



HERCULTOUR

Hera trademark,
cultural tourism routes
and visitor centres
strengthening



*MANAGEMENT AND PROMOTION OF
SUSTAINABLE TOURISM IN ITALY AND CROATIA
BASED ON COMMON CULTURAL HERITAGE*

NEWSLETTER N° 1 Activities 2018

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MANAGEMENT AND PROMOTION OF SUSTAINABLE TOURISM IN ITALY AND CROATIA BASED ON COMMON CULTURAL HERITAGE



PROJECT DURATION
01/01/2018 - 30/06/2019



ERDF
€ 999.997,29



TOTAL BUDGET
€ 1.176.467,40

DESCRIPTION

HERCULTOUR project aims at strengthening the existing cross-border cooperation in the tourism sphere between Italy and Croatia and at empowering key policy makers and stakeholders for local planning of enhancement and preservation of cultural and historical heritage, investing in tourism promotion and creating joint tourism offers in different areas.

The project will reinforce the joint management of sustainable tourism aimed at boosting and improving local economies and employment, while respecting high quality and management standards.

PROJECT PARTNERS





Interreg Italy - Croatia HERCULTOUR European Regional Development Fund

HERCULTOUR

PROJECT NAME
HERCULTOUR | Hera trademark, cultural tourism routes and visitor centres strengthening

DESCRIPTION
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.

MAIN OUTCOMES
7 Heritage Interpretation workshops
5 Operating plans developed for existing HERA-certified products
9 Local promotional campaigns for existing HERA-certified products
6 existing HERA-certified products improved
1 International cultural tourism route
1 visitor centre developed
1 International Cultural Tourism Route focusing on Roman heritage
2 new products certified according to HERA standards

TARGET GROUPS
Education and training organisations as well as universities and research institutes
Local, regional and national public authorities
Cultural and natural heritage management bodies
Regional and local development agencies
Enterprises

TOTAL BUDGET
1.176.467 €

DURATION
1.01.2018 - 30.06.2019

CONTACT
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SO 3.1

PROJECT PARTNERS
Zadar County | Zadar LP
Europe Point of Teramo Consortium | Teramo 1
Primorje-Gorski Kotar County | Rijeka 2
Šibenik-Knin County | Šibenik 3
Dubrovnik and Neretva Region | Dubrovnik 4
Tourist Destination "Romagna" | Rimini 5
ADSU | Teramo 6

HERCULTOUR KICK OFF MEETING IN ZADAR

The Kick-off meeting of the HERCULTOUR project, approved in the 1st Set of Call for Proposals for Standard+ in the framework of Italy-Croatia Programme, has been held in Zadar, from 3rd of January to 1st of February 2018.

In the view of the capitalisation of IPA Adriatic CBC Project named HERA "Tourism of the Adriatic Heritage", Overall objective of HERCULTOUR project is to strengthen the joint cross-border platform established (HERA Association) for the management and promotion of sustainable tourism based on common cultural heritage, in order to reduce seasonality of tourism.

By reducing seasonality of tourism, thereby creating conditions for sustainable and more balanced territorial development, HERCULTOUR project contributes to Programme priority specific objective "Make natural and cultural heritage a leverage for

sustainable and more balanced territorial development".

That will be achieved by pursuing three specific objectives:

- "to increase institutional and human capacities for management and promotion of cultural tourism";
- "to increase visibility and operational sustainability of existing HERA certified products";
- "to verify HERA certification of International Cultural Tourism Routes and confirm other procedures".

During the project kick off meeting, the representatives of the 7 partners (Zadar County, Europe Point of Teramo Consortium, Primorje-Gorski Kotar County, Šibenik-Knin County, Dubrovnik and Neretva Region, Tourist Destination "Romagna" and ADSU Teramo) discussed the main project goals, elaborated on the forecasted project working packages in order to plan the activities (case studies, meetings, workshops, etc.) and discussed each partner's responsibilities. A press conference has been organised to promote the project goals and activities to the wider public and stakeholders.



