractiveness through Hiking and Introducing a Different Touristic Approach

V-A Greece - Italy

P.A.T.H is based on the vision of touristic routes of different kinds (cultural, environmental, rural, etc), which in the recent years has been consolidated so as to reflect the evolution of the concept of such heritage and its projection in society. The core of the project is the creation of innovative and sustainable thematic routes, linking visitors with Nature, using QR code signing, interactive maps and creating application for self-guiding touring in order to have a minimum intervene on the environment.

Expected outputs: P.A.T.H aims at creating 47 thematic routes (30 in Greece and 17 in Italy) that can cover every visitors taste, hiking routes, cultural routes, mountain trails, etc. The routes will be enriched with information on points of interest for visitors, access options, levels of difficulty, proposed seasons for visits and multimedia contents.

<https://greece-italy.eu/rlb-funded-projects/path/>

15

SPARC

Creativity Hubs for Sustainable Development through the Valorization of Cultural Heritage Assets
V-A Greece - Italy

SPARC project proposal aims to sustainably valorize Cultural KAI Natural Heritage of GR – IT Area by increasing their level of attractiveness, thus, that of the territories involved in a Sustainable Tourism perspective. SPARC will tackle common problems of GR-IT, and will develop an ecosystem with infrastructures to enhance the valorization of the Cultural KAI Natural Heritage, facilitating the development of Sustainable Tourism, achieved through the development of collaboration and synergy among Tourism sector, Cultural KAI Creative Industries, local SMEs, and Cultural KAI Natural Assets Management, fostering innovation KAI growth.

Expected outputs: Through the Sparc project, three Creative Hubs will be created, dedicated to the development of the creative and cultural sectors, enhancing the artistic, managerial, marketing and networking skills of cultural and creative operators.

<https://greece-italy.eu/rlb-funded-projects/sparc/>

TRansnational Accelerator for a Cultural and Creative EcoSystem
V-A Greece - Italy

16

TRACES

TRACES project focuses on cultural and creative micro and SMEs (CC MSMEs) in Apulia and Western Greece regions and addresses the common challenge to promote creative entrepreneurship and to strengthen the CC MSMEs potential as a key contributor to competitiveness across all economic and social sectors, contributing to Programme area's growth, job creation, internationalization and identity. It will tackle two common problems: 1) specific organizational, management and funding weaknesses that prevent to turn innovative ideas into viable business propositions; 2) great geographical disparities of the sector.

Expected outputs: Development of an intelligent operating environment for the widespread provision of customized and integrated incubation services to: facilitate the economic exploitation of new ideas and encourage the creation of new businesses; better monitor and evaluate skills, needs, results and spillover effects; find personnel with the right mix of technical, managerial and ICT skills; facilitate access to finance; establish creative partnerships with HE&R institutions, businesses, public administrations; better integrate creative enterprises into regional development policies and strategies.

<http://progettotraces.eu>

The proposed project aims, through the establishment of cross-border tourist route, contribute to the solution of specific tourism problems and constraints in mentioned area in order to increase destinations tourism traffic, to enhance opportunities to increase spending per visitor. Projects approach is also the preservation of historical heritage located along the thematic way of cross-border area and development of new tourist destinations and facilities on thematic way. Creation of joint tourism services and joint marketing and promotional materials of partners; locations and strengthening of the tourism service providers capacities is also one of the very important approaches.

Expected outputs: 1. improved competitiveness and visibility of cross-border thematic tourism routes; 2. Strengthen providers of tourist services in the target area; 3. Preservation of historical heritage located on a thematic tourist route; 4. Developed new tourist destinations and contents of the cross-border area tourist route.

<https://www.interreg-hr-ba-me2014-2020.eu/project/heritage-route/>

Project will focus on the establishment of networks and platform for cooperation, including support to culture institutions and enterprises for establishment of high quality cultural products and services in priority cultural sectors. The main project objective is to contribute to better cooperation of the relevant key actors of the area for the delivery of innovative cultural and creative products through Regional Arts Mobility and visiting program and joint cross border networking platform.

Expected outputs: The project main results are focused on two main component:
 a) Established cross-border cooperation/networking platform on cultural and creative industries and b) Introduced Regional Arts Mobility and Visiting Program.

<https://3c.italy-albania-montenegro.eu/home>

Virtual reality and 3D experiences to IMProve territorial Attractiveness, Cultural heritage smart management and Touristic development
IPA CBC Italy – Albania – Montenegro

3D-IMP-ACT will promote cultural heritage introducing novel approaches regarding the cultural heritage promotion towards smart and sustainable economic development, destination management and marketing, improving the territorial attractiveness, smart management and touristic development of the cultural heritage in Italy (Puglia), Albania and Montenegro, by assessment and enhancement of the inter-regional relations among historical, architectural and archaeological sites.

