

I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

PRIORITY AXIS 3 “ENVIRONMENT AND CULTURAL HERITAGE”

Specific objective 3.1 “Make natural and cultural heritage a leverage for sustainable and more balanced territorial development”

Title of deliverable (as in SIU): **reports of the Laboratories**

Work package number, name of Work Package :

WP3 THE SYSTEM: NATURAL CULTURAL HERITAGE - ENTERPRISES - DEVELOPMENT

Activity number, name of activity:

3.2 Awareness Raising Actions

Partner in charge (author): **P5**

Partners involved: **P5**

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MUNICIPALITY OF CRIKVENICA AWARENESS RAISING ACTION REPORT

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Introduction

The first workshop for the stakeholders – Local Awareness Raising Lab – in Crikvenica was held on 18-19 June in the City Hall. Project Manager Tena Peričić presented the objectives of the I-ARCHEO.S project to the stakeholders and explained how they are expected to be involved – through the formation of the public-private cluster and common development of an innovative tourist itinerary that will valorise Crikvenica's cultural and natural heritage in the pre-season period.

The stakeholders introduced themselves to each other and explained their motivation for the participation in the project. The stakeholders come from the public, private and civil society sector. The public sector was represented by the City Museum, Culture Centre, and Crikvenica Tourist Board. The private sector was represented by SMEs (hotels, caterers, tourist agencies). The civil sector was represented by an association for the improvement of the quality of life. The Local Action Group also participated in the workshop.

Needs

The stakeholders discussed the tourism trends in the Crikvenica Riviera and the issues detected and proposed possible solutions. They all agreed that it is necessary to deaseasonalise the destination and attract more tourists in the pre- and post-season period. They all agree that it is a common interest to brand Crikvenica as the Riviera of Love, because it has great potential for the development of romantic itineraries – the Love Path, Kissing Spots, romantic cultural sights, beautiful beaches, Mediterranean Labyrinth of Love... The destination is an ideal setting for the organisation of weddings. The wedding organization offer already exists since Crikvenica's hotels offer wedding ceremony organization services. It was concluded that this is the offer to be considered also in the development of the itinerary. Spa & wellness offer in the hotels should also be promoted. There is also a possibility to organize creative workshops for couples, possibly with elements of the local cultural heritage and local gastronomy in cooperation with the City Museum, Culture Centre and restaurants.

The second day of the workshop was virtual; i.e. a WhatsApp group was created that included all stakeholders, also those who were unable to attend, but applied for the participation in the project. The stakeholders were asked to send their further proposals and comment on the proposals of others within the group. The group will remain active throughout the duration of the



project as it is an excellent tool for the stakeholders to keep in touch on daily basis and coordinate activities in the itinerary, i.e. the pilot action.