



## **“Protection, promotion, and touristic valorisation of Adriatic maritime heritage”**

Priority Axis: Environment and cultural heritage

3.1 – Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

# **WEB**

## **D 5.1.1 Marketing Plan**

WP 5 – PROMOTIONAL CAMPAIGN FOR THE COMMON TOURISM PRODUCT ACT  
5.1 MARKETING CONCEPT AND PROMOTIONAL CENTRES

February / 2020

KVARNER COUNTY TOURIST BOARD

Final Confidential



# MARKETING PLAN OF THE PROJECT „ARCA ADRIATICA“



OPATIJA, 2020

## **Imprint**

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## Content

INTRODUCTION .....	2
GENERAL DATA ABOUT THE PROJECT .....	3
MARKETING PLAN .....	5
1. Network of promotion centers.....	5
2. Production of the promotional material .....	6
2.1. Print promotional material .....	7
Roll-up posters.....	7
Leaflets .....	7
Brochures .....	9
Banners .....	11
Beach flag banners (Fly banner) .....	11
2.2. Digital promotive material .....	12
Promotional video spots.....	12
3. Promotion of new tourist itineraries .....	13
Study tours.....	14
Fairs .....	15
Advertising on TV stations and other digital and print media.....	15
4. Organization of interpretative events.....	16
5. Unique marking of attractions .....	19
CONCLUDING REMARKS.....	21

## INTRODUCTION

Trends in the modern tourism market show that culture is a significant motive for tourists to get more and more familiar with new and authentic elements of the tangible and intangible cultural heritage of other nations in order to gain a new, authentic experience. Even when cultural content is not a motive for visiting a particular destination, tourists tend to participate in cultural events at the destination, which enriches their tourist experience and creates an unforgettable tourist experience.

The rich maritime heritage of the Kvarner region, Istria, Northern Dalmatia and Italy is the basis for the development of a cultural-tourism product, which through an innovative interpretation of the historical and maritime intangible and tangible heritage can be integrated into a unique and recognizable cultural-tourism product of the border area. Interconnection of culture, tourism and entrepreneurship, as well as networking and connecting all development stakeholders, makes it possible to create a platform on which the extremely rich cultural heritage would act as a development resource in the mentioned area.

It is impossible to preserve maritime and historical heritage without constant concern for the protection, popularization, presentation and revitalization of maritime heritage. Strengthening of maritime knowledge and culture, permanent protection of maritime heritage artifacts, and further development of maritime heritage-based tourism infrastructure builds the basis for the sustainability of a positive trend in the development of a competitive cultural-tourism product. The quality promotion of maritime heritage can emphasize the advantages and special features of a particular destination and its maritime culture, thus creating an additional attractiveness of the destination and increasing interest regarding tourist arrivals. Promotional activities will support the development of an integrated cultural-tourism product relying on a unique event-based experience gained in the cross-border area.

For the purpose of creating recognizability of the areas covered by the project, and in an effort to ensure the optimal position of the cultural and tourism product of the maritime heritage on the market, this plan builds a platform for the promotion of the project "*Protection, promotion and touristic valorisation of the Adriatic maritime heritage*" (the acronym "Arca Adriatica"). The main objective of the promotional campaign of the Arca Adriatica project is to inform 200 specialized professionals, 100,000 tourists and 400,000 inhabitants. Through a comprehensive promotional campaign and the realization of promotional activities, the project will have operational and strategic implications for the management of tourist destinations. The implications are realized primarily through the adoption of various modern technological solutions that improve the quality of cultural and tourist supply and also offer the response to contemporary requirements and challenges of the tourism market.

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<sup>1</sup> "This document reflects the author's views; the Programme authorities are not liable for any use that may be made of the information contained therein."

## **GENERAL DATA ABOUT THE PROJECT**

The main objective of the project Protection, Promotion and Touristic Valorisation of the Adriatic Maritime Heritage (acronym "Arca Adriatica") is to develop a joint tourism product based on the principles of social and environmental sustainability, which at the same time valorizes, preserves, protects and promotes the rich maritime heritage of the border area. In terms of the partners coming from Croatia and Italy, the project will maximally protect the existing tangible and intangible maritime heritage and, through a series of measures, the heritage will systematically be used to develop and to bring to life a joint tourism product. Theme tourism is a trend in the world and unlike the mass tourism that is currently dominant in the coastal area of both countries, it is not tied to the summer period, that is, tourists love it and want to consume it in periods when there are no crowds. Therefore, it is regarded as ideal for solving the general problem of seasonality in tourism.