Expected outputs: 1. Development of inter-regional networks of historic sites in the reference territories.
2. Development of innovative fruition and enhancement models and products.

Common Initiatives to pRomote CinEma across Italy – Albania - Montenegro
IPA CBC Italy – Albania – Montenegro

CIRCE faces the following COMMON CHALLENGE: modernizing the territorial productive system of the involved area, investing in cultural&creative industries as key strategic resources for boosting the economic growth of the targeted regions, in order to enhance conditions for the growth of cultural and creatives industries of the audio-visual sector that can foster the valorisation of cultural heritage of the involved areas, implementing cross-border initiatives able to establish a bridge among participating regions and gather key actors in realizing new creative productions.

Expected outputs: - Establishment of a common understanding among partners on the potential of audiovisual industry in promoting cultural heritage, identifying issues of common interests, sharing new supporting policies
- Creation of a stable network among audiovisual actors
- Enhancement of the “body of knowledge”vthrough joint production, pilot actions, training.

“DUE MARI” next generation tourism development
IPA CBC Italy – Albania – Montenegro

“Due Mari” is addressing main Adriatic – Ionian challenge -concerning sustainable touristic development via smart technologies. It is focused on developing a joint valorisation of a unique cultural and natural assets. The Project jointly tackles socio-economic and territorial development cohesion, as well contributes to EUSAIR and Europe 2020 Strategy and EU tourism policy framework. Due Mari will redefine the promotion of tourism and sustainable development and directly improve the visibility of the programme area through interactive joint web platform, influence promotion of local products and services as well as promote cultural and natural assets.

Expected outputs: create joint Virtual Reality platform to enhance sustainable tourism growth, diminish seasonality, promote new technologies and innovative approaches and tools in tourism marketing. A common Strategy and Action Plan for Sustainable and Innovative Management of joint assets and development of new routes. Due Mari will raise competencies and skills needed to support cultural heritage preservation as it will give support to Regional Network Of Cultural Tourism, investment in Virtual Platform, small scale investment in cultural routes signalization.

<https://duemari.italy-albania-montenegro.eu/home>

**Hera trademark, cultural tourism routes
and visitor centres strengthening**
V-A Italy - Croatia

The project HERCULTOUR is capitalizing the IPA Adriatic HERA project and is aimed at 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. Thus, the activities foresee the setting up of the HERA Adriatic Heritages Association for management and promotion of sustainable tourism based on common cultural heritage.

Expected outputs: Heritage Interpretation workshops, Operating plans developed for existing HERA-certified products, Local promotional campaigns for existing HERA-certified products, Existing HERA-certified products improved, International cultural tourism route, Visitor centre developed, International Cultural Tourism Route focusing on Roman heritage and New products certified according to HERA standards.

<http://www.italy-croatia.eu/hercultour>

**Integrated System of the Natural and Cultural Heritage
and the Cultural Activities**
V-A Italy - Croatia

The project I-Archeo.S. is capitalizing the IPA Adriatic CBC project ARCHEO.S. and is aimed at promoting the cultural sites and intangible heritage by the means of development of thematic tourist itineraries, new creative products and educational tours. The main activities will focus on the setting up of the public-private agreements.

Expected outputs: Chart for Evaluating the Quality Performance of tourist itineraries, projects of tourist thematic itineraries, Pilot actions as Educational Tours, Local creativity vocational training courses, Agreements for Clusters, promotional campaigns for the local audience, sites and intangible heritage promoted, Mobile App for accessibility of 20 natural and cultural heritage destinations, Eco-roads, new intermodal plans, alternative way of transferring, edutainment products.

**Cross-border destination of cultural
and green tourism Claustra Alpium Iuliarum**
V-A Slovenia - Croatia

The project provides a set of activities for the development of the tourism product CLAUSTRA. It includes the preparation of guidelines for its development, promotion plan, design of the cultural-touristic route & related itineraries, systematic promotion of the product (including a mobile app) & the development & implementation of a rich program for visitors (cross-border public events, experiential tours). In order to develop an integral product & for a stable management of the route it will be set up by bottom-up approach the CLAUSTRA consortium which brings together all relevant stakeholders & local economic operators. The second set of activities is to improve the attractiveness of the destination CLAUSTRA.

Expected outputs: 1) Developed claustra cultural and green tourism product and established a network of product actors. 2) improved knowledge and capacity base for sustainable use of claustra's cultural and natural heritage. 3) increased awareness of claustra's cultural and natural heritage. 4) revived, preserved, presented and maintained claustra's cultural and natural heritage. 5) increased physical and information accessibility to the claustra's cultural and natural heritage. 6) awareness public involved in the activities of preservation and management of claustra's cultural and natural heritage.

