

D 3.3.2 CB Project promotional event
Workshop on cultural, sustainable and inclusive tourism offer
Cervia 7th - 9th April 2025
REPORT



Overview

The Cross border promotional event *CROSSROADS OF EUROPE - Heritage, landscape, urban development. Cultural, sustainable and inclusive tourism offer* has been held in Cervia on 7-9 April 2025 at the Hotel Aurelia in Milano Marittima, which is also the location of a bunker. Bunkers are the main locations to be promoted thanks to FORTIC project for the Municipality of Cervia.

Main aim of the conference was to promote and discuss the topics of cultural, inclusive and sustainable tourism. The workshop addressed to tourism stakeholders, cultural institutions and associations, as well as disabled institutions and associations.

The workshop addressed local stakeholders, FORTIC project partners, and ATRIUM Route members. The participants have been more than 90 people, representing local, regional decision makers (Municipalities of Cesena, Forlimpopoli, Forlì) and cultural associations (ATRIUM at first and other local associations), secondary and higher education institutions such as University of Bologna and High School IIS Tonino Guerra of Cervia, and other associations representing disabled people and tourism operators.

Implementation

The conference programme (see the agenda attached) was organized into an introductory speech and 3 thematic sessions respectively tackling different aspects of the conference:

- Framework introduction: The FORTIC project “From remains Of the war to the aRchiTecture of peace in cross-border area of Italy-Croatia”

- Session 1 - Heritage, landscape, urban development over time: the case of the dissonant heritage

Landscape, urban development and memory conservation: heritage selection processes and dynamism of the evolving landscape

- Session 2 - Dissonant heritage – protection, sustainability, inclusiveness

“Dissonant heritage” as a sustainable growth opportunity: how to enhance the “Dissonant heritage” and balance the protection of the heritage with inclusiveness and sustainability principles – essentials and practical examples

- Session 3 - Territorial approach for a new tourism offer

About 20 international experts gave a lecture and interacted with the sessions’ moderators and the public. They were from Italy, Croatia, Slovenia, Poland, representing Municipalities, universities, cultural and research institutions, tourism institutions, disabled research Institutions and associations.

The speakers represented a blend of different expertise, and a set of topics have been the focus of the workshop.

After the framework introduction to the FORTIC project made by the Head of the Department for Development and European Policies of Pula Municipality, the event started the first technical session. It was focused on Heritage, landscape, urban development over time. The focus was the case of the dissonant heritage with a session on Landscape, urban development and memory conservation - heritage selection processes and dynamism of the evolving landscape.



Italy – Croatia

**FORTIC**

The first speaker presented the main aspects related to the cultural routes potentialities and role, with the contribution of a representative of the DG-EAC and UNESCO consultant. After this lecture, some experts from the University of Bologna, Faculty of tourism - University of Maribor and from Sibenick discussed about the topic of the linkage between nature and culture and the responsibility to protect the dissonant heritage built cultural heritage from nature extreme events.

The thematic session 2 was focused on essentials and practical examples of dissonant heritage as a sustainable growth opportunity. The speakers presented examples (the AR.CHETHICS project, the experience of Spinadello of Forlimpopoli and the experience of the Municipality of Cervia for the “Welcome everybody” project) on how to enhance the *Dissonant heritage* and balance the protection of the heritage with inclusiveness and sustainability principles.

The afternoon session was focused on territorial approach for the new tourism offers, moderated by the Director of the Advanced Centre for Tourism Studies – University of Bologna. During this thematic session the experts presented experiences on the opportunities given by the Economic enhancement of the forts and the opportunities for local development and new professional profiles. Local, national and international experiences have been presented. A particular session was focused on the Night of Fortresses, a successful event organised also in many venues of the partners countries linked to the FORTIC project promotional activities.

The day after, the partners attended the study visit to the fortress and bunkers area of the Municipality of Cervia.



Evaluation of the event

A total of 90 participants attended the conference, representing the following targets:

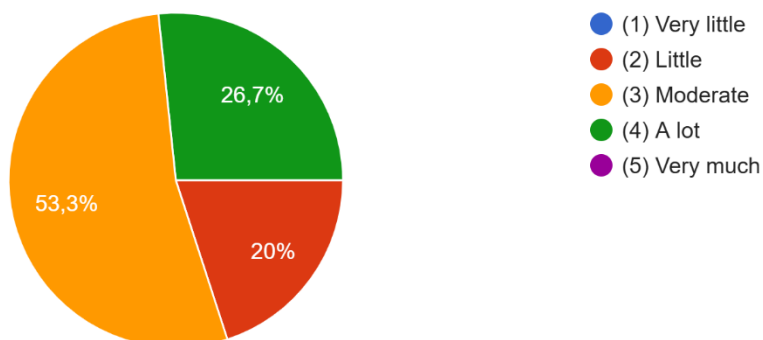
- ✓ Project partners
- ✓ General public
- ✓ Higher education and research organisations: Universities
- ✓ Education/training center and school: secondary schools
- ✓ Interest groups including NGOs: local cultural associations, disabled associations, tourism operators
- ✓ Public local authorities

Participants covered the following countries of origin: Italy, Croatia, Slovenia, England, Romania, Poland, Portugal, Albania, Serbia

The participants filled a specific google form for the evaluation of the event and the results are the following:

How would you rate your prior knowledge of the cultural, sustainable and inclusive tourism before this event?