Cross-border cooperation multiplies the effect because joint development guarantees higher quality, success and exchange of tourists. Maritime heritage is a great untapped tourism potential of both countries. Regarding the trend of changing habits of tourists who are increasingly mobile and want to visit more places and countries during their stay, and in this context the Adriatic region represents spatially an area that is perceived as a unique space by tourists. Development and promotion of a common tourism product supports largely the creation of a unique tourist area.

Integrated cross-border cultural-tourism products will connect the contents and increase economic, social and cultural cross-border exchange. Tourism providers will promote two cross-border regions as one integral cross-border destination by advertising the similarities of the regions and the complementarity of the common cultural offer.

The key results will be greater visibility of the destinations involved, increased accessibility of maritime heritage to all social groups (virtual museums, open air museums, interpretative centers), increased number of visitors to the border area, an increase in the number of permanently protected maritime intangible and tangible heritage artifacts (through interpretative centers, a virtual museum, maritime heritage base, technical characteristics of vessels), increased tourist infrastructure based on maritime heritage (interpretative center in Malinska, restoration of small boats that will serve as live models exhibited in ports and on regattas), higher number of children and visitors educated on maritime crafts and skills (Academy of Maritime Crafts and Skills) and recognizing the entire coastal border area as a unique tourist destination (through an intensive joint promotional campaign).

**NAME OF THE PROJECT:** *Protection, promotion and touristic valorisation of Adriatic maritime heritage*

**ACRONIM OF THE PROJECT:** Arca Adriatica

**PROGRAM:** Interreg Italy – Croatia

**PROJECT PARTNERS**

- LP Primorsko-Goranska County
- PP1 Malinska – Dubašnica Municipality
- PP2 Kvarner tourist board
- PP3 Eco museum „House of Batana – Casa della Batana“
- PP4 Cervia Municipality
- PP5 Cesenatico Municipality
- PP6 Mediterranean agricultural institute Bari
- PP7 San Benedetto del Tronto Municipality
- PP8 University „Ca Foscari“ Venice
- PP9 Tkon Municipality

**PROJECT DURATION:** 01.01.2019 – 30.06.2021

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<sup>1</sup> Batana is a name of a traditional boat type.

## **MARKETING PLAN**

Aimed at developing an integral cultural and tourism product, the marketing plan defines the implementation of activities and measures necessary to promote the rich maritime heritage of the border area within the framework of the "Arca Adriatica" project.

The promotion of the project should be carried out with the minimum funds and activities planned by this marketing plan, and in accordance with the Application form and the signed Co-financing agreement.

### ***1. Network of promotion centers***

By signing a Cooperation agreement between local Tourist Information Centers and project partners, promotion centers will be established in Malinska, Tkon, Cervia, Cesenatico, San Benedetto, Bari and Venice. The new Promotion Centers will be joined to the coordinated network of already existing promotional centers in Rijeka, Mošćenička Draga, Izola, Piran, Rovinj, Krk and Nerezine, established during the implementation of the „Small Boat“ and „Small Boat 2“ project. By establishing these centers, the entire border area will be able to offer the contents that are worth visiting throughout the year and therefore it presents a concrete form of achieving one of the goals of the Arca Adriatica project – extension of a tourist season.

The promotion centers will permanently and systematically promote the cultural and tourism product of the maritime heritage of the border area, with an emphasis on the promotion of traditional maritime trades and skills, maritime activities, as well as the organization of events, scientific or professional gatherings and workshops, and the implementation of all other activities related to maritime heritage and its preservation. In addition to promotional activities, the emphasis is on the educational activities of all stakeholders, especially tourism professionals, in order to develop and promote a unique trans-cultural cultural-tourism product. Educational activities aim at sharing knowledge, involving and connecting target groups of stakeholders: tourist services providers, local and regional authorities, food and beverage producers, local population, students, private accommodation renters, associations of cultural heritage protection and promotion, journalists and others – all of them supporting a continuous development and promotion of a unique maritime heritage tourism product. The establishment of promotion centers will be accompanied by educational workshops.

Through networking with various stakeholders, the promotion centers will create thematic events in their fields of activity and promote new tourist itineraries, created during the duration of the "Arca Adriatica" project. In order to extend the tourist season, promotional



activities will be carried out continuously and more intensively during the time when the thematic events will be held.