In cultura veritas - razvojem atraktivne turističke destinacije do bolje valorizacije i održivog korištenja kulturne baštine/ In cultura veritas - z razvojem atraktivne turistične destinacije do boljše valorizacije in trajnostne rabe kulturne dediščine
V-A Slovenia - Croatia

The main project goal is to increase attractiveness, number of visitors and protection of cultural heritage as well as to boost economic activity of local producers through development of sustainable cross-border touristic destination, capacity building of local stakeholders and promotion. Identified challenges will be tackled primarily through development and promotion of innovative touristic destination which will connect the cultural heritage with wine roads by connecting services and offers from both sectors and their integration.

Expected outputs: The results of the project synergistically contribute to increasing the number of visitors to cultural heritage sites. By designing a new tourist destination based on key cultural heritage sites that will be renovated, their offer and attractiveness for tourists will be improved and put into full function, an offer will be created according to the requirements of the modern guest that can attract visitors.

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

Mreža "živih" dvoraca kao oblika održivog turizma za očuvanje i promicanje kulturnog nasljeđa
V-A Slovenia - Croatia

The project "Living Castles" focuses on the preservation and valorisation of manors/castles through the development of a common cross-border tourism offer and the integration of innovative activities for the preservation of cultural heritage. Project's main theme is the creation of a common brand – a network of castles/manors that will enable bigger recognisability and promotion.

Expected outputs: The key result of the project is an innovative and integrated design integral tour. A product based on KD over areas, the introduction of attractive ICT solutions that provide a unique and quality experience and 3 targeted business tour models. By conducting training workshops we will improve the capacity of persons, organizations and stakeholders involved in project activities and improve the quality and diversity of tours in the long run.

<http://www.si-hr.eu/en2/map/living-castles/>

Aktivna zaštita i valorizacija prirodne i kulturne baštine rudnika i rudarstva za razvoj održivog turizma

V-A Slovenia - Croatia

MINE TOUR project addresses the challenge of unexploited mining heritage potential in the marginal areas of the PA, more precisely, it focuses on the natural site of the Sitarjevec mine in Litija and the mining cultural monument "Šoht" (i.e. mine tower) in Labin. The project's objective is to establish an active mining heritage conservation through the development of new sustainable cross-border tourist products. The change is expected to be reflected in improved accessibility and recognition of the mines, an improved experiencing of heritage, an increased number of on-site visits and an improved site attractiveness.

Expected outputs: The main result of the project is the improved revitalization, preservation and promotion of two mining monuments. The project will also improve the capacity of sustainable tourism and culture stakeholders to participate in project training. The latter will enable the strengthening of competencies, with emphasis on the aspect of sustainability, active preservation of monuments and the importance of promotion at the national and cross-border level. All of the above leads to an increase in the number of visitors.

<http://www.si-hr.eu/en2/map/mine-tour/>

Zajednička prekogranična turistička destinacija za očuvanje, zaštitu i promicanje baštine mitskog prostora

V-A Slovenia - Croatia

The project's common main objective is to actively preserve and enhance mythical landscape's cultural heritage from the perspective of sustainable tourism in the territory of Mošćenička Draga and Hrpelje-Kozina municipalities. Visitors of the Cross-boarder myth park (CMP) will be offered a unique experience which will enrich the destination's attractiveness and increase the number of visits.

Expected outputs: The project will ensure the evaluation of the cultural heritage of the mythical landscape by establishing a new Cross-Border Myth Park, creating and marketing innovative and attractive tourism products and improving the capacity of tourism operators (guides, employees of tourist agencies and information points, tour operators, etc.) and local residents and entrepreneurs.

<https://mitski-park.eu/en/>

RIDE&BIKE II

The main goal of project RIDE&BIKE II is development of selective tourist products-based interpretation of natural and cultural heritage through establishment of management system for development of active tourism. The key project result is to increase number of visitors in cross-border destination (for 3600 visitors), and direct project outcomes are:

Expected outputs:

1. organized cross-border offer defined through 2 tourist cross-border tourist products based smart integration of protected nature and cultural sites.
2. developed RIDE&BIKE standards with 10 standardized subjects of tourist offer (hospitality, accomodation).
3. developed awareness about importance and possibilities of tourist valorization of natural and cultural heritage and their smart integration of the active tourism offer.

TO KNOW MORE

<https://etc-eusair-network.eu/data>

Interreg
ADRION
European Regional Development Fund - Instrument for the Pre-Accession II Fund
EUSAIR FACILITY POINT



ADRIATIC-IONIAN



EU Strategy for the
Adriatic and Ionian Region
EUSAIR



**Dipartimento per le Politiche di Coesione
Presidenza del Consiglio dei Ministri**



*Agenzia per la
Coesione Territoriale*