THE EXHIBITION “FRANKOPANS IN MUSIC AND FEAST”

On the 24th of May 2018, Hercultour project partner Primorje-Gorski Kotar County has organised the exhibition called “Frankopans in Music and Feast”. The exhibition took place in Zagreb, at the Gallery of the Archeological Museum Zagreb. Together with the opening of the exhibition, there has been presented to the audience and press operators “The Routes of the Frankopans”, a very important cultural - Tourist Route that will be fostered in forthcoming valorisation activities by Hercultour project.

The exhibition consisted of printed posters and information about more interesting details about family Frankopan’s properties which form part of the tourism Route.

In the music section of the event program, the multi-awarded multi-instrumentalist Croatian band presented compositional medieval music for guitar, baroque and arabic lute to underline some of the less-known aspects of the music of that time that are part of the European musical heritage.

Under the gastronomic point of view, there were shown recipes from the Frankopan period with contemporary interpretation, prepared by one of the Croatia’s top chefs. Also, there has been baked a special cake called “The Duchess of Krk” to be served with “Frankopani900” wines, produced in the occasion of the 900th anniversary of the first mention of the Dukes of Krk Frankopans, which Primorje-Gorski Kotar County celebrates throughout the year.



2ND PARTNERSHIP MEETING IN DUBROVNIK



Dubrovnik Neretva County, has organised on the 29th-30th of May the 2nd partnership meeting and press conference of HERCULTOUR.

During the two days of the meeting, the Italian and Croatian partners analysed and discussed the state of implementation of the proposed activities for each single work package, specifically focusing the attention on all aspects of the guidelines, documents and good practices that have been (and will be) capitalised in the following months, plus assessing future steps of activities on the basis of the mutual interregional cooperation.

Moreover, during the 1st day of meeting, partners provided local media representatives with the information on Italy-Croatia Programme and Project main activities and results in order to sensitize the public and stakeholders on the benefits that will be achieved in each partners' locations through the development and promotion of tourism products, visitors' centres and cultural routes in the view of local and interregional heritage valorisation.



THE “FRANKOPAN ´S WEEKEND”



In the middle of September 2018, Hercultour project partner Primorje-Gorski Kotar County organised the “Frankopan ´s Weekend” with the extraordinary scenario of Castle Nova Kraljevica – the residential castle of both Zrinski and Frankopan family, that is a relevant starting point for the exploring of the whole Cultural-Tourist Route “The Routes of the Frankopans” and which nowadays hosts the Visitor Centre Kraljevica. Both the Route and the Visitor Centre are two HERA certified products.

Throughout the 2018 the County celebrates the 900th anniversary of the first mention of the Dukes of Krk Frankopans through various events. “Frankopan ´s Weekend” was the main event within the programme “Frankopani900”. The event consisted of two days, mostly orientated towards children and public.

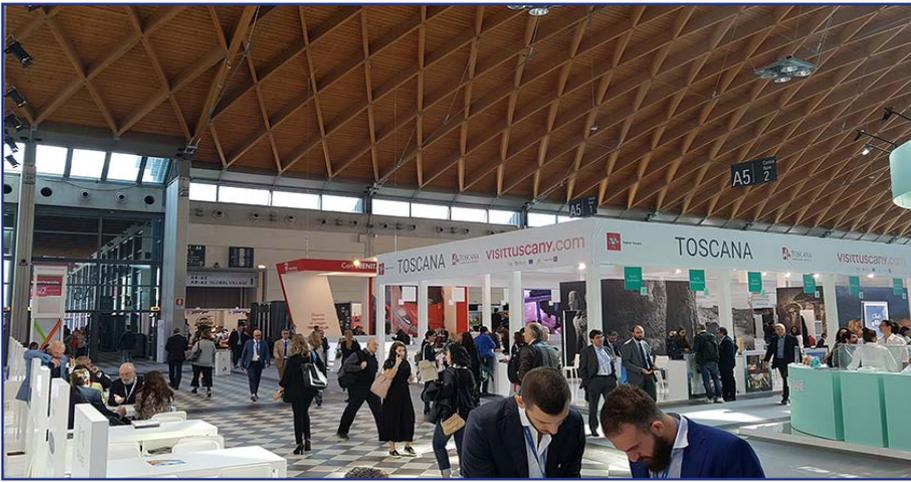
There was a musical played on the first day which was performed by the students of the Croatia ´s elementary schools, covering the theme of the “Zrinski-Frankopan Conspiracy”.