Activities of the promotion centers are as follows:

- presentation of available thematic promotional materials that make popular maritime heritage, thematic events and events taking place within the Arca Adriatica project, and all forms of visual communications (roll-up posters, leaflets, brochures, video materials, etc.),
- marking the exhibition space with the visual identity of the Arca Adriatica project,
- exposing a program booklet of events and information for visitors,
- organizing thematic educational workshops at time agreed during the course of the project activities, and in accordance with the time available for the majority of participants,
- reserving and organizing the space required for performing educational workshops with the necessary technical equipment, making stimulative calls to participants, inviting speakers for training and taking the measures necessary for the successful organization of workshops,
- educating of staff / informants on the topic of maritime heritage and on the „Arca Adriatica“ project in order to establish an efficient communication of valorised value towards tourists, media and other interested public.

Each of the 7 promotion centers (in Malinska, Tkon, Cervia, Cesenatico, San Benedetto, Bari and Venice) should hold an educational workshop (s) for a minimum of 20 people, which makes a minimum of 140 educated participants.

The Kvrner Tourist Board is in charge of creating a marketing plan, while other partners (Cervia Municipality, Cesenatico Municipality, Bari Mediterranean Agricultural Institute, San Benedetto del Tronto Municipality, University of Ca Foscari Venice and Tkon Municipality) are in charge of the activities of promotion centers and of the organization of training workshops. Each project partner organizes training workshops in their own area.

## ***2. Production of the promotional material***

Promotional materials have to transmit and illustrate the "brand story" of the "Arca Adriatica" project, in order to promote the maritime heritage of the border area. It includes the use of all individual elements of the material such as text, photography, colors, etc. The production of promotional materials involves the production of printed and digital promotional materials.

## 2.1. Print promotional material

Print promotional material includes the development of roll-up posters, leaflets, brochures, banners and beach banners. In order to achieve suitability for the population of both countries and for the foreign guests from the selected primary outbound markets as well, the complete promotional material should be produced in a multilingual form. Production of the promotional material includes its design, preparation and printing / recording / production.

### Roll-up posters

Description: Roll-up posters are intended to increase the visibility of the „Arca Adriatica“ project in all official and promotional activities building a part of the project coordination, including board meetings, press conferences, presentations and other promotional activities. In addition, roll-up posters are permanently displayed in the promotion centers. Roll-up posters contain the visual identity of the project and the logos of all project partners.

Elements of the production:

Languages: English  
Edition: 10 pieces in English  
Format: 100 x 200 cm  
Production type: design, digital foto print on *blockout* material

The Kvarner Tourist Board is in charge of developing the design template (including texts and translations), and preparing the necessary material prior to printing for all project partners, as well as producing the complete amount of roll-up posters and distributing them to the project partners.

### Leaflets

Description: A promotional leaflet describes a tourism product with an emphasis on the maritime heritage including the contents and events. Its purpose is a clear and fast communication with the aim of informing and motivating tourists to come to the destination of the coastal border area. The leaflet contains the default visual identity of the „Arca Adriatica“ project. It will be distributed during the promotional activities performed by project holders (partners), such as trade shows, presentations, press conferences, visits of

journalists and agents on inspection trips to the destination, and through a network of promotion centers and info points in the Kvarner region also including the other interested parties providing tourist offer in the destination.

Language versions: CRO, ENG, GER, ITAL

Bilingualism: CRO+ENG; ENG+GER; ITAL+ENG

Elements of production:

Edition:	10,000 copies
Format:	10,5 x 21 cm
Volume:	2 pages
Print:	4/4 + VD polish 1/1
Material:	250 gr./m <sup>2</sup> KD mat
Mutations:	4 in all four colours (4 language versions)
Finalization:	cut to format

Leaflet design and material preparation are performed by the Kvarner Tourist Board for all project partners.

Each project partner is responsible for the circulation of 1,250 copies, namely: Kvarner Tourist Board, Eco-Museum "House of Batana - Casa di Batana", Municipality of Cervia, Municipality of Cesenatico, Mediterranean Agricultural Institute Bari, Municipality of San Benedetto del Tronto, University of "Ca Foscari" Venice and the Municipality of Tkon.

Kvarner Tourist Board is in charge of:

- the material concept and design
- the photo shoot with the repurchase of 6 photo motives
- the text processing and translation in four languages
- the prepress
- services and production costs
- VAT

The photos from the contracting authority's archive are used as a photo base for producing the leaflet.