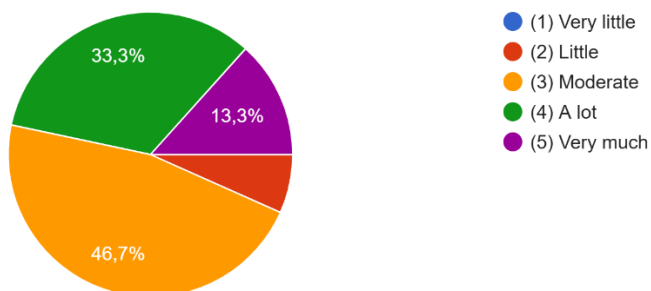
15 risposte



The event improved the knowledge of the participants on the topics of inclusive tourism, probably thanks to the speakers which shared their experiences within the subject of social inclusion and also the ATRIUM experience on cultural tourism and in particular linked to the topic of dissonant heritage.

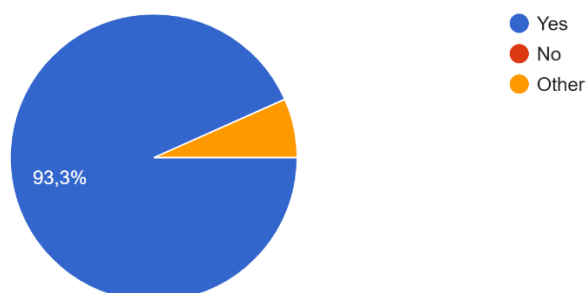
How would you rate your knowledge of the cultural, sustainable and inclusive tourism after this event?

15 risposte



Was the presentation of the dissonant heritage helpful for understanding the impact on urban development?

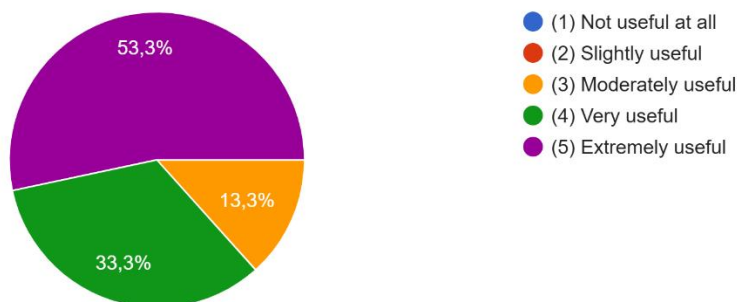
15 risposte



The overall impact of the event was positive towards the participants, and all of them recommended the participation to the event to colleagues, and also the organizational aspects have been positively evaluated.

How would you rate the overall usefulness of this event for you?

15 risposte



In addition, the participants confirmed it was an excellent event – very well-organized, with engaging topics and insightful discussions. The sessions were relevant, timely, and provided valuable takeaways.



CONCLUSIONS

Our cities are continuously under transformation, as well as the urban development practices, which changed over centuries following economic and social dynamics. Sensitiveness to issues of sustainability and inclusion characterise our times, but these were aspects that were not considered until a few decades ago. Therefore, the cities often present physical challenges toward inclusive and sustainable urban transformation. Likely, fortified and defence heritage as it was originally conceived for opposite purposes. Nevertheless, its enhancement for cultural tourism purpose according with such principles represent an extraordinary opportunity both for citizens and tourists.

Starting from these assumptions and given the objectives of the FORTIC project, on 7th April 2025 the Municipality of Cervia organized in Cervia the ***International Conference “CROSSROADS OF EUROPE: Heritage, landscape, urban development. Cultural, sustainable and inclusive tourism offer”***.

Further than being partner of FORTIC project, the Municipality of Cervia is also member of the Cultural Route recognized by the Council of Europe, "ATRIUM - Architecture of Totalitarian Regimes of the 20th Century in Europe's Urban Memory."

FORTIC and ATRIUM address the theme of interpreting and enhancing the cultural heritage associated with fortifications, defence systems, and architecture linked to totalitarian regimes. Given the proximity of the topics covered by the FORTIC and ATRIUM, it was chosen to jointly organize the conference to create shared moment of work which could be a benefit for both networks, capitalize knowledge and transfer it to local stakeholders attending the conference.

Therefore, the workshop was a successful event offering to create opportunities for international meetings and discussions open to local operators, to share and conceive new models of sustainable and inclusive tourism based on fortified and dissonant cultural heritage.