On the second day, there were various workshops for children, the interactive circus fair and the theatre play.

Children had enjoyed the rich programme of the event and the magical Castle served as the best background!



TTG INTERNATIONAL TOURISM FAIR PARTICIPATION



TTG Travel Experience in Rimini is the most important and effective business-to-business exhibition in Italy.

It is a structured networking tool through which tourism agencies and operators find opportunities, explore content and trends in the worldwide industry, taking part in a profitable commercial matching programme for destination all

over the world.

Hercultour project participated on the 10th-12th 2018 of October to the TTG international tourism fair in order to promote to the operators the products developed through the implementation of Hera and Hercultour projects, with the goal to exploit the potentialities of each territory under the point of view of cultural heritage valorisation for tourism and economic purposes.

Partners attended to specialised conferences and events contributed to the setting and fine tuning of the project goals and methodologies to be followed for the most efficient development of the project activities and products development.



HERCULTOUR SCIENTIFIC COMMITTEE

THE CREATION OF AN INTERNATIONAL CULTURAL TOURISM ROUTE



The creation of an international cultural tourism route that would valorise the local cultural heritage, aims at becoming a major source of job opportunities and economic development for the territories in which the route is comprised of.

An international cultural tourism route is a combination of 3 different elements:

1) the geographical area where

attractions and cultural heritage of interest are located;

2) the common theme linking together the different components of the route

3) the services and tourism products provided to visitors in the different destinations involved.

In order to properly plan and develop an international cultural route that would take into consideration the three aforesaid elements and contribute to capitalise on both the tangible and the intangible roman vestiges and heritage of the involved territories, Hercultour project established a Scientific Committee formed by the thematic tourism experts from all project italian and croatian partners.

On the 22nd of October 2018, the first Scientific Committee meeting took place in Teramo in the premises of ADSU Teramo, led by Raffaella Morselli - Ph.D. of Modern art history at the University of Teramo, with the precious contribution of Vinko Bakija - Department of Tourism and Communication Sciences at the University of Zadar; Ivo Glavas - Ministry of Culture, Conservation Department in Šibenik; Stefano Dall'Aglio - Managing Director at Econstat; Mia Rizner - Conservation Department of the Ministry of Culture in Rijeka, and Enrico Prosperi - Hadriatica DMC.



3RD PARTNERSHIP MEETING IN RIJEKA



The third Steering Committee of Hercultour took place in Rijeka, Croatia, on November 12th-13th, 2018.

Project partners presented the state of the art of the project activities, including administrative and financial issues, outlined the achievements of the first-year implementation period, as well as shared views on the drawing-up of the action plan for the project closure.

During the meeting, Ms. Andrea Vugrinović, Managing Director of Superna d.o.o. as Zadar County tourism expert, presented the content of the Heritage Interpretation Training Manual, which is addressing the use of heritage interpretation to measurably improve the visitor experience at a HERA trademark heritage site.

The manual is based on results and training materials of several projects already implemented in the EU and other countries, particularly on the HERA project on which the Hercultour Project is capitalising.

Ms. Vugrinović, within the manual, provided an overview of the possibilities of local intervention for capacity building in heritage interpretation. The courses developed with the help of the training manual should target heritage site managers and planners, heritage staff, tourist guides, tourism staff, educators and curators working at monuments, sites, museums, natural protected areas, etc.

The manual includes two teaching modules which can be used separately.

Module 1:

Interpretive Principles and Planning will help trainers and heritage interpreters understand the backbone of heritage management and heritage interpretation planning.

Module 2:

Interpretative Presentation Skills will help trainers and heritage interpreters develop professional skills necessary to interpret heritage.

Hercultour project partners will have the opportunity to test the training manual by organizing and delivering train-the-trainers introductory courses, allowing learners to understand the heritage interpretation approach.



Project Partners



Social Media



Hercultour