**INCLUDED COPYRIGHT**

Designs, texts and promotional messages are fully repurchased. Texts and translations are provided to the contracting authority in electronic form, as text files. Selected photo motives include all subsequent rights of use free of charge for the purpose of promoting partners related to the „Arca Adriatica“ project. The contractor submits the photographs in their original format and full resolution and an additional file for printing. The minimum resolution of downloaded photo motives per longer side is 6,000 pix.

In case of reissues the graphic preparation becomes the property of the contracting authority at no costs. The contractor submits print files (pdf) and open files in the graphics program.

## Brochures

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*Description:* The brochure aims to attract the attention and interest of tourists for the offer of cultural tourism based on the maritime heritage in the destinations covered by the "Arca Adriatica" project. The visual layout has primarily to attract the user to the contents of the brochure. It consists of a combination of text and visuals, as well as interesting and practical pieces of information. Attractive photos and inspirational texts with the descriptions of targeted attractions are intended to disseminate information about the beauty and richness of maritime heritage. It acts as a foundation of the tradition and identity of the border area visited by guests from all over the world.

The overall production should be focused on the importance of the values created within the project "Arca Adriatica". Therefore, for the purpose of the material production, shooting will be carried out at the locations covered by the project, and the preparatory interviews will be made with all project participants. The material contains the default visual identity of the „Arca Adriatica“ project. The shooting is performed with professional equipment by photographers with quality references in the area of tourism and culture.

The brochure will be distributed through the occasional appropriate promotional activities organized by all partners of the „Arca Adriatica“ project (public relations activities, fairs, study tours, info points), as well as through the network of promotion centers.

Language versions: CRO, ENG, GER, ITAL

### *Elements of production:*

Edition: 10,000 copies  
Format: 16 x 22 cm (open cover format 63 x 22 cm)  
Volume: 36 pages + flaps (32 pp. - k.b .; 4 pp. + flaps - cover)  
Print: 4/4  
Material: 250 gr./m<sup>2</sup> Arctic the volume for the cover  
150 gr./m<sup>2</sup> 150 gsm Arctic the volume for the book block  
Mutations: 4 in all four colors (4 language versions)

Finalization: partial UV coating 1/0  
printing the cover  
sewn, stitched (soft cover)

The municipality of San Benedetto del Tronto is responsible for the design of the brochure and the preparation of the complete material for all project partners.

Each project partner is responsible for the edition of 1,250 copies, namely: Kvarner Tourist Board, Eco-Museum "House of Batana - Casa di Batana", Municipality of Cervia, Municipality of Cesenatico, Mediterranean Agricultural Institute Bari, Municipality of San Benedetto del Tronto, University of "Ca Foscari" Venice and the Municipality of Tkon.

The municipality of San Benedetto del Tronto is in charge of:

- the material concept and design
- the text creation and translation into 4 languages
- recording and repurchase of the right of use
- graphic preparation
- production services and costs
- VAT

Included recording costs are in fact as follows:

- preparation, organization and performing field shooting with travel costs in the areas covered by the project and
- repurchase of the above rights to use 40 photo motives.

### ***INCLUDED COPYRIGHT***

The selected photo motives include all subsequent rights of free use for the purpose of promoting the institutions related to the "Arca Adriatica" project. The contractor submits the photographs in their original format and full resolution and an additional file for printing. The minimum resolution of downloaded photo motives on the longer side is 6,000 pix.

Designs, texts and promotional messages are fully repurchased. Texts and translations are provided to the contracting authority in electronic form, as text files.

Graphic preparation becomes the property of the contracting authority without charge for repeated editions. The contractor submits print files (pdf) and open files in the graphics program.

## Banners

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*Description:* The purpose of the banners is to promote the restoration of the old traditional boats in order to create and promote cultural tourism of the common cross-border area based on maritime heritage. The material contains the visual identity of the „Arca Adriatica“ project.

*Elements of production:*

Edition: 20 pieces

Format: 100 x 65 cm

Print: polybane lightweight, visible on both sides

Finalization: edges by endlining; rope 0.5 cm thick, + 2 m of height, of white colour, fixed by sewing

Visual: according to the authorization of the contracting authority, back side *mirror*

The design template, as well as the preparation of the necessary material prior to printing, for all project partners, as well as producing the entire amount of banners and distributing them to all project partners is the responsibility of the Kvarner Tourist Board.

## Beach flag banners (Fly banner)

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*Description:* *Beach flag* banners are a visually attractive promotional tool that will increase the visibility of the "Arca Adriatica" project in the open air space during various promotional activities in the summer months, during events, festivals, cultural and artistic events, etc. In addition to its primary purpose, it can also serve for promotional activities during the organization of fairs, press conferences, etc.

Language: ENG

Edition: 10 pieces

Dimensions: at least 600 x 2,600 mm

San Benedetto del Tronto Municipality is in charge of:

- the design of a *beach flag* banner,
- the preparation of the complete material for all project partners,
- the production of the whole quantity of banners,
- the distribution of the banners to all project partners.

## **2.2. Digital promotive material**

The promotional spots will contain information about the project "Arca Adriatica", with the basic contents as part of the cultural tourism offer with an emphasis on the promotion of maritime heritage. They are intended to provide information to local residents of the border area, as well as a wider coverage of TV networks and online channels. It will be broadcast on TV stations and it will be uploaded to the online channels of the contracting authority.

*Description:* The purpose of the promotional videos is to bring the maritime heritage of the border area closer to the visitors by reproducing compelling images that will attract the interest of each target group, and present a dynamic and overwhelming visual content to the audience by educating them about the value and importance of maritime heritage and engaging them in the offered activities of the centers.

In order to use video spots for various purposes (TV presentation, web display, web *banner*, social networks, mobile applications, promotion at fairs, etc.), it is necessary to create video spots in several formats (resolution, length, theme ).

### **Promotional video spots**

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Video spots shooting is performed at locations within the scope of the project. The following costs are included:

- script and directing;
- production, organization and performing field shooting;
- the work of professionals for shooting from the ground and air (drone), lighting for indoor shooting, sound recording, rights for the music used;
- extras and actors in the movie (video);
- travel costs of performance;
- editing and graphic equipment for multiple versions of the completed material.

The material is shot in a professional HD format, and all versions of the video are additionally equipped with 3D introductory and final animations, signatures and logos.

A total of 20 videos will be produced: 10 by Croatian and 10 by Italian partners, as it follows:

- Kvarner Tourist Board
  - promo movie 3 min. – 1 version
  - spot 15 sec. – 2 versions
  - spot 30 sec. – 2 versions
- Eco-museum „House of Batana – Casa di Batana“:
  - spot 60 sec. -1 version
  - spot 30 sec. – 1 version

- Tkon Municipality:
  - 60 sec. – 1 version
  - 30 sec. – 1 version
  - 15 sec. – 1 version
- Cervia Municipality:
  - spot 60 sec. – 1 version
  - spot 30 sec. – 1 version
- Cesenatico Municipality:
  - spot 60 sec. – 1 version
  - spot 30 sec. – 1 version
- Mediterranean Agricultural Institute Bari:
  - spot 60 sec. – 1 version
  - spot 30 sec. – 1 version
- San Benedetto del Tronto Municipality:
  - spot 60 sec. – 1 version
  - spot 30 sec. – 1 version
- „Ca Foscari“ University Venice:
  - spot 60 sec. – 1 version
  - spot 30 sec. – 1 version

If the video spot contains the language of the concerned area, subtitles must be offered in English or the entire production should be made in English. At least one-third of the video should present a cross-border area. Video topics should cover the Adriatic area in terms of its content.

### ***3. Promotion of new tourist itineraries***

One of the goals of the project is the development of new tourism itineraries that put maritime heritage into service of developing an integrated cross-border tourist product. Developed tourism itineraries will be promoted through Promotion Centers with a particular emphasis on educational workshops for tourism professionals and through a network of tour operators who will be hosted and who will participate in itineraries to gain themselves the impression of a developed tourism product and thus become promoters of a new tourism product. Furthermore, the developed itineraries will be promoted through other promotional materials, through study tours, fairs and promotions on TV stations and other digital and print media.



## Study tours

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Study tours aim to promote new tourist itineraries of the joint tourist product "Arca Adriatica". The effect of a tour should be increased visibility of the tourism product and the inclusion of the offer in the global tourism market.

This are primarily tours intended for travel agents / brokers operating in different outbound markets. Particular attention should be paid to the selection of media representatives - journalists specializing in cultural heritage topics, TV crews, *bloggers*, influencers and leaders of digital platforms. Study tours can also be attended by partners and collaborators on the project.

The study tour program highlights the content and importance of the maritime heritage offer, which, as part of the cultural tourism offer, is presented as the basic motive for the arrival of guests to the destination. The program will be tailored in terms of the duration of the tour, the interest of the participants, the time of arrival and departure, as well as the availability of accommodation facilities and the like.

Each of the following partners: Eco-Museum "House of Batana - Casa di Batana", Municipality of Cervia, Municipality of Cesenatico, Mediterranean Agricultural Institute Bari, Municipality of San Benedetto del Tronto and Municipality of Tkon organizes at least one study tour for not less than 2 days, which should inform at least 10 professionals by promoting the destinations included in the itineraries.

The study tour model can be organized as one or more tours, as well as group or individual tours.

Organization of the arrival of the study group to the destination includes communication related to:

- the market selection
- the selection of tour participants
- the organization of all travel services (transportation, accommodation, professional guiding, meals)
- the creation of the primary content and accompanying *image* contents in the destination, i.e. assembling travel programs aimed at the creation of an event
- hiring guides / tour escorts when needed
- the preparation of the meetings with the key offer holders at a destination
- the preparation of promotional materials and souvenirs for travel participants

It is necessary to keep a record of the published materials, in order to better monitor the performance of the study tour results. The analysis of participants' satisfaction will be carried out by examining the participants' impressions through surveys, a book of impressions and the like.

## Fairs

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*Description:* The „Arca Adriatica“ project will be presented to the general public through exhibitions at tourism fairs. As a kind of specialized fairs, the tourism fairs will promote the "Arca Adriatica" tourist product.

Each of the following partners: , Eco-Museum "House of Batana - Casa di Batana", Municipality of Cervia, Municipality of Cesenatico, Mediterranean Agricultural Institute Bari, Municipality of San Benedetto del Tronto and Municipality of Tkon should participate and present the project in at least one fair in the area that builds a part of the program. If the fair is organized outside the area mentioned above, the consent of the Joint Secretary must be asked for. It is also possible for project partners to associate in order to perform together at fairs.

## Advertising on TV stations and other digital and print media

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*Description:*

Video spots prepared and recorded as part of the "Arca Adriatica" project are broadcast on local TV stations. Broadcasts are scheduled only in the prime time. Promotional activities on TV stations also include unpaid forms of presentation of the values of the "Arca Adriatica" project through guest appearances, participation in invited lectures, forums, interviews and cultural informative show programs.

Each of the following partners: , Eco-Museum "House of Batana - Casa di Batana", Municipality of Cervia, Municipality of Cesenatico, Mediterranean Agricultural Institute Bari, Municipality of San Benedetto del Tronto and Municipality of Tkon should broadcast the produced video material at least 5 times at local and national TV stations. Italian and Croatian partners produce separate media plans according to the media portfolio in their area.

Social media are a significant source of information for modern tourists as well as for locals. Therefore, it is necessary to communicate the value of the project by posting videos on social networks and platforms, and on online channels of the projects and project partners (Facebook, Instagram, Youtube, Twitter, etc.).

## **4. Organization of interpretative events**

The organization of interpretative events is co-financed by the Interreg V-A Italy-Croatia program, and the theme of interpretative events is focused on the achievement of the basic goals of the „Arca Adriatica“ project: preservation, revitalization and tourist valorisation of maritime heritage. The aim is to enrich the interpretative events with the contents in destinations that show interest and meet the set criteria. Herewith, an attractive and strong component in touristic and educational sense through the presentation of tangible and intangible maritime heritage will be ensured. In this way, the events directly contribute to the following goals: the promotion and enrichment of the tourism product / offer of the region, the creation of a recognizable image of the region and development of contents that enable the extension of the tourist season. In addition, these events ensure the preservation of maritime heritage through its tourist valorisation.

In order to enrich the tourist offer and create an interesting and attractive content for tourists, interpretative events should combine a touristically attractive and an educational content. The multi-day tourist events will cover as many areas as possible from the everyday life related to the sea, renovation of old boats, instructional craft workshops aimed at the skills needed to produce fishing and boating accessories, exploring the undersea, etc., organizing various events, workshops and presenting local crafts, breeding and ways of the preparation of traditional Mediterranean food, tasting of traditional dishes, cultural and artistic performances, regattas of traditional wooden vessels and tourists' voyages on these vessels, exhibitions of maritime heritage, folklore performances and a cappella singing, etc. This will contribute to the education of all target groups, especially of tourists and the local population in terms of the old crafts, skills and customs that represent the maritime heritage of each region.

Funds of support will be approved for the organization and implementation of events, in accordance with the criteria used for the evaluation of socio-cultural, educational, entertaining, economic and promotional effects.

Promotional centers within the project "Arca Adriatica" will create a set of educational and demonstration activities (presentation of the repairment of boats, knitting fishing nets, making longlines, folk dance, etc.) that must be included in each event. There will be a call for tenders and the destinations that wish to organize such events or upgrade their events with such contents will be financially supported.

In addition to the partner destinations, other destinations will also be encouraged to organize tourist events in accordance with the set criteria. Tourist boards, associations and / or other event organizers may apply for the organization of events, with the consent of the tourist board in whose territory the event is being held.

*Proposal for promotion of interpretive events:*

The Kvarner Tourist Bord organizes 10 interpretative events (5 events over a two-year period):

- Kvarner Festival of the Sea and Maritime Tradition FIUMARE, Rijeka
- Krk Sails
- Traditional Sailboat Tour and Regatta, Mošćenička Draga
- Fishing Week in Crikvenica
- With Lošinj Sails around the World.

The following partners: Municipality of Malinska - Dubašnica, Eco-museum “House on Batana - Casa di Batana”, Municipality of Cervia, Municipality of Cesenatico, Mediterranean Agricultural Institute Bari, Municipality of San Benedetto del Tronto and Municipality of Tkon organize at least one event.

The event on the conservation, revitalization and tourist valorisation of the maritime heritage within the „Arca Adriatica“ project should last at least two days and have the following mandatory contents:

- Traditional boat show and regatta (sailing/rowing taken in traditional boats);
- Interactive educational workshops on traditional skills (fishing, shipbuilding, naval skills etc.) during the events;
- Pop concert (a cappella groups, folklore groups, vocal-instrumental groups, etc.) in the evening;
- Gastronomic offer (fish and seafood dishes) as part of the event and / or in catering facilities;
- Eco-ethno fair (handicrafts, local groceries and beverages, crafts and arts, etc.);
- Instructional sailing for children and parents, sailing show for visitors on traditional boats;
- Exhibitions with maritime motives;
- Promotional impact by ensuring media coverage.

Events may also have the following additional contents:

- Sailing show / night sailing / ceremonial parade of ships and boats accompanied by light effects and music;
- The sea in word and song (vocal concert, poetry recital, literary evening, etc.);
- Lectures on maritime heritage topics;
- Opening Ceremony (brass band, majorettes, historical units, a folklore group, etc.);
- Panoramic boat trips on traditional boats;
- Fireworks;
- Creating lasting material value (information, interpretative panels about the event, publications, etc.).

In the promotional materials of the interpretative events, the basic elements of the presentation of the cultural-tourism product of maritime heritage - the theme, content and visual identity as well as the design should be emphasized:

- theme: the emphasis is on learning and co-creating an unforgettable tourist experience;
- content: to experience authentic maritime heritage sites (example: a traditional historical local harbour – 'mandrač') to gain new experience in maritime skills (example: workshop on how to make fishing and sailing accessories), learn about traditional maritime heritage skills (example: learn how to make fishing nets, fishing tools) to have fun (fishing festivals, typical indigenous Mediterranean dishes);
- visual identity and design: informative (a specific time and place of the event), attractive (attractive photographs of tangible and intangible maritime heritage), amusing, creative and instructive (photographs of local people presenting traditional maritime heritage skills).

The production of promotional materials includes the production of print (leaflets) and digital promotional materials. Print materials contain brief information for visitors, and are produced in two versions:

- as presentations of individual events and
- as a calendar of all events.

The promotional material is also produced in the digital version and is published on the Internet (websites of the partners in the project and other relevant informative websites). The web pages of the partners in the project contain special links for events, which provide information about the events (time and venue, short description of events, etc.).

Digital video materials are broadcast, according to the media plan, on local TV stations. In order to increase the visibility of the cultural-tourism product of the maritime heritage, the promotion of interpretative manifestations also takes place during study tours, where to media representatives and tourist agents are invited.

## 5. Unique marking of attractions

A unique marking of the attractions of tangible and intangible maritime heritage will be made within the framework of developing a unique cross-border cultural-tourism product.

Material maritime heritage includes the overall material heritage related to fishing, maritime and traditional shipbuilding such as vessels, maritime architecture (e.g. ports and port infrastructure, shipyards, lighthouses, fishing lodges, etc.), cultural landscapes related to seafaring and fishing industry (e.g. salt and fishing zones), museums, collections and exhibitions, tourist infrastructure (e.g. seaside promenades), archeological sites, sacral heritage with maritime titulars and votive collections, maritime related monuments, as well as audio-video, book and archive records. While immovable property is related to the place of origin (e.g. ports and lighthouses), movable property is often not kept at the place of origin or former use (e.g. vessels, archival records, etc.). Intangible maritime heritage includes oral literature and oral tradition, knowledge and skills in the field of fishing, navigation and traditional shipbuilding (activities and crafts), events (festivals, regattas, festivities and ceremonies related to seafaring, folklore production), water sports and toponymy related to maritime activities.

The purpose of marking the attractions related to the tangible and intangible maritime heritage is to include them in cultural and tourist itineraries, thus generating an added value of the cultural and tourist product. Experience and authenticity are fundamental starting points in promoting marked attractions.

In the area of Croatia 64 selected important attractions will be marked:

- in the Kvarner region - 48 markings,
- in Rovinj - 6 markings and
- in Tkon - 10 markings.

In the Italian area, the attraction marking will be performed as follows:

- Cervia - 55 markings,
- Cesenatico - 10 markings,
- Tricase Porto (The Port of Tricase) - 10 markings,
- San Benedetto del Tronto - 10 markings and
- Venice - 1 marking.

A part of the marked attractions will also be the items of the tourist itineraries.

The basic graphic template for branding the attractions is provided by the Kvarner Tourist Board. The methodology of choosing locations for installing marked attractions is determined by each of the partners by themselves.

In the promotional materials of the marked attractions, the basic elements of the presentation of the cultural and tourist product of maritime heritage should be the following ones:

- topic: acquiring new tourist experiences by getting to know and learning about the tangible and intangible cultural heritage;
- content: visiting, getting to know and education about the attractions of maritime heritage;
- visual identity and design: informative (list of cultural maritime heritage tours), attractive (attractive photographs of the sites), creative and instructive (short description of the particular sites / attractions).

Marked attractions can be communicated through the print (brochures – guides) promotional materials, containing brief information about each itinerary, significant sites / attractions included in each tour, suggested routes, and the ability to create the route individually. Production of print materials can also be performed in electronic version and can be published on the Internet (websites of the partners on the project and other relevant informative websites). In the marked destinations, a 3D photo frame used for taking photos can be installed. It contains logos and the visual identity of the „Arca Adriatica“ project. A written hashtag would encourage visitors to share their photos and experiences through social networks, and the collected photos can be rewarded in the categories of the best ones or the ones with most likes.

## **CONCLUDING REMARKS**

Cultural tourism is one of the most significant forms of tourism, as it is shown by the trends of its growth in the world. In addition to cultural heritage, in line with world trends indicators, tourists are increasingly showing interest in the so-called creative tourism, that is, the experiences arising from their participation in creative or production processes offered by the tourist destination (various workshops, events, courses, etc.).

The tourist destinations of the partners involved in the „Arca Adriatica“ project stand out for their rich maritime heritage, so it is important to incorporate innovation and creativity into the design of the original cultural and tourist offer, which will make possible to gain the experience based on the local and authentic culture of the maritime heritage of the border area. In the social context, the emphasis is on the development of local awareness about the need to restore maritime heritage and to preserve the traditional activities and occupations, so that they would not get permanently lost.

Through a quality interpretation of the tangible and intangible maritime heritage of the partner destinations, the cultural-tourism product as an attraction product should be shaped, in order to bring the cultural heritage of a destination closer to the tourists. A quality interpretation of the maritime history, coastal places, people, customs, etc. will contribute to creating an unforgettable tourist experience.

In this document, the marketing approach is focused on those maritime heritage values that will promote the specificities of the border area. In order to identify the coastal border area as a unique tourist destination, the marketing approach to maritime heritage is based on the contemporary market requirements and the existing values of the area, which will be promoted as unique values of the maritime experience.

The elaborated promotional activities in the Marketing Plan offer the guidelines for the promotion of the unique tourist product "Arca Adriatica", whose resource base is the maritime heritage of the Kvarner region , Northern Dalmatia and Italy.

The content of the marketing plan is focused on the activities that have to be undertaken for the development of a unique cultural-tourism product, as well as comprehensive ways of promoting it to different target groups. The emphasis is on developing cultural and tourist events, on uniquely featuring attractions and promoting the developed cross-border itineraries.

A comprehensive implementation of the promotional campaign, which involves direct and indirect promotion through local promotional centers, promotion through organized study tours and fairs, and the communication with electronic and print media, will achieve one of the basic goals of the „Arca Adriatica“ project: to create a recognizable image of the border area based on the experiential component of maritime heritage.